A Full House radio audience has its source in a broadcasting art that programs to all the listening needs of all the people. So do good stations serve and prosper.

Seven Fort Industry stations located in an important stretch of 1800 air miles, starting at Toledo, Ohio, and ending in Miami, Florida, express the art of good broadcasting to 2,926,373 primary area radio homes and 1,710,378 more secondary area homes. It is a broadcasting art based upon 19 years of experience.

WSPD, Toledo—WAGA, Atlanta—WGBS, Miami—WWVA, Wheeling
WHIZ, Zanesville—WLOK, Lima—WMMN, Fairmont

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!
WCOP with 5000 Watts
Now reaches the entire Metropolitan Boston area
—a market of 3,000,000 people

With new programs, promotions, wide-awake merchandising, plus new power, WCOP is Boston's most progressive station.
Ride WCOP's new signal into the third richest market in America. For availabilities write, wire or phone WCOP, Boston, or any Katz office.


American Broadcasting Company
A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
CHEMICALS help swell the NASHVILLE market

Nashville's 5 million dollar chemical industry is a leader among the many long-established industries in this area. . . . With products valued at over 85 million dollars yearly, Nashville factories give steady employment to thousands and make a stable buying market for your quality product. Even before the war, one million people in this area spent over 356 million dollars annually in retail stores. . . . This rich market will be opened to you with a sales message broadcast by WSIX.

AMERICAN · MUTUAL

5,000 WATTS
980 K. C.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy!
WHOLESALE renewal of temporary licenses of broadcast stations, stemming largely from FCC's Blue Book program inquiry, can be expected shortly. Handful of extreme cases, however, will be held out and probably designated for guinea pig hearings. FCC did not adopt request of its report of such atomic proportions.

FIELD Enterprises Inc. is negotiating for acquisition of station in Seattle. While officials decline comment, it is known Howard Lane, manager of broadcasting operations, conferred with owners of two network affiliated stations in Seattle and deal reported imminent. Field recently acquired KOIN Portland and also owns WJJD Chicago and WSAI Cincinnati.

NOW THAT Republican National Committee Chairman Reece has unbarred his big boats against FCC interference with radio's freedom, political wiseacres predict blitz campaigning tactics on both sides. Paul A. Porter, currently OPA administrator, technically on leave as FCC chairman, is former publicity director of Democratic Committee and sits on its policy councils. Charges of playing politics with radio are in offing from Republicans with stout Democratic defense to be expected.

WHILE results of Westinghouse Stratovision experiments have not been released, awaiting completion of far-reaching tests of radio transmission from planes flying anchored courses, preliminary reports indicate 1000-w AM transmitter on 1000 kc lays down primary broadcast signal nearly 200 miles in all directions.

PRACTICALLY all "group ownership" interest is expected. Preliminary talks indicate 1000-w AM transmitter on 1000 kc lays down primary broadcast signal nearly 200 miles in all directions.

(Continued on page 94)

Free Radio Becomes Major GOP Issue

REPUBLICANS Saturday night were to formally inject free radio issue into 1946 campaign with speech at 9:45-10 p.m. EST, on CBS by Rep. B. Carroll Reece (R-Tenn.), chairman, Republican National Committee.

In speech prepared for broadcast, Rep. Reece said FCC has concerned itself "more with the political objectives of the party in power than it has with the administration of radio traffic" under Communications Act. He declared "radio must be kept free," that it is entitled to same constitutional rights as press and other media of expression.

Mr. Reece attacked FCC Blue Book, told listeners "in Washington there are seven men who are challenging your constitutional right to listen" to program of their choice.

"By what right does the Commission interfere with the content of radio programs, and set itself up as a judge of culture and education?" demanded GOP chairman.

Mr. Reece criticized FCC's interpretation of "public interest," said he studied law, found nine sections relating to it, "none of which makes the slightest reference to any control of program content." He cited Sec. 320.

Mr. Reece lauded American radio as best in world. "Personally I don't know who is particularly displeased with American radio, yet the FCC has taken it upon itself to condemn American radio as uncouth, uncultured and commercial," he said. He urged listeners to fight for freedom to hear what they wish. He likened complaints against commercials to fight for freedom to hear what they wish. He urged listeners to fight for freedom to hear what they wish.

MUTUAL late Friday offered National Assn. of Manufacturers quarter hour on unexploited date to answer critical broadcast by Quentin Reynolds May 12. [See earlier story, page 81].

FOUR major networks, more than 130 stations thus far agreed to France-American program exchange, according to Robert Lange, North American director of radio for France of reception by French Consulate in his honor Friday evening at Belair, Cal. Mr. Lange, currently touring country's key radio operations, foresees even more exchange now that Lea Act has outlawed union music restrictions on foreign-originated broadcasts.

TRANSITION of many parts of nation from standard to daylight saving time, expected by many experts to result in drastic radio audience reduction, incurred no loss of audience at all. C. E. Hooper Inc. survey disclosed last Friday. Average evening audience rating was 8.6, unchanged from previous survey when whole country was on standard time. Hooper disclosed ratings of 51.5% of all network shows increased after switch to daylight time. In May 1941, last time switch, rating of 90% of all shows plummeted.

3d DISTRICT MEETING ADOPTS SIX RESOLUTIONS

Six resolutions adopted by NAB 3d District at closing meeting Friday (early story page 18). They were: Approved NAB stand on Blue Book and pledged support to President Justin Miller; commended President Miller for efforts to promote understanding between industry and APM as basis for local negotiations; commended BMB and urged study of techniques as basis for continuance beyond present survey; pledged larger support to BMI; extended to President Miller unsparing support; commended him in industry leadership; voiced appreciation to President Miller, Secretary-Treasurer C. E. Arney Jr. and Director of Broadcast Advertising Frank E. Pellegrin for participation in the district meeting.

Alfred C. Paddison, president of Australian Federation of Commercial Broadcasters, spoke at Friday lunch, criticizing government monopoly of shortwave stations for propaganda. Television demonstration given Friday by Louis E. Littlejohn, chief engineer of WFIL Philadelphia.
On Tuesday, April 16, the Mayor of the City of St. Louis presented his annual message to the Board of Aldermen at its first session of the new fiscal year. The contents of the message, especially the proposal which would establish a municipal tax on individual gross incomes, marked the occasion as one of the most momentous of its kind. In keeping with KSD's policy to accord the most comprehensive treatment to every subject which may be classified as NEWS, KSD broadcast the Mayor's address in its entirety, direct from the Board of Aldermen's Chamber in the City Hall. KSD was the only St. Louis station to bring this important address to the radio audience, and became the first St. Louis station ever to broadcast from the Board of Aldermen's Chamber.
In 1925 less than 15 million pounds of frozen foods were produced in the United States... reliable sources quote the 1945 production figure at 570,000,000 pounds valued at $200,000,000.

The Pacific Northwest alone produced over 200,000,000 pounds of frozen fruits and vegetables in 1945—more than one-third of the entire nation's output.

Despite the already phenomenal growth of the frozen food industry, it is still in its infancy. The future of the frozen food industry is practically unlimited, and the Pacific Northwest is its home... The Seattle—Tacoma market is its capital.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.
Jane Dalton, Women's Director of WSPA, is on the air every Monday through Saturday from 9:45 to 10:00 a.m., sponsored by Aug. W. Smith's Department Store, and again from 10:15 to 10:30 a.m. (She's been selling on WSPA for the past six years!)

The other morning she advertised some cotton chambray for Smith's with the goods going on sale precisely at the end of her first broadcast at 10:00 o'clock. At the end of her second broadcast at 10:30, Jane herself scurried off to Smith's to buy some of the chambray she had just described.

There wasn't enough left to make a doll's dress!

Spartan women, who know a good thing when they hear about it over WSPA, had swarmed to the store and snapped up some 5,000 yards of chambray in just under 30 minutes!

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

And WSPA swings the balance your way.
If the mighty Casey had struck out in Cleveland instead of Mudville—Tom Manning would have covered it. Cleveland is Tom’s own special bailiwick, and to northern Ohio listeners his voice is as well-known as the letters W-T-A-M.

As WTAM’s Director of Special Events, Tom Manning brings to the microphone a constant procession of sporting events, interesting personalities and unusual happenings. From the 1932 World Series to this year’s National Open—it’s Manning at the mike.

Exciting coverage of special events is only one phase of WTAM’s service to the Cleveland area. Top-flight local features plus the NBC Parade of Stars have made thousands of radio listeners into responsive WTAM fans. Why not make these fans yours?
Feature of the Week

FRACTIOUS Fiorello H. LaGuardia, who feels undressed without a man-sized chip on his pint-sized shoulder, last week picked a scrap with an adversary that was bigger than a man of less volatile blood pressure would like to tackle.

On an otherwise placid Mother's Day, the bumptious ex-mayor of New York took to the air on his regular ABC commentary (Sundays 9:00-9:45 p.m.) to deliver a blistering tirade against the National Assn. of Manufacturers and its recent series of newspaper advertisements damning the OPA. Railed the Little Flower: "... Vicious, malicious misrepresentation." NAM, he said, was "a mean, selfish, greedy crowd."

After waiting a dignified three

Asks Equal Time

NATIONAL Association of Manufacturers sent a letter to Walter Mack, president of Pepsi-Cola; William Roydell, partner of New-"el-Emmett; Quentin Reynolds, MBS commentator, and Edgar Ko-iaik, president of MBS, requesting twelve minutes of time on the Quentin Reynolds broadcast, Sun. 6:45-7 p.m. on Mutual, to refute Mr. Reynolds' "tirade against the NAM" on his May 12th broadcast.

days, NAM flicked the chip from Mr. LaGuardia's shoulder. To ABC, Liberty magazine, Mr. LaGuardia's sponsor, Warwick & Legler, the magazine's agency, and the Little Flower himself, NAM addressed a letter: "The NAM feels that Mr. LaGuardia should be answered. ... We respectfully request, therefore, that (you) grant the NAM an equal amount of time, namely three minutes and 20 seconds (the duration of Mr. LaGuardia's remarks on NAM), to reply on next Sunday's Liberty sponsored broadcast."

A day later the answer came back, from Mr. LaGuardia himself: "We do not believe that the subject of the discussion or your request comes within the rules requiring an opportunity to be given on the same time for reply. However, I would be very pleased to... allow... the three minutes and 20 seconds requested."

NAM said John C. Gehhardt, its research director, would appear on Mr. LaGuardia's broadcast to refute the charges. NAM's appearance, scheduled for last night, was believed to be the first time that anyone had been given a chance on a sponsored news commentary to rebuff what the commentator had said.

Sellers of Sales

FIRST I'm an advertising man. Next comes radio," says Al Ehrlich, vice president in charge of radio and television for Kal, Ehrlich & Merrick, Washington advertising agency. He believes he can do a better job for the client if he can coordinate all media rather than specialize in only one.

Alvin Q. ("the Q was inserted just so people would remember me—it doesn't stand for anything," he says) Ehrlich joined the agency 12 years ago. He started in the business world as office boy at Raleigh Haberdasher, Washington store, later becoming advertising manager. He left Raleigh's to open his own agency, a project which lasted briefly. Twelve years ago he joined the then Kal Agency. He has been a partner since 1935.

Another of his advertising beliefs is that the audience must not be underestimated. "Don't sell their intelligence short," he advises. "And on the other hand, don't get so clever that the listener loses sight of what you have to sell."

He has been largely responsible for the success of the Cherner Motor Co. account, a local car dealer whose rise in business has paralleled the rise of Al Ehrlich with his agency. Al is now working on a series of singing commercials for National League of Fresh Fruit and Vegetable Distributors, using animated vegetables and fruits singing the lyrics. If the listeners become as sold on the products as Al is on the commercials, the health of Washington is assured.

Now 35, he was in the Army for 13 months—"went in as private, came out a year and one month later still a private," he brags.

Active in civic affairs, Al has chaired numerous committees, from the Hallowe'en celebration committee to several years' work with the Community War Fund and the American Red Cross in publicity. He has also been twice president of the Ad Club (1939-40), a member of the Better Business Bureau, the Optimist Club and Woodmont Country Club.
Neighbors Know You Best

National advertisers should watch local timebuying closely because, better than any survey or statistics, the choice of local advertisers is an accurate index of the popularity of a station.

In Atlanta, W A G A has more LOCAL PROGRAM TIME SOLD than any other Atlanta station. With its 5,000 watts on 590 kilocycles, timely programming, and aggressive promotion, WAGA assures its advertisers of producing the MAXIMUM RESPONSE in the South's Number one market — Atlanta.

WAGA

ATLANTA

5000 Watts on 590 Kcs
American Broadcasting Company.
Represented by Headley-Reed.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Snake charmers may have top audience ratings in Calcutta, or bull-fighters in Barcelona, or bagpipers in Ballantrae. Here in this country local tastes vary, too. No network, no program, is tops in every market, all the time.

But in every American market there are several locally-produced radio shows that are tops with local listeners, available to you national spot advertisers. It takes a little extra effort to line them up—but, Lordy, the job they do!

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE  KOB
BALTIMORE    WCBN
BROWNSVILLE  KVAL
BUFFALO       WGR-WKBW
CHARLESTON, S. C.  WCBC
CINCINNATI    WCKY
COLUMBIA, S. C.  WIS
CORPUS CHRISTI KRXS
DAVENPORT     WOC
DES MOINES    WHO
DULUTH        KDAL
FARGO         WDAY
HOUSTON       KXYZ
INDIANAPOLIS  WISH
KANSAS CITY   KMBC
LOUISVILLE    WAVE
MINNEAPOLIS-ST. PAUL WTCN
OKLAHOMA CITY  KOMA
PEORIA-TUSCOLA WMED-WDZ
PORTLAND      KION
RALEIGH       WPFT
ROANOKE       WDBJ
ST. LOUIS     KSD
SEATTLE       KIRO
SHERANDONAH   KMA
SYRACUSE      WFLR
TULSA         KUTL

and WRIGHT-SONOX, Inc.
Radio Homes Increase 17.9% in Five Years

Census Data Show 90.4% Dwellings Have Sets

The number of radio homes in the United States increased sharply from 28,847,000 in 1940 to 33,998,000 in 1945, a gain of 17.9% over the five-year period, the U. S. Census Bureau announced Thursday (CLOSED CIRCUIT, May 13). The Bureau found that 90.4% of occupied homes have radios.

New radio homes data are based on the Monthly Report on the Labor Force for November 1945, a sample survey conducted by the Bureau each month to obtain data on labor supply, employment and other population characteristics.

(Table on page 81)

The November survey contained a radio question. The sample covers 68 areas located in 42 States and the District of Columbia. Each area comprises at least one county. Approximately 20,000 households were covered.

BMB Figures

Heaviest increase in radio homes occurred in rural-nonfarm areas, where the rate of gain was 19.4%. Urban increase was 18.4%, rural-farm increase 13.2%, the Census Bureau found (see table).

Broadcast Measurement Bureau estimates the number of radio families as of Jan. 1, 1946, at 33,998,000, on the basis of the Census Bureau’s 90.4% ownership factor and using 33,998,000 total number of families as a base (see table).

BMB is compiling a county-by-county radio family figure, to be made available in a short time, the NAB Research Committee was informed at its May 9 meeting in Washington [BROADCASTING, May 13]. In the past NAB compiled figures the first of each year but BMB was selected to do the job this year because it is in close contact with the public, stations, networks and other industry groups in conducting its coverage surveys.

Last Figure

Last previous Government figure on radio homes was that based on a 1944 survey by the WPB’s Office of Consumer Requirements. The WPB found that the number of radio families in 1944 was 32,500,000. That survey conducted for WPB during the five-year war period what Census officials call a “starting” increase in the number of radio homes occurred. Survey made in November by the Bureau, and just off the tabulating machines, shows over nine out of every ten homes have receivers. Census Bureau compares 1945 ownership with count made in 1940 during the decennial census, revealing gain of 17.9% during the period.

by the Census Bureau also showed 18,500,000 “other sets” or extra sets in homes, 9,000,000 auto receivers, a total of 60,000,000 radio receivers. NAB estimated 35,100,000 radio families Jan. 1, 1945, with 17,150,000 other sets, 8,750,000 auto sets, a total of 59,000,000 sets.

Broadcasting Yearbook, based on a compilation by O. H. Caldwell, editor of Radio & Television Retailing, estimated 34,900,000 radio homes in 1945, with 6,000,000 auto sets and 56,000,000 total sets in use.

Latest Census Bureau figures do not reflect new sets that have come on the market since end of the war. According to Radio Manufacturers’ Assn., 3,500,000 receivers have come off the line since last summer. Of these perhaps 2,500,000 are in the hands of the public, with the rest in stores, jobbers and factories.

New Sets Unaccounted

No accurate estimate can be made of the number of radio-less homes that have become radio homes since last summer. Total number of occupied dwelling units in 1940 was 34,855,000, increasing to 37,600,000 in 1945. Many of the 3,002,000 radio-less homes shown in the Census Bureau’s November survey inevitably acquired some of the 2,500,000 new sets, but correct

(Continued on page 81)

Station Political Duties Interpreted

Licensees Must Find Who Puts Up Funds For Broadcasts

(Text of FCC letter on page 92)

IN THE FACE of national elections this fall, the FCC has given broadcasters a hot political chestnut and told them to pull it out of the fire.

“If a speaker desires to purchase time at a cost apparently disproportionate to his personal ability to pay,” the Commission declared in an interpretation of the political section of the Communications Act, “a licensee should make an investigation of the source of the funds to be used for payment.”

May Face Problems

The Commission conceded that a station may experience “some problems in fulfilling its responsibility under Sec. 317 of the Act,” which requires stations to identify sponsors.

“However,” it added, “the possibility or the occurrence of such difficulties does not justify a station licensee in adopting a general rule that it will not make time available for the discussion of controversial subjects or for broadcasts by duly qualified candidates for public office. Nor would the fact that an independent investigation is necessary in a particular case, automatically relieve a station from its responsibility to make its facilities available to the person in question.

Such refusal is inconsistent with the concept of public interest established by the Communications Act as the criterion of radio regulation.”

The Commission ruled that “the fact that in particular cases a station may be required to make a different type of investigation to determine the facts relating to identity of sponsorship is not considered to violate the ‘equal opportunity’ provision of Sec. 215 of the Act.”

Pointing out that observance of the sponsor-identity requirements in the duty of each licensee and that “it is incumbent upon it to take all reasonable measures in this connection,” FCC’s letter said that “as to what may be reasonable depends, of course, upon the circumstances in each case...”

The Commission did not specify what means a broadcaster should employ in determining source of funds.

In the letter which brought the FCC’s interpretation, submitted by the Washington law firm of Piersen & Ball on behalf of KOB Albuquerque, the New Mexico station reviewed the history of political broadcasts by Larry Byonon [BROADCASTING, March 25, April 1], and added:

“KOB obviously does not have the legal power to investigate the personal and private records of all persons whom it might suspect or suspicion as contributors to the payment for time over its station. It is felt that it must accept the sworn or unsworn statement of the person buying the time until it has clear evidence that it can no longer rely upon the truth of the statements made, and then it must refuse to sell the time involved.”

To take time “for careful and exhaustive investigation of the truth of the statements made by the purchasers pursuant to Sec. 317 would make it impossible to accommodate many political broadcasts.”

(Continued on page 92)
NAB Acquiring New Building Near Present Washington Site

NEW headquarters building for the NAB, located at 1771 N St. N. W., across the street from the present Washington site, has been rezoned by the District of Columbia Board of Zoning Adjustment. Contract of sale of the four-story structure has been signed with U. S. Trust Co., trustee for the estate of William P. Eno, through the Randall H. Hagner & Co. real estate firm. Price is within the $225,000 budget provided by the NAB board of directors [BROADCASTING, May 13].

Assuming final legal details are disposed of, NAB should be able to move into the building within three or four months. The site is now an annex for the Canadian Legation. Once the palatial 35-room town house of William P. Eno, traffic expert and inventor of the traffic light, the structure has some 24,000 feet of usable floor space, twice that available in the present headquarters. It contains automatic passenger elevator and service elevator.

A first-floor reception hall, 20 by 30 feet, with circular staircase, is surrounded by offices. Besides the four usable floors there is storage space in the basement and attic. Only minor repairs are planned before NAB moves in, once real estate details are ironed out. Later when Civilian Production Administration’s ban on construction projects has been lifted NAB expects to do necessary remodeling.

The deal was handled for NAB by Don Petty, general counsel.

Truman on Nets

ALL MAJOR networks will broadcast President Truman’s address before the Thirty-eighth Annual Governors National Conference at Oklahoma City May 27, 2-2:15 p.m.

Sano Test

FLEMING-HALL TOBACCO CO., New York, has appointed Maxon Inc., New York, to handle advertising for Sano cigarettes, cigars and smoking tobacco and Sheffield cigarettes. Company plans to start test spot campaign within the next 10 days for three months in the Midwest for Sano denicotinized cigarettes.

Canada Test

DWAYNE EDWARDS CO., Oakland (coffee), division of Safeway Stores, June 10 starts a concentrated three week transcribed announcement campaign on stations in five western Canadian markets. Coverage includes Calgary, Edmonton, Saskatoon, Winnipeg, Vancouver. Agency is Ruthrauff & Ryan, San Francisco.

No Justice

DELIGHTED owner of the first Oldsmobile 8 delivered in Washington, Hugh Whiteside, WINKX newscaster, took it out Thursday for a warm-up cruise. Crossing a twolane bridge east of Winchester, Va. he found two cars coming at him abreast. Hugh emerged from the debacle uninjured but his brand new car was mangled.

SALK FORMS SURVEY FIRM IN NEW YORK

FORMATION of a new research organization, Audience Surveys Inc., with Robert H. Salk, formerly director of audience research at the Katz Agency, as president, was announced last week.

The new company, with offices at 347 Madison Ave., New York, has taken over facilities and most of the personnel of the radio station listeners diary studies of The Industrial Survey Co. Industrial Survey Co. has withdrawn from research activity for individual stations and networks.

Mr. Salk said that audience surveys would, for the time being, use established radio research techniques but would conduct experiments toward development of new methods. Before joining The Katz Agency, Mr. Salk was with the research department of CBS.

Race Agreement

EXCLUSIVE broadcast rights to “The Belmont,” New York spring horse race, were obtained last week by CBS in what was described as “long term agreement” with the Westchester Racing Assn. The seventy-eighth running of “The Belmont” will be broadcast by the network June 1.

CBS Changes

WILLIAM WRIGHT JR. CBS
Gene Autry show Sun., 5-30-5:45 p.m., will be heard Sun. 7:30-8 p.m. starting June 16, succeeding General Foods Adventures of The Thin Man which goes off the air. E. R. Squibb & Sons Academy Award Theatre on the network, Sat. 7:30-8, switches to Wed., 10-10:30 p.m., replacing Celanese Corp.’s Great Moments in Music which drops out July 3.

Amateurs Name Bailey

GEORGE W. BAILEY, executive secretary of IRE, last week was re-elected president of the American Radio Relay League at the annual meeting of the board of directors. Mr. Bailey, former chief scientific personnel officer of the Office of Scientific Research and Development, also was elected president of the International Amateur Radio Union by some 60,000 hams.

Razor Co. Adds

AMERICAN SAFETY RAZOR CO’s The Falcon, heard on 88 Mutual stations Tues. 8:30-9 p.m., will be heard on 288 stations of the network after July 2. Federal Adv., New York, is agency.

Miller Is Guest Speaker

At Milwaukee AFA Meet

JUSTIN MILLER, NAB president, will be among guest speakers appearing before the 42d annual convention of the Advertising Federation of America starting May 26 at Milwaukee, Wis. He will talk to the group about “Broadcasting, Advertising and Free Enterprise” at noon on May 28.

Gardner Cowles, president of Cowles Broadcasting Co., will address the group May 29 on “The Dangers in Europe Today” based on his recent trip abroad.

Drew for BROADCASTING by Sig Hix

“That Perlmuter will do anything for a special event!”
JURISDICTIONAL disputes between IBEW members working on different Chicago stations resulted in a walkout of 12 IBEW members employed by WIND, shutdown of that station for three hours last Monday and charges by Ralph Atlass, WIND general manager, that Monday and charges by Ralph Atlass, CBS Western Division vice president and general manager of WBBM, that WIND’s actions were a “direct violation” of the IBEW contract.

The dispute arose over broadcast by WIND of two public service programs by school students, originating at WBBM because WIND lacked necessary studio facilities. WIND engineers, employed by WBBM, insisted on handling the feeds. WIND engineers demanded that WIND use its own engineers or pay the union stand-by fees.

On May 5 the Northwestern U. Play Shop was scheduled on WIND. Because the station lacked facilities, Mr. Atlass obtained permission from his brother, H. Leslie Atlass, CBS Western Division vice president and general manager of WBBM, to originate the program at WBBM. A WIND engineer volunteered to work for WBBM and handled the feed.

**Engineers Object**

WBBM engineers objected, claiming their contract prohibited engineers from other stations from taking part in origins at WBBM. Mr. Atlass then arranged for lines to pipe the next program—the Northwestern U. Play Shop—direct from WBBM to the WIND transmitter, thereby avoiding piping the program over WBBM’s studio facilities. That was May 12. Philip P. Flower, WIND engineer, refused to handle the program because a WBBM technician handled the origination.

Mr. Atlass said he discharged Mr. Flower.

On May 13 the 12 engineers of WIND walked off the air, leaving the station off the air from 6-9 a.m., until station employees could take over. Kenneth Shirk, WIND chief engineer, resigned from IBEW and remained on the job. Mr. Atlass said he had been besieged by applicants—mostly veterans—for the engineering staff vacancies.

Mr. Atlass said the IBEW action was a “direct violation” of the first article of the WBBM-IBEW contract which provide that in case of labor-management disputes the union engineers will continue to work pending arbitration.

**Atlass Charges IBEW With Violation of Lea Act**

LIFE CAN BE BEAUTIFUL (Rate Card on Request) . . . . An Editorial

LIFE MAGAZINE, on page 36 of its May 13 issue, presents an interesting study of an editorial contortionist becoming so enmeshed in his undulating verbiage that he ends up by biting his own hand.

Page 36 of LIFE is an “Editorial.” It says so in the upper left hand corner. It is entitled On The Air. It undertakes to prove, by the same island-hopping technique of argument so evident in the FCC Blue Book, that American radio is bad.

The customary discursive devices are employed. Radio is attacked because of its programming and because of its commercials. Broadcasters are indicted as do-less creatures who fail to “make enough experiments to improve the public taste.”

The same old lyrics, written by Cliff Durr long before Henry Luce divested himself of his 12 1/2% ownership in ABC, Henry owns Life, you know; and also Time and Fortune. He once owned a piece of WQXR in New York.

Little Sir Echo

As noted, Cliff ran the scale of these harmonies before Henry’s Lifers turned the dial on this sparkling new campaign to give the boys in the balcony what the swells in the first two rows of the orchestra think they ought to have.

But at least Cliff sings on key . . . even if he is the impresario who, if he did not compose the score, at least sponsored its librettist. On the other hand, there is something definitely clownish in the spectacle of Henry and his pen pals lousing up the chorus.

LIFE’s editorial strives to establish that American radio has sold out to the advertiser. Radio, says LIFE, depites “a painstakingly censored other world, where the most grievous tribulations of men are described by a voice which leaves the implication that all will be well if you but douse your head with Blotz Shampoo.

On page 112 of LIFE, same issue, appears an advertisement announcing: “WASHINGTON UNIVERSITY COED TELLS ALL!” There follows this copy: “Head first for big love. Have you felt it? Give your lady the millions. If she is not kissed? Try FRESH for a week—and you’ll see. Legs are showing! Summer is coming—what to wear? Make her hands with deodorant and Intestinal Muscles something to take hold of. It helps the ‘kneading action’ so necessary to healthful elimination.” And so on, ad infinitum.

It helps the ‘kneading action’ so necessary to healthful elimination. And so on, ad infinitum. 

But exercising the program through WIND, Play Shop was scheduled on WIND. The dispute arose over broadcast by WIND of two public service programs by school students, originating at WBBM because WIND lacked necessary studio facilities. WIND engineers, employed by WBBM, insisted on handling the feeds. WIND engineers demanded that WIND use its own engineers or pay the union stand-by fees.

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**Engineers Object**

WBBM engineers objected, claiming their contract prohibited engineers from other stations from taking part in origins at WBBM.

On May 10, the Chicago Christian High Schools a capella choir was to broadcast on WIND, 8-30-9 p.m., from Orchestra Hall. Because the Hall was blacked out under fuel regulations, WBBM agreed to originate the program, but a WBBM engineer was assigned because of the IBEW demand.

William C. Butler, studio control engineer of WIND, according to Mr. Atlass, refused to pipe the program through to the WIND transmitter unless a WIND engineer handled the origination at WBBM or unless the station paid the union a standby fee. Mr. Atlass discharged Mr. Butler, he said. The program went on.

Mr. Atlass then arranged for lines to pipe the next program—the Northwestern U. Play Shop—direct from WBBM to the WIND transmitter, thereby avoiding piping the program over WBBM’s studio facilities. That was May 12. Philip P. Flower, WIND engineer, refused to handle the program because a WBBM technician handled the origination. Mr. Atlass said he discharged Mr. Flower.

On May 13 the 12 engineers of WIND walked off the air, leaving the station off the air from 6-9 a.m., until station employees could take over. Kenneth Shirk, WIND chief engineer, resigned from IBEW and remained on the job. Mr. Atlass said he had been besieged by applicants—mostly veterans—for the engineering staff vacancies.

Mr. Atlass said the IBEW action was a “direct violation” of the first article of the WBBM-IBEW contract which provide that in case of labor-management disputes the union engineers will continue to work pending arbitration.

IBEW international headquarters

Our Bill’s Here Again

That idea for the freedom study, incidentally, was jointly conceived by Mr. Luce and his friend, William Bennett, now Assistant Secretary of State. Does Henry, whose startled fauns in the editorial pasture have discovered radio commercials, know that this genial companion of his once was in the ADVERTISING BUSINESS?

Isn’t it time that Congress, where Henry’s lady serves with distinction, examines these pedantic arsonists who seem so determined to give radio a hotfoot?

LIFE’s editorial praises Charles A. Siepman’s Radio’s Second Chance. It is presumed that LIFE knows that Mr. Siepman figured prominently in writing the FCC Blue Book, as well as this more popular commercial venture in publishing.

“FM,” says LIFE, “. . . should make possible (if FCC is on its toes) a greater diversity of station and network ownerships.”

“If FCC is on its toes,” the FCC is on every body’s toes, it may even be on Mr. Luce’s toes. Does he know that, in addition to advertising American products on the air, some fellows have discovered how to send PICTURES THROUGH THE AIR?

Well, that’s LIFE for you. You never know.

(Continued on page 83)
Network Billings Slump in Past Quarter

Shortage of Goods Prompting Many Withdrawals

FOR THE FIRST TIME in five years, networks and stations are courting the agencies, bearing gifts of increasingly available time.

Network yearly billings fell an estimated $1,088,788 in annual billings on ABC; advertisers withdrawing pound for pound, through Foote, Cone & Belding; American Radio Warblers, through Schwartz; Textron Theatre, through J. Walter Thompson; Hooper Bids for CAB’s Projectable Ratings

Mr. Hooper described his methods during an hour-long presentation illustrated with slides. Listening homes in which he would place his diaries would be selected after a careful study of economic, educational and social levels.

Prospective selections for diary installation, he said, would be mailed questionnaires which, when filled out, would give the Hooper company an approximate preconception of the types of homes under consideration. Those families who agreed to assist in the project would be given special “premiums” for their efforts. He said that his company was currently experimenting with the feasibility of placing diaries in the radio-equipped automobiles owned by those families who were cooperating in the diary survey. Present plans restrict the distribution of diaries to home receivers.

Mr. Hooper reitered his company’s endorsement of the CAB special committee’s recommendation that CAB “progress from a rating-service to a standard-setting body.” Since the CAB membership’s decision to keep the organization operating as a rating service until Nov 1 at least [Broadcasting, May 13], Hooper has found it necessary to revive a former plan of his own to

(Continued on page 91)

Hooper Bids for CAB’s Projectable Ratings

Proposal for Nationally Projectable Ratings Is Endorsed

By EDWIN H. JAMES

C. E. HOOPER last week invited subscribers to his audience research service to a New York meeting at which he made an analysis of Broadcasting that it stood ready to “carry out CAB subscription obligations to firms currently subscribing to CAB but not Hooper-ratings.” Clearly, what Mr. Hooper hoped was that such CAB should vote itself out of business as a rating service, he would then be the CAB subscription list.

Mr. Hooper described his company’s endorsement of the special CAB committee [Broadcasting, May 13] that nationally projectable ratings be launched. “The need for the utility of such projectable ratings was brought to the CAB by subscribers,” he said, “in fact, our firm alone has had experience in this field, having already issued two reports which were based on the projecton concept.”

Both of these reports, he said, were issued during the war—in 1944 and 1945—when for “manpower and other reasons” it was difficult to obtain “adequate coverage of small town and rural homes.” Since issuance of those reports, Mr. Hooper company has “experimented unceasingly” to produce a “method which would be more readily applicable to all elements in the population and which would be of the same limited, but over important qualitative information, a demand for which has also been registered by industry leaders,” he said.

Mr. Hooper’s new method was one which he described, although not in considerable detail, in an article which he wrote for Broadcasting last March 18. Such national Hooper-ratings, he said, would be based on “diaries” in 7,000 or more radio homes which had been “carefully selected to represent, in proper balance, network service, population, distribution.”

The national ratings, which he described as “essentially an extension of the technique already thoroughly established in connection with area Hooper-ratings,” would, in whole, include (1) comparisons between network radio and other media; (2) comparisons between networks; (3) determination of the size of networks, and (4) the supply of ratings for projection to total radio homes—by regions—for the whole U. S.

