once again WOR can make a statement that underlines its position as the most dominant and buyable station in New York...

day and night (6:00 am to Mid.)
during an average week,

WOR gets into more homes with radios (3,440,000, to be exact) in a 4-state, 78-county area—including metropolitan New York—than any other station*  

WLS created "This is Our County" as a means of getting local history, color and facts on the air. Each half-hour broadcast includes interviews, narration, music, and a quiz based on questions submitted by high school students in the county.

WLS rendered a dual service in Midwest America.

When WLS engineers set-up in a middlewestern county, "everybody and his brother" gets to the microphone. For instance, April 5:

**THE COLES COUNTY, ILLINOIS broadcast brought to the air Clarence W. Bell, who is related to Abraham Lincoln---**

**FARM ADVISER W.S. MYERS---Mark Harry, Secretary, Coles County Farm Bureau---M.S. Engelbrecht and Richard Caughron, Chamber of Commerce leaders---**

**MRS. BESSIE WILSON, HOME ADVISER---Farm-wife Mrs. Clifton Parkas---Iva Ashley and S.E. Thomas, writers-historians locally---W.H. Ziegel of Teachers' College---Sam Sargent, brother of a noted painter.**

**EDUCATIONAL AND BOOSTER value is attested by mail comments such as:**

"learned a great deal about our county we didn't know before" and "a great thrill to hear our own county on the air".

"This is Our County", Fridays, 12 to 12:30, joins "Better Living for America", and a host of other programs as part of the WLS Service to all of Midwest America.
A golfer would stand little chance of breaking par if he had only one club to use from tee to cup. It takes a driver to tee off, a brassie on the fairway, a sand-wedge in a trap, and a putter on the green. In short, you need a wide assortment of tools available to do the job best and post the medal score.

In newscasting too, the best job is done when you have the widest choice of distinctive material from which to fashion a superior news program.

With International News Service you have the power of selection from the most brilliant and complete coverage in the world. You get ALL the news, plus many news-features, from all over the globe written so that it may be read easily. Take what is most suitable to your audience, tailor it to fit your individual needs. Then like the golfer, you have all the tools to build a great and permanent audience.
Upcoming

**Business Briefly**


**PRUDENTIAL RENEWS** • Prudential Insurance Co. of America, Newark, May 26 renews for 52 weeks The Prudential Family Hour, CBS, Sundays, 5-5:30 p.m. Agency: Benton & Bowles, New York.

**COMMENTARY SERIES** • America's Future Inc., New York (publication), May 19 for 52 weeks starts weekly series by Sam Pet tengill on ABC, Sundays, 3:45-4 p.m. Agency: Galagan & Turnbull, New York.


‘VOX’ FOR LIPTON • Thomas J. Lipton Co., Hoboken, N. J. (tea and soups), replaces Inner Sanctum Tuesday, 9-9:30 p.m. CBS after 8-week hiatus with Vox Pop on Aug. 27. Agency, Young & Rubicam, New York.

**Members Vote CAB Continuance to Nov. 1**

DECISION to continue CAB program rating service on “economical but comparable” basis until Nov. 1 voted by membership of Cooperative Analysis of Broadcasting at meeting Friday in New York. Membership authorized Board of Governors to adopt plan of interim financing to make up any deficit resulting from anticipated loss of support of four nationwide networks, or failing that, to “suspend temporarily” rating service operations. By Nov. 1 three-man committee of NAB, AAAA and ANA expected to report to CAB Board of Governors on “what kind of program audience measurement is wanted and needed by advertisers, agencies and broadcasters” and “how such program audience measurement can be made on a basis acceptable to all three groups as to method and cost.”

Objectives drafted May 4 at NAB, AAAA and ANA representatives meeting, Frederic R. Gamble, AAAA president, told CAB members. Present were Justin Miller, NAB president; J. Harold Ryan, Fort Industry stations; Frank Stanton, CBS, for NAB; Mr. Gamble, A. K. Spencer, J. Walter Thompson Co.; L. N. Broekway, Young & Rubicam, for AAAA; Fred W. A. S. president; Donovan Stedler, Standard Brands; Robert Elder, Lever Bros., for ANA. Mr. Ryan will be NAB representative on three-man committee.

Bernard C. Duffy, BBDO president and chairman of CAB Board of Governors, reported on results of mail ballot sent to members asking what action should be taken [BROADCASTING, April 8 and following issues]. Three choices given CAB members: (1) accept objectives outlined in report, continue CAB rating service, expanding as rapidly as possible to provide service recommended; (2) accept objectives, but discontinue CAB program rating service, limit organization's activities to experimental research; (3) not accept report. Of 900 votes to date, 68 favored first proposal, 22 second, and no one voted for third.

Discussion at Friday CAB membership meeting centered chiefly on ways and means to finance continued operation in face of expected withdrawal of networks whose share of 1946 CAB budget had been set at $160,000, about 38% of total $420,000. ABC already re- signed from CAB [BROADCASTING, April 22]. Several individual companies reported to have offered to underwrite any deficits in budget to insure continuance of CAB service.

Motion, adopted by same 3-1 ratio as mail votes, authorizes CAB board to arrange needed supplementary financing "by methods which are equitable and agreeable" to individual members. In event governors are unable to carry out plan, motion continues, they are authorized to suspend temporarily rating service and take whatever steps they deem necessary for "best interests of the whole membership."

C. E. Hooper Inc. notified CAB board it will become first applicant for standard-setting of type recommended by CAB special committee if CAB follows committee recommendation to change from rating service to standing body, Hooper subscribers will be told Thursday (May 16) at meeting at Hotel Biltmore, New York.
Sells
for it assures advertisers today a
greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

Represented by RAYMER

WDEL
WILMINGTON, DELAWARE

NBC BASIC NETWORK
It's a Habit in Nebraska's BIG Market

Metropolitan Omaha and Council Bluffs, Iowa, an area covering four populous counties, contains more people—more actual buyers of merchandise—than three times as many counties in any other section of Nebraska or Western Iowa.

This, combined with the fact that listeners "instinctively" turn to KOIL for the best news, the best programs, and the best public interest functions, makes KOIL the front door to Nebraska's BIG market.

Over the years, KOIL's programming has been geared to this huge, concentrated, metropolitan trade center. People like KOIL, and make it their habit to tune in on 1290 KC.

Make it your profitable habit to reach them through KOIL's 5,000 watts.

Represented by
Edward C. Petry Co., Inc.
For best RESULTS, select the POWER designed for your job. In the rich Ark-La-Tex area, KWKH — with its 50,000 watts — is the one medium with the POWER designed for full coverage of this buying market.

KWKH
CBS Star 50,000 WATTS
The Shreveport Times Station
Shreveport, Louisiana

Represented by The Brankam Co.
CREATED FOR THE COAST... by the \textit{Idea} \textbf{"MONEY}
THOSE time-honored sources of poetic inspiration—the moon, June, and love—can't compete with *Money on the Line*. In less than two years this Columbia Pacific quiz show has prompted listeners to write more than 90,000 poems.

So much rhyme has a reason, and here it is... a catchy, tune-teasing quiz that turns the titles of popular songs into a game that's fun for everyone. Quiz-master Harry Mitchell reads a limerick submitted by a listener, omitting the last line. A studio contestant tries to supply a song title that will complete the verse* If he succeeds he gets a cash prize. Win or lose, Wilbur Hatch's 18-piece orchestra plays a toe-tapping arrangement of the tune.

Of course the authors of the verses get prizes too—plus an extra award if their stanza stumps the contestant.

The easy-does-it simplicity of *Money on the Line* kindles enthusiasm wherever it is heard. Listeners like its uncomplicated formula. They like the equal chance it gives the butcher, the baker—and the college professor. Yes, *Money on the Line* appeals to everyone. That's why it has a husky 6.8 Sunday-afternoon Hooperating (February 1946)... and that's why over a thousand verse-entries pour in every week.

*Money on the Line* is for sale. To put its persuasive popularity behind your sales message, call us, or Radio Sales.
The Corn Borer won't have a chance this year in Iowa. For the "first organized attack on the corn borer"—according to the U. S. Dept. of Agriculture—WMT Cedar Rapids sponsored a WMT Clean Plowing Contest April 27.

35,000 on Hand

Instead of the expected 10,000, a crowd of 35,000 turned out to see the demonstrations of correct plowing techniques aimed at the control of the little animal which claimed a $4,000,000 toll in Iowa in 1945 and is threatening destruction amounting to $30,000,000 this year.

WMT awarded $1000 in prizes. First prize of $500 went to ex-GI Robert Bowery of Mile, Iowa. Gov. Robert Blue of Iowa fired the opening gun for the contest.

Day's activities included mass meetings during which numerous agricultural authorities spoke to the crowd on corn borer control. There were farm displays and demonstrations, and broadcasts by WMT artists. The Flying Farmers of Iowa had access to a nearby landing field and many of the alarm-minded farmers flew in for the contest and festivities.

Chairman of the project was Andy Woolfries, WMT farm service director, assisted by Warren Kester, WMT farm editor, and Keith Myers, Benton County extension director.

Sellers of Sales

A PROBING MIND is an asset to anyone in research, and especially so to a time-buyer. Carolyn Turner, associated with Young & Rubicam, New York, for the past 10 years, possesses that asset.

Details in research never bother her and she likes getting problems solved, no matter how many details are involved.

Miss Turner was born and educated in Philadelphia. Her first job was on the staff of the Board of Education in Philadelphia, (Business Administration Office). She worked there for about two years when she became ill.

While recuperating, she became interested in hospital work. She subsequently worked as a record registrar for University, Friends and Chestnut Hill hospitals in Philadelphia.

In 1934, Carolyn decided to go to New York. She started on the clerical staff of the Presbyterian Medical Center, in the office of Dr. Fred McCurdy, now N. Y. State Commissioner of Mental Hygiene.

Two years later, in 1936, she joined Young & Rubicam as a secretary in the Merchandising Department. In 1943 she was transferred to the Station Relations Dept. as a time-buyer.

She handles the following accounts: General Foods Day-time Network, Celanese, Bristol-Myers, Molle Shaving Cream, and Clapp. All but the latter are currently using radio.

Miss Turner is one of those career women who live alone and like it. She has an apartment in downtown Manhattan but spends her weekends in up-state New York. Gardening and fishing occupy much of her time on those weekends.

Carolyn is fond of all types of music, opera and orchestral, and is a ballet devotee. She reads biographies and books about travel, and, she says, Broadcasting.
"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.
... the expansion to nationwide of UNIVERSAL RADIO SALES and the appointment of Mr. George E. Hughes as Vice President of Universal Broadcasting Company in charge of Radio Sales. Now with offices in Hollywood, San Francisco and Seattle, the expansion will add staffs in Chicago, Detroit, Boston and New York. Said Wesley I. Dumm, President, Universal Broadcasting Company:

"We feel this is a distinct step forward in the Universal family. The growth of Universal facilities and the expansion of our activities combine to make it advisable to open our own offices to represent the multiple units of the organization."

Universal Radio Sales, under the direction of George Hughes, will represent KSFO, San Francisco; KXLA, Los Angeles; KXA, Seattle; the Universal Network and other prominent stations in key markets soon to be announced, as well as UBC Radio Productions, Universal Research Laboratories and Universal Recorders.

Mr. Hughes' experience in radio and its allied fields dates back to the early days of networks. Straightway from college, George worked in development of landlines for the young networks. Then in 1929, he joined Shell Oil's advertising department as Radio Director, handling production, network and spot advertising and supervising national newspaper and magazine campaigns, sales promotion and merchandising. In 1942 he organized and operated the Hughes Agency, representatives for a group of eastern stations, prior to joining the OWI for war work.

Mr. Hughes was manager of the government's international shortwave stations under auspices of the State Department from which he resigned to become Vice President of Universal Broadcasting Company.
NEW!—Simplified Phase Shift Modulation and Direct Crystal Control

- **Simplicity**—Recognizing Phase Shift Modulation as the best method of Modulating, Raytheon has engineered greater stability and efficiency into this method by exclusive and greatly simplified circuit design.
- **Rugged Dependability**—Direct crystal control, independent of modulation, gives positive and automatic control of the mean carrier frequency. Simple linear type tank circuits are used for all stages operating in the FM band—cannot get out of tune or adjustment.
- **Efficiency**—Every circuit is completely shielded to eliminate power losses by radiation, interaction and parasitic oscillation.
- **Unit Construction**—Buy now only the power you need and add a unit for increased power later. All units are perfectly matched in size, styling and colors.
- **Easy Installation**—Unit dimensions have been held to convenient cubicle sizes for moving through standard doors, in elevators, etc.
- **Lasting Economy**—Not only is the purchase price of a Raytheon transmitter less but your savings continue through lower operating costs achieved by greater operating efficiency, lower power consumption and long life quality tubes and components.
- **Operating Safety**—Complete power interlock and an automatic shut-off of power when rear doors are opened provide absolute safety for all operating personnel.
Ever stop to make a list of the national merchandisers who are twisting their competition into knots, with spot-broadcasting? By and large, they're the fanciest steppers in America, and we're proud to have worked with most of them.

Spot broadcasting isn't the easiest medium in the world to use. It calls for extra knowledge, extra skill and extra effort. But it can reach more people for you, at less cost, than any other form of advertising. We can prove that, by the way, if you wish. Wish?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
Truman Reaffirms Stand on Free Radio

FCC’s Blue Book Is Debated by NAB Board

By J. FRANK BEATTY

PRESIDENT TRUMAN emphatically reaffirmed his belief in a completely free radio, addressing his remarks to the NAB Board of Directors at the conclusion of the four-day board meeting held in Washington last week.

The Chief Executive’s bold reiteration of his stand was an event of major significance, and was received with ovations by hundreds of broadcasters who had gathered in the nation’s capital to discuss the future of radio and television. The meeting was held at the Executive Office Building in Washington.

President Truman made a dramatic declaration in support of free radio, stating that “radio must be as free as the press’ ability to express itself.” He added that “radio must be as free as the press’ ability to express itself.”

President Truman continued: “Radio must be completely free of government control. There must be complete freedom of radio.”

Miller’s policies and actions on behalf of the industry

Second among board topics was the music problem, which was taken up in detail Thursday at a joint meeting of the board and the Industrywide Music Committee. This group heard an outline of the joint conversation April 8 of the industry group and a group representing James C. Petrillo, AFM president, and the subsequent session of the industry group and a group representing James C. Petrillo, AFM president, and the subsequent session of four broadcasting and four AFM representatives, held April 15.

The combined meeting went into the music situation and its ramifications, with several plans being offered for consideration prior to actual policy negotiations with AFM. Permanent advisory committee is to be named to represent the industry in the negotiations, with each side having perhaps eight or nine members.

Leonard Ash, president of WBCA, Scheer and others of MBS appeared before the combined group and presented his special situation as an FM outlet without AM affiliation. Suggestion was made that the WBCA case might provide a test case on which the Dept. of Justice could proceed but no action was taken.

Operating procedure of stations under the recently enacted Lea Act was probed. NAB is preparing a guide book to aid broadcasters in operating under the new law.

Participation of T. A. M. Craven, vice president of the Cowles Broadcasting Co. in charge of technical operations, in the second North American Regional Broadcasting Conference in late February as an

UMW Truce Averts Radio Curtailment

By BILL BAILEY

IN AN ELEVENTH hour move Friday, John L. Lewis, United Mine Workers’ chief, averted what threatened to be radio’s greatest operations curtailment in its 25-year history, when he ordered a two-week truce in his soft coal strike.

Whether the “back-to-work-Monday” order would bring immediate alleviation to the fuel and power shortage was not determined as BROADCASTING went to press, but prior to the Lewis move, government agencies, including FCC, invoked war time emergency measures to conserve what fuel remained.

Civilian Production Administrator J. D. Small announced Thursday night that he had recommended Federal operation of the mines and had set up with CPA an Office for Emergency Controls “to take such measures as are possible to keep all power, gas and water companies operating.”

The Senate Friday afternoon voted 66-9 to consider immediately the Case anti-strike bill.

On Thursday the FCC waived Sections 3.71, 3.261 and 4.261 of its Rules & Regulations relating to minimum operating schedules of standard, FM and television stations. In the same order the Commission suspended Section 3.57, which requires stations to operate with full-licensed power. The waivers were to be effective throughout the emergency.

A few minutes before, the FCC had revoked Order 94-A, adopted (Continued on page 101)
NAB Sets Up Fund for Program Dept.

Committees to Be Merged
To Form New Body
For Project

LONG-RANGE project of NAB to strengthen the industry program structure was implemented last week by the association’s board of directors with budgeting of funds to set up a program department in the near future.

Pending for more than a year, the functional details had been gone over at the last three board meetings and given final authorization at the last board session in January. Full staffing of the department will be undertaken by President Justin Miller and Executive Vice President A. D. Willard Jr.

Creation of a new standing committee was ordered by the board, to be known as the Program Executive Committee. It will replace the present Agricultural Directors, Radio News, Music Use and Standards of Practice Committees, including representatives from all these groups.

Correlating Activities
Research and audience analysis functions of the Research Dept., which Director Kenneth H. Baker is strengthening, will be correlated with the program activities. The board decided to consolidate the Research and Office Forms and Practices Committees.

The long-discussed proposal to set up a system of annual radio awards was favored by the board, but not on a pretentious scale such as that proposed by the Lee & Losh publicity firm which handles the movie industry’s Oscar awards. Edward M. Kirby, retiring May 15 as public relations counsel of NAB, submitted a revised project calling for an expense of about $100,000. The board favored the awards idea in principle as well as the plan itself.

TO THE NATION’S President from a network’s president go valuable souvenirs of both the Roosevelt and Truman administrations. Niles Trammell, NBC president, last Thursday presented the Chief Executive with an album of outstanding Truman speeches as recorded off the network, and a collection of Roosevelt speeches, entitled “Rendezvous With Destiny.” Albums were embossed with the Presidential seal. Presentation was made shortly after NAB board had met with President Truman.

There was no rancor or feeling. But there was spirited discussion of the topic at the four-day board meeting. F. M. Russell, NBC Washington vice president, only network representative at the NAB session, sought to dispel notion anything sinister motivated dinner meeting. Filet mignons were served.

DINNER for 10 was served at a private suite in the Mayflower Hotel, Washington last Thursday. The guests were the six members of the FCC. The hosts were the presidents of the four nationwide networks.

It was off-the-record. One will get you that the FCC’s Blue Book animated the conversation. Originally, NAB President Justin Miller was to have been present. Niles Trammell, NBC president and the dean of the network heads, had planned the dinner some time ago after an informal conversation with Acting Chairman Charles R. Denny Jr. He thought it was proper to ask radio’s spokesman to be there.

The NAB board convened last Monday. Word of the dinner got around. Directors representing independent stations looked askance. Judge Miller is leading the fight against arrogation of program control by the FCC. He has been outspoken and articulate. The networks have been on the sidelines.

After considering the matter informally with the board, Judge Miller concluded it would be improper for him to attend. Because Mr. Trammell had taken the initiative in arranging the dinner, Judge Miller asked him if he could be excused.

There was no rancor or feeling. But there was spirited discussion of the topic at the four-day board meeting. F. M. Russell, NBC Washington vice president, only network representative at the NAB session, sought to dispel notion anything sinister motivated dinner meeting. Filet mignons were served.

FCC and Network Chiefs Dine Together at Mayflower Hotel

DINNER for 10 was served at a private suite in the Mayflower Hotel, Washington last Thursday. The guests were the six members of the FCC. The hosts were the presidents of the four nationwide networks.

It was off-the-record. One will get you that the FCC’s Blue Book animated the conversation. Originally, NAB President Justin Miller was to have been present. Niles Trammell, NBC president and the dean of the network heads, had planned the dinner some time ago after an informal conversation with Acting Chairman Charles R. Denny Jr. He thought it was proper to ask radio’s spokesman to be there.

The NAB board convened last Monday. Word of the dinner got around. Directors representing independent stations looked askance. Judge Miller is leading the fight against arrogation of program control by the FCC. He has been outspoken and articulate. The networks have been on the sidelines.

After considering the matter informally with the board, Judge Miller concluded it would be improper for him to attend. Because Mr. Trammell had taken the initiative in arranging the dinner, Judge Miller asked him if he could be excused.

There was no rancor or feeling. But there was spirited discussion of the topic at the four-day board meeting. F. M. Russell, NBC Washington vice president, only network representative at the NAB session, sought to dispel notion anything sinister motivated dinner meeting. Filet mignons were served.

DINNER for 10 was served at a private suite in the Mayflower Hotel, Washington last Thursday. The guests were the six members of the FCC. The hosts were the presidents of the four nationwide networks.

It was off-the-record. One will get you that the FCC’s Blue Book animated the conversation. Originally, NAB President Justin Miller was to have been present. Niles Trammell, NBC president and the dean of the network heads, had planned the dinner some time ago after an informal conversation with Acting Chairman Charles R. Denny Jr. He thought it was proper to ask radio’s spokesman to be there.

The NAB board convened last Monday. Word of the dinner got around. Directors representing independent stations looked askance. Judge Miller is leading the fight against arrogation of program control by the FCC. He has been outspoken and articulate. The networks have been on the sidelines.

After considering the matter informally with the board, Judge Miller concluded it would be improper for him to attend. Because Mr. Trammell had taken the initiative in arranging the dinner, Judge Miller asked him if he could be excused.

There was no rancor or feeling. But there was spirited discussion of the topic at the four-day board meeting. F. M. Russell, NBC Washington vice president, only network representative at the NAB session, sought to dispel notion anything sinister motivated dinner meeting. Filet mignons were served.
‘Clear’ Sessions End With Sharp Exchanges

By JACK LEVY and RUFUS CRATER

CBS’ VISION of FM networks blanketing the U. S. with the aid of a few high-power AM stations shared the spotlight with sometimes acrimonious exchanges between counsel for clear channel and regional groups, as the middle round of the clear channel hearings ended last Thursday.

Called to clarify engineering details of the elaborate proposal laid down by CBS President Frank Stanton [BROADCASTING, April 29], William B. Lodge, CBS director of general engineering, outlined proposed sites and assignments for a network of 200 FM and five AM stations as envisioned by Columbia, and estimated it would cost $10,810,000 to set up and $3,548,000 a year to operate.

Caldwell Questions

Louis G. Caldwell, attorney for the Clear Channel Broadcasting Service, who the day before had branded the regional group as “prosecutors” of the clears, hammered Mr. Lodge with queries about FM service, extent of coverage, cost and practicability of the proposal, CBS’ past attitudes toward power above 50 kw, and, at one point, about CBS’ financial condition.

He said he was “trying to save Columbia from financial disaster,” when Commissioner Hyde overruled his questioning on CBS programs.

At one point in Mr. Caldwell’s questioning, Julius F. Brauner, CBS counsel, interjected: “Columbia and its executives are not in the habit of making reckless statements. I think the record will show that.”

Sharp exchanges passed between Mr. Caldwell and Paul D. P. Spearman, counsel for the Regional Broadcasters Committee, in the Wednesday afternoon session when Mr. Caldwell questioned the motives of the regional group and charged that certain “ringleaders” were responsible.

He charged that Ed B. Craney, owner of KGIR Butte, Mont., was responsible.

Mr. Caldwell said he would seek to have the regional group’s executive committee members be required to testify to bring the arguments “out in the open.”

Mr. Spearman replied that Mr. Craney had nothing to do with his direction of the case and that Mr. Caldwell had made no suggestions when the regional group offered to furnish any testimony that would help decide the issues.

Declaring that “this is the most important proceeding ever held before the Commission” and that “the fate of rural service is at stake,” Mr. Caldwell said he would seek to have the regional group’s executive committee members be required for examination when the last phase of the hearings opens in July.

The CBS engineering director presented a list of sites for the 200 FM stations shown on the map which Mr. Stanton introduced during his earlier testimony. The list showed proposed location, antenna height, and effective radiated power for each station. Mr. Lodge estimated they would cost $8,270,000 excluding offices and studios, and that their annual operating costs would approximate $3,920,000.

The plan he outlined contained one deviation from Mr. Stanton’s proposal. Instead of two 1,000,000-w AM nighttime stations and about four 50-kw AM daytime stations to serve areas not covered by the FM outlets, Mr. Lodge suggested that the western-most 1,000,000-w outlet operate full-time, and suggested that the 50-kw daytime stations number three and be located in Idaho, Arizona, and Nevada.

The two higher-power stations—one in “eastern Colorado” and one in “northern Kentucky”—would provide nighttime skywave service while the 50-kw outlets would have extensive groundwave propagation. Mr. Lodge estimated that the two 1,000,000-w stations could be constructed at a total cost of about $1,760,000 and the three 50-kw stations at $780,000.

The CBS maps contemplated use of 600 kc by the fulltime 1,000,000-w station and 1000 kc by the one operating nighttime only. Lesser-power stations in Idaho and Arizona would operate on 690 kc and the one in Nevada on 610 kc.

With Harry Becker as FCC counsel and Andrew G. Haley for ABC in addition to Mr. Caldwell for the clears and Mr. Spearman for the regionals, fourth and final week of the second sessions on the clear channel hearings opened last Monday morning with testimony by Harold V. Hough, general manager of WBAP Fort Worth (NBC), minority owner of the Fort Worth (ABC), and member of the ABC station advisory committee. Mr. Hough submitted an analysis of public service sustaining programs and features carried on WBAP during 1945.

Traced History

He traced the history of the half time 50 kw clear channel station (820 kc) from its beginning in 1922 as a 10-watt operating on 360 meters. The owners of the station, Carter Publications Inc., publishers of the Fort Worth StarTelegram, were the original licensees of the station and have pioneered in radio, he said.

He testified the station began its first regular newscast program in 1935, without benefit of the wire services, and that this program has continued unsponsored except for a tag line: “Read the Morning Star-Telegram.” He presented data showing 192,618 pieces of mail received from 45 states, Canada and Mexico from listeners during the period from February 17 to March 17 of 1944.

Questioned by Comm. Hyde as to his activities on the ABC station advisory committee, Mr. Hough explained that the committee receives expressions from the affiliates and channels them to the network. Recently, he said, the committee met on an island off the coast of Georgia but usually meets at network headquarters. At a typical meeting, he said, would find the affiliates conferring among themselves one day “to tell the network what they have on their mind.” On the next day, he said, the affiliates meet with

CITIES Picked for FM Network

CITIES where transmitters have been "assumed" for the 200-station FM network projected by CBS in the clear channel hearings were listed at Thursday’s session by William B. Lodge, CBS director of general engineering, showing 192,618 pieces of mail received from 45 states, Canada and Mexico from listeners during the period from February 17 to March 17 of 1944.

Questioned by Comm. Hyde as to his activities on the ABC station advisory committee, Mr. Hough explained that the committee receives expressions from the affiliates and channels them to the network. Recently, he said, the committee met on an island off the coast of Georgia but usually meets at network headquarters. At a typical meeting, he said, would find the affiliates conferring among themselves one day “to tell the network what they have on their mind.” On the next day, he said, the affiliates meet with

BROADCASTING • Telecasting

Page 17
Record Sales Awaiting FCC Approval

Transaction for WCAU Is Last of Three Still Pending

THREE SEPARATE transactions, involving record-breaking stripped prices of $2,000,000 or better, await final FCC approval with the purchase last week of WCAU Philadelphia by the Philadelphia Record for a gross figure of $6,000,000 but a net price of $2,500,000.

Meanwhile, negotiations were in progress on at least two other station sales in the "beyond a million" category.

Other pending sales, awaiting FCC action, are King-Trendle Broadcasting Corp. (WXYZ Detroit and WOOD Grand Rapids) for a gross figure of $3,500,000 to American Broadcasting Co. and the final decision on sale of WINS New York by Hearst Radio to Cosley Corp. for a total price including $400,000 in time, of $2,100,000.

The WINS sale tentatively had been denied but oral arguments and a possible revision of the contract are in the offing.

WCAU Sale Announced

The WCAU sale was announced last Wednesday by J. David Stern, president of the Philadelphia Record and the Camden Courier-Post, upon completion of negotiations with Messrs. Leon Levy, president, and his brother, Isaac D. Levy, Philadelphia attorney. Earnest money of $100,000 has been advanced by Mr. Stern, with the formal application shortly to be filed with the Commission. The Washington law firm of Leonard Marks and Marcus Cohn represents the Stern interests.

The price of $6,000,000 includes $3,500,000 in assets, represented by approximately $3,000,000 in cash and securities and the balance in real estate. The 50,000 w clear channel WCAU is a CBS outlet. Minority interest in the station is owned by Mr. Levy and his brother, as stockholders in CBS. The owners of WCAU would not be required to sell if the new purchasers were not satisfactory to them.

The WCAU transaction marks the third sale involving Philadelphia stations to newspapers in the last two years. In 1944, WPEN, announced by Mr. Stern. (Continued on page 100)

Fitzpatrick Resigns From WJR; Pioneer To Remain In Radio

LEO J. FITZPATRICK, vice president and general manager of WJR Detroit for the past 20 years and former president of the NAB, last Friday announced his resignation.

Mr. Fitzpatrick, who has had 35 years of experience in radio but has not announced his plans. Disagreement over policy considerations with G. A. (Dick) Richards, president and principal stockholder, is understood to have motivated Mr. Fitzpatrick's resignation. Mr. Richards recently returned to Detroit from his California home. Recently Mr. Fitzpatrick disposed of his interests in WGR Cleveland, sister-station, for approximately $300,000. His stock in WJR, it is understood, realized a return of approximately $1,000,000.

Mr. Fitzpatrick, 51, began on the program side as one of radio's earliest announcers. He is credited largely with the development of WJR, 50,000 w clear channel outlet, and originally interested Mr. Richards in acquiring control of the property.

Mr. Fitzpatrick is the second WJR executive and stockholder to retire from active work in the last few months. M. R. Mitchell, technical supervisor and an original employee of the station, announced his resignation last March.

Announcement of Mr. Fitzpatrick's successor as directing head has not yet been made by Mr. Richards. Owen Urdidge is assistant general manager.

Mr. Fitzpatrick made his last formal appearance for WJR in a Washington proceeding April 30 in

(Continued on page 90)
Bread is big dough in Richmond!

Pictured above are just two products from two of the large baking plants in Richmond. Wonder Bread from the Continental Baking Company and Nolde's from Nolde Brothers. Both are clients of WLEE.

The baking industry in Richmond, serving Richmond and Eastern Virginia, has an annual payroll of some two and one-half million dollars!

It's another of the many diversified industries in this town that's the top of the South, that enables the Richmond Chamber of Commerce to say: "In every financial crisis since 1867, Richmond was less affected than the nation as a whole."

It's a continuous prosperity market, and if you want a low selling cost in radio . . . use WLEE. It's the station Richmond has learned to listen to.

---

**WLEE success story**

D____ C____, recently back from military service, is independent agent for a large insurance company. His company sponsors the 8:00 - 8:05 A.M. News on WLEE.

His first program was on Friday, April 19. Five minutes after the program, at 8:10 A.M., a WLEE listener telephoned C____ at his home. An appointment was made for 10:00 A.M. At 11:00 A.M., C____ had sold this listener a policy.

The premium is enough to cover C____'s advertising costs on WLEE for TWO MONTHS.

---

**W.L.E.E**

*Mutual . . . in Richmond . . . the continuous prosperity market*

/TOM TINSLEY, Director

IRVIN G. ABELLOFF, Gen. Mgr.

Represented by Headley-Reed

May 13, 1946  •  Page 19
Calif. Radio Set For Medical Assn. Messages on 17 Stations to Answer Socialized Plan

MARKING the first broad radio advertising campaign undertaken by the California Medical Assn., has voted to spend $70,000 annually in radio to answer exponents of socialized medicine. Association's radio message will seek to inform Californians on the voluntary health and accident plan.

The medical group has signed to sponsor the historic drama, Calif. Radio Caravan, on Don Lee California stations, Wednesdays, 7-7:15 p.m. (PST) for 52 weeks starting June 12. Program format was conceived by Lou Holwze, radio director of Lockwood-Shackleford Advertising, Los Angeles.

Program along with others of competing agencies were auditioned May 6 for 40 members of the medical profession and industry. Phillip A. Gilman, president, at the association's annual convention in Los Angeles. Final approval came last Tuesday.

California Caravan is co-authored by Mr. Holwze, assisted by Lee Roddy. Bo Purcell is narrator.

Significant Point

Significant point is that program selection was unanimously approved by body and yet will not possess a medical scene aiming at widest audience possible. Consistent with dignity of profession, program aims to entertain and reveals sales talk for commercials.

The eight-year-old California Physicians Service, operating under the California Medical Assn., is nation's oldest voluntary medical plan of its kind, according to Clem Whittaker, president of Campaigns Inc., San Francisco. Latter organization is handling public relations campaign for the medical group.

Chrysler Cancels

CHRYSLER CORP. on May 30 will cancel sponsorship for the summer of Music of Andre Kostelanetz, Thurs. 9-9:30 p.m. on NBC through Rathrauff & Ryan, New York. Decision as to whether sponsor will return to the air in the fall is still undecided. The Dick Haymes Show for Electric Auto-Lite Co. (spark plugs and accessories), formerly heard Sat. 8-8:30 p.m., will shift to spot vacated by Chrysler program.

Quaker Adds 19

SUPPLEMENTARY to 300 Mutual stations carrying Those Weaters on Sundays, Quaker Oats Co., Chicago, is rebroadcasting show for re-broadcast weekly on 19 stations effective May 10. Non-network stations carrying half hour show are: WCSC Charleston, SC; WWDR, WLWZ WASH KATE KYSM KPCO WHAM WSJS WCSC WBFC KSSO KGNC WEAU WMAM. Agency is Rathrauff & Ryan, Chicago.

Emerson Head Says OPA Okays An 8% Increase for Set Makers

OPA HAS AGREED to grant radio set manufacturers an eight percent price increase, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said in New York Thursday following his return from a meeting with OPA officials in Washington, D.C.

In the lower price field, covering sets retailing up to $30, the full increase will be passed on the public, and in the medium and higher priced sets it will be partly absorbed by distributors and dealers, he said. He expressed the belief that the increase will become effective within the next few days. Manufacturers may have to ask for further relief in some cases, he said, as the eight percent may not be enough to cover their increased costs, particularly in the lower price field.

FM by Summer

Reporting that his company is currently turning out 4,000 to 5,000 AM receivers a day, chiefly table models and portables, Mr. Abrams said that Emerson expects to have FM sets on the market by late summer and television sets by fall. The FM sets, which will all include AM as well, will start with table models priced at $60 and will include a few other models running up to $200 for a console that will also contain a phonograph with record changer.

First Emerson video receiver, Mr. Abrams, said, will be a table set with a seven-inch tube, priced at about $150, and a console model with a ten-inch tube, priced at about $200. Later models will also include an AM receiver. Former will receive only the television programs with their sound.

Asked about video receiving antennas, Mr. Abrams stated that Emerson will supply them to its dealers who will handle the installation. Antennas installed will cost the television set purchaser from $5 to $30, he estimated, reporting that tests indicate a wide variation in reception problems throughout the New York metropolitan area.

He predicted that television will not start off with a bang, but will develop slowly and that sets must be offered at low prices initially to attract purchasers despite the mediocrity of present-day video programs. He expressed the belief that there is enough interest in television on the part of the public to provide a good market for low priced sets, but said that program quality cannot be expected to improve until there are enough sets in use to attract advertisers.

Network Newsman Prepare for Test Ready for Jumping Off to Atom Bomb Show

ALL FOUR networks last week began receiving their newsmen who have been assigned to cover the atom bomb experiment to their jumping-off points.

The following correspondents will work for ABC: Frederick B. Oppen, network's far eastern correspondent, left Shanghai May 10 en route for Pearl Harbor to join the Pabst Broadcasting Co. flagship of the "Crossroads" fleet. Clete Roberts, who served as war correspondent in Europe and the Pacific, will leave San Francisco June 12 aboard the U. S. S. Appalachian, the press ship bound for Bikini Atoll, the scene of the experiment. Larry Tighe was scheduled soon to leave Tokyo to proceed to Kwajalein Island, from which the atom bomb testing plane will take off.

MBS Coverage

MBS will have the following newsmen aboard the U. S. S. Appalachian: Quintin Reynolds, Cecil Brown, from New York, Don Bell, San Francisco correspondent, and Robert Stewart, Manila correspondent. Frank D. Morris, former Collier's correspondent, Ernest K. Lindley of Newsweek and Jerome Beatty of American Magazine will also broadcast from the scene of the tests for Mutual.

NBC, whose full list of correspondents to be sent to cover the experiment is not completed as yet, so far has assigned Ralph Howard Peterson, NBC Chicago news commentator, who sailed from San Francisco May 8 aboard the U. S. S. McKinley, W. W. Chaplin, NBC roving reporter and George Thomas Foster, NBC Tokyo correspondent.

Four CBS correspondents scheduled to report the tests are Bill Downs, whose broadcast from an observation plane will be pooled to all CBS stations, Edward McMillan, who will broadcast from Kwajalein Island, Don Mozeley, from the U. S. S. Appalachian and George Mooram, not yet assigned.

CBS Dividend

CASH dividend of 40 cents per share on the present class A and B stock of $2.60 par value was declared May 8 by the board of directors of CBS. Dividend is payable June 7 to stockholders of record at the close of business on May 24.

Consider Replacement

ALTHOUGH contract has not been reported signed, Orson Welles Mercury Theatre is expected as summer replacement for Pabst Brewing Co. Danny Kaye Show on CBS effective Sept. 16, program that originated from Hollywood, Pabst agency is Warwick & Legler, Los Angeles. In September 1947 Eddie Cantor takes over period for Pabst [Broadcasting, May 6].
WOW, with 5000 watts on 590, can be heard CLEARLY more than 100 miles from Omaha. WOW is LISTENED to because it is a basic NBC station, carrying 33 of the 50 top-rated programs plus first-class local features and NEWS. Thus WOW gives you THE BIGGEST RADIO AUDIENCE your money can buy in the Omaha trade territory.

<table>
<thead>
<tr>
<th>Frequency (KC)</th>
<th>Power Needed to Deliver the Same Signal 100 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>590</td>
<td><strong>5000 Watts</strong> to deliver a 2 mv signal</td>
</tr>
<tr>
<td><em>1100</em></td>
<td><strong>90,000 Watts</strong> would be needed</td>
</tr>
<tr>
<td><em>1300</em></td>
<td><strong>190,000 Watts</strong> would be needed</td>
</tr>
<tr>
<td><em>1500</em></td>
<td><strong>420,000 Watts</strong> would be needed</td>
</tr>
</tbody>
</table>

**IT'S A FACT**

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

* These are the approximate frequencies of other full-time stations in the Omaha area.

**WOW INC.**

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN B. BLAIR & CO., REPRESENTATIVES
Bill for Permanent Licenses Expected

Free Radio Under Bill of Rights Suggested

LEGISLATION to make broadcast licenses permanent and to restrict the FCC’s self-asserted powers over programs is expected to be introduced in the House before the 79th Congress opens in July, it was learned last week.

Some Congressmen favored submission to the states of a constitutional amendment which would give radio the same freedom guaranteed to the press in the Bill of Rights.

At the same time it was revealed that Republican leaders have been studying proposals for restrictions on commentators who, they charge, “are spouting New Deal propaganda” [CLOSED CIRCUIT, May 6]. The perennial “franchise tax” on radio was revived during discussions.

FCC ‘Sword’

Informal conferences the past week by both Republican and Democratic Congressmen brought out that many members feel: (1) there is too much Administration propaganda on the air; (2) the FCC, by its indirect control over programs, fosters a liberal amount of such propaganda by holding a “sword over licensees in the form of temporary licenses and threats of revocation for failure to broadcast sustaining public service programs”; (3) by using the temporary license as a whip to enforce its “policies,” FCC has, in effect, made puppets of broadcasters at the hands of “bureaucrats.”

While the heaviest criticism was leveled at the FCC, which was charged with “ambitions to control the American people through control of radio,” broadcasters did not escape bitter denunciation.

“Unless radio cleans out its own house and gets rid of these propagandists who go on the air under the guise of reporting news, Congress will clean it for them and it won’t be pleasant,” declared one high-ranking Representative.

Rep. B. Carroll Reece (R-Tenn.), chairman of the Republican National Committee, said it felt definite legislation is badly needed, in view of the FCC Blue Book, but he would want to give any legislation restricting commentators “the greatest of study.”

“It would be difficult to get free speech through legislation without giving the FCC more powers than the Commission has assumed,” said Mr. Reece. “I feel that radio should have editorial control and make sure that when a man campaigns on the air he is not announced as a reporter of the news, but rather as a commentator expressing his personal views.”

Rep. Clarence J. Brown (R-Ohio), chairman of the Republican National Executive Committee, himself a newspaper publisher, said radio news should be handled as it is in newspapers. “Let the news be reported objectively,” he said. “If a man wants to comment, it should be made plain to the listeners that he is expressing his own views or those of his sponsor, and is not reporting news as such.”

A fortnight ago a survey on Capitol Hill revealed that any action on pending radio legislation this session was remote [BROADCASTING, May 6]. Since that time, however, developments have been such that authors of some of the pending House bills are demanding immediate consideration of their measures.

Antagonism towards radio in general rose to a new high following what Republican leaders charged was a “campaign by radio to perpetuate Government controls through continuance of the OPA.”

“We of the commentators, particularly on the American Broadcasting Co. network, who cried that the House-passed OPA bill would bring inflation and kill the OPA, not one performed the first requisite of a good reporter by telling the people just what the House amendments mean,” said one Congressman.

“All you heard from certain commentators was that the House riddled the OPA bill with amendments, that inflation was coming and that the only way to stop it was to continue the OPA. I doubt if any one of those commentators knows what is in the House-passed bill. If he did, he wouldn’t go off half-cocked that way.” The spokesmen charged that the commentators were “only doing what they were told to do by Administration bureaucrats who want to continue the Government’s stranglehold on the American people.”

“Propaganda on the air threatens to shake the very foundation of our free institutions,” Mr. Reece added.

In discussing means of combating what Republican Congressmen termed “an organized propaganda campaign to perpetuate the New Deal,” he said it would be that while the FCC has held a threat over the heads of broadcasters by placing 300 or more stations on temporary licenses because of “insufficient sustaining public interest” programs, it was the intent of Congress—and still is—that licensees alone shall determine what goes on the air.

Public Affairs Broadcasts

“The Commission hints that radio stations ought to carry more public affairs, that they should not be allowed to carry only must programs,” said one Congressman.

“What the Commission means is that radio stations ought to carry more Administration propaganda. We in Congress are otherwise wise. Unless broadcasters take affirmative steps to curb the outpouring of propaganda, we’ll do it.”

Rep. Richard B. Wigglesworth (R-Mass.) said he would press for hearings on his bill (HR-3716) designed to “further protect freedom of speech over the radio,” introduced last July 6 [BROADCASTING, June 9, 1945]. Chairman Clarence F. Lea (D-Calif.) of the House Interstate and Foreign Commerce Committee, is campaigning for re-nomination in the California primary and intends to return to Washington until early next month.

Before he left, however, he said that with a full schedule of “must” legislation before the full committee, the FCC would not do radio into legislation before adjournment. Rep. Wigglesworth, on the other hand, declared “we’ve got to pass some legislation immediately or face complete domination of the air by the bureaucrats through FCC control.”

Rep. Wigglesworth’s bill would amend Section 326 of the Communications Act by adding restrictions designed to protect freedom of speech. His bill would provide that no radio station shall “deny any citizen of the United States access to, or otherwise to use, its radio communication facilities, or in connection with its radio station activities discriminate in any manner against any citizen of the United States,” because of “opinion, conclusion, statement, or comment” not otherwise prohibited by law.

The bill further would give any citizen “who alleges that he has been denied access” access to, or the right (Continued on page 34)

(Continued page 41)
BERMUDA’S OWN STATION
Now On The Air!

- American Broadcasting Co.
- Canadian Broadcasting Corp.
- National Representatives:
  John Blair (U.S.)
  Horace N. Stovin (Canada)
- Cole E. Wylie, General Manager

ON MAY 12, ZBM, Bermuda’s first station, broadcast its inaugural programs to an audience of 38,000 which, heretofore, had no regular radio service. Right from the start, Bermuda folk knew they had a station of their own... ZBM—Bermuda’s Own Station.

Perhaps we shouldn’t mention such worldly terms as coverage, population, retail sales and imports expressed in millions. Particularly since Bermuda is such a gracious place for easy living surrounded by sun, sea and coral sand with the scent of cedar in the air.

But we must. Bermuda is a market, too. A market you have been missing because before now there was no adequate way to cover it.

From St. George on the East to Somerset on the West is some 20 square miles. Almost equidistant from each is Hamilton, home of ZBM’s 250-watt voice which covers the area intensely. ZBM is the only station which can guarantee complete island coverage.

Soon the “high” way to Bermuda will land thousands of vacationers on Darrell’s Island Air Base; the low road will tote thousands more to Hamilton Harbor. Vacationers estimated at 5000 will lounge on the coral beaches, reel in tuna or drive along oleander-hedged roads. They’re in Bermuda for lazy days of luxurious living. And the millions they spend flow from city to village making things grow and thrive; flow back to the States in return for American products—your products, perhaps. Bermuda imports for 1946 are estimated at 17 million dollars.

Sixty local accounts started with us right from the beginning. Why not bring your product to Bermuda? Let our “coverage” of 38,000 hear it over ZBM. We’ll show you results that will make you wish you’d come to Bermuda sooner.
SPORT LOVING Californians (and thousands from other states) trek to the Beeline's high Sierra for fun in snow and sun. This is the land of mile high Lake Tahoe and glorious Yosemite... of tall trees, record trout catches, ski runs... of Summer homes and famed resorts.

Travel and recreation normally constitute California's third largest industry, and the Beeline is the leading recreation area in the State. From this one activity is derived $350,000,000 yearly... ANOTHER REASON WHY THE BEELINE AREA'S TOTAL ANNUAL INCOME RUNS CLOSE TO TWO BILLION DOLLARS!

... Summer and Winter FUN SEEKERS leave the area $350,000,000 richer every year!

Remember these 5 BEELINE Stations
... each a dominant HOME station, powered for a top-notch selling job in its own market area. NOT a regional network, Beeline stations blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada.

KOH
Reno. National Broadcasting Company. Established 1928. Primary coverage of 12 counties. KOH, Nevada's most powerful station, is the ONLY station which can be heard consistently in the Lake Tahoe area in Summer. 1,000 watts—630 kilocycles.

KFG
Sacramento (ABC) Estab. 1921

KFG
Bakersfield (CBS) Estab. 1932

KFG
Stockton (ABC) Estab. 1921

KFG
Fresno (NBC) Estab. 1922

McClatchy Broadcasting Company
Sacramento, California
Paul H. Raymer Co., National Representative
Blue Book Controversy Is IER Theme

1173 Attend Ohio State Sixteenth Institute’s
Four-Day Meet

(Other Institute stories on pages 29, 33, 76, 80, 84)
THE OHIO STATE U. Sixteenth Annual Institute for Education by Radio, which attracted a record audience of 1173, developed into a four-day book review.

The book reviewed was the FCC Blue Book, popularly acrimed name of the FCC’s report on the Public Service Responsibility of Broadcast Licensees which was issued March 7.

In 44 individual panel and general sessions, featuring 270 speakers and chairmen, discussions on subjects as unrelated to day-to-day radio matters as the atom bomb eventually developed around the country. The Blue Book director was Dr. I. Keith Tyler, director of radio education, O.S.U.

The man everyone was talking about, after the show was over, was the man who dominated the forensics at the inaugural General Session in the Columbus, Ohio, Deshler-Wallick Hotel May 3: MBS President Edgar Kobak. As the session chairman, Mr. Kobak was in rare form as he juggled with professional ease the explosive personalities of such men as Comr. Clifford J. Ricks, vice president of the FCC, H. B. McCarty, director, WHA, U. of Wisconsin; Justin Miller, president, NAB; Nathan Straus, president, WMCA New York and Davidsohn Taylor, v.p. and a director of programs, CBS. Topic for the opening session was “Has Radio Reconverted?”

Mr. Kobak had his hands full as the question was presented. Mr. Durr and Mr. Miller developed. Mr. Straus and Mr. McCarty enthusiastically endorsed the FCC Report.

Out of the entire Institute, generally conceded the best yet undertaken by the Ohio State U. in conjunction with the Asan. For Education by Radio, these major points developed:

1. The Commission, as represented by Spokesman Durr, does not intend to retreat from its stand on the Report.
2. Broadcasters generally fear its far-reaching effect on their programming operations.
3. Educators, for the most part, go along with the Commission.
4. The Blue Book—although represented as a Report—has the effect of regulation.
5. The FCC’s ability to pass only QUALITATIVE or qualitative matters determines what programs without reviewing QUALITATIVELY is much in question.

Educators and social scientists, who dominated the sessions, strongly denounced the new FCC policy as a wedge providing them with greater opportunity to place education-produced programs on station broadcasting stations. Broadcasters attending the meetings, in cloakroom sessions, were bemoaning what they foresee as a rising tide of educators—with scripts-in-hand—descending on their premises.

Commissioner Durr warned that radio’s future depends on the extent to which it will grant freedom to “technology” to eliminate economic barriers to competition and progress.

He scored the “lip-service to good American words ‘progress’ and ‘competition’ of the FCC’s report “by itself which he charged with frequently interfering distribution of new and improved devices, particularly in radio. He repeated the interference made frequently in the past of his suspicion that “there seems to be a tendency on the part of radio to cling to its old system of broadcasting in fear of new competition from a system admittedly superior.”

To support his arguments, the Commissioner said 85 radio manufacturers replied to the FCC’s questionnaire that an estimated 22,000,000 receiving sets were scheduled for production in 1946. “Yet,” he declared, “of these 22 million sets only 1,800,000, or about 9% are to contain FM bands.

“In the interest of the rapid development of FM it is to be hoped the American public will demand manufacturers make such improvement available,” he said.

Commissioner Durr voiced the opinion that television will not be a business for small operators or for small towns for some time. He said that Straw, a proposal Westinghouse plan to broadcast television from high-altitude airplanes, may prove to be the answer to the high cost of television networks.

Mr. Durr returned to the popular subject of the Institute’s theme which dominated the conference in his concluding remarks.

“The Commission,” he declared, “made certain allegations of fact in support of its belief. None of these allegations have been challenged.

“The Commission cannot and will not attempt to provide the ideas and information so essential to our understanding of the world we live in.

“It has attempted,” he concluded, “to try to keep open the channels through which such ideas and information may flow.”

Mr. Miller challenged the Commission’s remarks and the authority of the Commission itself, declaring radio “will not dolesly consider the content of its programs.”

Mr. Miller cited radio’s outstanding war job and its present efforts in its peacetime operation. He said Herbert Hoover’s proposal to broadcast the White House was an example of radio’s force in keeping the public informed.

He said that with 25 years of programming behind it, radio has not by any means exhausted its “almost boundless potential.” Radio, he declared, has had only one slide—by which to measure the success of its activities—the public’s confidence in constructive criticism from listeners themselves will inevitably lead to better programs, he declared.

Nathan Straus, president, WMCA New York, created a buzz of excitement among the audience by recommending four steps to overcome the confusion in the overcrowded “over-commercialization” in radio. The remedies, he declared, are:

1. Broadcasters should take immediate steps to eliminate middle commercial programs in all news programs.
2. Make a comprehensive study to determine how much time commercials take of total air time.
3. Exclude from the air patent medicines or any dangerous or potentially harmful medical products.
4. Limit advertising agency domination of programming and production.

“The answer to the question of whether broadcasting is assuming its postwar obligations is ‘No!’” Mr. Straus told the Institute.

“For the second time in four months, the Institute has published a report on the public service responsibility of broadcasters. The report was fair and dared for the most part in facts and statistics, Mr. Straus declared.

“It seems to me that the radio industry itself would welcome such criticism, carrying it as does an (Continued on page 76)
Dresses, hats, belts, compacts—Wieboldt’s customers pick them out of the air.

Like the people who have patronized its stores for over sixty years, Wieboldt’s is a smart shopper. Nine years ago Wieboldt Stores, Inc. began to test the selling power of radio in America’s second market—Chicago. Naturally, it checked coverage, circulation, listener preference and sales results of all Chicago radio stations—naturally it chose WMAQ!

Since January 1937 Wieboldt’s has continuously used WMAQ to bring friendly sales messages to an ever-increasing and always responsive audience. Today, its current programs, Your Neighbor (Monday–Friday), and Hi-Time (Saturday), are heard by thousands of loyal listeners at 8:00 A.M.

**WMAQ—THE CHOICE IN CHICAGO**

WMAQ, the oldest station in Chicago, has always been first choice of listeners and advertisers alike. Compelling local features and the NBC Parade of Stars make it Chicago’s dominant station. Sales results make it the best advertising buy.
RALPH WALDO EMERSON said...

"So far as a man thinks, he is free."
Freedom of thought and freedom of speech—the right to express that thought—are the broad base of America's freedom. And to retain this blessing today, the freedom of the air must be guaranteed with the freedom of the press.

Guardian of American Freedom

Ralph Waldo Emerson... born May 25, 1803
Television
(Continued from page 25)

it would be unfair to the people of Wisconsin to engage in a form of television which might become obsolete in such a comparatively short time, thereby leaving those who have invested in fairly high-priced receiving equipment with obsolete sets on their hands.

The Journal Co.’s decision to transfer its television activities into the high-frequency field is consistent with the company’s well-known policy to provide the very best possible broadcasting service to the people it serves. To this end the program of off-the-air experimentation and the training of the Radio City staff in the techniques of television will also be continued. New camera and studio equipment of the latest design will be delivered during the next few months and will serve to accelerate the program which has already given the staff a head start in preparing themselves for the efficient use of the new medium.

PHILADELPHIA’S NEW SCHOOL NET STARTS

PHILADELPHIA’s first college radio network goes into operation this week linking WXPN, University of Pennsylvania; WHAV, Harvard College; WBMC, Bryn Mawr College and WSRN, Swarthmore College.

The network, known as Middle Atlantic Network of the Intercollegiate Broadcasting System, was promoted and organized by WPEN, the Evening Bulletin station in Philadelphia, as a contribution to development of college radio training.

The plan for the current year calls for two half-hour shows originating each week by each of the four colleges. In addition, the Middle Atlantic Network will take feeds of Evening Bulletin newscasts from WPEN.

College stations are manned exclusively by students. While WPEN assumed the expense of line installations to form the network, the stations will operate on their own equipment until some future semester when further grants are expected.

Formation of a college network, in addition to promoting a higher degree of intercollegiate cooperation, activity, serves as a potential source of public broadcasts.

General Motors Loss

GENERAL MOTORS Corp. had a net loss applicable to common stock of $38,419,218 in first quarter of 1946, or 87 cents a share, company has reported. Company had an operating loss of $88,988,663 for the quarter due to loss of production caused by the UAW-CIO strike.

Federal income and excess profits tax adjustments reduced loss by an estimated $2,964,000, leaving a net loss of $36,024,663 before payment of regular dividends of $2,294,555 on preferred stock.

KOLIN HAGER, for over two decades manager of WGY Schenectady, resigns effective May 15 to become assistant to President Paul Heinecke of SESAC, music licensing organization. At SESAC he will promote the transcription library, take part in public relations activities and supervise SESAC’s national representatives.

Mr. Hager will center his activities at SESAC headquarters in New York. He is completing his second term as a member of the NAB board for District 2, (New York, New Jersey) and is a member of the board of the Advertising Council. He is director of the Schenectady Chamber of Commerce and president of the Schenectady Better Business Bureau.

In announcing the appointment Mr. Heinecke said that Mr. Hager’s extensive background as a broadcast executive, as well as his early music training when he was headed toward the concert stage and opera, admirably suited him for the post. He referred also to his experience in FM and television, which will enable SESAC to offer better service in those fields.

Mr. Hager entered radio in 1922 while in the General Electric publicity department, as studio manager of the new WGY. Before networks were organized he built a hookup of WGY, WJZ and four other stations into a hookup, adding Cleveland and Chicago outlets when NBC took over. He helped General Electric set up KGO Oakland and KOA Denver. In World War I he was leading man of a doughboy theatrical troupe that toured Europe.

Powerful Transmitter

SOUTH-EAST Asia Command has opened what is perhaps the most powerful armed forces radio station in the world, 100,000 w, at Colombo, Ceylon. The station, known as Radio SEAC is intended to serve the British military, naval and air forces being maintained in South-East Asia to bring order back to the areas devastated by the Japanese. Transmitter operates on 15.12 me in the 19 meter band and 6,075 mc in the 49 meter band. Some programs of entertainment and news are being beamed to southern India and Ceylon on a 7,500 w transmitter.

Fitzgerald to VA

LESLIE C. FITZGERALD, former director of WAKR Akron, has been named chief of the radio section, Public Relations Office, Branch 6, Veterans Admin. A veteran, Mr. Fitzgerald will cover Ohio, Michigan and Kentucky.

Mr. Timebuyer!

A telephone call will bring you 123 primary area counties with 1,747,955 radio homes.

Dial your nearest Blair office for the complete story of WWWA’s personalized broadcast service to 123 primary area (1,747,955 radio homes) and 140 good secondary area (1,381,977 radio homes) counties in the famous Ohio, Pennsylvania and West Virginia Steel and Coal Belt of the Nation! We merely mention 249 fringe area counties in passing. They represent a bonus worth thinking about.

For the record, an Eastern agency recently wrote:

“... Sorry WWVA doesn’t reach every city. You have done a wonderful job and our client is more than pleased with results.”

—ASK A JOHN BLAIR MAN—

BASIC A-B-C NETWORK

ONE OF THE WORLD’S BETTER RADIO STATIONS

WWVA
50,000 WATTS WHEELING, WEST VA

May 13, 1946 • Pa
HONOLULU STATION IS ASSIGNED KPOA

CALL letters KPOA have been selected for the new 5,000 w 630 kc station in Honolulu, for which CP was granted last month by the FCC, according to Henry C. Putnam, station manager. Construction will start in the near future, according to Mr. Putnam, with the station slated to take the air in late July.

The call letters signify Pacific Ocean Area, term used by Army and Navy. Mr. Putnam recently retired as a major, having been public relations officer in charge of radio for the Middle Pacific area. KPOA is owned by Island Broadcasting Co. Mr. Putnam is a partner, along with Elroy McCaw, Northwest broadcaster, and John D. Keating, West Coast representative.

Video Is Seen as Agent Of Democracy by Royal

TELEVISION may well become the “greatest single democratizing agent since the invention of printing,” John F. Royal, NBC vice president in charge of television, May 2 told a meeting of the National Assn. of Manufacturers in Philadelphia.

“Because television will enable many people to observe the same event at the same time, television will build a consciousness of equality and a community of interest,” said Mr. Royal. He also described the current issue of color television versus black-and-white as a “red-herring subject.” He characterized as “absurd” statements by color video proponents that the public would wait “indefinitely” for color.

Guest on KSO

WHEN Ed Linehan, program director of KSO Des Moines, decided that his educational program, Careers in the Making, should discuss radio, he remembered the authoritative background of his friendly rival at KRNT Des Moines, Chuck Miller. Invitation was extended and Chuck dropped his duties for Cowles long enough to answer questions from school children about work in radio, via KSO.

ABC, cooperating with United Jewish Appeal, on May 16, 10:30-11 p.m. presents “The Star Spangled Way,” featuring Jack Benny, Eddie Cantor, Ginger Rogers, Paul Muni, Tallulah Bankhead, Charles Boyer and others.

WORK CLOTHES make payrolls for the NASVILLE area

Ten million dollars worth of work clothes are made here each year—and payrolls of this, and many other well-established industries, help make the Nashville area one of the nation’s most stable markets . . . One million people with a spendable income of over 800 million dollars yearly are a rich market for your quality product . . . The primary area of WSIX effectively covers the Nashville market area with the top-rated programs of both American and Mutual networks . . . Cover this prosperous territory with a message broadcast economically over WSIX.

WSIX gives you all three:

MARKET, COVERAGE, ECONOMY

5,000 WATTS

980 K.C.

Represented Nationally by THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

Federal Licensed For CBS Patents

Color Television Equipment Manufacture Planned

FEDERAL Telecommunications Labs., subsidiary of International Telephone and Telegraph Corp., has been licensed to manufacture television transmission equipment based on the CBS ultra-high frequency color inventions. Announcement of the patent licensing agreement with the network was made last week by H. H. Butner, president of FTL.

Federal, manufactured and installed the present ultra-high frequency video transmitter, including the antenna and IF lines, currently being used by CBS. The patent agreement, covering a five-year period with option of extension, enlarges FTL’s television activities looking toward complete unit production and service in this field.

Royalty Arrangement

Patent royalty arrangement calls for payment of 1% to CBS by Federal on such studio equipment as color cameras and film scanners, combination cameras and scanners for color and black and white, and all associated apparatus and circuits for picking up an image in color, transmitting it into video signals for delivery to the transmitter and visually monitoring such signals during transmission. Federal’s agreement also includes right to make separate parts for repair and replacement of used equipment.

According to FTL, its new broad band transmitter sets a new standard for “fine screen” reception and embodies the characteristic of being able to combine visual and sound transmission on the same carrier frequency. It is further stated by Federal that the greater clarity of the television image and resulting “fine screen” reception is made possible by transmission on a broad band of frequencies, a technique which required the creation of special vacuum tubes.

FTL is second licensee under CBS patents and its contract parallels that signed by the network with Westinghouse two months ago.

GE Portables

GENERAL ELECTRIC Co. May 2 demonstrated its new self-charging portable radio to the press in New York. Set is powered by a two-volt leak proof storage battery which operates 20 hours on a single charge. Of die-cast aluminum construction, receiver is 14 by 10 by 5½ inches, weighs 19½ pounds, retails for $86.60. An all-wave model, weighing 20 pounds, retails for $118.50. Distributors now have samples; deliveries to dealers will start in June for the standard band set, July for the all-wave set. Orders for more than 150,000 have been received from dealers. Delivery of these will be completed by Dec. 1, GE hopes.
Now 50,000 WATTS on 680 kc!

WHY A GOOD BUY...

Coverage - figure it for yourself: 50 KW day on 680 KC - more than 1/3 of Texas' area, more than 2 million population in primary!

Audience - a stronger, clearer signal for a loyal San Antonio audience - a new and exciting introduction to American programs for all South Texas.

Know how - an experienced organization with a pre-war attitude on dealer cooperation, point-of-purchase, newspaper and listener promotion.

IT'S EASY TO DO BUSINESS WITH KABC
IT'S EASY TO SELL MERCHANDISE WITH KABC

Kabc IN SAN ANTONIO
50,000 Watts, Day .... 10,000 Watts, Night

OUTLET OF AMERICAN BROADCASTING CO.

WEED & COMPANY, National Representatives
A radio station is known by the Companies it keeps

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

BOOK REVIEWS

on the New

WJJD

...and they're sponsored!

It can be done! Educational programs—even book reviews—can be so well put together, so well produced that they win the big audiences sponsors love and are willing to pay for. Case in point: the New WJJD's FLORENCE BOURKE ELLIS program. We'd like to nominate it here and now as the most unusual book review program in American radio. It's on the air fifteen minutes every day, five days every week. And it's sponsored!

Golden Mix Flour has used the program ever since the first day it took to the air. The sponsor likes the program... and so does Chicago. You should see the mail it draws! No special offers—just the special interest thousands and thousands of Chicagoans take in Miss Ellis' highly literate literary remarks. A tribute to good sponsor's good program intelligently produced "in the public interest" over the New WJJD.
UN's Vast Telecommunication Center To Enforce Peace, Cohen Tells Institute

THE UNITED NATIONS ORGANIZATION, wherever its permanent site may be established, will have a Telecommunication Center for enforcing the cause of peace.

This was revealed by Benjamin Cohen, Assistant Secretary-General of the UNO, in charge of information, at a news conference during the Sixteenth Institute for Education by Radio in Columbus last week.

Mr. Cohen, in outlining the now-tentative plans for the Center, said that a major purpose would be to transmit proceedings of the various UNO councils to nations over the world. He pointed out, as an example, that recent proceedings at Hunter College were transmitted to England over BBC facilities, copied and multigraphed in Great Britain and distributed to interested governments.

The UNO charter, he emphasizes, requires member nations to surrender to UNO full governmental responsibilities in case of an emergency threatening the peace. This being true, Mr. Cohen observed, "we encounter a difficult situation." He said that most of the member stations had Government-operated broadcasting facilities, but that such was not true in the USA. "There may be times," he illustrated, "when we will want to talk directly to the people of a given nation, advising the people against anti-pacific activity of their Governments. We can do this only by radio, for radio will cross borders where other media can be halted."

All-Reaching Medium

Mr. Cohen indicated that the only way around this dilemma was establishment of facilities, whatever form they might take, which could reach all of the people in all of the nations.

Upon questioning, he said he was thinking of "both medium and longwave facilities."

He said that no study had been made yet as to whether FM, AM or a combination of the two would be employed. "It is a very expensive project," he noted, "and we cannot hope to get it underway immediately. But we are going to call in technicians to advise us on it. We hope to have an interim arrangement in effect within three or four months." He did not define the nature of this interim arrangement.

He revealed that shortwave facilities, now held in surplus by the United States Government, had been offered to UNO but that these were not considered adequate.

Mr. Cohen emphasized that (1) such facilities held by the UNO would not compete in a news sense, or otherwise, with commercial operations in the USA and (2) that the latter could do much, through use of UNO material, to help the cause of the International peace organization.

"I would like to hear suggestions from American broadcasters pointing up solutions to our problem," he said. "Of course we intend no intrusion of the freedom enjoyed in all democratic nations, for it is for the perpetuation of those freedoms that we exist." He said representatives of radio management in America would be called together soon to consult with him. He said also that NBC was inviting representative news officials from all nations to attend a seminar on pertinent coverage problems two days before the next Security Council meeting.

Asked why the Social and Economic Council of UNO was studying with avidity the issues of freedom of press and not examining problems related to freedom of radio, he said the press study should more properly be called "an information study" for it "includes all media of expression."

AFRS REMINDER

Wheatley is Speaker At Radio Dinner

RADIO WAS REMINDED of its responsibilities to its "absentee audience"—the overseas veterans—by Maj. Parker Wheatley, chief, radio programs section of the I&E Division of the War Dept., one of the speakers at the annual dinner of the 16th Institute for Education by Radio in Columbus, Ohio, May 5.

Referring to the 4th anniversary of the Armed Forces Radio Service, Maj. Wheatley said AFRS would be continued but that greater support by local and network radio operations must be given if it is to do an adequate job of helping maintain military morale.

Maj. Wheatley said representative samples of enlisted men made in Europe revealed 21% wanted to listen to discussion programs and 76% of the men who heard them were "fairly interested" in hearing more.

The AFRS officer said the needs for continued radio service overseas call for more and more transcribed programs and scripts.

"We ought to hear from local stations and educational stations much more than we have," he said in calling on the industry to share with AFRS in the task of entertaining and educating the army of occupation in both theaters.

AFRS REMINDER

Wheatley is Speaker At Radio Dinner

and WPTF at RALEIGH

IS NORTH CAROLINA'S

No. 1 STATE

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC RALEIGH, N. C.

Free & Peters, Inc., National Representatives

May 13, 1946 • Page 33
Faithfully Serving

a second generation of farmers!

WIBW

THE VOICE OF KANSAS

Represented by Capper Publications, Inc.

New York, Chicago, Kansas City, San Francisco

BROADCASTING • Telecasting

Durr (Continued from page 22)
ing a qualitative judgment. Such qualitative judgment, he insisted, would compel control by a Federal agency over a medium of public expression.

Mr. Durr countered that he was in disagreement with his opponent on the quantitative-qualitative issue. He said that the Commission was attempting to establish areas of programming in which public interest would be better served; that the areas were generally defined, not specifically. He did acknowledge that in certain cases, where there were competing applications, he as a Commissioner might be forced to consider qualitative matters in some programming areas.

Mr. Durr added: "I do not believe the mistakes of the Commission (in granting permits to licensees who later proved undeserving) should be visited permanently upon the public."

"The Commission," he observed, "is not attempting to say whether a program is good or bad."

Referring to President Truman's statement [Broadcasting, July 9, 1946] that radio should be "as free as the press," Mr. Durr said: "I have only one criticism to make of that statement. I say that radio should be freer than the press."

He then undertook to delineate his case that newspapers were not free. He cited the postal regulations defining the type of matter admissible to second class privileges, stating that these regulations in effect represented Government regulation of newspapers.

'Esquire' Parallel

He was answered on this issue by Mr. Kaye when the latter cited the recent Esquire case before the Supreme Court. The Postmaster General, in that instance, had attempted to bar from second class privileges Esquire magazine because of its content. In what Mr. Kaye described as a "ringing opinion" by Justice Douglas, the Court held that this was interference on the part of the Postmaster General in freedom of the press.

Mr. Durr, in agreement with Mr. Kaye, said this was true and it was at this point that he suggested a test of radio's case against the Blue Book.

Mr. Kaye, in closing rebuttal, posed three more questions to the Commissioner:

(1) If there was no scarcity factor in radio, would you consider these regulations necessary?

(2) Do you know any way the matter can be taken to court without jeopardizing the licensee's economic security?

(3) Should such regulations apply to movies?

To the first question, Mr. Durr responded that he could see no practical possibility of a situation where there was no scarcity of frequencies. In an earlier debate, Mr. Kaye had put this same question to Charles Siepmann, co-author of the Blue Book and author of Radio's Second Chance [Broadcasting, March 11]. Mr. Siepmann had answered that he did see the necessity for regulation even under the ideal situation of absence of scarcity.

Claim No Danger

Mr. Durr dismissed the third question by stating that he had nothing to do with the motion picture industry. He saw no jeopardy in a test case for a licensee whose station was well operated.

Each of the debaters opened with a 15-minute summary of his position. This was followed by five minute rebuttals. Discussion from the floor was heard afterward with most of the questions and statements expressed by individuals sympathetic to the FCC stand. Mr. Durr also was asked whether the provisions of the Blue Book had the force of regulation. He said that they did not have in a specific sense; but that they became part of the codification of procedure employed by the Commission in discharging its duty. Such precedent, in most cases, had such force, he said.

PUBLIC SERVICE

Novik Holds Phone While Mother Hears Son

MORRIS NOVIK, public relations counselor and former WNYC New York manager, became the antenna for a public service sustaining program during the Ohio Institute for Education by Radio in Columbus May 5.

At the Institute's annual dinner in the Deshler-Wallick Hotel on Sunday night, the famous Columbus Boys Choir appeared. As the youngsters raised their voices in song, Mr. Novik—making a long distance call from a booth in the adjacent lobby—attempted to return to the banquet hall. But he was stopped by the voice of the Columbus long distance operator who said: "Mr. Novik, my boy is in that choir, won't you keep the line open so I can hear him sing?"

Mr. Novik, whose enthusiasm for public service sustainers is well known, stood there patiently throughout the program holding the cradle telephone aloft.

Twenty years of dependable, down-to-earth service to farm and small town listeners in Kansas and nearby states has built a whole of a faithful, quick-responding audience for WIBW.

Now, the sons and daughters of these big-buying families are also relying on WIBW for sound guidance with their many farm group activities and individual projects.

This second generation audience is just one part of our complete, long range plan to assure advertisers a continuation of the successful results that advertisers have learned they may expect from WIBW.
YOU MAY BE ABLE TO "BIKE"
AT 76 MILES AN HOUR*

BUT—YOU CAN'T PROPEL YOURSELF INTO WESTERN MICHIGAN FASTER THAN WITH WKZO-WJEF!

WKZO-WJEF wheels you into all of Western Michigan—and it's the only two-station combination that does! WJEF has Grand Rapids' best channel!—WKZO has Kalamazoo's... both CBS... both doing an outstanding local job as well!

Speaking of local jobs—in just a little more than one year of operation, WJEF has been "taken up", with a bang, by its neighbors in Grand Rapids; has been cooperating with almost every top-flight local service organization, for example, and is now carrying over 50 local service categories. After all, WJEF's thundering 25 millivolts, over the entire city, is bound to be heard!

As for WKZO—you know the story, and that it's the best story in greater Western Michigan. How about looking up our attractive combination rates... and letting your own good judgment be your guide?


WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

May 13, 1946 • Page 35
PARTIAL TECHNICAL DATA

- Engineered for FM broadcast stations operating on an 88 to 108 mc. carrier.
- Loops are approximately 4½ feet square.
- Coaxially-fed loops concentrate radiated power in every direction of the horizontal plane.
- 8 loops are spaced 9 feet 3 inches apart on square supporting tower.
- Lattice-type steel supporting tower is two-feet square, and 74 feet high. It mounts a standard aviation safety beacon on top.
- Pyramidal, bridge-construction steel base optional to height desired.
- Designed to handle 10KW, 20KW and 50KW transmitters with effective radiated power outputs of 90KW, 180KW and 450KW respectively.

NOW! FM

WTMJ—The Milwaukee Journal Station, Milwaukee, Wis., ordered this new Federal 8 Square-Loop Antenna with a 540 foot self-supporting tower, for immediate delivery.

Federal

Export Distributors:
International Standard Electric Corporation
ANTENNA WITH NOMINAL POWER GAIN OF 9!

FEDERAL'S 8 SQUARE-LOOP ANTENNA PROVIDES
90KW EFFECTIVE POWER OUTPUT WITH A 10KW TRANSMITTER...
180KW WITH A 20KW TRANSMITTER...450KW WITH A 50KW TRANSMITTER!

HERE IS STILL ANOTHER EXAMPLE of Federal's leadership in the entire field of FM...an 8-loop antenna with the highest power gain ever available in the FM broadcast service.

It radiates horizontally polarized waves so highly directive that very little energy is lost to useless ground or sky wave. Thus, with a power gain of 9, you can now get an effective power output of 90KW with a 10KW transmitter; 180KW with a 20KW transmitter and 450KW with a 50KW transmitter! This not only means a great saving on the cost of original equipment, but important economies of operation as well.

Be prepared for future FCC action increasing the effective radiated power!

One antenna is built for use over the entire FM range...88 to 108 megacycles. Only one predetermined stub adjustment per loop changes it for any frequency in this band. Also, antenna array may be fed in two sections with separate coaxial lines to allow for emergency auxiliary operation.

Structurally, the tower is designed not to disturb the circular pattern of the antenna's radiation...is supported on a rugged, pyramidal base. The entire unit withstands high wind velocities and heavy icing loads.

Coming at a time when the FCC has given the green light to FM station construction, this remarkable new antenna is another contribution to the advancement of FM transmission...part of the “completely packaged service” which Federal now makes available. A Federal engineer will be glad to give you full details.

Telephone and Radio Corporation

Newark 1, New Jersey
Population Reached Principal Factor in Broadcast Earnings

ALL other things being equal, the population reached by a station is the principal factor with respect to its time sales and broadcast income.

This conclusion was indicated in a study of 763 fulltime stations which was presented last week at the clear channel hearings before the FCC. Based on examination of confidential records of the Commission, the study was made for the Clear Channel Broadcasting Service by an independent accounting firm with the understanding that no competitive information would be disclosed. Data were based on 1944 reports.

One of the chief purposes of the study was to determine the principal factors contributing to the financial welfare of a station, and, particularly, whether power is the chief factor. The study concentrated on population, network affiliation, and, in a general way, frequency as well as power.

Analysis of the study indicated, John H. Teeter, head of the accounting firm of the same name, told the Commission, that "regional stations are not affected by the operation of a 50 kw station in the same community where regions located in the same district with a 50 kw station show approximately the same net time sales, total broadcast revenues, and total broadcast income (before federal taxes) as those in comparable districts with a 50 kw station."

"The only exception is in the largest comparable population grouping, 500,000 to 1,000,000, where the regions located in the same district as a 50 kw station have very substantially larger income than the stations in districts without a 50 kw station."

Decrease in Time Sales

Mr. Teeter found a steady decrease in time sales and income of stations as population decreases, a trend generally evident in all classes of stations down to the lowest population brackets, where some levelling off occurs. There was one interesting exception to the trend, he showed, involving a regional station in a community of

Celanese Suspends

CELANESE CORP. OF AMERICA is suspending CBS Wednesday evening Great Moments of Music, following June 26 broadcast for indefinite period. Company plans to "resume broadcasting to promote its products when conditions warrant." Series starring Songstress Jean Tennyson, wife of Camille Dreyfus, as well as president, was once subject of stockholders suit charging waste of company's funds. Agency is Young & Rubicam, New York.

Replacement Set

SUMMER replacement for Kate Smith Sings, Fri. 8:30-8:55 p.m. CBS, sponsored by General Foods (P/T: for ORAL ARGUMENT on the KGKO-WBAP-WFFA oration at the May 16 hearing, propositions KGKO Fort Worth-Dallas duopoly proceedings will be held May 16, the FCC has announced. The Commission last November issued a proposed decision calling for separation of KGKO Fort Worth from WBAP Fort Worth, which is owned by Carter Publications Inc., and WFFA Dallas, owned by A. H. Belo Corp.

Oral argument originally was postponed to permit submission of an application designed to comply with the FCC's intent. The application, expected to be given attention at the May 16 hearing, proposes that WBAP and WFFA, which share time on 820 kc, also share time competitively on KGKO's 570 kc frequency, with the KGKO license transferred outright to Carter and Belo. Present licensee, KGKO Broadcasting Co., which FCC claims is controlled through interlocking directorates of Carter and Belo, would then be liquidated.

Further analysis showed one regional station having higher net time sales in 1944 than 13 Class I-A stations, two higher than 11 I-A stations, six higher than seven I-A's, seven higher than four I-A's, and 34 higher than one I-A. One regional station had higher broadcast income than 16 I-A's and 94 were higher than one I-A.

Hearing Slated May 16

ORAL ARGUMENT on the KGKO-WBAP-WFFA Fort Worth-Dallas duopoly proceedings will be held May 16, the FCC has announced. The Commission last November issued a proposed decision calling for separation of KGKO Fort Worth from WBAP Fort Worth, which is owned by Carter Publications Inc., and WFFA Dallas, owned by A. H. Belo Corp.

Oral argument originally was postponed to permit submission of an application designed to comply with the FCC's intent. The application, expected to be given attention at the May 16 hearing, proposes that WBAP and WFFA, which share time on 820 kc, also share time competitively on KGKO's 570 kc frequency, with the KGKO license transferred outright to Carter and Belo. Present licensee, KGKO Broadcasting Co., which FCC claims is controlled through interlocking directorates of Carter and Belo, would then be liquidated.

Inclusion of communities under 50,000 would have added at least one additional regional station to the list, Mr. Teeter testified.

Zacharias Honored

CAPT. ELLIS M. ZACHARIAS, USN, has been awarded Legion of Merit and Gold Star in lieu of second Legion of Merit for objectivity in 1943 and psychological broadcasts in 1945 that speeded Japanese surrender.
Sonnet to a survey

People, as a rule, don’t write sonnets on the subject of audience research, but some of the letters we received about the Listener Diary Survey are so lyrical they read like pure poetry.

One station manager writes:
“I believe this Study will be invaluable to us in our program planning and in the sale of commercial time. Especially interesting was the ‘ebb and flow of audience’ and quite enlightening were the comparative station ratings for time prior to 8 A.M. and after 10 P.M.”

Another station manager says:
“I agree with others in that it is the finest job of program analysis I have ever seen.”

An advertising agency writes:
“Splendid! A distinct contribution to management, advertiser and agency! Would have been very disappointed to have missed it! . . . This is by far the best presentation on listener data that an individual station has made . . . We have been waiting for years for just such information.”

To station managers the Listener Diary provides a valuable management tool—to time buyers it provides facts hitherto unavailable about listening audiences. Station managers who want to know more about the Diary can simply call or write the Audience Research Department, The Katz Agency, Inc., 500 Fifth Avenue, New York 18.

MORE FACTS MAKE MORE SALES

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

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

The KATZ AGENCY, INC. STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City • Atlanta • San Francisco • Los Angeles • Dallas
the combination to Georgia

WGST
5000W  *  920 Kc
ATLANTA

WMAZ
5000W  940 Kc
MACON

WTOC
5000W  1290 Kc
SAVANNAH

only a combination of stations can cover
Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a
strong enough signal to deliver primary coverage of
Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting
of the three C B S stations in these three markets
does the job

--- at one low cost ---

all CBS available at combination rates

the GEORGIA MAJOR MARKET TRIO
Represented by THE KATZ AGENCY, Inc.

*1000W AT NIGHT
Free Radio
(Continued from page 22)
to use, radio communication facili-
ties" or has been "discriminated against" in violation of the bill, authority to "bring an action against the radio station concerned" in Federal district court for injunc-
tion to compel compliance with the amended Act. These restrictions are placed on the FCC:

"The Commission shall not have the power to deny, to fail to renew, to modify, or to revoke a license under this Act in the case of any applicant or licensee, or otherwise to discriminate against any appli-
cant or licensee, by reason of any action of the applicant or licensee which constituted compliance with the provisions of subsection (b), or by reason of any opinion, conclu-
sion, statement, or comment ex-
pressed or made by such applicant or licensee, or by any officer or employee of such applicant or licensee, in respect of any matter or thing pertaining to or affecting the policies or interests of the Gov-
ernment of the United States, or the public policies or interests of any agency or instrumentality thereof."

Rep. Wiggleworth introduced
his bill after friends of Upton Close charged that he was taken off NBC because of his anti-Communist
views. Mr. Wiggleworth said his bill was not intended to "open the door" to all but to prevent "discrimination against anyone who expresses his views because he ex-
pressed them."

Pending also is a bill introduced last November by Rep. John S. Wood (D-Ga.), chairman of the House Committee on Un-American Activities to require registration of commentators and the appoint-
ment by stations of fiscal agents in each state where a station is heard [BROADCASTING, Dec. 3].

'No Recourse' Claimed
Members of both the Senate and House charge that certain com-
mentators have broadcast "un-
truths" and assailed certain Congressmen because they failed to "go along with the New Deal." Under present laws, they said, offended persons have no recourse.

Rep. Clare E. Hoffman (R-
Mich.) said he would have filed long ago against one commentator, "but I couldn't get service on him except in New York, yet his broadcasts were carried in my own district."

Should legislation be written in the near future it likely would embrace long-term licenses, restric-
tions on the FCC's program con-
trols, requirement that stations name fiscal agents in each state in which they are heard, and pos-
sibly an "equal-time" clause in cases where commentators or other speakers presented only one side of a controversial matter or a re-
striction on commentaries labeled as "news," according to leaders of the Congressional uprising.

NBC Video Tower
Building Described

Empire State Bldg. Antenna
Described by Hanson

CONSTRUCTION details of the
new antenna erected atop New
York's Empire State Bldg., nearly
a quarter-mile high, for NBC's tele-
vision station, WNBT, which re-
sumed broadcasting last week, were
released by O. B. Hanson, NBC
vice president and chief engineer.

The new antenna system was
described by Mr. Hanson as "the most
advanced development ever used for television anywhere in the
world."

The antenna mast towers 61 feet
above the pinnacle of the world's
tallest building. Its construction
was a ticklish job for NBC engi-
neers who teetered on the build-
ging's crest, which is only nine feet
in diameter, 1.250 feet above the
sidewalks, while assembling the
system.

On a single supporting mast,
there are three antennas radiating
waves of four different frequencies,
said Mr. Hanson. The television
portion is an array of 16 elements,
concentrating toward the horizon
the waves of picture and sound.

Used For FM

Another antenna radiates the
FM waves of NBC's WEAF-FM
New York, which has been using a
temporary antenna since last Janu-
ary. At the pinnacle of the mast
is a 288-mc television test antenna
which will be used for research in
the higher frequencies.