(Continued on page 91)
Here's Clear Channel service—IN ACTION!

We emphasize an important point brought out by WHO's sale of War Bonds—the fact that 55% of all sales were made outside of Iowa.

More than 25,000 people, in every State except Vermont and South Carolina, sat down and wrote letters ordering War Bonds ("Dear WHO—")! People in Texas, Georgia, Montana and Ohio, for instance, were consistent and heavy purchasers. That's WHO Programming—and Clear Channel Service—IN ACTION!

Please remember that WHO offered no kisses by movie stars, or other special inducements. Every one of those 25,000 people could have bought more easily from their local stores, banks, etc.—could have saved themselves the trouble of writing checks or buying money orders, writing letters, addressing and stamping envelopes, and mailing their orders to WHO.

Every one of them was actuated by the listener-loyalty WHO has built through its long record of broadcasting constructive programming in (and to) the public interest.

WHO's listener-loyalty will reflect in increased sales for your product, too, when you advertise on WHO. Write for availabilities—or ask Free & Peters.

WHO

for Iowa PLUS +

Des Moines . . . 50,000 Watts


FREE & PETERS, Inc., National Representatives
NAB Winds Up District Meeting Series

Philadelphia and Boston Sessions Discuss FCC, Music

MOST successful series of district meetings in NAB's history convened May 20, to a close Friday when the 3d District, assembled at the Bellevue-Stratford Hotel, Philadelphia, concluded a two-day session at which President Justin Miller flatly declared that the rights of broadcasters and the public must be protected from the FCC's unjustified inroads on freedom of speech.

The Philadelphia, following the same course as the 1st District meeting in Boston the previous Monday and Tuesday, went deeply into the problems surrounding issuance of FCC's Blue Book and then covered the difficult issues involved in negotiations with the AFM.

As at Boston and previous district meetings, President Emphasis was given a vote of confidence in his handling of these questions. George D. Coleman, WGBI Scranton, district director, opened the 3d session. Mr. Emphasis, President Miller who delivered the first address. He covered the program and music issues then reviewed other problems facing the industry and outlined what NAB is doing about them.

The Philadelphia and Boston meetings concluded a series that started June 7, when the 16th District convened in Los Angeles. The 17 meetings were attended by five of members and two of non-member outlets were represented. Even-numbered districts held elections for directors, with five reelecting their directors.

Five Reelected

Reelected for two-year terms starting with the association convention in Chicago Oct. 21-24 were: Campbell Arnoux, WTAR Norfolk, 4th District; John J. Gillin Jr., OWGM Wichiita, 16th District; William B. Way, KVOS Tulsa, Tulsa, 12th District; Hugh B. Terry, KLZ Denver, 14th District; William B. Ryan, KFI Los Angeles, 16th NAB.

Three districts elected new directors. Wiley P. Harris, WJDX Jackson, Miss., was elected director of the 6th District, succeeding William H. (Bill) King, who was elected director of the 6th District, succeeding William H. (Bill) King, who decided to run. C. Bruce McConnell, WISH Indianapolis, was elected director of the 6th District, succeeding John E. Petzer, WEXL Indianapolis, who is a candidate. Michael U. Hanna, WHCU Utica, N. Y., was elected director by the 2d District to succeed Kolin Hager, WGY Schenectady. Mr. Hager resigned from WGY and from his directorial position in the near future to join SESAC as assistant to the president [BROADCASTING, May 13]. Mr. Hanna was also elected interim director until the October convention, at the board meeting in Washington May 6-9.

Most districts called for Governmental action to provide uniform time. All pledged support of BMI and discussed approach of ASCAP to the FCC. President Miller, attended all district meetings and made complete reports. Association of National Advertisers and American Advertising Agencies, joint sponsors of BMI with broadcasters, were represented at all district meetings and gave BMI official support.

State Associations

Some districts voted encouragement of the movement to form state broadcast associations. Work into the state association pattern was reviewed. Frank E. Pellegrin, director of broadcast advertising, attended all of the meetings. C. E. Arney Jr., secretary-treasurer, attended a good part of the sessions.

The 1st District, meeting in Boston Monday and Tuesday, unanimously supported the association's aggressive stand on the FCC Blue Book. With 125 broadcasters present, the district passed a resolution which was approved by the president of the NAB in regard to the FCC report.

Paul W. Morency, WTIC Hartford, district director, presided at the session, held at the Statler Hotel. Employe relations, music, public relations, small market stations, and other problems were discussed. Mr. Pellegrin reviewed work of NAB broadcast advertising department.

Work of the Rate Card Committee was reported by New England's H. Feltis, president, and by George Steffy, WNAC Boston.

President Miller said NAB stands ready to challenge the FCC's power and reminded that broadcasters are championing the rights of the people in the present fight.

Murray Carpenter, WOR Portland, Me., suggested the industry, through NAB, outline the criteria of programming and crossplace the outline before the FCC and Congress.

Hugh Feltis presided over a meeting on broadcasting. Robert F. Elder, assistant to the president of Lever Bros., Cambridge, and Leonard T. Bush, vice president and assistant director of Commercial Advtg., New York, spoke on broadcast. Mr. Bush said he hoped NAB would network with the FCC Blue Book and become a dominant topic in the industry. After the March 20 FCC hearing, NAB has taken firm stand against FCC efforts to become program promoter for nation.

ALL OF NAB's 17 districts have held meetings since the first of the year, with two sessions last week completing the schedule. New NAB President Justin Miller attended all meetings and met with the nation's broadcast executives. All meetings went into music and regulatory problems, with FCC Blue Book becoming a dominant topic at most meetings. In March an NAB resolution restated the FCC's unjustified inroads on freedom of speech.

Work of the Rate Card Committee was set up in a series of uniform rate cards was praised in a resolution as a measure that will aid in promoting the sale of radio.

Small Market Committee was heard over by Mr. Morency. Mr. Carpenter, WKNE Keene, N. H. Mr. Pellegrin reported on activities of NAB on behalf of these stations and urged more intensive coverage.

(Continued on page 82)

FCC to Probe Multiple Video Holdings

Issues in Los Angeles

Hearings Cover Paramount

DELVING for the first time into multiple ownership of television stations, the FCC will soon hold hearings in Washington to inquire into the question of concentration of station holdings in 10 companies applying for stations in various cities, it was learned last week. The proceedings will be made part of the general of the issue of probe into the issue of multiple ownership on private television applications in Los Angeles (which start today (Monday).

Inquiry into Paramount holdings was decided by the Commission at its weekly meeting May 2 and was to be heard in Los Angeles. However, because of a delay in notifying the parties, leaving little time for preparation of evidence, it was decided to hear the company's holding and stock ownership testimony in Washington following the California proceedings.

An order issued by the Commission pending inquiry to applicant companies but stated that consideration is being given to Paramount holdings "in existence licenses of television broadcast stations on the application, and that the Commission will have in Section 3.640 of its Rules and Regulations.

It was expected, therefore, that the Commission will be Paramount holdings, in addition to determining its concentration of ownership with its ownership of WBKB Chicago through its subsidiary, Bala- ban & Katz Corp., and its interest in WABD New York, licensed to control of television broadcast facilities in a manner consistent with public interest, convenience, or necessity.

The Commission inquiry, in addition to probing into the issue of multiple ownership, brings into focus the overall questions of the film industry's entry into television. When asked during the Washington hearings about Paramount's interest in his company, Dr. Du Mont said that that like other people Paramount is interested in an "insignificant" role.

Paramount is one of two remaining movie applicants for television in Los Angeles, the other being Hughes Productions, Division of Hughes Tool Co. Others seeking facilities in Los Angeles, where seven channels are available, are Earl C. Anthony Inc. (KFI), Don Lee Broadcasting System (KTTV), and Dorothy S. Thackrey. (WLBP Brooklyn, KYA San Francisco, KLAC Hollywood.)

In addition to the stock ownership issue, the Commission on the Los Angeles cases will receive testimony on qualifications of applicants, proposed program service, and population and area to be served. Harry Plotkin, assistant to the President of the Commission, will preside.

Originally, there were 13 entries in the Los Angeles field. The three withdrawals are: Walt Disney, WDIV and Metro-Goldwyn-May- ayer Studios Inc., Fox West Coast Theatres, Warner Bros. Broadcasting Corp., and Consolidated Broadcasting Corp. Ltd.
The salmon gets it again. You know the fabulous story of how they fight their way back to their place of birth.

Well, first they built Bonneville Dam and made the poor fish jump high road blocks. It was tough but a lot of them made it back home.

Now... in that picture up there, they are artificially inseminating salmon to step up production. Now we ask you... where is "home" going to be for all those new little salmon?

We have a Baltimore radio point to make, and of course it's this: radio time buyers have fewer problems than the salmon when it comes to getting products "home" in this 6th largest city. For W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. It belongs on that list of yours.

Tom Tinsley, President

WITH
and the FM Station W3XMB
Baltimore, MD.

Represented Nationally by Headley-Reed
May 20, 1946 • Page 19
Parts Makers Attend Chicago Meeting

Price Control Denounced By Trade Delegates At Sessions

PROBLEMS of OPA control occupied an important part of the agenda for the small parts manufacturers and distributors meeting May 13-16 in Chicago. Convention was the combined Radio Parts & Electronic Equipment Shows, Electronics Parts and Equipment Conference, and Radio Parts Manufacturers’ National Trade Show.

Many manufacturers in corridors and rooms of the Sheraton-Crowne Plaza, scene of the convention, complained about the difficulty experienced in obtaining high priority materials which they said bottle-necked assembly lines of manufacturers.

Attendance at the conference and combined show in Chicago soared to a record 3,500 Wednesday, May 15, with several hundred visitors from allied industries swelling the estimated 5,500 representatives of parts manufacturers and distributors.

Kenneth C. Prince, show manager and executive secretary of the Electronics Parts and Radio Manufacturers’ Association described the 1946 show as the “greatest in the history of the radio parts industry.”

Sunday Business

Prior to the official opening of the radio parts conference and show, business meetings were conducted Sunday by the board of directors of the National Electronics Distributors Assn., with election of officers for the organization, and Monday by NEDA delegates. An executive meeting of the board of governors of the representatives of both manufacturers and distributors was also held Sunday.

Monday’s sessions were highlighted by closed meetings of both NEDA and EPFEMA and the representatives, and opening of registration for the convention.

Final three days of the convention, May 14, 15, and 16, were devoted exclusively to exhibitions by the nation’s manufacturers of parts and electronic equipment, with all meetings of any kind prohibited.

Leaders of the industry, including Bond Geddes, executive vice president and general manager of RMA, R. C. Cosgrove, Crosley Corp., and president of RMA, J. A. Berman, of Shure Brothers, and chairman of the Assn. of Electronics Parts and Equipment Manufacturers were unanimous in their indictment of OPA for “bungling and needless delay” in adjusting prices to a fair profit for both component parts manufacturers and distributors.

H. W. Clough, Belden Manufacturing Co., and president of Radio Parts & Electronics Equipment Show, in a news conference Tuesday said OPA was holding up a potential market of $200 million in equipment sales by “wanton disregard for sound economic factors” involved in manufacture and distribution of receivers and electronic equipment.

Later Mr. Clough also stated that manufacturers of radio parts and completed equipment can expect a volume of business “in excess of $150,000,000” in 1946. This amount, which Mr. Clough described as “conservative” is in excess of $25,000,000 over 1945 and can be expected to pass $200,000,000 in 1947.

The president of the organization responsible for the four day combined radio parts conference and show said the outlook for the industry is becoming increasingly bright. He cited recent reports that OPA would lift price ceilings on receivers and parts “sometime this summer” as the first real relief the industry has had since the war.

The industry’s greatest progress will come only when “OPA is eliminated completely,” Mr. Clough said.

He said color television production should be “within six months after OPA release of current restrictions.”

“I am writing Mr. Denny again. I want more specific answers,” said the Senator. He added that after he wrote the acting FCC chairman, “three different people” called on him to ask what he wanted and why.

Mr. Denny’s reply enclosed a copy of the Blue Book, about which theagram for Mr. Siepmann penned in a P.S. that the Senator would find it “interesting.”

Mr. Siepmann was an American citizen, wrote Mr. Denny, who “had served as an official adviser on radio to the president of Harvard U. and as assistant director of the OWI San Francisco office for American broadcasts beamed to the Far East. He had also published several articles on American broadcasting,” wrote Mr. Denny.

“It was on this basis that the Commission in June 1945 authorized the payment of $839 to Mr. Siepmann for a period not to exceed 30 days, as special consultant, at his previous government salary of $2,500 a month.”

Bridges Says Siepmann Was Paid $839

Asks Why His Activities Were Kept Secret By the FCC

CHARLES A. SIEPMANN, the former British Broadcasting Corp. program expert, drew $839.67 from the FCC in salary and per diem expenses during a 21-day period last July while he was studying Commission records in preparation for the Blue Book report of March 7 and — incidentally — publication of his book, “Radio’s Second Chance.”

But whether Mr. Siepmann wrote the Blue Book is a matter upon which principals differ. He merely “participated” in a “preliminary draft,” Charles R. Denny Jr., acting FCC chairman, has admitted.

Mr. Siepmann himself believes he contributed more than “participation,” or so he has told Broadcasting.

Senator Bridges wanted to know why the FCC—an arm of the U. S. Government—saw fit to employ “at an impressive salary, a person trained by the governmentally dominated British Broadcasting System which is opposed in principle and practice to our American system.”

He wanted to know why the FCC “threw a shroud of secrecy around Mr. Siepmann’s use of Commission records. He wanted to know why the former BBC person had access to “confidential data,” his “preliminary draft,” Charles R. Denny Jr., acting FCC chairman, has admitted.

Mr. Denny’s reply didn’t answer questions to the Senator’s satisfaction, Mr. Bridges said.

“I am writing Mr. Denny again. I want more specific answers,” said the Senator. He added that after he wrote the acting FCC chairman, “three different people” called on him to ask what he wanted and why.

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SCHONING RENAMED AT NEDA SESSIONS

RE-ELECTION of William Schon- ing, Lukke Sales Corp., as president of the National Electronic Distributors Assn., highlighted the opening session, Monday, of the radio parts manufacturers’ convention in Chicago May 13-16.

Other officers appointed by the NEDA board of directors include: Vice-president, A. D. Davis, president, Allied Radio Corp.; Richard Weatherford, secretary; and Aaron Lippman, treasurer.

New directors for NEDA will consist of Milton Deutchman, Bos- ton; Arthur Stallman, Ithaca, N. Y.; Ralph Peffer, Harrisburg, Pa.; Abe Seidler, Miami, Fla.; Lealas Hale, Monroe, La.; Louis Bonn, Minneapolis, Minn.; Guy Pain, Portland, Me.; William A. Wilson, Columbus, Ohio; Lou Hatry, Hartford, Conn., and Ralph Walker, Chicago.
Omaha is a city of over a quarter of a million people who work, play and spend!

KFAB is the only station that brings to these people their favorite CBS shows. Also, KFAB bolsters its enviable position by bringing to the listeners special local programs. Thus establishing continuous "loyal listening." This fact alone makes KFAB the right buy for you.

But in addition to Omaha, KFAB includes the thousands of listeners in Council Bluffs and area, the many thousands in Lincoln, plus the tens of thousands of listeners in the far reaching rural sections. All spenders! All receptive to your sales message effectively broadcast over KFAB. For available time get in contact with General Manager Harry Burke, Omaha; or a Paul H. Raymer man.

The ONLY Basic CBS Station in Nebraska

HARRY BURKE, General Manager

Represented by PAUL H. RAYMER CO.
By BRUCE ROBERTSON

During the three and three-quarters years between Pearl Harbor and Tokyo Bay, almost 15,000 hours of broadcasting on NBC, CBS, and ABC alone were devoted to programs and announcements to aid our country's successful prosecution of the war, according to data obtained last week from these networks. NBC reported 4,051 additional hours in programs with war news.

Comparative information was not available at MBS, but no one who did any radio listening during the war will have any doubt that its contribution was of comparable proportions. Nor will it be questioned that contributions of the individual stations of the country, who added to the time given to national campaigns countless hours in support of local wartime drives, would, if their figures could be obtained, swell the overall total to astronomical dimensions.

When the three networks' data are considered in connection with the FCC's Blue Book, which was somewhat less than flattering on the subject of radio's public service record, several facts stand out immediately. First: Approximately 45% of time devoted to war effort broadcasting was commercial time, the contribution not of the networks but of their advertiser clients. The new FCC system of reporting the makeup of a station's schedule would require such contributions to be listed simply as "network commercials" and "spot announcements" without mention of public service, which can be claimed only for sustaining fare under the FCC rules.

Second: The purely sustaining portion of the war effort was as free from all commercial taint, does not tell the whole story. Much of this time was donated during normally sponsored hours which had been cancelled by the networks to broadcast programs deemed important to the job of winning the war. Whenever necessary—or better, whenever it seemed wise to do so—commercial programs were scrapped so that the best time could be employed to put the war messages across to the public. This meant not only sacrificing the income for the time but in many cases also giving to the advertisers the cost of talent which had to be paid whether the show went on or not.

Third: CBS and NBC report a total of 37,125 war effort announcements, or an average of about 10,000 for each of the war years. Additional data supplied by NBC show that the volume of war messages increased as the war progressed. NBC also reports that WEA, NBC-owned station in New York, broadcast over 20% more war effort announcements than the network total, or 28,047 on WEA to 23,616 on NBC during the war.

The FCC in its Blue Book stresses the evils of "piling up of commercials," of too many announcements broadcast too close together. "The listener who has heard one or more commercial announcements" the Blue Book says, "may reasonably expect a program to intervene." If listeners actually have been complaining about an overabundance of announcements, it seems entirely possible that the broadcasters might have avoided such criticism by not broadcasting so many war effort announcements.

An announcement designed to make the public buy war bonds, to give to the Red Cross, to enroll in the Air Warden Service or as a salvage drive worker, hits the listener about 10 times a week if an announcement urging him to use a certain commercial product. To the listener, one is no more pleasing, no less annoying than the other—except that war messages were frequently couched in much more forceful language than an advertiser would normally be permitted to use, so that they might have the greatest possible effect.

**ANALYSIS OF TOTAL WAR EFFORT TIME—NBC NETWORK**

<table>
<thead>
<tr>
<th>Number of Broadcasts</th>
<th>Number of War Items</th>
<th>Commercial</th>
<th>War Related Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>174,677</td>
<td>2,968,179</td>
<td>9,999,489</td>
<td>10,586 hrs. 18 min.</td>
</tr>
</tbody>
</table>

**Program Analysis Division NBC Research Department**

**WAR EFFORT ANALYSIS**

The Columbia Broadcasting System, Inc.

December 7, 1941—September 2, 1945

**Total Programs**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Broadcasts</th>
<th>Number of War Items</th>
<th>Commercial</th>
<th>War Related Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs with war items (Treated in subject matter)*</td>
<td>13,312</td>
<td>16,775</td>
<td>3,458 hrs. 28 min.</td>
<td></td>
</tr>
<tr>
<td>Programs with war items (Treated by announcements)*</td>
<td>12,851</td>
<td>12,851</td>
<td>2,076 hrs. 48 min.</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>26,163</td>
<td>29,704</td>
<td>5,535 hrs. 16 min.</td>
<td></td>
</tr>
</tbody>
</table>

**Commercial Programs**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Broadcasts</th>
<th>Number of War Items</th>
<th>Commercial</th>
<th>War Related Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs with war items (Treated in subject matter)*</td>
<td>22,917</td>
<td>21,025</td>
<td>3,076 hrs. 12 min.</td>
<td></td>
</tr>
<tr>
<td>Programs with war items (Treated by announcements)*</td>
<td>10,586</td>
<td>10,586</td>
<td>1,974 hrs. 30 min.</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>33,493</td>
<td>31,611</td>
<td>5,051 hrs. 02 min.</td>
<td></td>
</tr>
</tbody>
</table>

*Treated by announcements* and *Treated in subject matter*.

**KABC New Transmitter Is Put Into Operation**

KABC San Antonio turned on its new 50,000 w transmitter May 7, and at the same time switched to 680 kc. Station was formerly heard at 1450 kc with 250 w. It operates with 10,000 w nighttime.

Engineering estimates show that there are over 3,000,000 listeners in the primary area now covered by KABC, with 105 counties covered. Station Manager Charles W. Balthrope concluded arrangements with the FCC in Washington April 27 and permission was granted to start broadcasting on the new wavelength six days later. By May 7 the new transmitter was in operation.

**TAX RELIEF GRANTED BY REVENUE BUREAU**

Relief from inconsistencies in the Internal Revenue Code due to a loophole in Section 722 has been provided by the Revenue Bureau, permitting stations incorporated prior to Jan. 1, 1939, but not in operation before that date to obtain relief from excess profits taxes.

NAB had asked this relief in February at a hearing before the Joint Committee on Internal Revenue Taxation. Don Petty, general counsel, pointed to the gap in the law. At that time he asked relief for stations that have changed their power under the clause covering nature of business [Broadcasting, Feb. 11]. Joseph Noonan, Commissioner of Internal Revenue, has placed broadcasters under Section 722-c of the code. He will set up a new board to handle special situations such as changes in station power.

Mr. Petty is preparing a letter explaining to stations how the new revenue ordinance will operate.

NAB has just published a booklet for use of station managers in computing income taxes. FCC station income figures over the 1937-44 period have been compiled by type of station, city size and channel. Stations that have undergone change in classification are required to compute their probable income with no less exact computation than the new figures are designed to simplify such computations. The booklet has been distributed to managers by Dr. Kenneth H. Baker, NAB director of research.

**CBS, NBC, ABC: 15,000 War-Aid Hours**

Advertisers Donated 45% of Time Used for War Service Programs

<table>
<thead>
<tr>
<th>End of Year</th>
<th>Number of Broadcasts</th>
<th>Number of War Items</th>
<th>Commercial</th>
<th>War Related Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 7, 1941—Dec. 31, 1942</td>
<td>1,577</td>
<td>2,569</td>
<td>1,894</td>
<td></td>
</tr>
<tr>
<td>Jan. 1, 1943—Dec. 31, 1943</td>
<td>3,968</td>
<td>6,625</td>
<td>7,084</td>
<td></td>
</tr>
<tr>
<td>Jan. 1, 1944—Dec. 31, 1944</td>
<td>2,392</td>
<td>4,061</td>
<td>4,816</td>
<td></td>
</tr>
<tr>
<td>Jan. 1, 1945—Sept. 1, 1945</td>
<td>8,682</td>
<td>14,294</td>
<td>6,572</td>
<td></td>
</tr>
</tbody>
</table>

**GRAND TOTAL**

8,682 | 14,294 | 6,572

Program Analysis Division NBC Research Department
WKY ranked third among top audience-delivering stations of the nation in Billboard's recent study of Hooperatings on the "First Fifteen" programs. This record is even more significant since WKY alone among the top three stations had three-network competition locally.

WKY led all NBC stations afternoon and evening in 32 Hooperated cities (January-February) in percentage of listening, delivering a 17.0 bonus in the afternoon, a 10.7 bonus in the evening. WKY's morning listening showed a 8.5 bonus during the same period.
KNOXVILLE—One of the South’s Most Progressive Cities

Knoxville’s development has been phenomenal. The fact that this city is “the home of TVA” has been a contributing factor to its steady growth. Sleek generating units, such as those pictured above, are found at many TVA powerhouses...units that make Knoxville’s industrial wheels hum busily. Truly, Knoxville’s purchasing capacity “IS ON THE SPEND!”

WBIR---Delivers the Audience In Knoxville

Good programs, reputation for community service, station personality...all of these, plus CONSISTENT PROMOTION, produces an audience. Let WBIR tell this large audience about your merchandise and watch your sales increase. Let us send you the latest market data, Hooper statistics and other material NOW!

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

Represented By The John E. Pearson Co.

WGAR 50 kw Grant Reversed On Petition Filed by WADC

REVERSING the stand it took three months earlier, FCC last week announced it had withdrawn the conditional grant for increase in power from 5 to 50 kw on 1220 kc which it made to WGAR Cleveland on Feb. 1.

The action was taken May 10 in granting a motion filed on behalf of WADC Akron, which also is seeking 50 kw on 1220 kc. WADC argues that the conditional grant to WGAR was unjustified and violated the Communications Act and standards of the Ashbacker case, in which the Supreme Court ruled that hearings must precede FCC action on mutually exclusive applications.

Representatives of Kirkland, Fleming, Green, Martin & Ellis, Washington counsel for WGAR, said “a considerable sum of money” already has been spent on installation of the 50-kw plant. When the conditional grant was issued, subject to withdrawal when a decision has been reached following consolidated hearing of the two applications, WGAR Vice President and General Manager John F. Patt announced that work would begin immediately on the project, at an estimated total cost of $350,000 to $400,000.

Premised on Petition

Although consolidated hearing of the two applications was held in April, no decision has been issued and FCC sources said withdrawal of the conditional grant was made on the basis of WADC’s petition, not as a result of the hearing. Nor did Commission authorities regard the withdrawal as casting any doubt on the validity of the rules under which the conditional grant was made, although the petition maintained that the rules themselves provide a “system of loopholes” by which requirements laid down by the Supreme Court in the Ashbacker case might be avoided. WGAR’s was the first conditional grant issued under the new rules.

WADC’s petition [BROADCASTING, Feb. 25] was filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, who also argued the Ashbacker case before the Supreme Court. One of the reasons given by FCC for issuing the conditional grant was that, since the WADC application was “substantially the same” as an earlier one which was denied, the present application “may have been” filed to hinder the WGAR request. The WADC petition emphasized the FCC did not charge that the Akron petition actually was filed for hindering purposes and maintained that the charge is unfounded and that such “quasi-defamatory language...can be harmful indeed.”

WADC also contended that its present application is free of “technical defects” which resulted in denial of the earlier application.

WADC now operates on 1350 kc with 5 kw.

JACK HARRIS TAKES POSITION WITH WSM

L.T. COL. JACK R. HARRIS, Army public relations officer specializing in radio, on June 1 returns to WSM Nashville in a newly created executive post as associate manager, according to an announcement last Friday by Harry Stone, general manager. Col. Harris left WSM five years ago when he was director of news and special events, to enter Army service.

Mr. Harris will continue his reserve status and, upon request of Lt. Gen. J. Lawton Collins, Army director of information, will serve as a consultant on radio to the public relations bureau. He will be called upon to counsel with the public relations office and more particularly the radio branch as conditions warrant.

Col. Harris, who began his Army reserve career as a captain, was assistant chief of the radio branch under Col. Ed Kirby. He served in both the European and the Pacific theatres, and was successor to Lt. Col. A. A. Schechter, now vice president in charge of news and special events of MBS, as radio officer on the staff of General MacArthur. He is on terminal leave following a special tour in the Bureau of Public Relations and plans to move to Nashville early next month.

VIC WATERS, discharged from the Royal Canadian Corps of Signals after service in the Pacific area and Australia, has returned to CJOR Vancouver, B. C.
Few are those who have walked the earth as giants among men. One was George Westinghouse... inventor, engineer and builder.

By the time he reached 40, George Westinghouse had created the air brake... an invention of which an early test is pictured above. He also had perfected electric signal control for railroads; and revolutionized electric power production by developing the application of alternating current. Before he died, George Westinghouse harnessed Niagara Falls, striking the keynote of a new era in hydroelectric power; pioneered the electrification of railroads; and guided the development of the steam turbine... source of so great a portion of today’s motive and industrial power.

Yet these achievements were but highlights of this man’s amazing career, and the 361 patents he received were merely the tangible expressions of his genius.

Into the Westinghouse Electric Corporation, its founder breathed the spirit of inventive solution of industry’s problems... and the desire to strive for the good of mankind. Thus, some years after George Westinghouse died in 1914, but long before broadcasting became an institution, the Westinghouse organization sensed the inherent value of radio transmission as a means of communication... and its development of broadcasting came to be shared by all in the public interest.

This is the concept, this the tradition that continues to rule, in this centennial year, at KDKA, KYW, WOWO, WBZ, WBZA, and KEX... the six stations in the Westinghouse group.
NOW ADVERTISERS SPEAK

During the past several weeks we have been showing CBS color television to key advertising executives. They represent the group television must inevitably look to for financial support. From the typical comments below you can gauge the extent of their enthusiasm for color.

...says a merchandising authority

"I think your film did demonstrate that black-and-white television is far, far inferior and very unsatisfactory compared with color television. This you proved without a shadow of a doubt."

WALTER HOVING, Former President
Lord & Taylor

...says a very large advertiser

"I was profoundly impressed by the CBS color television demonstration. I can not see how any family will be content with anything less than full color on its television sets."

H. W. RODEN, President
American Home Foods, Inc.

...says an agency executive

"Absolutely terrific!"

PHILIP YOUNG
N. W. Ayer & Son

...says a sales promotion director

"It is my opinion that if the public had the choice it would accept nothing less than ultra-high frequency color television..."

WILLIAM TOBEY, Sales Promotion Director
Abraham & Straus

...says an agency executive

"I do not believe that the public will accept monotone television once color television programs and receiving sets are available. I am also of the opinion that the impact of commercial messages in color will be several times that in black-and-white."

E. F. HUDSON, Vice-President
Ted Bates, Inc.

...says a media expert

"I was very much impressed by this demonstration. The color and definition were beautiful. As a source of entertainment and education in the home it has enormous possibilities..."

CHARLES BROCKER
Vice-President in Charge of Media
Geyer, Cornell & Newell, Inc.

...says an agency executive

"Your presentation constituted a very excellent and convincing argument for the use of color in television. In my opinion CBS has shown both courage and foresight in jumping the intermediate hurdle of black-and-white images, with its eventual obsolescence, to perfect what everyone must inevitably want for home reception."

TOD REED, Vice-President
Rothrauff & Ryan, Inc.
pick color television as sales medium

...says an advertising manager

"The color television looked excellent to me. My personal reaction was 'Why bother with black-and-white if color can be done as satisfactorily at present.' I was very impressed."

W. A. DRISLER, JR. Advertising Manager Cannon Mills, Inc.

...says a merchandising manager

"My personal reactions to color television are feelings of pleasure, excitement, and thrills. Certainly color over black-and-white is much to be desired."

WALTER J. ANDREE Manager-Merchandising Department Sinclair Refining Company

...says an agency President

"...One point sells me—the clarity of subject achieved by the use of color even in the 12 inch screen, for that may be the screen of the mass market for the first few years of video."

LAWRENCE L. SHENFIELD, President Doherty, Clifford & Shenfield

...says an agency executive

"I was tremendously impressed by the color-vision demonstration. In short, why bother with black-and-white? I, for one, intend to wait until color sets are available."

WILLIAM N. DAVIDSON, Timebuyer J. Walter Thompson Co.

...says an account executive

"I was very much impressed with the quality. I think it obsoletes black-and-white as the ATOM Bomb made Block busters obsolete."

E. J. ROSENWALD, Account Executive Biow Company

...says an agency executive

"In its pioneering of color television CBS has extended the communication of ideas to the furthest point yet achieved. There is no doubt that it will serve, as each successive forward step in communication has, to extend the consumption of goods and the use of services and at the same time further reduce the cost of distribution."

LLOYD O. COULTER Vice-President in Charge of Radio McCann-Erickson, Inc.

PUBLIC, TOO, WANTS COLOR

The public has recorded its opinion of color television in an impartial consumer study. The findings indicate an overwhelming preference for color television over black-and-white on the part of the audience television must create for itself. You are welcome to a copy. Address, Columbia Broadcasting System, Dept. T, 485 Madison Avenue, N.Y.C.

COLUMBIA BROADCASTING SYSTEM
Many Troubles Vex Video Applicants

**Postponement of 28-hr. Rule to Be Asked This Week**

THE EXPECTED postwar developments in television have struck a snag.

Predictions made last year that new stations would spring up all over the country and that a sizable number would be in operation by 1947 just won't come true. The delay is due to a combination of factors but they all add up to one cold reality: television won't pay its way for some years.

Present and prospective telecasters have been aware of the problem for some months. They have shown it by withdrawing their applications for stations and in a few cases by relinquishing construction permits. This week, however, the FCC will be forcefully apprised of the situation when the Television Broadcasters Assn., through its counsel, William A. Roberts, petitions for an indefinite postponement of the 28-hour rule, which is to go into effect June 30.

**Reconsideration**

In view of the various factors which are holding back television, the 28-hour requirement will have to be completely reconsidered," Mr. Roberts said last week. Few stations, he explained, are in a position to carry a 4-hour per day schedule until sufficient sets are in use to obtain substantial advertising revenue.

While several manufacturers plan to have sets on the market in the fall, many broadcasters doubt that enough sets can be produced or sold this year and next year to develop a paying audience. The high cost of television operation will mean correspondingly high advertising rates. High advertising rates can only be paid if sponsors have large audiences. That poses the problem of manufacturers' ability to turn out volume and at prices which everybody can afford.

It is becoming increasingly apparent that it will require a greater audience in television than was thought necessary to sell advertising. Local advertisers are accustomed to think in terms of radio ownership, of a receiver in every home. Even with the greater selling power of television, they will demand an audience approaching that of radio before they will pay the higher rates which television operation warrants.

As a result, telecasters will have to gradually increase rates as set ownership expands. Unlike sound broadcasting, they won't wait until to start new programs, no matter who the talent, which can be expected to command immediate audiences. Whether the programs are sponsored or not they will be virtually "sustaining" for a long time.

Many broadcasters, in short, have decided that they better wait until an audience has developed or there is a more tangible evidence of development. The CBS developments in color have only served to accentuate the risks involved but high definition or black-and-white, they find themselves unable to go ahead at this time except on a minimal schedule.