The television antenna delivers
high gain and permits broadbanding
which, according to Mr. Hanson, is
essential for picture fidelity in the
frequencies between 66 and 72 mc.

NBC has also installed a new
picture transmitter, RCA's T-1
type, and alongside it an RCA
model FM-9A sound transmitter.

Both transmitters are situated on
the 85th floor of the Empire State
Bldg. The system will operate on
67.25 mc for the picture and 71.75
for sound, with WNBT operating
on channel 4.

Prophetic Words

WHEN KABC San Antonio
began its first transmission
with 50,000 w last Tuesday
ABC's Breakfast Club had
arranged to salute the occa-
sion. The Breakfast Club
master of ceremonies, Don
McNeil said, "We'll have to
speak softly, or we'll knock
KABC off the air. It's got
all that new power." Mr.
McNeil's joshing words were
hardly out of his mouth
when a bolt of lightning hit
the KABC tower, knocking
the station off the air for
three minutes.

WTAG is first or second on six of the nation's
first fifteen daily top shows according to "Audience-
Delivering Stations", the leading article in April 20
Billboard. Furthermore, WTAG drew a handsome
evening Hooper of 35.0 among the first fifteen eve-
nings shows. Billboard further substantiated this leader-
ship in bonus audiences among all U. S. stations by
saying: "WTAG's United Nations promotion . . . has
given the station an enviable position in the public
service field. On many CBS programs it tops the
national field."

Worcester alone has a population of 200,000,
with well over half a million in the immediate trading
area. In this major and highly prosperous Central
New England Market, WTAG is definitely a PLUS
station with an audience morning, afternoon and
evening greater than that of all other stations heard
in the area combined.
Hearst Paper Demanding Constitutional Amendment to Guarantee Free Radio

DEMAND for a Constitutional amendment to include radio in the Bill of Rights has been made by the Hearst-owned New York Journal-American, which is featuring a series of page 1 stories on the FCC’s program controls by David Sentner, Washington bureau correspondent.

Starting on May 5 with a Sentner article captained “Radio Controls Seen as Political Weapon,” the Journal American, in a page 1 editorial, declared “the American people do not have a free radio today because it is Federally controlled and ruled in its every move and policy.”

Neither the Federal Government nor radio itself has adhered to the “intent and purposes of the framers of the Constitution,” said the editorial. The plight of broadcasters “is one of virtual helplessness under an iniquitous system of Federal licensing which largely deprives them of the right to function according to the standards of free enterprise,” commented the Journal American.

The FCC has gone “far beyond” the original intent to provide for “ orderly allotment of broadcasting wave lengths,” said the publication. Licensing of radio has become an arbitrary and arrogant instrument of Government bureaucracy, creating the absolute and sometimes capricious and malicious power by which the radio industries are not only allowed to do business but by which they can be put out of business,” said the Journal American.

“The Federal licensing power over radio has become the power of life and death.”

Mr. Sentner wrote that the Commission is the “New Deal’s number one totalitarian bureaucracy.” He charged that radio is being used by the Administration to “funnel out to millions of listeners the leftist propaganda that the FCC has favored.”

Alluding to the Commission’s warning statements must broadcast more “sustaining time,” the Hearst reporter said: “The term ‘more sustaining time’ in FCC language means more time for bureaucrats to speak their piece on the air, more time for Communist-tinted programs supporting New Deal ideology and more time for pumping up public sentiment for the OPA and other Administration measures.”

The Hearst organization owns WINS New York, the sale of which to Crosley Corp. the FCC proposes to deny after a hearing. April 8. Hearst also owns WBAL Baltimore, WISN Milwaukee and WCAE Pittsburgh.

Rep. Richard B. Wigglesworth (R-Mass.), long a foe of the FCC’s licensing policies, placed the Journal American editorial in the Congressional Record last Tuesday. On the same day Rep. Fred L. Crawford (R-Mich.) inserted in the Record an article published by the Small Business Men’s Assn., which charged that former FCC Chairman Paul A. Porter was transferred to OPA as administrator to direct the “propaganda” for continuance of OPA.

“With the prospect always in mind that Mr. Porter one day may return to his former position as chairmanship of the FCC, no radio manager in the United States will feel free to broadcast the reports and findings of those who believe OPA is prostrating the economic life of America.” On the other hand, “every radio program director will feel instinctively that prudence demands, in his own broadcasts, the best possible face on the OPA record,” said the article.

“Radio is on the side of OPA.”

Report Discussion

FCC report on public service responsibility of broadcasters will be discussed at an open meeting of the Radio Division of the Independent Citizen’s Committee of the Arts, Sciences, and Professions by Clifford J. Durr, FCC member; A. D. (Jess) Willard, executive vice president of NAB; William Lewis, vice president of Kenyon & Eckhardt; and Dick Redmond, program director of WHP Harrisburg, tonight (May 13) at the Henry Hudson Hotel in New York.
"Oregon's the ideal place to live and work. The climate's mild, giving workers a high efficiency rate. We can garden from March till December too!"

"Oregon's a storehouse of raw materials -- everything from alumina clay to vegetables! Manufacturers will find what they need right on their doorstep!"

"Getting goods to consumers is no problem in the Northwest. Portland is the center of rail, highway, water and air transportation. Its deep-water port is one of the nation's busiest."

"Oregon is the nation's 20th largest market. During 1944 retail, food, and drug sales in KGW's primary area totaled $14 billion -- that's buying power!"

"Plenty of forward looking businessmen are interested in westward expansion -- they know the advantages of skilled labor, ready markets, plentiful power, and raw materials!"

"It's a wise move when you switch to KGW. For leadership in public service, listener coverage, and sales results, KGW is the Northwest's leading radio medium!"
ABC MAKES AWARDS TO U. S. COMPOSERS

PRIZES totaling $1,000 were awarded on May 8 and 9 during the First Congress of the Fellowship of American Composers in Detroit, by American Broadcasting Co. for new scores by American composers. Ulysses Kay, New York, received $500 for his manuscript “New Horizons,” an orchestral work; Francis J. Pyle, Des Moines, was presented with $250 for the best symphonic band work, “Of Valleys and Cragged Peaks”; and the top prize went to Sam Rahling of New York for his manuscript “New House Time” earned congratulations for the NBC Western Division vice president, Ted Steele, who recently rejoined Benton & Bowles as Hollywood vice president after service in the AAF [BROADCASTING, April 22]; Al Kaye, program producer; Gracie Allen, program co-star; Mr. Strotz; Walter Craig, Benton & Bowles vice president in charge of radio; and George Burns, co-star. Ulysses Kay, New York, received prizes of $150 and $100, respectively, for the best solo compositions submitted.

In addition to the awards presented by ABC, which were made by Dr. Roy Harris, president of the American Fellowship of Composers, Wayne U., which with ABC and the Detroit Symphony Orchestra sponsored the contest, presented 500 for his manuscript “New Horizons,” an orchestral work; Francis J. Pyle, Des Moines, was presented with $250 for the best symphonic band work, “Of Valleys and Cragged Peaks”; and the top award of $250 in the choral work division was presented by ABC, which were made May 9 with the Detroit Symphony and Wayne U. choir, conducted by Harold Morris, New York, with a prize of $150. The grand prize of $1,000 was presented to John W. Work, New York, for his composition “Of Valleys and Cragged Peaks.” The top award of $150 was presented to Sam Rahling of New York for his composition “New House Time.” The top award of $100 was presented to Arthur S. White of Des Moines, Iowa, for his composition “New Horizons.”

The Detroit Symphony Orchestra, Wayne U., which with ABC and the Detroit Symphony Orchestra sponsored the contest, presented 500 for his manuscript “New House Time.”

WPIK Alexandria, Va., has been presented with the Award of Excellence in the public interest” by the OPA and which contains signatures of President Truman and Chester Bowles, former OPA administrator.

Fibber, Hope, Lux Top CAB Ratings
Breneman Show Still Leading In Weekday Popularity

LEADING nighttime programs in the latest CAB survey released last week were Fibber McGee & Molly, Bob Hope and Lux Radio Theatre. Average popularity rating for 148 sponsored programs was 8.4, down .3 from the previous report and up .3 from the similar period a year ago. Average sets-in-use from 6 to 10:30 p.m. was 24.7, down .9 from the previous report and down .9 from the same period a year ago. Average sets-in-use from 10 to 11:30 p.m. was 16.5, down .4 from the previous report and down 1.5 from a year ago.


CAB’s report of daytime listening showed Breakfast in Hollywood had completed its fifth month as weekday leader.

Popularity Ratings

Average popularity rating for 111 sponsored network daytime shows was 4.1, down .2 from the previous report but the same as a year ago. Average percentage of sets-in-use during the morning was 13.9, the same as the preceding report but up .5 from a year ago. Average sets-in-use in the afternoon was 14.4, down .1 from the preceding report, up .5 from a year ago.

Leading weekday programs were Breakfast in Hollywood (11:15 program) 6.9, Kate Smith Speaks 6.6, Breakfast in Hollywood 6.5, Big Sister 6.1, Our Gal Sunday 6, Ma Perkins (CBS) 5.9, Breakfast Club (9:45 program) 5.8, Breakfast Club (9:30 program) 5.7, Romance of Helen Trent 5.7, When a Girl Marries 5.7, Lorenzo Jones 5.5, Ma Perkins (NBC) 5.5, Pepper Young’s Family 5.4, Stella Dallas 5.4, Backstage Wife 5.2, Right to Happiness 5.2 and Today’s Children 5.2.

Leading weekend programs were Breakfast in Hollywood (9:15 program) 6.9, Kate Smith Speaks 6.6, Breakfast in Hollywood 6.5, Big Sister 6.1, Our Gal Sunday 6, Ma Perkins (CBS) 5.9, Breakfast Club (9:45 program) 5.8, Breakfast Club (9:30 program) 5.7, Romance of Helen Trent 5.7; When a Girl Marries 5.7; Lorenzo Jones 5.5; Ma Perkins (NBC) 5.5; Pepper Young’s Family 5.4; Stella Dallas 5.4; Backstage Wife 5.2; Right to Happiness 5.2 and Today’s Children 5.2.

In The Detroit Area, it’s CTKLW

5,000 Watts at 800 kc. day and night

Mutual Broadcasting System

J. E. CAMPEAU, Managing Director

ADAM J. YOUNG, INC., Nat’l Representative

Page 44 • May 13, 1946

BROADCASTING • Telecasting
If the picture which appears on this page complies with the popular conception of a "Portrait of a Sports Editor" the similarity is no mere coincidence. The gentleman whose likeness is here reproduced IS a sports editor — the sports editor of the St. Louis Post-Dispatch.

A few weeks ago J. Roy Stockton, who has been a member of the newspaper’s sports staff for more than twenty years, was named sports editor. In announcing the appointment, John E. Wray, who had been sports editor of the Post-Dispatch for 38 years, said:

"Here's a Post-Dispatch product in whom this writer takes especial pride. The pride rests on the fact that a quarter of a century ago I picked him for just this job."

KSD also is especially proud of this new recognition which has come to Roy Stockton, because since 1933 he has been one of KSD’s featured sportscasters.

KSD is pleased also to announce that notwithstanding the added duties incident to his new responsibilities, Roy Stockton will continue to make his authoritative contributions to the daily sponsored broadcasts of "NEWS AND SPORTS" which are presented over KSD at six o’clock each evening.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.
Iowa is the outstanding agricultural state of the union but her industrial income is equal to her agricultural income. Iowa holds 35 million acres of land — of this 97% is under successful cultivation. Of all the grade “A” land in the country 25% is in Iowa. Yet there are few products not produced in Iowa — every craft, every industry is well represented except diamond cutters and seamens.

3,500,000 Consumers in this balanced market live in WMT’s primary area, the largest coverage of any station in the state within its 2.5 mv line.

Daylight Saving Time Views Are Aired By Listener, Representative, Broadcaster

Daylight Saving Time, adopted by many metropolitan centers on April 28, has provoked considerable interest and comment both in radio and outside. Following are letters from three interested persons, one a broadcaster, one an agency executive and the other a listener:

Editor, Broadcasting:

As a lay person (i.e., not in the broadcasting industry) I should like to add my voice to the many comments expressed and being expressed on the matter of rescheduling due to Daylight Saving Time. I think it probably safe to say that most people in the country do not go on Daylight Saving in the summer; those who do all live east of the Mississippi. As a rough guess I should say that perhaps 50 million go on Daylight Saving.

Why, then, should the remaining 100 million have to mentally readjust their network schedules so that the other 30 million will not have to? Either way is bad for the advertiser, the present way being the worse.

Let those who want to go on Daylight Saving do their own schedule readjusting. Let the program directors of the stations serving such areas be the only ones to worry instead of making every network station program director in the country subject to epileptic fits.

JAMES A. NORTON
332 King’s Highway
Wyandotte, Mich.
May 1, 1946

Editor, Broadcasting:

Your editorial in your April 22 issue interested and amused me. You don’t know the half of it! It is cruel to have stations, representatives, agencies and advertisers suffer the headaches of the time changes when a solution to the problem could be so simple.

You ask why radio cannot adopt uniform time like the railroads? My answer to that is that millions listen — while only hundreds travel (comparatively).

I believe that if all radio stations remained on Standard Time, the network shows would advance to Daylight Saving Time, because that is when listeners in large metropolitan areas listen. For example, the people of the New York metropolitan area, who live according to Daylight Saving Time, would be unable to listen to Lowell Thomas since he would broadcast at 5:45 if WEAf remained on Standard Time and I, therefore, contend that Lowell Thomas should be shifted to Daylight Saving Time. Situations like this would cause the same time shifts as we now have.

No, uniform time the year round for radio stations is not the solution. Obviously the real solution is to have the whole country go Daylight Saving Time. Until that happens, it seems that the American Broadcasting Co. has come up with the best solution so far.

What I can’t understand is why rural areas object to Daylight Saving Time.

It seems advisable that we all keep plugging at this problem in an endeavor to have something done about it prior to Daylight Saving Time operation in 1947.

H. R. Goldenberg
The Katz Agency

Editor, Broadcasting:

I was glad to see your editorial about Daylight Saving Time. When you consider how much inconvenience, time and money these changes cause the stations, not to mention a far more important matter, the inconvenience to the listener, it’s a wonder the hundreds of stations in Standard Time zones put up with it at all.

At KOB we are now recording fifty-six network programs per week for re-broadcast and the great majority of this recording is on account of the change to Daylight Saving Time. Of course, we could just take the programs when the networks offer them to us and run Lora Lawton at 7:15 a.m., but we feel we owe something to our listeners.

The solution, of course, is as you suggest, Standard Time for all networks all year. If certain communities insist on changing time, the networks should let them take the consequences, instead of forcing the time change schedules down the throats of stations in Standard Time zones.

FRANK QUINN, Manager
KOB Albuquerque, N. M.
May 1, 1946

Court Decrees Phillips Cannot Shift Broadcast

IRNA Phillips, whose daytime serials are on NBC for General Mills — Guiding Light, Today’s Children, Woman in White and Masquerade, 1-2 p.m. (CDST) — will not be permitted to move Guiding Light to California as previously announced without consent of her court-decreed partner, Emmos Carlson, promotion manager of NBC Central Division.

Decision was handed down this week by the Illinois Circuit Court in approving an injunction against Miss Phillips, her attorneys or agents in entering into any contracts without full consent of Mr. Carlson. A mandate handed down by the Illinois Supreme Court rejecting Miss Phillips’ appeal of the appellate court’s findings in favor of Mr. Carlson, set June 1 for a final accounting “on a week to week basis” of all profits and expenses accrued by Guiding Light since 1938. Miss Phillips was also directed to pay $1800 assessed Mr. Carlson for court costs.
A BIG STATION IN A BIG MARKET

We’re surrounded—not by water—but by the rich, productive South Plains of Texas... where the income from dairying, grain, wholesale and retail distribution, oil, poultry, and cotton amounts to over $167,892,000 annually.

We'd like YOU to share this market with us—and here's a tip! KFYO's the station folks out here listen to—the ONLY station having a consistent clear signal!

AFFILIATED WITH

LONE STAR CHAIN
AMERICAN BROADCASTING CO.
250 WATTS
1340 KILOCYCLES

VOICE OF THE
SOUTH PLAINS OF TEXAS
1340 ON THE DIAL

KFYO
LUBBOCK, TEXAS
FIRST in years—
FIRST in service—

HAWAII'S first STATION

Began its
25th YEAR OF BROADCASTING
MAY 11, 1946

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.
Reconversion Plans Explained To RCA Stockholders Meeting

BRIG. GEN. DAVID SARNOFF, president of RCA, last week told stockholders of the company that RCA had already borrowed $10,000,000 this year and would probably borrow at least that much more within a week to keep the RCA Victor Division in operation during the reconversion period.

Gen. Sarnoff, addressing the 27th annual meeting of RCA stockholders at an NBC New York studio, said that reconversion ailments had restricted the RCA Victor Division from proceeding as planned with its full production program.

Six Factors
At the same meeting, Frank M. Folsom, executive vice president in charge of RCA Victor, listed six major factors which hamper the production program.

(1) coal shortage, and (6) the copper strike.

"We have proved the old adage that 'man does not live by himself,'" said Mr. Folsom. "We at RCA are dependent upon many other people and factories."

During the first quarter of 1946, said Gen. Sarnoff, the consolidated gross income of RCA was $45,972,924, or $36,412,700 less than the gross of $82,388,684 for the same period in 1945 when RCA's manufacturing facilities were devoted to war production.

But the net profit for the first quarter of 1946 was $172,738 higher than that for the same period last year. The elimination of the excess profits tax provided the profit increase. Gen. Sarnoff stated.

During the reconversion period, the 1946 first quarter profit was reflected in earnings per share of common stock outstanding of 17.1 cents, as compared with 15.8 cents per share for the same period in 1945. Gen. Sarnoff told the stockholders that the company would continue the development of television equipment and broadcasting.

RCA television receivers, he said, would "begin to reach the market in the autumn." The RCA black-and-white television system, he said, "is ready for greater service to the public."

Turning to the question of black-and-white v. color television, Gen. Sarnoff said: "We firmly believe that color ultimately will provide an added interest in certain television programs for the home as it does in certain motion pictures for the theatre." He said, however, that RCA thought most television programs would still be black-and-white even after color became practical.

Movie Example Cited

"Although color processes have been available to the movies for many years," he said, "only six percent of the feature motion pictures shown in the theatre today are in color."

RCA Laboratories, said Gen. Sarnoff, are hard at work to develop peacetime adaptations of wartime devices such as teleplan, an aerial navigation system, and shoran, an electronic mapping system.

At the same meeting, stockholders recalled three members of the RCA board of directors whose terms had expired and elected one, John T. Cahill, counsel for the corporation, to fill the vacancy left by the death of DeWitt Millhauser April 14.

Reelected for three-year terms were Edward J. Nally, first president of RCA from 1919 to 1923; Gano Dunn, president and director of the J. G. White Engineering Corp., and Edward F. McGrady, vice president in charge of labor relations of RCA.

Mr. Cahill, the new member of the board, is senior member of the New York law firm of Cahill, Gordon, Zachry & Hejndel.

JULIUS HABER GIVEN NEW RCA POSITION

APPOINTMENT of Julius Haber as advertising and sales promotion manager of the Tube Dept., RCA Victor Division, Radio Corp. of America, has been announced by L. W. Teegarden, vice president in charge of RCA tube activities. Prior to his appointment, Mr. Haber was engaged in special advertising and promotion assignments in the company's public relations department. He will be located at Harrison, N. J., headquarters.

Mr. Haber first joined RCA in 1923 and has been with RCA since that time, except for a two-year period, starting in 1930, when he joined Lord & Thomas to organize and direct its publicity department. During this period he directed publicity for both the Victor Co. and RCA, as well as for several national advertisers.

During the war, Mr. Haber was prominent in inaugurating and directing RCA Victor's famed "Beat the Promise" campaign that served as a pattern for war production drives in this country and England.

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

WBNX reaches...

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,255,000 German speaking persons
660,000 Polish speaking persons

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

CITATION TO WROK ROCKFORD, ILL.
"For Unusually Effective All-Over Promotion by a Regional Radio Station"
CITY COLLEGE of NEW YORK

WROK

is proud of its Honorable Mention in the CCNY Radio Awards for 1945

In Good Company With
SIX 50,000 WATT STATIONS
FIVE 5,000 WATT STATIONS
SELECTED AS WINNERS.

OUR 6TH MAJOR PROMOTION AWARD IN 18 MONTHS!

WROK 1000 W • AN ABC STATION
NATL. REP.: HEADLEY-REED COMPANY

RECONVERSION PLANS EXPLAINED TO RCA STOCKHOLDERS MEETING

BRIG. GEN. DAVID SARNOFF, president of RCA, last week told stockholders of the company that RCA had already borrowed $10,000,000 this year and would probably borrow at least that much more within a week to keep the RCA Victor Division in operation during the reconversion period.

Gen. Sarnoff, addressing the 27th annual meeting of RCA stockholders at an NBC New York studio, said that reconversion ailments had restricted the RCA Victor Division from proceeding as planned with its full production program.

Six Factors
At the same meeting, Frank M. Folsom, executive vice president in charge of RCA Victor, listed six major factors which hamper the production program.

(1) coal shortage, and (6) the copper strike.

"We have proved the old adage that 'man does not live by himself,'" said Mr. Folsom. "We at RCA are dependent upon many other people and factories."

During the first quarter of 1946, said Gen. Sarnoff, the consolidated gross income of RCA was $45,972,924, or $36,412,190 less than the gross of $82,388,684 for the same period in 1945 when RCA's manufacturing facilities were devoted to war production.

But the net profit for the first quarter of 1946 was $172,738 higher than that for the same period last year. The elimination of the excess profits tax provided the profit increase. Gen. Sarnoff stated.

During the reconversion period, the 1946 first quarter profit was reflected in earnings per share of common stock outstanding of 17.1 cents, as compared with 15.8 cents per share for the same period in 1945. Gen. Sarnoff told the stockholders that the company would continue the development of television equipment and broadcasting.

RCA television receivers, he said, would "begin to reach the market in the autumn." The RCA black-and-white television system, he said, "is ready for greater service to the public."

Turning to the question of black-and-white v. color television, Gen. Sarnoff said: "We firmly believe that color ultimately will provide an added interest in certain television programs for the home as it does in certain motion pictures for the theatre." He said, however, that RCA thought most television programs would still be black-and-white even after color became practical.

Movie Example Cited

"Although color processes have been available to the movies for many years," he said, "only six percent of the feature motion pictures shown in the theatre today are in color."

RCA Laboratories, said Gen. Sarnoff, are hard at work to develop peacetime adaptations of wartime devices such as teleplan, an aerial navigation system, and shoran, an electronic mapping system.

At the same meeting, stockholders recalled three members of the RCA board of directors whose terms had expired and elected one, John T. Cahill, counsel for the corporation, to fill the vacancy left by the death of DeWitt Millhauser April 14.

Reelected for three-year terms were Edward J. Nally, first president of RCA from 1919 to 1923; Gano Dunn, president and director of the J. G. White Engineering Corp., and Edward F. McGrady, vice president in charge of labor relations of RCA.

Mr. Cahill, the new member of the board, is senior member of the New York law firm of Cahill, Gordon, Zachry & Hejndel.
McIntire Protests WNOX Rotation Plan
Despite Denial of Writ in WPEN Case

THWARTED by the Supreme Court in his attempts to force WPEN Philadelphia to sell him time, Rev. Carl McIntire of Collingswood, N.J., has joined a group of ministers in Knoxville, Tenn. protesting cancellation of paid religious time by WNOX, Scripps-Howard station.

At mass meetings sponsored by a minority religious group which protested the WNOX policy of free time for religious broadcasts on a rotation basis, Mr. McIntire was assisted by Rev. Harvey H. Springer, Englewood, Colo.

On April 1, WNOX announced that after April 16, in accord with Scripps-Howard Radio policy, paid religious broadcasts would be banned in favor of free time donated to all churches and denominations in the WNOX coverage area. Decision affected Rev. J. Harold Smith, Rev. J. Bazell Mull, Rev. George W. Cooper and several others who had purchased time.

Despite the fact that the Knoxville Ministerial Assn. voted to accept free time in the rotation basis, the ministers affected spent their last two weeks on the air calling for mail protests, according to R. B. Westergaard, general manager of WNOX. Rev. Smith charged that WNOX sought to "control religion" and contended that "free time is controlled time."

At a mass meeting May 5, the Reverends McIntire, Springer and Smith condemned the Federal Council of Churches and WNOX. Mr. Springer offered resolutions calling for Congress to amend the Communications Act of 1934 to force broadcasters to accept paid religious time. He demanded that the FCC "investigate" and reject the license renewal of WNOX.

"If anybody disagrees with this, let him say 'aye' and we'll carry his corpse out of the stadium," shouted Mr. Springer. Nobody said "aye."

Collections were taken up for the announced purpose of "establishing a new radio station in Knoxville" and petition cards demanding that the FCC take action against WNOX, were circulated.

Denied Writ

On Feb. 11 the Supreme Court denied writ of certiorari to Rev. McIntire and seven other members of the Fundamentalist group of churches [BROADCASTING, March 4] after the Third Circuit U. S. Court of Appeals, Philadelphia, dismissed the church complaint against WPEN which had invoked a policy similar to that of WNOX. The appeals court held that a licensee is free to sell or give away time as he sees fit and that "a broadcasting station is not a public utility in the sense that it must permit broadcasting by whoever comes to its microphones" [BROADCASTING, Oct. 22, 1945].

Spokes Manager of New Station at Burlington

APPOINTMENT of A. E. Spokes, assistant manager of WJTN Jamestown, N. Y. as manager of WJOY Burlington, Vt., new 200 w local on 1230 kh authorized last February by the FCC [BROADCASTING, Feb. 11], was announced last week by David W. Howe, president of Vermont Broadcasting Co., licensee.

John Quill, former chief engineer of WCAX Burlington, was named to a similar post at WJOY. New station will be on the air some time in the coming summer, according to Mr. Spokes, who was in Washington last week.

Construction permit was granted by the FCC Feb. 6 conditioned upon site approval. Plans are to erect the transmitter on the campus of the U. of Vermont. Station plans a direct tie-up with the university and will cooperate in radio courses which will be offered by the college, said Mr. Spokes.

Chairman of the NAB District 2 Small Market Committee, Mr. Spokes began his radio career in June 1940 with WJTN following his graduation from Syracuse U. He served first as promotion director, then program director and last October was named executive assistant to Simon Goldman, general manager of WJTN.

Stock in the Vermont Broadcasting Co. is owned by some 30 residents of Vermont. Mr. Howe, 18.7% owner, is business manager of the Burlington Free Press. Other officers are Levi P. Smith (6.7%), banker, vice president, and Hall Park McCullough (4.9%), also a banker.

Howard P. Roberson, Manager
ABC Affiliate

Nunn Stations
• KFDA, Amarillo, Tex.
• WLAP, Lexington, Ky.
• WBIR, Knoxville, Tenn.
• WMOB, Mobile, Ala.
• WCMI, Ashland, Ky.

Huntington, W. Va.
To make the morning fly . . . Listen to ABC

American Broadcasting Company

Breakfast in Hollywood
The most popular morning program on the air, "Breakfast Club" listeners tune in every morning, Monday through Friday, at 11 a.m., EDT. Ted Malone, emceeing, and his group of entertainers have made this show a favorite of listeners everywhere. Take a break through the afternoon, too, such popular programs as Eddy Albert, Bride and Groom, American Ladies Re-Selected, True Story, and Miss America. The Listening Post, a dramatization of fatuous Saturday Evening Post stories, by some of radio's best actors, is on Tuesday through Friday at 10:45 a.m., EDT. Published by Home Edition Publishing Co.

Hymns of All Churches
Favorite morning meditations sung by a choir of beautiful blended voices, under the direction of Jacky Alton. A heart warming program, on your ABC station Monday through Friday at 10:30 a.m., EDT, General Mills.

My True Story
Exciting, true女強人 stories, and unique dramatic interpretations by radio's finest talent. Tuesday through Friday, at 10:30 a.m., EDT, General Mills.

The Listening Post
Dramatizations of fantastic Saturday Evening Post stories, top-notch entertainment, by some of radio's finest actors. Tuesday through Friday at 10:45 a.m., EDT. Published by Home Edition Publishing Co.

Why more leading companies are advertising on ABC today
Advertising who want a nationwide audience during good time periods at low cost are buying time on ABC today. One network costs 47.3% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 202 stations reach all the people who live in 22 million radio homes located in practically every major market in the United States. If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.
Leading advertisers look to Detroit as the most progressive and fastest moving market in the world and will select WXYZ to deliver their sales messages in this market because WXYZ, Detroit's No. 1 tourist promotion nationally for the future. Here's how it works:

The Fisheries Research Bureau has stocked Minnesota’s 10,000 lakes with 1,000 specially-tagged adult fish of catchable size. These fish bear jaw-tags numbered from 1 through 1,000. For each of the tagged fish brought to KSTP between May 15 and Sept. 27, bearer will receive of the following prizes:

1. A portable cook stove, camp ice box and utility light, a tailored to man's or woman's coat, an all-aluminum lawn mower, a case a sleeping bag, outboard motor, woman's fur coat, two wool blankets and a man's suit of clothing.

KSTP emphasizes that all of the above, valued at $560.90, will go to each of 1,000 lucky fishermen.

In addition, the first one to turn in a tag ending in 00 or 000 will receive from KSTP a check for $1,000, a new 1946 fordor deluxe sedan, a 14-foot aluminum row-boat, a home freezer, a completely equipped camper-trailer, and a five-day all expense winter vacation to New Orleans.

All in all, the contest prizes will total a value of $566,000. Competition was touched off in a special program featuring Stanley E. Hubbard, president and general manager of KSTP, and Gov. Edward J. Thyer.

KSTP promotion posters have announced the contest in nearly 1,500 resorts, and the station has bought space in more than 400 weekly newspapers to publicize the competition. Daily spots announcements over KSTP are also being used.

More promotion is coming from other magazines and papers as well as state manufacturing concerns, each of whom is contributing 1,000 units of their merchandise to the prize fund.

State officials plan to study returns for educational information on longevity, migration and propagation habits of the fish. Anglers are also being briefed on turning in all information on their catches as further aid to the Fisheries studies.

COLUMBIA SUMMER PROGRAM SCHEDULE

TAXES AND DEATH gave way to the inevitability of the summer hiatus at CBS as a half-dozen leading Columbia programs prepared for their seasonal departures from the air. Sustaining programs to fill the time gaps have not been announced as yet.

Shows to leave for the summer are: Jack Carson Show Wednesday, 8-8:30 p.m., sponsored by Campbell Soup Co., effective July 3 till Sept. 25; Adventures of the Thin Man Sunday, 7:30-10 p.m., sponsored by General Foods Corp. (Post Toasties) June 6 for 8 weeks; Mayor of the Town Saturday, 8:30-8:55 p.m., sponsored by Nixzema Chemical Co., July 13 to Sept. 25; Jack Smith Show, Mon. through Fri., 7:15-7:30 p.m. sponsored by Procter & Gamble (Oxy-dol) July 1 till Aug. 15; F77 in Peace and War, Thurs., 8:30-8:55 p.m., sponsored by Procter & Gamble (Lava Soap), July 13 for 7 weeks; This Is My Best, sponsored by Cresta Blanco Wine through BBDO effective June 4 till Aug. 27 will be replaced by a musical program not yet announced, sponsored by Schenley Laboratories (Penicillin) through Bick Co.

WEBSTER, HARRISON LEAD DELEGATION

COMMODORE EDWARD M. WEBSTER, Chief Communications Officer of the Coast Guard, heads the U. S. delegation to the international meeting on radio aids to marine navigation, being held in London for two weeks starting May 6. C. G. Harrison, assistant chief of the Telecommunications Division of the State Dept., is vice chairman.


This year is being attended by maritime nations of the world, with the British Government planning demonstrations of radar and other electronics systems affecting maritime service.
Lewis and Clark blazed the way, back in 1805. Miners, fishermen, and lumbermen were followed by city-builders and industry-builders. No wonder the region grew more populated, more prosperous with each passing year!

And no wonder today's "Oregon Trail" finds advertisers and agencies seeking the expanding market covered by KEX in Portland. Here, in the heart of the Pacific Northwest, live more than 600,000 people... eager for merchandise, and able to pay for it.

If you're looking for a Northwest Passage to increased sales on the Coast... KEX is the ticket. By giving its programs a true Northwest slant, by following the Westinghouse policy of constant devotion to the public interest, KEX has gained, throughout its territory, an abiding goodwill... goodwill reflected in many a sponsor's rising sales-curve.

Interested in availabilities? The man from Paul H. Raymer Company will be glad to point them out.

**Oregon's American Network Station**

KEX

PORTLAND, OREGON
5,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KYW - KDKA - WBZ - WBZA - WOWO - KEX
Represented nationally by NBC Spot Sales—except KEX
KEX represented nationally by Paul H. Raymer Co.
Leighter Is Elected President of WLJB

Thackrey Becomes Executive Committee Head for Radio

JACKSON LIGHTER, former movie-theatrical producer and one-time agency executive, last week was elected president of WLJB New York, Mrs. Dorothy S. Thackrey, chairman of the station’s board of directors, announced.

He succeeds T. O. Thackrey, who became vice chairman of the WLJB board and chairman of the executive committee for the Thackrey radio interests which include, besides WLJB, KLAC Los Angeles, and KYA San Francisco.

During the war Mr. Lighter was motion picture liaison officer for the Office of Inter-American Affairs. After the war he joined the New York Post as executive assistant to Thackrey, who also is editor and general manager of the newspaper. Mrs. Thackrey is publisher.

Personal Additions

Mr. Lighter announced that no staff changes at WLJB were contemplated, but he said some new personnel would be added to handle expanded programming and promotion departments.

He said a new program policy, increasing emphasis on public service, will be aimed at building a wide general audience rather than one of special interest or attitude, he said. Station’s news presentations and analyses also will be broadened, he added. Effective May 20 WLJB will broadcast 10 minutes of news every hour on the hour.

A member of the Independent Motion Picture Producers Assm., Mr. Lighter for a time was associated with Melvyn Douglas and Rex Ingram in a movie production firm. Later he was co-partner with Orson Welles in Mercury Productions, the Mercury Theatre of the Air and the Mercury Theatre.

In 1929-30 he was associated with Lennen & Mitchell and was one of the Pacific Coast broadcasts of the Bing Crosby Show for P. Lorillard Co., first full-hour network program. In 1930 he organized his own advertising agency in Los Angeles. He joined General Motors Corp. in 1934 as a promotion executive in Asia, returning to the U. S. in 1936 to join Mr. Douglas and Mr. Ingram in the motion picture production firm.

Starts With New Power

OPERATION with increased power recently granted by FCC has begun by KFEW at Jamestown, N. D. Station now operates on 600 kw. with 3,000 w. John Boler, chairman of the North Central Broadcasting System, announced that new studio and offices are now under construction and will be ready for occupancy by early fall.

ABC Honors Veterans

PROGRAM honoring Veterans of Foreign Wars and organization’s annual sale of buddy poppies will be presented May 17 on ABC 11:35 P. M. (EDT). John A. Slatter, commander-in-chief of the VFW, will serve as M. C. Program will switch to Hollywood to include dramatic sketch from motion picture, “Pride of the Marines.”

AWARDS TO BE MADE BY WOMEN'S GROUP

WOMEN'S NATIONAL Radio Committee will present awards to the outstanding programs on each of the major networks tending to awaken social consciousness and to aid the general public in coping with complex national and international problems at the committee’s 11th annual award luncheon on May 15 in the Music Room of Hotel Biltmore, New York. Awards are based on a nationwide poll of thousands of individual women’s organizations.

The luncheon will feature (besides the presentation of the awards) an “American Town Meeting” identical with those presented by the Town Meeting of the Air, except that proceedings will not be broadcast. George V. Denly Jr. will act as moderator; and the participants are H. V. Kaltenborn, NBC; Henry J. Taylor, MBS; Quincy Howe, CBS; and Lisa Sergio, ABC. Topic will be “Can United Nations Keep the Peace?”

Top ranking players of Theatre Guild on the Air which polled a heavy vote, will discuss “Importance of Good Drama Via Radio in Molding Public Opinion.”

Women’s National Radio Committee embraces 25 women’s organizations and was founded in 1934 by Mme. Yolanda Mero-Iron.
Available for Local and Regional Sponsorship...

The Art Van Damme Quintet with Louise Carlyle...

accent on Rhythm and Song

- This pleasure-packed musical is the perfect definition of good radio entertainment... the perfect show for local and regional advertisers who want the program sparkle identified with great NBC network shows without excessive talent and production costs. For example:

Art Van Damme... known from coast to coast as the man who gets a rocking beat from the accordion... contributing subtle, sensational accordion interpretations of favorite jazz classics, memory music and hit tunes.

Rhythmic instrumentation of bass, guitar, vibraphone and drums plus the swing accordion of the maestro compose The Art Van Damme Quintet.

Louise Carlyle... popular stylized vocalist currently featured on a nation-wide network show... lending her honey-throated voice to a fiesta of songs.

Behind all this talent glows the unrivaled direction and production of the NBC Radio-Recording Division. Result: The greatest little musical on record... now available to do a big job for local and regional advertisers everywhere.

Schedule: 3 quarter-hours a week.
Available: 39 weeks of broadcasting.

Audition records and presentation will be sent on request

To help you build up a greater listening audience for this show, NBC Radio-Recording Division supplies a promotion kit containing Broadcast, Press, Display and Direct-Mail Promotion Aids.
Man-To-Man Contact
Gets The Signature

After the game this young man stepped up and asked for what he wanted. He got the autograph of his hero by going for it in person.

In selling national advertising for our radio stations we stress the value of man-to-man contact. We believe in modern selling aids and inventions. We use these tools for all they are worth. We have the facts and figures, the market data, and the program analysis—but in the long run most of the orders are brought home by the man who makes the best man-to-man contact. In selling it pays to ask for what you want.
Pega 58
May 13, 1946

Editorial

Program Report: IX

IT IS NOW evident that Clifford J. Durr is the FCC's knight errant. He sets forth with increasing regularity from the Commission's castle on the Potomac to protect the people against the horrible per- petrations of American broadcasters.

He enters the joust in righteous splendor, garbed in an academic grey suit and gripping tightly in one hand his Blue Book.

And the banner he bears high—is it the white of purity, or is there a tint of pink? Let us be generous; let us say the banner is white, and its hue is but a reflection of the nun's dying rays.

Last week Knight Durr parked his white charger outside the Deshler-Wallick hotel in Columbus, O. to engage in combat Justin Miller, president of the NAB; Sydney Kaye, executive vice president of BMI; and sundry others who were willing to meet him, in the arena or in the alley.

Knight Durr entered the fray with a broken spear—the tempestuous argument that the FCC had absolutely no idea of censoring radio programs. He emerged with the same broken spear, slightly scarred but grinning—for had his ears not heard the sweet music of the trombone at all?

Of course, one must examine with some penetration the composition of the assemblage. There were educators from here and there around the nation; there were "social scientists." In the bleachers were a few broadcasters.

In fact, it is becoming increasingly evident that this be-tasseled champion of the Pennsylvania Avenue Cardinals is picking his spots. His voice rings most violently in the halls of learning; for there his usual phrase is symphony to the educator who could not get 15 minutes opposite Fred Allen to discuss The Rubrication of Azure Electrotomes.

We seek no personal controversy with Mr. Durr: who is, we have heard so often that we believe it, an honest and sincere man. We seek issue with his beliefs. He has long known, probably even to Mr. Durr himself, that we seek such issue. He wants for the Federal Government supervisory control over American radio programs, business, and all.

He pursues it by devices of his own choosing. It was evident in his jousting with Mr. Kaye and with Mr. Miller. As a performer in the arena, he is more deceptive than offensive. He parries with greater skill than he thrusts. He refused to answer directly and conclusively such questions as:

1. Do the provisions of the Blue Book have the force of regulation?

2. If there were no scarcity factor in radio—if unlimited facilities were available—would you still seek enforcement of the Report's provisions?

3. Do you believe there should be similar supervision over motion pictures or newspapers?

Until he answers such questions, Mr. Durr is to us a knight without armor. He rides to the clarion call of trumpets we do not hear. He defends a public that seeks no defense. He jousts with a shadow, to the delight of a coteries of his own kind. He rides against the wind with a broken spear.

Victory for the knight errant would be defeat for the taxpayers who bought him his big white charger.

"Freedom"—Truman

"LET ME reemphasize my belief that there must be complete freedom of radio."

Those were the words of President Truman last Thursday to the NAB Board of Directors who called on him at the White House. They came after President Justin Miller had told the Chief Executive:

"Your statement that 'radio must be as free as the press' is the gospel of all broadcasters."

The President had made his original state- ment on July 3, in a letter to this journal. He then said, too, that American radio "is in good hands." He urged regulation by natural forces of competition. He preferred it to "rigid Gov- ernmental regulation."

Mr. Truman, as the Chief Executive, moulds administration policy. The FCC is the licens- ing instrumentation created to carry out the Congressional mandate and the public policy.

Is the FCC pursuing a course of "complete freedom of radio"? That is for the Commissi ons to decide. They should reread the law, read again the President's statement of July 3, and those few words of last Thursday.

Those out of sympathy with the law and with the Chief Executive, in good conscience, should separate themselves from the FCC.

Jimmy & John L.

IF THIS nation, in peacetime, is plunged into brownouts and blackouts, and is plagued with work stoppages, production slowdowns, rampant unemployment and worrisome unemployment, you can trace the virus to James C. Petrillo.

For it was Jimmy, the musicians' czar, who invented and invoked the precursor of John L. Lewis' demand for his health and welfare fund wherein the United Mine Workers' Union would reap a tribute of 10 cents of ton of coal mined.

If you'll check the records you'll find that Jimmy Petrillo succeeded in shaking down the recording companies for a welfare fund of his own—a fixed percentage of each record sold—to be paid into his office and with an accounting to none. That was back in November 1944. It was estimated that AFI would get $4,000,000 return.

Jimmy got away with it until Congress passed and the President signed the anti-Petrillo Bill last month. John Lewis evidently feels that if a union like AFI can do it, the omnipotent mafiosi workers certainly should go it one better. So he's asking $60,000,000.

Judging from the temper of Congress and the people, however, Mr. Lewis may be treading the same tortuous path as his musical mentor. The anti-Lewis Bill on the Petrillo pattern. Like the Petrillo Bill, it will be "class" legislation. But by striking twice in the same legislative sector, Congress would bolster its first action and the trend toward comprehensive legislation to root out labor union abuses would be on.

The Lewis onslaught hit home for radio as last week ended. Virginia stations were or- dered to cut operation to 24 hours weekly to save power. Even the flea power used by radio, in contrast to the consumption of factories and utilities, becomes important when a single union head, in his lust for dominance, shuts down on a raw material line-life.

Lewis got his pattern from Petrillo. Petrillo forced Congress to write a special law to prevent his plundering of radio. Congress is a mind to root out the abuse of power by labor a second time.

EUGENE SHORB THOMAS

MOST of the 2308 members of the New York Advertising Club, being charac- teristically partial to the use of the superlative, like to think that their or- ganization is the oldest of its kind in the world. Founded in 1905, the club has acquired a vener- ably respectable tradition which yields less readily to change than do the attitudes of its individual members.

It comes, therefore, as something in the nature of a minor revolution that a representa- tive of radio, the latecomer in the advertis- ing field, will be elected to the presidency of the Advertising Club. Eugene Thomas, sales manager of WOR New York, is the official nominee for the club presidency in elections which will be held tomorrow (May 14).

Unless a sudden dark horse is urged to a last- minute competition, Mr. Thomas' election will be unopposed. Since such a revolt from the floor would hardly be typical of accepted Ad- vertising Club practices, Mr. Thomas seems certain to become the first radioman to reach the club's highest office.

His ascension to the presidency probably is less startling to Mr. Thomas than to other members of the club. A man of unusual energy, he finds it dull to keep fewer than half a dozen iron in the fire at once; and seldom lets old iron grow cold while heating new ones.

His selection is a diversification treated with resigned despair by his wife who after seven years of marriage, it must be presumed, has come to regard committees, clubs and WOR as at least faintly vampirish rivals for her husband's affections. It may have been in recognition of this that Mr. Thomas recently encouraged his wife to take their four-year- old son, Bruce, on a protracted vacation in North Carolina. While Mr. Thomas, with what promised to be his usual enthusiasm, plunged head first into the intricacies of his new Ad- vertising Club job.

The industry required of the president will hardly be oppressive to a characteristically busy man like Mr. Thomas. After graduating from public schools in Washington, D. C., he began working on the Washington Herald as a reporter in 1921, meanwhile studying at George Washington U.

The brisk pace of daily journalism and the superimposition of college study combined to keep Mr. Thomas' interests aroused. He worked in rapid and progressing succession on three Washington papers, the Herald, Daily News and the Star.

An admitted extrovert, Mr. Thomas' affec- tion in journalism was for that part of it which required him to associate with all kinds (Continued on page 60)
The Nunn Stations

Provided coverage where it counts
Sell for important markets

Response-ability is the BUY-WORD

WMOB Mobile, Alabama

*WBIR
John F. Hart, Mgr.
American Affiliate
Knoxville, Tenn.

*KFDA
Howard P. Roberson, Mgr.
American Affiliate
Amarillo, Texas

*WCMI
Joseph E. Matthews, Mgr.
CBS Affiliate
Ashland, Ky.

WMOB
P. E. Bubey, Mgr.
American Affiliate
Mobile, Ala.

WLAP
Miller A. Walsh, Mgr.
American Affiliate
Lexington, Ky.

WLAP

Another Star On the Nunn Banner

The Nunn Stations
Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn
Respects

(Continued from page 58)
of people, rather than for the writing assignments he was given.

With the typical ex-newspaperman's nostalgia for the sound of an ambulance siren or police call, Mr. Thomas now remembers fondly some of the frenetic behavior of those early years.

"I got a clean beat for the News once when a man jumped from the Washington monument," he said, with undisguised pride, the other day. "In those days there weren't any telephones near the monument. Man jumped off, and there I was with the story, and on a deadline."

Mr. Thomas solved the communications dilemma when he noticed a construction project shack near-by. Rushing to it, he found a phone, got the story to his paper in time for its home edition and a clear beat.

In 1925 he handled publicity for President Coolidge's inaugural ball at the Mayflower Hotel and during this activity met Thomas E. Shipp, a public relations counselor, who promptly hired him.

Mr. Thomas was assigned to the Atwater Kent account, then held by Mr. Shipp's agency. In 1927 he was appointed national manager of the Atwater Kent radio auditions which started many a then unknown singer on a successful career. Meanwhile, he pursued his studies at George Washington U. and was graduated in 1929.

By 1932 the Atwater Kent auditions had become a near-institution in U. S. radio, largely due to the industry of Mr. Thomas, and he felt it possible to leave them to other hands. Resigning as manager, he entered Harvard U. to take a master's degree in business administration.

Upon graduating from Harvard business school in 1934, he joined the H. W. Kent Advertising Co., of Chicago, as manager of the radio department, and a short time later went to WOR in sales promotion.

He was promoted to sales manager of the station in 1937. WOR sales have tripled in the nine years since then.

A year after he was appointed to his present position, he was introduced in Cleveland to Sunny Maxwell, a young woman advertising executive of a publishing house, and suddenly found himself talking of things other than business. They were married in 1939.

Although there has since been little diminution of his business activities, Mr. Thomas is justifiably proud of his private life. The arrival of his son, Bruce, four years ago, provided him with a new and exciting interest. Pictures of Bruce and Mrs. Thomas continue to muralize the sales manager's pleasant WOR office.

Club Member

Mr. Thomas, who retains membership in the Harvard Club, Theta Delta Chi, Sales Executive Club of New York, National Press Club and Pi Delta Epsilon, national journalistic fraternity and is active in numerous civic organizations (he was chairman of the city's War Activities Council), finds his greatest interest in his wife and son.

Not long ago he took young Bruce on a sentimental journey to Frederick, Md., where Mr. Thomas was born on Jan. 12, 1903, in a house "not far from the place where Barbara Fritchie waved her flag."

Mr. Thomas remembers that in his own boyhood the grand niece of the sturdy woman who saved the American flag when Confederate troops occupied the town showed him the flag which Barbara Fritchie waved and told him the history of it. Mr. Thomas introduced his son to the grand niece, Miss Eleanor Abbott, who is now 76.

Mr. Thomas was silent for a moment. "You know," he said, "she always listens to WOR. Our signal reaches Frederick perfectly."

New Russian Stations

CONSTRUCTION of new transmitting stations by the Russian Radio Commission in Moscow, Leningrad, Riga, Lvov, Minsk, Krassnoyarsk, Smirnopol and other towns this year, was revealed by Communications Minister K. Sergiechuk in a "Radio Day" broadcast May 7. More than 5,000,000 radio receivers will be manufactured in Russia under the new five-year plan, he said.

IN BUSY SOUTH BEND THEY'RE

EARNING MORE—

SPENDING MORE—

LISTENING MOST—TO WSBT

Buying income goes higher and higher and retail sales smash wartime records—in the South Bend Market, where most people listen, most of the time, to WSBT—

Going UP Soon—

TO 5000 WATTS

960 KC

COLUMBIA NETWORK

WSBT

SOUTH BEND

960 KC

1000 WATTS

Paul H. Raymer Co., National Representatives

CONTRACTS SIGNED BY NBC SPOT SALES

SEVEN new contracts and one renewal have been signed during the past week by eight companies with stations serviced by the NBC Spot Sales Department, New York, totaling 793 one-minute announcements, 494 station breaks and 78 participations.


Wildroot Co. Inc., Buffalo, has started announcements for 13 weeks on WMAQ Chicago, through BBDO, and the Bell Telephone Co. of Pennsylvania has purchased 39 spot announcements on KYW Philadelphia for 13 weeks through Gray and Rogers, Philadelphia. Chrysler Corp., Detroit, has contracted for 20 station breaks on KYW Philadelphia for 13 weeks placed through the Ethyl Corp., New York (Ethyl Cleaner), has started spot announcements for 52 weeks on WTAM Cleveland through BBDO.

BROADCASTERS TO BUY
GENERAL ELECTRIC FM Transmitters
—the transmitters with the Phasitron Circuit

WTAG

WOKO
Albany, N. Y.

KGBS
Harlingen, Texas

WFBL
Syracuse, N. Y.

SUPREME BROADCASTING COMPANY, INC.
New York, N. Y.

CENTRAL NEW YORK BROADCASTING CORP.
Syracuse, N. Y.

KFMB
San Diego, Calif.

KFXD
Nampa, Idaho

KATE
Albert Lea, Minn.

ONEONTA STAR, INC.
Oneonta, N. Y.

CORNING LEADER, INC.
Corning, N. Y.

COSHOCTON BROADCASTING CO.
Coshocton, Ohio

ATHENS MESSENGER
Athens, Ohio

KFJZ
Fort Worth, Texas

KDNT
Denton, Texas

WTRY
Troy, N. Y.

JOSEPH M. VIANA
Woonsocket, R. I.

OWENSBORO BROADCASTING CO.
Owensboro, Ky.

THE DEMOCRAT PUBLISHING CO.
Durant, Okla.

WRDF
Washington, N. C.

KRBC
Abilene, Texas

KFXM
San Bernardino, Calif.

TRANSCRIPT
PUBLISHING ASSN.

CLAREMONT EAGLE, INC.
Claremont, N. H.

BECKLEY
NEWSPAPERS CORP.
Beckley, W. Va.

STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

* For the FIRST 25, see BROADCASTING, April 8
   For the SECOND 25, see BROADCASTING, April 15

Have you placed your order yet?

Electronics Department
GENERAL ELECTRIC

Syracuse 1, N. Y.
It takes two to make an argument. There's no argument, however, over the popularity of the "Mr. and Mrs." show heard each Sunday afternoon at 2:30 over WGN.

The rating history of this program is convincing proof of what can be done locally by combining an entertaining program and WGN. "Mr. and Mrs.,” sponsored by the Sealy Mattress Company, started out in November of 1945. Its first Hooperating was a very respectable 4.7... subsequent ratings have been 5.4, 6.2, 7.9 and 8.4.

This is further proof that a radio advertiser covers the nation's second richest market best with a good show on WGN.

A Clear Channel Station . . . . . .
Serving the Middle West

CHICAGO 11
ILLINOIS
50,000 Watts
72
On Your Dial

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 East 42nd Street, New York 17, N.Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.
WHITE RESIGNATION ANNOUNCED BY CBS

Mr. Church  Mr. White

RESIGNATION of Paul W. White, who for the past 12 years has been Director of News Broadcasts at CBS, and who this year's Peabody Award for "outstanding reporting of the news," was announced last week by Edward R. Murrow, CBS Vice President and President of Public Affairs.

The network announcement of Mr. White's resignation reported that he was retiring to write a book based on his 25 years of news-gathering.

Wells Church, who has been Mr. White's assistant, was appointed Acting Director of News Broadcasts pending the selection of a permanent replacement for the veteran.

Mr. White joined CBS in 1930 after nearly 10 years of news reporting for the United Press and the New York Evening Bulletin. After two years of service as a publicist writer at CBS, he became publicity director for the network. He was appointed Director of News Broadcasts in 1936.

Mr. Church is also a veteran newspaperman, having begun his career on the Cleveland Press in 1922. He has worked on newspapers in Chicago, Youngstown, O., and Cincinnati, and for the United Press in New York and Washington, D. C. Before joining CBS, in 1936, as the network's Washington publicity director, he was associated with the Washington bureau of the New York Herald Tribune.

Mr. Church was named as radio director of the Republican National Committee in 1936 and 1940 and was the party's assistant campaign director in 1944. In 1941 he became an advisor to the British Broadcasting Corp. in England and later returned to the U. S. to become radio program director for the Coordinator of Inter-American Affairs. He rejoined CBS in March, 1945.

New ABC Outlet

NEW STATION in Charleston, W. Va., now under construction and call letters of which have not been announced, about October 1 joins ABC as a basic supplementary station, bringing total number of ABC affiliates to 206. Joe L. Smith Jr., owner of WML, and president of WKWK Wheeling, W. Va., is president of the station which will operate with 10,000 w on 950 kc, and John P. Geiger, former commercial manager of WKWK, is station manager of new ABC affiliate.
When an advertiser uses a station the first time it could be a tryout. When that advertiser keeps the station in its lineup year after year— that means the station scores with profits. Over 40 regional and local advertisers (not including network advertisers) have renewed their use of KOKX from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KOKX.

ACTIONS

When an advertiser uses a station the first time it could be a tryout. When that advertiser keeps the station in its lineup year after year—that means the station scores with profits. Over 40 regional and local advertisers (not including network advertisers) have renewed their use of KOKX from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KOKX.

AGENCIES

DOYLE OSMAN, formerly an associate of Dean Simmons Adv., Hollywood agency, has joined J. Walter Thompson Co., Los Angeles, as account executive.

KEVIN COKIN, discharged from Navy, has returned to Hollywood staff of Benton & Bowles to take over production of five weekly ABC "Glamour Manor." He replaces TOM MCDERMOTT as agency's New York office in June following program's debut. The program will produce "Glamour Manor" series periodically. He has a distinguished record with WIP off and on for nearly 25 years.

BASS-LUCKOFF of Hollywood has opened offices at 600 Sunset Blvd. as West Coast associate of Bass & Luckoff-Patrick Los Angeles headquarters.

MILTON BRAY, Army veteran, has rejoined the media department of Benton & Bowles, New York. DAVID BURT, out of Navy, returns agency publicity department. ROBERT FASELT, also with Navy, returns to checking department. JOSEPH DUNN has been elected vice president of Buchanan & Co., New York. Mr. Dunn has been with the agency for 10 years in creative and executive capacities. He is chairman of agency's operating committee.

EDWARD HOLBER, after service with the Navy has returned to Benton & Bowles, New York, to work on the Prudential Insurance account. WILLIAM L. RINDFUSS, after service in the Navy has rejoined Beaumont & Hohman, New York, as account executive.

JOSEPH DUNN has been elected vice president of Buchanan & Co., New York. Mr. Dunn has been with the agency for 10 years in creative and executive capacities. He is chairman of agency's operating committee.

JOHN JACKSON, released by the Army, has rejoined the advertising department of Benton & Bowles, New York. CARL E. WAGENMAN, has returned to the copy department.

ROLAND ISRAEL has been named as advertising director of J. M. Korn & Co., New York.

Mr. Davies

BROADCASTING Telecasting
Time Buyers!

"Spot" HAS A GOOD STEER...

TOO GOOD TO MISS!

Right now—as you are reading this—“Spot” has several top-notch programs available. They won’t be open long—they’ll be snapped up fast—but if you act quickly chances are you can rope one for your product and have a program on all, some or one of these 11 great stations... stations that broadcast the nation’s top-ranking programs to 55% of the radio homes in the U.S. stations that dominate 11 of America’s great markets where buying power is 34.2% higher than the country’s average.

If you should miss out on these availabilities, don’t start shootin’. Hold your fire and call on “Spot” to help you find programs that are equally good... programs that will build quickly and surely a large audience of listeners who constantly demonstrate a willingness to spend.

WEAF.....................New York
WBZ & WBZA.............Boston, Springfield
WGY........................Schenectady
KYW........................Philadelphia
WRC..........................Washington
KDKA......................Pittsburgh
WTAM.....................Cleveland
WOWO......................Ft. Wayne
WMAQ......................Chicago
KOA..........................Denver
KPO.........................San Francisco

NBC SPOT SALES

New York, Circle 7-8300... Chicago, Superior 8300... San Francisco, Graystone 8700
Washington, Republic 4000... Cleveland, Cherry 0942... Hollywood, Hollywood 6161
Denver, Maine 6211... Boston, Hancock 4239
Dick Wangerin has been appointed news director and announcer of WGL Fort Wayne, Ind. Before entering the Air Force in 1942 he was with WIPU St. Louis, where he joined WNOX Knoxville, Tenn., last year to join WTAG Indiana, of which he returned to WNOX as m.c. of afternoon "Club 99" record program.

Tommy Daverow, WWRU Woodside, N. Y., also Jones has been signed for vaudeville appearances on the "Knoxville Special." Jones is now appearing at the Roxy Hotel, New York.

James M. Doyle, after service with the AAF and formerly with the San Francisco Call Bulletin, has joined the capacitor division of RCA in New York as editor.

Martin Hoain, formerly a news editor in the NBC news and special events department, New York, has joined the NBC television department as a program editor specializing in features. Joining the network in 1933, Mr. Roade served successively in the music and news and special events departments, and returned to the network last October after three years with the AAF.

Jack Fraser, ABC news writer, is recovering from a broken hip in Roosevelt Hospital, New York, where he suffered a fall last week in one of Radio City's corridors.

Tommy Greenbows, announcer at KGO San Francisco, is the father of a girl born April 27.

Bert Libin, script writer, has been added to staff of WWDG Washington. Returning from the Army in March, he had been with Special Services public relations staff at Camp Gordon, Georgia.

W. Gordon Swam, program manager of WJZ and WJZ-FM, Baltimore, has been commissioned "Captain of the Flagship Fleet" by American Airlines, recognition of his ability to increase public use of air transports.

Fred Reiter has resumes duties on WJZ-FM, Baltimore, after a two-weeks' service as radio operator of the USS Demeter.

Andy Christians, former actor and stage producer, has joined WBIM Chicago as manager and producer. Radio experience includes assignments with New York and Hartford, Conn., stations. John W. Herst has been named assistant program director of WCAU Philadelphia.

Frank Luther, currently heard on Desco recordings of children's nursery rhymes, has joined the children's program department of WNEW New York and on that date started his own program, "Children's Corner," on WNEW Saturday and Sunday afternoons.

Ralph K. Maddox, program superintendant at WBAM Dallas, Tex., has been presented the War Dept. Certificate of Appreciation for his service during the past year. He has been regularly broadcasting from area general hos. pitals.

John E. Gaunt, Navy commander and for seven years an executive officer of the U.S.S. "Battleship," has returned to WNOX as m.c. of afternoon "Club 99" record program.

WHITE WILDLIGHT is the title of the new musical presented by the Cincinnati, Ohio, Symphony Orchestra and the Cincinnati Music Hall. It is a light-hearted program of American songs, featuring the voice of the late Mrs. John Farrow, the wife of President Farrow. The program is sponsored by the Cincinnati Symphony Orchestra and will be broadcast on station WMUR Manchester, N. H.

Ralph M. Allen, former assistant manager of the American Tobacco Co., has joined the production division of the NBC television department as a production assistant in charge of the RCA coverage of the AAF-Flyer's Day. The program, "A Festival of Victory," will be broadcast on November 5 and will be directed by H. W. White, who has been appointed program manager of the NBC television department.

Tommy Greenbows, announcer at KGO San Francisco, is the father of a girl born May 1.

Henry J. Kaufman, president of the New York Advertising Club, has been elected president of the Washington Advertising Club May 7 for 1946-47.

Harry Pesin after four years with the armed services has been appointed publicity and public relations director of Lester "L" Wolft Inc., New York.

Lowery, released from AAF, has been appointed program director of WSB Saginaw, Mich. New announcers at station are: Howard Finder, Fred Krell and Floyd Clark.

Robert J. McBride, former writer on Washington syndicated programs, is now a new addition to the announcing staff of WAKY Alexandria, Va. Howard Severe, announcer at WBOC Indianapoolis, will be joined by a new announcer at WDAY Washington and WNEW New York.

Craig Lowe is now member of the announcing staff of WTMV Osceola, Fla. Don Naylor, production manager of WQST Atlanta, Ga., is the father of a boy, Raymond Lawrence.

Gayne Whitman has been assigned commercial director on "The Main Line" on Don Lee Pacific station. Fred Van Elst is narrator, with Bob Nye producing for Poole, Cone & Belden, Hollywood, agency servicing Southern Pacific Co. account, sponsor.

Keith Fowler, writer on "Burns & Allen Show," has been assigned in similar capacity on NBC "Meredith Willson Show".

Dick Fishell, former sportscaster of WEN and WMCA New York, has started five weekly interview program "Sports Final," on KFWB Hollywood.

Hart Hawthorne, announcer of WYU Philadelphia, has switched to KXLA, Pasadena, Calif.

Alun Williams, assistant educational director of WSPU Philadelphia, is now teaching a 10-week course in radio broadcasting at the School of the Theater, Philadelphia.

James McCann, announcer at KYW Philadelphia, has become the producer of a "Wellman Adv., Philadelphia, are to be

Joyce O'Neill, formerly conductor of a homemakers program on WIP Philadelphia, has been appointed production assistant in the features department of the NBC television department. Previously production manager of WBCA Washington, before joining NBC television headquarters in Hollywood last year, O'Neill served as a bombardier in the AAF during the war period.

Albert V. Cole, former assistant manager of WIPU St. Louis, has been appointed production assistant in the New York programs division of the NBC television department. Previously production manager of WABC New York, Cole served as a bombardier in the AAF during the war period.

"Hope you don't mind, sir, but one of your WDFD Flint fans thought I was you, sir."
The nation's most popular orchestras, vocalists and novelty groups...to send up your ratings, boost your time sales...yours in the World Library.

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

Need new program ideas? World supplies you with 78 complete program continuities a week!

These smartly-paced scripts, conceived by World's own top-flight radio showmen, can be used for sustaining or sponsored programs. A neat, profitable way to get the most out of the tremendous selection offered in the World Library.

You'll get the best possible recording for FM broadcasting and plus quality for AM broadcasting on World famous vertical-cut transcriptions. World's expert engineers add a third dimension to sound reproduction through Western Electric Vertical Wide Range recording equipment.

Scrupulous attention is given every detail of recording, processing, and pressing. Such painstaking craftsmanship, plus World's greater "know-how," give superior clarity and brilliance—life-like reproduction—to the vinylite discs of the World Library.

Write or wire World Broadcasting System, Inc.,
711 Fifth Avenue, New York 22, N. Y.
IN FORT YUKON, Alaska, 100 yards north of the Arctic Circle, Mrs. Elizabeth Wells had just sat down to supper when a neighbor stormed in and shouted, "Don't eat those potatoes!"

That was the beginning of one of the most unconventional radio programs in American broadcasting.

Emergency Flash

Mrs. Wells' neighbor had been listening to the radio when a voice interrupted with: "Please notify Mrs. Elizabeth Wells at Fort Yukon yesterday from the Northern Commercial Company store that she took the wrong potatoes yesterday from the Northern Commercial Company store at Circle City. Those were seed potatoes treated with insect poison and must not be eaten."

That emergency message set one staff member of KFAR Fairbanks pondering: What would have happened if none of Mrs. Wells' neighbors had happened to be tuned in at the moment? There should be set aside a definite period each day for information that thousands of remote trappers, miners and fishermen could get no other way, she reasoned.

Dorothy Ann Simpson took her notion to the management, and the nightly broadcast called Tundra Topics was blueprinted. That was two years ago. Every night for five minutes Tundra Topics tells sourdoughs what other sourdoughs are doing. It is not a broadcast—unless you could call a passing friend, who sits a spell in your kitchen, a news commentator. For Dorothy Ann Simpson has harked back to the approach of the gold stampers' old word-of-mouth "mukluk telegraph."

Emergency information makes up only a small part of the program. The bulk of the broadcast is folksy stuff: "The family and friends of Jessie Bieremann up at Eagle will be happy to know that she is recovering nicely after an appendectomy performed in Fairbanks today. . . . An old-timer from McGrath, Frank Lange, was flown in yesterday. His dogteam attacked him, and he had to have treatment for severe bites. . . . Another old-timer in Fairbanks was 84-year-old John Ostegaard. He flew in from Napoleon Creek with Alaska Airlines. It was his first trip to town in 44 years. He says he finds a number of changes. . . ."

KVI Veteran

The girl who hatched KFAR's most eagerly-awaited public service feature is a tall brunette from Tacoma, Wash., who steeped herself in history at the College of Puget Sound and wound up reading fashion notes and recipes in a woman's program at KVI.

Dorothy Ann writes but does not read Tundra Topics on the air. She found out during holiday flying and riverboat trips to outlying settlements in the Yukon and Kuskokwim that many of the "folks out on the creeks" are depending on battery sets—and a man's voice has got more sock when it comes to reception. So Station Manager Al Bramstedt reads Tundra Topics.

One of Dorothy Ann's fondest fans is a Canadian prospector named Murdock McCuish. One night while he was panning gold on Matson Creek in Canada's Yukon Territory, Tundra Topics told him that his youngest son, Ronald, was heading home for a furlough. A few nights later McCuish heard his name mentioned again. This time he learned that another son, John, and his daughter-in-law, Virginia, had been rescued by American GI's from the Santo Tomas prison camp in the Philippines. Dorothy Ann had got these facts by letter from Corp. A. K. Bond of the Royal Canadian Mounted Police.

Dr. Paul B. Haggland, Deputy Public Health Commissioner for Alaska's Fourth Judicial Division, has come through many times with cures for animal as well as human ailments in remote sections.

There are few places on earth where transportation is more dependent on weather than in Alaska. Snowslides block the railroad, Spring freshets wash out the highway. An airplane takes off on skis; before the pilot reaches his destination a Chinook blows in from the south and his landing strip turns to slush. So the Tundra Topics editor tries to keep travelers posted with weather bulletins as well as gossip and health news.

TO SELL the mass-market of GREATER KANSAS CITY (without the rate penalty of outstate coverage)—

hire KCKN

Leaving the surrounding thinly populated farm and small town markets to others, KCKN—and ONLY KCKN—concentrates exclusively on the rich, buying-minded mass market that is Greater Kansas City.

The result of KCKN's policy of programming specifically and exclusively for city listener tastes is that these listeners, who comprise Kansas City's nine hundred million dollar buying power, look to KCKN for the kind of radio entertainment they enjoy. Consequently, when you hire KCKN, your sales message goes straight to a substantial part of the market that counts most—Greater Kansas City's nine hundred million dollar buying power.

All this without the rate penalty of outstate coverage!

WIRE OR PHONE YOUR NEAREST CAPPER OFFICE for AVAILABILITIES

The Voice of Greater Kansas City

BEN LUDY, general manager. KCKN, Kansas City . . . WIBW, Topeka
ELLIS ATTEBERY, manager. KCKN, Kansas City

CAPPER PUBLICATIONS, Inc.
NEW YORK 17: 420 Lexington Avenue
CHICAGO 1: 190 North Michigan Avenue
SAN FRANCISCO 4: 1207 Russ Building
CENTRAL 9877
DOUGLAS 5220
KANSAS CITY 6: 300 Waltower Building VICTOR 3064

Page 68 • May 13, 1946

MUTUAL broadcast the 13th annual Radio Choral Festival of the University of Wisconsin from Madison, Wis., May 14-15 as a special feature of National Music Week.
External Beauty
FOR
"SHOWMANSHIP"

It will grace any 1000-Watt Broadcasting Station!

Expertly Engineered
"Internally" for Performance

The Gates 1-Kilowatt Transmitter—Has Everything!

..."oomph" and showmanship—thanks to good designing—that makes your station "super" in appearance and impression. But here beauty is more than skin deep. This Unit is engineered for super performance also. A peek inside reveals those modern circuits and mechanical improvements that make the statement, IT HAS EVERYTHING a "built-in" fact. Write for complete specifications.

New York Office: 9th Floor • 40 Exchange Place

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

Gates Radio Co.
Quincy, Illinois

Exclusive Manufacturers of Radio Transmitting Equipment Since 1922

Condensed Specifications

FREQUENCY RANGE: 530 to 1600 K.C.
FREQUENCY STABILITY: Plus or minus 10 cycles maximum.
POWER OUTPUT: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.

POWER SUPPLY: 230 Volts, 60 cycles, single phase
Regulation not to exceed plus or minus 5%.
FREQUENCY RESPONSE: Within 1 1/2 DB. from 30 to 10,000 cycles.
DISTORTION: Less than 3% from 30 to 7500 cycles. 0.95% modulation.
NOISE LEVEL: 60 DB. below 100% modulation.
BUFFALO BROADCASTING CORPORATION

BOB ELSTON, formerly with WJW Cleveland, is now sports director of KXEL Waterloo, Iowa.

ERNEST PETERSON, staff correspondent of WTCI Hartford, Conn., has been named by Mayor Charles Corliss as a member of the Mayor's Emergency Housing Committee.

SID STEWART, assistant news editor of WTCI, returns to the station after 41 months of service in the AAF.

HARRIS G. BRETH, Hunting and Fishing Club director of KDKA Pittsburgh, has been elected to a full membership in the Wildlife Society. Full membership is by election only and occurs only in special instances, he said. He conducts quarter-hour Saturday evening wildlife program on KDKA.

E. D. HARVEY, special events director and head of the continuity department at WJW, has been named station news editor.

ALICE PRICE, reporter for the Macon (Ga.) Telegraph for four years, has been added to the local news staff of WMAZ Macon.

VANCE GRAHAM, KMPC Hollywood staff writer, has been named station news editor.

MAL HANSEN, released from the Navy as a lieutenant and in service since 1943, has been appointed director of newly organized farm service department of WOW Omaha. Before entry into the Navy Mr. Hansen was farm director of KARN Des Moines.

At WOW he will present early morning farm show.

Mr. Hansen is a d d d Associated Press and Canadian Press wire service to its teletype service. Station also uses British United Press and Press News and keeps a shortwave receiver tuned to Toronto police shortwave station.

DIE BREIN, who covered European and Pacific wars for OWI, last week left for Europe on special assignment by Mutual to report on food, housing and living conditions. She will visit France, Norway, England, Denmark, Holland and Belgium.

WALTER WINCHELL, ABC news commentator and newspaper columnist, has collected his best humorous stories over the past 10 years in "GIFs of Laughter," to be published in September by Simon & Schuster, New York.

JOHNNIE STEEL, commentator on WHN New York, plans to enter the primaries as a Republican in the 31st Congressional District, New York. He was defeated by a narrow margin last fall when he was the American Labor Party candidate to fill a Congressional vacancy from that district.

JOHN NICHOLSON, program director of WTMJ Ocala, Fla., has been appointed director of sports and special events, a new post.

FULTON J. Jr., Mutual commentator, was teamed with Sen. W. Lee O'Daniel (D-Texas) on the negative side of a debate on "Should the OPA Be Continued Without Restrictions?" on the May 9 broadcast of "America's Town Meeting of the Air" on ABC. Affirmative arguments were presented by Leon Henderson, former OPA director, and William H. Joyce, head of the shoe manufacturing firm, Joyce of Pasadena.

JAMES GANTZ, news room chief of KYW Philadelphia, is observing the activities of the United Nations Council sessions with particular interest, especially those concerning the Hon. Quo Tai Chi of China. Mr. Gantz and Quo Tai Chi worked side by side in 1912-14 as reporters on the old Philadelphia Press.

TED MALONE, ABC commentator, May 3 at invitational of the War Dept., left by Army air transport for Europe where he will spend 10 days doing a series of five broadcasts based upon his observations on the Continent one year after V-E Day.

GORDON McCallum, Canadian newspaperman and war correspondent, has joined CJCA Edmonton, Alta., as news editor.

TED SPIELER, after service with the armed forces formerly with WHB in Newark, has joined WHOM New York as news editor.
Crosby Didn’t Protest Lea Act, Despite Telegram Using His Name, Brother Says

BING CROSBY did not send a telegram to Senators protesting the Petullo bill (S-63), nor did he know anything about it, his brother William J. Hobbs, president of Coca-Cola Export Corp., says. In a telegram, Mr. Hobbs said: “This is to advise that we did not send the wire mentioned in your letter, and that we know nothing about it. Sincerely, Larry Crosby.”

WJAG received the following, according to Art Thomas, manager: “The pressure groups that operate on Congress often use prominent names and sign them to telegrams and we assume that is what happened in this case,” Mr. Thomas said. “The New Deal was the first to make use of Hollywood radio, screen and stage stars to attract votes. We suggest to the Republican National Committee that they check on the use of stars’ names for political purposes and expose all unauthorized uses. I like Bing Crosby and Bob Hope and Frank Sinatra and the others mentioned on the air and screen but I am getting sick and tired of using their personal following for political and left-wing purposes.”

Coca-Cola Names Hobbs President in Reshuffle

WILLIAM J. HOBBS, president of Coca-Cola Export Corp., was elected president of Coca-Cola Co. last week at the annual meeting of stockholders in a reorganization of leadership.

Mr. Hobbs replaces Robert W. Woodruff, of Atlanta, Ga., who has been acting president. Mr. Woodruff continues as chairman of the executive committee. He had replaced A. A. Acklin of Wilmington, Del., president from 1939 until 1945, when he received a leave of absence because of illness. Mr. Acklin becomes chairman of the advisory committee, succeeding William C. Bradley, of Columbus, Ga. Richard C. Fowler was named a vice president.

More than 84% of the company’s common stock was represented at the session. A dividend of 75 cents a share was declared on Class A stock and a semi-annual dividend of $1.50 a share was declared on common stock and a semi-annual dividend of $1.50 a share was declared on common

An All-Time Favorite

MARI A ELENA

Published by
PEER INTERNATIONAL CORP.

Performance Rights
Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

W.R. Ennell

SAYS...

“TAKE A
LONG
LOOK”

Radio advertising
is a long-range,
powerful, cumula-
tive force. A force
to promote reputa-
tions; a force to ex-
plain standards and
policies; a force to
sell products.

Over a period of years WRNL has consistently held
the largest portion of daytime listeners in the Richmond
market . . . remember that when you look for a buying
audience for your product.

Stoner Among Generals Affected in Rank Change

TEMPORARY appointments of several general officers have been terminated, denoting four Signal Corps generals to the rank of colonel or lieutenant colonel. Demotion was due to changing conditions in the Army resulting from demobilization. Among those affected was former Maj. Gen. Frank E. Stoner, assistant chief Signal Officer who now has a permanent rank of lieutenant colonel. Col. Stoner was responsible for setting up worldwide Signal Corps communications during the war.

Demoted from major general to colonel was Spencer B. Akin, chief, Communications Section, General Headquarters, Supreme Commander for the Allied Powers, and Signal Officer, Armed Forces in the Pacific. Former Maj. Gen. Francis H. Lanahan Jr., Chief Signal Officer, U. S. Forces, ETO, is now a lieutenant colonel. Brig. Gen. Frank C. Meade, former assistant deputy for Public Services and director of Internal Affairs and Communications Branch Office of Military Government, U. S. Zone, Germany, has been reduced to temporary rank of lieutenant colonel.
PS-S-S-T! WANT THE DOPE ON WDAY?

Located in the heart of one of the world's richest farming regions, WDAY is by long odds the favorite station of the people in this section. Here are their listening preferences:

<table>
<thead>
<tr>
<th>WDAY GETS 61.4% OF THE AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN ITS COVERAGE AREA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STATION A GETS 9.5% OF THE AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATION B GETS 7.2%</td>
</tr>
</tbody>
</table>

Sponsored by:

WDAY TARGO, NORTH DAKOTA
N.B.C. FREE & PETERS, Inc.
National Representative

Sterling Drug Profit

NET PROFIT of $8,822,295 for the three months ended March 31 has been reported by James Hill Jr., president of Sterling Drug Inc., New York, who stated this was highest first quarter earnings in company's history. Regular quarterly dividend, payable June 1 to stockholders of record May 15, was increased to 50 cents per share on the common stock, a raise of 10 cents.

Sylvania Report

SYLVANIA Electric Products Inc., gross sales in 1945 were $26,792,773 according to company's annual report, reaching all-time high approximately 25% above gross of $106,398,643 in 1944. Consolidated net income for 1945 was $2,136,279, equivalent to $2.05 a share on common stock after preferred dividends, compared with $2,053,235, or $2.04 a share in 1944 when no preferred stock was outstanding.

Network Accounts

New Business

STANDARD OIL Co. of New Jersey, New York (FBS), May 14 started transcribed "Fit Prolific" on 39 Don Lee Pacific stations, 8:45-9 p.m. (PST) (FBS), Agent: McCann-Erickson, New York.

Net Renewals

GENERAL MILLS, Minneapolis (Wheelies), effective Sept. 2 for 39 weeks has renewed "Jack Armstrong" on ABC Mon.-Fri. 5:30-5:45 p.m. (FBS), Agent: Knox Reeves Adv., Minneapolis.

Net Changes

RAYMOND LABAS, 44, Paul (Byrve) shampoo, May 5 replaced "Lion Janury Show" with Sheila Graham, Syndicate columnist and commentator, on 39 Don Lee stations, Sun. 8-8:45 p.m. (PST), Agent: Conklin, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raigh tobacco & cigarettes), June 11 for 13 weeks replaces the "Red Skelton Show" on NBC 10-11:30 p.m. (PST), with "An Evening with RodneyDangerfield" on NBC. (FBS), Agent: Russell M. Seeds Co., Chicago.

PROGRAM
Today, the human ear should not be able to distinguish a recorded program from an original 'live' studio performance.

Why? Because all tell-tale rumble, noise and 'WOWS' have been eliminated from transcription turntable performance.

How? By the advanced design and solid construction of the new Unit 524 Fairchild Transcription Turntable.

We've removed its attractive access panel so that you can study it carefully. Let's start with its construction: The synchronous motor and drive are spring-mounted and precision-aligned in a single heavy casting at the bottom of the cabinet to reduce rumble. The hollow vertical drive shaft is equipped with mechanical filters and a special rubber coupling to reduce the transmission of vibration. And the turntable, with its sturdy shaft, is mounted in a heavily-webbed aluminum panel at the top of the cabinet to further reduce vertical vibration.

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

The Unit 524 Fairchild Transcription Turntable is of broadcast height. It is available with or without the Unit 542 Fairchild Lateral Dynamic Pickup, described herein. Arrange to hear it. Listen to it critically. Then let it keep your original sound alive!

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

For additional information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.
New German Iconoscope Is Described in Report

New German iconoscope claimed to be ten times as sensitive as the standard German video tube is described in a report of the Office of the Publication Board, Dept. of Commerce. Increased sensitivity is said to be due to mosaic capable of storing images several seconds. It is made of mica, with magnesium oxide coating, magnesium being evaporated on mica and oxidized by electric discharge in a few millimeters of oxygen.

Research at several German plants in electronic tubes is described in the report (PB-0674). Photostat, $3, or microfilm, 50 cents, may be obtained from the Publication Board. The 32-page report was prepared by G. L. Hunt for the Combined Intelligence Objectives Subcommittee.

President Truman was televised by WNBT New York and was heard on all four networks May 11 when he received honorary doctor of laws degrees. Telecast started at 4 p.m. as procession moved from the Administration Bldg. to the campus for the invocation and addresses by Robert J. Gannon, president of the university and His Eminence Francis Cardinal Spellman with Mr. Truman's acceptance speech at 5 p.m.

Will Pick His Own
Editor Criticizes Radio But Attacks FCC Policy

R. A. Turner, editor of the Brookings (S. D.) County Press, thinks a lot of radio programs are "junk" and the perpetrators should be taken out to the woodshed and given the old-fashioned "hickory stick" treatment—just on general principles," but he does not want the FCC to tell him what he may or may not tune in.

Commenting editorially under the caption "Junk on the Radio," Mr. Turner, whose friends say he lives freedom of speech and of the press, wrote: "Most thinking people will agree that a great deal of the stuff that is broadcast over the radio—in all lines of so-called entertainment and advertising—deserves only to be 'dialed out.'... Yet, we do not believe that any intelligent thinking citizen of this free land of ours relishes the idea of having the FCC butting in and trying to regulate either the quality or character of radio programs." He charged that members of the FCC are "political puppets." Under no circumstances, should the FCC "be permitted to tell the radio world what could be broadcast or could not be broadcast," he stated. "Whether the FCC has sense enough to realize it or not the United States Constitution guarantees FREE SPEECH and free speech is free speech, regardless of whether it is on the street corner, on the platform, through the public press, or over the radio. The function of the FCC should be strictly to enforce fair play and see that the broadcasters do NOT interfere with each other."

New Canada Stations

FREQUENCY ASSIGNMENTS of new Canadian stations not yet on the air include 560 kc for a 1 kw station at Ottawa licensed to Frank Ryan, prewar manager of CKLW Windsor-Detroit; 1360 kc for a 1 kw station at Dawson Creek, licensed to Mrs. Helen Billingsley and Wilma Moore of Saskatoon; 1440 kc for 1 kw station at Sudbury, Ont.; 1240 kc for 250 kw station at Jonquiere, Que. Powell River, B. C. 250 kw station not yet on the air on 1400 kc has been moved to 1490 kc. CKY Winnipeg, is being moved from 990 to 1080 kc with new CBC 50 kw station to use 990 kc.

FOR UNUSUAL PERFORMANCE IN IDAHO?

Milestones

FIRST ANNIVERSARY of VE-Day, May 8, was observed by special events and features throughout the nation... Last week also saw notation of the twelfth anniversary of General Mills Hymns of All Churches on ABC. Program guests included Harry Bulis, GM president, and Mr. Binck. Richfield Oil Co. Richfield Reporter on NBC Western Division stations was marked by special anniversary broadcast.

Ray V. Hamilton, executive vice president of Universal Broadcasting Co., was feted by surprise dinner April 30 by KSFO San Francisco staffers on occasion of his first year with organization. Bill Herson, conductor of Coffee With Congress Saturday mornings on WRC Washington, was host at the Mayflower Hotel May 4 to 11 lawmakers on his program's first birthday... WWDW Washington May 6 was to entertain 500 guests at its first night baseball game of the season... In futures book, Feb. 29, 1947, to be exact. WNOX New York celebrates twenty-fifth year of service. Station last week named Richard Pack, publicity director, as chairman of silver jubilee planning committee.