**Other Problems**

Added to the fundamental factor of sets, other problems have arisen to retard television. Radio has recently experienced a substantial falling off in advertising, resulting in choice spots being available for the first time in many years. With the tremendous demand for goods and the heavy backlog of purchasing power, advertisers may have nothing to sell for some time, especially in such industries as food where UNRRA takes all the surplus. The incentive provided by wartime taxes, coupled with the Advertising Council appeals to support home front campaigns, to keep a brand name before the public no longer holds.

Advertisers apparently feel it takes much less time to reawaken interest in their products than might have been required formerly.

Another problem harrassing the television picture is Petrillo. As a result of a substantial increase in pay of musicians in the motion picture industry, film will cost more, adding to the cost of television programming. In addition, the AFM president has kept telecasters in the dark on live programming by refusing to permit his musicians to perform for the art.

On top of all this is the problem of getting a station started, even if the audience were available. Restrictions of the Civilian Production Administration on the construction of studios until the housing shortage is alleviated. Therefore, there is no assurance that the prospective telecaster could begin operation.

Another problem harassing the industry, film will cost more, adding to the cost of television programming. In addition, the AFM president has kept telecasters in the dark on live programming by refusing to permit his musicians to perform for the art.

**Inability to carry a 28-hour schedule is not limited to any particular category of telecasters. The Commercial Advertising Council is considering a waiver request from WRGB, General Electric Co. television station in Schenectady, N. Y. In requesting postponement of the rule, GE

**AP, UP Shorwave Refusal Scored**

**Advisory Committee on Reports on Progress at First Meet**

THREE newspaper editors, one a former NAB president, charged that the Associated Press and United Press are obstructing a vital function of Government by refusing their wire services to the State Dept. for overseas shorwave broadcasts.

Appearing last Tuesday before the House Foreign Affairs Committee, which reopened hearings on the Bloom bill (HR-4982), Mark McGill, editor and publisher of the Louisville Courier-Journal and Times (WHAS), and former NAB president; Ralph McGill, editor of the Atlanta Constitution, and William Ethridge, assistant editor of the New York Herald-Tribune and president of the American Society of Newspaper Editors, said that the State Dept.'s cultural relations program should be continued.

"Productive Meeting"

Meanwhile a preliminary exploratory meeting of an advisory committee on international broadcast, appointed May 11 by William B. Benton, Assistant Secretary of State for Public Affairs [Broadcasting, May 19], held a "very productive" meeting in New York last Monday, Mr. Benton reported.

The committee, he said, laid out a series of questions and reports on the development of material on international shorwave broadcasting which was distributed Stuttgart and other consideration by the members before the next meeting in June.

Mr. Benton, who also appeared before the Foreign Affairs Committee, said that the Committee's refusal to permit his musicians to perform for the art.

**Bloom Bill Delayed**

The House Rules Committee has held up HR-4982, introduced by Chairman Sol Bloom (D-N. Y.), the only committee of the Foreign Affairs Committee, but members of Mr. Bloom's committee said last week that some amendments will be proposed in the House to the current bill on the floor. The bill as it stands would authorize the State Dept. to engage in broadcasting, newspaper publishing and producing motion pictures if necessary to carry information about the U. S. to foreign lands.

Messrs. Ethridge, McGill and Forrest told the Foreign Affairs Committee that when returned from abroad they found a hunger for news about the United States. They testified that shorwave broadcasts are badly needed in many areas which receive news by no other sources.

Mr. McGill said the attitude of AP and UP toward furnishing their services to the Government resulted from their competitive efforts to sell their respective services. He said he was fond of Walter Cooper, general manager of AP, and Hugh Baillie, general manager of UP, but told the committee: "I doubt if God has appointed them to protect the freedom of the press."

"The whole thing is being misunderstood and colored by a commercial fight between the two press services," said Mr. McGill. He declared the Bloom bill is "very much less time to reawaken interest in their products than might have been required formerly.

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FACED with the realization that television cannot pay its way for some time, the Television Broadcasters Assn. will ask the FCC to completely reconsider the 28-hour rule to go into effect July 1.

points to the set situation difficulties in obtaining a satisfactory program schedule and need for further relay development to carry programs from New York.

WRBG currently averages from eight to ten hours a week but expects to expand its program schedule as rapidly as possible. Its present schedule is divided equally between local organizations, films, and relays from the NBC video station, WNBF, in New York.

By last week, television withdrawals passed the 60 mark of drop-outs last week were Palmer K. & Lois C. Leberman, New York; WDAS Broadcasting Station Inc., Philadelphia; World Publishing Co. (KVOO), Tulsa, Okla.; and KASK, Inc., San Francisco. The dismissals left six applicants competing for four available channels both in New York and Philadelphia, where hearings have been adjourned. Withdrawal of Heard reduced the number of applicants in San Francisco six, with six channels available. As a result, hearings (Continued on page 78)
He Speaks The Farmer's Language

It hasn't been so many months since ex-Captain Arnold C. "Arnie" Johnson, fresh from 50 months' duty in the Army Quartermaster Corps, resumed his radio career as a member of the live talent staff of Indianapolis' fastest growing station—WIBC. But in that short time he has become a strong favorite with the WIBC farm audience.

That's because this man Johnson speaks the farmer's language... understands his problems and knows his preferences in radio fare. And well he should, for all of his years—time in the service excepted—have been spent either on the farm or in broadcasting farm programs and farm news via KMA and KFNF, Shenandoah, Ia., and KITE, Kansas City.

At WIBC, "Arnie" opens the day's activities at 5 a.m.—an hour before any other local station is on the air—as emcee and news announcer for the two-hour farm show, "Morning Neighbors"... also handles a variety of other assignments on programs of interest to rural listeners.

"Arnie" Johnson is typical of the personalities you'll find on WIBC's talent staff. All are chosen on the basis of their ability to speak the listener's language... to produce profitable results for the sponsor. So to sell more, and more economically, in Indiana, have your John Blair man show you what can be accomplished through a WIBC live talent show.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News
With KDYL

Advertisers go places, too, with this popular station that brings Utahns the nations' top shows, via NBC, and sparkling local features.

Even on wheels, it's KDYL they tune to most.

John Blair & Co. National Representative

AP, UP

(Continued from page 28)

budget for State Dept.'s Office of International Information and Cultural Relations was sent by several radio personalities, including Mr. Ethridge and Commentators W. W. Chaplin, George Hicks, Quentin Reynolds, William L. Shirrer, Leland Stowe, Robert St. John and George Hamilton Combs.

In an advance statement concerning the purpose of the advisory committee, Mr. Benton described shortwave broadcasting as one of the principal means of keeping the rest of the world fairly and fully informed about America.

"It is estimated that there are now more than 20,000,000 radio sets outside the United States capable of receiving shortwave," he said. "This number is bound to multiply. In many areas there is no other means of getting information directly from the United States.

To Show American Life

"It is obviously important to the cause of international understanding and peace," he continued, "that foreign peoples should get an accurate, balanced picture of American life, and of the aims and policies of the United States Government. Broadcasting is a vital medium to this end."

IN CANADA

WINNIPEG

is a "MUST" buy

Men Who Know

select

CKRC 34000

REPRESENTATIVE - WEED & CO.
Dateline: Cairo... Bagdad... Kunming...
Byline: H. R. Ekins
(Courtesy of WSYR)

Mark any major point on a round-the-world flight. WSYR's Ekins was there yesterday... or is there today... or will be there tomorrow.

In two months Ekins is flying 25,000 miles between Syracuse and Syracuse, in the most significantly topical news-gathering trip ever undertaken by a radio newsman. Regular eyewitness dispatches, exclusive to WSYR, keep his thousands of Central New York listeners abreast of the news as he spots it* in the world's news centers.

That's the kind of service they've grown to expect of WSYR!

That's the kind of coverage they know they'll get from Ekins!

This extraordinary trip will insure a larger audience than ever before for Ekins' twice-daily broadcasts at 1:00-1:15 and 6:05-6:15 P. M.—programs whose outstanding quality and audience appeal are typical of the complete, round-the-clock schedule on WSYR.

* Few men in radio today can equal Ekins' experience in spotting the news. For more than 20 years he was an ace U. P. foreign correspondent, stationed in more than 2 dozen world capitals. During the war he covered the European Theatre for WSYR, including the Normandy Beachhead and combat flights with the 9th Air Force. Because of his unusual knowledge of China and her people, United China Relief has commissioned him to do a special job of reportage in that country during this current trip. They rely on him for the actual facts.

Percy Finch of Reuter's News Service, veteran newsmen who is pinch-hitting for Ekins during this 2-month trip. Finch was assigned to the Pacific Fleet during the war, reported the invasions at Kwajalein, Guam, Iwo Jima, and Okinawa, and the surrender in Tokyo Bay.
Salt Lake City Agency Started by AAF Vets

COOPER & CROWE, a new advertising agency, has been formed at Salt Lake City by David D. Cooper and Gordon Crowe, both AAF veterans. The firm will handle all advertising media, with emphasis on radio shows and radio advertising. Offices are in the Interurban Bldg.

Mr. Cooper, released from AAF as captain, was in the advertising department of Sears Roebuck & Co., Denver, before entering service, and before that was account executive of Max Goldberg Agency, Denver. Mr. Crowe, in public relations with AAF Western Technical Training Command and later with Yank magazine before he was discharged last January, formerly was associated with Scripps-Howard newspapers, and was a Hollywood columnist before entering AAF. He handled public service features for KALL Salt Lake City before joining the new agency.

Drug Makers Warned to Watch Quality of Their Advertising

THE traveling medicineman of the last century, hawking spurious remedies through hypnotic showmanship, is a ghost which present-day drug manufacturers thought had been laid long ago.

Last week they were reminded that the ghost seemed to be walking again.

At the annual meeting of the Proprietary Assn. of America, representing 80 percent of the packaged medicines sold in the U. S. Dr. Frederick J. Cullen, the association's executive vice president, issued a warning: Unless the standards of drug advertising are improved, public confidence in packaged medicines and advertising in general is sure to dwindle.

Makers of worthy remedies, he said, must "build barriers against the activities of the gyp, the fly-by-night and the concocter of cures." The best way to build them, he said was by "self-regulation" of drug advertising.

Dr. Cullen, speaking to 350 association members at the Biltmore Hotel, New York, recommended the creation of four joint committees, representing the industry, radio, newspapers and magazines, to establish self-regulatory advertising standards for the drug industry. "Self-regulation," he said, "can only result in greater confidence in medicinal preparations and in advertising in general."

Drug manufacturers, who spend, in all, more than $50,000,000 annually in radio and other advertising, had better begin looking over the shoulders of the copywriters who compose their ads, said Dr. Cullen. Some of the copy, he said, reflected an irresponsibility by writers who had not studied the products "with the same care that is necessary in order to enable (them) to produce material that will not deceive the purchaser."

He had a special bone to pick with "cow catcher" and "hitch hiker" advertising plugs in broadcasting. "They may sell medicine," he said, "but I feel their greatest value is as a revenue producer for the radio station. The frequency with which the names of certain preparations are brought to the public by such advertising is no doubt responsible for much of the criticism directed at packaged medicines."

Radio stations, said Dr. Cullen, "would be doing a great service if they were to discontinue such advertising."

"I wonder," mused Dr. Cullen, "what would happen if such words as 'magic,' 'amazing' and 'miraculous' were permanently removed from the copy writer's vocabulary. I realize that he must prepare material that will attract attention and sell medicines, but he and the manufacturer must realize that they are not selling gadgets but medicines intended to relieve human suffering."

Trammell Critical

Niles Trammell, president of NBC, scored commercial announcements in "too many shows" as fitting into the rest of the script "the way a riveting machine would fit into a symphony orchestra."

Mr. Trammell told the Proprietary Assn. "if advertisers and agencies will put as much brains and imagination and creative ability into the commercials as they put into the show itself the audience will enjoy listening to one just as much as the other."

In past consideration of the time ratio of commercial to program, Mr. Trammell said there had been "too much emphasis on quantity and not enough emphasis on quality."

"The listener does not hold a stop watch on the commercial," he said. "Nobody complains about an interesting or entertaining commercial, but any commercial—regardless of the time it takes—that bores the audience is entirely too long."

Mr. Trammell made it clear that "program control and supervision are necessary at all times." But the "program dictation to which the broadcaster should be obedient is the dictation of public opinion, not that of a government bureau."

Self-regulation by the industry and its advertisers, he indicated, would preclude the necessity of further government control.

FIRST OFFICIAL reunion of former members of the NBC Guest Relations Dept. was held May 12 at a cocktail party at the Waldorf-Astoria Hotel, New York. Invitation was extended by Niles Trammell, president of NBC, both to the 150 men and women who are still with NBC and to the more than 400 others who have taken positions with other networks, independent stations and agencies.

Here's one more reason why KFYR is tops in the Northwest, serving advertiser and listener alike with their best radio bet.

Ask Any John Blair Man
Western Electric
25B speech input console

It's got sparkling eye-appeal—that's the first thing you'll like about this new audio unit designed by Bell Laboratories. When you see how completely it opens up for inspection and maintenance—almost as easily as turning the pages of a book—you'll like that too. And when you study the list of operating advantages it gives you at moderate cost, you'll agree it really is a honey! Ask your nearest Graybar Broadcast Equipment Representative for all the facts about this pace-setting 25B.

Look at these features:

Neat modern styling.
Complete unit design—including table and NEW plug-in cables.
Uniform, noise-free, distortionless operation over a 15,000 cycle range.
8 low level microphone channels and 3 line level channels. Any 4 microphone channels and three line level channels—7 in all—can be used simultaneously.
2 high quality main amplifier channels that handle 2 programs simultaneously—plus separate monitor and cueing channel.
7 remote line input circuits—3 normalled through for program transmission or sending or receiving cue.
All controls arranged and coordinated for maximum operating flexibility and convenience.
Compact—only 36" high, 55¾" wide, 28½" deep.
Designed for maximum ease of installation—junction boxes supplied.
Completely wired for easy plug-in connection.
All parts readily accessible for inspection and maintenance.
PAUL H. RAYMER COMPANY

is pleased to announce

the opening of 2 new offices
Radio Puts Javex in Canadian Homes

Dalglish Builds Sales In Five-Year Use Of Media

By FREDERIC W. LYNDON
Vice President and General Manager
Dalglish Chemicals Ltd., Toronto

SINCE 1941 three-quarters of our advertising appropriation for retail sale of our compound "Javex" has gone into broadcast advertising. Our sales volume in the past five years assures us that we are right in stressing radio. How well we think of it, is demonstrated by the fact that we started with one station and by the end of this year will be using 50 stations across Canada, none with less than a quarter-hour program once a week, most with three programs weekly. Our sales have increased ten fold over the 1941 figure.

Mr. Lyndon

We have found radio a natural medium for our product. Its purchase is mainly by housewives, and our programs are addressed to the housewife. Javex is a product that has to be used often in the home, requires therefore constant purchase, and so we felt that radio was the right medium to bring the product repeatedly to the housewives' attention. Prior to 1941, we had no experience with radio advertising, all our advertising (in Ontario) having been in other media. That year we came to the conclusion that to sell Javex to the housewife through retail outlets would require repetition in advertising, and an attention-getting method. Radio, we felt, was the most effective method of getting the housewife used to requesting Javex in the grocery store. We decided not to use spot announcements, but a live program, and started with a comedy show, The Wife Preservers, a quarter-hour program, thrice weekly on CFRB Toronto. The show featured Frank Shuster and Johnny Wayne, then unknown in Canadian radio. We feel we gave them a lift to the stardom in Canadian comedy programs they have since reached on commercial shows and in their Canadian Army Show career.

Increased Time

We were only on the one station in 1941 and our sales in this territory doubled, so we continued on CFRB in 1942. The show was transcribed and put on four other Ontario stations, CFRC Kingston, CKGB Timmins, CFPL London, and CFCEO Chatham, in addition to the CFRB program. In 1943 we put the program on a six-station Ontario network three times a week, and after Shuster and Wayne went into the Army, we continued it with a new cast. That year we added another six stations, the transcribed program which had been used live on CFRB and the network.

For the first four months of 1944 we used The Wife Preservers on a network of seven Ontario stations, and for the balance of the year used a new musical program on the same network originating at CFRB thrice weekly. We added CKEY Toronto, taking a segment on its Make Believe Ballroom.

Our advertising kept pace with our distribution. So far we had kept pretty well to southern Ontario in radio. There were bottle shortages, and other wartime problems, but we were able to meet the demand made by our constantly increasing advertising. By 1945, however, we found that increased line costs for a larger network would be too great, and we turned to a transcribed show. We asked our agency, MacLaren Adv. Co., Toronto, who had found our first successful radio program for us, to locate a good show, and out of the choice we picked Drama For Today, a series of 156 dramatized short shorts from Liberty Magazine, which we bought for Canada, although we only intended to use them in Ontario. We put the show on 21 Ontario stations with frequencies from one to three a week. In the latter part of 1945 we expanded our markets to the Maritime provinces and Quebec, are now using Drama For Today twice a week on six Maritime stations, together with a musical show Sunshine Melodies on six Quebec stations, three time a week.

Future Planning

This year we bought Easy Aces for Canada, and are currently using it on five Ontario stations thrice weekly. These are major markets. Our other show Drama For Today is now on 16 Ontario stations once a week, and on two Saskatchewan stations once a week,

(Continued on page 38)
Your Sales and Profit Potential is Going UP in Des Moines

New Business, New Sales Opportunity For You, is moving into Des Moines and Central Iowa . . . .

KSO gives you Comprehensive Coverage of this Market at the lowest-cost-per-listener

New business is rapidly moving into Des Moines, capitol of the nation’s richest agricultural market. More than 300 new businesses blossomed in the five months following V-J Day. Ford Motor Co., Firestone, Nash-Kelvinator, Corn Products Refining Co., and many other national concerns are opening new plants or important branches in Des Moines. Your sales potential here is headed for new highs!

KSO is your best media for covering this concentrated market. Your most economical, too. 147 Des Moines advertisers, who know what’s the best buy in Central Iowa, used KSO last year. KSO’s the best buy for national advertisers, too. So, schedule KSO for economical, resultful coverage in Des Moines and Central Iowa.

KSO

DES MOINES, IOWA • 5000 WATTS

Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner
George J. Higgins, General Manager
Represented by Headley-Reed Co.
hot rolls in Hagerstown, freight service in Waco, and hundreds of other products for more than 180 sponsors. America’s Number One Cooperative Program reaches specific markets with special appeal for listeners who think—mature listeners who know what they want and who buy when they want it.

and he’ll SELL your product, too!

Effective local tie-ins are accomplished by insertion of local advertisers’ commercials. Fulton Lewis, jr., is presently available for local sponsorship in a few choice markets.

Wire, phone or write us NOW for complete information.

Fulton Lewis, jr.
sells real estate
IN TUCSON, ARIZ.,

Walker, Only Charter Member of FCC, Nominated for New Term by President

CONFIRMATION of Paul A. Walker, Oklahoma Democrat, to another seven-year term on the FCC virtually was assured last week when President Truman sent to the Senate Mr. Walker’s nomination to succeed himself, as chairman of the Federal Communications Commission. Mr. Walker has been vice chairman of the FCC since 1938.

At the time of his original appointment to a five-year term, Mr. Walker was chairman of the Oklahoma Corporation Commission, where he had wide experience in common carriers, particularly in telephone matters. Upon his appointment to the FCC, he became chairman of the Telephone Division and served in that capacity until it was abolished in 1938 under reorganization. Mr. Walker had charge of the FCC’s part in the AT&T inquiry.

Although Chairman Burton K. Wheeler (D.-Mont.) of the Senate Interstate Commerce Committee, to which Mr. Walker’s renomination was referred, had not called a meeting, Mr. Walker’s renomination virtually was assured last week, committee members said that in view of Mr. Walker’s long service, his approval by the Senate was expected to be “routine.”

Commissioner Walker last November was inducted into Oklahoma Memorial Association, Hall of Fame for outstanding contribution to Oklahoma and to the nation. His new term is scheduled to begin on July 1 and run through June 30, 1953.

Taylor Sees Trend Away From Day Serial Shows

COLUMBIA has no daytime serial programs available which it considers worthy of air time, according to Davidson Taylor, CBS vice-president and director of programs.

“Advertisers are beginning to turn away from this type of program,” Mr. Taylor told Broadcasting, “and on the basis of those submitted to us I can understand why.”

Mr. Taylor announced projected programs on CBS, a series by Norman Corwin based on his One World Award; Operation Crossroads, based on the Bikini experiments; a discussion program about the English language, a program featuring two new comedians he declined to name and a “formula” for presenting a new comic. He said many program innovations could be expected from Columbia in the near future and that he would very much like to hear “from you people close to the heart of America” in determining the type of programs to be presented.

Mr. Taylor said he would “very much favor” more locally produced programs from CBS affiliates.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Javex

(Continued from page 36)

on one other Saskatchewan station twice a week. We have started a weekly live program Double Or Nothing on CKRC Winnipeg.

We are now using 36 stations, and during the summer we will increase our number of Quebec stations, in the autumn more western stations, to a total of almost 50 stations by year end. Our coverage increases as our distribution expands.

In 1944 we added outdoor to our media and our painted bulletins carry a streamer with names of our clients on it. We have made great efforts to increase the number of stations we sell, and have found that our sales have kept pace with our estimates due to our well-rounded advertising program, which includes “point-of-sale” outdoor, newspaper, and radio.

We have found that radio is doing a job for us.

May 20, 1946

Page 38
“BIENVENUE” is the friendly welcome extended to all who approach French Canada in the French-Canadian way. French-speaking Canada is where you find one quarter of all Canadian buyers . . . over 3,000,000 French-speaking Canadians in Quebec and adjacent sections of Eastern Ontario and the Maritimes . . . 3,000,000 Canadians who speak in French, think in French, buy in French.

French-Canadians are particularly loyal to the CBC French Network which brings them news and entertainment in the language they cherish. This network is important because it reaches 84% of French-listening radio homes in Quebec and because the CBC thoroughly understands the particular approaches, appeals and messages which move the French-Canadian mind.

For a friendly and productive appeal to French-speaking Canada, rely on the facilities of the CBC French Network . . . equipped to handle every radio sales problem in this rich, important market.
Congress Is Asked to Force Stations To Sell Air Time to Religious Groups

CONGRESSIONAL action to force broadcasters to sell time to religious groups was sought last week by a delegation of Fundamentalist ministers who asked the House Committee on Un-American Activities to investigate the Federal Council of Churches in Christ, the FCC and stations which have adopted policies of no paid religious time.

Led by Dr. Harvey H. Springer, Englewood, Colo. evangelist, the ministers delivered nine large boxes containing what they said were 60,000 letters of protest after WNOX Knoxville, Tenn. adopted a policy of no paid religious time April 15 [BROADCASTING, May 13].

Dr. Springer told the Committee in closed session, according to a press release issued by the minister, that "Fundamentalist preachers with a total following of between 10 and 15 million are being thrown off the radio. Most Fundamentalist preachers are right-wingers because they believe the Bible and men who believe the Bible usually believe in the Constitution. Our preachers are being put off the radio. I have been asked by these preachers to organize a fight and believe me, we are going to fight."

Dr. Springer's release said the group would "ask the FCC to suspend the licenses on stations discriminating against our preachers." He said: "We believe this plot to throw preachers off the radio a part of the Communist strategy and the PAC strategy." He has opened headquarters for his fight in the Roosevelt Hotel, Washington.

Chairman John S. Wood (D.-Ga.) of the Un-American Activities Committee, said he asked the ministers to file written statements for the Committee's consideration. In view of the Communications Act and court decisions, Rep. Wood said he personally doubted whether his Committee had any jurisdiction, but said if "religion is being kept off the air, I think it's something for Congress to look into." He added that the Committee would consider the protests at its next regular meeting.

Free Time Allocation

Rev. J. Harold Smith of Knoxville, president of the Southern Bible Institute, and editor and publisher of the Carolina Watchman, presented a typed statement to the Committee, charging that WNOX cancelled his programs which have been on the air 2:30-3 p.m., Tuesday through Friday, 9:05-9:30 a.m. Saturday, 7:55 p.m. Thursday, 5:30-7 a.m. Sunday and 10:05-11 p.m. Sunday.

Rev. Smith charged that the free time allotted to religious broadcasts by WNOX was allocated through the Federal Council of Churches, with which the Fundamentalist group was not affiliated.

"We allege from reliable contacts, letters, telegrams, telephone calls and other trustworthy sources," said his statement, "that back of this new policy adopted by Radio Station WNOX and other Scripps-Howard- owned stations, is the radical, subversive, communist influence of the advisors and directors of the Federal Council of Churches in Christ in America."

"Contributed time is controlled time," his statement said. Rev. Smith told the Committee, according to Chairman Wood and Ernest Adamson, Committee counsel, that WNOX had refused time to the Fundamentalist ministers. R. B. Westergaard, general manager of WNOX, said the station "offered the preachers a certain amount of free time. This was refused."

Mr. Smith's statement said the Scripps-Howard stations adopted its ban on paid religious broadcasts "on order from Jack Howard, president of the Scripps-Howard Radio Division."

The policy of donating time for all religious broadcasts was adopted unanimously by the five-man Scripps-Howard Radio board, four members of whom recently returned from overseas service with the armed forces. On the board are Mr. Howard, James C. Hanrahan, executive vice president; Mr. Westergaard, Mort C. Watters, vice presidents, and Joseph Fawcett. Mr. Watters, who also is general manager of WCPO Cincinnati, is the only board member who didn't see active war duty.

After meeting with the Un-American Committee the delegation called on Rep. Richard B. Wigglesworth (R.-Mass.) to enlist his aid in amending the Communications Act to require stations to sell time to the Fundamentalists. The ministers contended that stations sell time for beer and liquor advertising and should be required to sell time for religion. Rep. Wigglesworth said he was studying their protest.

Both the FCC and the courts have denied petitions of Fundamentalist preachers to force WPEN Philadelphia to sell them time.


Decca Profit Up

CONSOLIDATED net profit of Decca Records for the quarter ended March 31, 1946, amounted to $511,050 after provision of $469,523 for income taxes. This profit is equal to $1.32 per share on 388,325 shares of capital stock outstanding at end of quarter and compares with net profit of $227,587 or 58 cents per share on same number of shares outstanding in corresponding period of 1944.

The No. 1 Farm Station in the No. 1 Farm Market

would like you to

MEET OWEN!

This is Owen Saddler, young, dynamic general manager of KMA.

University instructor, seasoned newspaper reporter, successful magazine writer—Owen's entry into the radio field was a deliberate decision based upon his unflinching faith in radio as a vital medium of expression for free people and as an indispensable means of building consumer demand.

KMA's effective selling, merchandising, and duPont-recognized public-interest programs are in keeping with those beliefs. Our warm, friendly programs provide an outlet for the inherent neighborliness which is typical of all Middleweterners. That farm listeners respond is proved by the fact that KMA is the most famous mail-pull station in the country—truly the No. 1 Farm Station in the No. 1 Farm Market.

155 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, Inc. Exclusive National Representatives

BROADCASTING • Telecasting
Our people need, this year, 10 million more pairs of shoes than you can produce for them. And what they want is good shoes, smart shoes.

Naturally during 1946 they'll pretty much buy what they can get, like everyone else.

But when 1947 rolls around, they will have formed definite ideas about brands. For they will have listened gravely, and made careful mental notes of what they hear over WSM on the subject of shoes.

For in this field, as in so many others, the five million folks who are blanketed by WSM's clear-channel signal believe what they hear over this station. More than 20 years experience has shown them they can depend upon what we tell them.

Which is just part of the reason why you can use WSM as the one single medium which gives you thorough, low cost and simple coverage of this market.

HARRY STONE, Gen. Mgr.

WINSTON S. DUSTIN, Comm. Mgr.

EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE
WMT Farm Service Division
Builds programs in close cooperation with the needs of Iowa's huge WMT farm audience!

WMT led the fight against Rat depredation of Iowa farmland with an "Iowa Rat Control Week" Contest. One-the-spot interviews, vigorous promotion — saved millions for Iowa Farmers . . . the Annual Dairy Heifer Contest . . . Clean plowing Contest . . . Corn Borer Control Week . . . all are highlights in a long range program planned to improve Iowa agriculture and create good will for WMT.

This Huge IOWA Farm Market Is YOURS . . . ONLY ON WMT!

MEMBER OF THE MID-STATES GROUP

*The half-millivolt contour of WMT (5KW on 600 KC) includes nearly ONE-QUARTER OF ALL the Grade "A" Farm Land in the U. S.

QUARTERLY MEETING of Gannett Radio Board was held May 6-7 in Elmira N. Y. Board comprises station managers from majority of stations affiliated with Gannett Co. Inc. Front row (1 to r): Bernard C. O'Brien, WHEC Rochester, technical advisor to the board; Dale Taylor, WENY Rochester, manager and board secretary; Gunnar O. Wigg, WHEC manager and board chairman; John Schulz, Chicago office of J. P. McKinney & Son; representative for stations; Thomas L. Brown, WHDL Olean manager; Back row: Max Everett, manager radio department of McKinney; Robert J. Burrow, WDAN Danville, Ill., manager; Ernest F. Oliver, commercial manager WENY Elmira; Hugh K. Boice, formerly McKinney radio manager, now manager of WEMP Milwaukee.

Stations Find Local News Profitable; Sunday Wires, Release Dates Protested

LOCAL news commands the highest listener attention among locally originated programs, 38 Wisconsin station executives agreed at the NAB Wisconsin Radio News Clinic held Tuesday at Madison. The meeting was sponsored by the 20 stations belonging to the League of Wisconsin Radio Stations, with WIBA Madison as host.

Weakness of Sunday wire services, lack of qualified newsmen, handicap of release dates based on newspaper deadlines and farmer vs. urban news preferences were discussed.

Homer Porter, news editor of WIGM Medford, told how his staff of four women on a string basis provides news for a daily quarter-hour in a community of about 3,000. He spends five hours a day whipping together the program, he said. It is fully sponsored. Ray Plamadore, manager of WKBH La Crosse, described the "news memos" his station uses. These are written excerpts from news scripts which are sent to local people mentioned in newscasts. He said the memos establish the station as a primary news source in the minds of local citizens and build prestige, goodwill and "follow" stories.

The clinic resolved to exert all possible influence on news sources and agencies to abandon the setting of release dates, feeling all news should be available for broadcasting the moment it is secured by reporters. It also petitioned wire services to provide better Sunday coverage.

Among the speakers were Arthur C. Stringer, NAB director of promotion, who directed the clinic; Bill Ray, NBC Chicago; Prof. Burton L. Hotaling, U. of Wisconsin; Prof. Einer O. Hammer, Wisconsin Dept. of Agriculture; Charles E. Ahrens, UP Chicago.

Attending the clinic were: J. Roy Vogelman, WHA; Harold Newcomb, WRJN; Allan Curnutt, WOSH; W. E. Walker, WSAU and WMAM; Ben F. Hovel, Keith D. Jacobs, WSAU; K. F. Schmitt, Frank Bignell, Robert Taylor, Larry Clark, H. A. Johnson, Peg Bolger, Marvel Ings, WIBA; Mr. Ahrens; G. P. Richards, WNB1; Edmund Steeves, UP Minneapolises; Pat Hoy, UP Milwaukee; Robert R. Savage, WTAQ; Robert C. Nelson, Ben A. Laird, Green Bay Broadcasting Co.; Mr. Porter; Bettina Klaus, WMAM; Emery W. Martin, Lynn N. Fairbanks, KFIZ; Woods O. Dreyfus, Jack Raymond, WISN; R. G. Winnie, Jack E. Krueger, WTMJ; Prof. Hotaling; Prof. Hammer; Mr. Ray; J. L. Gallagher, WWHY; Mr. Plamadore, Paul Zieme, John Sullivan, WKBH; Wally Stone, AP Minneapolis; Mr. Stringer.
DeQUINCY V. SUTTON
Formerly 12 Years Head Broadcast Accountant
of the Federal Communications Commission

Announces

A New Service for Broadcasters and Applicants
As Consultant in the field of Radio Broadcasting

Services are offered relating to research and analysis of station operation
and preparation of non-technical and non-legal aspects of applications for FCC
consideration. These services also include consultation regarding talent, network
line rates and other station affiliate activities; investigation incident to sta-
tion operation; surveys covering sales procedures; program analysis and eco-
nomics of station operation.

To the extent desired by client, this service will function in collaboration
with Washington legal and engineering counsel on investigation, research and
processing of matters before the Federal Communications Commission. Docu-
ments already prepared will be reviewed before their submission to the Com-
misson if requested.

Broadcasters represented by Washington counsel may arrange for this serv-
 ice through their attorney; those without Washington counsel are invited to
communicate direct with . . .

DeQUINCY V. SUTTON
Washington, D. C.

Temporary address:
2700 Connecticut Avenue

Telephone: Columbia 8105
William Lewis Urges Pattern More Rigid Than FCC Report

Calling for even more self-assessment by radio than that suggested in the FCC Blue Book, William B. Lewis, vice president of Kenyon & Eckhardt, struck the most surprising and significant note at the Independent Citizen's Committee of the Arts, Sciences and Professions (Radio Division) meeting last Monday night at the Henry Hudson Hotel in New York. Mr. Lewis conceded the lack as well as the necessity of an integrated public-interest policy in the industry, but pointed out that "the pace of radio's growth has been so swift that the men in the industry who charted the course and the men in Government who checked the bearings had but little time or opportunity for review and contemplation and still less for thoughtful long range planning."

Not Good Enough

Discussing the advisability of adopting the FCC Blue Book as the blue-print of industry planning, he replied, "My vote is an unequivocal no. It is not good enough. While there is great merit to many of the services it contains, it is only a tentative toddling insufficient step towards the long overdue and sorely needed blue-print for radio policy and programming."