IT WAS A BIG WEEK FOR 'JANICE'

WTOP Daytime Serial Is Cited by UP, INS, And Has 'Cast' Problems

In true theatre tradition, Gloria Lee Brandt has returned to the WTOP Washington microphone for her part in the Janice Grey serial, despite the fact that she is still wearing a cast on her back. She broke her back recently and was released from the hospital less than two weeks ago.

Janice Grey is becoming known for more, however, than courageous actresses. What is believed to be the only locally produced, written and acted daytime serial on the air has just been cited by a local paper, UP and INS for its outstanding public service and social consciousness.

"The story at present deals with anti-Semitism," wrote Joan Marble, UP Washington correspondent last Monday in a syndicated feature. "Using the effective vehicle of the drama, it rams home its message of tolerance. When this sequence is finished, the script will take up the problems of juvenile delinquency."

"Not every chapter brings in a current problem," Miss Marble continued. "The writers believe if every show preaches a sermon listeners might get bored. So the lessons it teaches are mentioned only so often as the dramatic situation logically warrants."

INS picked up the UP feature. Earlier, William Terrell, columnlist of the Washington Daily News cited the serial's episodes on tuberculosis. Education by radio, he wrote, "soon may be taken from the statistician and turned over to the entertainers."

Writing Team

Writing team for the show that has been on the air three years is Betty Grove, the originator, and Dick Linkroum, who has returned to WTOP from Navy service. Janice was recently sold to Continental Baking Co. through Ted Bates Inc., New York agency. The serial is heard 2:30-2:45 p.m. (EST), Monday through Friday.

Not only does Continental raise no objections to the educational and public service themes, but also encourages them—even to the present campaign for the conservation of bread. Typical commercial includes such admonitions as: "the bakers of Certified Double Flavor Bread... say this: the way to save bread is to buy less bread... eat less bread... and waste no bread at all."

Page 74 • May 13, 1946
Reformers Challenged by Superman

Excitement, Message Are Blended in Child Series

By WILLIAM B. LEWIS
Vice President and Radio Director
Kenyon & Eckhardt

Mr. Lewis

Superman's "Operation Intolerance" had its beginning at a Kenyon & Eckhardt plan board meeting last October—and before we put the new Superman on the air just two weeks ago we had almost given up the idea that a child's program could be socially conscious as well as entertaining.

Most of radio now knows what we are currently trying to accomplish with our Superman series on behalf of our client, the Kellogg Co. Superman has been a Kellogg radio property since 1943. We do not feel that the general run of Superman stories has been harmful in any way to its millions of juvenile followers, who have comprised one of the most loyal audiences in radio history.

However, we did feel that the time had come for a definite concentrated effort in the realm which had previously been untouched by radio programs built for juveniles—the realm of everyday life, with its problems and solutions spelled out in strong language that no child could misunderstand.

Enemy of Intolerance

When the subject of pitting Superman against intolerance, juvenile delinquency and the allied subjects which bulk so largely in American consciousness was first broached, it seemed a logical and fairly simple idea. Bob Maxwell, of Superman Inc., was most enthusiastic, for the idea was one which had long been a particular pet of his own. We brought the matter to the attention of the Kellogg Co. and recommended that the experiment—for experiment it is—be tried. W. H. Vanderpoel, president of Kellogg, concurred heartily, with the only stipulation that the program be kept as exciting as the series had been up to the time of change.

It was that October 1945, found Superman Inc. and K&E looking for writers who could combine cliff-hanging technique with crusades against intolerance, state and a solution in themes which children could understand, keep the character of Superman alive and combine exciting entertainment with a plain spoken message.

Many Norman Corwin technique is a vastly different radio concept from the slam bang artifices needed to keep juvenile interest afire 15 minutes a day, five days a week. Another stumbling block, which tripped many writers, was the commission of crime without being able to explain the actions or catch the culprits on the same program.

Lesson Fought

On a program such as Mr. District Attorney, the entire story is wrapped up and happily finished in 30 minutes. Our problem was to work out a way in which children who heard two or three episodes of Superman during a week wouldn't learn about throwing stones at a church—and miss the message that such tactics are wrong.

During the winter of 1945, and the spring months of 1946, we (Superman and the agency) must have seen scores of scripts and ideas for the new story line. Some were good, others missed the point. None, however, combined the two essential factors of entertainment and educational value which were being sought. Actually, we had almost given up the idea when a writer finally came through with the outline and scripts now riding the Mutual air.

We believe that the experiment currently being conducted is of interest to the entire radio industry. Many Mutual stations have written and told us that they heartily approve the action we have taken. Religious, educational and veterans organizations have pitched in with a will. The National Conference for Christians & Jews has been especially helpful.

There's one point I'd like to make which may be a signal for other agencies and sponsors who may come after us in this field. It's about time for the organizations who find enough energy to rap children's programs and radio public service in general to put up—or shut up! That may be rude—but it's honest. If these organizations get behind a campaign such as Superman is conducting and back it down the line in their publications, meetings and by word of mouth, they will help to get the kind of programs they want on the air.

If these organizations only pay lip service to the kind of ideals which they ask for in radio programming, they will find themselves being ignored in future radio thought.

Henry Morgan, in a recent article, blamed radio audiences for the ills of broadcasting. The Superman experiment should determine whether or not some people mean what they say about radio.

Converts GE Sets

TELEVISION TECHNICIANS Inc., Brooklyn, is handling conversion of General Electric video receivers in New York area to receive stations at new frequencies. Charge is $35. Owners of RCA and DuMont sets are paying $30 for the conversion.

Brochure Issued by ABC On Video Anniversary

THIRTY-PAGE brochure has been issued by ABC on the occasion of the network's first year in television, outlining its programming, special events and public service features since establishment of ABC television division in February 1945. Entitled In Television, Too... The Show's The Thing, booklet contains an introductory note by Mark Woods, ABC president, describing the progress of the network's first video year.

Concluding portion of the brochure deals with ABC's special public service shows for V-E Day, V-J Day and Navy Day, and children's programs such as the Singing Lady and the Christmas holiday week schedule which ABC televised last December.

Serving

The Third Largest Market
in the
Fourth Richest State

WCOL
COLUMBUS
The Listening Habit of Central Ohio

Represented by
THE HEADLEY-REED CO.

The PAYOFF Station
In the West's Most Concentrated Area

UBC
KSFO
San Francisco

Universal Network's Key Station for Northern California

Changes Made in WLS Weather Report Service

IN LINE with the expansion of the WLS Chicago Weather Service beyond its present 44 weather broadcasts a week, Harry Geise, meteorologist and weather expert, returns to the station to interpret weather information and give application to crop conditions on the farm. Mr. Geise has been in the aerology section of the meteorological branch of the Marine Corps for the past 2½ years.

A special feature will be a seven-day forecast prepared by meteorologist Geise, issued by permission of the United States Weather Bureau.

May 13, 1946   Page 79
Assurance of support in rooting out abuses.

"But reaction to the report did not take the form of controversial disagreement on specific issues. Instead, there was an instantaneous and almost hysterical denunciation of the report as a whole," Mr. Strauss declared.

He referred to remarks of "the president of the largest trade organization in the radio world," characterizing the report as revealing a "lack of faith in the American system of free radio."

"I for one," he declared, "am ready to say that this is nonsense and, what is more from our point of view, exceedingly dangerous nonsense."

The term "nonsense" bobbed up again in the closing remarks of Comr. Durr who quoted from a recent article in Broadcasting describing Judge Miller's reaction to talk about "people owning the air."

"I find it difficult to believe that broadcasters are in agreement with the views expressed by the president of the National Association of Broadcasters who according to an industry trade journal, branded talk about 'people owning the air' as 'a lot of hooey and nonsense'."

"I was misquoted," Mr. Miller replied, interrupting the Commissioner.

"Then I retract the statement," Mr. Durr answered, grinning broadly.

Later, Mr. Miller qualified his remarks about the alleged misquotation.

"I wasn't exactly misquoted, I was excised," he declared, adding that his remarks had not been quoted in full.

[Editor's Note: Following is quotation from Broadcasting, issue of April 15, to which Mr. Durr and Mr. Miller referred:]

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

SATURDAY SESSION: OVERSEAS RADIO

The complex problem of America's role in overseas radio was the subject of general session Saturday. With Sterling Fisher, assistant public service counselor and director of the United Nations project for NBC as chairman, outstanding leaders in international broadcasting pleaded for stronger participation by American radio in championing world security and understanding.

Benjamin Cohen, of Chile, assistant secretary-general in charge of information for United Nations, declared one of the immediate needs of the UN to be "a voice from America."

Radio's great opportunity for educating public opinion to peace cannot be minimized, he declared.

"But," he warned, "we must not make the mistake of creating public opinion on purely national issues. What is needed is an enlightened national public opinion on the broad problems of international relations."

Dr. Arno Huth, author of Radio Heute und Morgen, reiterated Mr. Cohen's plea for American radio stations in operation overseas.

"Rebroadcasts of American programs by European services and by American relay stations on European soil would foster the friendly relations we need between the old and new world," he said.

Dr. Huth, in conversations with Broadcasting's staff, declared that he had gained the impression that American radio experts and leaders hesitate to take action in the European area.

"There is a tendency to shy away from getting entangled with foreign radio systems," he said.

"Unquestionably it would be ill-advised to interfere over the air with the political and cultural sovereignty of other peoples, but at present the strongest voice in Europe is Radio Moscow," he said.

"Europe needs to hear the voice of American democracy direct," Dr. Huth declared. The European radio expert suggested the organization of a United Nations Broadcasting Union to enable radio to share in the reconstruction of the continent.

He told the Institute that such an organization could ease the problems of homeless people, spread hygienic information to avert epidemics and help fill the gap in education.

Frequency modulation and its development as a "practical" means of communication was outlined by Frank E. Schooley, president of the

Ohio State IER (Continued from page 25)
SHOWING EACH STATION'S SHARE OF THE LISTENING AUDIENCE IN TORONTO, FROM 6:00 TO 10:00 P.M.

<table>
<thead>
<tr>
<th></th>
<th>CFRB 10,000 watts</th>
<th>STATION X 50,000 watts</th>
<th>STATION Y 5,000 watts</th>
<th>STATION Z 1,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY</td>
<td>26.0%</td>
<td>21.5%</td>
<td>5.6%</td>
<td>12.7%</td>
</tr>
<tr>
<td>MONDAY</td>
<td>45.7%</td>
<td>10.8%</td>
<td>4.2%</td>
<td>24.9%</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>29.6%</td>
<td>19.9%</td>
<td>6.7%</td>
<td>22.5%</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>34.7%</td>
<td>13.9%</td>
<td>4.0%</td>
<td>27.9%</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>30.1%</td>
<td>16.1%</td>
<td>3.5%</td>
<td>24.7%</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>27.1%</td>
<td>17.9%</td>
<td>4.3%</td>
<td>24.1%</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>35.5%</td>
<td>18.9%</td>
<td>4.5%</td>
<td>22.4%</td>
</tr>
<tr>
<td>AVERAGE</td>
<td>32.7%</td>
<td>17.0%</td>
<td>4.7%</td>
<td>22.7%</td>
</tr>
</tbody>
</table>

THIS IS the third in a series of advertisements revealing startling information about Ontario's listening habits.

These tables represent a comparative study of how the four Toronto stations share in night-time radio audiences.

SHOWING EACH STATION'S SHARE OF THE LISTENING AUDIENCE OUTSIDE TORONTO, FROM 6:00 TO 10:00 P.M.

<table>
<thead>
<tr>
<th></th>
<th>CFRB 10,000 watts</th>
<th>STATION X 50,000 watts</th>
<th>STATION Y 5,000 watts</th>
<th>STATION Z 1,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY</td>
<td>12.9%</td>
<td>13.5%</td>
<td>0.6%</td>
<td>2.1%</td>
</tr>
<tr>
<td>MONDAY</td>
<td>25.2%</td>
<td>10.5%</td>
<td>0.3%</td>
<td>3.0%</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>16.3%</td>
<td>18.3%</td>
<td>0.5%</td>
<td>4.4%</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>15.1%</td>
<td>15.5%</td>
<td>0.3%</td>
<td>2.9%</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>14.3%</td>
<td>13.1%</td>
<td>0.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>17.2%</td>
<td>12.7%</td>
<td>0.5%</td>
<td>3.5%</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>16.9%</td>
<td>16.1%</td>
<td>0.6%</td>
<td>2.7%</td>
</tr>
<tr>
<td>AVERAGE</td>
<td>15.3%</td>
<td>14.2%</td>
<td>0.4%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

THE FACTS speak for themselves...
they clearly show that CFRB commands the greatest share of night-time radio audiences, in Toronto and Ontario, too.

The figures are based on a series of coincidental telephone surveys in Toronto and fourteen other Ontario communities, recently conducted by independent research organizations.

Write this station for fuller details.

860 kc. TORONTO
Representatives
Adam J. Young Jr., Incorporated
New York Chicago
All-Canadian Radio Facilities Ltd.
Montreal

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!
Religious Broadcasters Form N. Y. Association

AN ASSOCIATION of leaders of religious broadcasting was formed in New York last week under the auspices of the National Conference of Christians and Jews.

The organization, to be called the Religious Radio Assn., was established to improve the standards of religious radio programs and to act as a clearing house for information on public reaction.

Membership in the new association is open to "any individual who subscribes to (its) constitution," according to Willard Johnson, vice president of the national conference and organizing chairman.

A nominating committee to select a slate of officers for the new association is composed of Mr. John- son, Dr. Fred Eastman, professor of drama at Chicago Theological Seminary; Franklin Dunham, radio director of the U. S. Office of Education; Rabbi Moshe Davis, Jewish Theological Seminary of America, and Dr. J. Elwin Wright, executive director, National Assn. of Evangelicals.

Chambers Use Radio

LOCAL Chambers of Commerce are taking sponsored time on CJGX Yorkton, Sask., in increasing number. Starting with a program weekly by the Yorktown Chamber of Commerce, CJGX now reports that four other local chambers have taken time on the station to promote their communities. Some of these towns are 75 miles distant from York ton, include the Chambers of Commerce of Russell, Kamsack, Melville and Canora, Sask.

Boston Radio Council Meeting May 18; AFA Sessions in Milwaukee May 26-29

KEITH KIGGINS, vice president of ABC, will deliver the keynote address at the annual Spring Conference of the Radio Council of Greater Boston. Conference will be held May 18 at Boston U. Col- lege of Business Administration. Mr. Kiggins’ talk will be aired locally over WCOP, Boston ABC outlet.

Theme of the all-day conference is to be “Boston Radio Goes For- ward” featuring speakers from Boston agencies and stations. In- cluded are Leland Bickford, editor-in-chief of Yankee Network News Service, on “Radio News”; and Hollis Baird, engineer in charge of the 20th Century-Fox television activities in Boston, on “Television”.

A panel discussion on “Radio Advertising and Freedom of the Air” will be moderated by Daniel Blofeld, manager, Retail Trade Board of Boston, and managing director, Massachusetts Council of Retail Merchants. Participants are to be Frederic S. Bailey, WORL Boston account executive; Polly N. Brown, radio director, Harold Cabot Adv.; Harry D. Goodwin, promotion-publicity-merchandising manager of WCPG Boston; and Harvey P. Newcomb, radio director, Harry M. Frost Adv.

A second panel, “Public Service Broadcasts and a Free People,” will have as moderator William C. Sutliffe, dean of Boston U. College of Business Administration. Participants are to be Fred Garrigus, assistant program director, WEEI Boston; Ray Kierman, news direct- or, WHDH Boston; John D. Maloy, WCOP program director; Lester Smith, special events, WNAC Boston; and Lawrence J. Flyn, director of station relations, WMEX Boston.

Presiding officer for the conference will be Joseph Kraus, presi- dent of the Council.

AFA in Milwaukee

ANNOUNCEMENT of the 42nd Annual Convention and Advertising Exposition, Advertising Federation of America, in Milwaukee, May 26-29, has been made by Elon G. Borton, AFA president. Head- quarters will be the Hotel Schroed- er.

Tentative calendar includes talks by Secretary of the InteriorJulius I. Krug, Secretary of Labor Lewis B. Schweilenbach, Walter Giest, president of Chicago Co., and other figures in the agency, advertiser and allied government fields.

ACPA Convention

BILL LADD, radio editor of the Louisville Courier-Journal, spoke on “The Contributions a College Can Make to Radio” at the radio session of the National Convention of the American College Publicity Assn., held last Thursday in Lex- ington, Ky.

Session was held in U. of Ken- tucky radio studios and two sample broadcasting presentations were given. In addition, Dr. C. A. Ander- son, associate professor of sociology at the university, spoke on the Organization of Public Forums.” P. Caspar Harvey, director of public relations for William Jewell College and ACPA vice president in charge of radio, presided.

Canadian Delays

DIFFICULTY in obtaining certain materials is forcing a num- ber of Canadian sponsors to cancel or delay their programs, according to station representatives at To- ronto. Certain processors in the feed, paint and gasoline industries are especially hard hit.

Charles P. Shoffner

CHARLES P. SHOFFNER, 76, for 21 years commentator for Rural Di- gest Hour, weekly farm program of WCAU Philadelphia, was last Monday at his home in Laurel Springs, N. J. Mr. Shoffner was associate and art editor of The Farm Journal magazine for 14 years before he retired there. He was wounded last December when he was shot by his father-in- law, who then shot and killed him- self.

Canadian Delays

DIFFICULTY in obtaining certain materials is forcing a number of Canadian sponsors to cancel or delay their programs, according to station representatives at Toronto. Certain processors in the feed, paint and gasoline industries are especially hard hit.

Charles P. Shoffner

CHARLES P. SHOFFNER, 76, for 21 years commentator for Rural Digest Hour, weekly farm program of WCAU Philadelphia, was last Monday at his home in Laurel Springs, N. J. Mr. Shoffner was associate and art editor of The Farm Journal magazine for 14 years before he retired there. He was wounded last December when he was shot by his father-in-law, who then shot and killed himself.

Canadian Delays

DIFFICULTY in obtaining certain materials is forcing a number of Canadian sponsors to cancel or delay their programs, according to station representatives at Toronto. Certain processors in the feed, paint and gasoline industries are especially hard hit.

Charles P. Shoffner

CHARLES P. SHOFFNER, 76, for 21 years commentator for Rural Digest Hour, weekly farm program of WCAU Philadelphia, was last Monday at his home in Laurel Springs, N. J. Mr. Shoffner was associate and art editor of The Farm Journal magazine for 14 years before he retired there. He was wounded last December when he was shot by his father-in-law, who then shot and killed himself.

Canadian Delays

DIFFICULTY in obtaining certain materials is forcing a number of Canadian sponsors to cancel or delay their programs, according to station representatives at Toronto. Certain processors in the feed, paint and gasoline industries are especially hard hit.

Charles P. Shoffner

CHARLES P. SHOFFNER, 76, for 21 years commentator for Rural Digest Hour, weekly farm program of WCAU Philadelphia, was last Monday at his home in Laurel Springs, N. J. Mr. Shoffner was associate and art editor of The Farm Journal magazine for 14 years before he retired there. He was wounded last December when he was shot by his father-in-law, who then shot and killed himself.

Canadian Delays

DIFFICULTY in obtaining certain materials is forcing a number of Canadian sponsors to cancel or delay their programs, according to station representatives at Toronto. Certain processors in the feed, paint and gasoline industries are especially hard hit.

Charles P. Shoffner

CHARLES P. SHOFFNER, 76, for 21 years commentator for Rural Digest Hour, weekly farm program of WCAU Philadelphia, was last Monday at his home in Laurel Springs, N. J. Mr. Shoffner was associate and art editor of The Farm Journal magazine for 14 years before he retired there. He was wounded last December when he was shot by his father-in-law, who then shot and killed himself.
PW Plans Start of Program Tests

Nationwide Relays During May 19-20 Period Mapped

Tests on nationwide point-to-point transmission of radio programs by way of Washington to Los Angeles will be conducted for a 10-day period beginning May 19, E. J. Kerrigan, PW vice president, announced last week following a conference with FCC engineers in Washington. Tests were authorized by the Commission on April 26 [Broadcasting, April 29].

About every section of the country will be touched by at least one of the test transmissions, which will be beamed at various areas by the PW transmitter at Hillvale, Long Island, N. Y., Mr. Kerrigan said. A total of 58 programs will be broadcast.

The Press Wireless station near Los Angeles will be used only for retransmission purposes. Plans call for 11 relay programs which will be beamed from the New York transmitter to Los Angeles and retransmitted to areas too close to New York for shortwave reception. Moduplex will be used in 12 broadcasts.

Each 15-minute program must contain, under Commission edict, approximately five minutes music and 10 minutes of talk. No commercial stations may rebroadcast the test programs.

Staffing for Experiment

Press Wireless is hiring top talent for the demonstration programs, Mr. Kerrigan said. Commentators will be featured. Interviews with visitors in New York also will be beamed to the home areas of those interviewed.

A staff headed by John Whitmore, former WOR-AM director of news, is preparing program material, assisted by Richard Klein and Fred Maurer, both recently discharged from the armed services. Mr. Klein will handle scripts and Mr. Maurer the musical portions.

Dr. Charles Hodges, professor of International Politics, New York U., member of the Association of Radio News Analysts and of H. V. Kaltenborn's 20-Year Club, will prepare a series of analytical reports. Walter Compton, former WOR-AM news director — commentator of WOR Washington, will supervise production of the 58 programs.

A Press Wireless engineering staff will conduct the tests under direction of J. W. Chaplin, PW Director of Communications. P. E. Zaun, manager of the Atlantic Division, will act as coordinator and supervisor. Richard Hilferty, chief engineer, will head the technical research project, assisted by Edward Fee, operations engineer, Atlantic Division. F. J. Christie, superintendent of operations, will be in charge of frequencies and traffic.

All tests will be conducted in cooperation with FCC engineers. Commercial stations in the areas to which transmissions will be beamed, will be asked to monitor and make recordings, reporting on their findings to the Commission.

Frequencies to be used for the tests follow: 6900, 18510, 15610, 4665, 19510, 17910, 5352.5, 7625, 11840, 13185, 15730, 8810, 9390, 5975 kc.

New Ingredient

QUICK-WITTED TOM COLLINS, actor-announcer of NBC's Cavalcade of America, saved face for Alcoholics Anonymous in a recent broadcast. Realizing that it would not do to have "Tom Collins" sign off, he quickly assumed middle initial "W" to avoid the obvious humor.

Ad Council Names Advisory Members

Committee to Aid in Choosing Public Service Projects

A PUBLIC ADVISORY committee has been appointed to guide the Advertising Council in its selection of public service projects.

Chairman of the new committee is Evans Clark, executive director of the Twentieth Century Fund. Members are William L. Batt, president SKF Industry; Mrs. Olive Clapper, publicist; Kermit Eby, director of research for the AD; Chester Davis, president, Federal Reserve Bank of St. Louis and chairman of the Famine Emergency Committee; Clarence Francis, chairman, General Foods Corp.; Dr. George Gallup, director, American Institute of Public Opinion; Dr. Alan Gregg, director of medical science, Rockefeller Foundation; Helen Hall, director, Henry Street Sunday School, New York; Paul Hoffman, president, Studebaker Corp.; A. E. Lyon, executive secretary, Railway Labor Executives Asn.; Eugene Meyer, publisher, The Washington Post; Dr. Reinhold Niebuhr, professor of Applied Christianity, Union Theological Seminary; Boris Shishkin, economist, AFL; and Dr. George N. Shuster, president, Hunter College, New York.

The Advertising Council, which lent its powerful support to the war effort, now finds it necessary to make choices "as to what projects are most entitled to support in the public interest," said James W. Young, chairman of the Council. "It is in this area that this advisory committee has volunteered to serve."

ADVANTAGES and disadvantages of cooperative advertising are completely summarized in Vertical Cooperative Advertising, 60-page report by the Cooperative Advertising Committee of the Association of National Advertisers. Report is available from ANA headquarters, New York, at 25 cents a copy.

Kiwanians Set Up Radio Week Plans

Holt Promises to Make Study of FCC Program Inroads

KIWANIS International and its 2,400 clubs throughout United States and Canada, have set aside May 12-18 to pay tribute to the radio industry. The 1946 observation is designed primarily to honor broadcasters for the service they have rendered the nation in keeping the channels of information free and unprejudiced, Kiwanis International in Chicago declared.

Spokesmen for Kiwanis International also announced that the conflict between broadcasters as an industry and the FCC as a government agency "undoubtedly" would be aired when Kiwanis Internation conducts its convention, June 9-15 in Atlanta.

Hamilton Holt, president of Kiwanis, declared in a message addressed to all clubs, that "radio is helping to build an intelligent public opinion by its prompt and accurate broadcasting of facts."

Appraiser of Kiwanis Radio Week, NAB President Justin Miller wired President Holt congratulations on behalf of the industry, "The creators of our American Constitution," he said, "established a firm bulwark against such tyranny (government control of press and radio) when they provided for freedom of speech and freedom of the press. There can be no doubt that radio comes clearly within the constitutional provision."

Holt Answer

President Holt told the NAB president that radio "must remain free of political domination in order to progress."

Even the proclamations setting May 12-18 aside as Kiwanis Radio Week, addressed to the respective mayors of 2,400 cities in United States and Canada, infer the organization's objection to the FCC report.

"Whereas," the official proclamation reads, "the radio industry has fought to maintain our constitutional right of freedom of speech and in so doing has helped to preserve the democratic form of government and, whereas Kiwanians are again paying tribute to broadcasters of this country and Canada for keeping the channels of information free and unprejudiced, now therefore, I, mayor . . . do hereby designate May 12-18 as Radio Week."

CKEY TORONTO has leased a downtown church Sunday school, and is renovating and rebuilding it for use as a 200-seat auditorium from which to air many of its live shows. In addition to various control booths, dressing rooms and offices the auditorium building also will have a marquee on street entrance. Church will be able to use hall for its Sunday school work and at other times when CKEY is not using it.
National Association of Educational Broadcasters at a session meeting of the Institute on College Public Relations Broadcasting.

“Development of FM,” he declared, offers a “second chance for many colleges and universities who now neglect radio entirely.”

Mr. Schooley, assistant director of WILL, U. of Illinois station, said expansion in FM broadcasting will provide new opportunities that do not exist today because of limitations in the standard broadcast bands. The Illinois educator also urged colleges and universities to investigate fully the possibilities of facsimile broadcasting.

Radio journalism colleges were urged to investigate and to encourage the use of wire recording for both newspaper and editorial staffs at a panel discussion presided over by Mitchell V. Charnley, U. of Minnesota.

William V. Ray, news and special events manager of NBC central division, Chicago, said the big problem of most stations is to make local and regional news events comparable in listener interest with national and international news. “The standard way,” he said, “is to write it up as straight news copy and read it. Many local stories seem pretty puny when presented this way. The way to overcome this, we have found, is through more extensive use of first person interviews via wire recorder.”

He criticized the wording of the FCC Blue Book report on news coverage as being a “regrettable incongruity.”

“After reiterating its stand that local live programming is an essential function of a station operation, the Commissions definition of ‘live news’ is contradictory,” Mr. Ray said.

SATURDAY SESSION: AWD HEARS DAVIS

In a special Saturday section meeting of the Institute devoted to women’s programs, radio’s role on the food front was summed up by Chester Davis, chairman of the Famine Emergency Committee, who appeared with other food experts.

He reminded women broadcasters of their role in reaching the American housewife; he asserted that in the next two months “we shall have the shortest supplies of flour and bread and other wheat products we have seen in many years.”

Explaining why the United States must be the principal contributor to famine-plagued Europe and Asia, he called on women commentators to “point up as dramatically as humanly possible the need for day-by-day production and conservation to continue as long as famine threatens the world.”

Mr. Kobak, who spoke at a workshop session Saturday on “Broadcasting by National Organizations” said radio needs to speak the listener’s language to reach an audience that most needs the benefit of culture and education.

He cited the series of “so called serious” plays written by Arch Oboler.

“This series tackled some of the issues with which we are vitally concerned: race relations, religious differences, moral standards.”

“The Oboler series won high praise from the critics—it also won a Peabody award. But, we must admit, it reached only a limited audience, almost what you might call a ‘prepared’ audience. This, we must also admit, is not the audience that most needs enlightenment. The answer is plain. To reach audiences you must reach, you need the use of the programs to which they listen—you must talk to them in their own idiom,” Mr. Kobak said.

Josette Frank, educational associate for radio, Child Study Association of America, at the Saturday session used the same theme in tackling the much-debated question of children’s programs.

“We must face the facts,” she declared, that listening ratings do not exist today because of limitations in children’s programs. “We must face the facts,” she declared, that listening ratings show plainly that programs designed for children actually have fewer juvenile listeners than do the “thriller” programs designed for adults.”

Radio, she said, faces the big problem of combining in children’s broadcasts both entertainment and teaching of social attitudes.

SUNDAY SESSION: BLUE BOOK AGAIN

Radio’s Cassius, Charles A. Siepmann, stepped from behind the pages of the FCC’s Blue Book, which he had a hand in writing to describe to the Institute his reactions to both American radio and the Commission’s report.

Speaking at the Sunday general session, on a local originations of CBS’ The People’s Platform, Mr. Siepmann was flanked by Sydney M. Kaye, director and general counsel for BMI, and Lyman Bryson, director of education, CBS, moderator. Topic for the discussion was “Will Government Supervision Improve Radio Programs?” On that subject the author of Radio’s Second Chance which is considered by many to be the popular edition of the FCC report, defined the Commission’s projected control of radio programming as a broad supervisory interest in “who hears what on the air” for the protection of the public.

He maintained that censorship of some form or other had existed before the creation of the Commission itself.

“We’ve had it since 1927 when the Federal Radio Commission was created and it was written into law when the FCC was created in 1934,” Mr. Siepmann said.

He referred to station owners as “only temporary tenants of their

(continued from page 76)
THERE'S A NEW REL 1 KW FM TRANSMITTER NOW OPERATING AT ALPINE

The birthplace of FM, W2XMN (WFMN) Alpine, N. J., is owned and operated by Major Armstrong. Just as the first commercial FM equipment was delivered to Alpine by REL in 1938—so, in 1946 REL has again demonstrated its leadership.

Others who are now on the air with REL FM Transmitting Equipment are:

- W3XO Washington, D. C. (WINX)
- WDRC-FM Hartford, Conn.
- WTIC-FM Hartford, Conn.
- WENA Detroit, Mich.
- WNB-FM Binghamton, N. Y.
- WGTR Paxton, Mass.
- WMIT Winston-Salem, N. C.

REL is now delivering FM Broadcast Equipment including Transmitters, FM Monitors, Speech Consoles, and a compact turnstile Antenna with Power Gain of 2. Consult us if you have any problems with delivery of your new FM Broadcast Equipment.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
TESTIMONY TAKEN ON FTC CHARGES

FURTHER TESTIMONY on Federal Trade Commission charges against P. Lorillard Co. and Emerson Drug Co., both radio users, has been taken in hearings reported by the FTC. Complaints on which the hearings were based were issued by FTC in 1943. Lorillard was accused of disseminating, by local and network radio and by printed advertisements, misrepresentations regarding its Old Gold, Senate, and Beech-Nut cigarettes and Friends smoking tobacco. Hearing was held in Louisville.

Emerson was charged with misrepresenting its Bronco-Selzer in printed media. Hearing was held in Baltimore.

Gerl Attacks Columbia Color Video Campaign

CHARGING CBS with "a campaign of irrelevancies and falsehoods designed only to confuse the American people" Joseph Gerl, president of Sonora Radio and Television Corp., severely criticized the network for its campaign favoring the immediate introduction of color television.

Speaking before the South Bend (Ind.) Chamber of Commerce he concluded: "How well CBS will succeed in the future, however, depends on how quickly the public is made aware of the fact that color facsimile—like technicolor motion pictures—will not be a practical development until we have had black-and-white pictures for a number of years."

Alternate Moscow-N.Y. Shortwave Set by RCA

ESTABLISHMENT of a new high-speed communications route from New York to Moscow via Tangier, North Africa, to by-pass the turbulent magnetic storm areas that lie athwart the direct U.S.-Russia route has been announced by RCA Corp., New York.

A powerful automatic radio relay station has been constructed in the international zone at Tangier to boost the shortwave signals on the 6,000-mile circuit from New York to Moscow. The new circuit will be used as an alternate to the direct one now in service.

Magnetic storms occurring in the north auroral zone, a ring normally 700 miles in diameter around the North Pole, spread to a diameter of 2,800 miles when sun spots become active, thus interfering with radio signals passing directly between New York and Moscow, according to RCA engineers.

WILLIAM HEBAL has been appointed broadcast technical supervisor of the Milwaukee Journal station WTMJ and WTMJ-FM, replacing DAN GELLNER (BROADCASTING, May 6). Mr. Hebal has been employed by the Journal stations since 1939 and had been WTMJ transmitter supervisor.

PHILLIP LAEBER will continue as FM-television supervisor for the Journal Co.

MIDGET five-plate square stack selenium rectifier to replace rectifier tubes in portable radios has been designed by Federal Telephone & Radio Corp., manufacturing affiliate of IT&T. Known as 450X-250A, unit is composed of five square selenium plates made on aluminum base plates, connected in series and with center contact. Unit measures 1 1/4 x 1 1/2 x 1 1/4 inches, permitting installation in spaces too small for ordinary tube used for that purpose.

HERBERT PANGBORN, CBS Hollywood engineer, has been placed in charge of engineering for network's Southern California television operations. Mr. Pangborn is in New York for three month study of CBS color television under supervision of DR. PETER C. GOLDMARK, CBS video expert.

DAVID L. SOLOMON, former assistant chief engineer, Federal Telephone & Radio Corp., has joined Stromberg-Carlson Co., as assistant chief television engineer.

HENRY KAIZER, chief engineer of WWSB Pittsburgh, is the father of a girl, Deborah.

ARTHUR L. SAMUEL, electron vacuum engineer, has joined Stromberg-Carlson Co., severely criticized the network's market information is accepted without question by their bosses—the national advertisers. In a recent survey by the Market Research Company of America, 200 leading media buyers named Sales Management as the publication most readily accepted by their clients as authoritative.

Which helps explain why alert time salesmen can make better use of SM figures if they receive the backing of a consistent advertising campaign in Sales Management. Remember:

"IT'S 4 TO 1"

Say the Nation's Leading Media Buyers

Sales Management

386 FOURTH AVE., NEW YORK 16, N.Y.
CHICAGO SANTA BARBARA

Page 82 * May 13, 1946
INVASION
Amateurs Establish Contact
On UHF Band—

W. C. White (not shown), GE electronics engineer, contacts Mr. Floyd (1) and Mr. Koch.

WITH HOME-MADE equipment, two engineers of General Electric's electronics department, George H. Floyd and Arthur R. Koch, last week made what is believed to be the first invasion by amateur radio operators of a broadcast band used exclusively during the war by the Army and Navy for radar work. They completed a two-way telephone conversation on the 2300-meter band, a frequency within the range of 30,000 kHz and 10,000 cycles.

BROADCASTING

New BBC Net May Necessitate Closing of Regional Station

BBC's announced intentions of opening a virtually new network this year may require the closing of one regional station because of running out of wave lengths allocated on the medium band by international agreement.

The Light Program, temporarily called "Program C," is intended for the more serious audience. Running full time, it will broadcast opera, symphony orchestras, heavy drama and similar programs.

Program C will be entirely separate from the present two full-time services—the Home Service and the Light Program, which operate like independent networks.

The Light Program, originating from London, is heard on the 1500-meter long wavelength and supplemented on 251 meter medium wavelength over all Britain and Europe.

Only this one station broadcasts the Light Program, which is predominantly entertainment. More like an American network, is the Home Service with six regional outlets in addition to the one in London. They are: Midlands, Birmingham; West, Bristol; North, Manchester; Wales, Cardiff; Scotland, Glasgow and Edinburgh; and Northern Ireland, Belfast.

If elimination of one regional is necessitated, it may be that the Midland and Wales will be merged.

Regional stations are autonomous for the most part with one must program—the 9 p.m. news. They can air the network programs originating from London or substitute their own. They also contribute to the network program.

There have been recent moves by groups in Wales and Scotland to place their regions under separate corporations, but these efforts have not received much official attention.

Writing in the Quarterly, Maurice Gorham, head of the television service, stated that resumed programs (starting June 7) would not be on a lavish scale and that the television department would operate for a time with the minimum necessities. He forecast "a national service with outlet in all the main population areas (it is estimated that one transmitting station would cover 75% of the population), drawing its studio productions entirely from London, but enriching its programs with outside broadcasts from the regional areas that have a character of their own; covering almost every aspect of entertainment and information, but at the end of the recorded program, at last largely supplanting, sound broadcasting."

"The BBC Yearbook" for 1946, priced at 50 cents, appeared April 30, containing in 152 pages a wide variety of articles discussing the BBC services to domestic and foreign listeners.

In an article on "Listeners in the USA," it stated the number of BBC programs carried by stations in America had increased greatly during the war. Station KEO in Sioux Falls, S. D., was the heaviest broadcaster with 10 programs a week rebroadcast from BBC last September.

"With the end of the war it was obvious that a new attitude towards broadcasts from Great Britain would develop," the article continued, pointing out features that had been dropped by U. S. stations.

"However, surveys already show that there is a growing wish among listeners to understand Britain's politics and her international policies."

The Yearbook quoted Verl Thompson, program director of KELO, as writing, "as we look forward in the peace years we have already made arrangements to carry specially prepared programs from London that enable and assist listeners to understand the way of life and problems of the world that are going through reconversion."

BBC, already publishing three periodicals, has brought out Volume 1, No. 1 of the fourth magazine—the BBC Quarterly.

Rugged construction plus compactness and light weight make the 22D Speech Input a favorite among broadcasters. Long, dependable service has become a habit with this high quality equipment which is designed to transmit all frequencies within the range of 30 to 10,000 cycles.

When it comes to "quick work," the 22D is set up and ready to operate in a jiffy, it's powered from either ac or self-contained batteries. The mushroom type mixer knobs with skirts and raised pointers give real fingertip control. There is ready accessibility to the interior without disconnecting any cords or wires—simply by removing the rear cover.

Order yours now through the nearest Graybar Broadcast Equipment Representative.
Ohio State IER
(Continued from page 80)
assigned frequency."

Such owners must provide satisfactory service in the public interest if they are to enjoy the profits of their trusteeship of "the air which is and always has been owned by the people themselves."

As for program content itself, he admitted daytime serials (he refers to them as "soap operas") were "undoubtedly popular" although they are able to "must only 6% of the audience."

But, he charged, "it is dangerous for any network to admit that 25% of its program revenue came from advertisers and 38% from four agencies for a total of 63% of their entire revenue."

Mr. Siepmann did not point out that the 25% contributed by sponsors is also part of the 38% received from agencies.

He said the philosophy of advertising monopolies is "unhealthy." The claim of one advertiser never to offend a single listener and of another that the best program is the program that sells itself, are principles, Mr. Siepmann charged, that do not assure "continued vitality of our democracy."

Making good and doing good, he said, are not synonymous. Radio and television must be "healthful." The claim of one advertiser never to offend a single listener and another that the best program is the program that sells itself, are principles, Mr. Siepmann charged, that do not assure "continued vitality of our democracy."

Making good and doing good, he said, are not synonymous. Radio and television must be "healthful." The claim of one advertiser never to offend a single listener and another that the best program is the program that sells itself, are principles, Mr. Siepmann charged, that do not assure "continued vitality of our democracy."

"If we leave radio in the hands of themselves," he said. "I believe all improvement in radio and to the American people," he told the audience, "will be to the public interest to have such control in the hands of a Government agency, such as the FCC."

The merit of the Blue Book report, he said, is that it has a guardian conscience. It is a public and anxious to redress the uneven balance of power between producer and consumer which, in "as in other fields of enterprise threatens the future welfare of democracy."

Mr. Kaye countered with the comment that even critics themselves are agreed that the American system of broadcasting is the best in the world. They are also united in agreeing that government control of radio programs would be "the worst thing that could happen to the radio and to the American people," he said.

"Where the disagreement really comes is in the method of making radio programs better," he told Mr. Siepmann.

"I believe all improvement in radio, just like all improvement in motion pictures, books and newspapers, just come from the people themselves," he said.

"If we leave radio in the hands of broadcasters it will steadily improve. But in the hands of a Government agency, we will, in my opinion, not only weaken radio and thereby alienate our audience, but go the way of "all other government services," he said.

Sunday afternoon sessions of the 16th Institute were highlighted by an address by Dr. Harold Urey, atomic energy scientist and Nobel prize winner from Chicago U., who said that control of the atomic bomb and its secrets should be placed in the hands of the United Nations.

Speaking on "The Implications for Radio of Atomic Energy," as part of the NBC broadcast of Chicago Round Table, he stated even more frightful weapons that the atom bomb were possible and that prevention of another war was more important than the possession of atomic energy control.

Dr. Reuben Dustin, vice president of the U. of Chicago, and Dean Joyce Stearns, of Washington U., appearing on the broadcast, shared Dr. Urey's views.

The panel was running overtime.

Other sessions held Sunday included:

Television and Education, Kenneth Bartlett, acting director, School of Adult Education, Syracuse U., presiding.