In defense of the FCC's report, Commissioner Clifford J. Durr questioned "self regulation" as a completely satisfactory vehicle for dragging radio out of its morass, maintaining that the Commission in its present actions is "doing what we think is our clearcut, statutory responsibility." A. D. (Jess) Willard, executive vice president of NAB, termed the Blue Book "not a report but a set of rules" and regulations already in effect, inasmuch as the FCC had mailed blanks to the stations immediately after publication of the document soliciting the very information commented upon in the report. He warned that the FCC provisions "may well become law by default and acquiescence."

Champion of the discussion was Norman Corwin, noted radio dramatist, who early relinquished the gavel to Peter Lyons, Eastern vice president, Radio Writers' Guild. Also taking part in the forum were Dick Redmond, program director, WHJP Harrisburg, and Thomas Caraskad, chairman of the FCC committee, American Civil Liberties Union.

REORGANIZATION IS PROPOSED IN BILL

REORGANIZATION of Congress to give the legislative branch a more business-like approach to Government problems and to give Congress closer control over the various executive branch agencies, is proposed in the Legislative Reorganization Act of 1946 (S-2177), introduced last Monday by Sen. Robert M. LaFollette Jr. (P-Wis.), chairman of the Joint Committee on the Organization of Congress.

His bill would reduce the number of standing Senate committees from 33 to 16, limit membership on each to 13 and would provide closer coordination between Senate and House standing committees through joint hearings, rather than separate hearings in effect. Special and select committees would be banned, with standing committees carrying out investigations when necessary.

Sen. LaFollette's bill would give the Committee on Expenditures in the executive departments jurisdic- tion in reorganization in the executive branch. It would be charged with studying the operation of Government agencies and with all levels with a view to determining economy and efficiency. A continual Congressional review of independent agencies, such as the FCC, would be mandatory under the measure.

Rep. A. S. (Mike) Monroney (D-Okl.), vice chairman of the joint committee, plans to introduce a companion measure in the House on his return from Oklahoma City, where he was called by the death of his mother.

Sen. LaFollette said he would seek action on the bill this session. It would become effective on the first day of the 80th Congress, which convenes next January.

Fights Famine

ENTIRE facilities of WNEW New York beginning today (May 20) for five days, on a 24-hour schedule will be turned over to the Famine Emergency Committee of New York, with each of the five days devoted to separate WNEW programs. In cooperation with the project, named "Operation Famine," the American Women's Voluntary Service will make its car pool and mobile services available to pick up money and food donated by the station's listeners. Available 24 hours a day, seven days a week, all night restaurants or other all night operated establishments, with separate car pools in each of the five boroughs. All WNEW programs will be reshaped to fit the famine theme, following the pattern of a recent WNEW one-day cancer appeal.

Headliners Cite Swing, Slater, Jordan

Radio News Reporting

Citations Awarded

Commentators

RAYMOND SWING, ABC commentator; Tom Slater, MBS director of special events, and Max Jordan, NBC foreign correspondent, will receive Headliner Awards for outstanding radio news achievements at the annual meeting of the National Headliners Club, June 22 in Atlantic City. Group will present the awards in all, covering newspaper reporting, feature writing, public service, news pictures, books and newsmen, as well as radio.

Mr. Swing, whose commentaries are broadcast on ABC, 7:15-7:30 p.m., Monday through Friday, as a network cooperative program, was noted and awarded by the Headliner judges for the best consistent domestic news broadcasting, and particularly for his Friday night atomic bomb series.

Mr. Slater won his award for the best special broadcast of the year for arranging and broadcasting the Army's radar contact with the moon. From this broadcast, including the sending of the code signal moonwards and its return slightly more than two seconds later, will be reproduced at the Headliners Convention.

Dr. Jordan's award, for the most outstanding exclusive foreign news broadcast, recognized his achievement of Aug. 14 in reporting the death of the correspondence car where he was stationed, with the news that the Japanese surrender message had arrived at the Swiss capital at 4:20 p.m. and, an hour later, that the message had been sent from Berne to the United States.

Other Selections

Other awards were made to R. H. Shackford, WOR, for outstanding United Nations coverage; Stanton Delaplane, San Francisco Chronicle, for his "Ding Dong Daddy" series; Bert Andrews, New York Herald Tribune, for the best domestic news coverage; Edward Vosburg, Wall Street Journal, for a fine diplomatic reporting; Jack Ostreicher, International News Service, for The World Is Their Best, adjudged the best non-fiction book by a working newspaperman; Red Smith, New York Herald Tribune, for the best sports column; William W. Vosburg Jr., Waterbury (Conn.) Republican, in the 25,000-50,000 group; Marjorie Heyduck, Dayton Herald, in the 50,000-100,000 group; John McCullough, Philadelphia Inquirer, for papers over 100,000.

Wank Barrow, Associated Press, won an award for consistently outstanding editorial cartoons.

Mathew Zimmerman, AP, won the award for the best sports picture; Charles Gorry, AP, for the best spot news picture; Nat Olgen, INP, for the best human interest picture; Larry Keighley, for the best news magazine picture; Pathe News for the best newsreel.

The Chicago Times received the outstanding public service award, for its achievement in clearing an obscure individual of a murder conviction. A special citation was given to Editor & Publisher for "an outstanding job in covering the activities and work of war correspondents."

Headliners awards committee voted to change the term covered by the awards from its present May 1-April 30 to the calendar year, beginning with the next awards, which will cover the full year of 1946 and will be selected in February. Committee expressed a willingness to consider entries from individual radio stations as well as networks for outstanding news achievements and the subcommittee on drafting the list of award categories was asked to consider the inclusion of an award for sports broadcasts in next year's list.
NEW... BEST!

H-f power tube for FM with RING-SEAL CONTACTS

- Tube can be installed or replaced in a few seconds
- Greater area of ring-seal contacts increases h-f circuit efficiency
- Superior electrical characteristics include (a) minimum inductance (b) no neutralization required (c) extremely low driving power
- A pair of GL-7D21's easily will handle output for a 3-kw FM transmitter

TRANSMITTER designers will welcome the new GL-7D21, most modern, most practical of FM power tubes. Ring-seal contacts—an important General Electric development—mean fast tube installation or replacement (therefore less time off the air) while providing generous terminal-contact areas. . . . Electrically, Type GL-7D21 is equally advanced. There is complete internal shielding of the 4 electrodes, and provision for a r-f ground plane makes possible external shielding as well. . . . The tube is designed with minimum internal inductance. Low grid-to-plate capacitance eliminates need for neutralization. Plate ratings (see right) give the GL-7D21 an output sufficiently large so that a pair will more than meet the needs of a 3-kw FM transmitter—with only 120 w driving power (for 2 tubes) required! . . . G-E tube engineers will be glad to assist you in applying this modern, compact, highly efficient tube to your latest FM circuit. See your nearest G-E office, or write to the Electronics Department, General Electric Company, Schenectady 5, New York.

RATINGS OF TYPE GL-7D21

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<th>Parameter</th>
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Sketch shows how easily a GL-7D21 can be plugged in. The concentric ring-seal design provides ample contact-surface for all terminals.
AFA Postwar Exhibit Opens Sunday; Krug and Schwellenbach on Program

FIRST postwar convention and advertising exhibition of the Advertising Federation of America, scheduled May 26-29 in Milwaukee's Hotel Schroeder, will feature 33 outstanding national and local advertising exhibits.

It has also been announced that on the entertainment side of the four-day session will be a special Sunday evening surprise party sponsored by the Milwaukee Journal Co. and its stations, WMJ and WTMJ-FM. Details of the party, which will follow a dinner arranged by the Journal Co., are being held in strictest secrecy.

Secretary of Interior Julius I. Krug, and Secretary of Labor Lewis B. Schwellenbach have been included on the tentative convention program released by Elton G. Horton, president of AFA.

Program for convention follows:

Sunday
9:30 a.m.—Club Activities Conference
Presiding: Gordon Gordon of Columbus, chairman, Council on Advertising Clubs.

12:15 p.m.—General Session Luncheon
Crystal Ballroom
Presiding: Joe M. Dawson, chairman, board, AFA, chairman, Executive Committee, Geyer, Cornell & Newell Inc. Message from the President of the United States

Keynote Address: Charles E. Murphy, general counsel, Advertising Federation of America, New York—"Advertising—Instrument of Prosperity—Beacon of Peace"

Hon. Lewis B. Schwellenbach, Secretary of Labor—Subject to be announced

Arthur H. (Red) Motley, president, Paude Publication, New York—Subject to be announced.

7 p.m.—Annual Banquet
Crystal Ballroom
Toastmaster: Paul Garrett, vice president, General Motors Corporation, New York, member of board of directors, AFA.

Hon. Julius I. Krug, Secretary of the Interior—"Selling America First"

Walter Geist, president, Allis-Chalmers Corporation, Milwaukee—"Gearing Advertising to the Future"

Charlie Slack, 16-year-old president, Milwood Products Inc., Glen Ridge, New Jersey, and vice president, National Association of Junior Achievement Companies, will tell how he built a business by effective advertising and selling

Tuesday
8:30 a.m.—Annual Election
Breakfast Sessions: Council of Advertising Clubs; Council on Women's Advertising Clubs; and Advertising Club of America (The Councils, comprising all club presidents or their proxies, will meet separately to elect chairman and vice chairman.)

9:30 a.m.—Retail Advertising Session
9:30 a.m.—Outdoor Advertising Session
10 a.m.—National Association of Transportation Advertising

12:15 p.m.—General Session Luncheon
Crystal Ballroom

Adelaide M. Enright, president, Old-Fashioned Milliners Inc., St. Paul—Subject to be announced

Address by a national business leader, name to be announced

2:30 p.m.—Annual business meeting of AFA

3:30 p.m.—Twenty-Four Year Club Dinner
W. Frank McClure, Chicago, Chairman
Evening—Gay Nineties Party

Commercials Help Keep Radio Free, Says Paige
"IT IS COMMERCIALS—even singing commercials, about which such an issue has been made—that allow radio to stay free," Jack Paige, special events and publicity director of WOL Washington, told the League of American Pen Women last Tuesday in Washington during their biennial convention.

Calling public service "the most abused word in radio," Mr. Paige pointed out that in order for a public service program to serve its purpose, it "must be as entertaining as Jack Benny," or the effect is lost. Too many, he said, expect a station to put every talk or discussion on the air that is brought to the station, without realizing that radio must "serve the many" and not cater to the desires of the few.

Other speakers on the program for the Pen Women's Radio Day included: John Holm, Westinghouse stratservice department; Alicia Fuller, KQV Pittsburgh; Ruth Crane, WMAL Washington; Elinor Lee and Hazel Kenyon Markel, WTOP Washington; Mary Cavanaugh, WRC Washington.
These curious marks and signs are "printer's devices." From the earliest days of printing, they served to distinguish the work of one printer from another, becoming the proud symbols of fine workmanship and achievement. They appear on volumes dealing with a wide diversity of subjects, from weighty religious tomes, to the popular literature of the day.

In Baltimore, there's also a symbol of which we're justly proud, the letters WCBM. It, too, is a sign of distinction and achievement as radio advertisers will tell you, for it has been instrumental in developing business for its sponsors in the Baltimore market. Like the printer's device, WCBM stands for sales production over a wide diversity of articles. Why not add yours to this roll of achievement?
LETTERS TO KXOK
THAT EXPRESS
APPRECIATION IN
BEHALF OF THE NATION,
THE STATE, THE CITY AND
CIVIC ORGANIZATIONS
FOR KXOK'S COOPERATION
AND PROGRAMMING
Job on Their Hands

THE MATERIAL losses in revenue which have been suffered by newspapers since 1929, principally at the hands of a fast-growing broadcasting medium, are analyzed in National Advertising Newspapers. The volume, published by the Harvard University Press, is an exhaustive report made by three academicians who worked under a grant from The Boston Herald-Traveler Corp., itself now in radio through its recent acquisition of WHDH Boston.

There are many sections of the book which will be particularly interesting to broadcasters. Professor Neil H. Borden, Malcolm D. Taylor and Howard T. Hovde point out, for example, that national advertising on networks is much more concentrated than it is in newspapers and magazines. Using 1940 figures, they note that 75 advertisers accounted for 91% of network expenditures; 650 advertisers accounted for 85% of newspaper volume and 705 advertisers accounted for 87% of the magazine volume. But the authors also point out that national spot radio is patronized by a wide variety of advertisers, and advise newspapers to keep that factor in mind when competing with broadcast media.

The authors might have given a truer picture of the advertising dollar's distribution in radio by noting 1945 figures published in Broadcasting Yearbook. Of the total net time sales in radio ($301,450,000), 44.3% was spent in network advertising, both national and regional. National spot business accounted for 29.5% of the total and the balance, 26.2% was devoted to local. In other words, a total of 65.2% of every dollar spent is not devoted to network advertising in radio. Certainly this reflects a respectable stability in radio advertising!

The report acknowledges that newspapers have a job on their hands if they wish to overcome the gains scored by radio. They point to the rising cost of the newspaper to the subscriber. In the face of little or no change in the cost of advertising, the authors, in a strategic position to attract the national advertiser's dollar because of liberal network discounts on volume and frequency. Only a minority of newspapers, it noted, have offered volume discounts and those have been ridiculously small compared to radio.

The general conclusions are that the advertiser likes radio for these and other reasons. The report confirms the study previously made by the NAB [How Much for How Many, Broadcasting, Feb. 25] on the low cost of radio advertising as against other media.

It is noted here principally because there is found, in a study undertaken by impartial observers on a grant by a newspaper company, confirmation of broadcasters' assertions.

WE SEE where Leon Henderson, erstwhile New Deal braintrusteer, appears in a testimonial for Raleigh cigarettes. He agrees that "no other cigarette gives you less nicotine, less throat irritants—is safer to smoke." Wonder what his consumer union friends, who fought so valiantly for grade labeling of everything when he was OPA Administrator, think about it.

WALTER DONALD ROBERTS

SOME PEOPLE wear Phi Beta Kappa keys on their watch-chains all of their lives, some pride themselves on the number of their fraternal lodges. Donald (Don) Roberts, CBS Western Sales manager in Chicago, is neither of these.

But if you want to get the key to his wine cellar just mention the famous "Silk Stocking" National Guard regiment. Oldest National Guard outfit in the United States, the New York 7th is the Union League of all peace-time military organizations and Mr. Roberts was once — member of its enlisted cadre. Several of its members have since become top-brass in the Army but to Mr. Roberts its outstanding characters, and he uses the word in its most literal sense, were Ed Gardner of Duffy's Tavern and a cohort identified only as Two-Drink. The latter guardman was an amiable fellow whose only fault was falling flat on his face after two slugs of rye, hence the name.

Mr. Roberts likes to recall the incident when Gardner and the redoubtable Two-Drink, who had exceeded his capacity by a single followed by a double, broke up a Silk Stocking military ball. Unable to crash the stag line, Two-Drink rolled out the fire-hole and went to work. In a few minutes the historic 7th armory was converted into a swimming pool, with Two-Drink and Archie floating out the door and into the arms of waiting police.

At 45, Mr. Roberts is as athletic in appearance as the day Mike Jacobs approached him at a summer resort and asked if he was fighting for it. He was a natural athlete, from high school entered the armed forces. His talents were Ed Gardener and the famous promoter's part, since Mr. Roberts was once a member of its enlisted cadre. Several of its members have since become top-brass in the Army but to Mr. Roberts its outstanding characters, and he uses the word in its most literal sense, were Ed Gardner of Duffy's Tavern and a cohort identified only as Two-Drink. The latter guardman was an amiable fellow whose only fault was falling flat on his face after two slugs of rye, hence the name.

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Mr. Roberts was born in Bangor, Pa. (not Maine) April 14, 1901, and after graduating from high school entered Lafayette College, at Easton, Pa. Too light for the football team, he won his letter in track, specializing in the half-mile. In a field of eight, he says, Roberts was sure to finish no worse than seventh, unless of course, Lafayette was against Lehigh or Rutgers. After class hours, he made his spending money playing trumpet for the Lafayette Collegians, a group of solid jazzmen who could really go town on "Paddlin' Madelon Home" and other hit-parade tunes of the early 20's. When Mr. Roberts alan-

(Continued on page 58)
Do you think of OREGON in terms of lofty Douglas firs... loftier mountains ...fishing streams... and rockbound coast? Then take a good look at this! It's a patchwork quilt of the Pacific Northwest's vast acreage of wheat lands.

Oregon farmers help to feed the world... KOIN is proud to serve them, too!

KOIN
A Marshall Field STATION
PORTLAND, OREGON
FREE & PETERS, Inc., National Representatives
CUBA has notified signatories to the North American Regional Broadcasting Agreement of the following changes in frequency assignments:

- CMJN Camaguey, shifted from 580 kc to 1290 kc, 5 kw, unlimited, class II station, in operation.
- CMZ Columbia, Havana, shifted from 740 kc to 1290 kc, 5 kw, unlimited, class III-A, began operations April 21.
- CMCF Havana, shifted from 950 kc to 740 kc, 5 kw day, 1 kw night, unlimited, class II, began operations April 4.
- CMAR Artemisa, Pinar del Rio, 1170 kc, 250 w (assignment of call letters). According to FCC records, this station was not previously notified on 1170 kc.

The May 6 Broadcasting listed a proposed new station at Ciudad Trujillo, Dominican Republic, on 1170 kc as HIST. Call letters should be H13T. Station will be 10 kw, 1-B, in operation in July.

Canadian listings same date showed CHWK, 250 w local on 1340 kc at Chalilwick, B. C. City should be Chilliwick, B. C.

Institute Set

FORTH annual Summer Radio Institute jointly conducted by NBC Hollywood and University of California at Los Angeles will open June 24 and extend through August 3. Intensive course covers all phases of radio. Similar radio institutes will be conducted at Northwestern and Stanford Universities.

Network Switch

FOLLOWING a 13-week cycle on NBC, Household Finance Corp., Chicago, moves Phone Again Finishes June 27 to CBS in Thurs. 10:30 to 11 p.m. (EST) period. Starting Stuart Erwin, show presently is aired on NBC Sat. 5-5:30 p.m. from Hollywood. Agency is Shaw-LeValley, Chicago.

WESTINGHOUSE RADIO STATIONS Inc

KOKA Pittsburgh KYW Philadelphia WOWO Fort Wayne WBZ Boston WBZA KEK Springfield Portland

Page 52 • May 20, 1946
Bright news from the South, where two John H. Perry stations mark up another addition to their schedules of improved broadcasting. Frequency modulation grants from the Federal Communications Commission mean fresh kilocycle brush-work for WJHP and WCOA.
What does Saturday

Saturday... Saturday in broad daylight... means many things to advertising men interested in the golden-rich Western market, can mean many more.

F'r instance, is your business...

Groceries? You might follow the lead of astute Sperry Flour, sell the housewife on the morning of the day when she makes her biggest purchases. 26.2 per cent of a week's traffic, 26 per cent of its sales occur in super-markets after noon Saturday, the day accounting for 133% more cash than the average weekday. In chain stores, 24% of the week's sales are made after noon on Saturday... 14% after 6:00 PM! Sperry has used Sam Hayes News on NBC Pacific Network Saturdays since August, 1940.

Dairy Products? Tillamook County Creameries recently changed their 9-year-old Bennie Walker's Kitchen from Friday to Saturday at 10 A.M.

Insurance? Neighbors of Woodcraft started to sell life insurance over NBC in the West this spring with a simple Saturday afternoon musical show and "heart" commercials; pulled 23,542 letters with request numbers from the first seven broadcasts; sold 90% of mail leads in Portland, the first follow-up sales city.

Financial? Household Finance climbed on the Saturday afternoon bandwagon, put Stu Erwin's "Phone Again, Finnegan" on NBC coast to coast.

Shoes? Smilin' Ed McConnell offered a Comic Book four times on his three-year-old Saturday morning transcontinental and 1,750,000 kids风暴ed their Buster Brown Shoe Store to gobble up the supply. Twice he asked listeners to send birthday greetings to a crippled St. Louis child, and 210,581 responded with cards and letters... the largest volume of mail ever delivered to a single address by the St. Louis Post Office.

Confectionery? Planters Peanuts has found a late Saturday afternoon newscast ideal on NBC Pacific since May, 1943; Leaf Gum prefers its mid-afternoon "Tin Pan Alley of the Air:"

Apparel? Teenimers, Inc. advertised a certain dress model on its very first broadcast over NBC transcontinentally Saturday mornings, sold it out within three hours! Now dress stores in big cities, little towns are mobbed by teen-agers regularly after the broadcast. (After all, Saturday outranks every other day in department store sales.)

Farm Equipment? Allis-Chalmers tells its message in daylight Saturday via the nationwide National Farm and Home Hour.
mean to you?

* If you skip the fine print on that opposite page, here in summary is what Saturday daytime means on NBC in the West.

1. **NINE CLASSIFICATIONS** of network advertisers have pioneered it, found it good.

2. **SEVENTY-SEVEN ADDITIONAL** advertisers use programs of fifteen minutes or more on a local or spot basis.

3. **MORE THAN HALF** of the weekly pay check is spent **OVER THE WEEKEND**... Saturday is the time to influence that spending at the latest, most impressionable moment.

4. **RECEPTIVITY** to advertising with-a-promise characterizes the relaxing Saturday mood in this five-day week territory.

5. **SETS-IN-USE** are greater today on the Pacific Coast than ever before. EACH of the four sectional Hooper reports since 1944 shows Saturday daytime Pacific listening up over the previous report... with last summer topping even the preceding winter!

6. **MORE LISTENERS** per set in the West are found Saturdays than any weekday... 28% more men, 24% more children, 7% more total persons than the Monday—Friday average.

7. **MORE LISTENING potential** in the West is found Saturday daytime than on any other weekday, because there are more people home-and-awake... 61% more men, 75% more adolescents, 3% more women.

8. **RADIO'S BIGGEST BARGAIN** is Saturday daytime because it delivers an evening-type audience in size and type... at ONE-HALF THE COST!

9. **CHOICE AVAILABILITIES**, a few of them, are open on NBC... No. 1 network in the West as in the rest of the nation.

We've thrown a lot of figures in this ad. Write us for source material.

**WESTERN DIVISION**

**HOLLYWOOD, Sunset and Vine • SAN FRANCISCO, Taylor and O'Farrell**

**National Broadcasting Company**

A Service of Radio Corporation of America
KOMO GRANTED CPA BUILDING PERMIT

KOMO Seattle has been granted a permit by the local Civilian Production Administration office to construct a $500,000 building. The station was ordered by the FCC to use separate facilities from KJR, the two outlets having been under joint control prior to issuance of an order under the duopoly regulations. CPA permit is the largest radio project approved since the veterans housing program was instituted March 26.

Two-story building embodying latest radio construction ideas will be started at once on the north fringe of the Seattle business district, according to O. W. Fisher, president and general manager of KOMO. Additional property has been acquired adjacent to the site for future expansion.

New structure will be finished in concrete with terra cotta trim, surrounded by a 120-foot tower. Six studios are planned, with all-glass doors, and will occupy the entire street floor except for entrance lobby. All studios will be grouped around the operations center with constant visual control. Two large studios will be parallel to permit operation as a unit with artists in both under one conductor.

Newsroom will adjoin the entrance lobby, with plate glass windows providing view of operations. Plans for the future, envisioning FM and television, call for sub-street offices and studios as well as an additional floor.

FINAL RITES HELD FOR M. J. MCGOWAN

MICHAEL J. MCGOWAN, 55, prominent in advertising and business circles for more than 25 years, died May 11 of a heart attack in his Chicago home.

Mr. McGowan was a vice president of Ruthrauff & Ryan Inc., Chicago. Prior to joining the agency in 1934 Mr. McGowan had been operating a marketing and research company under his own name. He did a great deal of work for the agency which led to his becoming a member of the R. & R. organization. He continued marketing and research work with the agency, later supervising these activities while assuming the responsibility for client contact on large accounts.

He was named a vice president of the agency, and at the time of his death was responsible for many general executive duties in connection with the agency's affairs.

Mr. McGowan is survived by his wife, Louise; a son, James R.; a daughter, Mrs. Mel Saunders; and a grandson, Gary Michael Saunders.

General Cable, Union Reach Wage Agreement

AGREEMENT guaranteeing an 18½ cent general wage rise for 3,000 employees of the General Cable Corp., one of the nation's largest manufacturers of wire and cable equipment, was signed last week by the company and the United Electrical, Radio & Machine Workers of America (CIO).

Negotiations leading to the agreement were between Dwight Palmer, president of the company, and Julius Emspak, general secretary of the UE. The company operates plants at Rome and Emeryville, N. Y., and at Los Angeles.

Travel Programs

TOMORROW'S passengers on airlines, railroads and bus routes may listen to recorded entertainment played on wire recorders. Andrew Korb, chief of the wire recording division of Lear Inc., Grand Rapids, Mich., said last week that his company was now designing special equipment for Boeing and Douglas Aircraft Companies, Eastern Air Lines, The New York Central, Pennsylvania, and Chattanooga & St. Louis Railroads, and the Greyhound Bus Lines.

DUE to quick action in obtaining their own power supply, the broadcast equipment division of Raytheon Mfg. Co., whose plant is in Chicago, was one of the few companies not crippled during Chicago's recent dimout caused by the coal strike.

After the power curtailment was announced by the Illinois Commerce Commission on Friday, May 3, W. E. Phillips, manager, found that war surplus power plants were available in Akron, Ohio. He sent three executives of the division to Akron that night and the next morning they bought a power plant generating 3 phase, 25 kw electrical power. Powered by a GMC truck motor which drives an Onan generator, the whole plant is air cooled and uses gasoline as fuel. Power unit was delivered to Raytheon the following Tuesday and was in operation Wednesday morning.

From all reports power plant is operating to complete satisfaction of the engineers, the only disadvantage being the slight variation in the frequency when heavy periodic drains are placed upon it.

Announcing the Opening of

GILCHREST - SPRIGGS & COMPANY

Industrial and Public Relations

Charles J. Gilchrest
Marjorie L. Spriggs
Hugh R. MacLennan

100 Boylston St.
Boston 16, Mass.

N. Y. Advertising Club Elects Eugene Thomas

EUGENE S. THOMAS, sales manager of WOR New York, was elected president of the Advertising Club of New York at its forty-first annual meeting held May 14, succeeding Allan T. Preyer, chairman of the board, Morse Internationa l Inc., New York, who was named to the club's board of directors. Other officers elected were Andrew J. Hair, president, Hair Publishing Co., New York, vice president, and James A. Brewer, president, Brewer-Cantelmo Co., New York, treasurer.

Continuing in office as vice presidents are Clarence L. Law, vice president, Consolidated Edison Co., and Frederic R. Gamble, president, American Assn. of Advertising Agencies.
Capital city of Texas, and one of the state's major markets, Austin is a live-wire business center with retail sales totaling $65,901,000.00 in 1945.

Austin's population increased 65% from 1930 to 1940, reached 114,605 in 1944, and is still climbing steadily. This is permanent growth, and not the result of a temporary boom.

With a family income 19% higher than the national average *, Austin enjoys a prosperity based solidly on diversified income from agriculture, industry, commerce, education and state government.

If you're planning a sales promotion campaign in Texas, you can't afford to overlook the rich, responsive Austin market.

KNOW, leading Austin radio station at any hour of day or night, as proved by Hooperatings, is the logical choice of advertisers who want to sell this profitable market. KNOW influences buying habits in most of the 82,340 radio homes of the area. KNOW gives you more dialers per dollar—Austin gives you more dollars per dialer.

Write for further information. Ask for our booklet, "The Austin, Texas, Area."

* From May, 1945, Sales Management Survey.

RADIO STATION
KNOW
AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., Representatives

Respects

(Continued from page 50)

donned his studies in mechanical engineering to become a salesman for a national radio wholesaler in
1923, he put his trumpet into its case where it remains to this day. "No one," he explains.

After making the eastern seaboard conscious of the advantages of that remarkable invention, the first RCA electric home radio, Mr.
Roberts joined the New York Times sales department in 1929. As a result discov-
eries to specialize on radio accounts.

Though he was a space salesman, his contacts with the budding radio industry gave him a solid foundation that has proved invaluable in his present position.

In 1931 he resigned to join the Hearst national magazine publications. Again the national accounts he serviced contributed to his knowledge of advertisers who are today among the nation's top spenders in radio.

Mr. Roberts made his first direct step into radio in 1936 when he joined the New York sales staff of Free & Peters. After a year with F&P, he had seen enough of station operations to know that radio and Don Roberts were made for each other. When he joined NBC spot sales a year later he was sure of it.

Mr. Roberts worked with NBC until 1939 when he moved over into the Blue to work for Ed Kobak, now president of MBS. He remained there until 1942 when he resigned to join CBS network sales, servicing Lever Broth-ers programs. A little more than a year later, Mr. Roberts was appointed CBS western sales manager and put his nameplate at CBS-WBEM Chicago.

Among the many CBS accounts he supervises from Chicago are Let's Pretend (Cream O' Wheat); Give and Take (Chef Boy-Ar-Dee); Crewd Central Store (Pil- lory); Tina and Tom (Cudahy); Ma Perkins, (P&G); Vuitiant Lady and Light of the World (General Mills); Radio Reader's Digest, (Hall Brothers); Hollywood Star Time, (Frigidaire); Jack Smith Show, (P&G); Island Venture, and Gene Autry (Wrigley); Mary Lee Taylor and Saturday Night Seree-dine (Pet Milk), and Stars Over Hollywood (Bowey Dari-Rich).

Though these shows occupy most of his daytime hours and consider-
able of his nights, Mr. Roberts manages to squeeze in a few moments of relaxation with his favorite hobbies. These are, in season, fishing and hunting, and when he's snowbound, wood-working. Explain-
ing the latter, he said, "I like to take a piece of broken down furni-ture and see what I can do with it."

Dr. Potter Lauds NBC For School Cooperation

TRIBUTE to NBC's cooperation with Columbia U. Extension Division he noted in his address what was accomplished in radio and television was paid last week by Dr. Russell Potter, director of the Institute of Arts and Sciences of the Extension Division.

In a letter to Dr. James Row-
land Angell, NBC's public service counselor, Dr. Potter said that the NBC-Columbia U. Extension Courses have proven themselves to be "the truly cooperative venture in the field of adult education." He said the project was "already mak-
ing very definite contributions to American radio."

The courses were begun two years ago, and since then over applicants for admission to the courses have exceeded the number that could be accommodated by at least four to one.

Air Force over 19 months and, from his letters, thinks it's a won-
time, he says the Army will have to go from his letters, thinks it's a won-
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Air Force over 19 months and, from his letters, thinks it's a won-
For Sale! At a price any client can afford!
A NEW KIND OF TRANSCRIPTION SHOW!

Murder at Midnight

This new series of transcribed half-hour programs is more than just a collection of the best mystery dramas ever produced—either live or recorded. For it represents a new idea in electrical transcriptions—the idea that a transcribed show's budget should match "live" show budgets. As a result, "Murder At Midnight" bows to no other program on the air.

Top-notch writers, actors, directors and producers have collaborated on this new recorded show. Top-notch engineering skill has recorded it. No expense has been spared to make it—but it's offered at a price 1/2 to 1/3 lower than you'd expect. And the result is a witch's broth of shivers and suspense that will knock your audience for a ghoulish spin.

TOP-NOTCH WRITERS: ROBERT NEWMAN (Inner Sanctum, Mystery in the Air, The Man from G-2) BILL MORWOOD (Bulldog Drummond) SIGMUND MILLER (Inner Sanctum, Suspense) PETER MARTIN (Celebrity Club, An American Portrait) MAX EHRlich (Suspense, House of Mystery, Counterspy).

TOP-NOTCH CAST: Narration: RAYMOND MORGAN (This is Your FBI, Famous Jury Trials, Gangbusters, Counterspy) Talent includes: BARRY HOPKINS, BETTY CAINE, BERRY KROEGER, AGNES YOUNG, AMZIE STRICKLAND, FRANK BEHRENS, LAWSON ZERBE, ROBERT LYNN, and other well-known network stars.

TOP-NOTCH DIRECTION AND PRODUCTION: Director: ANTON M. LEADER (Radio Reader's Digest, You Make the News). Music Director: CHARLES PAUL (Mr. and Mrs. North, Ellery Queen). Producer: LOUIS G. COWAN, INC. Sales, Recording and Processing: WORLD BROADCASTING SYSTEM.

PRODUCED BY
LOUIS G. COWAN, Inc.
250 W. 57th ST.
NEW YORK 19, N. Y.
Circle 6-4864

Flash!
First Sponsor Signed in 10 Minutes!

Our audition record, "The Dead Hand," hung up a new speed record for quick sales. Played on a Thursday afternoon for a client on the Coast, it was signed up as soon as the sponsor's goose pimples subsided. Next day in the top spot of 9:30 P.M. Friday over KFI "Murder at Midnight" was on the Air! Hear this record now before your chance to get in on "MURDER AT MIDNIGHT" passes.

DISTRIBUTED THROUGH: WORLD BROADCASTING SYSTEM, INC.
A Subsidiary of DECCA RECORDS, INC., 711 FIFTH AVENUE, NEW YORK 22, N. Y. WI 2-2100
Dear Virginia:

New York City

Miss Virginia Butler

Lean & Mitchell, Inc.

along

burgh! Here's the story.

1946 makes KQV the No. 2 afternoon station in

LA

station.

LA

MATINEE IDOL!

The noon-to-6 P.M. Hooper listening index for March, 1946 makes KQV the No. 2 afternoon station in Pittsburgh! Here’s the story.

Station

“B”

“C”

“D”

KQV

29.2

22.7

22.7

15.9

22.0

9.5

(Radio Mutual - 1410 kc – 1000 W)

National Representatives: WEED & CO.

ROBERT V. BROWN, discharged from Navy as lieutenant commander, has been named to newly created post of assistant program manager of NBC Western Division. Mr. Brown has been with NBC since 1935, then assigned to Chicago Central Division headquarters as announcer and writer. He reports to LEWIS S. FROST, Western Division program manager.