In addition to the general sessions, there were a couple of panel discussions with educators and broadcasters acting as chairmen and participants. These discussions covered diverse subjects such as national organizations, foreign policy, research, racial questions, women's programs, publicity, criticism, radio councils, television, editorial education, radio writing and religious programs. Most of the panel discussions attracted large audiences and with only few exceptions, the main topic of discussion was the FCC report.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Laboratories</td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td>lohnes &amp; Culver</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td>John Barron</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Frank H. McIntosh</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>May and Bond</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Harold B. Rothrock</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td>Garo W. Ray</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Garo W. Ray</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>ANDREW CO.</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Holey &amp; Hillegas</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Hoyl &amp; Foss, Inc.</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Colton &amp; Foss, Inc.</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Chambers &amp; Garrison</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Keear &amp; Kennedy</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>John Creutz</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td>Gilly Bros.</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Nathan Williams</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Singleton and Barnard</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Lamar A. Newcomb</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td>Broadcast Engineering Service</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Broadcast Engineering Service</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
</tbody>
</table>


**JANSKY & BAILEY**
An Organization of Qualified Broadcasting Engineers Dedicated to the Service of Broadcasting
National Press Bldg. Wash., D. C.

**RAYMOND M. WILMOTTE**
CONSULTING RADIO ENGINEER
PAUL A. demars
ASSOCIATE
1469 Church St., N. W., Washington 5, D. C.

**LOHNEs & CULVER**
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

**GEORGE C. DAVIS**
Consulting Radio Engineer
Munsey Bldg. • District 8456
Washington, D. C.

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

**Frank H. McIntosh**
Consulting Radio Engineers
110 14th St. N.W. • ME. 4477
Washington, D. C.

**MAY and BOND**
CONSULTING RADIO ENGINEERS
1422 F St., N.W., Wash. 4, D. C.

**HAROLD B. ROTHROCK**
Consulting Radio Engineer
1909 Eye St., N.W. • National 0196
Washington 6, D. C.

**Garo W. Ray**
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 9, Conn.

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

**HERBERT L. WILSON**
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 Vermont Ave., N.W., Washington D. C.

**FOLEY & HILLEGAS**
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. • ATwood 3328

**HOLEY & HILLEGAS**
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. • ATwood 3328

**HOLEY & HILLEGAS**
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. • ATwood 3328

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

**DIXIE B. McKEY**
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. • Adams 3711

**WELDON & CARR**
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE-MICHIGAN 4151

**A. EARL CULLUM, JR.**
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

**H. V. Anderson**
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
715 American Bank Bldg., Tel. Raymond 0111
New Orleans 12, Louisiana

**William E. Benns**
Consulting Radio Engineers
COLUMBIA, SOUTH CAROLINA
830 Gregg St. • Phone 7342

**Lamar A. Newcomb**
Consulting Radio Engineer
703 Albee Bldg. • Republic 3931
Washington, D. C.

**F. M. M**
Allocation & Field Engineering
262 Algona, N. D. • Oshkosh, Wisc.

**T. R. ANDREWS, President**
110 Lillian Way Phone: Gladstone 6178
Hollywood 38, Calif.
SPINNING AROUND IN CIRCLESVILLE, Ky.?

Let WAVE put you on the straight path! Here in Kentucky, well-rounded markets aren't to be encompassed in such circuitous villages as Circleville. They really aren't worth the power to reach 'em. The important section is WAVE's Louisville Teaming Area. This concentrated market buys more merchandise than all the rest of Kentucky. Instead of trying to get squared off in Circleville, how about letting us corner the best part of Kentucky for you?

J. N. HAMILTON, former vice president of Main Inc., New York, has been elected president of MusiCrats Records, New York.

LOUIS J. ROWAN Inc., New York, has produced for distribution by World Broadcasting Service, high budget, transcribed mystery drama series said to be one of the year's top par. Titles include "At Midnight," serial directed by Afton M. Leider and written by Robert Nemeroff. Sigfried Miller, president, is now Charles Paul. Mr. Segal was chairman of the board. Mrs. Segal became grandmother with the birth May 5 of a daughter to their daughter, Mrs. Stanley Finkie of New York. Mr. Finkie is with Schenley's.

GUENTHER MENY has been elected treasurer of Majestic Radio & Television Corp., Chicago. Formerly he was controller of Advertising Council, Mr. Meney before the war had been with Charles Hecker Products Corp., now Best Foods Inc., New York.

S. K. WOLF, released from the Army as colonel and technical advisor to General G. C. Kenney, chief of Far East Air Forces, has been appointed manager of new consumer products division of Federal Telephone & Radio Corp., domestic manufacturing affiliate of IT&T.

DON G. MITCHELL, executive producer of the "Channel 5" program on the New York office of CBS Radio, has been elected president of the firm. WALTER K. SHERMAN, former president since 1945, is now chairman of the board.

LOUIS G. MacKENZIE, released from the Army Signal Corps as captain, is now with Norman B. Clyde Enterprises, Hollywood, Calif. Mr. McKenzie was in charge of CBS broadcast equipment sales and installations in states of California, Arizona, Utah and Nevada. Formerly he had been with WELI, Battle Creek, Mich., as engineer, announcer, and salesman. His last Army assignment was as technical supervisor for Program Control to Frank Koessler, out of AAF, returns to Negro station, WLIB, New York, as manager of parts and accessories division in same territory as Mr. Mackenzie.

WALTER H. MITTE, released from Army, has returned to General Electric Co., as manager of advertising and sales promotion division.

DON OTIS, program director of Capitol Broadcasting, Hollywood, is the father of a boy.

PAUL CRUGER, having discontinued his operation as television transcription firm, has joined George B. Wilkins, author's representative and play broker, as manager of newly established radio packaging and television division, headquartered at 6606 Sunset Blvd.

ASSOCIATED MUSIC PUBLISHERS licensing agreements have been extended for additional limited period to KPEI, KHSL, KICA KIT KERR KTKC WJEJ WLOL. New agreement has been made with WAGD Chattanooga, Tenn.

M. H. TURNER, vice president of the Canadian General Electric Co. Ltd., for four years, has been elected president, succeeding Mr. G. DURAND, who held post for 21 years. Mr. Durand has been chairman of the board and will continue in that capacity. Mr. Turner has been with General Electric since 1921 and is also a director of the Chicago Board of Commerce and president of the Toronto Board of Trade.

LT. PHILIP MOLLOY, former producer-anouncer for CBS, Battle Creek, Mich., has been assigned to Radio Branch, War Dept., Bureau of Public Relations. He has just returned from 21 months in ETO where he was with U. S. Army Radio Service.

CHARLES MICHelson, president of American Transcription Inc., is on a tour of transcription company, is touring the country to find new high budget sponsors and stations what they need are in the way of transcribed programs.

ASCAP has noticed station program directors are looking at the new script series of topical programs is being discontinued July 15. "Merry Country Singers" series of biographical sketches of performers is being continued, as is the series of special, half-hour holiday scripts. ASCAP said, and several new program aids are being developed to aid in station programming. Changes are in accordance with data answers to a recent ASCAP survey.

FIBS, Inc., New York, is continuing the paper service which is being offered to sponsors on a roving basis by National Career and Artic Corp., with on-the-spot radio description of special events across the country. Ideas would be worked out between each promoting the other, NOAC believes.

JAMES HENRY SCHAPPEL, before the war in publicity work at Warner Bros., has joined Harold Smith, New York, public relations counsel. He was released from the Army as captain.

IDEA FILMS Inc., New York, has been formed in connection with the OWL and Harold Mayer, service veterans, to produce films for television and industry.

YMCA Trade Schools, New York, 6 stations which have been set into radio servicing and operating. Courses are available at no cost to members. Organization starts a course in FM and television next fall to be held at Walter Hervey Junior College, New York.

WALTER KAINER after service with the armed forces has opened a publicity and promotion office under his own name at 33 W. 42d St., New York. Before entering the Army Mr. Kainer was director of radio sales promotion for WLIR Brooklyn and WWWL Woodstock, N. Y., and is now doing publicity for both stations through his new organization.

JOHN L. BROWN, released from the Navy as a lieutenant commander and assistant to the vice president, Corp., as regional director of activities at Dayton, Ohio, has been made manager of the replacement tube department, Raytheon Manufacturing Co., Newton, Mass.

R. F. MURPHY has been appointed advertising manager of the New York appliance district branch of General Electric Co. Before Army service, he was with Kudner Agency, New York.

DILKS INC., Norwalk, Conn., manufacturer of "Vocal-Aire" sound systems for large outdoor installations and electronic test equipment, has appointed Jack Kass, New York, to handle advertising.

HUGH MORRISON, former public relations director, TACA Airlines of Latin America, has joined John Nash & Associates, New York, and de Jazer, international public relations.

WILL WHITMORE, advertising manager of the Western Electric Co., New York, last week sailed from San Francisco aboard the USS Avery Island, en route for Pearl Harbor and Bikini Island where he will part in the atomic electronics activities in connection with the atomic bomb tests in that area. Mr. Whitmore is a member of the electronics staff of Capt. Christian L. Engleman, electronics coordinating officer, Joint Army-Navy Task Force for Electromagnetic Spectrum Investigation, who was in charge of all electronic activities connected with the tests.

Gov. Kerr Address

GOV. ROBERT S. KERR of Oklahoma, president of Kerly Oil Co., April 30 addressed the Sales Executives Club of New York. Gov. Kerr is chairman of the board of West Central Broadcasting Co., which applied last November for a new Tulsa station to operate with 50 kw power on the 1210 kc frequency of WCAU Philadelphia, a Class I-A station. The application was dismissed without prejudice when it was evident the applications involved conflict with present FCC rules, pending completion of clear channel proceedings. Associates of Gov. Kerr in the applicant firm include E. K. Gaylord, president of Oklahoma Publishing Co. and principal owner of WKY KLZ KVOR.

KMBC Book Ready

INITIAL copies of the KMBC Kansas City documentary book First Quarter-Century of American Broadcasting, by E. P. J. Shurick, KMBC director of advertising and promotion, is being presented to contributing broadcasters in the order in which they submitted historical data for the record. Formal announcements of the book, which will be available by this year's end, are being mailed out under signature of Arthur B. Church, KMBC president, to 300 contributing broadcasters.
Mr. Wyatt (1) goes over program with Mr. Pollock.

Salinas National Bank, Salinas, Calif., for ninth consecutive year, has renewed for 52 weeks the daily quarter hour Salinas National Bank News on KDON Monterey. Reed Pollock, general manager of the station, handles daily newscast, having inaugurated them in 1938 when he was an announcer-account executive of KDON.

Series was started as a test, and since has become the most profitable advertising the bank has undertaken, according to L. E. Wyatt, vice president and general manager.

"This radio program, started back in 1938, has grown to be an institution in this area and more than accomplished the purpose for which we had intended," Mr. Wyatt said. "We feel we are giving the people of Monterey and Santa Cruz counties a genuine service."

WPAT, College Offering Scholarships in Radio

Twelve $100 scholarships for a two-year radio course have been made available by WPAT Pater son and Fairleigh-Dickinson Junior College, Rutherford, N. J., course to be given under the direction of the station, Applicants, who may secure applications from the Fairleigh-Dickinson Junior College until May 31, are required to be in the upper third of their high school graduating class and have the personal recommendation of the principals. Those completing such a course will be awarded the associate arts degree.

Scholarships will be awarded by a committee consisting of Sidney J. Plamm; James V. Cosman, executive of Federal Radio and Telephone Co.; Harry Haines, publisher, Paterson Evening News; Leon Goldstein, vice president and publicity director, WMCA New York; and Ellsworth Tompkins, principal, Eastside High School, Paterson.

Hortense Alger

Edith Dick, Stenographer, Now Station Manager

Just 12 years ago, Edith Dick got a job as parttime stenographer at WWRL Woodside, N. Y. Today she is station manager. The climb started when she was put on fulltime after her graduation from high school. Then she took some courses in radio at New York U. Miss Dick began attending broadcasts in addition to her stenography, and she watched the engineers and the copy writers at work.

Soon WWRL began watching her. They made her script writer eventually. Not long after that she became production manager. After a year at this she was informed one bright day that Miss Dick was the new program director. She put more "personal" shows on the air. And, putting her own over, too, she is now station manager, one of the nation's youngest. She is 29.

Writer Thinks BBC Fears Commercial Competition

The following letter was written to the editor of the New York Herald Tribune, May 4 by Charles Upson Clark of Brooklyn, N. Y., and was published in that paper May 8.

"Your news item about the threat of American commercial broadcasts to England, ventilated in the House of Commons [Broadc asting, May 6], might puzzle one who did not know that in the past the British Broadcasting Company has had to fight for a hearing in Britain itself. A poll conducted by a London newspaper in the late 1930's gave Radio Luxembourg the lead in popularity, with an Irish radio station coming in second place. Today, however, while a score of Continental and Irish stations had been pumping music and variety programs, financed by British and American advertisers, the BBC can now be heard on the Continent. Its admirable war record has earned gratitude; but British comment calls for extensive changes in its programs and in its general superiority in style. And apparently it dreads the revived competition of soap operas and liver pill music from the Continent which drowned it out in the past."
THE NEW REK-O-KUT MODEL "G"

here are the answers to your new questions

1. SHIPMENT:
Shipments of the Model G transcription turntable will be made within 5 days after the receipt of the order.

2. WHERE AVAILABLE:
Rek-O-Kut products are available at the leading wholesale radio parts distributors and mail order houses. Place your order with your regular parts wholesale radio parts distributors and mail order houses. Rek-O-Kut products are available

REK-O-KUT MODEL "G" TRANSCRIPTION TURNTABLE
For Playing Both Vertical and Lateral Transcriptions

LIST PRICE
$99 50 NET

subject to change without notice

HAS ALL THESE EXCLUSIVE FEATURES:
1. A machined cast iron base resting upon three points, eliminates twisting when it is fastened to a panel or table.
2. Self oiling turntable shaft, turntable bearing, idler and motor bearings reduce maintenance to a minimum.
3. Sheer rubber mounts used for the motor suspension to dissipate vibration.
4. Cue-ing: An easier and more positive method for cueing is pioneered by REK-O-KUT through the use of a 1 5/16" diameter turntable. This allows the record to overlap 1/2.
5. The operator can now hold the disc by applying pressure to the disc rim rather than to the face.
6. The use of neoprene idlers and a fornicato motor bushing assures long wear and positive drive.

RETURNED service men and women and civilians whose radio dramatic careers were interrupted by the war are receiving a substantial boost in their comeback. The success of a talent-testing project worked out at CBS headquarters, reports Hal Hudson, CBS western program director at Hollywood.

Project consists of a special audition service in which qualifying artists are recommended directly to producers as casting possibilities, serving to break the ice for old timers who returned to find a new bunch of producers on the job.

Some 800 applicants to date have been auditioned. About ten per cent have been recommended for program assignment. There is a waiting list of hundreds.

Auditions are staged every Thursday morning, 9-12. An average of 20 men and women with previous radio or stage experience are selected from application list. They are tested on material divided into monologues of various types and dialects and dialogues comprising a number of characterizations. Once a month the most promising job-seekers are called back for re-audition. This time the tests are piped into an office where CBS producers may listen. Applicants are classified according to general type and dialect befitting them. These classifications are then set down in a detailed monthly report which is mailed to all Hollywood radio producers. To expedite actions during interviews, artists are advised to make a recording of their specialties. William D. Sloan, CBS Western Division director of dramatic auditions, supervises the project.

Recently CBS canvassed leading producers to ascertain value of the try-outs. Almost overwhelming response was that the monthly roster of talent was invaluable.

From the successful aspirants themselves, the reaction, based on isolated reports, was equally enthusiastic. From Paul Frees, a war veteran, came news that he was now on the preferred list of several producers. Another ex-service man, James Nolan, won an award for an outside singing assignment.

Others who got an introductory boost include Marlene Ames, a comedian a week after her audition. She crashed the NBC Jack Benny Show as a guest comedian a week after her audition. And she has been emoting at Hollywood mikes ever since.

CBS TALENT-TESTER HELPS
Special Audition Service Recommends
Qualifying Artists to Producers

MR. HUDSON

WOW Veterans Department

NEW local sales department has been developed by WOW New York especially to accommodate returning veterans. New department, which already has four ex-GIs in its employ, is completely separate from the regular sales department. Former servicemen who compose this department are new to the station’s staff.
WHISKERS AND COSTUMES are being donned by some staff members of KWWB Hutchinson, during diamond jubilee pow-wow celebration of that Kansas city, May 15-18. Seated (l to r): William Wyse, president; Vern Minor, commercial manager. Standing: Millard Clary, chief engineer; Malcolm West, announcer; John Swafford, engineer.

CPA Rejects $15,000 Exemption Plea

ASKED BY NAB FOR RADIO CONSTRUCTION

BROADCASTERS planning building projects costing over $1,000 must go to their local Civilian Production Administration offices for a permit. Hope for relief from the CPA national headquarters vanished when the agency flatly rejected NAB's petition for easing of the order's provisions [BROADCASTING, May 6].

Though the Washington ruling was adverse, the action in no way impairs the status of broadcasters in asking permits from local boards. High CPA officials didn't like the idea of exempting an entire industry from the provisions of an emergency order designed to channel building materials into veterans' housing by halting unnecessary construction.

Ask Reclassification

NAB's letter, sent to CPA April 12, asked that broadcasters be placed in the industrial classification which exempts projects under $15,000. NAB further asked that structures exceeding $15,000 be passed on to the CPA Washington office instead of by a local office.

Hugh Porter, CPA deputy director, Bureau of Construction, in a letter dated May 6 informed Robert T. Bartley, NAB director of government relations, that radio stations are "commercial" in the eyes of CPA.

CPA's action does not affect tower and equipment installations unless they involve extensive structural work, according to informal interpretations.

Though local CPA offices are getting into action, not enough cases have been acted on to give any indication of local policy toward broadcast improvement projects and new station enterprises. Because local advisory committees make recommendations to the local CPA office, it is felt they will be generally sympathetic toward the community's broadcasting needs and construction radio projects as "necessary."

National CPA action in refusing to take broadcasting out of the "commercial" class means that chances of stations being local offices, since the "commercial" and "industrial" classifications are used by CPA merely as rough groupings for administrative purposes. Local CPA committees will make recommendations to CPA local officials, who will decide whether a radio project over $1,000 is to receive a permit. Should permit be refused, an appeal can be filed with the CPA Washington office. It was made clear at CPA that denial of a petition such as that filed by NAB did not hurt the status of an individual broadcast project coming to CPA on appeal.

Mr. Porter's letter follows: "Your appeal of April 12 for a revision of Civilian Production Administration's Veterans Housing Program Order 1 has been carefully considered by the Bureau of Construction and denied.

"It is felt that the construction of radio stations can only be classified as commercial and, therefore, limited to the $1,000 ceiling described in paragraph (d) (1) (iii) of Order."

Association Elects

EMMETT McMURRAY Jr., manager of WJPR Greenville, Miss., has been elected president of Mississippi Broadcasters Assn. New vice president is Gene Fibbet, manager of WMOX Meridian. Hugh Smith, manager of WLaU Laurel, was named secretary-treasurer and Bob McNaney, manager of WCBI Columbus, was named a director.

CBS to Give Atom Reaction Program

May 28 Broadcast to Feature Americans From All Walks

A SOBER PERUSAL of mankind's ability to make the atom bomb behove will be made by 21 Americans of all walks of life on a special CBS broadcast while joint Army-Navy Task Force One is bound for the scene of the fourth atomic explosion.

The broadcast will be begun by a brief speech by Vice Admiral W. H. P. Bandy, commanding the task force, from his flagship in mid-Pacific, and will then switch to the Library of Congress where 21 representative Americans, famous and unknown, will be gathered. The program will be aired May 28, 10-11 p.m.

CBS announced the participants in the discussion would include Prof. Albert Einstein and the tail gunner of the B-29 that dropped the first atomic bomb on Hiroshima; Harold E. Stassen and a Minneapolis woman who lost three sons in the war; General George Kenney, U. S. Air Forces representatives; the United Nations military staff committee, and a worker at Oak Ridge, Tenn., Harold L. Ikkes and a Washington, D. C., fireman; Associate Supreme Court Justice William O. Douglas and a Texas farmer; Congressmen H. Jerry Voorhis and a Maine octogenarian; Secy. of Commerce Henry A. Wallace and a Chicago handyman; Sen. Brien McMahon, chairman of the Senate Atomic Energy Committee and a young Seattle mother; and Mrs. Wendell Willkie.

CBS News Analyst Robert Trout will be moderator. The program was conceived and will be produced by Robert Lewis Shayon, CBS production director-writer.

NEWEST SETS SHOWN

BY FRED-EISEMANN

A LUXURY line of new console radio-phonograph sets, with FM, priced from $475 to $1,250 was exhibited last week at New York's Ritz-Carlton Hotel by Freed-Eismann Co.

The four models on which OPA has approved prices are: Sheraton $475, Hepplewhite $595, New World Sheraton $640 and New World Hepplewhite $650. Higher priced sets await approval by OPA.

All models embrace AM, FM, and two short wave bands. All have automatic type phonographs playing 10 or 12 inch records.

The company said deliveries would begin next month.

TRYGVE LIE, Secretary-General of the United Nations, May 14 is to be heard on CBS 10-12:30 p.m. when he addresses annual dinner of the U. S. Associates of the International Chamber of Commerce to be held at the Victoria Hotel, New York. His topic is "World Economic Cooperation." Mr. Lie will be introduced by Philip D. Reed, chairman, U. S. Associates, and chairman of the board of the General Electric Co.
Geographic Conditions: Marinette, Wisconsin

Audible station during many hours of the day in this important market area...

WMAH

Marinet, Wisconsin

Branch studios in Sturgeon Bay, Wis., from 9 to 11 a.m.


WSPA Coverage

Of the five stations covering the eight week show, the first week in May at Winchester, Va., WSPA Harrisonburg, Va., claims distinction of presenting the most distinguished personalities on the same program. Attendees of sing-along luncheon being held at Winchester Country Club, Wip Rudder, president, will present light interviews by wire recorder with Colonel William W. Nicholls, Secretary of Agriculture Clinton P. Anderson, Rear Admiral Richard B. Boaz, James Gavin, Col. James Devereux and Col. Dave R. Power. Presentation of awards by Admiral Nimitz to two Navy films was included. Other notables interviewed at parade:

KIDD PREVIEWS

PREVIEWS of a new Idaho weekly paper, St. Idaho Illustrated Weekly, are being presented on Idaho. Two-hour weekly program, "Salute to Idaho," features musical presentations, a salute to an Idaho business and a preview of articles appearing in Idaho. Paper is cooperating with a series of promotion ads and complimentary pages. KIDK in behalf of Idaho's twenty-eight annual Music Weeks, is airing during the weekly programs, each evening's musical performance.

Production Experiment

AN EXPERIMENT eliminating script as well as the memory factor was tried by WWDC Washington in support of MIAI’s Swimathon. The results of a successful dramatic technique for improvisation would be the overall concept of a dramatic program that will be created by groups participating in a fiftieth anniversary program from the U.S. Naval Academy. On Friday afternoon WBCW broadcast full-hour program from Pickwick Theatre, Greenbelt, Conn. Alice Griffith Stadium was the site for the program.

WOL Famine Aid

TITLED "Starvation Inc." new afternoon series broadcast by WOL Washington, D.C., seeks to encourage District residents to "adopt" children in famine countries to aid in the alleviation of suffering.

Bands on Mutual

MUTUAL on May 29 starts a series of new summer broadcasts. The program, "Country Music Journal," is presented by the Radio Corporation of America. The series will be heard at 9 and 11 p.m. daily on Mutual.

Video Exclusive

EXCLUSIVE rights for televising of the "CBS Evening News" in Detroit on May 29-66 June have been obtained, by ABC, one of the twelve television divisions, announced last week. ABC cameras will film events of the

(Continued on page 92)
Coal Strike, Latest Labor Trouble, Adds To Problems of Radio Receiver Makers

IMPACT of the coal strike following close on the heels of the steel strike—results of which are now being felt more acutely than at the time of the walk-out—is presenting the biggest bottleneck yet felt in radio set manufacturing.

The crippling effect of the strike, substantiated by both manufacturers and OPA, has caused not only lowered production of component parts but also shorter work weeks at the manufacturing plants. Zenith Corp., Chicago, with accelerated distribution figures set for May, has had to cancel such plans because of the Chicago plant's cut last week to a 24-hour work week. Many other manufacturers may be on a similar schedule by this week.

If freight embargoes go through as warned by the railroads, flow of sets to distributors will be practically at a standstill. At present, however, distributors report transportation conditions as "excellent."

Tube Shortages

Adding to shortages resulting from coal and steel trouble is the lack of tubes caused by the long strike of Westinghouse, which ended Thursday. (See story this issue.) Westinghouse is said to be the greatest volume producer of tubes in the industry. Several distributors report sets coming in without tubes.

Next to strike conditions, biggest problem to the radio set production industry is shortage of component parts and wood for cabinets. Distributors attribute trouble to a need for OPA to increase prices. One manufacturer of variable condensers, said to control about 50% of the output for the entire industry, has held up production for several weeks, according to reports throughout the industry, as he bargains with OPA for price increases.

According to OPA, in adjusting the scale of reversion prices, all prices are based on a conservative estimate of production acceleration. The strikes, especially in steel and coal industries, have knocked that estimate considerably out of line, so that reconversion is not being accelerated normally.

However, when production does get rolling, says OPA, the radio industry will probably be the first to have controls lifted. This is especially due to the fact that radio, perhaps more than any other industry during the war, has had tremendous increased production potential, OPA says. Consequently, it was believed that this production capacity of industry leaders would counteract any great rise in set prices should OPA be abolished.

Increased 360%

According to production figures quoted by OPA, the radio industry during the war increased 360% in the physical capacity to produce.

Set distribution picture as reported last week by leading manufacturer's representatives is not bright. Westinghouse strike has just ended. General Electric distributor reports having received only plastic table models and portable battery sets with metal cabinets. Shipments have been irregular.

Admiral dealers have received table sets and phonograph combinations in small shipments. Emerson reports "not too many" sets coming in, with Westinghouse strike affecting production greatly through lack of tubes. Emerson has had table models, a very few three-way portables, and no consoles. Motorola says that sets "for a while were coming in regularly, but there has not been a radio in sight for about three weeks." Stoppage was attributed to "having to reprint OPA price tags" in view of predicted rise in ceiling prices on radio sets [Broadcasting, May 6]. Before sets stopped coming in, Motorola had had camera size portables, table models, car radios and a few console combinations.

Zenith has had only table sets and a few portables, in both wood and plastic models. Shortage of "suitable labor" and the 24-hour work week are holding up production, says Zenith. A few FM console sets are reported on the market.

"Last few weeks shipments have been slow," says Bendix, with one distributor blaming tube shortage as the possible reason. Bendix has had a line of one floor model and one table model.

RCA distribution has been "few and far between but the slump seems to be picking up now." More higher price RCA sets were predicted for this month, including combinations. Majority of table sets have been plastic.

None of the distributors queried gave credence to the report that manufacturers were holding up sets at the plant while waiting action on the OPA hill now in Congress.

Copyright Board Makes Canadian Music Ruling

CANADIAN BROADCASTERS will pay for music copyright use this year a total of $161,319, according to a ruling of the Canadian Copyright Appeal Board. The Board at first planned to recommend a thorough inquiry into the entire copyright field [Broadcasting, Feb. 4] but "decided not to make such a recommendation this year but to explore other possibilities of finding a solution to some of the difficult problems," it states in its report to the Canadian Secretary of State.

The Board ruled that the wartime rates of 8 cents per licensed receiver should be paid to the Composers, Authors & Publishers Association of Canada (CAPAC), and one cent per licensed receiver should go to BMI Canada Ltd.

This brings the fees to CAPAC to $141,672 to CAPAC and $17,709 to BMI Canada. In addition Canadian Broadcasting Corp. is to pay $5,000 to CAPAC for its international shortwave broadcasts.

The Canadian Copyright Appeal Board recommends a thorough study of copyright legislation in Canada, and changing the annual tariff review system to a periodic tariff review, along with an examination of copyright situation.
Premiums are Customer Built by Robbins

THERE'S a reason why the Robbins Company has such an outstanding reputation for delivering successful premium promotions. That reason is best expressed by describing Robbins' premiums as "customer-built." For Robbins' premiums are not mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a specific job for a specific concern. For example, a premium may be designed for various uses by many concerns. Robbins is the only New Orleans Station using all these means to build Listenership continuously.

NEW ORLEANS
Telephone: 585-2155
Office: 585-2155

THE ONLY

New Orleans Station
using all these means to
build Listenership continuously.

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

Folks Turn first to-

WWL

The Greatest Selling Power in the South’s Greatest City

50,000 Watts ◆ Clear Channel

CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.

Announcement of the NBC series in support of brand advertising. "The Name Speaks," is made by the network in a folder issued last week. Prepared by NBC in cooperation with the Brand Names Research Foundation, series consists of 13 quarter-hour programs, to be broadcast on 130 network affiliates. Folder presents pictures and description of particulars and program purpose and format.

KYW Booklet Series

KYW Philadelphia is inaugurating a series of promotion pieces titled "KYW Free Rider" in line with policy of station's promotion department to "branch out" for itself and open a public relations office in Philadelphia Saturday Exchange Bldg. Mr. Klein had previously been radio director and copy chief for the agency before setting up and heading firm's publicity department.

Baseball Movies

Bud Watson, sports director of WJR Cleveland, for six months has been exhibiting a War from from version of the 1945 World Series with accompanying lec - tures and sports groups as part of promotion campaign initiated in newspapers and through sports program. Over 30,000 high school young men have seen film. Until last week, of course, only媲us of the firm owning the Detroit Tigers had not seen movie. Private office showing is being made Monday.

WOOW Broadsides

LETTER and broadside concerning the activity in "The Biggest Gal in the Midwest," Jane Weston, director of the "Modern Home Forum" of WOOW Fort Wayne, Ind., is being sent to timebuyers. Letter, as it appears on WHOM program, is bordered by photos from activities in which Miss Weston has participated.

On Public Service

Titled "Foreign Reporters," brochure on public service series of KLB Denver is being mailed by the station to more than 300 civic leaders, agencies and timebuyers. Broadcast concerned is pre-

Programs

(Continued from page 90)

celebrating '46agos at New York, Schenectady, Washington and Phila-

adelphia.

New on ABC Pacific

WRITTEN and produced by Harfield Weech, new weekly half-hour audience participation program "Talk of the Town, There," has started on ABC Pacific sta-

tions, situation is made by the station to do "talk," "speak," "listen." Feature of new idea show is the need for helping people with gifts and cash prizes for finders.

Business Films

NEW TELEVISION program "American Business on Parade," starts May 15 on WNYT New York, is an outlet for comp - any films made by these companies. Series will be telecast every Thursday night.

Children's Forum

WEEKLY half-hour panel discussion by five children of problems that juveniles have seen film. Until last week, of course, only

two, 17 years of steady growth of Reading Railroad, Pennsylvania Rail-

road, as moderator, program is aired Sat.

3:20 p.m.

3 on to Sunday Evening

SUNDAY EVENING activities in Toronto are aired on a new Sunday evening pro-

gram "Toronto After Dark," on OKEY Toronto. Don Jay, recently added to the staf.

Promotion Personnel

Resumes Drug-Grocery News

WBFL Syracuse has resumed publication of its monthly Drug-Grocery News after a. advertisement caused by war shortages, with a feature inner-

nee section. In addition, display advertising, direct mail and local shows. Publication is mailed to over 1,000 drug stores in New York.

Agency Folder

BROCHURE appearing change of loca-

tion of Beaumont, Holler and Tann-

ing, Reading, Pa., in progress chart format, read "in growth of the agency has made this move necessary." Upon open exchange, full-page presents card showing new address, Sixth and Madison.

WNOX Mail Stuffers

MAIL stuffers are being provided by WNOX Knoxville, Tenn., for local ac-

Reynolds Cooperative

Ideas in Metal

ATLERO, MASSACHUSETTS

Page 92 • May 13, 1946

Broadcasting • Telecasting

Baseball Contest

SPORTS column being conducted by KXEL Waterloo, Iowa, to stimulate in-

terest in local baseball broadcasts. Listener who picks correct final standings of the teams in the Ameri-

can and National Leagues will receive trip to World Series in the fall.

Mike Technique Guide

AS A GUIDE to improve broadcasting technique of civic groups and other local speakers, KTRA San Antonio, Tex., has prepared a booklet titled "So You're Doing the Air," which covers preparation, speech and other matters.

Where to Eat

PROMOTION booklet containing cook-

ing recipes and tips on where to dine has been prepared by WWRL, Woodside, N. Y., calling attention to station's "Four and More" series, Mon. - Thurs., 10:15-10:30 a.m.

Mat Service

COLUMN-HEADED "Local Only," for record review col-

umn is being offered in one-

column size. Mat, which contains record publicity department of RCA, contains black and white photos having record review column.

KSDK Folder

GROUP of pictures taken from a re-

cent KSDK folder which is being dis-

tributed by Payne and Taylor, Chicago, is being mailed by the station to more than 2,000 timebuyers. Broadcast concerned is pre-

KCKN Reminder

PROMOTION PIECE done in several colors has been prepared by KCKN Kan-

sas City to remind agencies and time-

buyers of their programs exclusive-

ly for Kansas City listeners.

Promotion Personnel

ROLPH STODDARDS of the promotion department of KGO San Francisco is the father of Dorothy Anne.

GEORGE TAYLOR, former assistant ad-

vertising manager for the lumber di-

vision of Armstrong Cork Co., has been

appointed sales promotion director for<br>WDFD Washington. The manager pro-

motion at WLIB New York, effective June 1.

ROSEMARY WALKER, publicity direc-

tor of WOI San Antonio, Tex., is teach-

ing a speech course at San Antonio Junior College night school.

LEE CHETEK has been named promo-

tion director of WSAQ Saginaw, Mich.

JERRY BAKER after five years' service at WJZ, Baltimore, has been

appointed sales promotion director for<br>Armstrong Cork Co., has been pre-

sent at WJZ Baltimore. He has been in-

terested in public relations work for United States Pools and Health World's Fair.

ROB HARE, assistant to WILLIAM

RAMBO, sales promotion director of<br>WWDC Washington, has resigned to<br>the Mutual and WJZ Baltimore. In mutual audience promotion work with<br>the Washington Post's Public Relations Committee, he has been ap-

pointed executive secretary of the Washington Post's Public Relations Committee.
Smith
(Continued from page 20)

"W. Smith." Often friends would ask what the "W" stood for. He'd grin and say, "Wondersful—George Wonderful Smith."

Born in Toledo, Aug. 5, 1893, Mr. Smith received his early education in Toledo and entered the newspaper field on the staff of the Toledo Blade. He moved to Wheeling in 1923 to join B. W. Hicks & Staff, advertising agency. Later he opened his own agency and on July 1, 1931, shortly after the Fort Industry Co. acquired WWVA, Mr. Smith was appointed managing director.

During the war he was elected executive vice president while J. Harold Ryan, who held that post, was serving as Assistant Director of Censorship for Broadcasting and later as interim president of NAB.

George Smith was one of the early agency men to see the value of radio as an advertising medium. Even before he became affiliated with WWVA he wrote and produced programs on that station for his clients. Under his guidance WWVA boasted of many "firsts" in broadcasting, chief of which is the WWVA Jamboree, still a prominent program.

Mr. Smith was a tireless worker, often remaining in his office against the advice of friends, particularly after he developed a heart condition. Two years ago he went to Florida for a much-needed rest. After recuperating he returned to work harder than ever, according to those associated with him.

Taking a keen interest in civic affairs, Mr. Smith was president of the Valley Board of Trade, chairman of the Wheeling Community Fund, member of the board of directors, American Red Cross; member of the board, National Exchange Bank; director of the Wheeling Country Club, and radio chairman of all Wheeling community campaigns for several years.

In 1936 when WWVA issued a brochure celebrating its 10th year on the air, Mr. Smith wrote: "No service, regardless of its scope or perfection, can rest content on the laurels of a past performance. Perhaps there is no industry that holds greater possibilities for future development than does radio broadcasting. Television will soon be a reality and it will come as almost unbelievable advancement in broadcasting. It is safe to assume that the 10 years ahead of us will completely overshadow the 10 which have passed, that is, if we are to keep faith with those we serve."

Mr. Smith, who was completing his 15th year with the Fort Industry Co., was a member of the board of St. Marks Lutheran Church, Elm Grove. He is survived by his wife, Marcella Rasch Smith; two daughters, Susan and Gertrude; his father, J. Fred Smith, a brother and a sister of Toledo.

Paramount-NBC Tussle Over Louis-Conn Video Rights Seen

AN UNSCHEDULED tussle between two television factions loomed last week as a possible preliminary to the Joe Louis-Billy Conn heavyweight title fight June 19.

Brig. Gen. John Reed Kilpatrick, president of New York's Madison Square Garden Corp., admitted that "negotiations were going on with Paramount" for telecasting the championship fight in a New York theatre.

For his part, John F. Royal, vice president in charge of television, announced the network had obtained "exclusive" television rights to the fight [BROADCASTING, May 13].

Gen. Kilpatrick said that plans were as yet indefinite for the Paramount venture since "at the moment there is no equipment available."

Paul Raibourn, chief of Paramount's television department, said last week that the company hoped to have its system in operation "within a couple of months" but he reserved the option of having its preparation be speeded up in time to televise the Louis-Conn fight.

NBC simply reiterated its original announcement that it had bought from Mike Jacobs president of the Twentieth Century Sporting Club, which is promoting the title match, "all" television rights to the bout.

NAB
(Continued from page 16)

AT&SF Elects Sherbert

GEORGE T. SHURPBT, assistant to the president of AT&SF, was reelected president of the American Television Society for 1946-47 at the group's annual business meeting Thursday in New York.

Other new officers include: Vice president, Ralph Rockafellow, Buchanan & Co.; secretary, Dian Dineen, WABF New York; treasurer, Arch U. Brauneidt, certified public accountant.

FITZPATRICK
(Continued from page 18)

testimony before the FCC as a clear channel station witness. One of the most colorful figures in the history of the FCC was named in the NAB in 1935-36. Recently, he gained national prominence as the first station executive to eliminate middle commercial announcements and carry all broadcast schedule. Several years ago he launched a crusade to prohibit the swinging of old familiar tunes.

An ex-newspaperman, "Fitz" started in radio with WDAF of the Kansas City Star in the early 20's. He became the "Merry Old Chief" of the famed Kansas City sardines, radio DX days. One of the earliest announcers in radio, his colleagues included Lambdin Kay, Bill Hay, George Hay, Gene Rouse, Harold Hough and John Schilling.

"Fitz" went to Detroit in 1925 as program director of Jewett Radio Co., which then owned WJR. Four months later he liquidated the program operation, separating the station from the parent company for two years of independent operation. In 1927 he interested Mr. Richards in purchasing the station and became its vice president and general manager.

Television Withdrawals At 57; Dropouts Cancel Hearings

MORE THAN a third of all applications originally filed for television have withdrawn from the field, a check by Broadcasting revealed last week. Dropouts included Consolidated Broadcasting Corp., Fox West Coast Theatres, and Warner Bros., all of Los Angeles; the Journal Co., Milwaukee (WTMJ), which relinquished its video construction permit; Travellers Broadcasting Service Corp., Hartford (WTIC); Thomas Patrick (KWK), Star- Telegram Publishing Co. (KXOK) and Globe-Democrat Publishing Co., all of St. Louis; WDEL Wilmington, Del.; A. Frank Katzenstein, Miami Beach, Fla. (WKTJ) and J. E. Rosenman, Fresnal (KPRE).

As withdrawals have increased, the number of new applications has fallen. Commission records show that only five new applications have been received during the last two months. These are: Western Reserve Co., Cleveland; Toledo Blade, Toledo; Radio Television of Baltimore Inc., Baltimore; Carter Publications Inc., Fort Worth, Texas; WBAP; and Chronicle Publishing Co., San Antonio.

CBS color developments, realization of the high cost of operation, and confusion regarding the receiver situation have contributed to the decision on the part of applicants not to enter the field at this time, according to attorneys who have filed for withdrawals.

The withdrawals have resulted in earlier settlement of the balance of hearings which had been scheduled in Baltimore, Cleveland, Detroit, Lancaster, Providence, Pittsburgh and Harrisburg, Pa. Next hearings are to be held in Los Angeles where eight applicants are competing for seven available channels.

Three More Locals Win FCC Grants

Huntington Broadcasting Get Proposed CPs

CONSTRUCTION COSTS of $10,500 are contemplated by Idaho Broadcasting Co. for the new standard outlet at Boise for which FCC granted a permit May 3. The grant, for use of 1340 kc with 250 w, was announced with proposed grants for new local outlets at Huntington, W. Va., and Birmingham, Ala. [BROADCASTING, May 6].

Idaho Broadcasting is owned by Frank C. Carman, general manager of KUTA Salt Lake City, and David G. Smith, Jack L. Peters, and Grant R. Wrathall, Washington consulting engineer, all of whom are associated in the ownership of KUTA.

Huntington Broadcasting Corp., which received a proposed grant for a $17,000 Huntington station on 1450 kc with 250 w, is owned by William James Newton (50%), Norfolk banker and businessman; Plm J. Evans of Huntington (49%-plus), formerly with WPAR Parkersburg, WCHS Charleston, and WSAZ Huntington, and his wife, Edna Evans.

Thomas N. Beach, who received proposed grant for a Birmingham station on 1490 kc with 250 w, is owner of a real estate and mortgage business in Birmingham. He estimated station would cost $12,- 100.

Meanwhile, Commission reported that the group of 168 FNH TV stations, for a new station at Fort Smith, Ark. [BROADCASTING, May 6] is for use of 1320 kc with 5 kw day and 500 w night, rather than 5 kw day and 1 kw night as first announced.
Clear Channel
(Continued from page 17)
the network officials who explain "what they think the committee should have on its mind."

Layne Beasy, farm editor of WBAP, testified on the station's service to agriculture. Under questioning by Mr. Becker, he said farm directors of other stations appeared on farm programs on WBAP and that he has appeared on programs of other stations.