THOMAS G. SCHNEIDER, day operations manager and chief announcer of WHN New York, has received a letter of commendation with ribbon from the Navy for his part in the conclusion of the Battle of Okinawa and occupation of northern Japan and Honshu during the time he served with the Navy as a lieutenant.

RICHARD W. WILSON, discharged from AAF and new to radio, has joined ABC Hollywood transcription department.

FRED R. COLE, former ABC announcer at New York, has joined WHDH Boston as disc jockey and has started his own program, “The Carnival of Music,” on that station. He will continue to announce ABC’s “A President From Hollywood,” originating in New York.

DON SANDERS, released from the Army, has been added to the announcing staff of WPOX Milwaukee, new outlet to begin operations June 1 with 230 w on 860 kc. Mr. Sanders formerly had been with WINN Louisville.

WARREN COCHRAN, former WWJ Detroit and WENI Milwaukee, FRED BARTEL, WIND Chicago announcer, transferred to WPOX.

PENNY DINGLETON and ARTHUR LAKE, who portray Blondie and Dagwood Bumstead on the CBS Sunday night program, “Blondie,” May 9 received the 1946 American Radio Award from the National Exchange Club of Chicago. The Award was presented to them annually to the person or persons in radio whose work outstandingly contributed to American ideals and civic achievement.

FAMILY HEIRLOOM, a 1922 Model T Ford, solves transportation problem of WSCP Boston Announcer Irvin E. Dierdorff Jr., back at station after four years in service, 28 months of which were spent overseas as captain in combat engineering corps. Arriving at Bos- ton’s stad Copley Plaza Hotel, Mr. Dierdorff has just completed one of his duties for NBC as newscaster in New York City. Cruising speed on the level is 23 mph. Downhill it’s a breathless 29.

ARTHUR GODFREY, CBS star who has been in a New York hospital since April 15, 1946 for a physical checkup, is expected to return to his CBS network program May 20 and to resume his local broadcast from that program following last broad- cast of season on June 28, according to cast members.

AL MAFFIE, formerly at WMUR Manchester, N.H., as early morning m.c. for WFEA Manchester announcing staff, re-joined SAM GIRARDIN, production manager of station, and is now the morning m.c. for the station.

RUSH HUGHES, record program m.c., has been named to newly created post of assistant program manager of station.

EDWARD G. WEBER, has been named night supervisor at KOA Denver. RICHARD H. ALDRIDGE replaces Mr. Weber as newscaster and special events man. Both are service veterans. WILLIAM WALKER, released from Army, has been added to staff as assistant production director.

RAY MACKNESS, announcer of CBS WHN New York, has rejoined the station.

CLIFF ARQUETTE, comedian on ABC “Laughing with Cliff” has been dropped by Mr. Weber as announcer following last broad- cast of season on June 28, according to Ben Cooper & Associates, agency servicing account of Procter & Gamble Co., sponsor.

DICK GILBERT, former record m.c. of WTMJ Milwaukee, who has left the Air Force, has joined ABC Western Division as announcer and writer.

JOE O’BRIEN, former WMCA New York chief announcer, has been named chief announcer at AFN studios in Ramstein, Germany, has joined KFAC Los Angeles.

BOB COCHRAN, announcer at WCAE Pittsburgh, has returned to WHN New York, has joined WHN New York as director of recorded music programs. He will be responsible for writing and planning of all recorded musical pro- grams, comprising seven hours of sta- tion time.

PAUL GOULD, former program manager and station manager of WLIR New York, has joined WHN New York as director of recorded music programs.

ANNE HEINEMANN, WUSC Charleston, S. C., as early morning m.c. for WFEA Manchester announcing staff, re-joined SAM GIRARDIN, production manager of station.

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ARTHUR GODFREY, CBS star who has been in a New York hospital since April 15, 1946 for a physical checkup, is expected to return to his CBS network program May 20 and to resume his local broadcast from that program following last broad- cast of season on June 28, according to cast members.

AL MAFFIE, formerly at WMUR Manchester, N.H., as early morning m.c. for WFEA Manchester announcing staff, re-joined SAM GIRARDIN, production manager of station, and is now the morning m.c. for the station.

RUSH HUGHES, record program m.c., has been named to newly created post of assistant program manager of station.

EDWARD G. WEBER, has been named night supervisor at KOA Denver. RICHARD H. ALDRIDGE replaces Mr. Weber as newscaster and special events man. Both are service veterans. WILLIAM WALKER, released from Army, has been added to staff as assistant production director.

RAY MACKNESS, announcer of CBS WHN New York, has rejoined the station.
EASY TO SET UP
FAST TO GET GOING

Raytheon's
REMOTE AMPLIFIERS
1-Channel and 3-Channel

These Remote Amplifiers by Raytheon get a program "on the air" in a hurry. Operators prefer them because they are light weight and easy to carry, easy to set up, simple to operate and ruggedly dependable.

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

Both models have the same electrical characteristics and equal or exceed all FCC requirements for FM transmission. Distortion is less than 1½% from 50 to 200 cycles and less than 1% from 200 to 15,000 cycles.

- High overall gain of 86 DB permits use with high fidelity microphones.
- Finest quality Weston VU Meters with 4-in. illuminated dials are the same as those used in high fidelity studio equipment. This permits the remote operator to properly "ride the gain" at the source and all standard studio meters of network stations will show identical readings. We can deliver immediately. WRITE TODAY for information and prices.

Handsomely styled and ruggedly built for long hard service. Sloping front panels combine maximum visibility of controls with ease of operation.

Strong steel-core handles snap flat when not in use.

The three channel model is furnished with two matching airplane type luggage carrying cases.

Extra compartment in power supply case for microphone, extension cable and other accessories. Total weight, including cases, only 94 lbs.

Entire chassis of both amplifiers and power supply instantly slides out of cabinets by merely turning four air lock screws on front panels. Provides complete accessibility to all components and wiring for emergency servicing. Supplied with either Cannon or Hubbell plugs.

The one channel model is entirely self contained with built-in power supply. Furnished either with or without 4" Weston VU Meter. Not supplied with a carrying case. Weighs only 20 lbs.

Devoted to Research and Manufacture for the Broadcasting Industry

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

excellence in electronics
(Continued from page 60)

Raleigh, has been added to announcing staff of WTIC Hartford, Conn., May 18 was chairman of a statewide conference in New Haven, held under auspices of the Connecticut Adventure Committee for Women Veterans and the State Department of Education.

NAOMI BEACH, freelance producer and director, has joined WNOX Knoxville, Tenn., as women’s interest director and supervisor of station’s religious programs.

WILLIAM PANNELL, out of the Army, returns to WBBR Rock Island, Ill., as announcer. JOHN O’DONNELL, formerly with WOC Davenport, Iowa, and who served with Adjutant General Dept. of General Eisenhower’s Headquarters, Paris, is new addition to WBBR announcing staff.


PAUL J. KEENAN, former AAF pilot and flight instructor, has been added to the script writing staff of WJR Detroit.

WALT MURPHY has resigned as production manager of WNNL New York to accept a Government assignment.

DAN RANGER, freelance writer and producer before Army service, has been returned to the station as director of public interest programs after more than three years in the service of the Army.

MAX MILLER, for six years concert-master of the Buffalo Philharmonic Orchestra, has been appointed musical director of WBEN Buffalo, effective May 20. He will take over three-weeks’ “International House Party” program, and “Your Host Is Buffalo” series which WBEN originates for NBC on Saturday afternoons.

DOROTHY ALT, singing hostess of the “International House Party” series, has resigned and May 20 starts on “Canadian Cavalcade” program, originated by CBL.

Cement Casualty
DURING his May 9 record program on WPEN Philadelphia, An- nouncer Ed Hurst played the “Cement Mixer” number. It turned out to be the overture for succeeding events. Upon leaving the studio within the hour, he was felled by a slab of plaster dropping from an upper floor of a downtown skyscraper. Taken to Jefferson Hospital, Announcer Hurst had several stitches taken in his head to close the wound.

Call in Truscon engineers during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come.

1946 is the year of decision and transition. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

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Portable
TRANSCRIPTION PLAYBACK

★ IMMEDIATE DELIVERY
★ EXPRESS PREPAID

Many thousands of Portelecs are in daily use throughout the world. Simple to operate—check these specifications.

AMPLIFIER: 5-tube, 12-watt undistorted output. Tone and volume control. Microphone input jack with microphone volume control for P. A. system using high impedance microphone.

SPEAKER: 12” permanent magnet heavy duty, built into removable top with 15 feet of speaker cord.

MOTOR: Professional dual speed rim drive—110-120-volt AC 60-cycle, plays electrical transcriptions up to 17¼” in diameter at 33⅓ r.p.m.—phonograph records at 78 r.p.m.—additional spindle for 50-cycle operation 2.50 extra.

PICKUP: True tangent featherweight needle pressure—wide range sealed in crystal in non-resonant housing.

CASE: Sturdy plywood with black leatherette covering with plated hardware. 12½”x13½”x20”—weight, 39 pounds.

CAPACITY: Serve audiences up to 500 under normal acoustic conditions. Extra speaker jack provides instant means of using two speakers.

Send check, money order or purchase order. Open account shipments will be made to all firms satisfactorily rated.

Model 40M
$139.83Less Microphone
Includes Federal Excise Tax

Immediate Shipments While Present Production Is Maintained

PACIFIC SOUND EQUIPMENT CORPORATION
130 N. BEAUDRY AVENUE • LOS ANGELES 12, CALIF.
A major advancement in the recording blank field... 

GUARANTEE

GOULD-MOODY "Black Seal" ALUMINUM RECORDING BLANKS

...at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of the perfected "Black Seal" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist...

"Black Seal" blanks will not rip, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

Food Restriction

TOM LEWIS, vice president in charge of radio for Young & Rubicam, has ordered all budgetors and producers to eliminate all scenes requiring the use of food during broadcasts until current famine conditions are over. "A pie in the face wouldn't look so good," said Lewis, "and the audience who like to have one to eat," emphasized Mr. Lewis.

CHARLES W. ISBELL, released from Chemical Warfare Service as lieutenant after three years of service, has become member of Advertising News, New York agency (BROADCASTING, Feb. 4). Also new member of firm is K. WALSH, previously AAF lieutenant and son of COL. LOUIS C. RYAN, former president of Pedlar & Ryan, New York. Colonel Pedlar will act as consultant to Advertising Inc.

MARTIN L. GARVEY, ex-lieutenant and former Army pilot, has been appointed assistant director of advertising.

JUSTIN FUNKHOUSE & ASSOCIATES, Baltimore, has become member of incorporated under Maryland laws.

MAXEY NEAL MORRISON, director of information, War Production Board and the Civilian Production Administration, has been appointed special assistant to AL. PAUL L. L. GUNN, president of Pedlar & Lefton, Philadelphia, has become engineering public relations field director. Mr. Morrison was an editorial writer on the Philadelphia Public Ledger and Philadelphia Inquirer.

Mr. Morrison

CHARLES J. LINDSAY, former assistant executive secretary of the American Association of Advertising Agencies, New York, has been appointed assistant manager of the New York office of Leon Livingstone, Ad Agency, New York. From May 20 from 155 E. 44th St. to 37 Wall St. BROADWAY, new head of the merchandise division of Pedlar & Ryan, New York, has received a long leave of absence in recognition of his service as a major in the Quartermaster Corps during which he set up policies and procedures which greatly contributed to the smooth flow of subsistence to our armed forces.

MALCOLM Adv., Newark, N. J., which suspended operations during the war, has reopened offices at 127 University Place.

HARRY E. MALCOM, head of Pedlar & Ryan, and formerly located at 542 W. 44th St., who entered the service in early 1943 along with approximately 85% of the company's personnel, has returned to resume operations.


WILLIAM J. McCANN, former copywriter with Sherman K. Ellis & Co. and prior to that with McCann-Erickson, has joined the copy department of Geyer, Cornell & Newell, New York.

ALBERT SKOLNIK, returned from overseas, has rejoined the media department of Pedlar & Ryan, New York, after an absence of two years.

RAYMOND A. WALSH has rejoined Fuller, Brin & Ross, New York, as a member of the creative staff, after 2½ years in the Pacific with the Army Signal Corps.

LYNN BAKER, released from the Army as a lieutenant colonel, and who at the same time headed his own advertising agency, and ARTHUR N. HOSKING JR., former general sales manager of Revlon Products Corp., have formed a new advertising agency, Baker & Hosking Inc., at 2 W. 56th St., New York.

WILLIAM N. WHEELER, former Army public relations officer, has joined agency.

WILLIAM A. NICOSIA has been appointed production manager of Arrow Adv., New York. He is Army veteran.

MADELINE RYAN has joined Julius J. Bowen Co., New York, as account executive.

GEORGE LOUIS, former in the media department of Weis & Geller, New York, has been appointed assistant to the media director of S. R. Leon Adv., New York.

SALOW & REID, with offices at 700 Main Ave., Passaic, N. J., has been formed by H. HARVEY SALOW, formerly with the American Red Cross, and GEORGE REID, president of armed forces. Mr. Salow was head of his own agency before the war. Company is placing spot announcements on WPTN Paterson and WHOM Jersey City for Victor's Jewelry Store, Passaic.

DUNCAN McGREGOR JR., after service in the armed forces and formerly in the advertising department of Lord & Taylor Co., New York (departmental store), has joined the creative staff of Fuller & Smith & Ross, New York.

IRVING WIESELD, former production manager of The Chernow Co., New York, has been appointed general manager of the agency.

DAVID HAYES, released from the Army, has returned to Export Adv., New York, as production chief.

STANLEY MURDOCH, former in the armed forces and formerly in the advertising department of Lord & Taylor Co., New York (departmental store), has been made the creative staff of Fuller & Smith & Ross, New York.

WARREN SHAW CARTER, Jr., former executive as-
Racial Tolerance Programs Win Citations for Networks

THE WOMEN'S National Radio Committee presented its annual awards to four programs on each of the major networks at its 15th anniversary luncheon held at the Hotel Biltmore in New York on May 15.

The four programs awarded equal citations in recognition of promoting racial tolerance, international understanding, and an intelligible grasp of the social problems of the day were: America's Town Meeting of the Air, sustaining program on ABC; FBI in Peace and War, sponsored by Procter & Gamble on CBS; Cavalcade of America, sponsored by E. I. du Pont de Nemours & Co. on NBC; and the American Forum of the Air, a sustaining program on Mutual.

Honorable Mentions

The committee also gave honorable mention to the following programs: People's Platform and The World Today, sustaining programs on CBS; Theater Guild of the Air, sponsored by Botany Mills on NBC; One Woman's Viewpoint with Liza Sergio on ABC, sponsored by the University of Chicago Round Table and Eternal Light, sustaining programs on NBC; World's Most Honored Flights and Frank Kingdon's Sunday commentaries on WOR, New York sustaining; New York Times Forum on WQXR New York and Halls of Congress on WMCA, New York; One Woman's Viewpoint with Liza Sergio, sponsored by Botany Mills, and the University of Chicago Round Table and Eternal Light, sustaining programs on NBC; World's Most Honored Flights and Frank Kingdon's Sunday commentaries on WOR, New York sustaining; New York Times Forum on WQXR New York and Halls of Congress on WMCA, New York; and Mary Margaret McBride, NBC, also received an honorable mention.

In announcing the awards which are based on a nationwide poll of individual women's organizations, Mme. Yolanda Iron-Iron, founder and chairman of the Women's National Radio Committee, said that the committee had narrowed its poll this year to programs promoting racial tolerance and international understanding, believing that in this way it could both emphasize its conviction as to the social responsibility of radio and express appreciation for the way in which the networks were meeting this challenge.

Mme. Iron told the luncheon guests that the Women's Radio Committee always stood and still stands for a free press and free radio, and that it has worked hard to prevent government interference in broadcasting. "But unless worthless sketches, stupid soap operas, bad crooning and moronic jokes disappear from the air waves, I am afraid one day the government will take over," she warned. "We have prided ourselves in America on having the finest radio broadcasting in the world. This is entirely true technically and in many other phases of radio, such as reporting, news analysis and comments on world affairs. Why can we not meet the same standards in programs of the lighter order?"

NEBRASKAN CLINIC STUDIES NEWS VALUE

EXPLOITATION of local news offers an important audience and revenue draw for small market stations, the NAB Nebraska News Clinic was told May 11 in a paper prepared by Lester L. Hilliard, KGKY Scottsbluff. His paper was read by Arthur C. Stringer, NAB director of promotion, who is conducting NAB news clinics.

After eight years of experience with a local news program KGKY finds it still is the station's most popular feature, according to Mr. Hilliard. Two sponsors alternate. The rate has been raised twice. The program features court house, police court, hospital, C. of C., county agent, city council and similar news, opening with the weather and following with the most popular story of the day.

Only One Libel Complaint

Though drunkenness and drunk driver stories are used, and few items ever witheld, there has been only one libel complaint, Mr. Hilliard stated. This complaint was handled by a retraction.

Clinic chairman, John Alexander, KODY North Platte, named William O. Wiseman, WOW Omaha, and Art Thomas, WJAG Norfolk, as a committee to work with journalism students at U. of Nebraska.

ROBERT B. ALBRIGHT has been named director of a new development program. Bendix Aviation Corp., of which he has been chief engineer and technical supervisor of APF in Europe, has received the Naval Ordnance Station, Mont. In various phases of commercial aviation, Mr. Albright for two years had been chief engineer and technical supervisor of APF in Europe.

JOHN MOORE, engineer at KFOX Long Island, New York, has joined the WCSC Charleston, S. C., engineering department.

Robert B. Albright has been named principal engineer of Bendix Radio Division of Bendix Aviation Corp., Baltimore. In charge of laboratory operations concerned with electrical design of broadcast receivers. He will assist D. C. Berth, acting chief of radio and television.

Dr. Lee DeForest, radio pioneer now 73 years old, has returned from Los Angeles to Chicago where more than 30 years ago he developed the Audion tube, to become director of the research training program at American Television Labs. Dr. DeForest stated that within two years several hundred thousand television sets will be marketed. He favors a general introduction of black and white video pending further development of full color images.
CYNDEY SPARKS, traffic manager of NBC Communications, New York, has been elected vice president. Previously to his association with RCA Communications Mr. Sparks served as officer in charge of the War Department Signal Center, Washington, D. C. and before that was superintendent and division sales manager for the Union Telegraph Co., New York.

STEVE CARLIN, script manager of NBC Radio Recording Division, has resumed his position after being promoted to assistant traffic manager. CARLIN recently resigned from the Navy, succeeds Mr. Carlin at NBC.

M. M. (Mike) ELLIOTT, discharged from the Army as captain in chemical warfare, has been appointed executive head of newly established sales promotion department, Musicraft Records Inc., New York.

PERSONNEL MANAGEMENT LTD., new talent agency, has been organized at 6555 Sunset Blvd., Hollywood, by a group of service veterans. JAY FINN is president.

JOSEPH E. RUDER has been appointed of sales by the Detroit Radio Division, International Detroit Corp., Detroit, Mich.

HARVEY TULLO, vice president in charge of purchasing of Zenith Radio Corp., Chicago, has resigned to form his own company in the plastics business.

RICHARD STARK & Co., New York, is offering for sponsorship a quarter-hour program, "The Ten Thousand Year In," starring Les Tremayne and his wife, Alice Rheinhardt. Each episode is a survey of the natural world. The show is offered for sponsorship a quarter-hour during the summer season.

ROGER MAJESTIC LTD., Toronto, has been organized by C. M. Majestic, president, to handle sales, public relations, and publicity for the Majestic line of auto radios made by the Majestic Electronics Corp., Detroit, Mich.

CHRISTOPHER CROSS, United Nations radio liaison officer, last Thursday addressed the Students United Nation's Conference in Detroit.

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STANLEY D. KEES, technician at KSL Salt Lake City for nine years, has resigned to become manager of Recording Arts Inc., new independent recording firm.

STACY MAY, former company economist and assistant to the president of the McGraw-Hill Publishing Co., New York, has been appointed director of economics and research of the RCA International Division, New York. Previous to his association with McGraw-Hill, Mr. May was in charge of the Bureau of Planning and Statistics for the National Defense Advisory Council, which later became the War Production Board. He remained with WPB until 1944, meanwhile serving as special representative in England for the Secretary of War on the project of combining U. S. and British military requirements.

DR. JOSE FORNS, secretary of the Spanish performing rights society, SDE, arrived from Madrid by plane May 14 for a visit to the United States as the guest of ABCAP.

LESLEY HOOSBY, president, Performing Right Society Ltd. of Great Britain and of the Confederation of Authors Societies, is to arrive in this country to attend as an observer the Copyright Conference held in Washington starting June 1 under the auspices of the Pan-American Union. He will attend meetings of the Canadian Publishers Association of Canada in Toronto before returning to England.

DR. FRANCIS GODWIN, director of Inter-American Research Service, New York, has left on an extensive Latin American trip to organize three consumer studies in Brazil and Argentina.

DIXON GAYER Publicity, New York, has moved into larger quarters at 35-15 Broadway, New York. Firm formerly was located at 521 Fifth Ave.

GORDON CONOYER, former account executive at Willard B. Golovin Co., New York, and before that in the radio department of Young & Rubicam, New York, has joined Mike Goldag Co., New York, as vice president.

NOEL FREDERICK, formerly an executive of Frederick Bros., Hollywood talent agency, has established his own artists service at 8095 Beverly Blvd.

JOSEPH M. SEIFORTH, for four years audience promotions manager of WJZ New York, has resigned to become vice president and general manager of Note-Worthy, Inc. His new firm will exploit music written by New American composers. Location is 931 Fifth Ave., New York.

GREG GOLD, formerly of NBC and during war an AFBS radio producer, has joined Sam Kerner Agency, Hollywood talent service and program packing agency. He replaces LEE LEEFORT who resigned to open his own office.

FRANK COOPER, manager of Alan Young, contract with WJZ New York for two weeks conferring with executives of Brute-Mercer Co. and Doherty, Clifford & Shenfield, agency servicing the firm, account on fall renewal plans of ABC "Alan Young Show."

MARGARET ETINGER & Co., Hollywood, publicity and public relations organization, has opened a New York office at 393 Broadway, with JO MALLETT as office manager.

VICTOR QUAN, released from the Army as major, has reported to production staff of C. M. MacGregor Co., Hollywood transcription producer.

STANLEY & KRAMER Agency, Hollywood talent service and program packager, has established offices at 6047 Hollywood Blvd. Telephone is Hesp- steed 4853. TED MAXWELL, one time NBC San Francisco and Hollywood writer-producer, is an associate of firm headed by J. STANLEY KRAMER and STANTON KRAMER.

MONTHLY MAGAZINE for agency media buyers, "Media Forum," will begin publication in July. Charles H. Green-rich, publisher, said magazine will be primarily a "feature article" affair.

THE VOICE OF BALTIMORE

When you buy CBS in California be sure you get KERN

Kern is County No. 1 in oil production—KERN is radio station No. 1 in Kern County. In this prosperous region 6,500 wells annually produce over 92,000,000 barrels of oil and KERN is the station that sells the story. Where this $98,297,008 oil income is spent

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"GATEWAY TO THE RICH TENNESSEE VALLEY

KERN—Established in 1931

A McClatchy Broadcasting Company

BEELINE STATION.

1000 watts — 1410 kilocycles.

Columbia Broadcasting System.
Video Tower Bill Opposed by Grant

Engineers, Citizens Testify At Bamberger D. C. Hearings

LEGISLATION designed to forbid erection of television towers in District of Columbia residential areas was opposed last week by Maj. Gen. U. S. Grant 3d, chairman of the National Park & Planning Commission. In a letter to the House District Committee Gen. Grant urged the committee not to approve HR-5867, introduced March 25 by Rep. McMillan (D-S. C.).

Grant reviewed the history of television tower hearings before the Commission, the Zoning Commission, the District Commission and the Board of Zoning Adjustment at which the tower question was reviewed. He contended the McMillan bill, introduced at the behest of several District residents living near the site of Bamberger Broadcasting Service's proposed video transmitter, would nullify regulations adopted a year ago by the Zoning Commission. He said television towers would be forced into commercial districts, with higher towers required.

Would Develop Site

At a district Committee hearing last Monday three witnesses for Bamberger testified against the bill. After Bamberger counsel, Harry S. Wender, had outlined the two-year series of hearings involving the tower, J. R. Poppele, vice president and chief engineer as well as president of Television Broadcasting Assn., explained why the disputed site at 40th & Brandywine N. W. was selected. He told of the need for a tower high enough to reach most of the Washington area without excessive shadow areas. He told of FCC regulations requiring that sites be as near the center of population as possible.

Eugene S. Thomas, Bamberger sales manager and chairman of the executive committee, explained the need for a high tower that will permit good service. He said the disputed site provided the best signal and least dislocation of adjacent property. He told the Committee Bamberger would develop the site, now an unsightly vacant lot, into a park that would improve the community.

George C. Davis, Bamberger engineering consultant, said the site was the best available. He discussed engineering aspects of tower height and signal strength, referring to the special problem in Washington where the business area is in the bottom of a bowl. Hart S. Cowperthwait, FCC television engineer, corroborated engineering testimony offered by Messrs. Poppele and Davis. He said the FCC's maximum power for television is 50 kw because of the need of crowding stations into the limited spectrum areas.

Chairman of the D. C. Board of Commissioners, J. Russell Young, said the Commissioners are opposed to the bill. Eric Greenleaf, Chesapeake & Potomac Telephone Co., opposed it on the ground that it would prohibit erection of antennas in residential areas and interfere with radio development plans of the company. Resolution of Television Broadcasters Assn. opposing the bill was introduced.

Lt. Col. Joseph D. Arthur, assistant engineer Commissioner of D. C., testified there was no more danger of a tower falling than of a skyscraper collapsing. James E. Schwab, real estate agent, said television towers would not adversely affect value of adjacent property. Representatives of citizens groups and property owners advocated passage of the bill, emphasizing safety factors and real estate values.

Lightweight Receiver

FEDERAL TELECOMMUNICATION Laboratories, research unit of International Telephone & Telegraph Corp., last week demonstrated a new private airplane radio receiver, weighing but 13 pounds, which is capable of receiving signals of radio navigation aids used by military and commercial aircraft. Demonstration was held at the Westchester County Airport, White Plains, N. Y. before the New York State Aviation Council.
The presentation to WJBK of the “Variety” Award in the field of Racial Understanding emphasizes again this station’s achievement of the common touch... which has made WJBK the best independent buy in the Detroit market.
SILENT SENTINELS OF CONTINUOUS RESEARCH

These bottles are but a small portion of the 4,632 which have passed through our laboratory. Each represents a part of a continuous series of chemical research—responsible for attaining and maintaining the quality of Audiodiscs.

★ ★ ★

For the leadership of Audiodiscs is the result of exhaustive experimental work, plus the most exacting quality controls known to the recording industry.

★ ★ ★

Recently, to add still further to our research facilities, we greatly expanded our laboratory. Today, our research engineers are constantly exploring new materials and methods, in order to further improve recording fidelity and broaden the field of sound reproduction.

... they speak for themselves

AUDIODISCs

Audiodiscs are manufactured in the U.S.A. under Exclusive License from La Société des Vernis Pyrolac—France.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.
LITERARY GUILD OF AMERICA, New York, May 20 starts sponsorship of a new weekly program, "Books of Trial," on WHN New York, Mon. 8-8:30 p.m. featuring Ernest B. Wolf, the editor of the New York Post and syndicated columnist, who appears in role of "Mr. Wolf." The new program presents public opinion on the latest and most controversial books by a noted author of a widely discussed book, will face its critics, one from the opposite of author and another from the other opposing. In addition, show will have a daily 12-week new series from the studio audience, who after listening to Wolf's opening comments, will render a verdict of approval or disapproval for the book. Sponsored by Louis B. Mayer, Max- well Sackheim, and Co., New York.

KMO Music Festival
CLIMAXING regular weekly series of “Camp Radio, theatre, music and board.” Tacoma, Wash., May 21 will present a two- and-a-half hour musical program of high schools and colleges which appeared on program during current season. Program starts 7:45 p.m., features Arnold Sturman as m.c. New Industrial series, heard twice-weekly on KMO in conjunction, with the Maxwell Petroleum Co., Tacoma, takes audience into various local industrial concerns to get firsthand knowledge of respects- tation’s past history and present plans. Airs Monday and Friday 9-11 p.m. show is transmitted within plant.

Page Boys on Forum
TEEN Page Boys of Louisville are going Washington in Sat. 10:15-10:30 a.m. period is “Paging Youth.” Forum format is used with participants drawn from page boys of the Senate and Supreme Court. Children under 16 are asked to write their own answers to questions under discussion on program with weekly winner receiving saving bond凭证. Program is being broadcast with the Washington Daily News conducted a saddle spelling bee. Semi-finals and finals were aired by station. District Page Boys go to New York for na- tional bee sponsored by Scripps-Howard papers. National finals will be broad- cast by MBS.

Video Education
SERIES of educational television broad- casts, “Your World,” started May 14 on WNBT TV in New York in first period. Produced in cooperation with the NBC University of the Air, program experience from an educational standpoint is being observed by the New York Board of Education and is bringing students each week to NBC’s viewing room to witness the telecasts.Questionnaires on student reaction are to be worked by the network as a basis for improving program content and technique. Director is Fred Cole.

Beach Facts Aired
GANTNER of California, swimmnal maker of “Gant-nal” will have air two new lines--one, line of air and water temperature and sky conditions and Southern California beaches on KMPG Los Angeles each Saturday and Sunday. Firm also sponsors “Beach Party” on KECA Los Angeles which began a different beach each week, presenting lifeguard captain and guest.

Public Opinion
UNDER TITLE “District Meeting” and conducted by Dean Elmer Kayser of George Washington U., new program started by WTOP Washington, Sun. 5-5:15 p.m., gives “Voice of Washingtonians” the chance to air their opin- ion on the city’s past, present and what will be the city’s face in 500 years. Poll- lating each week take opposite views of a civic questions.

Atom Test Preparations
WFPF Philadelphia May 20 begins series of 14 half-hour quarter-hour broad- casts covering preparations for the Bikini atomic bomb tests. Program will be shown once in two weeks.

New Sustainers
MUTUAL May 11 for 13 weeks started a new sustainer, “Sunday Night News” featuring Robert Q. Lewis as m.c. with Jon Carpenter’s orchestra and guest stars each week. Mutual on May 30 for 13 weeks starts new program, “Bob Weekley Kay Show,” with Peter Lind Hayes, Thus. 10-12 a.m., replaces “Let’s Make the News,” also sustaining. Pro- gram is song and patter type featuring gags and songs for which Beatrice Kay is famous.

United Nations Quiz
SCHOLASTIC quiz show on the United Nations, “Picto Facts,” is being pre- sented Sat. 10-10:30 p.m. on WLIB New York in cooperation with Youth- builders Inc., an educational program sponsored by the New York Board of Education. Eight students are selected each week to participate in the quiz. Weekly win- ners are to compete in a final city- wide tourney program set for June 29.

From the North
TWO-WAY radio network hook-up be- tween the sub-Arctic and Los Angeles was made May 15 on Ralph Edwars’ “Truth or Consequences” program, NBC Sat., 8:30-9 p.m., sponsored by Procter & Gamble Co., Cincinnati, for Duz. Broadcast featured contestant who was sent 200 miles north of the town of Yellow Knife at the edge of the Arctic Circle to look for oil. Coal Strike Interprets
COAL miners, the man on the street and members of Congress from Illinois and Pennsylvania appeared on national coal strike situation on special public service program started May 22 by WSM Nashville. Program is broadcast 13 by KKOK St. Louis. Striking miners at Dodge City, Ill., were interviewed by wire recorder as were citizens of St. Louis. Lawmakers were questioned by tele- gram.

School on Air
CCKW Monongah, W. Va., started a “Baseball School of the Air” program Monday evening, in interest in newly-formed Monongom- Commodity Athlete of the Week” along with baseball pitcher, Lloyd Sterling, conducts program with CCKW Sports Commenta- tor Ray Rand, baseball manager, and is included with CCKW providing prizes in baseball equipment to winning young- sters.

Conference Aired
FOOD FOR FREEDOM conference from the National Press Club, Washington, D.C., is to be aired by Mutual May 20, 10:30-11 p.m. Program will be preceded over by Mutual representatives. Mid-week feature talks by Fiorello LaGuardia, di- rector of the National Farm Credits Association, Alexander C. Mitchell, director of United Nations Food and Agricultural Organization.

WCAE Observance
REPRESENTATIVES from 46 nationality groups took part May 19 in celebration of “I Am an American Day” broadcast by WCAE Pittsburgh. Program, 3-4 p.m. Eastern time, features speeches by city and Government officials.

CONCERT空调
THE final concert of the “Beach Facts Aired” on WCAE will be presented May 29, beginning at 8 p.m. The concert features the Robert Nolan Choir, orchestra, and Anne Fink, head of the orchestra. The concert is to be broadcast on WCAE, Pittsburgh.

Local News
SCIENTISTS take a leave May 19 to search for DDT’ers in the Arctic Circle to look for oil. Coal Strike Interprets
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Women’s Club Program
WINN Louisville is devoting its 3:45-4 p.m. period five days weekly to lectures on the history and culture of the various women’s clubs and groups in Louisville. Titled “Radio Louisville Women’s Club Program is conducted by Gertrude Hardeman.

WJBK Program
PROGRAM is to be aired May 19 at 5-5:45 p.m., featur- ing Robert Nolan Choir, orchestra, and Bernardino Zemer, head of the orchestra. The program is to be broadcast on WCAE, Pittsburgh.

Books and Music
CONCERT空调 with music with notes on latest books, “The Library Hour” has been started by WMAF Greenfield, Mass., as weekly full-hour program. Music selec- tions range from light overtures to full symphonies.
WCHS on the Job

WCHS Charleston, W. Va., is credited by W. Va State Police with playing a "major role" in the capture of two gunmen who killed a prominent local citizen presumably because they wanted his car.