Mail Surveys
Dr. Myron Holdingsfield, market research consultant, testified on an analysis of six mail surveys conducted by the Reuben H. Donnelley Corp. New York, of rural program preferences and listening habits. The surveys were for WBZ Boston, WCAU Philadelphia, KDKA Pittsburgh, WHAM Rochester, WLW Cincinnati and WSM Nashville. Areas between the 2 mv/m and 5 mv/m contours of the stations were covered through sampling.

Dr. Holdingsfield said the results were similar in some respects to the Bureau of Agricultural Economics survey but differed substantially in others. The Donnelley findings showed considerably fewer listeners dissatisfied with programs than the BAE, he said. "People only state program preferences in terms of what they know," he observed.

During discussion on survey techniques, he said he did not condone "quota sampling" although "even haphazard sampling sometimes comes out amazingly accurate." Quota sampling has reliability when verified by actual determinations, he said. If Dr. Gallup comes up within 1½% of the election results, it is a "permissible error," he said.

Mr. Teeter cited data showing that a Class I-B station enjoys the highest time sales higher frequencies, that network stations on the lower frequencies, that network associates. Prepared for the Clear Channel Broadcasting Service, the study was based on an examination of FCC records and was made with the understanding that competitive information would not be disclosed.

Mr. Teeter cited data showing that stations on the lower frequencies fare better than those on the higher frequencies, that network affiliates do better than non-affiliates, and that CBS and NBC affiliates do better than ABC or Mutual outlets.

Time Sales Comparison
He found that a Class I-B station enjoys the highest time sales in the industry and that five 250 kw stations exceed the lowest I-A station in broadcast income. He noted that all of the 50 kw Class I-B stations exceed the lowest I-A station in income and all but one exceed the lowest I-A in time sales.

Questioned by Mr. Spearman, he said he would deduce that a competitor's situation in rates could contribute to the fact that Los Angeles, with 14 stations, has less total time sales than Detroit, with only seven stations, although the population of the two cities is comparable.

Julian J. Nielsen, of the Teeter organization, testified that the work sheets used in the preparation of the study have been kept confidential and will be dropped when they are no longer needed, in accordance with Commission policy.

Monday Afternoon
Martin Campbell, general manager of WFAP Dallas, which divides time with WBAP, testified at the Monday afternoon session that WFAP, on the air since 1922, has "had the fairest national network originations total 45% to 50% of the time on the air."

He said that WFAP carries six newscasts daily, with only 8% of news time from a network (NBC). In a sample week, he pointed out, 13.4% of news coverage was devoted to news of special interest to farmers.

Most reports are given on each news broadcast "and separate news stories are carried when market developments demand," he asserted. Five weather reports are given daily within the newscasts, plus a comprehensive forecast and report directly from the Weather Bureau.

He said the station works closely with a radio committee of the Dallas Pastors' Association, and other groups in presenting religious programs "on a noncommercial and nondiscriminatory basis." Dr. J. T. Car- lyn, professor of Christian doctrine at the Southern Methodist U., is employed by WFAP and presents daily "sermonsettes."

Mr. Campbell noted that Victor Schofflemayer, agriculture and science editor of Dallas Morning News, who advised the station on the previous day, is employed by WFAP and makes farm broadcasts weekly. Under cross-examination by Mr. Becker, he said Mr. Schofflemayer spends "not very much time" with WFAP, and that the station has no other fulltime farm service employees.

"Largely through the efforts of WFAP," he said, the Texas Farm and Home Hour was established in 1934 by Texas A. & M. and the Texas Quality Network.

Educational programs carried by WFAP, he said, include Texas School of the Air, used by 3,000 schools through Texas Quality Network. He said 90% of schools using the broadcast reported hearing it over WFAP.

Mr. Campbell declared that a wartime exodus from rural areas resulted in a revision of program policies to give more attention to urban audiences and war workers. Now, sensing a reversal of this population shift, he said WFAP is conducting further studies and is making plans for extension of farm programming.

Saford Witness
Mr. Campbell, only witness for WFAP, was followed by Harold A. Saford, program manager of WLS Chicago. The WLS presentation was started May 1 but was cut from the Archives Bidg. where the session was being conducted [BROADCASTING, May 6].

WLS policy, Mr. Saford asserted, has "consistently featured the progressive above profits." Newscasts, he said, are never sold or sponsored, but may be preceded and followed by commercial announcements. Time and temperature announcements, he said, are given at each station break.

During four sample weeks in 1944, 1945, and 1946, he said that time devoted to newscasts ranged from 13.5% to 17.9%; to educational programs, 2.5% to 5.01%; to religious programs, 2.58% to 4.36%; general public service (war bonds, scrap drives, armed service programs, etc.), 1.26% to 1.47%; commercials, 3.18% to 6.81%; entertainment, 47.69% to 51.29%.

Music used on the station, he declared, is "homey and familiar," and "not jive music" is banned. He cited the National Barn Dance, a four-hour broadcast on Saturday nights, as one of the highlights of WLS entertainment.

Cline Reviews Activities
William R. Cline, WLS assistant administrator, reviewed off-the-air activities with particular reference to disaster relief campaigns; food kitchen and clothing stations sponsored during the depression; "Christmas Neighbors" and various projects for the needy. He praised WLS listeners for assuring success of the projects through their response to the station's requests.

Glenn Snyder, WLS manager, who appeared during the previous week, was recalled for brief cross-examination. He estimated that "as much as 50% of WLS' 865,000 overall program budget was spent on farm programming."

At the Tuesday morning session Ralph W. Hardy, public service di- rector of KSL Salt Lake City, re-
newed the station’s claim of need for “increased transmission facilities.” He pointed out that KSL applied for 500 kw in 1936 but that the application was dismissed without prejudice under the FCC’s wartime “freeze” policy.

When he referred to “an increase of power to KSL in excess of 50,000 w, or its assignment to a lower assignment of frequencies,” Mr. Hardy was asked by Comr. Jett, who was sitting in on the hearing, whether he meant KSL would be willing to take a lower frequency with 50 kw (the station is now on 1160 kc). Mr. Hardy agreed generally, but under questioning by Ernest L. Wilkinson, KSL counsel, he said he would defer to engineering judgment.

Submitting maps and other data designed to show “the strategic location of KSL as a clear channel station,” he maintained it is “not economically feasible to relocate a clear-channel station with equal efficiency of service in the vast Inter-Mountain area” which KSL serves; that KSL must have unlimited time for operation and be protected by continuation of present rules regarding Class II stations on clear channels; and that there is less overlapping of program services within the Inter-Mountain area than elsewhere.

Program Board

KSL’s program policy, he said, is to meet the desires and requirements of as great a representative part of its audience as possible. A station program board interprets program standards and policies, he explained.

Mr. Hardy pointed out that KSL President J. Reuben Clark Jr., is a member of the First Presidency of the Church of Jesus Christ of Latter-Day Saints, “which indirectly controls KSL, and which accounts for KSL’s long-established policy of placing public service above private gain.”

Mr. Hardy submitted figures designed to show that “in every instance the percentage of program expenses for KSL is higher than those for the industry average” of stations with sales over $25,000 a year, and the percentage of KSL total broadcast expenses devoted to sales are consistently considerably lower.”

Broadcast time during the last two years, he said, has been about equally divided between local and network originations.

KSL’s schedules, he said, “in the main” are well-balanced with findings of the BAE survey of rural listeners.

Lennox Murdoch, KSL station relations director and former farm director, said KSL had been interested in its rural audience “from the start.” In 1944, he said, he was assigned to make a survey of farmer preferences and build “a strong a farm program as possible.”

One result, he reported, was a five-week program from 12:30 to 12:30 p.m., This Business of Agriculture, which offers news, weather and market data, and dramatized discussions of farm problems. KSL withdrew this time from national sponsorship “even though it was preferred time,” he added.

More recently, Mr. Murdoch said, a May-Thur., every-Friday show from 6:30 to 7 p.m., Farm Breakfast Roundup, has been started. Other regular farm shows, he said, include Utah State Agricultural College presented Saturdays from 12:15 to 12:30 p.m. by experts of the college. To a question by Commissioner Jett, he said KSL broadcasts no evening farm programs except on special occasions, but does broadcast nightly frost warnings in season.

“In talking with agricultural leaders throughout the Inter-Mountain Region I always come away impressed with the extreme need for a stronger KSL daytime signal,” Mr. Murdoch said. Commissioner Jett asked whether this meant the nighttime signal is satisfactory, and Mr. Murdoch said he thought the night signal in most areas is adequate.

Clyde C. Edmonds, general manager of Utah Poultry Producers Cooperative Assn. and president of Associated Poultry & Egg Industries of the U. S., appeared for a number of farm organizations, asking for maintenance of KSL’s clear channel status and for increased power.

Dr. Elmer G. Peterson, president of Utah State Agricultural College for 29 years, made a similar request on behalf of five colleges and about 24 farm agents of Utah, Wyoming and Idaho. He saw radio as playing a “major role” in adult education and maintained that therefore “at least one” clear-channel station with “adequate power” be retained in each major section. He suggested that the atom bomb is one factor which might make it imperative to “command” the population readily by clear channel radio.

A question of “Government ownership of radio” was raised by Mr. Spearman when Mr. Becker, questioning Dr. Peterson about educational broadcasting, suggested that “resources of a nation are as great as the resources of any separately owned station.” Mr. Becker said he had no intention of making such an implication, but was merely indicating the resources of Government-supported institutions for broadcasting.

WCAU Appearance

Presenting testimony for WCAU Philadelphia, Dr. Leon Levy, president, said WCAU has always maintained pre-eminence in the field of public service. It was the “first station to break the taboo against public discussion of venereal disease,” he said.

He declared that a crusade for better drinking water by the station resulted in bringing to Philadelphia a new water supply and brought WCAU several awards.

He said that 1,500,000 rural people live within the WCAU area, of whom 490,000 live on farms. Farm programs have been an important part of the station schedule for more than 20 years, he testified.

Dr. Levy said WCAU “does not accept startling or offensive announcements, regardless of product. Nor does it accept programs advertising laxatives, weight reducers, kidney remedies and, for other products as are taboo by decent society.” He added that the approval of the County Medical Society is obtained regarding the substance of and claims for materials presented upon any program.

He said the station permits no direct or indirect tie-in between the news and the commercial and is “very discriminating” as to the type of news sponsor accepted.

He said the station is now planning a new building to occupy an entire city block in central Philadelphia to cost more than $2,000,000 which will house broadcasting, television and facsimile activities. The building will have a 600-foot tower, he said.

Dr. Levy testified that should the Commission decide to allocate
Clear Channel (Continued from page 95)

higher power to clear channel stations, Philadelphia is as important a location as any from which to render a clear channel service.

Questioned by Mr. Spearman regarding the employment of the Donnelly organization, Mr. Teeter said he never did a survey of WCAU rural listener preferences, he said he had no faith in surveys "especially after listening to the first two days of the hearing" (when FCC Census Bureau survey was presented).

Questioned by Comr. Hyde as to why WCAU does not sell time for controversial issues, he said it would be unfair and would cause propaganda by those who could best afford to spend the money.

"I think it is a cleaner and healthier operation when you can give the time to both sides," he said. Dr. Levy explained that disinformation by those who could propagate by those who could best afford to spend the money.

Regarding farm programming, he said WSB started a daily farm broadcast of approximately one hour's length in 1926, continuing it until 1933 "when a slight upheaval in Georgia politics" unseated the State College of Agriculture president who was supervising the program. From then until 1940, he said, National Farm and Home Hour (started in 1928) was "our main farm service, complemented by other farm broadcasts which seemed worthwhile."

Mr. Outler said that with the employment of a farm director in 1940 WSB started Dixie Farm and Home Hour, produced with the aid of agricultural agencies and "not for sale," he quipped, adding that 1945 program expenses (including payroll) totaled $147,676 while selling costs were $38,389 including $1,158 in local payroll, travel expenses, etc.

Commercial time in 1945 totaled 59.02% and sustaining 40.98%, he declared. He said 95% of time sales revenues come from the network and from national sales handled by WSB's national representative.

Regarding farm programming, he said WSB started a daily farm broadcast of approximately one hour's length in 1926, continuing it until 1933 "when a slight upheaval in Georgia politics" unseated the State College of Agriculture president who was supervising the program. From then until 1940, he said, National Farm and Home Hour (started in 1928) was "our main farm service, complemented by other farm broadcasts which seemed worthwhile."

Mr. Outler said that with the employment of a farm director in 1940 WSB started Dixie Farm and Home Hour, produced with the aid of agricultural agencies and "not for sale," he quipped, adding that 1945 program expenses (including payroll) totaled $147,676 while selling costs were $38,389 including $1,158 in local payroll, travel expenses, etc.

Commercial time in 1945 totaled 59.02% and sustaining 40.98%, he declared. He said 95% of time sales revenues come from the network and from national sales handled by WSB's national representative.

Regarding farm programming, he said WSB started a daily farm broadcast of approximately one hour's length in 1926, continuing it until 1933 "when a slight upheaval in Georgia politics" unseated the State College of Agriculture president who was supervising the program. From then until 1940, he said, National Farm and Home Hour (started in 1928) was "our main farm service, complemented by other farm broadcasts which seemed worthwhile."

Mr. Outler said that with the employment of a farm director in 1940 WSB started Dixie Farm and Home Hour, produced with the aid of agricultural agencies and "not for sale," he quipped, adding that 1945 program expenses (including payroll) totaled $147,676 while selling costs were $38,389 including $1,158 in local payroll, travel expenses, etc.

Commercial time in 1945 totaled 59.02% and sustaining 40.98%, he declared. He said 95% of time sales revenues come from the network and from national sales handled by WSB's national representative.

Regarding farm programming, he said WSB started a daily farm broadcast of approximately one hour's length in 1926, continuing it until 1933 "when a slight upheaval in Georgia politics" unseated the State College of Agriculture president who was supervising the program. From then until 1940, he said, National Farm and Home Hour (started in 1928) was "our main farm service, complemented by other farm broadcasts which seemed worthwhile."

Mr. Outler said that with the employment of a farm director in 1940 WSB started Dixie Farm and Home Hour, produced with the aid of agricultural agencies and "not for sale," he quipped, adding that 1945 program expenses (including payroll) totaled $147,676 while selling costs were $38,389 including $1,158 in local payroll, travel expenses, etc.

Commercial time in 1945 totaled 59.02% and sustaining 40.98%, he declared. He said 95% of time sales revenues come from the network and from national sales handled by WSB's national representative.

Regarding farm programming, he said WSB started a daily farm broadcast of approximately one hour's length in 1926, continuing it until 1933 "when a slight upheaval in Georgia politics" unseated the State College of Agriculture president who was supervising the program. From then until 1940, he said, National Farm and Home Hour (started in 1928) was "our main farm service, complemented by other farm broadcasts which seemed worthwhile."

Mr. Outler said that with the employment of a farm director in 1940 WSB started Dixie Farm and Home Hour, produced with the aid of agricultural agencies and "not for sale," he quipped, adding that 1945 program expenses (including payroll) totaled $147,676 while selling costs were $38,389 including $1,158 in local payroll, travel expenses, etc.

Commercial time in 1945 totaled 59.02% and sustaining 40.98%, he declared. He said 95% of time sales revenues come from the network and from national sales handled by WSB's national representative.

Regarding farm programming, he said WSB started a daily farm broadcast of approximately one hour's length in 1926, continuing it until 1933 "when a slight upheaval in Georgia politics" unseated the State College of Agriculture president who was supervising the program. From then until 1940, he said, National Farm and Home Hour (started in 1928) was "our main farm service, complemented by other farm broadcasts which seemed worthwhile."

Mr. Outler said that with the employment of a farm director in 1940 WSB started Dixie Farm and Home Hour, produced with the aid of agricultural agencies and "not for sale," he quipped, adding that 1945 program expenses (including payroll) totaled $147,676 while selling costs were $38,389 including $1,158 in local payroll, travel expenses, etc.

Commercial time in 1945 totaled 59.02% and sustaining 40.98%, he declared. He said 95% of time sales revenues come from the network and from national sales handled by WSB's national representative.
OFFICIAL sash and title, "Miss Tomato 1946," is conferred by Doug Silver, president of the new WIRA Fort Pierce, Fla., on the recently selected Tomato Queen of St. Lucie County. WIRA plans to use equipment test programs of the tomato festival when the station goes on the air May 15.

Chief economist, and Dr. A. Ross Eckler of the Census Bureau, gave further testimony on the Census survey of radio reception in rural areas, introduced into evidence at the outset of the current hearings.

Thursday Morning

Thursday morning's session opened with submission by CBS and NBC of nighttime listening area maps of owned and affiliated stations as stipulated in the subpoenas secured May 3 by Mr. Haley on behalf of ABC [Broadcasting, May 6].

Harper Carraine of the CBS research department said the CBS maps were made from a survey conducted in the spring of 1944. He said approximately 250,000 questionnaires were sent out, handled by Industrial Surveys Inc., and that the overall U. S. return was about 75%.

Questioned by Mr. Caldwell, he said the survey showed the CBS network has an actual net nightly circulation of about 76% of U. S. radio families daytime and about 83% nighttime. These, he explained, are the percentages of radio families who reported they listened at least once a week to at least one CBS station. He made a distinction between "coverage area" and "listening area," and asserted that CBS has "some coverage" over most of the U. S.

To another question by Mr. Caldwell, he agreed that the maps do not show the quality of signal received or the extent of overlap among CBS outlets.

Dr. Hugh Beville, NBC director of research, said NBC maps were made up from a survey, using a different type of questions, conducted March-May 1944. He reported that 3,123,950 postcard questionnaires were sent out and that there were about 221,000 usable returns. Results were received and tabulated by IBM Service Bureau, he asserted, reporting that they showed "10% or better" regular listening to NBC outlets in all counties in the U. S. save one in Florida.

Mr. Becker suggested it might be helpful to the Commission to have a list of counties in which there is duplication of service by NBC owned and affiliated stations of all classes, and a similar list for CBS duplications, if such information could be secured "expeditiously." After CBS objected that such a compilation would take "considerable time and cost several thousand dollars," the request was withdrawn with the understanding that it might be renewed later.

William B. Lodge, CBS director of general engineering took the stand to offer additional testimony regarding the FM network plan proposed by CBS President Frank Stanton.

He submitted a list of cities in which the 200 FM stations projected by Mr. Stanton would be located to serve 87.4% of U. S. population, and a map showing location of two million-watt and three 50-kw AM stations to serve remaining areas. Revising the plan outlined by Mr. Stanton, he proposed that the million-watt outlet

profited for "eastern Colorado" operate both day and night (instead of night only), supplemented at night by the proposed million-watt station in "northern Kentucky" and in daytime by three 50-kw stations.

Construction of the two 1,000-kw outlets was estimated at $7,780,000; of the three 50-kw stations, $780,000. Direct operating cost of the 1,000-kw fulltime (19 hours) station was put at about $265,000 annually; of the nighttime 1,000-kw station, $153,000; of the three 50-kw daytime stations, $110,000.

The CBS AM coverage map suggested that the fulltime 1,000-kw station operate on 600 kc; a 50-kw station in north central Idaho and one in Arizona operate on 690 kc, and that the third 50-kw outlet, in west central Nevada, operate on 610 kc. The 1,000-kw station in "northern Kentucky," according to the original proposal, would operate on 1,000 kc.

Cross-examined by Mr. Caldwell, Mr. Lodge estimated that a single 1,000-kw transmitter would cost $600,000—based on estimates received from various manufacturers. Other items, including $60,000 for antenna and ground system and $50,000 for the building, would total

(Continued on page 98)
Clear Channel

(Continued from page 97)

$380,000 for each high-power station.

Operation of the fulltime 1,000-kw transmitter, Mr. Lodge said, contemplates employment of 13 technicians at salaries totaling $33,200; a $128,000 outlay for power, $70,000 for tubes, $8,000 for supplies and repairs, and $8,000 for miscellaneous items. In the op- ening of the nighttime high-power station, he explained, expenditures of $80,100 for salaries; $35,000 for tubes, $78,524 for power, $5,000 for supplies and repairs, and $5,000 for miscellaneous expenditures.

The 50-kw transmitters, Mr. Lodge said, would cost about $110,000 each; antenna and ground system $50,000, and building $40,000.

Plan Feasibility

When the hearings convened Thursday afternoon, Mr. Caldwell questioned Mr. Lodge for about two hours regarding the feasibility of the CBS plan. On several occasions, Julien Brauner, CBS counsel, objected to his line of examination on the ground that engineering matters were not involved.

Mr. Caldwell attempted to tie the Stanton proposal with what he declared was a long existing opposition by CBS to higher power. He referred to proceedings before the Commission in 1926 and again in 1938 during which, he said, CBS took a position against higher than 50 kw power.

Facilitation of FM development, as provided by the CBS plan, he indicated, fitted in with efforts of four networks in New York to increase their foothold on radio. The plan involves the question of too few having control of too many, he said.

When Mr. Caldwell persisted in questioning Mr. Lodoe for details on the type of reception rural listeners now receive from tour would be substantially better rather than specific areas.

FCC Standards of Good Engineering Practice. I think the record are not in the habit of making reck-

less statements. I think the record of the type of reception rural lis-

teners now receive from will be substantially better than specific areas.

When Mr. Caldwell persisted in questioning Mr. Lodge for details on the type of reception rural listeners would receive from AM stations the FCC Standards of Good Engineering Practice. I think the record of the type of reception rural listeners now receive from tour would be substantially better rather than specific areas.

FCC Standards of Good Engineering Practice. I think the record are not in the habit of making reck-

less statements. I think the record of the type of reception rural lis-
teners now receive from will be substantially better than specific areas.

When Mr. Caldwell persisted in questioning Mr. Lodge for details on the type of reception rural listeners would receive from AM stations the FCC Standards of Good Engineering Practice. I think the record of the type of reception rural listeners now receive from tour would be substantially better rather than specific areas.

FCC Standards of Good Engineering Practice. I think the record are not in the habit of making reck-

less statements. I think the record of the type of reception rural lis-
teners now receive from will be substantially better than specific areas.

When Mr. Caldwell persisted in questioning Mr. Lodge for details on the type of reception rural listeners would receive from AM stations the FCC Standards of Good Engineering Practice. I think the record of the type of reception rural listeners now receive from tour would be substantially better rather than specific areas.

FCC Standards of Good Engineering Practice. I think the record are not in the habit of making reck-

less statements. I think the record of the type of reception rural lis-
teners now receive from will be substantially better than specific areas.

When Mr. Caldwell persisted in questioning Mr. Lodge for details on the type of reception rural listeners would receive from AM stations the FCC Standards of Good Engineering Practice. I think the record of the type of reception rural listeners now receive from tour would be substantially better rather than specific areas.

FCC Standards of Good Engineering Practice. I think the record are not in the habit of making reck-

less statements. I think the record of the type of reception rural lis-
teners now receive from will be substantially better than specific areas.

When Mr. Caldwell persisted in questioning Mr. Lodge for details on the type of reception rural listeners would receive from AM stations the FCC Standards of Good Engineering Practice. I think the record of the type of reception rural listeners now receive from tour would be substantially better rather than specific areas.

FCC Standards of Good Engineering Practice. I think the record are not in the habit of making reck-

less statements. I think the record of the type of reception rural lis-
teners now receive from will be substantially better than specific areas.
to re-zone the site. The building contains several times the floor space of the present row house. No objection to re-zoning is expected from nearby property owners, who had been agreeable to NAB’s proposal to build an addition on the back of the present structure, a project turned down by zoning officials.

Purchase price of the new building was not announced but it is believed to be within the $225,000 authorized by the board last January. The present building was bought several years ago for approximately $30,000 and can be sold now for a much higher figure.

Now Members Accepted

Approval was given 102 applications for membership, received since the last board meeting in January. Of these 53 were active, including Mutual network, and 29 were associates. ABC is the only network not now a member. Total NAB membership now is 955.

At 14 district meetings held since early January 476 of the 576 member stations attended in attendance, with a total of 764 stations being licensed in the areas represented, the board was told by Mr. Arney in an attendance analysis. Forty-seven applications registered at the meetings, with 1,037 station officials, 141 associates and 362 from other organizations registered. Total registered attendance was approximately 1,540. This does not include many broadcasters who did not register.

The board agreed to assist the FCC in securing engineering personnel to provide engineering coverage maps for the clear channel hearings to resume in July. NAB will supply three to five engineers for the Commission.

Changes in the district organization structure were discussed, as a convenience to some stations handicapped by the present geographical setup. The problem was referred to the Committee on By-laws and Industry.

Approval was given the move for organization of State broadcast associations. The board agreed to provide guidance on general problems when requested by State groups.

An observer from NAB will attend the Air Age Congress at Columbus U. to help next August under auspices of a number of leading colleges. The Congress will discuss problems of air communication and transportation.

Though the Civilian Production Administration had rejected NAB’s plea for reclassification in the “industrial” class with $15,000 exemption from the building ban imposed on special housing, the rejection was not officially discussed. The board decided, however, to cooperate in every way possible with the Veterans’ Emergency Housing Program and urged stations to do so on the local level.

New formula for election of directors-at-large was discussed. A proposed amendment would provide for mail referendum balloting to nominate and elect directors-at-large to replace the present election at association conventions. The amendment was referred to the Committee on By-laws and Industry.

The Public Relations Dept. was authorized to cooperate with the State Dept. in working out a plan to get young men and women into television and consoles abroad as public affairs officers serving limited terms. Radio, movies and newspapers are asked by the department to aid in sending 100 young persons abroad each year to gain perspective and experience.

Michael R. Hanna, WHCU Ithaca, N. Y., was elected interim director of District 2 to fill the term of Mr. Spence, who resigned, WGY Scheectady, who resigned his directorship since he has accepted a position at SESAC as assistant to the president (see story page 29). Mr. Hager said Mr. Hanna’s election was accepted with regret. His term expired with the October NAB convention. Mr. Hanna had been elected director for two years at the District 2 meeting held April 25-26 in New York, his term starting with the October convention.

BMB Study Urged

Though Broadcast Measurement Bureau is just getting well into its first coverage survey, the board voted to encourage BMB to conduct an investigation and techniques incident to its next nationwide survey.

New plan was adopted to control attendance at NAB annual conventions. Under this plan, stations or organizations eligible to membership but not members of NAB will be excluded.

All but two directors attended. James D. Shouse, WLW Cincinnati, was excused because of illness and Hugh B. Terry, KLZ Denver, was stranded when his plane was grounded. Present beside President Miller, Executive Vice President Willard and Secretary-Treasurer Arney were: Paul W. Morency, WTCF Hartford; J. Hager, WGY Schenectady; George W. Martin, WGBI Atlantic City; Campbell Arnoux, WTB Norfolk, Va.; F. W. Porter, WQAM Miami; Hoyt H. Wooten, WREC Memphis; John E. Fetzer, WKZQ Kansas City; Leslie C. Johnson, WHFB Rock Island; John J. Hild Jr., WOW Omaha; E. L. Hayek, KATE Albert Lea, Minn.; William B. Way, KYVO Tulsa; Martin B. Campbell, WPA Dallas; William B. Snow, KIEM Eureka, Calif.; William B. Ryan, KFI Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; J. Leonard Reisch, WSB Atlanta; J. Harold Ryan, WABC Wheeling; T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.; Matthew H. Bonebrake, KOCY Oklahoma City; Claire F. McCollough, WGGY Youngstown, Pa.; Frank Stanton, CBS (Earl Gammons, alternate); Frank M. Russell, NBC.

Members of the Industrywide Music Committee who attended the joint meeting Thursday were: Frank K. White, CBS; Frank E. Mullen, NBC; Mark Woods, ABC; Robert D. Sweezy, MBS; T. R. Streiberg, WGN New York; Harold L. LePoeidvin, WRJN Racine; Calvin J. Smith, KPAC Los Angeles; John Mergon Davis, WIP Philadelphia; John Elmer, WCBM Baltimore; Edward Hill, WTAG Westport; Fred Messer, Craven, Ryan, McCollough, Petzer, Borton, Shafto, Miller, Willard and Arney.

President Miller was host Tuesday to a dinner at the Wardman Park Hotel, with board members and persons prominent in Washington official life as guests.

Radio Film Plans

FEATURE motion picture depicting the history of American radio is scheduled for release in 1947, carrying one of the biggest budgets in Hollywood history. Projected Edward M. Kirby, retiring NAB public relations counsellor, told the NAB board at its meeting last week. Mr. Kirby said Gerald T. Brandt, producer, has committed $1,000,000 to tell the story of radio’s 25 years under the title “Magic in the Air.” Nationwide poll is proposed by Mr. Brandt to nominate favorite programs for inclusion in the film, along with a contest based on the question “What American Radio Means to Me.” Film is to subdivide plot to narration of radio’s birth and growth, winding up with a Command Performance finale showing how radio linked the fighting front with the home front. Board looked with favor on the project.

Form New Firm

JOHN ORR YOUNG, co-founder of Young & Rubicam and formerly head of a public relations firm under his own name, and Dr. Mildred C. Faught, former associate director of public relations of the Committee for Economic Development, have formed Faught, public relations firm, at 4 E. 55 St., New York.
WCAU (Continued from page 18)

regional independent, was purchased by the Philadelphia Bulletin for $600,000 from Arde Bulova, watch manufacturer and station owner. Last February, WFIU was purchased by the Philadelphia Inquirer from Lit Bros. for sum of $1,900,000. WFIU is an ABC outlet and a regional. The only other station in Philadelphia—The News, does not have an ownership affiliation with a station.

Acquisition of WCAU actually marks Mr. Stern's second venture into Philadelphia radio. In 1945 he sold the local WIP Philadelphia salesman, for $225,000. Mr. Stern had purchased WHAT as a 100 w part-time outlet for $10,000 in 1940.

WFIU Largest Previously

The WFIU-Inquirer sale was the largest for an individual station to be consummated prior to the King-Trendle transaction. The $9,000,000 figure for WFIU compares with a $4,500,000 figure of something under $3,000,000 for WXYZ and WOOD but does not take into account the going concern value of the Michigan Radio Network, also included in the overall price. King-Trendle has tangible quick assets of about $750,000, of which $500,000 is in cash and $250,000 in accounts receivable.

WCAU, one of the country's premier stations, is understood to have grossed approximately $1,400,000 in 1945. Expenses ran in the neighborhood of $800,000, with a net before taxes of about $600,000. The Levys, upon consummation of the transaction, would be subject to a capital gains tax of 25% on the gross figure.

Mr. Stern, in an announcement published in the Record May 8, said the newspaper had long felt that a radio affiliation would "greatly enhance its ability to serve the public." In turn he said that the management of WCAU had recognized that a newspaper affiliation would strengthen not only its present facilities, but also the future development of FM and television in black and white and color.

WCAU Broadcasting Co. stock is being purchased by the Courier-Post Co., which owns the Philadelphia Record. David Stern 3d, known in publishing circles as "Tommy," recently was released from the Army as a captain. He is 38 years old and has an avid interest in radio.

Cost $3,000,000

The elder Stern announced that as soon as building conditions permit, the combined newspaper and radio plant would be built at a cost of more than $3,000,000 on the downtown city block now owned by WCAU. He also announced that the Levys also would become directors in the Philadelphia Record Co.

Last October, WCAU announced plans for a new building to accommodate FM and television at the downtown site. These plans were revised to accommodate the enlarged Record-WCAU operations. In addition to housing the newspaper, aural broadcasting and television studios, the new center will include a color rotogravure plant to print the picture magazine Parade for the Record and other newspapers in the East. A portion of the first floor will be available for show and sales rooms for radio and electrical equipment manufacturers. A 615-foot television tower will be erected at the site. The center will be designed to reflect the type of "mass communications" service to be rendered by the combined media under the Stern banner.

WESTINGHOUSE and CIO Union Settle Four-Month-Old Strike

WESTINGHOUSE Electric Corp. and union officials last week reached a settlement of their months-old wage dispute. Preparing to return to work, for the first time since Jan. 15, were 75,000 members of the United Electrical, Radio and Machine Workers of America (CIO). Their return awaited only formal ratification by the membership of a new contract.

Last of Three

Westinghouse was the last giant of the electrical manufacturing industry to bow to labor's wage increase demands. Last January, 200,000 members of the big UERMWA assailed on three fronts—Westinghouse, General Electric and the Electrical Division of General Motors Corp. General Motors GM yielded early to UERMWA's 18½ cents per hour wage rise terms. Westinghouse had gone it alone for more than two months. Once, in mid-March, the company showed signs of weakening. It offered the union a bewildering proposal, full of qualifications, including an average wage rise of 15.1 cents per hour. UERMWA officials scoffed that the offer amounted to no more than 9.7 cents, promptly rejected it.

On March 22, Federal mediators excused themselves from further attempts to hunt for company and union to negotiation. In a testy note to the Secretary of Labor they accused the company of hindering settlement of the strike.

Reapportionment

Nearly a year ago, company and union officials began a tentative rapprochement. Their renewed meetings burgeoned into negotiation and by 2:45 p.m. last Thursday, they had come to terms.

The agreement seemed less a triumph for Westinghouse, which had lost four months of production, than for the union which had gained within a half cent of its demands. The new contract guaranteed wage rises amounting to 18 cents and company maintenance of membership in the union. The union's demand had been for an 18½ cent rise.

DU MONT 'TELESETS' EXHIBITED IN N. Y.

DU MONT line of postwar television receivers, to be marketed under the unmarked name of "Telesets," was previewed for trade and press last week, will go on sale by late summer, Du Mont officials expect. With handsome cabinets designed by Joel Rosengren, the Du Mont line is impressive. All sets shown were cabinet models with the pictures viewed directly from the face of the tubes, all in black and white, as well as the full 13 channels assigned by the FCC for commercial television broadcasting, all are equipped with the "inductuner," an exclusive Du Mont device said to assure instant and accurate tuning.

Prices Impressive

Prices are also impressive, starting at $600 for a set with a 12-inch direct viewing tube, giving a picture 10½ inches wide; climaxing with a set priced at $2,400 that also includes a shortwave radio receiver, a phonograph with automatic record changer and the Du Mont disappearing screen, a device which lowers a 20-inch tube into viewing position when the cabinet is opened, returns it to vertical position—taking less room space—when the set is closed. In between, $1,500 models, with 15-inch tubes and with all the other features of the $2,400 model except the disappearing screen.

Du Mont, in 1946 at least, will offer 20 sets, receivers, feel- ing, one company executive said, that today's projection sets lack the clarity and contrast necessary for good televisioning and that this development is still in the laboratory stage. Nor does the company plan to invade the low-priced field of $150-$200 table models with 5-inch and 7-inch tubes in the immediate future.

Budget Continues

GENERAL MILLS $5,000,000-plus annual radio budget continues in full despite wheat shortages, according to announcement last week by J. Dancer, Fitzgerald & Sample, Chicago, agency handling account. Agency confirmed statement by Cliff Samuelson, advertising manager of the General Mills Grocery Products Division, that no reduction of budget was contemplated. Rumors that sponsor would drop Valiant Lady and Light of the World, both CBS drama series, were denied by agency on Thurs- day.
NEW HEAD of American Forces Network in Europe is Lt. Col. Owen Swain, recently named officer in charge of AFN. Col. Swain, new to radio and formerly with the Information and Education Division of the Army, succeeds Lt. Ernest Sanders, who is returning to U. S.

Kelly announced that radio and newspapers were considered necessary to public safety and that as long as possible he would permit them to operate full time and at full power.

A spokesman for the Illinois Corporation Commission said radio would be one of the last services to be curtailed. He said the commission was considering a rule under which WGNB, FM 5,000-w ABC outlet, would be one of the last services to be curtailed.

Members of the Virginia Board of Directors, in Wash-ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux Calls on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.

Arnoux called on FCC

Campbell Arnoux, president of WTAR Norfolk and member of the NAB board of directors, in Wash-

ington last week for the NAB board meeting, called on FCC officials in behalf of Virginia broadcasters to lift operation and minimum power regulations. The order described by the FCC as one effective at midnight Thursday, had limited radio and newspapers to 24 hours power a week.
Decisions ... BY COMMISSION EN BANC

MAY 3

AM-1450 kc

Huntington Radio Corp., Huntington, W. Va.—Proposed denial of application for new station 1450 kc 250 w unlimited.

AM-1450 kc

Greater Huntington Radio Corp., Huntington, W. Va.—Proposed denial of application for new station 1450 kc 250 w unlimited.

AM-1450 kc

W-control, Inc., Boise, Idaho—Proposed denial of grant of new station 1450 kc 250 w unlimited, by changing frequency of present KFXX from 1250 kc to 1450 kc, hopping power, to KFDA w t 1 kw unlimited, and changing location from midway between Nampa and Boise. Proposed grant subject to conditions: furnishing protection to KMM and CKUA, and further conditions on GAM approval of transmitter site. (Comr. Hyde not participating.)

AM-600 kc

Queen City Bestg. Co., Inc., Boise, Idaho—Proposed denial for application for new station 600 kc 6 kw, directional antenna night. (Comr. Hyde not participating.)

AM-1450 kc

Magic City Bestg. Co., Inc., Birmingham, Al.—Proposed denial of all application for new station 1450 kc 250 w unlimited. (Comr. Dunn not participating.)

AM-1450 kc

KWHN Bestg. Co., Inc., Fort Smith, Ark.—Proposed denial of all application for new station 1450 kc 250 w unlimited. (Comr. Dunn not participating.)

COMMERCIAL LICENSES

COMMERCIAL LICENSE APPLICATION FOC May 2 also announced one additional radio station under consideration, issuance of full permits to 29 stations reducing regulations; amendment of CPs, and issuance of full CPs to new stations.

Video—76-82 mc

National Bestg. Co., Inc., Chicago—Granted LP license for a new television station; frequency 76.5-82 mc (channel 5); effective radiated visual and audio powers, 10 kw visual and 20 kw audio; antenna above average terrain: 592 ft.

Zenith Radio Corp., Chicago—Granted LP license for a new television station; frequency 76-82 mc (channel 5); effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 580 ft.

MAY 3

AM-1090 kc

Templeton Radio Mfg. Co., Boston, Mass.—Proposed denial of application for new station 1090 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-990 kc

Enterprise Publishing Co., Brockton, Mass.—Proposed denial of application for new station 990 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-1390 kc

KWHN Bestg. Co., Inc., Fort Smith, Ark.—Proposed new station 1390 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-1050 kc

KWHN Bestg. Co., Inc., Fort Smith, Ark.—Proposed grant of new station 1050 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-680 kc

WCRM Balto, Trenton & Atlantic City Bestg. Co., Baltimore, Md.—Proposed hearing for application for new station 680 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-1390 kc

Eau Claire-Chippewa Bestg. Co., Eau Claire, Wis.—Proposed lumping of new station 1390 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-1450 kc

Woodrow Miller, San Bernardino, Calif.—Designated proceeding with application for new station on 1450 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-1200, 1450 kc

KFDA Atchison, Kan.—Proposed grant of new station 1450 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-500 kw, 850 mc

AM-1500 kc

Ken Judd, Seattle, Wash.—Proposed amendment to application for new station 1500 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-680 kc

WCKY Cincinnati, Ohio—Proposed denial of application for new station 680 kc,airo, effective radiated visual and audio powers, 1 kw visual and 4 kw audio; antenna above average terrain: 592 ft.

AM-500 kw, 850 mc

We Work Today

WS PA

CBS Affiliate

BROADCASTING

Telecasting

Rep. by Hollingbery

Home of Camp Croft

Baltimore, Md.—Designated for hearing the consolidated proceeding with application for a new station to operate on 1390 kc,airo, effective radiated visual and audio powers: 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1500 kc

Woodrow Miller, San Bernardino, Calif.—Designated proceeding with application for new station on 1500 kc,airo, effective radiated visual and audio powers: 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1200, 1450 kc

KFDA Atchison, Kan.—Designated proceeding with application for new station on 1450 kc,airo, effective radiated visual and audio powers: 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-500 kw, 850 mc

AM-1450 kc


AM-1500 kc


AM-680 kc

Calif.—Nevada Bestg. Co., Vallejo, Calif.—Proposed grant of new station; frequency 680 mc,airo, effective radiated visual and audio powers: 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1500 kc

WBRW-WJW Cleveland, O.—Proposed denial of application for new station to operate on 1500 kc,airo, effective radiated visual and audio powers: 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1200, 1450 kc

Utah County Bestg. Co. for construction of new television station, for extension of completion date to May 31. (Comr. Dunn not participating.)

AM-1500 kc

WCPD—Proposed for a new station to operate on 1500 kc,airo, effective radiated visual and audio powers, 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1200 kc

WMIT Detroit—Proposed for a new station to operate on 1200 kc,airo, effective radiated visual and audio powers, 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-500 kw, 850 mc

AM-1500 kc

WJXN Jackson, Miss.—Proposed grant of new station on 1500 kc,airo, effective radiated visual and audio powers, 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1450 kc

KWHN Bestg. Co., Inc., Fort Smith, Ark.—Proposed denial of all application for new station 1450 kc,airo, effective radiated visual and audio powers, 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1390 kc

Eau Claire-Chippewa Bestg. Co., Eau Claire, Wis.—Proposed lumping of new station 1390 kc,airo, effective radiated visual and audio powers, 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1450 kc

Eau Claire-Chippewa Bestg. Co., Eau Claire, Wis.—Proposed lumping of new station 1450 kc,airo, effective radiated visual and audio powers, 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.

AM-1500 kc

WJXN Jackson, Miss.—Proposed denial of application for new station on 1500 kc,airo, effective radiated visual and audio powers, 5 kw visual and 10 kw audio; antenna above average terrain: 592 ft.
Summit Radio Corp., Akron, Ohio—Granted motion for leave to amend its application for a new FM station, so as to specify a definite channel; for approval of antenna and to change proposed studio location.

National Bestg. Corp., Cleveland—Granted motion for leave to amend its application for a new FM station, so as to specify a definite channel; for approval of antenna and to change proposed studio location.