WCHS was first to break the news of the slaying and broadcast a description of the victim's car. A few minutes later, a motorist spotted the car after hearing the broadcast, telephoned the police. The slayers were caught and an hour later confessed.

LENNEN & MITCHELL ANALYZE FUNCTIONS

HIGH program ratings indicate large audiences but "don't necessarily mean larger sales," Lennen & Mitchel Inc., advertising agency, asserts in Lennen & Mitchell Yearbook for 1946, a 125-page volume issued last week.

Prepared under the direction of Mann Holiner, vice president in charge of radio, the radio section of the Yearbook declares: "We'd rather do a 'prospect' with a rating, say, of 10, which has an audience composed of 90% prospective purchasers, than one with a rating of 20 with only 40% of the audience who might buy the product."

Whether the firm's radio policies apply to television, says the Yearbook, "we don't know for sure yet. Nor does a prospect with a rating of 1.0 mean anything right now," nor all sure a big television department tends that "nobody knows what a sales force composed of 90% prospective consumers who might buy the product."
"Just one of the extra services rendered to clients who advertise over" WGL.

Nielsen Booklet
MAILED this week to radio executives, 36-page booklet prepared by A. C. Nielsen Co., New York, presents details on its Nielsen Radio Index to show how passes industry specifications set up by the CAB.

Prepared for WSB
PROMOTION booklet has been issued by the Katz Agency, New York, for WSB Milwaukee, titled "What Makes Milwaukee Famous." Piece lists top industries of Milwaukee and includes a map showing how the city is conveniently accessible by land, sea and air.

Cigarette Container
PLASTIC cigarette container is being used by WOR New York as a premium. The container—loaded with a pack of Old Golds and a slide top permitting access to cigarettes. It carries message: "WOR that powerful station, Dial 511".

World Friendship Contest
WPIL Philadelphia, in cooperation with World Education Service Council, conducted World Friendship Day Pledge Contest commemorating anniversary of V-E Day.

W hen J. Walter Thompson wrote for an extra YEARBOOK, in addition to the nine already received, they got our 12,816th—the very last one. We're genuinely sorry there aren't enough to go around. Our 1946 print order was the biggest to date, but it wasn't big enough.

That's why you should reserve the 1947 YEARBOOK now. Concentrated in its pages will be radio's most revolutionary year—1946. The weekly BROADCASTING reports "the week" in radio—AM, FM, Television (and fasimilie). The BROADCASTING YEARBOOK sums it all up in one fact-packed encyclopedia.

If you're one of the 12,816 who own a YEARBOOK, please share it with the many who require its scores of directories and listings for market research, advertising and promotion.

By subscribing to BROADCASTING now, you'll be assured of radio news as it happens. And, we'll reserve your 1947 YEARBOOK for you.

Promotion Personnel

HAROLD K. HALPERN, formerly with WNWC New York and previous to that in the Navy, has joined WOR New York as assistant to WILLY VOLEN, head of the publicity department.

RUSSELL EHRESMAN, released from the Navy after 39 months, has joined KMJ in Palm Springs, Calif., as sales promotion manager. Before service he was merchandising manager of WMPE Peoria, Ill., for seven years.

MIKE JABLON of the MBS publicity staff and formerly public relations director of WNVC New York, went on military leave May 17 when he reported for induction into the Army.

E. P. J. SHURICK, KMBC Kansas City announced World Friendship Day Pledge Contest commemorating anniversary of V-E Day.

NAB Starts Setting Up Program Department

FORTIFIED with funds to set up a new program department within the NAB, President Justin Miller and Executive Vice President A. B. Willard Jr. will start work on the department this week. Budget for organization was provided by the NAB Board of Directors at its May 6-9 meeting [BROADCASTING, May 9].

New project is part of an NAB movement to strengthen the whole broadcast program structure and provide a clearing house of ideas and methods. Name of a director for the department may be announced within a fortnight, with staff to be selected after he takes office.

In preparation for the departmental setup the board organized a new Program Executive Committee which combines the Agricultural Directors, Radio News, Music Use and Standards of Practice Committees.

The NAB executive staff also will work this week on appointment of a director for the public relations department. He will assist the president and executive vice president in making speeches, attending forums and working on policy matters. Appointment of a permanent director of the engineering department is being considered. Howard S. Frazier, station consultant, is acting director, having resigned last winter.

Marshall Field Extols Radio's Public Service

MARSHALL FIELD 3d, on his first visit to Portland, Ore., since his acquisition of KOIN [BROADCASTING, March 25], asserted that "few enterprises are more specifically affected with considerations of public interest than the operation of a major radio station.

He said, "I believe the public interest is served constructively through an alert policy which reaffirms the Constitutional right of freedom of expression at a time when three-quarters of the world looks to us for that reaffirmation."

Mr. Field, also owner of WJJD Chicago and WSAI Cincinnati, spoke at a dinner given in his honor May 10 by the Portland Retail Trade Bureau. Accompanied by Howard Lane, vice president and radio director of Field Enterprises, he spent three days inspecting KOIN and meeting its staff. Music for the Trade Bureau dinner was provided by the KOIN orchestra directed by Owen Dunning, and by the Duncan Singers.

WGN Resumes Fax

WGN Chicago has resumed experimental facsimile, dropped during the war, and hopes to install at least 100 receivers in Chicago, according to George Lang, WGN chief engineer. Station now using 200 w on 98.9 mc channel of WGNB, WGN's FM station. Power will be increased to 20,000 w by September, giving coverage of 11,000 square miles. Four-column newspaper with copy and photos supplied with copy by Chicago Tribune are planned.

Mr. Field

P & G Signs Baker

PROCTOR & GAMBLE CO. has signed Kenny Baker to replace Cliff Arquette next season as star of "Glamour Manor" on NBC.

Newell Appointed

HAROLD B. NEWELL has been appointed budget director of the manufacturing division of Croley Corp., Cincinnati. For two years he was comptroller of Kaylon, Inc., New York, and was previously assistant treasurer of the Easy Washing Machine Corp., Syracuse.
ACA Claims Union Story Misleading

EDITOR, BROADCASTING:

The American Communications Association, CIO takes exception to the article in BROADCASTING regarding the disharmony between NABET and ACA in the case of engineers at WFIL Philadelphia. The story as presented by NABET is confusing by intent and erroneous in content. ACA's record with respect to the rights of servicemen is very clear and ACA has consistently fought to protect and extend those rights. The ACA, however, does not believe that it is fair for a serviceman, or anyone else, who is not going to return to work at a job to be entitled to vote on any question which is going to affect the standards and conditions of employment of the other workers on the job.

The main issue in the ACA objection to the election at WFIL is that of collusion between the company and NABET which was manifested at the very time of the election.

W. A. Laney
International Representative
American Communications Association, CIO
Philadelphia.
May 8, 1946

[Ed. Note: Article referred to appeared in May 6 issue, page 84].

GE Video Sets

GENERAL ELECTRIC Co. expects to make black-and-white video receivers available in August or September to the public in areas now or soon to be served by television stations, company announced last week. First postwar GE television set will use a 10-inch direct-viewing tube and will include standard broadcast reception and will retail for approximately $300.

To follow shortly will be other models, including projection as well as direct-viewing types. Receivers are to be made at the company’s Bridgeport, Conn., plant. Television transmitters and related studio equipment are being manufactured at the GE factory in Syracuse, to be ready for delivery early next year.

WFIL, That Is

WHEN N. J. Federated Egg Producers Cooperative Assn. announced sale of 20,000 pounds of butter in Philadelphiato go through black market activities WPN assigned Bill Sears to cover event via specially installed lines. Announcer Sears presented card to each person interviewed entitling him to free butter. Later WFIL’s Tom Moorehead took over, questioning one customer as to the price she had paid for the butter. Looking towards Sears the lady offered happy reply, “Oh, I got mine courtesy of WPI”

NEW SOUVENAIR CO. OFFERS DISC ALBUM

FORMATION of Souvenair Co., which will produce and distribute a “laugh” phonograph record album parading highlights of three feature programs has been announced by C. P. (Pete) Jaeger, former vice president of ABC, now managing director and majority partner of the new company.

Album will include three double-face records of the following ABC programs: Breakfast Club and Bride and Groom, which will be on the retail market about June 1. Albums will also be distributed by the individual stations as a promotion piece. Souvenair Co. is currently negotiating with other programs.

New company is a partnership between Mr. Jaeger and John Masterson, producer of Breakfast in Hollywood. Processing and manufacturing of the records will be done on the West Coast by Universal Records and in the East by the New York Co. of Newark. Fa. has already lined up mass distribution sales and promotion campaigns.

Canada Buys Time

COST of broadcasts sponsored by Canadian government departments and agencies totalled $450,989 last fiscal year, according to a return tabled in Parliament at Ottawa. Two quarter-hour programs on Monday to Friday networks, one English and one French, for the Producers Cooperative Assn. (Canada’s OPA), are most expensive Government broadcasts. George’s Wife, Formerly Soldier’s Wife, on 23 stations, costs $4,451 each week. The French-language counterpart Le Matinier Renan on 14 stations costs $1,787 each week.

Other government broadcasts include those sponsored by the Department of Veterans Affairs, which are carried as sustainer by the CBC network, the Johnny Home Show costing $965 weekly, and A C’est Qui Reveutement $650 weekly. The Department of Labor has a weekly network program The People Ask costing $404.

King-Trendle Sale Being Advertised

ABC’s Offer of $3,650,000 Published in Register

LARGEST SALE ever offered for public bids under the plan of sale of King-Trendle Broadcasting Corp. to ABC for $5,650,000—was being advertised last week.

The firm, licensee of WXYZ Detroit and WOOD Grand Rapids, has been sold to ABC by George W. Trendle, John H. King, H. Allen Campbell and Howard O. Pierce [BROADCASTING, April 29, May 6], subject to Commission approval.

Applications to buy the stations on the same terms will be received by the Commission for 60 days from May 10, FCC said in a notice published in the Federal Register in compliance with the Avco advertising procedure. May 10, the notice explained, was the date the projected transfer was first advertised in Detroit and Grand Rapids newspapers, also under the Avco plan.

Calls for Common Stock

The contract with ABC calls for delivery of all common stock for $8,100,000. Of this amount, ABC agreed to deposit $100,000 with Detroit Trust Co. for the joint account of buyers and sellers, to be released to sellers at closing date. Major portion of the sale price—$3,400,000—is to be paid upon transfer of the stock upon three days’ notice by either party following Commission approval. Sixty days later, $100,000 more will be paid.

Fifty thousand dollars is to be held by ABC pending final determination of King-Trendle’s federal income and excess profits taxes through Dec. 31, 1945, to be used to pay any excess of taxes over those previously paid or reported. King-Trendle officials are to resign upon delivery of the stock.

The contract is to be terminated if FCC has not approved the transaction by Jan. 1, 1947. Under the Avco plan, if no competing applications are received the Commission will consider the present application in regular order. If there are other bids, all applications will be considered on their merits or in a consolidated hearing if FCC deems it advisable. Present owners of King-Trendle would not be required to sell if the Commission picked a transferee undesirable to them.

Video School Hearing

FURTHER HEARINGS on Federal Trade Commission charges against American Television Labs., Inc., Chicago, were being held last week at South Bend, Lafayette, and Milwaukee, FTC announced. Similar hearings, for taking additional testimony, were conducted in late April and early this month in other cities [BROADCASTING, May 6]. The firm is accused of misrepresenting correspondence courses in television and radio.

THE SPORTS STATION OF THE NATION!

- N. Y. Giants
- Pro-Football
- Horse Race Rust
- Winning Picks
- B’lyns Dodgers
- Soccer Tips
- Baseball
- Hour of Champions
- Hockey
- N. Y. Rangers
- Inter Collegiate
- Warm Up Time
- Basketball
- Sports Extra
- Thanksgiving
- Professional
- Take A Tip
- Basketball
- Professional
- Tennis
- Professional
- Ski Costs
- Madison Square Garden Track Meets

The greatest selling power in the South’s greatest city

Broadcasting

The greatest selling power in the South’s greatest city

May 20, 1946 • Page 75
HARRY G. KEBEL, former director of advertising and research, Thomas J. Lipton Co., Hoboken, has been appointed advertising manager of the Ethyl Specialties Corp., New York, a new company formed to market products manufactured by Ethyl Corp., New York.

HUNT FOODS Inc., Los Angeles, plans to introduce its products into eastern markets in the fall. Advertising campaign, initial budget is about $300,000, Young & Rubicam is agency.

ROBERTS DAIRY CO., Omaha, has named Campbell-Mithun Co., Chicago, as agency. Firm is using radio, plans to expand.

HARRY L. BAEUR, vice president and general manager, eastern division, Kraft Foods Co., has been named assistant to FRED KRAFT, vice president, in charge of foreign operations, in line with aggressive expansion.

MARK B. BYRON III, after service as a lieutenant commander in the Navy and in charge of foreign operations, in line with aggressive expansion.


LEWIS-HOWE, St. Louis, has appointed Richard E. Doherty, WOR's director of news and information, as advertising manager.

BORDEN Co., New York (Pioneer Division, maker of Matheis brands), has appointed WOR's director of news and information, as advertising manager of Publix Shirt Corp. He will direct trade and consumer advertising of firm's various divisions and subsidiaries, including S. Lebovits Sons, Eagle Shirt Co., Travel Mfrs. and Brilluxton Shirt Mfrs. He will also direct analysis and research operations of Publix and its public relations activities.

NEW BUSINESS

SEALY MATTRESSES Co., Los Angeles (manufacturer), June 5 starts for 52 weeks "Layman's Views of the News" on ABC, 6:15-6:30 p.m. (PST). Agency: E. Waterman Co., Newark, N. J.

SAFEWAY STORES, Oakland, Calif. (beverage butter), July 1 starts for 7 weeks "Layman's Views of the News" on ABC, 6:15-6:30 p.m. (PST). Agency: Driscoll, WOR's director of news and information, as advertising manager.

OLYTE SAFETY RAZOR of Canada, Montreal, June 19 presentation, Canada fight on 49 Canadian stations, Mon-Fri. 10-10:30 p.m. to end. Agency: Macdonald Inc., N. Y.

Net Renewals

L. E. WATERMAN Co., Newark, effective Sept. 14 for 52 weeks "President's Minute" on CBS, Mon.-Fri. 8-8:30 p.m. Agency: S. Levin, New York.

GENERAL FOODS Corp., New York, effective next fall for 39 weeks has renewed "Late Smith Sings" on CBS, Fri. 8:30-9 p.m. Agency: Foote, Cone & Belding, N. Y.

BOB MOON JOURNEY MILLS, Montreal (cereal), May 16 renewed to June 27 "Talents of Chez Nous" on CBC, 8-8:30 p.m. Agency: Young & Rubicam, Montreal.

New Network Accounts

LEWIS-HOWE, St. Louis, June 16 drops "Alonzo Moorehead, Sun. 8-8:30 p.m. on CBS. Agency: Roche, Williams & Cleary, N. Y.

SWIFT CANADIAN Co., Toronto (meat packer), June 3 adds another quarter-hour of "Breakfast Club" on 30 Canadian stations, Mon-Fri. 9-9:30 a.m. with repeat to western stations Mon-Fri. 11-11:30 p.m. Agency is J. Walter Thompson Co., Toronto.

GI HAMS

MEN of Army's 86th Signal Company in the Western Pacific don't telephone to their folks in the U. S. They use KASB, amateur station operated by two members of the outfit, KASB, which has contacted cities in Germany, Brazil, Africa, and other points, boasts low power distance record of making clear contact with San Gabriel, Calif., using only a half-watt power.

COMPLETING DEAL which made California Medical Assn. first group of its kind to use extensive radio advertising, a campaign beginning May 13, gathered to weekly 15-minute California Caravans on 17 Don Lee California stations starting June 12 are (1 to r): Maxwell Shackelford and Russell N. Lockwood, vice president and president respectively of Lockwood-Shackelford Adv., Los Angeles, agency servicing account; Dr. Philip A. Gilman, president of California Medical Assoc., and Lou Holzer, radio director of advertising agency and program producer-coauthor.

Donors Respond

UNABLE to obtain type AB blood at the hospital bank for her son who has been badly burned, a Springfield, Ohio, mother appealed to WIZE for help. Immediately James Newman, news editor, broadcast a call for the blood. Because many listeners were tuned to the station for primary election returns, the response was even larger than expected. The boy received the transfusion.
WSAN Given Increase
To 5 Kw on 1470 Kc
POWER INCREASE from 500 to 5,000 w for WSAN Allentown, Pa., was approved by the FCC on May 10 and announced by the Commission last Monday. WSAN operates on 1470 kc, will use directional antenna at night.

The Commission dismissed without prejudice the application of KFMB San Diego for change from 1450 to 1440 kc and power increase from 250 w to 1 kw fulltime. The dismissal was without prejudice to filing a petition for reinstatement upon completion of the clear channel proceedings. The frequency sought by KFMB is now used in that area by KPRO Riverside, whose application for 1180 kc with 10 kw also was dismissed [BROADCASTING, Feb. 11] pending outcome of the clear channel hearings.

Cowles Speaks
HELPING Central Europe get on its feet again economically is the best thing we can do to prevent a third World War, Gardner Cowles Jr., president, Cowles Broadcasting Co., the Des Moines Register & Tribune and Louis Magazine, said May 13 at a meeting of the Celestials at the Waldorf-Astoria, New York.

Mr. Cowles, who had just returned from a three-week tour of the American occupation zones in Europe, asked how we could sell the Germans on democracy when the food ration in the American and British zones is 1200 calories a day and soon to be reduced to 900, in contrast to 1800 in the Russian zone. He urged that the Potsdam Declaration be scrapped and the four independent occupation zones of Germany be reunited into one country, “The German problem this time,” he said, “is to hold her up, not to keep her down.” If this is not done, he stated, “the Russian sphere of influence will extend clear to the English Channel.”

Lipslip
DR. SPOONER is doubtless spinning in his grave—Elliott Gove of WSYR Syracuse has pulled a Spoonerism that is as good as the old master could have done. In a record show, Mr. Gove had planned to say, “Time heals all wounds.” It came out, “Time wounds all heels!” Now the sir from Boyscuse is that embarrassed.

Tuttle, Clark Elected Radiomarine Directors
ARTHUR B. TUTTLE, treasurer of RCA, and Edwin N. Clark, managing director of RCA International Division, have been elected directors of Radiomarine Corp. of America.

Mr. Tuttle joined RCA in 1921, became Assistant Treasurer in 1927. He became treasurer of RCA May 10 [BROADCASTING, May 13]. In 1931 he served as treasurer of Radiomarine Corp. of America and also of RCA Communications Inc.

Mr. Clark was named managing director of RCA International last February after he had served as Deputy Assistant Chief of Staff for Supply, Supreme Headquarters, Allied Expeditionary Force, with the rank of colonel.

EQUIPMENT EXHIBIT AT CANADIAN MEET
TO ENABLE Canadian broadcasters to see the latest in studio and FM transmitter equipment, the Canadian Assn. of Broadcasters has arranged with equipment manufacturers for an exhibit of latest type equipment at the CAB convention at Quebec, May 27-30.

Two FM transmitters with control equipment will be on display, a 250 w transmitter being shown by RCA, Montreal, and 1 kw transmitter by Canadian General Electric, Toronto. Northern Electric, Montreal, will show latest studio equipment. Walter Downa, Montreal, is to show Presto recording equipment.

The exhibits will be in the Committee Room on the second floor of the Chateau Frontenac.

CAB engineer Harry S. Dawson is to report on his first year’s operations as CAB engineer, and to discuss with stations what should be done in the immediate future by stations and the CAB to keep abreast of engineering developments.

Entertainment at the CAB convention will include a dinner by CAB directors on May 26 to visiting U. S. station, network and NAB representatives, a cocktail party by Canadian Marconi on May 28, annual dinner on May 28, and golf tournament on May 29.

you supply the tenor...

...and we of Harvey will supply that varied assortment of equipment needed to carry his voice across space. As distributors for America’s leading brand names, we can promptly fill orders for tubes, test equipment, recorders, receivers, recording blanks and all other vital parts. As merchants with a backlog of 18 years experience, we know that you also require service and full value for every dollar you spend. That we can give you, too. Next time you need equipment, find out first what Harvey can do for you.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

Telephone LONGacre 3-1800

SHREVEPORT TIMES
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No.1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co
Belo-Carter Issue

Argued Before FCC

Division of KGKO License

Offered as Solution

ORAL ARGUMENT on the last of the original duopoly cases was conducted before the FCC on last Thursday, with counsel for WFAA Dallas and WBAP Fort Worth requesting two half-licenses each so they may share time on two frequencies.

Carter Publications Inc. (WBAP) and A. H. Belo Corp. (WFAA) share time on 820 kc and jointly own KGKO, on 570 kc with 5 kw. FCC in a proposed decision last fall said the arrangement is a violation of the duopoly rule [Broadcasting, Nov. 19].

George Smith, counsel for Carter Publications, pointed out a pending application for division of the KGKO license between Carter and Belo would end an existing split-time operation of 570 kc would eliminate joint ownership of KGKO and provide for completely independent use of the frequency by the two stations.

The FCC would be liquidated and time on 570 kc would be divided equally.

Half Licenses Each

Operations of WBAP and WFAA in the respective periods on the KGKO frequency, Mr. Smith asserted, would be "entirely independent" of each other "except for such cooperation as is required of any share-time operations."

In that arrangement, he explained, Carter and Belo would each have two half-licenses—one for 820 kc and one for 570 kc.

Philip G. Loucks, counsel for Belo Corp., maintained that the proposed operation actually would be equivalent to operation of one full-time station by WFAA and one full-time station by WBAP—one operating halftime on 820 kc with 50 kw and half-time on 570 kc with 5 kw.

He said the "cooperation" between Carter and Belo which FCC attacked in its proposed decision had never reached a point where one would be willing to operate the 5-kw station fulltime and let the other have fulluse of the 50-kw outlet.

"We concede this is not the most satisfactory operation in the world but it beats halftime operation," Mr. Smith asserted. "It gives each licensee an opportunity to operate fulltime, even though it would not be advantageous. This by operating two halftime stations."

Exchanges Resumed

AN ASSOCIATION interrupted in 1939 when Canada entered World War II, has been resumed in the exchange of radio programs originating on MBS with those heard on CBC. Over a dozen Mutual programs are now heard in Canada over CBC as well as two feature Canadian shows being heard in the U.S. via MBS.
Parts Makers
(Continued from page 20)
for their use will soon make the radio industry one of the largest in the nation," Mr. Clough declared.

Speaking to more than 1,800 in attendance at the radio parts key-note dinner, Monday, O. Fred Rost, publisher of Electrical Wholesaling said the period of strikes and delays which the industry had been subjected to had proven providential in "providing a period for thinking and realignment of our prospective."

"Production can meet any challenge, as proven by our war record," he declared.

He cited as an indication of the vast market open to parts manufacturers, reports that 3,500,000 rural homes throughout the nation would be using electrical power for the first time, within the next five years.

Geddes Statement
The nation's radio parts industry is now 60% behind its anticipated production quota, Mr. Geddes declared Wednesday at the conference and show.

The RMA vice president and general manager declared that in some instances, parts production is less than 10% of its quota.

The bottleneck of parts and receiver production, he said, is the OPA.

CANCELLATION of a broadcast by Dr. Gerhard Schacher, international news analyst and one-time CBS commentator, on WCFL, Chicago's AFL station, has caused quite a furor between the Gourfain-Cobb agency, representing the Erie Clothing Co. sponsor of the analyst on WCFL for the last two years, and Maurice Lynch, general manager of WCFL.

Propaganda
Mr. Lynch said Dr. Schacher was ousted because he would not submit his script for inspection and because he was preaching Russian propaganda. "We do not feel that we are compelled to offer time to someone who disseminates that type of propaganda," Mr. Lynch declared.

On the other hand, Ed Gourfain of the agency said the station did not give a satisfactory reason for dropping Dr. Schacher. Contradicting Mr. Lynch, he stated that Dr. Schacher did submit his script for inspection and while Mr. Lynch may call Dr. Schacher's talks 'propaganda' because of his own personal prejudice, many other people call it truth."

Mr. Geddes cited as an example of OPA "ham-stringing" the fact that "not one receiver tube has been sold at a profit since the war."

Free Enterprise
He declared radio industry was willing to stand or fall on the principles of free enterprise on a competitive market. "The time has come," Mr. Geddes declared, "for the Government to give us back our potential, Erie Clothing Co. moved Dr. Schacher's program to another local station, WJJD (52 weeks, effective May 13).

While Mr. Lynch stated "this is our business and not the public's," the agency feels that "it is definitely something the people should decide."

On one of the last programs on WCFL the sponsor substituted the following announcement in place of a commercial:

"This is the final week of Dr. Schacher's broadcast on this station. Negotiations are now underway for time on another station which will be announced in the newspapers. Many of you have written stating your opinion that this news program has had unusual value in these times of complex international maneuvering. The Erie Clothing Co. has sponsored these programs for the past five years because enough of you have agreed that this has been a program distinctly in the public service interest and it commercially valuable to the two Erie Clothing Co. stores. Your support is the only factor which has made these broadcasts possible. It is the only factor which can continue to bring to you. Dr. Schacher is a seasoned historian, an eye witness reporter at the old Court of the League of Nations. He knows and understands the machinery of international relationship. His understanding is in the cutting of the effort to establish a United Nations Organization that will guarantee peace and security of all the peoples of all the world. Perhaps you don't like to write letters to radio programs. If you have an opinion about this one please, take the time to write now to Erie..."

RINE HEADS WWVA; MILLER IS ASSISTANT
WILLIAM E. RINE, commercial manager of WWVA Wheeling, was appointed managing director of the station last Tuesday succeeding the late George W. Smith who died May 9 [Broadcasting, May 13]. George B. Storer, president of the Port Industry Co., announced.

Mr. Rine immediately named Paul J. Miller, production manager, as his assistant. Mr. Miller will continue to supervise the production department in addition to his managerial duties.

Native of Wheeling, Mr. Rine, 37, received his early education in that city. He joined the WWVA commercial staff in December 1932 and in 1943 was elevated to the commercial managership. He also served as assistant to Mr. Smith.

In 1940 Mr. Rine married Caryl Hudson of Wheeling. They have three children, Caryl Lee, 5; John William, 3, and Thomas Michael, 4 months.

Mr. Miller has been with WWVA since Dec. 15, 1941, when he became an announcer on the station. He is a native of Pittsburgh.

Clash on Political Viewpoint Causes Switch of News Analyst

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Siepmann

(Continued from page 29)

$8,000 per year, plus transportation from his home in Newfane, Vt. to Washington, D. C. and return, plus $6 per diem while actually on duty in Washington.

Worked 20 Days

Mr. Siepmann completed his assignment in "20 days and 6½ hours" and the total income accrued to him was $670.17 in salary, with the amount for per diem expense "including time taken to travel, $169.50."

"While on duty with the Commission, Mr. Siepmann did not himself have access to the confidential files of the Commission," wrote Acting Chairman Denny. "He was supplied with the files necessary and appropriate for his work in the Commission, all of which could be made available to any qualified person making an appropriate showing under Section 1.5(d) of the Commission's Rules & Regulations which provides that files of the Commission not otherwise open for public inspection may be made available upon written request describing the document to be inspected and the reasons therefor.

Mr. Siepmann was "one of a group of employees who participated in the preliminary drafting of a report which subsequently formed the basis of the Commission's report dated March 7, 1946. Public Service Responsibility of Licensees," wrote Mr. Denny. This "preliminary draft," he said, was "extensively discussed and substantially revised by members of the staff of the Commission."

The report had the "unanimous approval" of the Commission, he added.

Reminiscing

KDKA ANNOUNCER Bill Hinds and Singer Buzz Ashton, who have just returned to civilian life after service in the armed forces, have been presented a large oil painting of themselves. Titled "Pittsburgh's风口, 1945," it was painted by W. B. McGill, Westinghouse Radio Stations advertising manager, who portrayed them while they were in the service, and their experiences in a Philadelphia USO Canteen. Presentation was made on Mr. Hinds' Branch With Bill show by Mr. McGill, who went to Pittsburgh for the occasion.

Press Wireless Begins Testing With New York-Maine Program

BROADCASTERS throughout the country this week are watching with interest the radio relay tests of program material begun yesterday by Press Wireless [Broadcasting, May 13].

Asking its specially assigned frequencies ranging from 4665-18,510 kc, Press Wireless, in cooperation with FCC engineers, is testing the feasibility of transmitting regular broadcast material by radio further than land lines. First program was a 15-minute spot at 11 a.m. Sunday, beamed at Maine from Hills- ville, N. Y., Sunday's transmissions included a radio baseball game between Maine, eastern Massachusetts and Washington, D. C.

Tests Monday

Today, tests were to begin at 10 a.m. with a relay from Los Angeles to Washington. First retransmission was to be on 15,910 kc from Los Angeles with the original program to Hicksville, N. Y., then to Georgia, on 17,910 kc from Los Angeles on 17,910 kc. Other tests were to be at 1:15 a.m. on the same frequencies, using modulux in both directions; 10:30 a.m., 15,910 kc, Hicksville to New York to Los Angeles; 10:50 a.m., 5525 kc, direct from Hicksville to Washington and vicinity; 3 p.m., 7625 kc, from Hicksville to Central N. Y.; 7 p.m., same.

Broadcasters in each area to which the transmissions are being beamèd have been asked by the FCC and Press Wireless to make recordings and report their findings to the Commission. Following is the remainder of the schedule:

May 21-11 a.m., 11,640 kc, Hicksville to Georgia, A3; 1 p.m., 15,730 kc, Hicksville to southern Florida, modulux; 3 p.m., 11,640 kc, Hicksville to southern Fla., A3; 5 p.m., 7625 kc, Vicksville to southern Fla., A3; 7 p.m., 6920 kc, Hicksville to Georgia, A3; 10 p.m., 5525 kc, Hicksville to Hicksville.

May 22-10 a.m., 15,910 kc, Hicksville to Texas, A3; 11 a.m., 15,910 kc, Hicksville to southern Texas, modulux; 4 p.m., 15,910 kc, Hicksville to southern Texas, modulux; 11:30 p.m., 15,910 kc, Hicksville to Arts.

May 23-11 a.m., 17,910 kc, Hicksville to Arts, A3; 1 p.m., 17,910 kc, Hicksville to southern Calif., modulux; 8 a.m., 15,910 kc, Hicksville to southern Calif., A3; 11 a.m. 5525 kc, Hicksville to Hicksville.

May 24-11 a.m., 15,910 kc, Hicksville to northern Calif., A3; 3 p.m., 15,730 kc, Hicksville to northern Calif., A3; 11:30 p.m., 6920 kc, Hicksville to Hicksville.

May 25-11 a.m., 15,910 kc, Hicksville to Oregon, A3; 1 p.m., 15,730 kc, Hicksville to Idaho, Montanta, Wyoming, A3; 1:30 p.m., 15,610 kc, Hicvksville to Idaho, Montanta, Wyoming; 3 p.m., 11,640 kc, Hicksville to Idaho, Montanta, Wyoming; 5 p.m., 7625 kc, Hicksville to Idaho, Montanta, Wyoming; 9 p.m., 11,640 kc, Hicksville to Wyoming.

May 26-11 a.m., 13,185 kc, Hicksville to Neb.; 3 noon, 13,185 kc, Hicksville to Nebraska; 5 p.m., 13,185 kc, Hicksville to Okla.; 7 p.m., 11,640 kc, Hicksville to Texas; 9 p.m., Hicksville to eastern Texas; 11 p.m., 13,185 kc, Hicksville to Kansas; 1 a.m., 11,640 kc, Hicksville to eastern Texas; 3 a.m., 13,185 kc, Hicksville to eastern Texas; 5 a.m., 13,185 kc, Hicksville to eastern Texas.

May 27-10 a.m., 11,640 kc, Hicksville to Lake Mich., A3; 1 p.m., 7625 kc, Hicksville to W. V. A., A3; 3 p.m., 15,730 kc, Hicksville to W. V. A., A3; 5 p.m., 7625 kc, Hicksville to so. W. Va., A3; 7 p.m., 11,640 kc, Hicksville to Ohio, A3; 9 p.m., 13,185 kc, Hicksville to Ohio.

May 28-10 a.m. 5975 kc, Hicksville to Ohio, A3; 12 noon, 15,730 kc, Hicksville to Ohio; 2 p.m., 7625 kc, Hicksville to southeastern Pa., A3; 4 p.m., 71810 kc, relay from Los Angeles to southeastern Pa., A3; 6 p.m., 15,730 kc, from Hicksville, A3 each direction; 4:15 p.m., 17,390 kc relay from Los Angeles to southeastern Pa., A3.

May 29-11 a.m., 4665 kc, Hicksville to eastern N. Y., A3; similar tests at 3 p.m., 7 p.m., 10 p.m.

ATOM TOWN SEeks ITS SECOND LOCAL

OAK RIDGE, Tenn., a community "made" rather than destroyed by the atom bomb, will have two radio stations if FCC approves an application reported last week. Highlands Broadcasters Inc. applied for a 250-w fulltime outlet on 1490 kc at 292 Ridge using 1490 kc with 250 w for test purposes. The station would be located in Research Park in Oak Ridge.

Highlands is headed by Sam K. Carson (15%) an attorney, of Clinton, Tenn. G. Paul Crowder, a Navy veteran, owns 50% and would be general manager and secretary-treasurer. S. O. Ward of Lakeland, Fla., owner of WLAK Lakeland and stockholder in WLAC Nashville and WHUB Cookeville, Tenn., owns 20%. Remaining 15% is held by Leonard E. Ladd, attorney at Clinton.

Applicants say the intellectual level of Oak Ridge residents is above average because of the number of scientists and other specialists employed there, and that programming would be planned accordingly.
Radio Homes Increase
(Continued from page 13)

In 1945, 2,077,000 (7.7%) in 1940; 12,000,000, (29.0%) in 1945; 8,630,000 (24.8%) in 1940; 3 persons, 8,597,000 (22.9%) in 1945, 7,796,000 (22.4%) in 1940; 4 persons, 6,817,000 (18.1%) in 1945, 6,325,000 (18.4%) in 1940; 5 persons, 1,018,000 (2.7%) in 1945, 4,013,000 (11.5%) in 1940; 6 persons, 1,018,000 (2.7%) in 1945, 2,360,000 (6.8%) in 1940; 7 persons, 1,018,000 (2.7%) in 1945, 1,341,000 (3.6%) in 1940; 8 or more, 1,146,000 (3%) in 1945, 1,713,000 (4.9%) in 1940.

More than seven-eighths of occupied dwelling units had electric lights; it was found, amounting to 33,856,000 or 89%. Of urban homes, 98% had electricity and 90% of rural-nonfarm homes were so equipped. Of rural-farm homes, 92% had electricity. Increase of a million rural-farm home units with electricity occurred in the five-year period.

Occupied dwelling units about the same number of rooms in 1945 as those in 1940, the Bureau found.

Occupied dwelling units with radios for 1945 and 1940, as announced by the Census Bureau, follow:

Area and Radio

<table>
<thead>
<tr>
<th>State</th>
<th>Total Dwelling Units</th>
<th>Urban</th>
<th>Rural-Rural</th>
<th>Rural-Farm</th>
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<tr>
<td>U. S. Total</td>
<td>37,600,000</td>
<td>100.000</td>
<td>100.000</td>
<td>100.000</td>
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<tr>
<td>United States</td>
<td>37,600,000</td>
<td>34,825,000</td>
<td>3,755,000</td>
<td>475,000</td>
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<tr>
<td>With radio</td>
<td>30,956,000</td>
<td>27,845,000</td>
<td>2,840,000</td>
<td>141,000</td>
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<tr>
<td>With no radio</td>
<td>6,644,000</td>
<td>6,980,000</td>
<td>675,000</td>
<td>372,000</td>
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<tr>
<td>Urban</td>
<td>30,956,000</td>
<td>27,845,000</td>
<td>2,840,000</td>
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<tr>
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<td>3,755,000</td>
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<tr>
<td>With radio</td>
<td>2,840,000</td>
<td>2,840,000</td>
<td>2,840,000</td>
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<tr>
<td>With no radio</td>
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<tr>
<td>Rural-Rural</td>
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<tr>
<td>With radio</td>
<td>2,840,000</td>
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<td>2,840,000</td>
<td>2,840,000</td>
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<tr>
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<td>915,000</td>
<td>915,000</td>
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<tr>
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</table>

**SAFETY' CLAUSE**

New KC IBWE Contract
Has 'Trick' Provision

STRICITLY a "safety measure" is a clause, inserted in new IBWE contracts submitted to Kansas City stations, that prevents technicians from working simultaneously on a station's AM and FM transmitters. At least that is the claim of local union negotiators who have concluded discussions with Kansas City outlets.

IBWE headquarters in Washington denied that it knew of any ban on simultaneous AM-FM transmitter operation and contended that it is doing absolutely no 'featherbedding.' It conceded that such a clause might be inserted by a local in an individual contract but said it was not the policy of the national union. The clause IBWE is trying to use in Kansas City reads: "No technician shall operate more than one transmitter simultaneously."

Staff Members Chosen For New Odessa Outlet

KRG Odessa, Tex., 1410 kc, 1000 w, soon to go on the air, last week announced appointment of new staff members. John Thorwald, AAF major and veteran of 28 years in radio, is general manager, with C. M. Gurne, former pro rior of WSAV Savannah, as assistant. Mr. Thorwald is former general manager of WRR Dallas. Sales manager is E. H. "Chunky" Hendrick, Army captain recently released from service.

Other staff members include: Robert Nash, continuity chief; Harry C. Dillingham, Roy Pearce, Billy Lee, announcers; William Brookins, in charge of music. Engineering staff includes; Bob Hutton, Tom Yates, and Earl Pace. The majority are veterans.

Nearby 2 BILLION Listeners

Sales Management figures reveal WLAW serves a $2,198,419,800 market in the New England area. WLAW stands ready to introduce you to this market day or night with its 5000 watt 'voice'.

5000 WATTS 680 Kc.
50,000 WATTS......SOON!!

Basic Station
American Broadcasting Co.

May 26, 1946 • Page 51
NAB District Meet
(Continued from page 18)
of local news. Walter Johnson, WTC Hartford, outlined revisions in the standard contract form to be submitted to the Sales Managers Executive Committee, which meets June 1-7.

Among resolutions were: Pledging loyal support to President Miller in his leadership; commending BMI; pledging support to BMI; requesting NAB to act on behalf of equitable labor legislation. Difficulty of identifying transcribed programs and announcements was discussed and it was agreed there was no logical reason to identify discs of one minute or less.

Music Discussion
Rumblings of a music war, referred to as the “Battle of 1949,” were heard. Merritt E. Tompkins, BMI vice president and general manager, warned that ASCAP is getting ready for another “non-slaughter” against the industry when contracts expire at the end of 1949. He charged ASCAP demands will become increasingly unreasonable. “It is not too soon to begin preparations for the battle,” he said, and alluded to television rights which were heard. Merritt E. Tompkins, referred to as the “Battle of 1949,” was no logical reason to identify discs of one minute or less.

Carl Haverlin, MBS vice president in charge of station relations and a former BMI vice president, declared broadcasters probably would be paying 15% of their net

for music were it not for BMI. C. E. Arney Jr., NAB secretary-treasurer, said the 1940 consent decree gave broadcasters the chance to buy music as a per-program basis but less than 150 stations take advantage of this plan, a situation he termed dangerous.

Mr. Morency said ASCAP is getting foreign music as ammunition for the coming battle. Roy Harlow, BMI station relations director, said broadcasters can make hit tunes by playing more BMI music. Other speakers were Alex Sherwood, Standard Radio; John Langworth, WTIC; Ed Williams, WDRD; Edward Guinnesy, WLZB; Carl D. Brown, WTVL; H. D. Glidden, WAGM; Fred and Francis Simpson, WABJ; Jon Libby, P. Couture, SESAC; Bert Georges, Wlowslett Bettison, C. G. O. WNB.

The Cleveland Press Radio Poll conclusively proves that WJW signals reach a larger daytime audience in Cleveland than any other regional station!

INDUSTRY PROBLEMS received a complete airing at the May 13-14 meeting of the NAB Ed District in Boston. Among those at session were (front row, l to r): Leonard J. Bash, Comton Adv.; Harold E. Fellows, WEEI; E. E. Hill, WTAG; Paul Morency, WOR; John Shepard 3d, Yankee Network; A. N. Armstrong Jr., WOPC. Back row, David M. Stimmel, NBC; Robert Wynn, WGBH; H. E. Miller, WOR; J. M. L. Ives, WSSR; Harold W. Thayer, WFCI; Harvey Carter, WMUR, William H. Rines, WSHC; Fred R. Tipple, WPRO; Walter B. Haase, WDRC; James T. Mahoney, WLAW; Wallace H. Wallace, WFCI.

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State-Controlled Shortwave Peril Cited

Australian Radio Man Would Abandon Propaganda

ONLY BY SPEEDY demobilization of state-controlled propaganda will UN succeed in establishing permanent order of world security, said Alfred C. Padddison, president of the Australian Federation of Commercial Broadcasting Stations, on his arrival in Washington last week, Mr. Padddison, an Australian station owner, is serving his second elected term as AFCBS president.

"Broadcasting and newspaper organizations in all democratic countries have a common interest in achieving this objective," he believes. "They recognize that regimented propaganda supplied the tinderbox for the second World War. It is a challenge that UN must meet."

Banish Verbal War

He decried the fact that there is bound to exist anti-communist abuse perpetrated under the guise of propaganda, and advised that the quickest way to eliminate the fear of atomic warfare is to banish verbal warfare among nations.

"The Atlantic Charter gave a guarantee of freedom of speech," he said, "UN can now underwrite that guarantee by taking positive action towards an international code outlawing the propagandist."

Mr. Padddison sees UN faced with both internal and external problems in broadcasting. Externally, he said, the problem is that of shortwave broadcasting. "This medium recognizes no national borders. Language difficulties are quickly surmounted. No country is immune from penetration by its remotest enemy... The broadcaster must be free to broadcast, without censorship, from any country in the world."

UN Must Act

"Internally, the surest guarantee of complete freedom is competitive private enterprise as the basis for operating both press and radio." In the U.S. and in Australia, he said, the fact has been proven that private enterprise can be entrusted with the safeguarding of such freedom. "In Australia," he continued, "the privately-operated commercial stations have by far the largest audience, while the national stations play an important role in the cultural life of the community."

He offered the suggestion that "if an authoritarian Government refuses to grant freedom of speech, press and radio, UN may have to take special steps towards corrective action."

Since shortwave broadcasting has always been the "cats' whiskers of the propaganda trouble-maker," according to Mr. Padddison, he suggests that the problem could be solved by reserving the channels for relaying entertainment and objective news—with shortwave broadcasting in the hands of private industry.

"The sooner Governments step out of the propaganda field," he said, "the better for world security."

The basic problem, as he sees it, is propaganda demobilization. "The need is clamat. The time is short."

He pointed out that the first year of UN has passed "without any constructive effort to fabricate a new foundation for this most essential of all human rights... Why the delay?"

"If the initiative fails to come from the UN," he concluded, "then the responsibility falls directly on press and radio executives. They have a clear conception of the requirements of such an international code. A world conference of press and radio is an essential prelude to concerted international agreement."

24 YEARS OF SERVICE

Superman' Honored

SECRETARY OF COMMERCE

Henry A. Wallace has commended the tolerance theme inaugurated on the Superman series heard on MBS, with the following statement: "I am happy to learn that you are planning to use Superman for the purpose of teaching children that Democracy includes the idea of tolerance and equal opportunity for all races, creeds and colors. It is much easier to plant the truth in young minds before the anti-social teachings have taken firm root."

Program also has received citations and commendations from the Calvin Newspaper Service, the Associated Negro Press, the Child Study Association of America and many religious organizations throughout the country. Program is sponsored by Kellogg Co., Battle Creek, Mich. (Pep).

ERA Expands

Establishment of a broadcast consulting division with offices in Washington and laboratories in St. Paul was announced last week by John E. Parker, president, Engineering Research Associates Inc. Washington offices are at 827 1/4th St., N. W., phone Executive 4742. When plans are completed ERA will have a nucleus group of 50 scientists and engineers, many of whom are specialists in particular fields of communications and electronics, said Mr. Parker. ERA was formed principally by a group of former Navy men.

10 Years of SCIENCE FORUMS...

"Thirty minutes devoted to what you want to know about science..."

...acquainting the radio public with the achievements of modern research and engineering, and promoting on the part of our fellow listeners an interest in, and appreciation of, scientific endeavor... one of WGY's outstanding Public Interest features... broadcast weekly to 1,045,717 listeners in the WGY area.

Represented Nationally by NBC Spot Sales

50,000 WATTS

WGY

SCHENECTADY, N.Y.

May 20, 1946 • Page 83
May 10 to May 16

**Decisions**

**MAY 10**

**ACTION ON MOTIONS**

WDEL Wilmington, Del.—Granted petition for leave to intervene in the hearing on application for new station in WDEL’s area.


American Bestg. Co., Los Angeles—Granted petition for leave to intervene in the hearing on application for new station in Los Angeles.

Skyland Bestg. Co., Dayton, Ohio—Granted motion to amend its application for a new station in Dayton’s area to show the addition of ten new stockholders to the corporation; supply additional engineering information, etc., and the amendment was accepted.

Central Bestg. Corp., Flint, Mich.—Granted motion to amend its application for a new FM station in Flint’s area to specify power of 500 w night instead of 500 w nighttime; and the amendment was accepted.

KHTS West Memphis, Ark.—Granted motion to waive Commission’s rule 25 and accept movant’s written appearance in re its application for CP.

Puerto Rico Communications Auth.—In re Mr. Gerald H. Yan, P. R.—Granted motion for leave to amend its application for a new station in Puerto Rico’s area to specify different equipment, policies and changes in the application; and the amendment was accepted.


**KTN** West Memphis, Ark.—Granted motion to waive Commission’s rule 25 and accept movant’s written appearance in re its application for CP.

**WJW** Inc., Cleveland—Granted petition for leave to intervene in the hearing on application for a new television station.

**KWW** Shreveport, La.—Granted petition for leave to intervene in the hearing on application of WNW for the purpose of intervention on the merits of issuance of license only between the 25 w nighttime and 40 w daytime operation of the present service of KWWH, and for waiving Commission’s rule 1,385(d).

**The Crosby Corp., Dayton, Ohio—Granted motion to waive Commission’s rule 25 and accept movant’s written appearance in re its application for a new FM station.

Consolidated Bestg. Corp., Ltd., Los Angeles—Granted motion to waive Commission’s rule 25 and accept movant’s written appearance in re its application for a new television station.

Twentieth Century-Fox Film Corp., New York—Granted motion to intervene in the proceeding to specify its application for a new television station.

Fox West Coast Theatres Corp., Los Angeles—Granted petition for leave to intervene in the proceeding to specify its application for a new television station.

**RAW** Bestg. Inc., Topeka, Kan.—Granted motion to intervene in re Commission’s rules and acceptance of petitions for written appearance in re its application.

**Independent** Bestg. Co., De Moines—Granted petition for leave to amend its application for CP so as to specify power of 1,000 w nighttime; and the application was amended.

Radio Projects Inc., Newark—Granted motion to amend its application for new FM station so as to show the addition of Mr. Norman B. Miller, a director of the corporation; show substitution of Mr. Norman B. Miller for Mr. Newhouse, and the amendment was accepted.

**Northernwestern Ohio Bestg. Co., Lima, Ohio—Granted petition for leave to intervene in re its application for a new station.

Canyon South Bestg. Co., New Orleans—Granted petition for leave to intervene in the hearing on application of KTVN.

**Skyland** Bestg. Co., Dayton, Ohio—Granted motion to amend its application for a new station in Dayton’s area to show the addition of ten new stockholders to the corporation; supply additional engineering information, etc., and the amendment was accepted.

Central Bestg. Corp., Flint, Mich.—Granted motion to amend its application for a new FM station in Flint’s area to specify power of 500 w night instead of 500 w nighttime; and the amendment was accepted.

Fort Wain Bestg. Co., Fort Worth, Tex.—Granted petition requesting leave to amend its application for CP so as to substitute Mr. Alvis Skinner as an officer, director and stockholder of the corporation etc., and the amendment was accepted.

Suburban Broadcasters, Dearborn, Mich.—Granted request for leave to take deposition regarding its application for CP scheduled for hearing on June 19 in consolidation with application of Henry A. Fett, Dearborn, Mich.

**WEAU** Eau Claire, Wis.—Granted motion to waive Commission’s rules and accept movant’s written application for CP.

Winter Haven Bestg. Co., Winter Haven, Fla.—Granted motion for leave to intervene in the proceeding to re-open amendment of its application for CP.

Central III. Radio Corp., Peoria, Ill.—Granted motion for leave to amend its application for an FM station so as to supply add to the application corporation minimum rights, a new transmitter site, and the amendment was accepted.

Hudkss Productions, Div. of Hughes Tool Co., Los Angeles—Granted motion to waive Commission’s rules and accept movant’s written application for CP.

Winter Haven Bestg. Co., Winter Haven, Fla.—Granted motion for leave to intervene in the proceeding to show the substitution of Frederick G. Harris and others in consolidated proceeding, to supply add to the application corporation minimum rights, a new transmitter site, and the amendment was accepted.

**SUBURBAN** Broadcasters, Dearborn, Mich.—Granted request for leave to take deposition regarding its application for CP scheduled for hearing on June 19 in consolidation with application of Henry A. Fett, Dearborn, Mich.

Liberty Broadcasting Co., Pittsburgh—Granted motion to amend its application for CP so as to specify power of 1,000 w day instead of 1,000 w nighttime; and the amendment was accepted.

Clearwater Bestg. Co., Inc., Clearwater, Fla.—Granted motion to intervene in re Commission’s rules and acceptance of petitions for written appearance in re its application.


Cherry & Webb Bstg. Co., Providence, R. I.—Granted petition for leave to amend its application for a new television station in Providence’s area to show the acquisition by applicant of the real estate for a new television station in Providence’s area.

**WNEX** Boston—Granted petition for leave to intervene in the hearing on application of The Ascher Bstg. Service, Quincy, Mass.

**KWHV** Amarillo, Tex.—Upon consideration of petition requesting leave to intervene in the proceeding to show the substitution of Frederick G. Harris and others in consolidated proceeding, to supply add to the application corporation minimum rights, a new transmitter site, and the amendment was accepted.

**WMAS** Inc., Springfield, Mass.—Granted motion for leave to intervene in consolidated proceeding and continued said hearing from June 10 to June 20.

**WBBR** Pittsburgh, Mass.—Adopted a memorandum opinion granting application for consent to voluntary assignment of license of station KROY (1240 kc, 250 w, unlimited time) and of a combination license of station WBBR (1490 kc, 250 w, unlimited time) and of a consolidated proceeding for a new metropolitan FM station in that city, and the Commission further ordered in its memorandum opinion that the record in this consolidated matter be held open for a period of 30 days to permit the filing of written comments.

By Commissioner Durr

WMAS Inc., Springfield, Mass.—Granted motion for leave to intervene in consolidated proceeding and continued said hearing from June 10 to June 20.

**KROY** Syracuse, N. Y.—Adopted a memorandum opinion granting application for consent to voluntary assignment of license of station KROY (1240 kc, 250 w, unlimited time) and of a combination license of station WBBR (1490 kc, 250 w, unlimited time) and of a consolidated proceeding for a new metropolitan FM station in that city, and the Commission further ordered in its memorandum opinion that the record in this consolidated matter be held open for a period of 30 days to permit the filing of written comments.

**KBB** Bakersfield, Calif.—Adopted a memorandum opinion granting application for consent to voluntary assignment of license of station KBB (1490 kc, 250 w, unlimited time) and of a combination license of station KBB (1240 kc, 250 w, unlimited time) and of a consolidated proceeding for a new metropolitan FM station in that city, and the Commission further ordered in its memorandum opinion that the record in this consolidated matter be held open for a period of 30 days to permit the filing of written comments.

**KXZM** San Jose, Calif., for a new station to be licensed for operation in San Jose’s area.

**AM-1240** Bakersfield, Calif.—Adopted an order removing from the hearing docket application for a new station to be licensed for operation in Bakersfield’s area.

**KBV** The Voice of the Valley of Paradise

Total agricultural income in KPRO’s service area

$206,336,905

Riverside County $64,320,539
San Bernardino $62,574,066
Orange and Los Angeles Counties, based on Eastern provinces in service operation $94,323,300
All figures are based on 1944 statistics released by the Agricultural Commissioners of Counties listed.

**KPRO** is a broadcasting corporation owned by American station with studios in River-side and San Bernardino, California.

**115 RODGERS AVENUE NORFOLK 2, VIRGINIA Julius L. Grether William P. Grether CONSULTANTS OVER 20 YEARS CONTINUOUS EXPERIENCE IN BROADCASTING AM —FM SPECIALIZING IN ECONOMIC INSTALLATION OF AM AND FM BROADCAST STATIONS**

**PHONE NORFOLK 2-4408**
Hearings This Week

MONDAY, MAY 20, Washington, D. C.
Frank R. Gibson, Lake Charles, La.—CP new station 1580 kc 1 kw, directional antenna

WKKR—Interference.

MONDAY, MAY 20, Los Angeles
HHQ Spokane, Wash.—License renewal; KGA Spokane—License renewal.

WNBX—Interference.

THURSDAY, MAY 23, Washington


WJDX, WRFB—Interference.

THURSDAY, MAY 23, Lexington, Ky.

The Central Kentucky Bcstg. Co., Lexington—CP new station 1340 kc 250 w.

TUESDAY, MAY 21, Washington

Lake Bcstg. Co., Gary, Ind.—CP new station 1560 kc 500 w night, 1 kw.

WQXR—Respondent.

FRIDAY, MAY 24, Washington

WAML, Laurel, Miss.—CP 1560 kc 1 kw.

WQXR—Interference.

In Touch With Tomorrow... In Tune With Today

THE LARGEST TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

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

An All-Time Favorite

WEDEL Inc., Wilmington, Del.—CP new commercial television station to be operated on channel 1, 50-56 mc, of 1210.

WDEL—Request of applicant.

WDEI Inc., Miami Beach.—CP new commercial television station to be operated on channel 1, 30-66 mc, of 1210.

WDEI—Request of applicant.

A. Frank Fuller, New Orleans—CP new commercial television station to be operated on channel 1, 50-56 mc, of 1210.

Video—50-56 mc

Thomas Patrick Inc., St. Louis—CP new commercial television station to be operated on channel 1, 50-56 mc, of 1210.
Radio Television of Baltimore, Baltimore—CP new station 1010 kc 5 kw and unlimited hours.

AM-1450 kc

The Vidalia Best Co., near Vidalia, Ga.—CP new station 1450 kc 250 w and unlimited hours.

AM-1200 kc

WJTN Jamestown, N. Y.—License to use portion of 260 to 270 mc as an auxiliary transmitter with power of 5 kw (peak).

AM-1200 kc

Empire Newspapers-Radio Inc., Endicott, N. Y.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: re stockholders and change in equipment.

AM-1200 kc

WNNR Beckley, W. Va.—Modification of CP which authorized a new station 1450 kc 250 w of 1 kw and unlimited hours-AMENDED: change in corporate structure.

AM-1200 kc

WJUN Jamestown, N. Y.—CP to install new transmitter.

AM-1200 kc

KPMF Fort Worth, Tex.—CP new station 1360 kc 1 kw and unlimited hours.

AM-941 kc

United Gazette Co., Dayton, Ohio—CP new station 1450 kc 250 w and unlimited hours.

AM-1450 kc

Ohio, type of transmitter, change frequency to 1340 kc, 2 kw (peak), and to change antenna system.

AM-1450 kc

The Time Inc., Los Angeles, Calif.—New rural FM station to be operated on channel 245, 96.9 mc or 2.5 kw, Vis: 25 kw (peak) to 5 kw (peak) and use crystal control.

FM-90.1 mc

National Best Co., Cleveland—CP new metropolitan FM station, channel 55, 96.9 mc and coverage of 10,950 sq. mi.—AMENDED: to change frequency from channel 55, 96.9 mc to 109.5 mc, coverage from 10,950 to 11,550 sq. mi., population from 2,163,047 to 2,501,475.

FM-94.7 mc

WFOR Hattiesburg, Miss.—CP to install new vertical antenna with FM antenna mounted on top, make changes in ground system, and change transmitter location.

AM-1450 kc

WGL Fort Wayne, Ind.—CP to move transmitter.

AM-901 mc

Santa Monica School Board, Santa Monica, Calif.—CP new school station to be operated on channel 245, 96.9 mc or 2.5 kw, Vis: 25 kw (peak) to 5 kw (peak) and to change antenna system.

AM-901 mc

The Times Mirror Co., Hollywood, Calif.—New developmental broadcast station—AMENDED: change emission from A3 to B1 and use FM.

FM-99.7 mc

Skyland Best Co., Dayton, Ohio—CP new metropolitan FM station to be operated on channel 259, 99.7 mc and coverage to be determined—AMENDED: to change frequency from 99.7 mc to 101.0 mc, 2 kw, Vis: 12 kw (peak) to 15 kw (peak) and to change antenna system, transmitter and studio locations from Cleveland to Columbus, Ohio, type of transmitter and make changes in antenna system and new stockholders.

FM-99.0 mc

Larus & Brodag, Inc., Richmond, Va.—CP new metropolitan FM station to be operated on 98.0 mc and coverage of 10,000 sq. mi.—AMENDED: to include population of 250,000.

AM-1450 kc

WAGC Chattanooga, Tenn.—License to use portion of 119.0 to 121.0 mc as an auxiliary station with power of 5 kw.

AM-1300 kc

Fort Worth, Tex.—CP new station 1360 kc 1 kw directional antenna, unlimited hours—AMENDED: re stockholders, directors and transfers.

AM-1300 kc

Charles Wilbur Lamar, Jr., Morgan City, La.—CP new station 980 kc 250 w and unlimited hours.

AM-1050 kc

WZC Tuscaloosa, Ala.—CP to change transmitter and studio location from Tuscaloosa to Decatur, Ill.

AM-1230 kc

KLIX Twin Falls, Idaho.—Modification of CP which authorized a new station 1450 kc 250 w and unlimited hours—AMENDED: to change frequency from 1450 kc to 1440 kc, approval of antenna and sale of transmitter and studio locations.

AM-1230 kc

KOAC Corvallis, Ore.—Modification of license to change power from 5 kw to 1 kw and to change antenna day and night (employing directional antenna day and night with prescribed pattern) —AMENDED: to make changes in antenna system.

AM-800 kc

John W. Davis, Portland, Ore.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: to change frequency from 1450 kc to 1440 kc, approval of antenna and sale of transmitter and studio locations.

AM-800 kc

KXVU Logan, Utah—CP to change frequency from 1250 to 610 kc, power from 2 kw to 1 kw and install new directional antenna and new transmitting equipment.

FCC Actions (Continued from page 85)
**Puerto Rico Communications Authority**

**May 14, 1946**

**Puerto Rico-** CP new station 960 kc 10 kw, directional antenna and unlimited hours—AMENDED: to change transmitter location from Toa Baja, P. R., to South of San Juan, P. R., and change in directional antenna.

**WSSR St. Albans, Vt.—Acquisition of control and operation of station to be transferred to Ernest C. Perkins, individually and as executor of the Estate of William G. Ricker, deceased, from transfer of common stock from William G. Ricker, deceased.**

**AM-550 kc**

**WDEY Waterbury—Involuntary assignment of license to Lloyd E. Squier, surviving partner of Lloyd E. Squier and George R. Ricker, db as Radio Station WDEY, and Ernest C. Perkins, executor of Estate of George R. Ricker, deceased, as involuntary executor of Estate of William G. Ricker, deceased.**

**Non-Commercial Educational**

**Fordham, U., New York—** CP for a new non-commercial educational broadcast station to be operated on channel 220, 91.9 mc or nearest available adjacent channel, 91.5 mc or nearest available adjacent channel, special for FM.

**AM-910 kc**

**WQAN Scranton, Pa.—Involuntary assignment of license to The Scranton Times (co-partners), Elizabeth R. Lynett and Edward J. Lynett, Jr.**

**Pittsburgh Radio Supply House, Pittsburgh, Pa.—CP new station 46.5 mc and coverage of 11,400 sq mi—AMENDED: coverage from 46.5 mc to channel 229, 93.7 mc, type of service to be non-commercial educational broadcast station to be operated on channel 220, 91.9 mc or nearest available adjacent channel, and change in directional antenna.**

**J. Leonard, Richard Tellleba, Myers Wiesenhal, Alex Tellleba, Louis N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Blum—CP new station 200 kw and unlimited hours.**

**AM-1400 kc**

**WGAP Marysville, Tenn.—Voluntary assignment of CP to George Roy Denoyer and Y. H. McLean db as Gateway Broadcasting.**

**Applications Tendered for Filing:**

**KVKM Arecibo, Puerto Rico—** Assignment of control of license by corp. by partner. **AM-1270 kc**

**KIXO Bay City, Mich.—CP to change frequency from 1110 to 1270 kc, Power for 1 kw and night with unlimited hours in antenna and change in directional antenna for license to be returned.**

**AM-1010 kc**

**James G. Thomas, Lauret W. Barefoot, Lawrence Gooding and Hector H.壞**

**Applications Returned: Video—Unassigned**

**CAE Inc., Pittsburgh, Pa.—CP new station 46.5 mc and coverage of 15,450 sq mi—AMENDED: to change frequency from 46.5 mc to 92-106 mc band and coverage of 8,000 sq mi.**

**AM-92.5 mc**

**Virginia Radio Corp., Pittsburgh, Pa.—CP new metropolitan FM station to be operated by Virginia Radio Corp. db as Station WSPA—CP new station 46.5 mc and coverage of 11,400 sq mi—AMENDED: to change frequency from 46.5 mc to channel 229, 93.7 mc, type of service to be non-commercial educational broadcast station to be operated on channel 220, 91.9 mc or nearest available adjacent channel, unlimited hours.**

**David Rosenblum, tr as Butler Bestg. Co., Butler, Pa.—CP new metropolitan FM station to be operated by Butler Bestg. Co., db as Station WSPA—CP new station 46.5 mc and coverage of 11,400 sq mi—AMENDED: to change frequency from 46.5 mc to channel 229, 93.7 mc, type of service to be non-commercial educational broadcast station to be operated on channel 220, 91.9 mc or nearest available adjacent channel, unlimited hours.**

**AM-92.5 mc**

**WSPA Spartanburg, S. C.—Modification of CP, as modified, which authorized increase in power of 50 kw, directional antenna and unlimited hours.**

**AM-92.5 mc**

**Independence Bestg. Co., Des Moines, Iowa—CP new station 840 kc 10 kw and daytime hours; AMENDED: to change power from 10 kw daytime to 10 kw unlimited hours, 1 kw directional antenna and unlimited hours.**

**AM-1450 kc**

**KROF Brawley, Calif.—License to cover CP as modified which authorized a new station; authority to determine operating power by direct measurement of antenna power.**

**AM-1500 kc**

**KSDJ San Diego, Calif.—Modification of CP, which authorized a new station for TV, to change to a new channel and change transmitter location from Berrytown, Calif., to a new location.**

**AM-1190 kc**

**Video—67-72 mc**

**Hughes Products, Division of Hughes Tool Co., Los Angeles—CP new television station to be operated on Channel 2, 60-66 mc, ESS of 35 mc, Unlimited hours—AMENDED: to change frequency from channel 2, 60-66 mc to channel 6, 67-72 mc, type of service to be non-commercial educational broadcast station to be operated on channel 2, Unlimited hours.**

**AM-1450 kc**

**H. M. Williamson & Roy D. Johnson d/b as Modesto Bestg. Co., Modesto, Calif.—CP new station 1450 kc 250 w and unlimited hours.**

**Applications Tendered for Filing:**

**Planfox Radio Co., Inc., Bristol, Va.—CP new station 1450 kc 250 w and daytime hours.**

**AM-1500 kc**

**Gail D. Griner and Allen M. Cooper, a partnership d/b as The Adrian Bestg. Co., Adrian, Mich.—CP new station 1600 kc 250 w and unlimited hours.**

**AM-1450 kc**

**May 16**

**Rome Sentinel Co., Utica, N. Y.—** CP new station 1150 kc 5 kw and unlimited hours.

**AM-1150 kc**

**H. M. Williamson & Roy D. Johnson d/b as Modesto Bestg. Co., Modesto, Calif.—CP new station 1450 kc 250 w and unlimited hours.**

**AM-1500 kc**

**William E. Blake, Reconceverte, W. Va.—** CP new station 1600 kc 250 w and unlimited hours.

**AM-1450 kc**

**Purchase Bestg. Co., Inc., Mayfield, Ky.—CP new station 910 kc 1 kw and daytime hours.**

**AM-910 kc**

**Palouse Empire Radio Inc., Moscow, Idaho—CP new station 1450 kc 250 w and unlimited hours.**

**AM-1450 kc**

**Peabody Broadcasting Co., Rome, Ga.—CP new station 1190 kc 1 kw and daytime hours.**

**AM-1190 kc**

**Rome Radio Bestg. Co., Rome, Ga.—CP new station 1190 kc 1 kw and daytime hours.**

**AM-1190 kc**

**Palouse Empire Radio Inc., Moscow, Idaho—CP new station 1450 kc 250 w and unlimited hours.**

**AM-1450 kc**

**WSPA Spartanburg, S. C.—Modification of CP, as modified, which authorized increase in power, installation of new transmitter, change in directional antenna, unlimited hours.**

**AM-1010 kc**

**WINS New York—Modification of CP, as modified, which authorized increase in power, installation of new transmitter, change in directional antenna, unlimited hours.**

**AM-1010 kc**

**Central Bestg. Co., Flint, Mich.—CP new station 880 kc 1 kw directional antenna and unlimited hours—AMENDED: to change power at night from 1 kw to 1 kw directional antenna.**

**AM-880 kc**

**L. J. Duncan, Lella Duncan and Joseph Johnson, d/b as Valley Bestg. Co., Lanett, Ala.—CP new metropolitan FM station to be operated on 88-108 mc band and coverage of 1,990 sq mi—AMENDED: to change frequency from 88-108 mc band and coverage of 1,990 sq mi to 92-106 mc band and coverage of 8,000 sq mi.**

**AM-92.5 mc**

**Seaman and Collins, Inc.—** License to cover CP new station 1150 kc 5 kw, directional antenna and unlimited hours.**

**AM-1450 kc**

**Las Vegas Broadcasting Inc, Las Vegas, Nev.—CP new station 1230 kc 250 w and unlimited hours.**

**AM-1450 kc**

**H. Loring Schmidt, Salem, Ore.—License to cover CP new station 1550 kc 250 w and unlimited hours.**

**AM-1550 kc**

**San Diego-** leads the West Coast in "Sales Management" Sales Index and is SECOND in per capita real estate sales among the top 15 cities in the U. S. When you buy KFMB you buy where the coverage counts—"from within."
Announcer - Veteran, 29, married. Wants opportunity to prove ability. Flexible schedule. Reference possible, but will go anywhere. Box 263, BROADCASTING.

Announcer - Veteran, 21, single, graduate of Announcer's School. Five years experience in all phases of broadcasting. Box 265, BROADCASTING.

Five years experience - Two years broad- casting in Chicago. Senior technical - ready to assume news and commercial responsibility. Box 265, BROADCASTING.

Engineer - Veteran, 25, single. First class license. Specializes in equipment installation and maintenance. Will do sales work. Business and personal references on request. Box 262, BROADCASTING.

Engineer - Veteran, 30, married. Family. First class license. Experience in all phases of broadcasting. Young, ambitious, good character, reliable. Box 262, BROADCASTING.

Ventral; desires announcer's job; small family. Will do sales work. Box 262, BROADCASTING.

Chiefs. Twelve years experience. Executive ability. Married. Seeking permanent position with progressive station. Complete story on request. Box 263, BROADCASTING.

Manager-veteran - outstanding record all phases broadcasting before war. From coast to coast. Large experience in broadcasting - even setting up new stations. Box 262, BROADCASTING.

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3 years experience in operation, maintenance, construction, installation, AMFM to 50 kw. Reference possession on request. Box 263, BROADCASTING.

Program director - veteran, ten years experience, important New York stations, all phases of radio production. Disks available. Box 262, BROADCASTING.

Announcer - Service veteran desires permanent position. Announcing and control room experience. Best of references. Box 263, BROADCASTING.

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Announcer - Newsman. Ex-Naval Lt. Army, Radio experience. This years civilian as announcer, news editor, script writer, voice work, jockey. College graduate. Excellent references. Available immediately. Box 265, BROADCASTING.

Announcer - Veteran, 30, married. Fine voice, graduate of announcer's school. Will go anywhere. Box 263, BROADCASTING.

FM chief engineer - available on two weeks' notice, or make arrangements for future. Has 15 years experience, including construction. Age 35. Box 310, BROADCASTING.

Salesman - Ambitious, pleasing personality. Formerly with AFN. Desires sales position. Must live in New York area. Excellent references. Harry Bennett, 3708 Triboro Ave., New York 18, N. Y.


Announcer-producer, writer. New experience and references. Six years ex- perience with major network, 1st class voice, with background in TV, more in FM. Box 262, BROADCASTING.

Engineer - First class, experienced, veteran, with solid training and FM. Box 262, BROADCASTING.

Announcer - Veteran - Army lieuten- ant commander, 32, married, 2 children. Expert in network and local voice work. Good references. Box 262, BROADCASTING.

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Attorneys for Irna Phillips Preparing Cross-Complaint in Show Rights Dispute

ATTORNEYS for Irna Phillips, Chicago daytime serial writer and contestant with Emmons Carlson in one of radio's bitterest court disputes over ownership of Guiding Light (NBC, 1-1:15 p.m. CDT) are planning renewed court action, it was learned by Broadcasting last week.

A decree handed down by the Illinois Circuit Court a fortnight ago forbade further negotiations in regard to profits or profits of the General Mills sponsored daytime serial without consent of Mr. Carlson, promotion manager of NBC Central Division [Broadcasting, May 15].

Miss Phillips' attorneys claim the court's action in dissolving the partnership fails to constitute a "termination," i.e. a settling of accounts.

Mr. Carlson's claim to half-interest in the program, her attorneys said, is a violation of the 13th Amendment which pertains to "involuntary servitude." Mr. Carlson is apparently trying to sell the station his ownership interest in the program.

"Although the court admitted the alleged partnership had been dissolved, it did not pass on the validity of Miss Phillips' contention that under the exception of a few weeks in 1936 Mr. Carlson has contributed nothing whatsoever to the success of the program in controversy," it is claimed.

"We intend to file a cross-complaint asking for the court to wind up the entire case and to establish a price for Miss Phillips' services for Palstaff Brewing Co., New Orleans; cancellation by Schimmel & Scott of spot campaigns on 20 stations for Fox DeLuXe Beer, D-F-S hewed to the line on all General Mills accounts.

Station representatives in Chicago agreed that under present conditions food and grain accounts affected by scarcities or Government restrictions would continue to pare radio budgets. Networks said only major cancellations were in spot and weak programs due to bad listening hours or material or both.

Report from Canada

There have been no sizable cancellations of Canadian radio time in the last three months, according to station representatives and CBC at Toronto. "Normal" summer cancellations on CBC involve about 10 programs. British American Oil Co.'s Peerless Parade was cancelled several months ago after appearing as Fighting Navy during much of the war, but no reason was given.

Kellogg's (corn flakes) cancelled its spot campaign for June in the east, but several other food accounts which had planned to go on the air this summer or which usually conduct radio campaigns at this time of year have called off their plans partially because of shortage of foods. Some food advertisers have been unable to go on because of sugar shortages.

Commercial Limitation Opposed by Nebraskans

LIMITATION of commercial copy in programs under the NAB Standards of Practice, particularly the 20% time limitation in participation, shoppers guides and similar programs, was unanimously opposed by the Nebraska Broadcasters Assn. at its meeting May 10 in Kearney, Neb. [Broadcasting, May 13]. The association took the position that the length of the commercial portion, direct or indirect, should be left to the best judgment of the individual station operator.

The 20% limitation was inserted in the Standards of Practice by the NAB Code Committee and approved by the Board of Directors at the January meeting.

CFA Turns Down GE

GENERAL ELECTRIC last week was refused permission by CPA to construct a $9,000,000 research building near Schenectady, according to an AP report quoting an unnamed GE official. Reason for rejection was not disclosed, though it has been CPA's policy to prohibit non-housing construction ruled defensible or non-essential.

Hodel to WCFC

E. J. HODEL has been named manager of WCFC Beckley, W. Va., FM metropolitan station for which the FCC granted a conditional permit last November. He is now connected with Beckley Newspapers Co., the CP holder. G. W. Yazzell, recently out of the Navy, has been named chief engineer. Work has been started on a studio-transmitter structure. The station will have 1 kw power. The new paper company operates two papers, The Raleigh Register and Beckley Post, both in Beckley. Station is running an extensive promotion campaign through the papers and reports that dealers are finding a demand for receivers with FM band.
Ohio's Third Market at less cost-affiliates of the American Network.

**WFMJ**
Youngstown, Ohio

**Studebaker Corp. Takes High Rating**

"Views of the News", presented with local commentator by Studebaker every Mon., Wed., and Fri., 6:15-6:30 p.m., has scored high Hoopers over WTAG for 70 weeks. The Oct. 1945-Feb. 1946 rating is 22.4.

**WTAG**
Worcester

...Serving a market of two million [inhabitants] who demand, deserve and get the best in radio!

65 DIFFERENT PROGRAMS DAILY!

**WTBN**
American Broadcasting Co. FREE & PETERS Natl. Reps.

**Sell**
Los Angeles

PLUS LONG BEACH

GREATEST MARKET through

**KGER**
MEWIN DOTTING STATION 5000 WATTS + FULL TIME

NATIONAL REPRESENTATIVE

JOS. HERSHEY McGILLIVRA, Inc.

New York Chicago San Francisco Los Angeles

Radio-Phone Plans Approved by FCC

St. Louis Mobile, Colorado Telephone Use Proposed

IMPETUS to commercial development of radio service to provide telephone communication in sparsely settled areas was given by the FCC last week with issuance of its first experimental grant for the proposed rural telephone service. The Commission also issued its first authorization looking toward a common carrier type of urban general mobile service.

Simultaneously, a general relaxation in operator requirements for portable and mobile stations in the experimental, emergency, miscellaneous, and railroad services was announced in the first of a series of orders to facilitate more extensive use of radio in nonbroadcast services which have been allocated frequencies.

**Purpose**

In granting a construction permit for Experimental Class II radio stations to the Mountain Telephone & Telegraph Co., the Commission said the purpose of the authorization is to determine the practicability of the use of radio in a section of Colorado where wire lines are not available. The project provides for a central station at Cheyenne Wells and four subscriber fixed stations located at ranches within 20 miles of the central office. The service may also be operated as a portable transmitter to test the service.

The service is to be offered to proposed subscribers, the Commission said, at current rates charged customers served by wire line telephone.

The grant for urban general mobile service was issued to the Southwestern Bell Telephone Co. to develop a common carrier service in the St. Louis area. The service will be offered "anything that moves" within approximately 20 miles of the fixed station to be established, such as airplanes, boats, automobiles, trucks, busses and taxis. The license, classified Experimental Class II, covers construction permits for a land station and for 10 of 150 authorized units of a mobile station.

The relaxation of license requirements, the Commission explained, dispenses with the need of a licensed operator at all portable and mobile stations in the experimental, emergency, miscellaneous, and railroad services except for a limited number of stations using radiotelegraphy, a few stations operating below 25 mc, and some stations in the Experimental Service.

The Commission emphasized that the waiver (order No. 133) does not relieve licensees of stations affected of responsibility for proper operation of transmitting equipment at all times.

**New Mexico Sales Tax Case Is Taken by Stations to U. S. Supreme Court**

THE BASIC question of radio's status as an interstate operation has been taken to the U. S. Supreme Court with the filing of suits by St. Louis and New Mexico stations. They are appealing a March 18 decision by a three-judge Federal court that radio is both interstate and intrastate, the court at the same time holding that it lacked jurisdiction to grant the stations' plea for an injunction restraining the State of New Mexico from collecting a 2% gross sales tax on broadcast income.

The case goes to the Supreme Court in an appeal to review judgment of the Federal court. Opposition appeal has been filed by the state.

**State Court Remedy**

The stations—KGFL, Roswell, KWEW Hobbs, KTMM Tucumcari—contend the decision is repugnant to Article 1, Sec. 8, Clause 1 of the U. S. Constitution forbidding privilege of one state to another, and that the State statute is both excessive interstate, the stations contend, and refer to the Fishers Blend decision by the Supreme Court.

**Decision of the three-judge court held that the stations had a remedy in state courts but the stations point out that the tax law itself forbids injunctions and a speedy remedy is lacking. They contend the Legislature, in passing the 1935 tax— which was not applied to broadcasting until last year—had no conception of radio's operation. They oppose the $1 license fee as well as collection of the tax. Frazier & Quantius, Roswell, are East Service Starts**

FAR EAST SERVICE, an agency to handle Japanese translations, research, native writing and voice narrations for radio and motion pictures, has been formed in New York. Offices are at 531 W. 124th St. The agency specializes in Japanese publishing and advertising for the domestic field, Hawaii and Japan. Head of firm is Kay K. Nishimura, former Japanese and Far East Language editor of U. S. Dept. of War. Mrs. J. C. Perry Walders, commercial manager, announced.

Mr. Walders announced two other new accounts, the Arlington County Dairy, sponsoring Story Time, Go, and currently a radio campaign by placing the new half-hour Dreamhouse program of transcribed music through Harvard Market Agency, Washington, D. C. Business Center, new shopping center, through its president, Joe Chernin, bought the WPPIK noon Lunchroom Melodies hour, which had been sustaining, Kal, Erlich & Merrick, Washington, is the agency.

**Whitehall on CBS**

AMERICAN HOME PRODUCTS Corp., New York, for Whitehall Pharmacal Co. Division (Aasen and Koyroit), June 3 starts sponsorship of Give and Take audience participation program on CBS, Mon.-Wed.-Fri., 4:30-5 p.m. Program will be heard Tuesday and Thursday on sustaining basis and has been sponsored by Chef Boy-Ar-Dee, a division of American Home Products Sat. 10-10:30 p.m., since August 1945. Agency for Whitehall, DeStefano, Bivona & Nold-Sample, New York. Chef Boy-Ar-Dee is placed through McNarkin Adv., Chicago.

**PWIK GROWS FAST**

Sold to 98% Commercial Capacity in Short Time

ON THE AIR less than six months, WPPIK Alexandria, Va., operating on 730 kc days with 250 w, is sold to 98% of its commercial capacity. Perry Walders, the commercial manager, announced.

In a single day last week the independent station with a one-man sales department closed three 15-week contracts, one for a half-hour, daily hour, for 55 minutes daily and one Sunday hour show.

The P. J. Nee Furniture Co., with stores in Washington and Alexandria, is extending its extensive radio campaign by placing the new half-hour Dreamhouse program of transcribed music through Harvard Market Agency, Washington. D. C. Business Center, new shopping center, through its president, Joe Chernin, bought the WPPIK noon Lunchroom Melodies hour, which had been sustaining, Kal, Erlich & Merrick, Washington, is the agency.

**Hayman’s New Fashion Shop**

through Lewis Advertising, took the Sunday full hour, Treasured Music.

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Delay Is Refused In WNEW Hearing
Sirica Charges That Bulova Left to Escape Subpoena

JAMES LAWRENCE FLY, former FCC chairman, once more will face John J. Sirica, former general counsel of the House Select Committee to Investigate the FCC when hearing on the application of WNEW New York for license renewal opens today in New York.

Mr. Sirica, as counsel for the Missionary Society of St. Paul the Apostle (Paulist Fathers), has filed an application for WNEW's facilities. Mr. Fly represents WNEW.

At a hearing Friday before Motion Comr. C. J. Durr on Mr. Sirica's petition to continue the consolidated hearing date beyond May 20 because Arde Bulova, principal owner of WNEW, is out of the country, Mr. Sirica charged that Mr. Bulova left the country to escape subpoena.

“I absolutely refuse to start my case unless Mr. Bulova is present,” said Mr. Sirica. “It’s up to my first and most important witness.”

Continuance Denied
Horace Lohnes, associate counsel for Greater New York Broadcasting Corp., licensee of WNEW, said WNEW was ready. He told Commissioner Durr that Mr. Bulova was doing some confidential work for the War Dept. and would not return “for two or three weeks.” Mr. Sirica did not object to the WNEW case being heard first and Commissioner Durr denied the petition for continuance.

Plans are to hold a week’s session in New York and adjourn to a later date, Mr. Finnley Newman Litvin, FCC counsel, said.

Mr. Sirica said, “I make the direct charge that Bulova deliberately left the country to evade service in this case.” He petitioned the FCC on April 28 to subpoena Mr. Bulova, Harold Lafount, vice president of the Bulova radio interests, and Sanford Cohen, Mr. Bulova’s counsel, he said, and on April 28 or 29 Mr. Bulova left the country.

J. Durr on Mr. Bulova’s counsel, he said, and on April 28 or 29 Mr. Bulova left the country.

The Paulist Fathers formerly operated WLWL New York on 1130 kc (WNEW's channel), but sold it to Mr. Bulova.

Bond Campaign
SOME 850 stations have ordered Treasury transcriptions and other promotional material for the June Savings Bond Campaign, according to Brent O. Guntz, radio director of the campaign. The drive starts June 6 and ends July 4, using the theme “Your Future’s In Your Hands.” The Treasury is offering the twice-weekly Treasury Salute series; two series of 12 five-minute discs featuring sports personalities and prominent sports authors.

“There’s a Bond Waiting for You”; kit of one-minute, 30-second and station-break announcements.

FCC May Probe Wire Snipping At Green’s Asheville Address

AN INVESTIGATION by the FCC of the wire snipping which cut APL President William Green to death on May 11 appeared imminent last week. According to Benedict Cottone, FCC acting general counsel, the case is now in an “exploratory phase.” Just what action FCC would take had not been determined by last Friday.

Mr. Green’s Asheville, N. C. speech was scheduled for almost full of a studio, West Coast, 6-457 p.m. (EST). Just 24 seconds after John Hurley, NBC announcer, had started the introduction, the lines of Municipal Auditorium went dead. Following an investigation, it was found that three wires in the auditorium’s basement had been cut with a sharp instrument. Talk was to have gone through facilities of WISE Asheville over leased AT&T wires to network headquarters in New York.

Last Thursday FCC legal department requested a report on the incident from AT&T Long Lines division. The report was submitted informally Thursday evening.

Apparently the only statute in the Communications Act of 1934 which covers such an act is Section 606 (b), which states: “It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding the sending or receiving of any communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication . . . .”

As technically, the U.S. is still at war, it is believed that under “War Emergency -Powers of President,” would be applicable to the Asheville wire cutting. The person who cut the wires had not been apprehended by Friday.

Despite the fact that the speech was not broadcast, the APL is making available to stations on request over 200 recordings of the speech. Greatest circulation of records is expected to be in the South, the section which speech was mainly intended to cover.

Dorothy Lewis Director N.Y. Advertising Women

DOROTHY LEWIS, coordinator of listener activity of the NAB, was elected to the Board of Directors of the Advertising Women of New York at the May 14 business meeting and elections held in New York. Eugenie Stomler, media director of the Biow Co., New York, and Harry Gormley, publicity department, Westinghouse Electric Corp., were also elected to the board.

Mary McClung, advertising director of the New York Post, was elected president, succeeding Caroline Hudd, public relations director of Rockefeller Center, who becomes an ex officio member of the board of directors. Other new officers are Lilian Jackman, Tip Top Letter Shop, vice president; Alice O’Connell, Adv. Dept., Fisk Tire Co., treasurer; Helen Berg, Textman Inc., corresponding secretary; Mary Tucker, of Charm Magazine, recording secretary. Continuing as board members are Harriet Raymond, Celanese Corp.; Henrietta Amos, Abbott Kimball Co., and Grace Johnson, ABC.

Mrs. Roosevelt Is Guest

MRS. ELEANOR ROOSEVELT will be guest author May 23 on first “Author Meets the Critics” program to be broadcast on WQXR New York. Dr. Roosevelt Program on that date moves to that station from WHN when Dr. Roosevelt’s book, “If You Ask Me,” will be under discussion with John Mason Brown. Series is sponsored by the Book-of-the-Month Club, New York.
Part Interest Sales of WKVM and WAGM Are Submitted to FCC for Approval

SALES of half interest in WKVM Arecibo, P. R., for approximately $79,200 and a partial interest in WAGM Presque Isle, Me., for about $9,200, were reported to FCC last week for approval.

Puerto Rico Adv. Co., licensee of WPRA Mayaguez, proposes to sell its 50% interest in WKVM— 6%-plus to Ralph Perez Perry, who already controls 50% and is general manager of WKVM, for $11,000, and 50% of WPRA J. B. Villal, owner of stores in Arecibo and Mayaguez and former stockholder in Puerto Rico Adv., for $8,225.

Mr. Perry thus would acquire positive control, but the application asks that compliance with the Avco advertising plan be waived since he already owns half interest and is merely “adding” stock, and since he will remain as general manager with policies unchanged.

Puerto Rico Adv. is withdrawing the application explains, so that the recipient, Andrew Giacinta, general manager of WPRA, may devote fulltime to the Mayaguez station. WKVM is assigned 1230 kc with 250 w fulltime.

In the proposed WAGM transfer, Harry E. Umphrey, president but not hereofore a stockholder, would acquire 46%-interest and D. G. Liddle, general manager, would acquire 39%-6. E. Hughes, chief engineer, and Mrs. Hughes; Mr. and Mrs. C. F. Grant, and Ernest A. Trite. Approximately 20% interest divided among 38 other stockholders would not be affected.

WAGM burned in January 1945 but was back on air within a few days. It operates specified hours on 1450 kc with 100 w.

Driver Taps Cop

ALTHOUGH John Spottswood, owner-manager of WJW Sky West, Fla., was brought before the court last Monday, on Tuesday he brought the officer who arrested him before the same court. Mr. Spotts-wood had been arrested for speeding, but drew suspended sentence when he promised to broadcast a warning to motorists every ten days on WKWF. The next day he brought in the cop who arrested him on the charge that he had an improper license tag on his motorcycle. Policemen’s case was set for trial at the May term of court.

NBC’s Group Meets

SPRING meeting of NBC’s station planning and advisory committee was held in New York. Members of the committee for two days discussed network affairs with NBC executives and were feted at a dinner at the 21 Club Monday night. Members of the committee are Clara McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WATR Norfolk, Va.; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMR New Orleans; Walter Damm, WMJ Milwaukee; William W. KVOO Tulsa; Karl Wyler, KTSF El Paso, and William Ryan, KFI Los Angeles.

KEIF Changes

WITH Carlin W. Gages, as his assistant; Kenneth O. Tinkham, newly appointed general manager of KEIF Glendale, Calif., has announced change in station policy which will include hourly news and weather. Pickup of remote broadcasts will be restricted, continuity policy will not be applicable, music, programming and publicity departments are being set up. Structural housing KEIF at 102 N. Glendale Blvd. will be completed and modernized. Permit additional studios and executive offices. Mr. Canon is son of David H. Canning, president of KEIF and was formerly with station.

SEMINAR ON LABOR PLANNED BY RMA

FIRST seminar on management-labor problems of the radio and parts manufacturing industry will be held May 21-22 at the Hotel Pennsylvania, New York, under auspices of the Radio Manufacturers Assn. Authorities on collectivity, bargaining, union and employee responsibilities and other problems will participate.

Chairman of the seminar committee is Richard C. Smyth, industrial relations director, Radio Division, Bendix Aviation Corp., Baltimore. Sessions will be open.

Apparent on the program at the opening session Tuesday will be Glenn W. Thompson, president, Noblett-Sparks Industries, Columbus, Ind.; Lawrence B. Morris, consultant, New York; C. P. Mudridge, consultant, New York; John T. Harvill, director, Labor Relations Institute, New York; Luncheon speaker will be Dr. W. E. Gelhard, Ernst & Ernst, Chicago.

Tuesday afternoon’s program will present Moses Shapiro, general counsel, Electronics Manufacturers Assn., New York, with Arthur Reed, vice president and general manager of Freed Corp Radio, New York, as chairman.

Wednesday morning discussion on union and employer responsibility will feature William H. Davis, former chairman of Federal Communications Commission, P. Ahearn, member of Secretary of Labor’s Advisory Committee; E. J. Brown, international president, IBEW (AFL); Julius Empsk, special assistant to the chairman, United Electrical, Radio and Machine Workers of America (CIO). Mr. Smyth will preside. Luncheon speaker will be Marvin A. Heldt, Bendix Aviation Corp., vice president.

RMA Job Classifications and Wage Surveys Subcommittee, headed by A. H. Gardner, president of Colonial Radio Corp., Buffalo, will meet at 3 p.m. Wednesday.

Political

(Continued from page 13)

ers,” the KOB letter declared.

In its reply the Commission referred to its approval of the FCC case, in which UAW-CIO contended it was unable to secure a fair share of time on the Columbus station. FCC said its reasoning in the WKVM case is still applicable and quoted:

“... Competent management should be able to meet such problems in the public interest and with fairness to all concerned. The fact that it places an arduous task on management should not be made a reason for evading the issue by a strict rule against the sale of time for any programs of the type mentioned.”

Grew from Programs

The request for Commission interpretation grew out of programs carried on KOB by Larry Bynon, editor of the New Mexico State Record, Sante Fe, in which Mr. Bynon attacked the policies of various officials including those of New Mexico Governor E. W. Dempsey. On one occasion, according to the KOB letter, Mr. Bynon reported that he himself was paying for the broadcast. Later he said all subsequent broadcasts were being paid for by his paper. On the March 15 broadcast, KOB said, he told listeners that “anonymous” businessmen were paying for the program.

When the KOB manager heard the statement on the air, he instructed the announcer to report that the program was paid for by the speaker. The scheduled announcement, according to the letter, was that the State Record paid for it.

Aked Revocation

Through his sister, William J. Dempsey, Washington radio attorney, the New Mexico chief executive filed proceedings seeking to have KOB’s license revoked, charging that all of the programs were not identified and that “false, defamatory and scurrilous” statements had been broadcast.

After March 22, KOB declared, Mr. Bynon submitted sworn statements with each broadcast, asserting that the State Record was paying for it.

But on May 2, the letter continued, J. H. Hearne, FCC regional attorney, “called upon the station management and the president” to determine whether the Bynon broadcasts had violated Sec. 217. Later, it was pointed out, Mr. Hearne went to Santa Fe and upon his return “he informed the licensees that he had examined the private books of the New Mexico State Record and while he found checks stubs covering payments of some of the broadcasts in question, he seemed to doubt that the income of the New Mexico State Record was sufficient to enable it to pay the time charges in question.”

“Refused” to Respond

In a subsequent conference between Mr. Bynon, Mr. Hearne and T. M. Pepperday, KOB president, “Mr. Bynon refused to respond to the questions of the Commission’s investigator as to the source of the Bynon’s income,” the station asserted.

“Mr. Pepperday then stated that in view of the doubts expressed by Mr. Hearne as to whether the income of the New Mexico State Record was sufficient to pay for the time charged involved, that KOB would carry no further broadcasts of Mr. Bynon unless the matter was settled and reported.”

KOB pointed out that New Mexico primary elections campaigns are already in progress, that Gov. Dempsey is seeking Democratic nomination to the U. S. Senate and

OPA Action Opens Way for Half-Million Radio Receivers to Be Put on Market

HALF-MILLION radio sets held back by manufacturers and distributors while OPA withheld an 8% price increase [BROADCASTING, May 6], started moving into trade channels Friday when OPA issued its long- awaited formal order.

Action was taken Friday by OPA Administrator Paul A. Porter, who speeded up Government red tape to get the price increase and release the receiving sets. Industry representatives had taken their complaint over the delay to Mr. Porter.

Under the new order set manufacturers must either take the full 8% increase allowed at the manufacturers’ level or none at all. This is designed to keep a manufactured product from figuring out a method of taking a lesser percentage increase without changing the retail price, forcing distributors and dealers to absorb the increase.

The full 8% increase is passed on to consumers in the lower bracket price of $20 to $30 of the increase being passed on to consumers in the middle-price class and 2.977% passed on to consumers in the top bracket. Average increase on orders will be about 4.85%. Previous adjustments had been granted on auto radios, which do not come within the current price increase.

Released

DOG AND MASTER, Wotan and Frank Goss, CBS Holly- wood announcer have each returned to civilian life after four and a half years in the Army. Wotan served as sen- try dog from Pearl Harbor through V-J Day, and now holds honorary discharge, much like his master.
is opposed by Sen. Dennis Chavez, and that the station has exceeded many requests for time for political broadcasts.

However, it continued, "because of the criminal content involved, and the possible jeopardy to its licenses, KOB feels that it can carry none of the political broadcasts with the exceptions noted above, until clarification has been received. KOB will carry no political broadcasts except in cases where there is a real and genuine probability that the station will be complying with the Federal Communications Act as amended by Section 317 of the Communications Act so as to afford an equal opportunity to all candidates who ask for time within the time limits required by the Act."

The exceptions referred to are those where the station may be required to make some additional expenditures to assure its compliance with its obligations under Section 317 of the Communications Act of 1934. The station, in its letter, said, "The Federal Communications Commission has already informed KOB that any additional expenditures it makes to assure its compliance with Section 317 of the Communications Act will be considered to be the duty and responsibility of the station, rather than the network.

The station said that not only is the use of such broadcast time, and the source-of-funds upon competing candidates, often the licensees are not informed, did not obtain conclusive and final facts on the matter.

**FCC Reply to KOB Letter**

Following is FCC's reply to KOB's interpretation of the requirements of Section 317 of the Communications Act:

This reply will be sent to a May 10, 1946 letter from your attorney, W. Theodore Robinson, president, 69%; James O. A. 25%; John Eads Douglass, attorney and real estate man, must submit their proposals for an equal opportunity to all candidates who ask for time within the time limits required by the Act. The station, in its letter, said, "The Federal Communications Commission has already informed KOB that any additional expenditures it makes to assure its compliance with Section 317 of the Communications Act will be considered to be the duty and responsibility of the station, rather than the network.

The station said that not only is the use of such broadcast time, and the source-of-funds upon competing candidates, often the licensees are not informed, did not obtain conclusive and final facts on the matter.

**Outlet in Philadelphia Among 15 Station Grants Last Week**

A NEW regional station for Syracuse, a sixth owned outlet for the Yankee Network, and a 12 kw station in Philadelphia were among 15 authorizations for new standard stations issued last week by the FCC.

The regional went to Syracuse Broadcasting Co., whose application to transmit on 1260 kc, unlimited, was severed from the hearing docket and granted. The construction permit is contingent upon approval of the RCA of the station's proposed antenna.

A grant to Patrick Joseph Stanton for a 10-kw daytime station in Philadelphia was made on condition that he file within 60 days an application for modification of permit specifying transmitter site and antenna system meeting FCC requirements. Mr. Stanton, general manager of WNAS, Philadelphia also a writer and actor, has been in Ireland for three months visiting his family and attending to business matters. He estimated the low station would cost $64,000 to $74,000.

Grants for local stations for Worcester, Mass., Waterbury, Conn., and Norwich, Conn., subject to conformance with certain engineering requirements, were among the new station authorizations. One included were two grants for daytime stations in Mayfield, Ky., a city of 8,600 population (1940 estimate). Both applicants are affiliated with Mutual Broadcasting Co., one being a corporation and the other a partnership.

One of the week's grants, for a local station in Paragould, Ark., was in a case where the FCC, in a filing by the FCC, some weeks ago said that the station's broadcasting would not be heard.

Last week the Commission designated Vernon Simpson to serve as chief engineer, to serve on the U. S. committee which will appear before the Senate.

**NARBA Engineers Meeting on June 3**

Simpson is appointed by FCC on Interference Committee

FORMATION of an international engineering committee to act in event of interference between stations in the U. S. and Canada, or Cuba, the Northern Regional Broadcasting Agreement is scheduled to take place June 3 in Washington. State Dept. sent invitations to Cuban and Canadian engineers under terms of the NARBA Interim Agreement signed in Washington in late February [Broadcasting, March 4].

Sr. Carlos Maristany, Undersecretary of Communications for Cuba and head of the Cuban delegation to the Second North American Regional Broadcasting Agreement, some weeks ago wrote to the State Dept. urging that the inter-American engineering committee be set up by May 15, in order to begin for the first time the work with Cuban and Canadian engineers under terms of the NARBA Interim Agreement signed in Washington in late February [Broadcasting, March 4].

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SALE of WHBQ Memphis (250 w on 1400 kc) to Harding College buys WHBQ for $300,000. Sale was revealed in application filed Friday with FCC for assignment of license. College, owned by Church of Christ, would acquire 50% from Mrs. Stella H. Thompson, widow of Thomas Thompson, station founder; 25% each from S. D. Wooten Jr., chief engineer, WREC Memphis, and Mrs. Emily P. Albury, wife of E. A. (Bob) Albury, WHBQ general manager.

If FCC approves assignment, Mr. Albury retains interest and continues as commercial outlet. College plans to move to Memphis. Present staff will remain. Mrs. Albury acquired 25% interest from Hoyt B. Wooten, brother of S. D. Jr. and president, general manager of WREC, in October 1944 because of duopoly rule.

Harding College, established 1924, headed by George Stuart Benson, former missionary to China, veteran teacher, syndicate columnist and former radio commentator. It's liberal arts, co-ed, has 300 students, 40 teachers. Plans contemplate college facilities will be used for public service programming, training radio personnel in conjunction with station, but WHBQ would not become non-commercial educational outlet. WHBQ founded in 1925, became MBS affiliate in March 1944. Harding College represented by Neville Miller, former Nab president; WHBQ by George Strong, both Washington attorneys.

Alpine 100 Mc FM Disrupting Area Vehicular Receptions

REPORT number of television permits granted at one time in history of FCC was issued late Friday with authorizations for nine stations in nine cities. Action brought to 23 total stations authorized or in operation.

Receiving grants: A.

Commission said it now has 79 applications on file of which 41 have been set for hearing.

NINE TELEVISION STATIONS AUTHORIZED BY FCC

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OPERATION OF FM in the new 100 mc band has all but disrupted television reception in the area contiguous to Alpin, N. J., where Prof. E. H. Armstrong, FM inventor, maintains high-power FM transmitters.

Later this month by O. B. Hanson, NBC vice president in charge of engineering, who said, however, that trouble can be corrected by simple filter on older receivers and will be overcome in design of new receivers. Transmitters would be picked up by FCC moved FM band from 50 mc area to 100 mc area to 100 mc area.

Previously FCC had authorized move to above “downstairs” television operations. NBC resumed television transmission in 100 mc band May 9.
In a vast area where 9.5% of all the people in the United States live, WLW has a serious and difficult responsibility ... to program its clear channel facilities satisfactorily for all segments of that considerable population.

These people live in portions of six states. Three and a half million are concentrated into 14 cities of 50,000 or more. Another six and a half million live in 216 incorporated towns of less than 50,000 and in uncounted hundreds of villages and hamlets. Two and a half million live on farms.

185 cities and towns in the area have no local radio station. We must remember them in our programming. Four out of every five are not farmers. We must provide the farmers essential radio service, but we must not forget the small town merchant, professional man, housewife and worker. Many of them depend largely on WLW for radio's top-rated entertainment.

We must cull from the news all the local references that will not be of interest to a large part of our audience, and we must emphasize news of a regional nature. Our farm service must be tailored to the territory ... we cannot just pass along the national farm news and information.

Yes, WLW must be a common denominator for many people of many ways of life. It is significant, we believe, that both the Nielsen Radio Index, and the NBC 1944 All-County Survey, show that 17 of every 20 radio families in this WLW area listen regularly to the Nation's Station ... proof enough that WLW fulfills its difficult responsibility eminently well.
Imagine! A helicopter is "covering" the story of a man rescued from a burning building. Sitting at your home television receiver, you will get the same eye-witness view as though you were riding along in the nose of the plane!

To develop equipment compact enough to fit into a plane was a major problem. But RCA-NBC scientists and engineers in co-operation with the U. S. Navy did it—and airborne television became a wartime reality.

This portable equipment has many peacetime uses—and may lead to development of a "walkie-lookie" with which the radio or news reporter of the future might cover a story by television as readily as a news photographer does now with a camera.

Such progress-making research goes into each and every RCA product—and is your assurance that anything bearing the RCA or RCA Victor emblem is one of the finest instruments of its kind that science has yet achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20...Listen to The RCA Victor Show, Sundays, 4:30 P. M., Eastern Daylight Time, over NBC Network.