United Bestg. Co., Cleveland—Granted motion for leave to amend its application for a new FM station, so as to specify a definite channel; for approval of antenna and to change proposed studio location.

WJW Inc., Cleveland—Granted petition for leave to amend its application for a new FM station, so as to specify a definite channel; for approval of antenna and to change proposed studio location.

WJW Inc., Cleveland—Granted petition for leave to amend its application for a new FM station, so as to specify a definite channel; for approval of antenna and to change proposed studio location.

United Bestg. Co., Cleveland—Granted motion for leave to amend its application for a new FM station, so as to specify a definite channel; for approval of antenna and to change proposed studio location.

WKVX Birmingham, Ala.—Granted motion for leave to amend its application for a new FM station, so as to specify a definite channel; for approval of antenna and to change proposed studio location.

KXXL Conroe, Tex.—Granted modification of CP which authorized a new broadcasting facility, for approval of antenna and to change proposed type of transmitter.

Video—92-98 mc

WIXEP Camden, N. J.—Granted modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location.

Applications

AM—1360 kc

ITTOD Toledo, Ohio—Modification of CP which authorized a new standard broadcasting facility, for approval of antenna and approval of transmitter location.

AM—639 kc

Michigan Bestg. Co., Battle Creek, Mich.—CP new station 530 kc 1 kw, directional antenna and studio location.

FM—Unassigned

Kenneth Edward Rennekamp, Oil City, Pa.—Modification of CP which authorized a new standard broadcasting facility, for approval of antenna and approval of transmitter location.

AM—800 kc

WDSC Dillon, S. C.—Modification of CP which authorized a new standard broadcasting facility, for approval of antenna and approval of transmitter location.

AM—1400 kc

Elberton Bestg. Co., Eberton, Ga.—CP new station 1400 kc 2 kw and unlimited hours.

AM—1400 kc

KTEM Temple, Tex.—CP to install new transmitter and new antenna with FM antenna mounted on tower and to change FM antenna.

FM—Unassigned

Roy Hofheinz and W. M. Hopper, d/b/a Texas Star Bestg. Co., Houston, Texas—CP new FM radio station to be operated on frequency to be determined—AMENDED: to change transmitter location.

FM—Unassigned

Perkins Brothers Co., Sioux City, Iowa—CP new FM radio station to be operated on frequency and coverage to be determined—AMENDED: to change transmitter location.

AM—1450 kc

Dr. J. Kelley Robinson, J. S. Robinson and Hugh I. Webb d/b/a South- eastern Bestg. Co., Clayton, Ohio—CP new station 1450 kc 250 kw and unlimited hours.

AM—1450 kc

Cerwex Bestg. Corp., Morristown, Tenn.—CP new station 1450 kc 250 kw and unlimited hours.

AM—750 kc

KSTT Davenport, Iowa—Modification of CP which authorized a new FM station to be operated on frequency and to change class of station to rural and to specify population of 1,500,620, coverage of 19,000 square miles and transmitter location.


FM—97.1 mc

Minnesota Bestg. Corp., Minneapolis, Minn.—Modification of CP which au- thorized a new Metropolitan FM station to change class of station to rural and to specify population of 1,500,620, coverage of 19,000 square miles and transmitter location.

Applications Dismissed

AM—830 kc

Orange County Bestg. Co., a partner- ship composed of Dr. J. Kelley Robinson, J. S. Robinson and Oscar Kelly, Santa Ana, Calif.—CP new station 830 kc 2 kw and daytime hours (request of attorney).

Applications Tendered for Filing:

AM—960 kc

WMFF Plains, Wis.—CP new station 960 kc 2 kw and daytime hours.

AM—1400 kc

WNN Louisville, Ky.—Consent to transfer of control from Dr. J. Kelley Robinson, J. S. Robinson and Oscar Kelly, Santa Ana, Calif.—CP new station 1400 kc 1 kw and daytime hours.

AM—1240 kc

AM—900 kc

WMAZ Macon, Ga.—CP to change power from 50 kw to 1 kw and daytime hours.

AM—740 kc

West Central Bestg. Co., Tulsa, Okla.—CP new station 740 kc 25 kw night and 5 kw day, directional antenna and unlimited hours.

AM—610 kc

KALL Salt Lake City, Utah—Assign- ment of license to Salt Lake City Bestg. Co., Inc.

AM—1310 kc

Coe R. White, Spokane, Wash.—CP new station 1310 kc 250 w and unlimited hours.

AM—790 kc

Valley Bestg. Co., Idaho Falls, Idaho—CP new station 790 kc 1 kw, directional antenna and unlimited hours.

AM—1400 kc

Birsey Imes, Jr., Grenada, Miss.—CP new station 1400 kc 250 w and unlimited hours.

AM—1230 kc

Texas Teletex Corp., Amarillo, Tex.—CP new station 1230 kc 250 w and unlimited hours.

AM—1400 kc

Nathan J. Peterson, Morgantown, N. C.—CP new station 1400 kc 250 w and unlimited hours.

AM—730 kc

Kennett Bestg. Corp., Kennett, Mo.—CP new station 730 kc 1 kw and daytime hours.

AM—1450 kc

Edward J. Jansen, Jessica L. Longton, C. A. Full and Robert E. Kinley d/b/a Columbia Basin Broadcasters, Yakima, Wash.—CP new station 1450 kc 250 w and unlimited hours.

AM—1450 kc

Lester J. Hartz, d/b/a Mid-Utah Bestg. Co., Provo, Utah—CP new station 1450 kc 250 w and unlimited hours.

AM—1340 kc

Herschel Bulen d/b/a Elko Service (Continued on page 104)
BROADCAST MUSIC, INC.

gram polls, media comparisons, stories, audience surveys and product merchandising plans, success

Performance

$5,000,000

yat

BROADCASTING Telecasting

KFXJ

AM-1240 kc

Joseph M. Viana, Woonsocket, R. I.-CP new station 1240 kc 230 w and unlimited hours.-AMENDED: to change proposed transmitter location. -AMENDED: to change frequency from 800 to 1000 kc, power from 1 to 2 kw and day and night

AM-1490 kc

AMENDED: to change frequency from 1540 to 1580 kc. New station to be operated on 30.82, 33.74, 35.82, 37.80 mc, power of 3.3 kw and emission of A3. Applications Approved:

AM-1450 kc

NOWK Austin, Tex.-Transfer of control of licensee corporation from E. S. Pentress and Charles K. Marsh to C. C. Woodson and Wendell Mayes (request of attorney). -AMENDED: to change frequency from 1490 to 1500 kc. AM-1540 kc

WACO Waco, Tex.-Transfer of control of licensee corporation from E. S. Pentress and Charles K. Marsh to C. C. Woodson and Wendell Mayes (request of attorney). -AMENDED: to change frequency from 1490 to 1500 kc. AM-1540 kc

Midwest Bestg. Co., Mt. Vernon, Ill.-CP new station 940 kc 500 w and day and night hours.-AMENDED: to increase power from 500 w to 1 kw. -AMENDED: to change from directional antenna to nondirectional antenna. AM-1490 kc

Frank H. Ford, Shreveport, La.-CP new station 1300 kc 250 w and unlimited hours.-AMENDED: to change frequency from 1260 to 1300 kc. AM-1490 kc

W. Walter Tyson, Tampa, Fla.-CP new station 1460 kc 250 w and unlimited hours.-AMENDED: to change frequency from 1480 to 1460 kc. AM-1490 kc

Edward B. Marks Music Corp.

Perfomance Rights Licensed Through

BROADCAST MUSIC, INC.

580 Fifth Ave., New York, N.Y.

BROADCASTING serves behind the sale

New ideas for sales presentations and sales talks in the radio business; new program ideas, promotion and merchandising plans, success stories, audience surveys and program polls, media comparisons, new campaigns. BROADCASTING assures you a continuous flow of facts about radio today.—AM, FM, Television (and facsimile). Subscribe now.

"THE WORLD'S BEST COVERAGE UP TO THE WORLD'S BIGGEST NEWS"
Sutton Resigning May 22 From FCC To Establish Own Consulting Service

RESIGNATION of DeQuincy V. Sutton, for the last 12 years head broadcast accountant of the FCC, to establish a private economic and business consulting practice in Washington, specializing in radio, was announced last Friday. Mr. Sutton’s resignation becomes effective May 22.

Appointment of Mr. Sutton’s successor has not yet been announced by William F. Norfleet, chief accountant, but it was expected he would recommend naming of Harry Tennyson, assistant chief of the broadcast branch, who served as acting head during Mr. Sutton’s Army service from 1942 until early this year. Like Mr. Sutton, Mr. Tennyson has served in the Account Activities Department since its creation in 1934.

Mr. Sutton’s new organization will specialize in services relating to research and analysis of station operations and preparation of non-technical and non-legal aspects of applications for FCC consideration. Investigations incident to station operations, surveys and sales activities as well as program analysis and radio economics, will be provided direct to stations or applicants or through their counsel.

Announcement will be made by Mr. Sutton on location of his offices after his resignation from the FCC becomes effective later this month.

Mr. Sutton joined the FCC in 1934 and has been in charge of activities pertaining to broadcast fiscal and management matters since 1937. He was in charge of staff activities dealing with modernization of application forms required by the Commission; for preparation of most of the data considered in the network-monopoly investigations and for the report which followed the proceedings after two years. He also drafted the financial reports now filed by licensees on an annual basis.

Functions of the accounting department performed by Mr. Sutton while under Mr. Norfleet’s supervision have dealt principally with scrutiny of applications on adequacy of financing and financial qualifications as to future operator plans, as well as current reviews of stations’ economic affairs.

In 1942 Mr. Sutton volunteered for active duty, and was commissioned a first lieutenant, Signal Corps, for service in preparing data on requirements for the British and Chinese forces. After attending and General Staff School at Fort Leavenworth, he went to North Africa for duty in logistics planning of Signal Corps activities in assault operations. This service, with subsequent service in the Rome-Arno Campaign in Italy, and in France, made up his three years overseas. He returned as a

WABF-W2XMT Bid Of $106,000 Is Made

Details Are Given by FCC In ‘Federal Register’

PROPOSED purchase of WABF, New York FM station, and W2XMT, experimental television station, by Ira A. Hirschmann for $106,000 was reported by FCC last Friday in a notice in the Federal Register opening way for competing bids under the Avco plan.

Mr. Hirschmann’s contemplated purchase of the stations from Abraham & Straus Inc. and Bloom- ingdale Bros., New York was announced last month but purchase price was not disclosed [Broadcasting, April 16]. Transaction involves all 14 shares of Class A stock of Metropolitan Television Inc., of which Mr. Hirschmann is vice president. Contract contemplates transfer of purchased stock to a new corporation.

Under Avco plan, FCC action on the application will be withheld for 60 days from April 29 (date transfer was first advertised in a New York newspaper) to permit submission of competing applications to buy stations on the same terms. FCC notice said $10,000 of the purchase price was paid upon execution of the contract and the rest is to be paid in cash or certified check at time of closing within 15 days after Commission approval. Agreement may be extended to July 15.

WDBR

First Again!

Connecticut leads all 48 states with $5,095 net income per family. Connect in Connecticut by using WDBR! Write for WDBR’s 1946 Market Study, based on Sales Management Magazine’s newest figures.

Everything Radio

- Standard AM radio
- Frequency Modulation
- Television
- Facsimile

You’ve read only one magazine to be fully informed of today’s radio broadcasting. Subscribe today. Fifty-two weekly issues (including YEARBOOK) only $5.

BROADCASTING

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

May 13, 1946 • Page 105
Help Wanted

Station manager wanted—A brand new 250 watt station will start in midsummer at the new site soon. It will have a network affiliation and a wonderful location. Applicants should have ladder headline, building restrictions, willingness to work nights, and an ear for music. New, untrained staff will cause difficulties. We need an experienced radio man who is a top organizer, a persuasive salesman and a polished publicist. One who can make ingenuity do in place of fine equipment, and energy in lieu of a huge budget. Salary will be modest but we will give the right man a chance to excel.

Wanted—Two good announcers, experienced, able to operate controls. New station, one room, eight hours. Opportunity for future to right men. Good salary. Contact Jack O'Connor, WMVQ, Millisdegeville, Georgia.

Combination announcer—southern station to start July. Also young lady experienced with continuity, schedules. Post Office Box 360, Columbia, S.C.

Advertising salesman, New York location, starting in May. Post Office Box 362, Columbus, Ohio.

Announcer—Requires some experience. Must be thoroughly experienced and able to handle heavy commercial assignments. Write Box 413, Philadelphia 5.

Thoroughly experienced chief engineer for construction and maintenance 1 kw station. Send complete information first letter. WAYN, Box 291, Rochester, N. Y.

Finance man wanted—Two good announcers, experienced, able to operate controls. New station, one room, eight hours. Opportunity for future to right men. Good salary. Contact Jack O'Connor, WMVQ, Millisdegeville, Georgia.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissions. Deadline 2 weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted

Announcer—Immediate placement wanted—Five months newscasting, commercial, playback, FM. Experience on WAFN. Have NBC recommendation. Will travel. Box 254, BROADCASTING.

Chief engineer—Fifteen years experience in operation, maintenance, construction, installation, AM—FM to 50 kw. Age 37. Minimum $400. Available four weeks notice. Box 277, BROADCASTING.

Station manager, wants to change. Presently employed managing mutual outlet. Work includes handling all sales, active charge of program department, sports and special events. Have twelve years radio experience. Married, 36 years old. Interested in salary and commission arrangement. Available June first. Can probably arrange personal interview. Wire or write Box 278, BROADCASTING.

Program director. Ten years experience, important New York stations, announcing, production, writing, dramatics, all phases program work. Peru, Ill. Cultural background. Box 276, BROADCASTING.

Young executive, ten years experience—station, networks and agency. Interested in managerial capacity. Prefer smaller station with opportunity for investment. Box 221, BROADCASTING.

Chief engineer, well experienced all phases, available one month. Box 228, BROADCASTING.

Announcer-program director—Music, sports, morning drive time. Personal view or transcription on request. Box 220, BROADCASTING.

Writer—Continuity and scripts—also experienced actor and announcer—seeks full time writing job. Veteran. Guarantees to keep your salesmen happy and make you money. Box 229, BROADCASTING.

Engineer, 15 years comprehensive operations and maintenance clear-channel station, and 5 immediate association smaller station—established, under construction, or planning expansion college, licensed phone first and telegraph first. Box 223, BROADCASTING.


Situations Wanted (Cont’d)

Qualified—Available producers, new salespeople, Radio’s Reliable Resources, tel. 9-1212, 800 S. Dearborn St., Chicago 6, Ill.

Ace writer, 26, with NBC—WMAQ staff 1 1/2 years. Just left because veteran returned. Experience in all types continuity, musical shows, drama, editing. Also announce. Desire continuity editorship or responsible staff position with progressive station. Box 255, BROADCASTING.

Announcer-producer—5 years radio, 3 years stage, news; interviews, platters, narrator, actor. M. G. Box 257, BROADCASTING.

Announcer available immediately, desired now. Station, best location. Six years experience, special events, sports color and commercials. 50 kw background. $78.00 min. Box 258, BROADCASTING.

Announcer—Experienced, excellent voice. Wants staff position with regional or metropolitan local. Transcription, photo information on request. Box 259, BROADCASTING.

Announcer—Service veteran desires permanent position with ABC. Experience at several stations. Specializes in spot news. Write Box 260, BROADCASTING.

Stuffy”, WERC, Erie, Pa. available. Box 261, BROADCASTING.

Excellent sports, news and special events announcers—produce. Play-by-play all events, spot news. NY location. Wife and child. Box 262, BROADCASTING.

To Broadcast, 37, married. Box 252, BROADCASTING.


Announcer—Producer—network, Marquette University. Box 263, BROADCASTING.

Announcer—Veteran, 29, married. Wants staff position with regional or FM. Able after June 30. Box 264, BROADCASTING.

Announcer—Veteran, 22, single, graduated college, with NBC-WMAQ staff. Experience in news, music, special events, sports color and commercials. 50 kw background. $78.00 min. Box 258, BROADCASTING.

Announcer—Veteran, 37, married. Box 270, BROADCASTING.

Program director, 30, single. Experienced copywriter, news, music, sales. Box 271, BROADCASTING.

Program manager, experienced all phases of programming. Veteran; desires opening in production, FM. Box 272, BROADCASTING.

Transmitter operator. 1st class license. Married, sober, dependable. Experienced operation, supervision, maintenance. CHRI man. Prefer west. Box 273, BROADCASTING.


General manager—Experienced in all phases of broadcasting. Young, ambitious, married, family. Box 280, BROADCASTING.

Announcer—Service veteran desires permanent position with ABC. Experience at several stations. Specializes in spot news. Write Box 281, BROADCASTING.

Excellent sports, news and special events announcers—produce. Play-by-play all events, spot news. NY location. Wife and child. Box 262, BROADCASTING.

Four years announcement experience with ABC. Box 283, BROADCASTING.

Announcer—Service veteran desires permanent position with ABC. Experience at several stations. Specializes in spot news. Write Box 281, BROADCASTING.

Excellent sports, news and special events announcers—produce. Play-by-play all events, spot news. NY location. Wife and child. Box 262, BROADCASTING.

Solid staff man. Available for summer relief. Box 284, BROADCASTING.

Announcer: Staff man and sports specialist. Has held programming and announcing positions; two years program director and sports director AFHS station; handles controls. Age 27, single. Prefer both days, evening and after noon only. Gordon T. Wilbur, 60 Park Avenue, Scotch Plains, N. J.

Solid staff man. Available for summer relief. Box 284, BROADCASTING.

Manager, chief engineer, program director, sales, air personalities. Experienced; excellent. Apply by letter to Bay State Broadcasting Co., 229 Coffin St., Waltham, Mass.

ATTENTION STATION MANAGER! Build up your program with—"The personality that sells". Here is the man who can add years to your station. Experienced announcer with on-disc jockey shows...and more in ing audiences...and more in your sales. Write now for factory available now. Box 268, BROADCASTING.

WANTED

Manager, chief engineer, program director, air personalities. Experienced; excellent. Apply by letter to Bay State Broadcasting Co., 229 Coffin St., Waltham, Mass.

- Experienced radio executive wants to buy part or all of any Radio Station up to 1000 watts.

Box 275, BROADCASTING

WANTED

For Immediate Purchase Complete Equipment

for 1 KILOWATT STATION

We will pay cash and take immediate delivery of any or all necessary equipment including 30 ft. tower and transmitter.

BOX 270, BROADCASTING

Broadcasting • Telecasting

Classified Advertisements

NEWCASTER

5 kw regional in Northern N. E. needs top newscaster. Interested only in experienced man who can deliver in four news periods per 6 day week. Salary open for discussion. Immediate personal interview or detailed letter with recent news casted copy will bridge gap. Box 257, BROADCASTING.

TO BUILD QUALITY PROGRAMS FOR YOU

Thoroughly experienced script director and producer of large network affiliate and originating point desires permanent position with station, network, or agency with highest program standards. Specialize in writing and production of a diversified program; air personality needed. Other types of unusually creative programs. Can increase your program's listener-ability. Send references. Box 284, BROADCASTING.
**FM Network**

(Continued from page 17)

**FLORIDA**
- Jacksonville: 20
- Miami: 20
- Orlando: 20
- Pensacola: 10
- Tampa-St. Petersburg: 10
- West Palm Beach: 10

**ILLINOIS**
- Alton: 20
- Chicago: 10
- Decatur: 500
- Evanston: 10
- Fort Wayne: 500
- Gary: 500
- Joliet: 10
- Kankakee: 500
- Lockport: 10
- Mattoon: 20
- Normal: 500
- Peoria: 10
- Rockford: 500
- Springfield: 10
- Terre Haute: 10

**INDIANA**
- Anderson: 10
- Evansville: 10
- Fort Wayne: 500
- Indianapolis: 10
- South Bend: 10
- Terre Haute: 10

**IOWA**
- Burlington: 1
- Cedar Rapids: 1
- Dubuque: 1
- Davenport: 1
- Des Moines: 1
- Mason City: 1
- Grand Forks: 1
- Sioux City: 1

**KANSAS**
- Topeka: 1
- Salina: 0.5
- Wichita: 10

**KENTUCKY**
- Ashland-Huntington, W. Va.: 1
- Lexington: 1
- Louisville: 1
- Paducah: 1

**LOUISIANA**
- Alexandria: 10
- Baton Rouge: 10
- Monroe: 10
- New Orleans: 10
- Shreveport: 20

**MAINE**
- Bangor: 10
- Portland: 10

**MARYLAND**
- Baltimore: 1
- Cambridge: 1
- Frederick, Hagerstown: 20

**MASSACHUSETTS**
- Boston, Lowell-Lawrence: 1
- Haverhill: 20
- Pittsfield: 20
- Springfield-Holyoke: 1
- Worcester: 20

**MICHIGAN**
- Ann Arbor: 1
- Flint: 10
- Grand Rapids: 10
- Lansing: 10
- Saginaw-Bay City: 1

**MINNESOTA**
- Duluth-Superior (Wax): 1
- Minneapolis-St. Paul: 1

**MISSISSIPPI**
- Jackson: 10

**MISSOURI**
- Kansas City: 10
- Kansas City-Kansas City: 1
- Saint Joseph: 10
- St. Louis: 10

**MONTANA**
- Butte: 1
- Great Falls: 1
- Missoula: 1

**NEBRASKA**
- Grand Island, Hastings: 1
- Lincoln: 1
- Grand Island-Council Bluffs (Ia.): 1

**NEVADA**
- Reno: 1

**NEW HAMPSHIRE**
- Manchester: 2

**NEW JERSEY**
- Atlantic City: 0.25

**NEW MEXICO**
- Albuquerque: 1

**NEW YORK**
- Albany-Schenectady-Troy: 9

**OHIO**
- Akron: 1

**OKLAHOMA**
- Oklahoma City: 1

**OREGON**
- Portland: 20

**PENNSYLVANIA**
- Allentown-Bethlehem-Easton, Reading: 15
- Clearfield, DuBois: 25
- Erie: 25
- Harrisburg: 15
- Johnstown, Altoona: 20
- Lancaster, York: 20
- Philadelphia, Trenton: 15
- Pittsburgh, Uniontown: 10
- Scranton-Wilkes-Barre: 20

**RHOSE ISLAND**
- Providence, Pawtucket: 5

**SOUTH CAROLINA**
- Anderson: 1

**SOUTH DAKOTA**
- Rapid City: 1

**TENNESSEE**
- Bristol, Kingsport: 1

**TEXAS**
- Abilene: 10
- Austin: 10

**UTAH**
- Salt Lake City: 3

**VERMONT**
- Burlington: 2

**VIRGINIA**
- Norfolk-Portsmouth-Newport News: 20

**WASHINGTON**
- Seattle, Tacoma: 50

**WEST VIRGINIA**
- Charleston: 10

**WISCONSIN**
- Milwaukee-Waukesha: 1

---

**Situations Wanted (Cont’d)**

**Salesman—Ambitious, pleasing personality. Formerly with AFN. Desires sales job with national rep or station in New York area. Excellent references, Harry Lee Morton, Jr., 907 3rd Ave., Norfolk, Va.**


**Engineer—Seeks immediate association with new or proposed station. Can do complete engineering required in application for construction permit including directional antenna design. College graduate, professionally registered, experienced, references. Box 256, BROADCASTING.**

---

**For Sale**


New apparatus—WE-120-8-B amplifier; 18-A rectifier; mounting plate; tubes, $125; 10-8-A amplifier; tubes, $150; RCA 8-A limiting amplifier; 28-MHz filter, $250; 80-B channel; stand, $500. Hewlett-Packard 250-440 Audio signal generator, $3000; OR 250-AM Frequency meter $600. Box 256, BROADCASTING.

Transmitter 301A, Western Electric modified, now in operation, being replaced by new equipment. Frequency response, plus or minus, 1.5 DB, 30 50 10,000 cycles. Distortion less than four percent all frequencies. Price, including complete set of tubes with less than fifty hours, $7500, KCRH, Sacramento, California.

500 watt transmitter, complete with one set of spare tubes. FCC approved. First check or money order for $1000.00 will buy it. Hammel, 1808 Eighteenth St., Oakland, Calif.

---

**Wanted to Buy**

500 foot self-supporting vertical radiators. Will pay premium for new tower which we can replace within three months. Best price for slightly used tower. Write or wire Box 244, BROADCASTING immediately.

Two recorders in good condition with or without amplifiers, overhead feed desired. WOYJ, Worcester, Vermont.

---

**Miscellaneous**

Complete questions and answers for third class license examination, 75c. Box 273, BROADCASTING.
war veterans seek rochester grant; would reopen record

adequacy of last fall's 60-day waiting period for filing broadcast applications is a serious matter. veteran officials say the service men were questioned last week by 37 veterans seeking a new station at Rochester.

veterans broadcasting corp. filed a petition through its washington attorney, frank u. fletcher, asking FCC to reopen the request for a station along with five conflicting applications for stations in Rochester or Geneva, N.Y.

demobilization cited

the petition asserted that 31 of the 57 veterans have been discharged since hearings were completed on the five other applications; 20 have been discharged since Jan. 1 and 13 since March 1. their application is for 1240 kc. the FCC has been asked to reopen the case on the basis that the assignments requested are not now assigned by the other applicants.

in support of its doubts as to the adequacy of the August T-Sept. 8 waiting period for the application, the petition pointed out that "as of Nov. 15, 1945, the Army demobilization program was only approximately 37% advanced (figures supplied from the Veterans Administration, Defense Section, War Dept.). As of Dec. 31, 1945, the demobilization program... was approximately 57% completed. Over 54% of the veterans in applicant corporation were released from active duty subsequent to Jan. 1, 1946, and over 83% subsequent to the close of hearings in the instant case.

the petition pointed out that FCC "has given some recognition to this problem of veteran participation in radio frequency allocation through issuance of some FM channels in certain areas for possible future applications by veterans." it added that "in the instant case, the Commission has reopened this record once for a group of veterans who were released earlier from active duty than the group associated with petitioner." (the reopening was for star broadcasting co., seeking a station at Geneva, N.Y.)

only one stockholder in veterans broadcasting corp. was pointed out, and that is a veteran. he is Hal James of New York, a director. petition notes that two-thirds of the capital stock is owned by Rochester residents (all veterans) and the additional 8 1/2% is owned by veteran whose home originally was Rochester.

early hearing asked

the petition asked that an "early hearing" be conducted at Rochester since "it would be 'impractical' for all or a majority of the veteran broadcasting stockholders to go to Washington for a hearing.

an "additional few weeks delay" to permit consideration of the new application should not be "unreasonable," the petition said, inasmuch as some of the applications involved have been pending for more than two years.

the applications, in addition to star broadcasting's, were filed by finger lakes broadcasting system of Seneca Falls (all New York, except Geneva); WARC Inc., Rochester; Rochester broadcasting corp., Rochester; Seneca broadcasting Corp., Rochester.

Bingham member of OPA boosters

BARRY BINGHAM, publisher of the Louisville Courier-Journal and American, one of a group of American businessmen who have organized "National Businessmen for OPA" to urge the retention of OPA without crippling amendments to supply more nearly balanced demands.

organization's membership also includes Donald Nelson, president, Society of Independent Motion Pic- ture Producers; Spyros Skouras, president, Twentieth Century Fox; Richard L. Simon of Simon & Schuster; Thurman Arnold; Law- rence Ottinger, president, U. S. Military Mission to Russia; and Wallace Thorsen, head of Wallace Thorsen organization, and executive director of the committee.

committee members have participated in two radio debates in favor of the OPA: May 2 on CBS, Mr. Bingham, Charles Allen of Sprowles & Allen, paper box manufac- turer, and Samuel Levinton, president, Adella Dress Co., opposed George LeSavauge of Schrafft's, Nellie Donnelley Read of Nellie Don Dresses and Charles Holman of National Cooperative Milk producers. May 9 on ABC's America's Town Meeting of the Air Leon Henderson and James Joyce Jr. of Joyce of Pasadena ar- rived against Mr. Bingham, L. R.Clinical an- tivocal, and Sen. W. Lee O'Daniel (D-Texas). A third broadcast, from Hollywood and including screen stars with committee members, was scheduled yesterday (May 12) on CBS.

Ideal Solution

SPEAKING of difficulties in providing spectrum space to satisfy various demands, Glen E. Nielsen, chief of the Emergency & Miscellaneous Division, FCC Engineering Dept., told the Petroleum Industry Electrical Association last Wednesday at Tulsa: "An ideal allocation of frequencies has been defined as one in which all interested parties are dissatisfied to the same degree." Mr. Nielsen foresaw the probability that frequencies above 940 me would prove useful for industrial applicants, whereas 940 me and below as might be required by the petroleum industry.

VFW Series

Veterans of Foreign Wars has released to stations a series of 15-min. transcriptions, Calling All Veterans, designed to keep war vet- erans determine how to get jobs, homes, education, on-the-job training, loans, insurance, pensions and medical aid. Commander-in-Chief Joseph M. Stack interviewed government officials. Opening the series was Gen. Omar N. Bradley, Veterans Administrator. Officials of the American Legion, Civilian Service, Education, members of Congress and the Army and Navy will participate.

ideal solution

speaking of difficulties in providing spectrum space to satisfy various demands, Glen E. Nielsen, chief of the Emergency & Miscellaneous Division, FCC Engineering Dept., told the Petroleum Industry Electrical Association last Wednesday at Tulsa: "an ideal allocation of frequencies has been defined as one in which all interested parties are dissatisfied to the same degree." Mr. Nielsen foresaw the probability that frequencies above 940 me would prove useful for industrial applicants, whereas 940 me and below as might be required by the petroleum industry.

Records Punches

Lomax uses lip mike in bout—With Joe Louis

STAN LOMAX, WOR New York sportscaster, last week entered the ring with Joe Louis at the heavyweight champion's Pompton Lakes, N. J., training camp. Fortunately for Mr. Lomax, the champ was in a tender mood.

A baseball catcher's mask protected Mr. Lomax's features and a lip microphone when he squared off with Mr. Louis. Mr. Louis, who had sized up his opponent before the match, wore no protection whatever. The first "round" lasted 45 seconds by whose time Mr. Lomax's breath had become more labored.

Mr. Lomax's wheezing commentary was recorded on a wire re- corder and played back on his 6:45-7 p.m. broadcast Monday.

Canadian Ratings

American Programs continue to lead popularity polls in Canada, according to the April ratings. Elliott-Haynes ratings, released on May 10. Fibber McGee & Molly leads first ten evening programs with program rating of 39.1, followed by Radio Theatre 35.8, Charlie McCarthy 35.7, Music Hall 24.8, Ozzie & Harriet 22.2, Album of Familiar Music 21.1, John & Judy (Canadian program) 19, Bob Hope 18.5, Walter Winchell 17.9, and Treasure Trail (Canadian program) 17.4. American day- time ratings for April show the Happy Gang (Canadian program) in the lead of the first five, with rating of 20.5, followed by George's Wife (Canadian program) 19.8, Big Sister 17.8, Mis Perkins 16.5, and Road of Life 16.3. Elliott- Haynes, who has founded service of 15 cities across Canada [Broadcasting, April 22] for this rating report.

Discs Across the Seas

William C. Speed, president, Audio Devices (right), welcomes Lucien Ravel, managing director, I Soci- ete des Vernis Pyrolac, Audio's French associate, on his arrival from Paris. In addition to his business mission, Mr. Ravel plans to fancy himself with some of the American airmen whom he kept hidden on his estate in Porcheaux, of which he is mayor, after their planes had been shot down.

Broadcasting • Telecasting

NEW ADVERTISING agency, Stansbury & Jewett, New York, with offices at 35 Madison Ave., has been formed by H. Stansbury, former partner of Flax & Lee, New York, public relations firm, and Miriam Ash, former advertising manager of Visible Index Corp., New York.
Isaac Doubts Use Of Theatre Video
Loew’s Official Gives View To SMPE in New York

DOUBT that television will invade the motion picture theatre in the near future was expressed by Lester B. Isaac, director of projection and sound, Loew’s Theatres, New York, speaking Friday at the telecasting session of the semi-annual meeting of the Society of Motion Picture Engineers, May 6-10 at Hotel Pennsylvania, New York.

Stressing that what he had to say was his opinion and not that of Loew’s, he stated that most spot news video pickups would not be usable in theatres as the audience would not stand for interruptions in the feature picture for them. A feature of national interest might be scheduled in advance and the theatre program arranged accordingly. The theatre program arranged in the feature picture for them. A feature of national interest might be scheduled in advance and the theatre program arranged accordingly.

Speaking about equipment, Mr. Isaac said that neither of the theatre video projection systems he has seen demonstrated—RCA’s 70-tube and General Electric’s 60-tube set—are suitable for installation in present day theatres.

"It summed up with the comment: "Just another way of presenting a newsreel."

Other Speakers

Dr. Albert Rose of RCA Laboratories, one of the RCA scientists primarily responsible for the development of the Image Orthicon video pick-up tube, told the meeting that the solution of current problems of television, photography and human vision would be greatly facilitated if the three were described in common terms. Technical literature now speaks of graininess in films, signal-noise ratio of tubes and minimum discernable contrast in human vision, he said, which are different realities for the same characteristic.

The CBS color television system was described by Dr. Peter C. Goldmark, director of engineering research and development for CBS, and Bernard Erde, CBS engineer, who described the method used in scanning film for color television transmission in conjunction with a motion picture theatre operation unless it may be the televising of coming feature trailers to the home.

Stewart-Warner Loss

JAMES S. KNOWLAND, chairman of the board of Stewart-Warner Corp., Chicago, set manufacturers, announced at the annual meeting of the stockholders last week a net loss of $142,110 for the first quarter of 1946. This figure compares with a net profit of $467,642 after a provision of $250,000 for postwar plant rehabilitation and for contingencies arising out of war conditions, for the first quarter of 1945. The gross operating cost was $187,250, which was cushioned by a reduction of the current year’s income tax of $45,140. At the same time Mr. Knowland revealed that the company’s backlog of orders in the greatest ever enjoyed in peacetime business.

Miss Irwin Promoted

CAROL IRWIN, formerly in charge of talent for ABC, has been appointed sales manager of the station succeeding Robert I. Garver who has joined Alley & Richards Co., New York, as account executive.

Two Station Sales Dismissal Sought

APPLICATIONS for FCC consent to the sale of E. S. Fentress’ and Charles E. Marsh’s combined 50% interest in WACO, Waco, and KNOW Austin, Tex., for $250,000 to C. C. Woodson and Wendell Mayes, which were placed in the FCC’s pending file May 1, have been dismissed. They were filed for failure to follow the Avco advertising procedure, were reported last week to have been dismissed at request of counsel.

Mr. Fentress controls and Mr. Marsh has a minority interest in Newspapers Inc., Waco, in addition to their radio interests. Messrs. Woodson and Mayes own 25% each in KBWD Brownwood, Texas, and are interested in other applicants for new standard stations in Texas.

Meanwhile, assignment of license of KHQ Spokane from Louis Warner Inc. to KHQ Inc., involving no change of control, is sought in an application reported by the Commission. The application follows approval of the sale of KHQ by Louis Warner to Spokane Chronicle Co., February [Broadcasting, Feb. 11].

Tinkham to KIEV

KENNETH O. TINKHAM, former manager of KMTR Hollywood, has been appointed general manager of KIEV Glendale, Calif. He succeeds W. L. Peters who resigned after approximately 12 years with the station [Broadcasting, May 6].

Sugg to Head New OKLA. Association

P. A. SUGG, manager of WKY Oklahoma City, has been chosen president of the Oklahoma Broadcasters Assn. The association, first of its kind for Oklahoma radio, was formed recently following the suggestion of Buford, owner of KHBG Okmulgee, Okla., at a NAB district meeting last February. Mr. Buford also nominated Mr. Sugg for the presidency.

Mr. Sugg has announced that a board of governors and other officers will be elected after constitution and by-laws are formulated. He and other Oklahoma broadcasters have indicated their unit will be patterned along the lines of the Southern California Broadcasters Assn. To this end, Mr. Sugg has written Bill Ryan, general manager of KFI Los Angeles, for suggestions from the west coast association.

May 13, 1946 • Page 109
FCC APPROVES KROY SALE INVOLVING COMPETITIVE BIDS
FIRST station transfer involving competitive bidder was approved by FCC Friday in granting application of Royal Miller Radio to assign license of KROY Sacramento to Harneco Inc. for $150,000. Application for transfer of WRGB Pittsburgh, Mich., also involving competitive bid, designated for hearing.

With Comr. Jett voting for hearing, Commission allowed sale of KROY to Harneco, transferee selected by Royal Miller, rather than to Gibson Broadcasting Co., which bid for the station under Avco procedure. Majority found grant to Harneco "would result in greater diversification of the ownership of media for the dissemination of information and entertainment than would a grant of the Gibson application."

Harneco is identified with ownership and operation of KARM Fresno. Gibson Co. is owner of two daily newspapers in Vallejo, Morning Times-Herald and Evening News, a weekly in Benicia, Herald New Era, and also licensee of KHUB Watsonville, Calif.

RIGGIO TOBACCO STARTS MEDIA COMPARISON CAMPAIGN
FOR FIRST TIME direct comparison test between radio and newspapers is currently being conducted by Riggio Tobacco Corp., New York (Regent cigarettes), through agency, Ridgeway, Ferry & Yocum, New York. Advertiser will use newspapers in Chicago and Worcester, Mass. and spot radio in New York and Houston for 13-week period. Fifteen-second chain breaks being used on WNEW New York, 14 times weekly, WHN New York 50 times weekly, KPRC Houston, 20 times weekly. Campaign started May 1.

Adapting frequency technique used on spot radio, newspaper coverage will use space units ranging from 65 to 140 lines every day, five times weekly, instead of traditional cigarette adverisements use of large space units ranging from 200 or more lines. In addition to newspaper copy running Monday through Friday a 500 line booster ad will run once a month. Campaign of about $40,000 will be equally divided between media.

NEBRASKANS ELECT WATTS
DUANE WATTS, KHAS Hastings, elected president of Nebraska Broadcasters Assn., meeting Friday in Kearney. Harry Peck, KFOR Lincoln, elected vice president, and Arthur Thomas, WJAG Norfolk, secretary-treasurer. Directors are Harry Burke, KPAB Omaha; Les Hilliard, KGKY Scottsbluff; John J. Gillin Jr., WOW Omaha, who is NAB director. Three broadcasters named to promote group selling were Lloyd Thomas, KGFW Kearney; Ben York; William Martin, KMMJ Grand Island. Next meeting to be held next May at Grand Island. Nebraska group participated in NAB news clinic Saturday at Kearney.

RCA ELECTS CAHILL

FM SESSION PLANNED DURING NAB CONVENTION
SPECIAL FM session during NAB convention Oct. 21-24 in Chicago recommended Friday by FM Executive Committee, jointly representing NAB and FMBI. Convention program committee will be asked to assign full session for joint NAB-FMBI discussion. Present FM problems such as FCC policies, engineering, equipment and FM promotion is planned, with questions to be arranged in advance.

FM broadcasters at Thursday meeting decided to hold separate membership meeting during NAB convention to decide whether to dissolve organization and place trial marriage with NAB on permanent basis. FMBI has been purely a technical body since the merger last November.

JONES ASKS SEATTLE 50 KW
APPLICATION for 50 kw standard station at 1050 kc in Seattle filed by Rainier Broadcasting Co. Inc., FCC announced Friday. President of company is Roger Jones, chief owner of KVOS Bellingham, KPQ Wenatchee.

Application for daytime station at 1070 kc for Baltimore filed by Radio-Television of Baltimore Inc., which recently applied for television station. Principals include Ben and Herman Cohen (40%), owners of Herzog's Men Store, Washington, and various real estate; Herbert Levy (20%), Baltimore attorney, former law partner of Sen. Tydings (D-Md.); Norman Kal (10%), president of Kal, Ehrlich, Merrick Inc., Washington advertising agency. In addition, applications for local standard stations were filed by Southwestern Broadcasting & Television Co., Albuquerque, N. M., and Vidalia Broadcasting Co., Vidalia, Ga.

RETURN of ABC's Breakfast Club to WCFL Chicago, May 9, reputedly at personal request of program star, Don McNeill. Program was dropped from WCFL with change April 29 [BROADCASTING, May 6]. J. Walter Thompson Co. is agency for Swift Packing Co., sponsor.

'SPOKESMAN' RUSSELL
POSTMASTER General Robert M. Hannegan finally got on all four major networks Thursday night (some via delayed transcription) with his appeal restricting parcel post packages to 11 pounds, but the way Post Office Dept. handled arrangements caused some caustic comment. It seems a Hannegan aide asked NBC to set up a 5-minute spot on all nets, but failed to contact other three nets directly. Charter Heslep, Mutual's Washington manager, called P. O. Dept., learned arrangements were being made through Frank M. Russell, NBC Washington vice president. Said the aide: "Mr. Russell is liaison for the radio industry in Washington, isn't he?" Adding fuel to the smouldering fire of network antagonism, Mr. Hannegan's office re-leased a story to the press around noon—some nine hours before the broadcasts—"Mr. Russel would be heard on all networks simultaneously.

DEFEND VIDEO TOWERS
Erle Smith is a college graduate in Journalism with a whole life devoted to news gathering and news dissemination.

He Looks the Part...

Give Erle Smith a-listen! Your mind pictures a genial but on his toes managing news editor. And you just about hit the nail on the head at that!

To Erle Smith goes the credit of developing KMBC's famed news department. After flying for Uncle Sam in the first World War, Erle became managing editor of a metropolitan Kansas City A.P. paper. He joined KMBC in 1935 and has directed its news department from a one-man-show to a highly organized staff of qualified newsmen.

Look at the figures of his listener ratings, and you again have evidence that the program is the thing—and listener confidence ripens with the years.

KMBC
OF KANSAS CITY

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
RESULTS YOU CAN SEE... HERE

KLZ

Denver

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION