“great!”

said one of New York’s best-known agency

timebuyers when we told him...

that WOR

outranks all competition—

1. In average non-network ¼ hr. daytime program period ratings.

2. In average number of potential radio homes that WOR can get into per ¼ hr.

3. In average cost-per-thousand potential radio homes that WOR can get into per ¼ hr.

In markets (all of them), as in news, music and weather, WLS seeks always to serve the people of Midwest America.

ONE OF THE FIRST ways in which WLS undertook to use radio in the interests of Midwest people was the broadcasting of thorough, accurate market reports.

YEAR BY YEAR since 1924, more market services have been added as the need became apparent, until today WLS broadcasts 56 market reports each week!

THIS LETTER from Ralph A. Walter, President, Chicago Liye Stock Exchange, indicates just how useful WLS markets are:

"Orderly marketing was served during the latter part of January...during labor and management trouble, by telling the facts as to market conditions—how much demand at Chicago could be expected...

"We are firmly convinced that the close cooperation between WLS and the Chicago Live Stock Exchange in broadcasting the live stock markets for over two decades has added a service to the stockman that is invaluable.

In markets, as in news, music and weather, WLS seeks always to serve the people of Midwest America.

22 years of broadcasting service

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with

When we asked Philadelphians how many of them listen to news broadcasts, their answers amazed us. Out of every 100 listeners, 97 said they turn to radio for news.

Here is an important reason why the WPEN audience has grown so fast since the station was acquired by The Evening Bulletin—the largest evening newspaper in America. Listeners in the Philadelphia area know they can hear five minutes of local, national and foreign news every hour on the hour—direct from The Bulletin news-rooms.

And they stay tuned to 950 for the finest in music, sports and special events. WPEN builds its own shows—styles them to please the interests and preferences of listeners in the Philadelphia area. That's what makes it so easy to reach Philadelphians when you use WPEN.
IN GREATEST transportation emergency in nation's history, President Truman turned to radio Friday night to mobilize people to cope with national crisis. He called upon trainmen to return to work irrespective of directorates from their union chiefs.

Strategem to instill large audience of strikers to whom President was directing personal appeal was seen in withholding release of speech text to White House correspondents until after he was on air.

This meant many newspapers took text directly from air—radical departure for such a momentous address. Most news wires carried text at 10:18 p.m., three minutes after talk was concluded.

Prior to his 10:10-15 p.m. (EST) broadcast over combined networks and many independents, President had conferred with Cabinet and Government leaders, decided to go direct to people. He was to address Joint session of Congress at 4 p.m. (EST) Saturday, also scheduled for full network broadcast.

All inquiries at White House following announcement by Charles G. Ross, press secretary, at 4:15 p.m. that President would take strike troubles direct to people were met with: "Listen tonight for the answer." Newspaper reporters, pressing Mr. Ross for details, were told to "get the story on the radio tonight."

Meanwhile radio pitched into its biggest spot news job since V-J Day last August. As railroad stoppage Thursday took on aspects of country's first general strike in history, stations and networks alike used portable equipment and lines to broadcast eye-witness accounts of walkout and to interview stranded passengers (see story page 105).

Commercials were cancelled in some instances for public notices and information. With mails curtailed, stations and networks were called upon to perform additional service functions. In Albany, N. Y., Gov. Dewey alerted State Guard, prepared executive order declaring emergency for use in case Government failed to act. Under order Gov. Dewey cancelled Federal Radio Station WCBF June 1 and approval deemed practical.

UNLESS THERE is sudden change, F. H. LaGuardia stint over ABC for Liberty will terminate at end of 26 weeks June 30 by consent of all parties. Executives of ABC, Armstrong & Legler, Liberty's agency, and LaGuardia have all but agreed on termination after six months. Ex-Mayor's UNRA activities, which may carry him to Europe, also figure in termination. It won't affect LaGuardia's noon network over WJZ, ABC key in New York for June Dairy.

CBS contemplating inauguration of regular series on radio itself, to go into such matters as programming and FCC Blue Book. Lyman Bryson, CBS director of education, will conduct series. It would mark first venture of major network into discussion of controversial issues concerning radio on its own air.

WHEN FCC announces long-awaited KQW decision involving proposed acquisition of San Francisco outlet by CBS for $950,000 anticipated denial will probably be by 4-2 vote, Com. (Continued on page 106)
There's no doubt about it—Mid-America is growing. You see it in the expanding industrial areas—and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc (now under construction), your sales messages will reach every corner of this rich and expanding market.

*Represented by John E. Pearson Co.*

Copyright 1946, KCMO Broadcasting Co., K. C., Mo.
There's a Basketful of Reasons

for KOIL's Loyal Audiences

Yes, there are a lot of reasons why listeners in the Omaha market tune in KOIL bright and early every morning and stay tuned in all day long. Perhaps the biggest reason is KOIL's variety of programs.

Blended with ABC's great daytime schedule are a number of KOIL-produced news, musical programs and public interest shows that are long-time favorites with Omaha-Council Bluffs area listeners. Smart advertisers are selling this big family of listeners year in and year out with KOIL programs. Write us or an Edward Petry man about the sure-selling shows now available.

Represented by Edward C. Petry Co., Inc.

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At Washington Headquarters
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Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, Editorial Director
Art King, Managing Editor; J. Frank Beatty, Bill Bailey, Associate Editors; Fred Fitzgerald, Asst. to the Managing Editor. STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zorhorst, Ada Porter, Margaret Elliott, Eleanor Brumbaugh, Laura Weber, Irving Kipnes.

BUSINESS

MAURY LONG, Business Manager

AUDITING: B. T. Taishoff, Irving G. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, Manager

NEW YORK BUREAU
250 Park Ave. Plaza 5-8355
EDITORIAL: Edwin H. James, New York Editor; Florence Small, Dorothy Macarow, Patricia Foley.

Chicago bureau
360 N. Michigan Ave. Central 4115
Fred W. Sample, Manager; Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, HBlankenship 8381
David Glickman, Manager; Ralph G. Tuchman, Helen Jean Tobias.

TORONTO BUREAU
417 Harbour Comission Building, E. Elgin 7776
James Montagne, Manager.

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* Reg. U. S. Pat. Office

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

Page 6 • May 27, 1946
CRAIG CAMPBELL, NEWS DIRECTOR—WDGY

A prime step in building a bigger, better WDGY under the aggressive management of the Stuart Stations is the development of an alert and intelligent news department.

A big step in the right direction is the appointment of Craig Campbell, former managing editor of the Iowa-Nebraska division of INS, as news director. Campbell is a working newsmen with abundant initiative and imagination. He has many years of experience in radio news under his belt and has installed a number of news departments during associations with all three major news services.

Under Campbell's direction, WDGY newscasts will be well-rounded, understandable reports. Emphasis will be on the development of local and regional news of interest to Minnesota and bordering states, particularly from the agricultural viewpoint.

MINNEAPOLIS  WDGY  SAINT PAUL

GORDON GRAY  MELVIN DRAKE  LEWIS H. AVERY, INC.
Vice President & Gen'l Mgr.  Station Manager  National Representatives
The Care
and Feeding of Commercials

...and how they love WCCO

To get pampered attention for your announcement schedule in the Northwest, put it on 1:30 Date—WCCO's talent-packed half-hour of music and merriment broadcast Monday through Friday afternoons.

Introduced with clever effects, special entrance music or lead-in dramatizations, live and recorded commercials are woven convincingly into the script. With the result that an advertiser's message becomes a part of the show...as listenable...and as listened to...as 1:30 Date itself.

Emcee of WCCO's bright idea is Bob DeHaven, whose fresh-as-a-Minnesota-daisy personality and warm approach find the welcome mat of 822,230 radio homes*. Star of three other popular WCCO programs, our Pied Piper leads a host of loyal fans to 1:30 Date.

Eight featured staff entertainers and a 13-piece orchestra share Bob's 1:30 Date: There's Frankie Roberts' Dixieland Five...the Balladeers Male Quartet, WCCO favorites for ten years...coast-to-coast singer, Flo Seidel...and Wally Olson's 13-piece orchestra. Informal guesting by radio, stage, and screen stars appearing in the Twin Cities, adds to the variety of the revue.

For the best of care for your Northwest commercials, make a 1:30 Date with WCCO. Call us or Radio Sales for details.

MINNEAPOLIS-ST. PAUL
50,000 Watts - 830 kc
COLUMBIA OWNED

“Good Neighbor to the Northwest”

*Radio Homes in WCCO's 131-county Daytime Primary Area. (CBS Listening Areas, Seventh Series, 1944)
OUR LISTENERS WILL ALL HAVE JOBS!

What’s the job outlook for post-war Washington? 1161 employers give this answer:

For every four persons employed full time by private business firms in the Washington area in July 1944... five will be needed after conversion to peacetime operation.

Yes... it’s a stable market with money to spend. And to reach them by radio... use their entertainment station... WWDC.

26% INCREASE IN EMPLOYMENT

Employers estimated they would require 26% more people within a year after the war than they employed in July 1944. This need is great enough to offset the expected curtailment of government employees. These figures furnished by the Planning Committee of the Washington Board of Trade and The Opinion Research Corp. of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by FORJOE & COMPANY

Feature of the Week

Warren Hunter, garbed as “Paul Revere” and astride Dynamite, watches one of the Service’s collectors accept a food donation.

FIVE “Paul Revers’es last week clattered through Manhattan’s streets to arouse the citizenry to a peril which, if less personal to Americans than that of which the first Revere cried warning, was certainly of consequence enough to warrant an alarm.

The mission of last week’s Reverses was to send the people rushing not to their gun racks, but to their cupboards. The horsemen rode Manhattan’s streets to call attention to the beginning of an ambitious five-day food collection campaign sponsored by WNEW New York and American Women’s Voluntary Services.

WNEW’s campaign began Monday morning, a minute after midnight, when the five horsemen were sent galloping. From that time until last Friday night, all WNEW programs carried special food collection announcements, urging listeners to donate food or funds.

Few of WNEW’s regular programs were rewritten to fit the special food collection theme. A station spokesman explained that WNEW wanted to prove that it was unnecessary to “depart from normal programming flavor” to do a public service, even on the scale of WNEW’s “Operation Famine.”

Each of WNEW’s five days of special promotion was devoted to one of the five New York boroughs so that the AWVS could concentrate their collection fleets.

Sellers of Sales

PAUL FREDERICK KIZENBERGER, time buyer with N. W. Ayer & Son, New York, has been associated with the industry for the past 20 years.

Born August 10, 1907, and educated in New York City, Paul started his business career as a bank clerk with the Empire Trust Co.

Two years later— in 1926—he joined McCann-Erickson, New York, as a checker of newspaper copy. From the early start, he worked his way up the agency's ladder to assistant time buyer. He remained with the agency for 16 years but early in 1942 he resigned to join Badger, Browning & Hershey, New York, as assistant time buyer for a period of six months. And in March of the same year joined N. W. Ayer & Son, New York, first as assistant time buyer and a few months later as a full fledged time buyer.

In the latter capacity he is responsible for from $3½ million to $4 million worth of billing a year. Network accounts handled by Mr. Kizenberger are United Rexall and Bell Telephone System. Spot announcement accounts are as follows: Cliquot Club (ginger ale and sparkling water), Dr. Hess & Clark (livestock remedies), Chesapeake & Potomac Telephone Co., Michigan Bell Telephone Co., Illinois Bell Telephone Co. and Kerr Chickeries.

The Kizenbergers have been united since 1919 when Paul married Julianna Wenzel. They originally met at a church gathering. They have one daughter, Janet Susan, 14 months old.

The family spends its summers at Lake Mohawk, where the Kizenbergers own a cottage. During winter they live in Flushing, L. I.

Paul says gardening, fishing and “traying to keep my old automobile together” keep him entertained.

He belongs to the Lake Mohawk Club and the Young Men’s Assn.

Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

WWDC

WWDC

your advertising dollars are PROFITABLY spent on...

5000 WATTS

NBC

Basic Network

Day and Night

BROADCASTING • Telecasting

Page 10 • May 27, 1946
It is with a feeling of pride and satisfaction that KVOO and the University of Tulsa accept the American Public Relations Association award for Meritorious Public Relations Performance in the Field of Education. Earned by KVOO’s "Going to College" series, produced in cooperation with the University of Tulsa, this award will be cherished as a symbol of the bond which exists between radio broadcasting and higher education under the American system of free enterprise.

We are pleased to report that the "Going to College" series is now concluding its second consecutive year with an even greater record of accomplishment than was enjoyed in its first year.
Given:

1. **Top Programs** - with the best talent, the most astute sponsors

2. **Top Facilities** - those of America's No. 1 Network

3. **Top Affiliates** - the aggressively service-minded and promotion-minded independent stations of the NBC network...
...it's easy to be cited by City College's panel of trade publication experts

"for all-over national network promotion"
(The CCNY Plaque for top honors)

"for the most effective public service radio program developed by a clear channel radio station: 'Alcoholics Anonymous'"
(Award of Merit to WWJ, Detroit Affiliate)

"for the most effective all-over station promotion by a clear channel station"
(Award of Merit to WLW, Cincinnati Affiliate)

"for the most effective all-over promotion by a national network"
(Award of Merit to NBC)

"for the most effective promotion by a national network of a sponsored radio program: 'Edgar Bergen and Charlie McCarthy'(Standard Brands)"
(Award of Merit to WKY, Oklahoma City Affiliate)

"for the most effective promotion by a national network of a radio program designed for sponsorship: 'The Fred Waring Show'"
(Award of Merit to NBC - Press and Promotion)

"for unusually effective all-over promotion by a regional network"
(Honorable Mention to NBC Western Division)

...the National Broadcasting Company
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Maybe it's instinctive with you, but more likely you plan those “finishing touches” that really distinguish your product—those little extra somethings that lift it away from competition.

Same way with our work here at F&P. Almost any station-representative can do the basic routine of this business. But what we add is that extra effort that makes all the difference. Seeing to it that you get all the information on any subject under discussion—that you get the best deal available rather than just a “good” deal—that you are happy about your spot broadcasting, rather than just “contented”.

Want some of those finishing touches—of our business?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BALTIMORE: WCBM
BROWNSVILLE: KVAL
BUFFALO: WGR-WKBW
CHARLESTON, S. C.: WCCG
CINCINNATI: WCKY
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WHO
DES MOINES: KIAL
DULUTH: WDAY
FARGO: WHO
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
OKLAHOMA CITY: KOMA
PEORIA-TUSCOLA: WMBD-WDZ
PORTLAND: KOIN
RALEIGH: WPFT
ROANOKE: WDBJ
ST. LOUIS: KSD
SEATTLE: KIRO
SHEVANDOHN: KMA
SYRACUSE: WBLT
TULSA: KTUL

and WRIGHT-SONOVEX, Inc.

Capital Comments on Air News and Views

Wheeler Declares Formula Must Be Found

By BILL BAILEY

RADIO must find a formula comparable to that of the newspapers for presenting both sides of the news about pending legislation or Congress may be forced to take a hand.

That warning was sounded last week by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, thus bringing into the open a smouldering fire of antagonism on Capitol Hill against radio generally for the manner in which certain commentators and Government spokesmen have urged continuance of the Office of Price Administration [BROADCASTING, May 13].

Senator Wheeler believes the responsibility is solely that of broadcasters, he told BROADCASTING. He feels that radio might well take a lesson from the press in the presentation of news. Failure of broadcasters to “correct the situation” should lead to remedial legislation, declared the Senator whose committee originates radio legislation.

“I definitely feel that radio should not permit propaganda or speeches by various departments of Government or commentators on pending legislation unless Representatives or Senators and those who oppose the views expressed are given an opportunity to have equal time,” said Senator Wheeler.

By “equal time” he made it plain that he meant the same time in which the original broadcasting is aired. “When a commentator or Government department goes on the air, the commentator, particularly, has a certain audience,” he explained. “The only way to reach the same audience with the other side of the story is by using his particular time.”

Senator Wheeler said too many times when an opponent of views expressed by a commentator or Government official asks for time to present the opposing side, he is given a period far removed from the time of the first broadcast, thereby making his reply to an audience different from the one which heard the first broadcast.

“When a newspaper attacks someone or takes one side of an issue on legislation, practically every newspaper permits an answer to be published,” said Senator Wheeler.

“Newspaper readers are practically the same people every day—at least the bulk of the readers are. If a commentator goes on at a certain hour and the opposition at a different hour, you do not reach the same listeners.”

Senator Wheeler said that regardless of how broadcasters or commentators feel about legislation and other public issues, they are obligated to see that the people are given a period far removed from the time of the first broadcast, thereby making his reply to an audience different from the one which heard the first broadcast.

“Surely, fair-minded people can do this, now,” he wrote.

Both sides have a common aim, according to the letter: “To give the American public the (Continued on page 89)

Miller Attacks Petrillo’s Delay In Letter Asking AFM to Act

By J. FRANK BEATTY

DISCORD crept into the harmonious relations between the AFM and NAB last week when Justin Miller, association president, called on James C. Petrillo to quit stalling and live up to his promise to negotiate with broadcasters on a national policy basis.

Impatient at what radio executives believe to be an AFM run-around, President Miller politely rebuffed industry grievances in a letter, the diplomacy of which is exceeded only by the dignified manner in which Mr. Miller leaves the way open for further joint meetings. At its May 9 meeting in Washington the Industrywide Music Committee had suggested that Mr. Miller contact AFM about the delay.

Miller Surprised

Though NAB’s president adhered to his policy of keeping negotiations on a gentlemanly basis, there runs through the letter the suggestion that the AFM’s actions are out of tune with the accepted standards of procedure during two broadcasters-musicians meetings in early April.

President Miller opened his letter by voicing surprise and disappointment at the recent editorial in the International Musician in which the AFM head ordered a continuance of feather-bedding practices [BROADCASTING, May 6].

In the editorial Mr. Petrillo told AFM members they could not play for television simultaneously for AM and FM programs unless for dual pay and that they could not play for television until further notice. He previously had reaffirmed his ban on foreign musical programs.

President Miller’s letter reminded that he had repeatedly asked that a joint committee of perhaps seven or eight on each side be named to conduct national policy negotiations in advance of local contract dealings. He called attention to the fact that he had met with the AFM president on three occasions to discuss the idea, with indications that good progress was being made.

Broadcasters are ready to meet, Mr. Miller said, and are anxious to avoid “the wasteful procedures of strikes and lawsuits.” He said that even if such methods and procedures are used, joint negotiations will still be necessary.

“Surely, fair-minded people can do this, now,” he wrote.

Both sides have a common aim, according to the letter: “To give the American public the (Continued on page 16)

Station’s ‘Editorial Page’ Is Urged By Durr

By RUFUS CRATER

AN EDITORIAL PAGE for radio stations, balanced by a “letters to the editor” period, is advocated by FCC Comr. C. J. Durr.

His stand is regarded by radio men as a right-about-face from the Commission’s position in the celebrated Mayflower decision of 1941, in which FCC ruled that “the broadcaster cannot be an advocate.” Broadcasters have looked upon the Mayflower opinion as an edict prohibiting stations from editorialising over their own microphones.

If the Mayflower decision has had that effect, Commissioner Durr contends, then the FCC should have another look at the Mayflower decision.

Stations Fear FCC

Commissioner Durr outlined his position in an impromptu discussion at Ohio State U.’s 16th Annual Institute for Education by Radio [BROADCASTING, May 13], after Justin Miller, NAB president, had attacked the Mayflower opinion and said it made broadcasters fearful of FCC’s wrath.

The Commissioner takes the po-
Stock Issue Brings Noble's Interest in ABC Down to 35%

EDWARD J. NOBLE's interest in ABC will drop from 74.07% to 35.5% in the network's contemplated stock issue but he will retain control because of the wide distribution of stock, FCC was informed in an application filed by ABC last week. Mr. Noble is chairman of the board of the network.

Holders of other stockholders also will be reduced. Principals and their present interests include: Justin W. Dart, president of United Drug Co., 5.25%; Robert E. Kintner, ABC vice president, 4.26%; Mark Woods, president of the network, 3.86%.

The application seeks Commission consent to the projected sale of approximately 1,500,000 shares of stock to the public at about $15 a share [Broadcasting, April 29, May 6] to key an expansion program in AM, FM and television.

A net return of approximately $14,000,000 is expected, and the application said this would be used to pay $4,000,000 in 2% notes due Oct. 14, 1947; to pay for the projected $8,650,000 purchase of King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids, and Michigan Radio Network), and to provide $6,850,000 for further investment.

Dillon, Read & Co., which handled the FCC application, and a nationwide group of investment bankers are to handle the offer. A limit of 10,000 shares has been placed on the amount which may be bought by any one purchaser. None may be bought by aliens or representatives of foreign governments or foreign corporations. Affiliated stations may buy at about $14 a share. ABC estimated 1947 income, excluding possible losses, would be at $1 a share on an assumed basis of 2,500,000 shares outstanding. A total of 2,500,000 shares are authorized, with 958,600 now outstanding and the remainder—1,541,400—to be offered for sale.

ABC plans to submit data on its stock issue to Securities and Exchange Commission within a few weeks.

Small Market Group Pushes Late Hour Sales

CAMPAIGN to promote sale of late hours on station schedules has been started by NAB Small Market Stations Division, headed by J. Allen Brown. With early and mid-evening hours solidly sold, NAB will provide stations with accounts of station experiences in obtaining sponsors for periods after 11 p.m.

Two instances of successful sale of late hours are cited by NAB in opening the drive. First is the 11:15-12 p.m. "Parade of Musical Hits" on WGAR Cleveland, sponsored three years by Bailey Department Stores. Only three commercials are used, according to NAB, "showing the sponsor's awareness of good radio production and effectiveness of radio selling." A second instance is a tobacco show which used one talent, "Two in the Front and Two in the Rear." The other, "Jack Benny Show on 146 with talent budget of more than $15,000, weekly, American Cigarette Co. (100 Mal Mail cigarettes), on June 2 starts Frank Morgan Show, summer replacement for Jack Benny Show on 146 ABC and CBS stations, Sun., 7-7:30 p.m. (EDT), with transcribed repeat on seven West Coast stations, 8:30-9 p.m. (PST).

Nana Bryant, film and stage actress, will be Mr. Morgan's supporting player. Elliot Daniel, another former Walt Disney Studios, is musical director. Robert Riley Crutcher will be chief writer, assisted by Rik Vollante and Jean of Eisenbach and Gillis. Packaged by Special-Allenberg Productions, Hollywood, show will be produced by Z. Wayne Griffin, radio department manager, with Sam Pierce, director.

When Jack Benny Show resumes in fall, new program shifts to a different network time. Frank Morgan is under a six year option with the All-Star Network, Ruthrauff & Ryan Inc., New York, services the tobacco account.

Autrey Opposite Benny

A MAJOR switch by William Wrigley Jr. Co., Chicago (chewing gum), in its radio campaign will move the Gene Autrey Show on CBS from 5:50-5:45 p.m. (EDT) to Sunday 7-7:30 p.m. (EDT), opposite Jack Benny on NBC. Island Venture, produced from WBBM Chicago, Thurs. 10-10:30 p.m. (CDT), through Arthur Meyrzhoff agency, effective June 16 is cancelled by Wrigley. During the war company sponsored three institutional programs on CBS, First Line, Service to the Front and America on the Air.

Drown for Broadcasting by Sid Nix

"This is our new round table for forum discussions!"
P&G Grabs Program Lever Dropped

Soap Sponsor Policies Tytipifle Confusion In Ad Picture

By BRUCE ROBERTSON

LEVER BROS. Co. cancellation of Big Sister after the program had been on the air for Rinso uninterruptedly nearly ten years and immediate purchase of the program by Procter & Gamble in a deplorable incident has focused attention on today's advertising picture and the differences in thinking among advertisers faced with the same conditions.

Program, which started on CBS for Rinso Sept. 14, 1936, and has continued on that network five days a week for the same product ever since, has been cane by Lever Bros. effective Friday, June 21. The following Monday, June 24, it will be back on CBS but at a new time and for a new sponsor and product. Sponsor is Procter & Gamble; product is Ivory soap. Time was not definitely set last week but will probably be 1:15 p.m. on CBS.

This period is now occupied by Life Can Be Beautiful, which is not being dropped but will move to a new time, according to Compton Adv. Inc., agency for Ivory. General rescheduling of P & G daytime programs may result, with strong possibility that a quarter-hour of afternoon time may be dropped to offset the addition of the 11:45-12 noon period on CBS just purchased by P & G.

Lever will retain the 12:15-12:30 p.m. time on CBS now occupied by Big Sister, moving Aunt Jenny's Real Life Stories into it from the 11:45-12 spot.

One Lever Serial

Lever Bros., which in 1945 spent over $7,000,000 for network time alone, making it the biggest network advertiser of the company's radio appropriation was not disclosed, though Mr. Anson said each of the 30,000 dealers throughout the United States could take advantage of the company's cooperative advertising program. This is believed to be 2 1/4% of gross purchases by the retailer, with the company absorbing 50% of the local budget. Lever Bros. has already introduced its new product in New York, Washington, Chicago, Cleveland, Detroit and Akron in what it terms a cooperative advertising campaign in the history of the furniture pen industry. New name of the pen is the "Magic Sphere C. A. Pen." Word "Repeater" was dropped to confusion with Eversharp's "Repeater Pencil."

Company indicated it has no plans to drop Mazi, starring Ann Sothern, on CBS (Fri., 9:30-10 p.m. CDT) through Biow Agency, under termination of its present contract.

Credit Co. on MBS

COMMERCIAL CREDIT Co., Baltimore, starts sponsorship of Special Investigator, Sun. 8:30-8:45 p.m. (CDT) through Biow Agency Format is composed of weekly dramatization exposing frauds. Contract for 52 weeks was placed by Sheldon, Quick & McElroy, New York.

There's No Black Eye for Radio . . . . . . . . . . . An Editorial

THE DROP in radio billings has been highly publicized. Newspaper advertising columns have had much to say about it. Space salvagers have hinted that now that paper is more plentiful newspapers and magazines are getting back the advertising that is rightfully theirs, that fell to radio only because the printed media could not accept it during the war.

Since the rail strike papers again have been forced to ration space because of lack of newspaper deliveries.

What has been said, however, is that the drop in advertising is not affecting radio alone. When a worldwide family makes a purchase for American products of cereals, breads, beer and other grain products, of soaps and other products derived from fats, to curtail production and in many cases to pare down their advertising budgets, proportionately, all media feel the loss. So, too, when the cancellations stem from strikes, governmental restrictions and other factors that have halted or slowed the flow of goods to consumer.

But there is one important difference between radio and other media that has not been mentioned. When an advertiser curtails or cancels his newspaper or magazine appropriation no one except himself, his agency and the publisher knows about it. The same is true of newspaper advertising. Only when the accumulated cancellations reach the point of causing a major reduction in the size of the paper or magazine does it attract attention.

It's not like that with radio, however. When an advertiser cancels a single program, or lays off for the summer, everyone knows it, including—and particularly—the listening public. Lifebuoy ads can disappear from newspaper and magazine pages and the public will never know—or care. But when Bob Burns goes off the air, millions of Americans both know and care about it. Something friendly and familiar has disappeared from their lives. They may have laughed—or perhaps winced—at the foghorned "Bee ooooh" commercials, but because of Mr. Burns and his basoqua and his Arkansas kin they listened and liked it. And bought Lifebuoy because of it.

Last week Biow Agency, when checked with a number of top advertising agencies, found ample confirmation for the above statements. Individual accounts may vary somewhat, but overall agency after agency reported that when an account had cut down on its radio expenditures it had made similar and proportionate reductions in its placements in other media.

On one fact, all the agency executives agreed. Certain advertisers have had to curtail their advertising budgets. But the result can in no way be looked at as a black eye for radio.

May 27, 1946 • Page 17
Hearings Opened on Los Angeles Video

Eight Applicants Seek Seven Channels Allotted

Cost, programming and the likely ratio between commercial and sustaining television shows came into the spotlight as FCC opened hearings last week on the eight applications for the seven video channels available in Los Angeles.

ABC President Mark Woods, testifying in support of American's application, said that he thought it would be at least ten years before television stations would be able to take in Washington and be rehabilitated.

COST, programming and the likely ratio between commercial and sustaining television shows came into the spotlight as FCC opened hearings last week on the eight applications for the seven video channels available in Los Angeles.

Estimates Differ

Estimates on the ultimate ratio between commercial and sustaining ranges from 70-30 to 50-50.

Hughes Productions estimated its contemplated Los Angeles station would cost $1,850,000 to install and $108,000 a month to operate. Construction of its projected San Francisco outlet was put at $1,300,000 and monthly operation at $75,000, with many of its programs coming from Los Angeles.

The networks stressed the need for owned stations from a programming as well as a service-to-advertisers standpoint. Television networks were thought by some of the participants to be about three years ahead of the networks.

The hearings were held in Los Angeles, with FCC Assistant General Counsel Harry M. Plotkin presiding.

Meanwhile, FCC in Washington officially announced its denial of the petition of Allen B. Du Mont Labs. Inc. for elimination of any reference to Du Mont in the Los Angeles hearings, and for elimination of any evidence at Los Angeles regarding the interests of Paramount Pictures Inc. in Du Mont. However, FCC ordered that testimony on the "fifth issue," a multiple ownership question regarding Paramount interests in 10 television stations — including Du Mont — be taken in Washington and made a part of the Los Angeles record.

Early in the Los Angeles hearing, the California Committee for Radio Freedom requested and was granted permission to appear later and testify on the suitability of Earle C. Anthony Inc. (KFI) and of Don Lee Broadcasting System to be television station operators. Later an IATSE request that all stations be required to employ most Negro staff on a permanent basis was put into the record with consent of participants. Los Angeles video applicants are Times-Mirror Co., Dorothy S. Thackrey (WLIB KYA KLAC), Paramount, Earle C. Anthony (KFI), Don Lee (KJH), Hughes Productions, ABC and NBC.

Monday Sessions

The hearing opened Monday with testimony on behalf of the application of Hughes Productions, division of Hughes Tool Co.

Howard Reilly, assistant secretary, said the company had a transmitter site for its proposed Los Angeles station but that several agreements were likely to provide the necessary equipment and experimental television applications and grants, which he said were deleted due to wartime conditions. Noah Dietrich, executive vice president, revised the activities of Howard Hughes Jr., head of the company, in aviation and motion pictures.

Henry A. Crossland, general manager of the broadcast department of the company's television and FM plans for Los Angeles and San Francisco, saying the former would be a major originating point and supply many programs to the Bay City outlet.

Mr. Crossland said General Electric could not deliver equipment for the station before early 1947 and added that transmitters for the several channels would be available four months before those for the last seven.

Plans for operation of the station were outlined by Hoyalnt B. Towner, program consultant. Testimony for the tool company was concluded Tuesday morning by Berry King, program research consultant.

Would Invest Heavily

Testifying for Earle C. Anthony Inc., licensee of KFI Los Angeles, President Earle C. Anthony said he considered expansion into television a natural progression.

W. B. Ryan, KFI general manager.

WEEU is Sold for $350,000; $250,000 KMED Transfer Price

SALE of WEEU Reading, Pa., by Berks Broadcasting Co. to publishers of Reading Eagle and the Reading Times, for approximately $300,000 net was reported consummated last week, subject to FCC approval. The overall transaction would amount to about $355,000, including estimated quick assets of $50,000.

WEEU operates on 850 kc daytime with 1000 W. Stockholders in Berks Broadcasting Co. are George J. Feinberg, New York textile manufacturer, 75%; Milton J. Hinlein, owner of KDUO Sedalia, Mo., 12 1/2%; and Joseph M. Nussbaum, 12 1/2%. They acquired the station in January 1945 for $205,000.

Purchaser of the station would be Hawley Broadcasting Co., which is owned by the individuals who control the Reading newspapers. Hawley is president and publisher of the newspapers. Others in the ownership include members of his family and James E. Keller, newspaper executive and assistant secretary of the new corporation.

The newspapers recently procured an FM conditional grant. WEEU also is applying for FM and the applications will be dropped. Application for the transfer shortly will be filed with the FCC by the Washington law firm of Cohn and Marks.

PURCHASE of KMED Medford, Ore. for $250,000 by Luther E. Gibson, owner of KHUB Watsonville, Calif., and a reorganization of the licensee of WJOB Hammond, Ind. enabling operators to share in the profits were reported to the FCC last week for approval.

The conditional FM grant as well as the 1-kw standard outlet would be transferred in the sale of KMED, now solely owned by Mrs. Blanche Virgin. The transfer would be from Mrs. Virgin to Gibson Broadcasting Co., of which Mr. Gibson is president and owns all outstanding stock. KMED operation is 1440 kc fulltime.

Mr. Gibson had bid for KROY Sacramento under the Avo plan when KROY was proposed for sale to Harmco Inc. by Royal Miller for $160,000, but FCC approved transfer to Harmco (Broadcasting, May 13). The KMED transfer will be subject to the Avo procedure, giving competitive bidding days to match Mr. Gibson's offer.

Mr. Gibson has a conditional FM grant for Salinas, Calif., is sole owner of the daily Times-Herald and News Chronicle at Vallejo, and is interested in a bus company and a laundry at Vallejo. Associated with him in Gibson Broadcasting Co. are Orvin B. Gaston.

CBS Stations Advisors Retain Lounsberry, Hill

CBS STATIONS Advisory Board, meeting at the network's New York headquarters last Thursday and Friday, reelected I. R. Lounsberry, WKBW-WGR Buffalo, chairman, and E. E. (Ted) Hill, WTAG Wester Mass., as secretary. Both officers were reelected for a second term.

Members attending: C. T. Lucy, WNYA Richmond; Glenn Marshall Jr., WFOY St. Augustine; W. W. Summerville, WWL New Orleans; F. C. Eighmey, WTAD Quincy; A. E. Rollins, KMBC Kansas City; J. Byrnon Brown, KOMA Oklahoma City; Clyde Coombs, KARE Minneapolis, Calif.

Lindow Leaving Army, Schmitz Heads Branch

LORD COL. LESTER LINDOW, head of Radio Branch, War Dept. Bureau of Public Relations, was separated from the Army last week and is now on terminal leave. He is former manager of WFBM Indianapolis. His future plans are not definite, though he intends to return to radio management, not necessarily at WFBM. Acting chief of the Radio Branch will be Capt. Leonard Schmitz, recently returned from radio public relations headquarters in Tokyo.

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Second A-Bomb

SECOND atomic bomb experiment at "Crossroads" this summer will be an air explosion detonated by radio impulse fired from a ship 20 miles from the target. Special technical equipment including ionization chambers will be encased with the bomb. The explosion will give the initial action of the bomb to technicians aboard the laboratory ship.
Footprints

They could be Robinson Crusoe's Friday. They could be the clue to a murder. Or maybe some guy just out for a walk on the beach made them.

But we’re using them for one reason. As a mark. The kind of mark that the waves may wash away on the next tide.

W-I-T-H also has made a mark, a permanent mark in this big 5-station radio town that stays on and on.

Year after year W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in Baltimore.

If you want to make sales marks for your product in this 6th largest city at the lowest cost . . . you’ll be on the safe side with W-I-T-H. It's the work-horse station that pushes sales up and up. It belongs on your list.

W-I-T-H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed

May 27, 1946

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UN Council Suddenly Bans Broadcast

Sudden Mike Fright Sets Dangerous Precedent

BY EDWIN H. JAMES

A FIVE-MAN subcommittee of the United Nations Security Council, seized with an acute case of international mike fright, last week suddenly imposed radio silence at a meeting to which the press had uninhibited access.

The action was viewed by broadcasters not only as discriminatory, but also as possibly portending the establishment of a dangerous precedent.

The decision to throttle radio while permitting the press wires and phones to hum unhampered came at 4 p.m. Wednesday as the Security Council's subcommittee investigating charges that Franco's Spain constitutes a threat to international peace was preparing for its first open hearing on that touchy subject.

Inhibited by Mike

The committee members, it is understood, nervously decided that the presence of live microphones in the hearing chamber would inhibit their discussion of the Spanish issue. The presence of the press, it must be assumed, singularly failed to arouse the committee's alarm.

Acting on directions, Christopher Cross, radio liaison officer for the UN assistant secretary-general in charge of public information, dispatched telegrams to broadcasters, advising them that at Thursday's 11 a.m. session of the subcommittee no live broadcasts of the proceedings would be aired.

It was reportedly not without reluctance that Mr. Cross, a long-time radio publicist, dispatched the messages. Broadcasters were quick to react. To Mr. Cross came a telegram from Stanley Hubbard, NBC newsman recently appointed chairman of a committee representing broadcasters accredited to the UN.

On behalf of U. S. broadcasters accredited to the UN "I protest strongly against the decision of the committee," wired Mr. Richardson. "...Such action not only is a..."

Davis Joins Swing

ELMER DAVIS last week was assigned by ABC to take over two broadcasts weekly on the network's Monday through Friday 7:15-7:30 p.m., cooperative news show which heretofore has featured Raymond Swing. Beginning June 3, Mr. Davis will fill the Monday and Tuesday commentaries and Mr. Swing the others. The network explained that the burden of intensive research made by Mr. Swing was too heavy for him to continue his commentaries five nights a week.

Hubbard Favors Black-White As He Plans Twin Cities Video

WHEN the FCC just 10 days ago notified KSTP Inc. that it was recipient of a commercial television construction permit, Mr. Hubbard, well-known for his successful and enterprising planning, immediately announced that Twin Cities video would be started as soon as possible. His convictions, favoring black-and-white at the present time, should interest other broadcasters with an eye to the pros and cons of television color. Mr. Hubbard

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The matter of black-and-white versus color television is something which has been generally misunderstood by the layman as well as the broadcaster. Broadcasters and public alike have been victims of much misleading propaganda designed to confuse rather than to clarify. We players in radio broadcasting spent long hours and money to give the public a good radio broadcast service, and to this end we have been successful. Black-and-white television service has been desired by the public today and again it is up to us to show the same pioneering spirit and develop a good television service for the American people.

It is my opinion that many broadcasters are going to be caught asleep at the switch and will be replaced by those who are willing to pioneer.

Radio Aids Areas Hit by Storm Fury

Stations Used for Messages ToVictimized Populations

RADIO last week helped maintain order when severe storms struck the vicinities of Kinston, N. C., and Laredo, Tex.

At Laredo, KPAB was off the air because of power failure during the height of a hurricane which swept across the border, tearing down the huge "Loteria Nacional" sign at Nuevo Laredo, resulting in one death and injury to six. Mrs. Doane Chapman, KPAB general manager, dispatched newswomen to Nuevo Laredo, obtained an on-the-scene statement from city's mayor and sent other staffers to hospitals for casualty lists.

Frequent announcements from Central Power & Light Co., Red Cross and other official givers were broadcast. At the KPAB transmitter the chief engineer used mattresses and sheets to keep the power lines from getting tangled in the huge, jeweled dome of the radio tower.

When a tornado struck the outskirts of Kinston at 8:15 p.m. EDT Monday, Manager Bob Bingham of WFTC was covering a baseball game. He left the stand, with his Microphone, visited the scene, contacted other station personnel and within a short time WFTC was broadcasting a running commentary of the events, together with official messages for police, firemen, Red Cross and Salvation Army workers. WFTC remained on the air until 3 a.m. to keep its listeners informed of developments as Kinston's worst tornado, according to Jonas Weiland, station president.

WPTF, at Raleigh, dispatched its editor Edgar Kirk, Announcer William Alspaugh and Engineer Willard Dean to Kinston. They set up equipment in the telephone office to put through two broadcasts, one a complete list of the storm casualties. However, power failure in Kinston, blocked WPTF's attempt to wire record interviews with victims.

Form Own Agency

EUGENE I. HARRINGTON, vice president and San Francisco manager of Foote, Cone & Belding, and Mark Buckley, account executive-radio at Foote, have resigned to set up their own organization, according to Harrington and Mr. Buckley have been with agency since January 1943. Prior to that they were with old Lord & Thomas. Don Belding, chairman of the board of Foote, Cone & Belding, will supervise operations until Mr. Harrington's successor is appointed. He will divide time between his Los Angeles headquarters and San Francisco.
WMT builds programs for Farm audiences around Farm problems of VITAL interest. To YOU it means the widest, most profitable Farm market in the U. S.

Iowa’s largest crowd in 1946 assembled last month near Cedar Rapids, to witness the WMT “National Clean Plowing Contest.” $1,000 in CASH prizes were awarded. The contest, the first of its type ever held was more than a promotional project. It was an educational program planned to aid the Iowa Farmer meet his problems. The United States Department of Agriculture termed it “the first organized attack on the corn borer.”

Throughout the day the crowd attended exhibits, demonstrations and broadcasts, during which numerous farm figures spoke — and were entertained by WMT artists.

This HUGE Iowa Farm Market is Yours on ...
For Better Remote Broadcasts...

...Complete in One Package!

The light weight, small size, a-c or battery operated Collins 12Z remote amplifier is a modern contribution to the furtherance of high quality remote broadcasts. Its frequency response of 30-12,000 cps = 1.0 db and noise level of more than 55 db below program level are in keeping with high fidelity AM and FM standards.

The 12Z features excellent performance, program protection, and convenience. Stabilized feedback maintains program quality over a wide variation of operating conditions. The self-contained batteries are connected automatically should the a-c power source fail. If the program line should fail, a twist of a knob connects a second line. The four microphone input channels have individual attenuator controls, in addition to the master control. The large, illuminated VU meter reads output level or operating voltages.

Complete in one package, the equipment weighs only 40 pounds and can be carried readily by one person. Transportation and set-up problems are reduced to a minimum. Maintenance is greatly simplified through advanced chassis design. The 12Z can be disassembled completely and quickly, using only small hand tools.

For more detailed information, write today to the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

Specifications:
- Mixing channels: four
- Gain: approximately 90 db
- Frequency response: 30-12,000 cps = 1.0 db
- Noise level: more than 55 db below program level
- Distortion: less than 1% from 50-7500 cps
- Input impedance: 30/50 ohms. 200/250 ohms on special order
- Output impedance: 600 ohms (150 ohms available)
- Power output: 50 milliwatts (+17 dbm)
- Power source: 115 volts a-c, or self-contained batteries
- Batteries: standard types, easily obtained
- Weight: 40 lbs. complete
- Size: 14½" w, 11½" h, 8½" d

FOR BROADCAST QUALITY, IT'S....
Canadians to Fight Frequency Shifts

By JAMES MONTAGNES

Canada's three highest powered stations, aside from the CBC, are in a fighting mood to retain their present clear channel frequencies and not surrender them to CBC for its use with new 50 kw transmitters. CKY Winnipeg, 15 kw on 990 kc, and CFRB Toronto, 10 kw on 860 kc, have signified their intention to fight expropriation of their frequencies by the government-owned CBC.

Bitterest battle in Canadian broadcasting has seen opening rounds in Parliamentary debate in the past few weeks. No definite Government policy has been openly announced, but provincial ministers have hinted at Government policy and CBC policy being one and the same, and that privately-owned or provincial government-owned stations have announced, but Cabinet ministers have not, that they plan to operate three more 50 kw stations at once, and to increase CBR Vancouver and CBM Montreal from 5 kw to 50 kw, there are no other clear channels left for CFRB and CFCN. The two Toronto 50 kw stations are planned by CBC because both are key stations of CBC's two networks, CBL for Trans-Canada, CBJC for Dominion. At Montreal one 50 kw station is CBF, French-language station; CFCN will be increased is English station.

CFRB is definitely planning to fight the forced frequency shift, according to Harry Sedgwick, managing director of the station, and chairman of the board of the Canadian Association of Broadcasters. CFCN, through its local member of Parliament, has already started a battle in Parliament.

The forthcoming meetings of the Parliamentary Radio Broadcasting Committee, expected to start hearings late this month or early in June, will be one of the hotest word battles of Canadian private broadcasting stations. During the war years the private stations did not press their case too hard in view of more urgent wartime problems. Now they will try to

public service job they did during the war, will press for more security of tenure and a right for clear channel frequencies, a right to limitations of the Havana Treaty provisions, which so far have been permitted to the Government for the Canadian Broadcasting Corp.

Twenty-five members of Parliament were elected to the 1946 Parliamentary Radio Committee, composed of 14 Liberals, 6 Progressive-Conservatives, 4 CCP (Socialists) and 1 Social Credit. No chair has been elected. Dr. J. J. Mc-Can, speaker, is a member of the Committee, but is not expected to be chair as he is now Minister of National Revenue, and minister responsible for the CBC, a carry-over from his post as Minister of National War Services, a disbanded department. Dr. McCann will be a witness at the Committee hearings as minister representing the CBC.

Broadcasters in Canada Meet For Quebec Convention Today

Three Highest Powered Stations Battle CBC Plan

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Broadcasters in Canada Meet For Quebec Convention Today

FIRST POSTWAR meeting of Canadian broadcasters at the CCA annual convention in Quebec, May 27-30, will be reconvened for the first time since the war, and will consist of reconstruction tasks involving new AM equipment, planning for FM, new public relations, appointment of new president and general manager, copyright fees and presentations before the Parliamentary Radio Committee, full agenda faces the 12th annual meeting of the Canadian Association of Broadcasters, which will be presided over by Harry Sedgwick, CFRB, and chairman of the CAB board of directors.

Signs of peace are noted in the advance registrations, which show an increasing percentage of visitors from the United States representing networks, NAB, advertising agencies, transmission engineers, station reps and equipment manufacturers. Advance registrations of almost 250 persons show that this will be the largest attended CAB convention on record. Hotel accommodation has overflowed into nearby hotels.

Sessions of the CAB meet include the annual meeting of the Canadian Bureau of Broadcasting, Montreal convention held in Canada at the CAB 1944 meeting. BBM annual meeting will be held on the afternoon of the opening day, Monday, with Lou Phennon, BBM president in the chair, BBM officials Hugh Feltis and John Churchill are attending, since BBM and CAB are now working closely together with station and management.

A major subject on the agenda is the appointment of a new paid president and general manager to replace Glen Bannerman, who resigned on Feb. 28 after four years as first paid president and general manager. A number of persons interested in the position were present at the meeting to discuss the matter with the membership at this annual meeting. With a Parliamentary Radio Committee to meet this summer, an early decision on the...
'Hucksters' Satirizes Air Advertising

Wakeman Hurls Jibes
At Sponsors and Agencies

THE HUCKSTERS, by Frederic
Wakeman (Rinehart & Co., $2.50)
—Reviewed by EDWIN H. JAMES.

EVAN LLEWELLYN EVANS, who owned Beautee Soap and spent $12,000,000 a year to advertise it, sat at the head of the long table in the Beautee Soap board room that was “heavy with mahogany and tradition.” Suddenly he “hawked and spit” on the table. “Mr. Norman,” he said to Kimberly & Maag’s new Beautee account executive, “you have just seen me do a disgusting thing. You gotta make the people remember your brand, then you ain’t gonna sell any soap. You got to eat, drink, sleep, and yes, by God, dream soap. You gotta make the people remember you, Check!”

Like a whipcrack, “Check” passed around the table as the great soapmaker’s sycophantic court agreed. It was a ritual.

“And the way I look at it,” said Mr. Evans, “you got your people and I got my people. And we both gotta keep going ‘em to make ‘em sell more soap. Beautee Soap. We get our results by work. By chin-chin and by compass direction. . . . Once the compass points north and we know where we’re going, we stay on the beam. . . . I ain’t interested in people that are off the beam. Check!”

“Check,” said Kimberly, the partner of Kimberly & Maag, who had suffered through two courses of psychoanalysis and uncounted hundreds of benzedrine tablets to keep himself mentally sharp enough to cope with his agency’s greatest but exhausting asset — Evans, the crude, tough genius of soap selling. Victor Norman, who was 35 and cynical, resolved that his would always be the only voice that stayed silent while the others echoed the Old Man’s standard command for agreement, “Check.” He would take his $25,000 and bonuses out of the Beautee accounts, but he would never knuckle under to the Fear that had driven all his predecessors to the sanitarium.

All Had Cracked

The last one, Larsen, had cracked like all the others. As Kimberly explained it to Vic, “He’s got a persecution complex . . . His doctor says it’s a nervous breakdown, but I’m putting him in the hands of my psychiatrist to make sure. . . . I’m paying the bills, of course.” “It’s nice to know there’s a free psychiatrist around, if I ever need one,” Vic said after his first meeting with the Old Man.

Thus does Frederic Wakeman, one-time account executive with Foste, Cote & Belding (he was assigned to George Washington Hill’s American Tobacco Co.) lately the author of the best-selling Shore Leave, begin his newest novel, The Hucksters (Rinehart & Co., New York, $2.50) which was to be released today. As a novel The Hucksters can hardly be compared with Shore Leave, a story to which Mr. Wakeman was inspired by a sojourn in the U. S. Navy. As a commentary on the current state of radio advertising, it is a feverish, if somewhat aimless, indictment of a profession against which Mr. Wakeman has personally revolted. He earned enough royalties from Shore Leave, which he wrote while convalescing in a naval hospital, to support himself through the writing of The Hucksters. His latest work has been chosen as a Book-Of-The-Month and has been sold to M-G-M for a reported $200,000.

Revolt

Mr. Wakeman’s revolt against the industry is clearly evident in the words that come from his hero, Victor Norman. Once, in a bedroom soliloquy, he says, with more venom than grammar: “The men you have to serve. The things you have to do. It makes my flesh creep.” Or again, musing while waiting for a taxicab: “Huckster — that was a good name for an advertising man. A high-class huckster who had a station wagon instead of a pushcart.”

Mr. Wakeman, whose own secession from the union of radio and advertising was made possible by his writing of a book, finds no such relatively easy way out for his hero Victor Norman.

At the end of the book, Mr. Norman in a sudden renunciation, is left jobless, moneylees, and loveless. It is a fit of martyrdom that hardly suits the character that has been constructed in the 300-odd pages that precede the end.

Although Victor Norman is the main character in the novel, the

(Continued on page 72)
Take two men—an award-winning art director, a well-known copy expert—and a steak.* • Start a discussion about the futile, musty promotion pieces that clog your waste basket every day. • Add a decision to set up a promotion service that can bring originality to this unhappy field. • Follow through with a year of solid planning and a new office in an old brownstone on New York’s Park Avenue between 39th and 40th Streets. • And, bingo, here’s what you have . . . .

O'BRIEN & DORRANCE ...not an advertising agency...not a “creative” printer or a public relations outfit...not a haven for left-handed copywriters and broken-down layout men—but a new and special service group organized to meet and beat your promotion problems. If you want quality promotion literature...the kind people will talk about (and heed)...stop wasting time and get in touch with O’Brien & Dorrance, 93 Park Avenue, New York 16, N.Y.

*Harry F. O’Brien has spent 10 years as Art Director of the Columbia Broadcasting System. Dick Dorrance has been Director of Promotion for the Columbia-owned stations. We were too busy to find out where the steak came from.
Stratovision to Get Cross-Country Test

Westinghouse Sending Plane on Flight To Detroit

STRATOVISION — the airborne transmission plan for television and FM now being developed by Westinghouse Electric Corp., and Glenn L. Martin Co., will get its first cross-country workout today (May 27) following nearly six months of test flights along the East Coast, John A. Holman, business manager of the Stratovision Division of Westinghouse, announced Thursday at the Radio Executives Club of New York.

REC members, at the club's final meeting for the 1945-46 season, elected by a unanimous rising vote the official slate of officers for the coming year. New officers, who will take over with the first fall meet-

ing, are: President, Robert D. Swesey, vice president and general manager of Mutual; vice president, Elisabeth Black, timebuyer, Joseph Katz Co.; secretary, Claude Barrere; treasurer, N. C. (Duke) Rohrbaugh, publisher, National Radio Records.

Shakedown Cruise

Today's test flight from Baltimore to Detroit and return will be in the nature of a shakedown cruise and will use a carrier signal only, with no attempt at program transmission, Westinghouse officials explained. The flight back to Baltimore will be made at night, they said, to permit the testing of after-dark transmission from the plane. Two or three weeks from now the flight will be repeated and FM programs transmitted from the plane and a month or so later television programs also will be broadcast.

An invitation will be extended to the public to participate in the tests of this new system of airborne FM and video transmission by tuning in the experimental broadcasts and reporting on reception quality, Mr. Holman announced. Speaking for Walter Evans, Westinghouse vice president in charge of the company's broadcasting activities, who was confined to his home with a cold, Mr. Holman said the FM test broadcast would be made on a frequency of 107.5 mc and that a regular schedule of flight times and courses will be announced within the next few weeks. No details were given regarding the proposed video test transmissions.

Reporting on the test flights begun last December, Mr. Holman said that to date two main courses have been flown—from the Martin airport near Baltimore, over Wilmingon, Philadelphia and New York to New Haven; and over Washington and Richmond to Rocky Mount, N. C. Signals have been checked by the FCC monitoring station at Laurel, Md., and by Westinghouse engineers at the Stratovision laboratory in Baltimore and at the company's radio station headquarters in Pittsburgh.

Encouraging Tests

"Results," Mr. Holman reported, "have been most encouraging and we have transmitted a usable signal over a distance of 240 air-line miles from an altitude of 25,000 feet using only 250 w power. These results agree almost exactly with estimates made when the system was announced last August." (At that time, Westinghouse engineers said that with a flying height of 30,000 feet the coverage area would cover a circle more than 400 miles across [BROADCASTING, Aug. 11], which would be somewhat less than a 240-mile radius. The apparent discrepancy was explained in a statement that this theoretical coverage is based on a 1 millivolt line, whereas the test signal was actually heard from New Haven to Baltimore, 240 miles air-line.)

C. E. Nobles, 28-year-old radar engineer who conceived the Stratovision plan and headed its electronic development, outlined it as a means of supplying nationwide coverage for television's expensive programs more economically than through hundreds of stations, each with a 35-to-50-mile radius, linked by

(Continued on page 31)
Every Weed station is a sales winner for the advertisers it serves. And Weed and Company's staff of trained representatives win many firsts in the radio time selling derby for all their clients, all year long.
how to give
coffee a capital flavor

WRC imparts an exciting flavor to everything it touches in Washington . . . whether it's coffee, personalities or programs. When these three are combined the result is forty minutes of unusual entertainment called:

COFFEE WITH CONGRESS

Every Saturday morning at 8:15 Bill Herson, WRC's famous "Timekeeper," presents official Washington—over the coffee cups. On a strictly ad lib program, Herson chats with members of Congress in their own homes during breakfast. He gets Congressmen to talk about every subject under the sun—except politics—to the delight of his listeners. TIME Magazine calls it "The capital's liveliest, most popular breakfast program . . ."

Coffee With Congress is just one of many unique shows on WRC . . . the direct result of alertness in programming. This same alertness pays off in sales for WRC sponsors.
5000 WATTS  1270 KC.
FORT WORTH, TEXAS
In the heart of the Progressive Southwest
... A Billion Dollar Industrial and Agricultural Area
KFJZ IS THE KEY STATION OF THE TEXAS STATE NETWORK
NATIONAL REPRESENTATIVES
WEED & COMPANY
New York • Boston • Detroit • Chicago • Atlanta • San Francisco • Hollywood
Stratovision

(Continued from page 26)

coaxial cable or radio relay connections into national networks. Eight planes, he said, could provide coast-to-coast service; 14 planes could cover 51% of the area of the U. S. and 78% of its population; a few more planes could blanket the country.

Explaining that the planes will be designed to carry four television and five FM transmitters, Mr. Nobles said the cost of this service would be roughly $1,000 an hour as compared to $13,000 an hour for the same service from ground stations. The cost of operating the planes is about $190 an hour, he said, adding that to broadcast an hour of a single program would cost $217, compared to $49 for ground station transmission. These figures omit program costs and also all administrative charges, he said.

When all costs are figured, Mr. Nobles said, a program costing $4,000 can be sent to a million potential listeners via Stratovision at a cost of $150, compared to $450 to reach that many people by ground stations.

He reported that in more than five months of tests, with two flights a week on the average, very few ghosts had been reported, despite advance fears that clear signals might not be receivable from a moving plane.

Weather Not a Problem

Willem D. Van Zelm, chief of new design for Martin, in charge of the aviation aspects of the work, reported the plan envisages four planes at each location, two in the air and two on the ground at all times. The two in the air would be one operating plane and one standby, he said, reporting that on the basis of past performance records the chances that both planes at any location would be grounded at the same time and so disrupt network service are so slight that such interruptions can be anticipated to occur once in 18,000 years.

Weather offers few problems at 30,000 feet, he said, as only thunder-heads reach such heights and they are usually of local extent and can be dodged easily. If storms ground planes in one locality, he said, planes from another city can be flown in to continue the service from above the storm level. Mechanically, Mr. Van Zelm stated, it is much simpler to design planes to “go nowhere slowly than to go somewhere at great speed.”

As presently projected, all-metal low-wing monoplanes with completely supercharged cabins will be used. The flying crew will comprise a pilot, co-pilot and radio man; navigator; six broadcast engineers will handle the program reception (beamed from ground studios), broadcasting and relaying to the neighbor plane in the network.

FALL UN SESSIONS COVERAGE PLANNED

STATION and network representatives met last Tuesday with Christopher Cross, U. S. chief radio liaison officer for United Nations, to discuss the broadcasting facilities at Flushing, Long Island, where the United Nations General Assembly will meet in September.

The facilities will include 14 booths larger than the 12 being used at Hunter College. Individual studios will tentatively be assigned to each of the four networks, and to WNYC, WMCA, WLIB, WIN, WQXR, WNEW, BBC and CBC. One studio will be reserved for out-of-town stations. NBC International and CBS International will share one studio with foreign broadcasters. Work rooms will also be provided.

Two studios which may be used by networks for interviews will be offered to the networks, but broadcasters will be asked to pay for soundproofing of these two. A standing radio committee was elected to take the latter matter up and to act hereafter as liaison between the broadcasters and the UN.

Members of the committee elected were: Stanley P. Richardson, NBC, chairman; Tom Slater, MBS, Elliot Banger Jr., WQXR; Jo Hanson, WHN; J. R. Lazell, OIC. The committee will meet early this week to discuss accreditation, transportation and assignment of booths. Further discussion of facilities at Lake Success, Long Island, where the interim site will be established about Aug. 15, is also expected to be taken up by the committee.

Also attending the meeting besides those elected were: Douglas L. Straus, WMCA; Henry Wefing, CBS; Arthur S. Tobey and Anne M. Koczko, both representing BBC and CBC; Paul Killiam, WOR; Clifford Evans, WLIB; Leslie Nichols Jr., MBS; Thomas Velotta, ABC; Charles Collingwood, CBS; George Field, WEVD and Hugh Williams, United Nations liaison officer.

YOUR SHOW RATES on WCSV

JOHN CHARLES THOMAS

1945-'46 Portland Hooperating
(highest in the country)

15.6

National Rating
10.3

For dependable audience-delivery in Portland, Maine, buy the “ratings” station

WCSV

970

BROADCASTING • Telecasting

May 27, 1946 • Page 31

Snowed Under in April!

Snowed 'em under in April—that's an unusual performance when the song of birds and bursting blossoms are the order! But it's always the unusual at WWVA, because by no other way could we enjoy the reputation for results that we do.

By their own admission, here's the snowed-in story:

“The finest Radio Station in the country has done it again. Please accept congratulations from this agency and from our client for the grand job you are doing. The nursery is snowed under with mail.”

ASK A JOHN BLAIR MAN

BASIC A-B-C NETWORK

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS WHEELING, WEST VA.
KEVR Plans Operation
With 10 kw for July 1
KEVR Seattle will put its 10-kw transmitter into operation about July 1, Manager Bartley Sims announced last week. The station, on 1090 kc, now operates with 250 w and will use directional antenna fulltime when 10-kw operations are started.

J. B. Hatfield, consulting engineer in charge of transmitter installation, said the new three-tower antenna is being satisfactorily tested from its island location in Puget Sound and will be ready for use when phasing equipment is installed. Service area will cover 17 counties of western Washington and three in Oregon, with population over 1,500,000. Station officials announced last week. The station, on 1090 kc, now operates with 250 w on 1400 kc.

ABC Theatre
VANDERBILT THEATRE, 148 W. 48th St., New York, has been bought from Michael Todd, Broadway producer, by ABC for use as studio. Transaction is effective June 15. Network has leased 568-seat theatre since August 1944.

Hanson Named Manager
Of KUGN Eugene, Ore.
RALPH HANSON, formerly manager of KUIN Grants, Ore., has been named manager of the new KUGN Eugene, Ore., according to the station owner, C. H. Fisher and B. N. Phillips, operating as Valley Broadcasting Co. KUGN's modern building was to be ready for occupancy May 25.

Sales manager will be S. W. McCready, previously manager of KVAN Vancouver, Wash. Date for opening broadcast has not been announced. It will operate with 250 w on 1350 kc.

MARKHAM SUCCEEDS
HAGER AS WGY HEAD
G. EMERSON MARKHAM, for 21 years associated with General Electric Co. broadcasting activities, last week was appointed GE stations manager. He will coordinate and supervise WGY, WGFM and television station WRG, all in Schenectady.

Mr. Markham's appointment as manager of WGY followed the resignation a fortnight ago of Kolin Hager, who managed the pioneer station for more than 20 years

Mr. Markham has been manager of WGFM, GE's FM station, since 1942 and manager of WRGB since January 1945. Until his promotion to the managerial post, he was in charge of science and agricultural broadcasting on WGY. He joined GE in the accounting and advertising departments in 1923, established the Farm Forum and Farm Paper of the Air, now two of the oldest farm radio services in broadcasting, on WGY in 1925. The appointment of Raymond W. Welpott, a graduate of the University of Indiana, has been announced, Gifford Phillips (r) takes over direction of the Pueblo, Col., station from Colorado State Senator Curtis P. Ritchie, the transferor. Mr. Phillips, 27-year-old heir to the Jones & Laughlin steel fortune, has announced that KGFH, now operating on 1350 kc with 500 w night and 1 kw day, will apply for 5 kw full-time operation.

ZBM Opening
ZBM, Bermuda's first major commercial station, commenced operation Sunday, May 12 and initial reports from island residents indicate that its opening broadcast was successful. ZBM operates on 1240 kc 250 w, with unlimited hours of operation.
DETOIIT'S AUTOMOTIVE INDUSTRY CELEBfiATES ITS 50TH YEAR

ON MARCH 6, 1896, the horseless buggy made its Detroit
debut—at a Horse Show! Three months later, Henry Ford's first auto
chugged through the streets, and a new industrial Detroit was in the
making. When WWJ, America's first radio station, began broad-
casting 26 years ago, the Automotive Industry welcomed its voice
as a potential selling medium. WWJ spoke forcefully through the
years, and an ever-increasing audience listened—and bought. On May 29—
June 9, Detroit's Automotive Industry celebrates its Golden
Jubilee, and WWJ is proud of the part it played—and continues
to play—in the industry's growth.

90 MILLION CARS AGO...

AMERICA'S PIONEER BROADCASTING STATION—First in Detroit
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS
May 27, 1946 • Page 33
Now that advertisers are thinking twice about getting the greatest possible value out of their radio time, a good many are lending a willing ear to ABC. By actual comparison, rates are low. Several good time periods are still available. And ABC’s 202 stations reach all the people who live in Twenty-Two Million* radio homes, located in practically every major market in the U. S.

For downright value, ABC offers today’s most practical buy in radio. If you compare rates, you’ll find that one network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. But because ABC stations are concentrated in thickly populated areas — where the nation’s business is done — it constitutes an “efficient” network. It has coverage where coverage counts — offers advertisers an opportunity to lower their cost of distribution in the competitive era ahead.

Valuable ABC franchises have already been nailed down by such shrewd buyers of radio time as General Foods, Westinghouse, Bristol-Myers, Miles Laboratories, Kellogg and many others.

Note that Swift, for example, a quarter-hour sponsor of The Breakfast Club for four years, has now doubled its participation, is on regularly for a half-hour every morning.

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 REASONS why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES** — Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.

2. **REACHES 22,000,000 RADIO HOMES**, located in practically every major market in the U. S.

3. **EXPERT PROGRAM SERVICE** available if and when you want it.

4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.

5. **GOOD WILL** — a nation-wide reputation for public service features that present all sides of vital issues.

6. **202 STATIONS** — eager to cooperate in making every program a success in every way.

7. **PRACTICAL TELEVISION** — program building on an economical basis.
Gov. Kerr-Gaylord-Bell Combination Seeking New 740 kc Station in Tulsa

WEST CENTRAL Broadcasting Co., headed by Oklahoma Gov. Robert S. Kerr as board chairman and E. K. Gaylord, broadcaster and publisher, as president, last week applied to FCC for a new Tulsa station on the Canadian I-A clear channel 740 kc with 50 kw day and 25 kw night, directional antenna fulltime.

West Central, a new $300,000 corporation, applied last fall for 50-kw fulltime operation on the 1210 kc assignment of WCAU Philadelphia, a U. S. Class I-A clear [BROADCASTING, Nov. 5], but the application was dismissed without prejudice pending completion of the clear channel proceedings [BROADCASTING, Feb. 11].

Used by KTRH, KQW

Its new application seeks assignment on a Canadian I-A now used in the U. S. by KTRH Houston with 50 kw and KQW San Jose with 5 kw. Both stations employ directional antenna fulltime.

KQW has an application pending for 50 kw, but CBS, if its purchase of the station is approved, plans to seek 560 kc. KSFO San Francisco, now on 560 kc, is seeking 740 kc with 5 kw, directional antenna fulltime.

West Central estimated its proposed Tulsa station would cost $221,000 and that monthly operating expenses would be $30,000. Under the North American Regional Broadcasting Agreement (NARBA), U. S. stations assigned to 740 kc must be at least 650 miles from the nearest Canadian border and provide a signal not exceeding 5 microvolts groundwave and 25 microvolts skywave 10% of time along the border except west of Manitoba. West Central maintains the proposed Tulsa station would meet these requirements and that the directional antenna also would protect both KTRH and KQW.

West Central's application for 1210 kc last fall was regarded as the first major postwar move to break down the East and West Coast clear channels. Applicants proposed a "new and distinctive" service to Tulsa and nearby rural areas, which they claimed now receive "inadequate broadcasting service from two of Tulsa's three stations."

Governor Kerr, chairman of the board, owns approximately 30% of stock in the corporation. He was keynoter and temporary chairman of the 1944 Democratic National Convention. Mr. Gaylord, president and owner of approximately 26%, is president and principal owner, through corporate affiliations, of WKY Oklahoma City, KLZ Denver, and KVOR Colorado Springs. Edgar T. Bell, treasurer and 16% owner and former general manager of the station, is secretary-treasurer of Oklahoma Publishing Co. and executive of WKY KLZ KVOR.

James Lawrence Fly of New York City, former FCC chairman, is legal counsel of the corporation and Frank H. McIntosh of Washington is engineering counsel.

CBS PROGRAM HEADS HOLD THREE CLINICS

First of three CBS program managers clinics in New York will begin today with program and station managers from CBS affiliates situated east of Denver in attendance.

Three day sessions have been scheduled for each of the three clinics. A total of 150 station executives is expected to attend. A similar clinic for western CBS affiliates will be held in Los Angeles June 3-5.

At the first New York meeting 36 stations will be represented. Business sessions will be held mornings, afternoons and evenings and discussion-luncheons at the Waldorf-Astoria. A reception and dinner will be given tonight.

William Finsherber, CBS assistant director of broadcasts; Robert Kennett, manager of program relations, and Roy Langham, assistant to the director of programs, will preside at the meetings. Most of the network's key personnel and executives will address the gathering.

Lawson Advertising Co. Started in Kansas City

CARL LAWSON, former account executive with Potts-Turnbull Advertising Agency, Kansas City, has established a new agency, Carl Lawson Advertising Co. Offices are at 4722 Broadway, Kansas City.

Mr. Lawson has been active in advertising in the Midwest for over 15 years, specializing in the small town and farm field, the line to which his agency will give special attention. After attending Kansas State Agricultural College, Mr. Lawson joined the Witte Engine Works, then selling a large majority of its output to farmers.
Philco Shows Net Loss; Authorize Stock Increase
OPERATING LOSS of $2,569,471 was sustained by Philco Corp., Philadelphia for the first quarter of the current year, it was revealed at a stockholders' meeting in Philadelphia May 17. This figure compares with a net income of $846,109 for the same period last year. Tax credit, estimated at $2,560,000, will reduce the net loss for the quarter to $69,471, John Ballantyne, president, disclosed.

An amendment to the charter of the corporation was adopted, authorizing an increase in the capital stock from 2,000,000 shares of common stock to a total of 3,370,057 shares. The stock will be broken up to consist of 250,000 shares of $100 preferred stock; 2,500,000 shares of $3 par value common stock and 620,057 shares of $3 par value preferred stock, payable June 12, to stockholders of record June 1.

GMC's Wilson Debunks Production Lag Theory
C. E. WILSON, president of General Motors Corp., which a fortnight ago suspended its $1,033,042 radio program over NBC as an economy measure (BROADCASTING, May 20), last week spoke brightly of GM's future in a special report circulated to the corporation's employees.

Debunking the notion that in peace Americans lack the incentive which compels them to keep production humming during war, Mr. Wilson said: "We have even greater incentive now—the chance to build things for our own constructive use instead of for destroying the enemy."

To shape its products to the needs and wishes of the public, GM maintains a customer research staff. "In our long-range plans, we are keeping in mind the basic fact that the customer is boss," he said.

FIRST SCRIPT of new series on WPTF Raleigh, N. C., Tales of Tarheelia, goes to Gov. B. Greg Cherry presented by John Harden, Governor's secretary and author of series. Program, heard Wednesday 6:30 p. m. (EST), deals with North Carolina mysteries that Mr. Harden has gathered during his years as a Tar Heel newspaper man.

The board of directors last Monday also announced a dividend of twenty cents per share of common stock, payable June 12, to stockholders of record June 1.

PETITION REFUSED FOR SALE OF KVI
IN A RECENT decision the Supreme Court of Washington denied the petition of KVI Inc., Tacoma, Washington, to compel specific performance of an alleged contract to sell KVI Tacoma, Wash., licensed to Puget Sound Broadcasting Co. KVI Inc., was formed to purchase the assets of KVI. Mrs. Doernbecher, the chief stockholder, and the organizers of KVI Inc., entered into a preliminary agreement whereby the assets and license of the radio station were to be sold to KVI Inc. for $125,000, the parties contemplating the execution of a subsequent formal agreement.

The court found that Mrs. Doernbecher had signed this agreement on condition that there would be no income tax liability in connection with such transfer. It was later decided that such transfer would entail a tax liability and in order to avoid this effect negotiations were instituted looking for the purchase of the stock of Puget Sound Broadcasting Co. but no formal agreement was consummated.

In correspondence between the parties the buyers stated: "There is always the possibility that the Federal Communications Commission will not look with favor and might object to a transaction whereby the purchase price represents a great excess over the depreciated book value of a corporation's assets on the theory that no individual or corporation has a right to capitalize highly on a government granted franchise extending for a two-year period."

Specific performance to compel performance of the preliminary agreement and force the majority stockholder of Puget Sound Broadcasting Co. as well as the licensee to join with plaintiff in making application before the FCC for assignment of license, was denied because the preliminary agreement was not intended as a contract, being too indefinite in its terms.

Odarenko Making Study Of German Industry
DR. TODOS M. ODARENKO, technical assistant to the president, IT&T, named by the Dept. of Commerce to investigate developments in the German communications industry, is in Germany as a Government representative, though IT&T bears the expense of the trip. The survey follows a similar study made last year. Among subjects Mr. Odarenko will investigate are television and facsimile, tape recording, radio navigation systems, components and techniques brought about by shortages of the war. His report will be made available through Office of the Publication Board, Dept. of Commerce.

Housing Aid
HOMELESS couples are being interviewed on morning "Women's World" program on WATT Atlanta, Ga., as part of station's effort to aid alleviation of housing shortage.
MEASURE YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE

KDYL

AS UTAH'S POPULAR NBC STATION IS YOUR BEST BUY

National Representative JOHN BLAIR & CO.
Annual News Clinics, Campus Courses Urged as Result of Six-Month Series

ANNUAL radio news clinics in every state combined with a week of study at universities by news editors are proposed as a result of the series of clinics held in the last six months under auspices of the NAB News Committee.

News clinics have been held in over a dozen states since last autumn by Arthur C. Stringer, secretary of the committee and NAB director of promotion. Strengthening of the national radio news structure is the goal of the clinics and at every session stations have undertaken to step up their coverage and enlarge staffs.

First campus study week probably will be held at U. of Minnesota. Plans were discussed at the NAB-Minnesota news clinic held at Minneapolis May 17 with Ralph D. Casey, director of the university’s School of Journalism outlining the scope of the scheme. Broadcasters from the 11th District of NAB and nearby areas will be invited to participate in the study, with a week in February 1947 tentatively considered. Committee to work out details will work with Prof. Casey and with Richard M. Day, WDGY Minneapolis, chairman of the Minnesota clinic.

Minnesota Coverage Better

Strengthened coverage of local news is developing in Minnesota, the clinic was informed. Among stations revising their news departments as a result of the meeting were KWNO Winona and WLOL Minneapolis, Mr. Stringer reported.

Among speakers at the clinic were John Verstraete, KSTP St. Paul; Mitchell Charnley, U. of Minnesota School of Journalism; Larry Haeg, Sig Mickelson, John Raleigh, WCCO Minneapolis; Dean Sherman, WDGY Minneapolis; Cliff Rian, WTCN Minneapolis; Norman Boggs, WLOL Minneapolis.

Mr. Verstraete said the entire KSTP staff was news-minded as a result of an offer of $2 for every good tip, with $10 for best story of the month. Other speakers reported high school journalism students give helpful assistance in providing tips about local stories. Prof. Charnley said stations must not only present the news but must relate it to public welfare. He warned that radio news service will lose its public if the public isn’t compassionately served. Attending the clinic were:

- Robert Lee, WMNI; Cal Smith, KROC; Bill Jensen, U. of Minn.; David Johnson, Milford Jensen, WCAL; Orrin Melton, Burt Paiser; KAYS; Fred C. Schlipf, KFAM; Lex Mair, KROC; John Meachers, KYMA; Larry Haggerty, WCCO; Max Karl, WTCN; M. V. Charnley, U. of Minn.; John Verstraete, KSTP; Craig Campbell, WDHY; George Gallati, INS; Dean Sherman, WDGY; Bob Parson, KJAK; Roy Thompson, KROC; Norman Boggs, WLOL; Sig Mickelson, WCCO; Warner Tiedeman, KATL; Jack Dunn, WDAY; Ed Stevens, UP; Richard M. Day, WDYG; John Raleigh, WCCO; Ralph Casey, U. of Minn.; Dale Johns, UP; Arthur C. Stringer, NAB; Wally Stone, AP; O. R. Closaway, KWNQ; Miller Maloney, UP; Sandy Miller, KSTP.

Chicago to Originate Five NBC Summer Shows

CHICAGO goes back into network radio business in June with announcement by NBC that at least five summer replacement shows will be produced from NBC Central Division. Shows to include: Nelson Olmstead’s Playhouse and Dinah Shore (Birdseye) through Young & Rubicam June 6; Lights Out replacing Rudy Vallee (Drene) through H. W. Kastor & Sons July 4; Grand Marquee replacing Great Gildereevue (Kraft Foods) through Needham, Louis & Brorby June 16; Easy Money replacing Duffy & District-Murray through Young & Rubicam June 21; Tales of Foreign Service replacing World’s Great Novels on July 7.

A Life in Your Hands which was originally scheduled to originate from Chicago as summer replacement for Hildegarde Show on NBC (Borden & Williamon Tobacco Corp.) but author, Pearl Stanley Gardner, refused to write the program for the six weeks required to reach the termination of contract. At that time sponsor is planning to drop the show. Hildegarde will continue in the Wednesday night spot through July 24.
What do program buyers want to know about station produced programs?

This check list may seem pretty obvious—but agencies have told us that all too often they do not get enough information about local programs to give them proper consideration.

From countless calls and sales we compiled this list of questions asked by buyers. We think you’ll find it useful.

1. **What’s the name?**
2. **What is it about?** Describe the program and provide an audition recording.
3. **At whom is it aimed?** Does it have mass or class appeal? If class appeal, to what age, sex, economic or social group?
4. **Who’s in it?** What is their background? Photographs are helpful.
5. **What is its rating?** Do you have other evidence of listener reaction such as mail pull, increased sales?
6. **How long has it been on the air?** Who were the former sponsors? How long did they hold it and why did they drop it? Include sponsor testimonials.
7. **How do you handle the commercials?** How long are they? How are they spotted in the program? Are they woven into the continuity? Are they read by featured talent or announcers? Are transcribed commercials acceptable? Singing commercials? Are there any copy restrictions?
8. **What time is it on?** What programs precede and follow? What programs compete with it? How long has it been on at this time? Is the time guaranteed against change?
9. **What have you done to promote, publicize and merchandise this program?** What are you prepared to do along these lines for a new sponsor?
10. **How much does it cost?** Include time and talent, also special charges: AFRA, line, transcription, etc. Are time costs card rate or package? Are talent costs and special charges net or commissionable?

**MORE FACTS MAKE MORE SALES**

But sales data are no substitute for salesmen at The Katz Agency. By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

The KATZ AGENCY, INC. STATION REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • KANSAS CITY • ATLANTA • SAN FRANCISCO • LOS ANGELES • DALLAS
Nelson Leaves Storm To Open Own Agency

RAYMOND E. NELSON has resigned as vice president in charge of radio and television for the Charles M. Storm Co., to head his own organization, Raymond E. Nelson Inc., with temporary offices at 10 E. 45th St., New York.

The new agency will accent radio and television advertising. In addition, a separate production unit is being set up to handle radio and television programming and production for both the parent company and other interested agencies. Agency's account list includes Sears, Roebuck & Co., Philadelphia Mail Order division (radio); United Cutlery Mfg. Co., Harry Conover Model Agency, and Universal Drug Products Co., Cleveland.

NEWS PACT SIGNED BY ABC IN CHICAGO

AMERICAN BROADCASTING Co., Central Division, and Radio Writers Guild signed a collective bargaining agreement last week, E. K. Borroff, v. p. in charge of ABC's Central Division, announced.

Contract, pertaining only to ABC Chicago staff news writers, calls for a 40-hour, five-day week, with time-and-a-half for overtime. Minimum starting salary, effective March 1, 1946 through Jan. 15, 1949, is $225 per month—with 10% increase after one year and 10% additional increase after two years. Apprentice's minimum salary, not over six months, is $185 per month.

Contract was signed by Mr. Borroff; Elmer Rice, on behalf of Authors League of America; Sam Moore, national president of Radio Writers Guild; and Herbert S. Futran, vice-president, BWG Midwest Region. ABC's Central Division news department, supervised by Con O'Dea, employs four writers.

New Radio Circuit

PATENT RIGHTS for a new radio circuit designed by Harry W. Becker, chief engineer of the Electronics Sound Co., Chicago, have been applied for, according to Bernard J. Sullivan, general manager. The Becker circuit will make possible clearer reception of programs and includes development of a device that renders human voice and music distortion free, according to the Chicago company. Another major point of the Becker circuit, Mr. Sullivan said, is that it will permit construction of even smaller home radio and phonograph sets than those now on the market, and will require less tubes and parts, thus materially reducing the cost of manufacture.

Industry-Wide Electronics Bargaining To Secure Stability Urged at Meeting

INDUSTRY-WIDE bargaining in the electronics industry to bring "maturity and stability" in labor relations was advocated last Tuesday by Moses Shapiro, labor relations consultant and general counsel for the Electronics Manufacturers Assn., before the first RMA Industrial Relations Seminar, held at the Hotel Pennsylvania, New York.

The two-day seminar, which was open to nonmembers as well as RMA members, heard representatives of several hundred radio set and components manufacturers discuss reconversion employment problems and long-range management-labor policies.

Mr. Shapiro attributed much of the current unrest in the nation's economy to failure of top management to give sufficient attention to industrial relations. He said a survey of leading executives of large corporations revealed that policies were governed largely by "instinctive emotion" rather than objective investigation. His organization, representing 28 radio manufacturers in the New York metropolitan area, recently concluded a labor agreement with the United Electrical, Radio & Machine Workers of America (CIO).

O. C. Cool, director of the Labor Relations Institute, told the semi-

Bing Still Open

OVERTURES made by Reynolds Pen Corp. to Bing Crosby, have been unsuccessful, it was understood in New York last week. Other advertisers, through their agencies, are renewing offers to the singer for a network show.
Daytime primary coverage based on 14,000 mail pieces received in response to a calendar offer... made daily, 4:45 - 5:00 p.m. during a four-week period in January-February, 1946. Primary coverage was figured on NAB method... at least 50% of home county coverage.

for intensive coverage, it's

Wlac
Nashville

50,000 watts
Represented by the Paul H. Raymer Co.
You’re Missing

A BIG SEGMENT OF OKLAHOMA’S BUYING POWER IF YOU’RE NOT USING THE...

OKLAHOMA NETWORK

7 Stations...Covering 7 Major Markets

Seven stations—each with a concentrated audience in the seven major markets in Oklahoma—each having DOMINANCE in their markets—most of them ALL OF THE TIME! That’s what you get when you use the Oklahoma Network... and you can use ALL SEVEN STATIONS or AS FEW AS THREE... and still get the network rate! Just give us the opportunity, and we’ll prove how you get MORE AUDIENCE at a LOWER COST by using the OKLAHOMA NETWORK!

Penetrate these concentrated major market audiences with THE OKLAHOMA NETWORK!

ONE CONTRACT...... ONE CONTACT ...... ONE STATEMENT!

ROBERT D. ENOCH, Managing Director
APCO TOWER
OKLAHOMA CITY 2, OKLAHOMA
Programs Are Stressed
In Vet Radioman's Suggestions

Mr. Sargent believes a station manager should be one "who has all the qualities of a good executive—initiative, energy, imagination, vision, the ability to coordinate departments and operations, and inspire maximum effort on the part of all personnel." He should be a good business man with sound judgment and above all he should be a "master showman, because showmanship is the most important component of his product."

Mr. Sargent lays particular stress on a creative and planning committee for every station. Such a committee would be a staff function and would develop new ideas for programs, he feels.

Committee Research

The committee would discover, discuss and plan programs, for without programs with listener acceptance a station actually has nothing to sell, Mr. Sargent points out. His proposed planning and creative committee would "search the industry, comb local facilities and develop the creation of program ideas on the part of the whole organization."

WLW Cincinnati, among others, a decade ago had a similar committee which met weekly, discussed new ideas and proposed programs submitted by various staff members. Mr. Sargent believes such a committee would help to establish a "team" spirit in the entire organization.

All operational functions would be under the program department, according to Mr. Sargent's plan. "This division coordinates the work of all units and staff departments contributing to the finished product and establishes liaison with all sources of program material outside the organization," Mr. Sargent explains.

"The program department is the key to the general showmanship of the station," his plan continues. "It is responsible for the translation of station objectives and policies into programs that achieve the standards set by management and directors."

Mr. Sargent contends that many programs go on the air without proper thought and preparation. The program director would be responsible directly to the general manager.

So-called "public service" programs need just as much preparation as do commercial and station sustaining programs, Mr. Sargent believes. "Too much valuable broadcast time is wasted," he contends, "upon poorly prepared and badly timed public service, merely to fulfill the station's obligations."

Research Studies

He lays stress on a research division and the function of product merchandising. This is an important phase of broadcasting overlooked by many broadcasters, according to Mr. Sargent. "This unit is charged with the maintenance of a perpetual inventory of the market served, its buying characteristics and factors influencing it," says Mr. Sargent.

He believes that a station's duty to a client does not end with the signing of a contract. Rather a station must help its advertisers merchandise their products, learn what its listeners want, he says.

Other departments which Mr. Sargent feels deserve more than passing mention are continuity, public service and educational, engineering, general service, publicity, production, promotion, news and special events, program research, talent and music.

Mr. Sargent believes stations generally don't develop sufficient new talent to keep new programs and provide for necessary expansion. "Talent is the life-blood of broadcasting," he says, "and should be constantly sought and developed, and encouraged as a mutually advantageous project."

He would set up an artists bureau in conjunction with the talent department to act as a booking agency.

Mr. Sargent does not believe in "one-man" operation. He thinks the successful broadcaster is one who surrounds himself with top executives and helps develop new talent in all departments, including program, sales, engineering, and promotion consultant.

FOR 13 years Lewis F. Sargent has been in radio as announcer, writer, producer, news chief and night manager. He has studied broadcasting from all angles, comes up with a plan for the operation of a station, which emphasizes the importance of programs and showmanship. Before joining WEEI Boston 10 years ago, Mr. Sargent spent two years with Yankee Network and one year with WHDH Boston. He has served as advertising manager and assistant sales manager of Harvey Radio Labs., Cambridge, Mass., as free lance radio producer and advertising and sales promotion consultant.
The first airship to cross the Atlantic was the dirigible R-34. It flew from Scotland to New York in 108 hours and 12 minutes.

Canadian

(Continued from page 23) appointment of paid president is felt to be necessary. What presentations are to be made before this Parliamentary Radio Committee are up for discussion by CAB Legal Counsel Joseph Sedgwick.

Engineering Developments

Engineering problems for AM, and FM stations will be discussed by CAB Engineer Henry S. Dawson in his first annual report. One of the technicians on radar development in Canada during the war, he was retained by the CAB following the 1945 February annual meeting, has since visited practically all member stations, represented the CAB as observer at Rio de Janeiro and Washington meetings. He will discuss with members what the engineering section can do for them, what they ought to do in connection with modernizing their stations, problems of FM with establishment of Canadian standards.

An exhibition of FM and AM equipment by manufacturers has been arranged in connection with the convention. The problem of depreciation on new equipment for income tax purposes will also be under discussion.

There will be mostly closed sessions at the convention, with open sessions on Monday for general business, appointment of committees, introduction of members, legal and commercial continuity reports. Tuesday closed sessions will deal largely with financial business of the CAB, resolutions, engineer's report, appointment of paid president, change in constitution to allow program producers to join as associate members. Wednesday morning closed session will deal with performing right fees, programs, public service activities, standardisation of rates, public relations, Parliamentary Radio Committee. Thursday morning's closed session will round up unfinished business and recommendations, appointment of standing committees.

Banquet Tuesday

Annual dinner Tuesday evening will have as guest speaker H. Napier Moore, editorial director of MacLean-Hunter Publishing Co., Toronto, who will speak on "An Editor Has Ears Too." Entertainment will be by Mart Kenny's Orchestra of the Northern Electric Company's Dominion network program. Social functions include a golf tournament on Wednesday afternoon, a cocktail party by Canadian Marconi preceding the annual dinner, a dinner by CAB directors to U.S. network and NAB visitors on May 26.

Preceding the convention the CBC held annual meetings with private stations of the Trans-Canada and Dominion networks at Montreal and H. N. Stovin Co., station representative firm, held a meeting with its stations at Montreal.

THE CRASH of an Army plane into the offices of Floyd Odium's Atlas Corp. in the fog-shrouded tower of the Bank of Manhattan Building, New York, last Monday sent radio newsmen scurrying for their microphones.

Only one network, CBS, interrupted a nationwide program to broadcast a bulletin of the crash, but New York stations, independent or affiliated with networks, broke into programs to announce it locally.

The crash occurred at about 8:10 p.m. At 8:30 p.m. WJZ cut into the ABC broadcast of The Fat Man for a bulletin. NBC's WEAF interrupted the Fireside Show at 8:40. Mutual's WOR broke the Sherlock Holmes broadcast at 8:38. CBS broke the network for a bulletin on the crash at 8:40.

Eyewitness descriptions of the wreckage were broadcast by several stations. Paul Killiam, WOR, rushed to the wrecked offices of Atlas Corp., made a recording which was broadcast at 11:11:15 p.m. Johnny Grant, WINS reporter, recorded a description from a nearby office building. The recording was played on WINS 11 p.m. news.

WJZ carried an on-the-spot broadcast by Julian Anthony and John McTigue from the nearby offices of RCA International Communications. Ken Banghart of WEAF also broadcast from the RCA offices.

Use of the facilities of RCA's radiophoto and program service at 66 Broad St., only three blocks from the scene of the crash, by Mr. Anthony and Mr. Banghart marked the first time that the RCA service, usually reserved for overseas transmissions, had been used for domestic broadcasting.

WHERC Is Host

WHERC Canton, Ohio, May 17 was host to 18 members of the Canton Police Dept. at rebroadcast of "The Green Cross," accident prevention series sponsored by WHERC, and to hear report by Traffic Commissioner Chace L. Deerweater "The Green Cross" is heard Thurs. 7:15 p.m.
Jane Weston's "Modern Home Forum," now in its tenth year on WOWO, is something more than a radio program. It's a full-scale, full-time community project... carefully blueprinted to serve the needs of more than a million home-makers in WOWO's tri-state area.

Do housewives respond? Emphatically, yes. With an average of 115,000 letters a year. And with constant demand for Jane Weston's services at clubs, schools, home economics classes, parent-teachers' associations.

Do sponsors benefit? Renewals tell the story. A few choice participations are still available. NBC Spot Sales can point them out for you.
Toscanini-Conducted Broadcast Chosen Outstanding in Music Magazine's Poll

BROADCASTS of the opera, La Boheme, under the direction of famed conductor Arturo Toscanini, over NBC last February were voted the outstanding musical event of the past radio year in the Third Annual Poll of Music on the Air, conducted by Musical America, a music news magazine.

The poll, in which 500 music editors of daily newspapers throughout the nation participated, selected winners in other classifications as follows: Symphony orchestra: New York Philharmonic Symphony (CBS); program of operatic character: Great Metropolitan Opera (CBS); symphonic conductor (regular): Arturo Toscanini; symphonic conductor (guest): Sir Thomas Beecham; program conductor: Donald Voorhees; orchestra with featured soloists: Telephone Hour (NBC); musical variety program: Album of Familiar Music (NBC); woman singer (regularly featured): Maria Jeritza; woman singer (occasionally featured): Marian Anderson; man singer: Jan Peerce; small ensemble: Stravinsky and Friends (BBC); instrumental concerto: Casadesus; violinist: Jascha Heifetz; organist: E. Power Biggs; program of educational character: Symphonies for Youth (ABC); announcer, commentator: Milton Cross (ABC); outstanding Metropolitan Opera broadcast: Der Rosenkavalier.

Special honors were awarded by the music editors to four winners who have held the top positions in their respective classifications in all three polls that have been conducted by the magazine: Arturo Toscanini (symphony conductor, regular), Marian Anderson (woman singer, occasionally featured), the Telephone Hour (orchestra with featured soloists), and Milton Cross (announcer, commentator). The New York Philharmonic Symphony nearly met these qualifications; it placed first among symphony orchestras in 1944 and 1945, but shared the honor with the Boston Symphony in 1946.

In answer to questions put to them by Musical America, 96% of the music editors criticized commercial announcements as irritants in otherwise purely musical programs and many objected to intermission talks on subjects impertinent to musical themes, and 59% said local stations were apathetic about originating good musical broadcasts, and 85% appealed for an increase in the number of original operas written especially for radio.

Agreement

THROUGHOUT the morning the loudspeakers of both labor and management figuratively swung striking employes of the Niles-Bement-Pond Co., East Hartford, Conn., from and back to work with their verbal barracks. In the afternoon an agreement was finally reached by both sides. All of the loudspeakers carried the baseball game broadcast of WONS Hartford and Yankee Network.

Appeal for Aid

AN APPEAL for aid from persons of all faiths to the United Jewish Appeal was made by New York's Governor Thomas E. Dewey and Henry Ford 2nd in a CBS broadcast 10-10:30 p.m. last Tuesday. The governor and Mr. Ford were featured speakers at a dinner at New York's Waldorf-Astoria opening the campaign of the nonsectarian Community Committee of New York on behalf of the United Jewish Appeal. The campaign's objective is collection of $100,000,000 from the nation.
PART I — 1935 Eleven years ago, G. Fox and Company, Inc., leading Connecticut department store, desired to develop further its trade beyond metropolitan Hartford; to encourage patronage throughout the rest of the Southern New England Market. Hopefully and as an experiment, "The Morning Watch" program was sponsored over WTIC.

PART II — 1946 Each year since 1935, G. Fox and Company has served an increasing number of "out-of-town" customers until now a substantial part of the store's volume comes from just the localities it sought to reach. Today "The Morning Watch" (named a top public service program in its area by BILLBOARD's Annual Radio Editors Poll), G. Fox & Company, Inc. and Station WTIC are all famous Connecticut institutions.

This story of direct, traceable sales is not only a tribute to a high calibre store and a top program, but another indication of WTIC's dominant influence in the prosperous Southern New England Market.
At 6:15 each evening, Monday thru Saturday, more Chicagoland families hear WGN than any other station. The average Hooper rating of the Telephone Quiz, since last November, is 9.4.... other major Chicago stations are rated as follows for the same time period....6.3....5.0....and 2.6.

The reason, of course, is that a good show on Chicago's best known station is bound to get results. The Telephone Quiz, sponsored by the Hirsch Clothing Company of Chicago, has been doing a real selling job continuously since its origination in 1943.

For effective radio advertising in the nation's second richest market, the answer is WGN, the leader in national and local spot business.
Sargent

(Continued from page 43)

etc. He feels that with lines of authority clearly drawn, department heads should have authority “commensurate with their responsibility.”

“Broadcasting faces its greatest period of development in the years just ahead,” according to Mr. Sargent. “Keener competition, resulting from the increasing number of stations, will demand alert, progressive management. Failure to keep pace and assume the lead wherever possible, will bring disaster.”

Emergency Food Kit Is Sent to All Stations

A RADIO KIT prepared by the Emergency Food Collection national offices last week was being sent to all U. S. radio stations as part of the national appeal for aid to famine victims.

The kit contained 15 and 30 second spot announcements, human interest stories on the famine conditions overseas and transcriptions including brief appeals by Ralph Bellamy, Ingrid Bergman, Helen Hayes, Walter Huston, Lily Pons, Raymond Massey, Cary Grant, Mary Pickford, Tallulah Bankhead, Irving Berlin, Sonya Henie, Gracie Fields and Herbert H. Lehman, former director of UNRRA.

All radio commentators have been sent special fact sheets containing information about the food drive. All networks have allocated time to the emergency food collection on many programs beginning June 3.
Mr. Woodruff

T/SGT. JAMES W. WOODRUFF Jr. returns as vice president and executive manager of the Woodruff stations (WATT Atlanta, WBBM Chicago, and WQRC Albany, Ga.) this week following two years in the India-Burma theatre. He returned to the U.S. May 14 after having served with APRIS as station manager and program director in Karachi, New Delhi and Calcutta.

CLARENCE L. MENGER, vice president of NBC in charge of programs, has been awarded the U.S. Treasury Dept. Silver Medal for assistance in the war bond campaign. W. C. SWARTLEY, general manager of WBBM Chicago, has presented "Rendezvous with Destiny," NBC album of records to the theatre. BRIG. GEN. DAVID SARNOFF, president of RCA, has been selected as interim president of the new Army Signal Assn.

JAMES C. COLE, general manager of KGVO Missoula, Mont., has been reappointed to the Committee of the Domestic Distribution Dept., U.S. Chamber of Commerce.

JESS BARNES, Mutual vice president in charge of sales, will conclude an extended midwest business trip May 30 by attending the Memorial Day auto races at Indianapolis. Event is to be broadcast exclusively on Mutual under sponsorship of Perfect Circle Piston Ring Co., Hagerstown, Ind.

DON IOSET, who resigned as executive director of WMOH Hamilton, Ohio, to join Mutual as eastern representative, station relations, retains his stock in WMOH and will continue as a member of the station's board of directors.

ROY THOMSON, owner of CFCH North Bay, CKGB Timmins, CJKL Kirkland Lake, Ont., a large group of Ontario dailies, and vice president of Press News, is leaving for England to attend as a delegate the Empire Press Union at London next month. He also will visit the Continent before returning to Canada.

CARRIE ROWLAND, advertising manager of Rich's Inc., Atlanta department store, has been named president and LILLIAN LEE, Atlanta school teacher, is retained as secretary. A. J. H OPPS, assistant manager of KNX Los Angeles, has been named president and treasurer of KNX Broadcasters' Assn.

DON IOSET, who resigned as executive director of WMOH Hamilton, Ohio, to join Mutual as eastern representative, station relations, retains his stock in WMOH and will continue as a member of the station's board of directors.

In KNOXVILLE... WBIR is FIRST IN THE DAYTIME!

Hooper surveys have consistently given WBIR a top daytime audience. You can profitably use this popular station to cover one of the South's most important markets—Knoxville, Tennessee. WBIR is an ABC Affiliate.

**Wbir A Nunn Station**

**LISTENING INDEX.**

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*City Zone—Knoxville, Tenn.—Feb.-March—Total Coincidental Calls 14,809

WBIR is Represented by The John E. Pearson Co.

John P. Hart, Mgr.
KNOXVILLE, TENN.

**Marine Radio Devices Exhibited in New York**

Marine radio and electronic equipment manufactured by Radiomarine Corp. of America, Mackay Radio and Telegraph Co. and Raytheon Manufacturing Co., was displayed last week at the National Marine Exposition in New York. Radiomarine Corp. exhibited an anti-collision and navigational shipboard radar and a complete "packaged" merchant ship radio station.

Mackay Radio & Telegraph Co., IT&T associate, exhibited a complete ship's radio station in one unit. Raytheon displayed its new commercial radar called "Mariners Pathfinder," with indicator, transmiitter-receiver and antenna.
Ever See a Map Like This?

Edward Petry and Co. - National Representatives

It shows that your message on KSL can reach more people than in ALL these cities combined*

*Figures taken from CBS Study, 7th Series, and 1940 Census.

50,000 Watts
Clear Channel
Salt Lake City

You can't cover the West without...

Edward Petry and Co. - National Representatives
Mr. Eichorn

Over Fifty Brand Names
Cited For Long Service
FIFTY-SIX brand names in service 50 years or more, were honored last week at a dinner sponsored jointly by the Advertising Club of Baltimore and the Brand Names Research Foundation Inc.

Each of the brand names was awarded a "certificate of public service" during the dinner, which was held at Baltimore's Hotel Belvedere. Eleven of them are older than 100 years, eight between 75 and 100 years old, and the others from 51 to 74.

Fifty companies, 37 of them located in Baltimore, use the 56 brand names that were honored.

Report Discussion
SYDNEY KAYE, executive vice president of BMI and noted broadcasting attorney, and Charles Steppmann, author of Radio's Second Chance and at least a contributing editor of the FCC report on Public Service Responsibilities of Broadcast Licensees, will discuss the report in an off-the-record question-and-answer session to be held the evening of May 28 at the Longacre Theatre, New York. Meeting, held under the auspices of the radio committee of the American Civil Liberties Union, is open to "reputable" of the radio industry producers, consultants, unions and agencies interested in radio, according to the ACLU invitations.

Don L. Kearney, radio public relations officer in ETO and former sports announcer, WWHAM Rochester, N. Y., has joined the Radio Television News Bureau in New York City to represent newly-formed New England group of ABC stations.

Tom Harker, Mutual account executive on the Coca-Cola account, left New York May 19 for a trip to the West Coast. He will attend the Coca-Cola bottlers convention in San Francisco June 5-8 and Galveston June 15-18 before his return to New York June 21. Orchestral music at the Coca-Cola "Spotlight Bands" programs on Mutual will play for the conventions.

Ralph Miller, former sales manager of WEYK Wyoming, City, has joined KICRA Sacramento, Calif., in similar capacity.

Frank Berend, NBC Western Division sales manager, will visit network Chicago headquarters en route to New York for National's conferences with agencies and sponsors relative to fall radio plans.

William Levy, former legitimate stage actor and recently discharged from the armed forces, has joined the sales staff of WWRL Woodside, N. Y.

Jimmy Fox, son of J. Leslie Fox, Southern California manager of Paul H. Raymer Co., station representative, and recently discharged from Navy, has been made traffic manager of KWO Stockton, Calif.

J. L. Cummings, sales manager at WEED Rocky Mount, N. C., is the father of a boy born May 11.

James Brown, formerly with John E. Pearson Co., Chicago, has joined the sales department of WBEM Chicago.

Shirley Henderson is the new traffic manager of KUTA Salt Lake City.

Ralph Lunt, formerly with the promotion department of WAGR Atlanta, Ga., has been added to the KUTO commercial staff.

Ruth Moran has been named sales service assistant to John Dodge, NBC Spot Sales representative for New England and New York State.

James L. Alexander, station representative, Toronto and Montreal, has been appointed exclusive representative for CRU, of Chicago, Ont.; CPAB Windsor, N. S.; CHUM Toronto; CRF Montreal, Ont. KFJF is to be on the air July 1 with 100 w on 1240 kc, using RCA equipment.

Jim Crawford has joined the commercial department of CBL Toronto.

Louis J. Riklin of the WOAI San Antonio, Texas, sales staff is the father of a girl, Nancy.

Wallie C. Porsow, WBHY Appleton, Wis., commercial manager, has been elected president of the Appleton Junior Chamber of Commerce for the current year.

Richard D. Bronson, formerly on the program and announcing staff of WNOH Hartford, Conn., and more recently with WHNC Henderson, N. C., has returned to WBZ as sales staff member.

Kvak Atchison, Kan., has appointed William G. Rambeau Co., Chicago, as station representative.

KRC Seattle, Wash., has named Walter E. Barber, New York, as station representative. FAX 5 w, 45th St. Telephone: Longacre 5-0907.

Donald De Smity, released from the Army as a lieutenant in the tank corps, has joined WRKO Boston, Mass., as account executive.

Arch L. Madsen, commercial director of KSL Salt Lake City, has been elected vice president of the Salt Lake Advertising Club, Inc. (Bus. Man-War.-In Idaho...
"YOU'RE A SMART MAN MR. FIELD. — YOU KNEW THAT PORTLAND STATIONS SERVE ONE OF AMERICA'S BEST RADIO MARKETS..........

WE DUST OFF THE WELCOME MAT FOR MARSHALL FIELD, NEW OWNER OF KINO, PORTLAND, OREGON.”

BY CHUCK MYERS: KGW CONGRATULATES THE NEW OWNERS ON MAKING A SPLENDID PURCHASE!"

PORTLAND, OREGON

POPULATION........NOW 415,000 (1945 ESTIMATE)

RADIO HOMES .......88.36%

HOME OWNERSHIP .........58%

TELEPHONE APPLICATIONS.....2nd ON COAST. 6th IN U.S.

BANK DEPOSITS ......1½ BILLION (MARCH 1946)

RETAIL FOOD, DRUG SALES .3¼ BILLION

"UNDER 'CHUCK' MYERS' DIRECTION KINO HAS CONTRIBUTED MATERIALLY TO THE HIGH BROADCASTING STANDARDS PORTLAND HAS ENJOYED. KGW CONGRATULATES THE NEW OWNERS ON MAKING A SPLENDID PURCHASE!"

TO: Harry Buckendahl and members of the staff of KINO: Best of Luck Sincerely, Miss KGW

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
April 15, 1946

Mr. Ken Church
Radio Station WCKY
Cincinnati, Ohio

Dear Ken:

It gives us a great deal of pleasure to tell you of the phenomenal success a minute spot announcement on WCKY has been for one of our clients, Halper's Music Shop. The announcement is scheduled at 8:30 PM on Tom More's Western Jamboree.

To our knowledge, never has a program or spot announcement caught on as fast as this Halper spot. We have been receiving on an average of 125 letters a day. In the past four weeks, time cost has amounted to $480.00 and Halper's have received orders for more than 12,649 records, an average of seven orders a letter at an approximate cost of 34¢ per record.

Please extend our thanks to all cooperative members of your staff.

Cordially yours,

Paul De Lott
President

SINCE THIS LETTER WAS WRITTEN, RECORD ORDERS HAVE EXCEEDED 51,000.
and AGAIN and AGAIN!
y is doing the real job
the advertiser in the
Cincinnati market!

WCKY
the L.E. Wilson station
fifty thousand watts of
sales power
Editorial

Program Report: XI

ALFRED C. PADDISON, president of the Australian Federation of Commercial Broadcasting Stations, is a visitor to our shores. He is here to study FM and television. He is a commercial broadcaster himself. The 100-old commercial stations in Australia compete with the Government network of some 38 stations.

Mr. Paddison is conversant with American radio. Australian commercial broadcasting follows the American pattern. Before the imposition of wartime embargoes many of our programs were broadcast down-under via transcription. They were the most popular with the Australians.

We asked Mr. Paddison about the FCC's Blue Book. He rejoined:

"Why that is the first step toward nationalization of American radio."

Mr. Paddison knows the pattern. He noted that ownership of physical plants and actual program production are not essential in the nationalization process. Control of the program by an agency of the Government constitutes control of the medium.

"Nationalization," says Webster's unabridged, means: "The taking over by the state of private property, industrial organizations, or the control of any class of labor, etc., in the interest of the state."

We yield the floor to the literary workshop which produced the Blue Book.

Who's Out of Step!

NO MATTER how or where people live, they're going to have radio service. The unvarnished figures of the U. S. Census Bureau reveal a trend in the life and habits of free Americans that historians will recognize when they recount developments of the wartime 40's.

Out of the Census Bureau's own survey [BROADCASTING, May 20] comes this simple situation: The number of occupied homes increased by 2,745,000 from 1940 to 1945; the number of radio homes increased by 5,151,000.

Even a staid economist of the Bureau contemplated the word "startling" in pointing to this significant fact, revealed by the Bureau's own survey. During three of these five years only a few radio sets were made. What the number of radio homes will be when set makers do their 1947 time-planning early? Instead of letting New York with its EDST establish the rules, why not have all radio remain on standard time? The railroads do it. So do the airlines.

In the absence of national legislation, the only way to avoid the bedlam of the time change and the time, money, and energy thus dissipated, is through railroad time for radio.

Let's make it railroad time for radio in '47.

Tower Trouble

BECAUSE several owners of homes abutting on what is now an unsightly vacant lot just off a Washington business district have whipped themselves into a frenzy over a projected television tower, a Congressional committee is seriously considering legislation that would have the effect of keeping both video and FM towers out of residential districts.

While the McMillan Bill in the House would bar towers only in District of Columbia residential districts, its potential danger lies in the fact that it will serve as model legislation for cities and States all over the country.

Bamberger Broadcasting Service has the guinea pig in the Capitol's two-year tower battle. After fighting the question through a half-dozen D. C. regulatory bodies, a site suitable to all authorities was given final approval. Now the fight is being waged all over again in Congress.

FCC specifies that video towers must be near the center of population; Civil Aeronautics Administration wants them there, doesn't want them in outlying areas; park officials refuse to permit use of parks; mid-city sites aren't good because Washington is in a bowl.

So Bamberger bowed to official specifications. Now the raucous group that has made a farce of Congressional hearings is agitating class legislation that has the potential power to cripple a great institution at its very inception.

Plan Now for '47

DAYLIGHT SAVING TIME, hit-and-miss style, has been in operation one month today. Were it not for strikes, shortages, and the like, it would be the national calamity.

Distracted broadcasters and their listeners in all cities except the key DST centers are still trying to untangle schedules. Confusion will continue well through the summer. September 29, the readjustment in reverse takes place.

You can get arguments pro and con on DST. You can read them in letters from irate broadcasters, listeners and agencies published in these pages. The NAB district meetings unanimously are on record in favor of uniform time.

According to the records of last week, which probably aren't accurate now, there were 26 states which have DST of varying sorts and degrees, with local options for or against. The remaining 22 states and the District of Columbia are on standard time. One of our readers estimates that areas with a population of 30 million go on DST and the remaining 110 million don't. The latter must "mentally readjust their network schedules so that the other 30 million won't have to," he says.

It looks like it's too late to accomplish anything this year. That being recognized, it behooves broadcasters to do their 1947 time-planning early. Instead of letting New York with its EDST establish the rules, why not have all radio remain on standard time? The railroads do it. So do the airlines.

Meanwhile as a relief from the headaches of the bond business, he had once more returned to his boyhood hobby of dramatics. He became interested in the Little Theatre movement and for three years was president of the Calgary Light Opera Society. From there it was but a step to the entrance of CFAC.

Within a year he had become program director of the station, and in 1933 he was appointed manager.

At CFAC he was able to try out many ideas on name programs and merchandising. Because of a lack of good local talent, most of the station's programs were recordings, run one after the other, with no planned theme, and only breaks for commercial announcements and station identification. Mr. Elphicke developed the idea in western Canada of building up a program of recordings under a name, selling both sponsor and listeners on such a name program. Similarly with merchandising, he developed promotion ideas on sponsored shows which have since been adopted by other stations.

He was born in London, England, July 14, 1900, and educated at Eastbourne. He went with his parents to Canada in October 1920, destination: Vancouver. In 1926 oil was discovered near Calgary, and by that time Tiny Elphicke was in the bond business. To boom Calgary he went, and there the oil boom took him for a ride. But he remained in the bond business for some years after that, through the early part of the depression.

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At CFAC he was able to try out many ideas on name programs and merchandising. Because of a lack of good local talent, most of the station's programs were recordings, run one after the other, with no planned theme, and only breaks for commercial announcements and station identification. Mr. Elphicke developed the idea in western Canada of building up a program of recordings under a name, selling both sponsor and listeners on such a name program. Similarly with merchandising, he developed promotion ideas on sponsored shows which have since been adopted by other stations.

He was born in London, England, July 14, 1900, and educated at Eastbourne. He went with his parents to Canada in October 1920, destination: Vancouver. In 1926 oil was discovered near Calgary, and by that time Tiny Elphicke was in the bond business. To boom Calgary he went, and there the oil boom took him for a ride. But he remained in the bond business for some years after that, through the early part of the depression.
As a result of giving listeners the programs they want to hear, WOV has developed and holds two distinct and important audience groups in the metropolitan New York area. Two great markets listen to WOV. Two great markets that, in their respective listening hours, combine to give this station a constant, controlled, around-the-clock selling power. In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Edmonton, Mr. Elphicke went as
1, 1936, when TPC took over CJCA
lized on other stations which the
operations of the station. He puts
staff at ease by telling them no
one will be fired, except for cause.
Then he arranges that all station
detail come over his desk, thus
familiarizing himself with the rou-
tine. He has personal conferences
with each member of the staff. And
wants, and he buys...
MORE NATIONAL SPOT DOLLARS* ARE INVESTED ON WCAU THAN ANY OTHER PHILADELPHIA STATION

Here is coast-to-coast recognition... among all kinds of national advertisers buying local broadcasting in Philadelphia... that WCAU is Philadelphia's best radio "buy". No matter where you are: if you want to sell Philadelphia, you want WCAU.

*Local Philadelphia firms also spend more of their advertising dollars on WCAU than on any other Philadelphia radio station.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
J. HENRY THOMPSON, an NBC Central Division news editor since 1943, has been appointed manager of the new and special events department at KPNB New Orleans, Louisiana. Mr. Thompson replaces BERT SILEN, who retired recently. Mr. Thompson has been with the operation of KZIH (BROADCASTING, Apr. 12).  

JOHN R. FAHEY, now on terminal leave from the Army following more than four years of service, has accepted the duties as news editor of NBC Central Division news department. GEORGE FABER, temporarily in charge of the wartime replacement on the news staff, has resigned.

BACK IN HARNESS, Bill Day (1), former AFAP lieutenant and news announcer of KOA Denver, interviews Lt. Steve Higgin, B-44 navigator on the latter's service experiences while a prisoner of war at Stalag Luft One, near Barth, Germany.

HARRY O. WEISING has been appointed assistant director of news broadcasts, replacing BILLY FELS (Ted) CHURCH who became acting director of news broadcasts, succeeding PAUL MANSFIELD, who was re-appointed to his position on station WIB (BROADCASTING, May 13).  

BOB CARROLL, CBS newsman, has been named WMAZ sports announcer. He has been with stations in Western Canada and has been a regular on the CBS weekly "Sports College" program from Toronto.

Pete TWEDDE, formerly of the St. John Telegraph Journal, has joined CHSJ St. John, N.B., as news editor. Pape and station are under same management.

H. R. BAUKHAGE, ABC commentator, will receive a citation from the Alumni Association of the U. of Chicago at a reunion on campus June 8. Citation describes Baughage as one of the college's "worthy alumni who have ascended to high privileges of a university education by assuming the obligations to convey leadership to those in this area, social and religious activities so essential to a democracy."

J. W. CARTER, former with KPJZ Fort Worth and the Texas State Network, has joined the WOAI San Antonio news staff. RAYMOND BREDIE, previously with WJNO, is also added to WOAI news staff.

K. D. WILLINGHAM, Travis County (Tex.) farm agent during the war, has been appointed farm editor of KTBC Austin, Tex.

W. W. CHAPLAIN, NBC correspondent, May 21 covered the World Conference on Unification of Regulations for Commercial Aviation, held in Montreal.

ALLEN WARD, former newsreader with WQXR New York; JEROME CURTIS, former news writer on the station, and HAROLD TERKEL, previously on the news staff of KDKA Pittsburgh, have been added to the staff of WIBN New York. Effective May 20 station WLJB increased its one-hour news schedule to 14 daily, presenting 10 minutes of news each hour on the hour. The station has also added AP news wire to supplement its AP and UP radio wires.

KING HARMON has been appointed sports editor at KUTA Salt Lake City.  

WCKY Cincinnati after duty as Army sergeant in the Pacific and Japan. He has supervised the news, special events reports by members of the Army unit on the networks of the Broad-1000 WATTS  FULL TIME

EXPAND NEWSCASTS BECAUSE OF STRIKE

WEBCASTING • Telescaping

PARKING WOOL OAKS, Budapest, Hungary, for the third successive year, LONG BEACH is first in the nation in per capita Effective Buying Power—$1,160.00 per capita after taxes!

By actual survey

TORONTO'S MOST LISTENED-TO STATION
DIAL 580

TOKYO

CHARLES COLLIINGWOOD, CBS correspondent, leaves New York's Little Church Around the Corner with his bride, the former Louis Alls, named and broadcast his marriage, following their recent marriage.

"We now interrupt this program on WDFD Flint to introduce our guest star to an old obligation."
External Beauty for "SHOWMANSHIP"

It will grace any 1000-Watt Broadcasting Station!

Expertly Engineered "Internally" for Performance

The Gates 1-Kilowatt Transmitter—Has Everything!

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

New York Office:
9th Floor 40 Exchange Place

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

Radio Co.
Quincy, Illinois

Exclusive Manufacturers of Radio Transmitting Equipment Since 1922

Condensed Specifications

Frequency Range: 530 to 1600 K.C.
Frequency Stability: Plus or minus 10 cycles maximum.
Power Output: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.

Power Supply: 230 Volts, 60 cycles, single phase—Regulation not to exceed plus or minus 5%.
Frequency Response: Within 1/2 DB. from 30 to 10,000 cycles.
Distortion: Less than 3% from 50 to 7500 cycles. 0.95% modulation.
Noise Level: 60 DB. below 100% modulation.

May 27, 1946 • Page 61
ROBERTSON, Genial Emcee

of two of Washington’s most popular programs

TOWN CLOCK

7 to 9 P.M.—MOR. thru SAT.

and

WASHINGTON FAVORITES

WMAL and ...

FRED M. STOUTLAND, returned from Europe, formerly with Lennen & Mitchell, New York, has joined the daytime studio operation of WMAL.

NEW YORK. THOMAS F. COYLE, recently from the Army and formerly with Blackstone Radio Agency, New York, has joined the radio publicity staff of WMAL.

CHARLES HUTTAF, discharged from the Army, is back with the creative staff of Fuller and Smith and Roan, New York.

RALPH C. TANNER, formerly with Pratt & Whitney, New York, has joined the production staff of John A. Cairns & Co., New York.

ROB McINNES, radio executive of Wade Adv., Los Angeles, and Mrs. McInnes are in New York for two weeks on personal business.

BERNARD DOUGLAS, vice president of vote, Cone & Belden, New York, and executive director, Souris account in Hollywood, has flown to Hollywood to discuss fall plans of CBS “Television show” with BUTJOLIVER, agency local manager, and ARNOLD MAGUIRE, program producer.

SHOWALTER, SINGER and Tischler Adv., newly formed Hollywood agency, has established offices at 1990 Hillhurst Ave., Telephone in Normandy 1-4935. Firm is headed by DAVID SHOWALTER, former Los Angeles manager of KTLA; LOUIS S. TISCHLER, former advertising manager of Los Angeles department store, and more recently account executive with Jere Bayard & Assoc.; and Phillip Singer, manufacturer and former partner in Singer Steel Co.

RUSS JOHNSTON, vice president in charge of television tent for Metham-Kingsdon, currently in Hollywood, has bought a Volkswagen bus which he will personally fly to New York in early June.

DAVE C. HUNTINGDON, former account executive with Compton Adv., New York, has been appointed account executive with Geyer, Cornell & Newell, New York.

KENNETH T. DUNN, discharged from the Army Airborne glider-troops, has rejoined production staff of John A. Cairns & Co., New York.

CLARK C. HANDLEY, assistant account executive of W. C. Ingram, New York, production department; NEVILLE MACDONALD, advertising and JAMES J. WEST, production department, are veterans who have returned to the York staff of Albert Woodley Co. Returning to the account executive staff is KENNETH R. DOWER, copywriter.

CRISP, H. R. FOUNTAIN, former account executive, FRANCES TAYLOR, copywriter, HERBERT REDMOND, copywriter, TRUDY BACH, fashion account executive, and ELLIOT GREENFIELD, director of George A. Cummings Advance, were appointed account representatives by Norman A. Mack & Co., New York.

LEO P. BOTT Jr., has joined Holder Morrow Collier, Chicago, as account executive.

UNITED AGENCY, Portland, Ore., agency headed by LINN J. KAWAYA, is now located at 415 Postal Bldg. Telephone number is 415. It also has packed package shows, merchandising and publishing section, as well as sales agency and station representation.

MERRITT WILCOX, discharged from Navy, has joined The Talkies, Los Angeles, as radio department account executive.

SOPHIE JAKOBSEN, formerly production manager of Birschler, Van Norden and Francisco, has shifted to Abbott-Kimbrell Co., that city.

HARRY BOSTICK has replaced RALPH R. CALKINS as manager of McCann-Erickson Adv., Portland, Ore.

KENTON JONES, released from armed services, has rejoined agency and is assigned to Portland office.

CHARLES A. MOTTI, formerly with W. C. Ingram, vice president of Los Angeles, has joined The Shaw Co., Los Angeles account manager.

ADRIAN R. MacFarland, formerly West Coast sales manager of UARCO Inc., has joined Chicago offices of Campbell-Mithun and Ruthrack and Ryan.

JOINTLY forces to form their own Sesame Street radio advertising agency, Hittleston, Evans and Merrill are: (1 to r): GRANT M. Hittleston, president; John Evans, Jr., vice president. Mr. Merrill is former production manager of Allied Advertising Agencies, Seattle. Mr. Hittleston has been sales manager of KIRO Seattle for four years and Mr. Evans for two years has been account executive with that station. Agency is at 406 Douglas Bldg.

CAB PLACES McGee FIRST, HOPE SECOND

LATEST COOPERATIVE Analysis of Broadcasting survey listed Fibber McGee & Molly as the leading nighttime program, with Bob Hope in second place and Red Skelton in third.

Average popularity rating for 146 sponsored nighttime programs was 8.1, a decrease of .3 from the previous report, but the same as a year ago. Average percentage of sets-in-use from 6 to 10:30 p.m. was 23.6, down 1.1 from the last report and down 2.9 from a year ago. Sets-in-use from 10:30 to 11:30 p.m. was 18.3, up 1.8 from the last report and up .4 from a year ago.

Oftimes advertisers are lulled into a sense of false security by sweet sounding national ratings. But a market-by-market study often reveals serious weaknesses. Audiences in choice markets are down... advertising costs in relation to sales are up!

It's then that many turn to flexible Spot Broadcasting! And by buying the best times (either programs or announcements) on the best stations regardless of network affiliation, they quickly bring campaigns into balance—harvesting the rich markets, bolstering the weak ones, using the most effective copy appeals in all.

Perhaps Spot Broadcasting can do as much for you. A John Blair man can tell you how this powerful medium is used to solve the toughest advertising problems. Call him today. He's a radio expert who knows markets and merchandising... a good fellow to meet.

---

Here's when a National Program Rating of 10 is NOT a National Program Rating of 10!

With **flexible** spot broadcasting you get top ratings in **all** markets!
DON GODDARD has served New Yorkers his special edition of the daily news with breakfast and lunch for nearly a decade. From world-moving news events right down to the weather forecast, GODDARD's reports carry that personal touch which has endeared him to hundreds of thousands of loyal listeners. Charm, sincerity, straightforwardness and a nose for local news—all have developed the program and its reporter into an institution in New York radio.

For the past eight years, the GODDARD “newsroom” has operated from a key network station. Now, he's moved his city desk over to WMCA, broadcasting the noontime news at 12:30 p.m. Monday through Saturday. A flood of congratulatory mail tells us that his huge audience is moving right over with him. So, too, are his sponsors!

Among GODDARD's many sponsors (he was booked continuously those eight years) is the Manhattan Soap Company. GODDARD broadcast under Manhattan’s banner for the past six years; Manhattan has such confidence in his salesmanship that they immediately signed up for half of his new WMCA series. This leaves three broadcasts a week still available—an outstanding name on the right station at the right time with top-flight “sponsor references”.

Details on this important addition to WMCA’s extensive news service are awaiting you, as always, at the WMCA Sales Office or Weed & Company.

wmca first on New York's dial first with New York's news
U. S. Coast Guard radio correspondent, director for new FM station to go on Herald announcer and performer who entered RAY PERKINS, former network m.c.,ers, New York ($2.50).

make a daily analysis of the program will have complete charge of correlating logs and make recommendations for improvement.

KGVO Missoula, Mont., has been appointed program coordinator. ANNE TESSERI, journalism graduate of Ohio, has been appointed program coordinator of Mount Royal College, Calgary, Alta.

BOYNE JOHNSON has returned to the announcing staff as club secretary.

PHIL BOOTH, director; GILL FATES, Ohio. He formerly was the Army as reserve service with the Army. RICHARD ER

BROADCASTING Telecasting the Army as reserve service in Italy. He was awarded the Bronze Star Medal for conspicuous service. RICHARD ER

formally with KVCV Redding, Calif. As Asheville, N. C., and GIL HENRY, previously manager at KDYL Salt Lake City has been promoted to assistant program director and production manager.

BILLY MEYER, m.c. of "The Missoula City Hopscotch," has been invited to entertain the Massachussetts Rotaract Druggists Assn. which convenes in Boston June 18.

STANLEY DAVIS, writer on NBC "Duffy and Red," a recent heart attack, will take a prolonged rest from his Hollywood, program duties. He is convalescing at home.

WALTER T. JAMOND, former of Army service in the Aleutians, has been added to the announcing staff of KGW Portland. He had been with WNYC and WINS New York.

DONN BENNETT has resigned from the program staff of KYW Philadelphia where he served as chief announcer for a one-hour-long "Valley Forge Caravan" six nights weekly. He has assumed the announcing duties of KTBG Austin, Tex. Senior Announcer JOE PHIPPS has been promoted to assistant program director and production manager.

BILL CLOSE, former announcer at WATT Chicago, has joined KFYI Phoenix, Ariz.

BILL MEZGER, m.c. of "The Missoula City Hopscotch," has been invited to entertain the Massachusetts Rotaract Druggists Assn. which convenes in Boston June 18.

JON DUFFY, former chief announcer at KAL Salt Lake City, has been appointed program manager of KUAI New Orleans. HARRY WARREN, former chief announcer at KDY Salt Lake City, has been appointed KUTA production manager. MILDRED BAKER, previously producing "The Green Pastures" on KDYL, is now added to the KUTA coordinating staff. BARBO FORRES, formerly with WNNC Asheville, N. C., has been appointed by Ziff-Davis Publishing Co.

MURRAY FORRY, who portrays Willie "Mr. Pickles" in the radio series, is author of "Hollow Triumph," a psychological novel published May 20. It is the impersonal but intimate patter.

BARCLAY ALLEN, former musical director of KNOC Hollywood in similar capacity replacing DICK NIBLEY. BOB VAUGHN, formerly with KLO Oden, Utah, has joined the announcing staff of KDFM Hollywood as the "Voice in the Old Village Choir." Mr. Allen is now senior announcer at the NBC affiliate.

KOL, Omaha, has added to the announcing staff of KYW Philadelphia from KFWB Los Angeles, as the "Voice in the Old Village Choir." Mr. Allen is now senior announcer at the NBC affiliate.

Between the washing of the lunch dishes, and the peeling of the 'spuds' for the family dinner, that "let down" period of the afternoon when my lady, the housewife, is beginning to wonder if the home is worth the effort, there comes a program over KFI that is designed to work miracles for feminine spirits through a daily fifteen minutes of entertainment. Known as "LADIES DAY" this program airs Monday through Saturday at 4:00 p.m. (1/2 hour on Saturdays) and stars three talented males who entertain their large woman audience as jolly good friends and first class performers. Their names? Of course. Bill Stulla exclaims "LADIES DAY" and provides the impersonal but intimate patter. The young tenor, Bill Shirley sings a song or two from an amazing repertoire that includes all the popular ballads and many a classic...and Bob Mitchell, the noted organist-pianist, ties everything together with the most listenable sort of music.

All in all, "LADIES DAY" is a new high in local programming which can be considered by advertisers on an announcement basis. Business is already good on this program but there's now room for one more announcement. Contact KFI Sales or Edward Perry Co. for further information.

FCC Meets Thursday CHANGE of the weekly meeting day of the FCC from Wednesday to Thursday has been announced by the Commission last Wednesday. The sessions, en banc, start at 10:30 a.m. FCC sources said the change would permit speedier handling of matters, since a recent request was received late in the week by allowing an extra day for processing.

May 27, 1946 • Page 65
Decisions...

MAY 17 BY COMMISSION EN BANC

Worcester Telegram Publishing Co., Inc., Worcester, Mass.—Granted CP for new commercial television station; channel 5, 44-50 mc; 13.6 kw visual power; 10.8 kw aural power; antenna height: 772 ft.

The A. S. Abell Co., Baltimore—Granted CP for new commercial television station; channel 2, 54-60 mc; visual power: 146.08 kw; aural power: 30.70 kw; antenna height: 420 ft.

The Outlot Co., Providence, R. I.—Granted CP for new commercial television station; channel 11, 198-204 mc; visual power: 13 kw; aural power: 10 kw; antenna height: 772 ft.

Raytheon Mfg. Co., Waltham, Mass.—Granted CP for new commercial television station; channel 2, 54-60 mc; visual and aural power: 17.1 kw; antenna height: 397.4 ft.

National Broadcasting Co., Inc., Cleveland—Granted CP for new commercial television station; channel 4, 66-72 mc; visual power: 19.5 kw; aural power: 19.5 kw; antenna: 586 ft.

Havens & Martin, Inc., Richmond, Va.—Granted CP for new commercial television station; channel 7, 76-82 mc; visual power: 13.6 kw; aural power: 6.4 kw; antenna height: 455 ft.

KSTP Inc., St. Paul, Minn.—Granted CP for new commercial television station; channel 5, 76-82 mc; visual power: 115 kw; aural power: 6.4 kw; antenna: 547.1 ft.

Intermountain Bestg. Corp., Salt Lake City, Utah—Granted CP for new commercial television station; channels 2, 4, 54-60 mc; visual power: 12.2 kw; aural power: 11 kw; antenna height: 592.4 ft.

Oregonian Publishing Co., Portland, Ore.—Granted CP for new commercial television station; channel 6, 78-84 mc; visual power: 10 kw; aural power: 11.2 kw; antenna: 984 ft.

The Fort Industry Co., Toledo, Ohio—Granted CP for new commercial television station; channel 13, 210-216 mc; visual power: 16 kw; aural power: 17 kw; antenna: 225 ft.; for consolidated hearing with application of The Toledo Blade Co., Toledo, for reconsideration, severance and grant; and the Commission adopt an order granting application for a new station to operate on 1240 kc (Comm. Durr voting for hearing).

H. M. Sulthard and P. M. Mullins, d/b/a Mayfield Bestg. Co., Mayfield, Ky.—Granted CP new station 1320 kc 1 kw, daytime.

Mayfield Bestg. Co., Mayfield, Ky.—Granted CP new station 1050 kc 250 w, daytime only.


Norwich Bestg. Co., a partnership, composed of H. G. King and H. E. Williams, Norwich, Conn.—Granted petition for leave to amend application for a new station to specify 1600 kc instead of 1240 kc 250 w, unlimited time, subject to the applicant's filing with the Commission within 60 days from date of action, application for modification of transmitter site and antenna system meeting the Commission's Standards of Good Engineering Practice, and provided further, that the Commissioner will permit an appeal of approved type when such become available, and further that the Commission's Standards of Good Engineering Practice concerning standard broadcast stations be and hereby are amended to require proof of engineers of the Commission of the ruling of the presiding officer of the motion for a CP to modify its ground system and nighttime DA be reconsidered and granted CP.

KANS Wichita, Kans.—Granted permission to request an increase of $50,000 on deposit in escrow for consolidated hearing with applications for renewals of licenses, removal of conditions that proposed assignee does not execute the contract of purchase, and removal of conditions that proposed assignee does not execute the contract of purchase.

KANS Wichita, Kans.—Adopted an order granting petition to remove from hearing docket and application for new station, and granted CP to operate on 1240 kc day and night, unlimited time.

KHG KGA Spokane, Wash.—Granted permission to increase power of WEAU to 5 kw, day and night.

WFSA Montgomery, Ala.—Granted CP for increase in power from 1 to 1 kw, day and night;

WIBW Topeka, Kan.—Adopted an order granting petition to increase power of WIBW to 3 kw, day and night, DA—N, operating 1440 kc, 1 kw day and night.

KNEI New Hartford, Iowa—Granted permission to request should its application for a CP to modify its ground system and nighttime DA be reconsidered and granted CP.

J. E. Snyder, Bozeman, Mont.—Adopted an order granting petition to increase power to 1 kw, day and night.

TAYLOR THE BROADCASTING \& TELECASTING BULLETIN

Wibw The Voice of Kansas in Topeka

Wibw Advertisers Don't Think Of 'Selling To Farmers' As 'Corny'. Not When They Check Sales Figures In Kansas And Nearby States.

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Wibw Advertisers Don't Think Of 'Selling To Farmers' As 'Corny'. Not When They Check Sales Figures In Kansas And Nearby States.
The Greatest Radio Buy in Years!

Georgie Jessel

in

"Something for the Family"

Fifteen minutes of sparkling entertainment with the incomparable JESSEL

...yes, the great comedian of stage, screen and radio, the inimitable JESSEL, at his best ... with songs by captivating Joan Barton ... superb musical arrangements by the All-Star Orchestra, conducted by Bill Bunt. All continuity originally created by GEORGIE JESSEL himself and Sam Carlton. ★ Produced by Vic Erwin...directed by Daniel Lundberg...here's a top-flight show in conception, production and staging, faithfully reproduced by high fidelity recording. Something refreshingly different in transcribed radio showmanship!

AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP

Sold on an exclusive basis in your buyer's market, whether on a local or regional sponsorship, providing full protection for your advertiser.

DON'T WAIT! Already sold to "Sparkeeta-Up" in the Los Angeles area.

SEND FOR SAMPLE PLATTER. Hear the Show!
Phone, write or wire Rooney, Inc., 8782 Sunset Boulevard, Hollywood 46, California.

$5 deposit required. Will be returned to you on receipt of returned recording, or credited to you, on leasing.
FACTS ABOUT THE new G-E FM BROADCAST CIRCULAR ANTENNA

- SIMPLE DESIGN
  - Single-ended antenna load
  - Complete lightning protection
  - Simple mechanical construction
  - Half the number of electrical connections

- EASY TO INSTALL
  - Fewer antenna bays for same power gain
  - Tuning pre-set at factory
  - Negligible inter-bay coupling
  - Sturdy, light-weight construction

- LOW WIND LOADING
  - Less expensive tower for fixed service area
  - Fewer bays to accumulate ice loads
  - Easy-to-install sleet-melting accessories
  - Greater reliability through greater safety factors

- HIGH GAIN
  - Higher gain for the same number of antenna bays
  - Less tower height for the same antenna gain
  - Fewer antenna components for the same gain
  - Reduced maintenance for the same gain

- ATTRACTIVE APPEARANCE
  - Trim, symmetrical styling
  - Pleasing proportions
  - Small-size bays
  - Fewer feed lines

- DIRECTIONAL PATTERNS
  - Wide variety of special patterns
  - Small increase in tower loading
  - Simple electrical connections
  - Economical to protect adjacent station areas

For complete information on this outstanding antenna and on the entire line of G-E FM broadcast equipment, call your nearest G-E broadcast sales engineer at once, or write to the:

Electronics Department, General Electric Company, Syracuse 1, N. Y.

POWER GAIN*

With G-E FM Circular Antennas

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*Compared with a standard half-wave dipole
DOUGHNUT

Have you placed your order yet?

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!
FCC Actions
(Continued from page 68)

system, from the hearing docket, reconsider and grant same.

WHOW Inc., Baltimore-Radio Television Stations, Inc., Baltimore—Designated for hearing WHOW Inc. application for license to operate on 1510 kc, 26 kw, daytime only, in a consolidated proceeding with application of Radio Broadcasting Co. for license to operate 1600 kc 250 kw, unlimited time.

AM—1390 kc
Dan B. Shields, d/b/a Utah Valley Broadcasting Co., Provo—Designated for hearing in a consolidated proceeding the application of Utah Valley Broadcasting Co., and application of Mid-Utah Broadcasting Co., for both stations to operate on frequency 1450 with 250 kw, unlimited time.

AM—1230 kc
Kolly Bell, t/a Mid-Utah Broadcasting Co., Provo—Designated for hearing in a consolidated proceeding the applications of Kolly Bell and Mid-Utah Broadcasting Co., for new stations to operate on 1320 kc 250 kw, unlimited time.

AM—1250 kc

AM—1400 kc
Robin Weaver, t/a Grandon Bestg. Co., Grandon, Miss.; Birney Imes, Granton, Wis.—Designated for hearing in a consolidated proceeding the applications of Robin Weaver and Birney Imes, Jr., for new stations to operate on 1460 kc with 250 kw, unlimited time.

AM—1340 kc

AM—1450 kc

AM—1340 kc
Universal Bestg. Co., Hazard, Ky.—Designated for hearing in a consolidated proceeding the applications of Universal Bestg. Co., for a new station to operate on 1340 kc 250 kw. Commission, in the consolidated proceeding which includes applications of System and Bullard, Metoeif and Goodloe, Inc., and of WDKM, Mattoon, III., at Hazard and have herefore been designated for hearing, it was ordered that the matters be amended to include application of Universal Bestg. Co.

AM—1400 kc
Forest City Bestg. Co., Cleveland—Western Reserve Bestg. Co., Cleveland—Designated for hearing applications of Forest City Bestg. Co., and Western Reserve Bestg. Co., for new stations to operate on 1400 kc 230 kw, unlimited time. May 5, 1946—Directed to move applications of Stephen E. Deering, t/a Crystal City Bestg. Co., and Chayahoga Bestg. Co., all requesting the same facilities, and herefore designated for hearing, it was ordered that the matters be amended to include applications of Forest City Bestg. Co., and Western Reserve Bestg. Co.

AM—900, 910 kc
I & E Bestg. Co., Dayton, Ohio; Paul F. Braden, Middletown, Ohio—Designated for hearing the applications of I & E Bestg. Co., and Paul F. Braden, for new stations to operate on 910 kc with 1 kw, daytime only, in Dayton, and application of Paul F. Braden for a new station in Middletown, Ohio, to operate on 910 kc 1 kw, daytime only.

Commercial FM Stations in the Kansas City Area

Ask for Rate Card 3

PORTER BLDG.
KANSAS CITY, MO.

EVERT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Page 70 • May 27, 1946

MAY 20

KANSAS CITY IS A KEY MARKET

BROADCASTING • Telecasting

An All-Time Favorite

WHEN THE LIGHTS GO ON AGAIN

Published by
CAMPBELL-POGGIE, Inc.

Performance Rights Licensed Through BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 17, N. Y.
KEEPING KTSA'S AUDIENCE POSTED ON SPECIAL EVENTS AT ALL TIMES

ANOTHER FIRST FOR KTSA! Not content with our recognition as San Antonio's most community-minded station, we've taken ANOTHER BIG STEP toward adding to our already vast audience in this BILLION DOLLAR MARKET! Bob Holleron, popular Southwestern sports announcer, and his KTSA Special Events Crew, are sent out to give YOU AND YOU-on-the-scene descriptions of special events all over the country! Just ANOTHER reason why KTSA appeals to EVERY AGE GROUP—has them listenin’—AND KEEPS THEM!

Bob Holleron, of KTSA's Special Events Crew, gives an on-the-scene description of a Tarpon Catch, at Port Aransas.

During the colorful Fiesta Celebration this Spring, Holleron interviews screen star Leo Carrillo.

KTSA's crew made a trip to San Francisco to interview Gen. Walter Krueger on arrival from Pacific Theater. Another KTSA FIRST!

During Army Day celebration, Holleron broadcasts from the nose of a helicopter.
Holleron interviews men at separation ceremonies on his new "Mission Completed" show, talking over their plans and hopes for civilian life.

SAN ANTONIO, TEXAS
5000 WATTS DAY

KTSA
SAN ANTONIO, TEXAS

May 27, 1946 • Page 71
NEW DOWN EAST NET PLANS WILEY SHOW'S FORMATION of “The New England Group” of 10 ABC affiliated stations to broadcast two Fletcher Wiley shows was announced last week in New York as the culmination of planning begun some time ago [Broadcasting, March 18].

Spokesmen for the new organization pointed out that its formation did not constitute the introduction of a new regional network and that the 10 stations had joined in an enterprise confined to the broadcasting and sale of participation advertising on the two shows: Sunrise Salute, Monday through Saturday 6-7 p.m., and Housewives Protective League, Monday through Friday 1:30-2 p.m.

Both shows will usually originate from WCOP Boston. John Trent, former chief announcer at WCAR Pittsburgh, now associated with Fletcher Wiley productions, has been designated chief of staff for the two New England productions with headquarters at WCOP.

Group goes on the air with shows June 3. The 10 stations, WPOR WMUR WCOP WSPR WNDB WPCI WHTT WELI and WSTC, will use ABC New England lines to feed programs. Katz Agency is representative.

First $561 Fish LESS than 24 hours after opening of the fishing season in Minnesota a St. Paul salesman, Joseph A. Bell, landed a pike bearing KSTP tag No. 542. He is first to win a $561.40 batch of equipment in KSTP's $667,000 fishing contest [Broadcasting, May 13]. Still remaining in Minnesota waters are 99 KSTP fish, each worth $561.40 to the catcher. Additional prizes are offered for special tags.

HOPE HAS HIGHEST HOOPER AT NIGHT LEADING night-time program, according to latest C. E. Hooper surveys, released last week, was Bob Hope. Fibber McGee & Molly scored second and Red Skelton third.

Average evening sets-in-use, according to the report, was 26.1, only .1 below the previous report. Average available audience was 78.2, up .7 from the previous report.


Breakfast in Hollywood led weekday programs. Average daytime sets-in-use was 15.3, down 1 from the previous report. Average daytime available audience was 72.2, down 3 from the previous report.

Top 10 weekday programs were Breakfast in Hollywood (P & G) 7.4, Ma Perkins (CBS) 7, When A Girl Marries 6.5, Breakfast in Hollywood (Kellogg) 6.6, Right to Happiness 6.1, Pepper Young's Family 5.9, Romance of Helen Trent 5.9, Young Widder Brown 5.8, Kate Smith Speaks 5.8 and Breakfast Club (Swift) 5.7.

HISTORICAL exhibit of radio and its development in the past quarter-century now on display at the New Jersey State Museum at Trenton has attracted more than 7,000 visitors since opening April 1. Exhibit lectures on radio history are broadcast on WTTN Trenton.

Hucksters (Continued from page 24)

figure of Evan Evans dominates the book as it dominates Victor Norman. Last week in New York, advance copies of The Hucksters were sought after by radio and advertising men with the intensity they usually would apply to a search for a million-dollar contract.

Their interest was aroused not by the quality of the prose, but by rumors that Mr. Wakeman's characters, while avowedly fictional in origin, had truly been inspired by his associations in the business. The veil of fiction that he drew around them, some insisted, was hardly thick enough to conceal the flesh and blood beneath.

How to impress a Time Buyer

Somebody certainly got a rise out of Joe Time Buyer.

How... by confronting him with an impressive presentation built around the latest Sales Management data on local markets.

Joe Time Buyer has that completely sold look because he knows this market information will be accepted without question by his clients—the national advertisers.

This acceptance was confirmed in a recent survey by the Market Research Company of America when 200 leading space and time buyers were asked, "What publication or publications are most readily accepted by your clients as authoritative?"

The media buyers answered, "Sales Management." It received far more mentions in reply to this question than any other publication or publishing organization.

The same survey brought out that space and time salesmen know this and do quote Sales Management in their presentations—both oral and written. The 200 media buyers said that SM is quoted in such material more than 4 times as often as any other publication in America.

Help your representatives make more effective use of this exclusive market information by giving them the backing of a consistent advertising campaign in Sales Management. Remember:

"IT'S SM 4 TO 1" Say the Nation's Leading Media Buyers
A better portable playback—compact, easy to carry, simple to set up.

The remarkably clear, wide range of reproduction—far superior to what is ordinarily expected of a portable playback—makes it a favorite with broadcasting stations and advertising agencies who demand top performance in demonstrating recorded programs to prospective clients.

Model L plays 6 to 16" records, 78 or 33½ R.P.M., on a 12" rim-driven turntable. Standard equipment includes high quality 16" pickup on a swivel mounting which folds into a case when not in use, four stage amplifier, 8" loudspeaker with 20' extension cable, and a Presto Transcriptone semi-permanent playing needle. For use on 110 volts AC only.

The complete equipment, in an attractive grey carrying case, weighs only 46 lbs.
U SING several m.c.'s chosen from the audience during pre-broadcast pro-
gram "Coffee at Company," a new program sponsored on KEX Portland, Ore.
May 25 through June 15 and sponsored by Richard N.
Curtis, Inc., West Coast restaurant chain, is which is to new to radio. With other
members of the restaurant audience as participants, spontaneous shouts and
queries offer range of merchandise and novelty prizes. Program is to be expanded
into other markets. Extensive promotion introduction, planned by United
Agency, Portland agency handling 22 stations, included advertising, mail-
loons, radio spots, direct mail invitations, newspapers, and magazine ads.

Army Takes Over
FLAG DAY, June 14, WSBC Chicago
will be produced entirely by Army
personnel. Arrangements were made by
Robert Miller, general manager of the station and the Sixth Service
Command. Officers of the recruiting branch of the command will appear on
Bohemian, Polish, German, Negro, Jewish, Italian, and Asian program
spots to deliver speeches in their respective languages. Volunteers will be
solicited at the station, where a special recruiting office will be established. Flag Day
will climax a week’s period of informative programs concerning peace-time
Army service.

Vacation Data
WTTW return of interest to recreation and vacation spots in the
summer months, "Holiday on the Map," has been sponsored by
Takafuhi Matsui, president of the Chicago Tribune. Program
will feature some 80 informative shows produced by stations
around the country. The program will air on Tuesday, Thurs-
day, and Sunday. WTTW will receive cooperation from
the U. S. Employment Service.

WBT Starts Hayride Show
HILL BILLY BROADCASTING, WBT
Charlotte, N. C., is stepping up its
Hillbilly Barn Dance, "Carolina Hay-
dance at Old Home Week, August 13-14,
with a Hayride and HIlI parade," which will
be held in connection with the parade.

Series Climax
SOME 60 students from Michigan, Indiana,
and Illinois will be featured in the climax
of a series of summer programs sponsored by
WTTW Chicago. Program will originate from
the Charlotte Armory on July 4, and all WPTF folk will attend.
Departure is scheduled for July 3 WBT will
finish, with the New York City on July 12.

Enter Polio Fight
WTTW calling of public schools and prohibition of gatherings for young people
in the interest of an epidemic of poliomyelitis, WCAO San
Antonio, Tex., has sent out a letter to principals, Red River Dave, is
dedicating his programs to youthful listeners. His show, "The Big Song," which warns about the disease,
has been made freely available for use by all groups. Listeners are
urged to light against polio.

On Atom Future
TO SOUND out public opinion on the world’s future, CBS on May 31
broadcasts full-hour program titled "Operation Crossroads." To be opened
by William F. Knowlton, chairman of the Joint Army-Navy Task Force, will
be conducted to discuss the question of the future place of man and women,
and representing all America. Among partic-
ulars will be Albert Einstein, a war
mother and a college coed.

Clean Plate Club
ALL commercial are being eliminated from the Los Angeles's Industries, Inc.
"Back Armstrong" program May 31 to pro-
tly place advertising over the Clean Plate Club and to present news of the famine
situation. Booklet on the club, which
seeks correction of wasteful eating, is
being distributed to youthful listeners. Odd emission of the Clean Plate Club in
every community.

MANAGER Jack Kelly (1) of WOOL
Columbus, Ohio, greets Deen Chastain,
who made his debut in the "Voice of the Veteran," se-
thes of week during the homestand of the
Blue Sox will be produced by station as service feature. Program will be
sponsored by the U. S. Employment Service.

Coffee Club
UNDER TITLE of "The Percolator" a sustaining weekly
breakfast-time audience participation program
will begin next Monday (May 28). WJDX the DOMINANT "Voice of
Southern Ohio" will sponsor "The Percolator," replacing Ellen Worthington.
Program has been broadcast daily over WBJ Detroit since the beginning of the
"WWJ Coffee Club." New format features household gags, games and
scavenger hunts, Dave Zimmerman is with the program, Paul Leach and
8-piece orchestra.

WTTW Forum
SPONSORED by a group of outstanding citizens of Trenton, N. J., new forum
program starts on WTTW Trenton. June 1 under the title "Trenton Talks It Over."
Heard 8:30 p.m. from Stacey-Trent Hotel,
program will first consider the housing
problem. Participating panel changes each week.

Atomic Research
ATOMIC and cosmic research and de-
talent and the atomic bomb, of the
mountains of Colorado will provide format
for WTVX Fort Worth, Tex., new forum
Titled "Behind the Atom," program is
aired Sun. 10:45 a.m. and is conducted
material for new series on KLZ Denver.

Telephone Quiz
SPONSORED by City Savings Bank,
Charlotte, N. C., "Fun on the Phone"quiz has been started on WATS Char-
lotte in daily 6:00-6:15 p.m. period. Prizes begin at $1-$2, increase by that
amount until a question is answered
correctly. Question is given at start of
program along with answer.

Youths Interviewed
WEEKLY series started by WMBO
Richmond, Va., titled "Salute to Young
"Interviews outstanding young people of the community. Boy or girl from a different high school
will appear each week to discuss his program to
school and activities.

Forum Returns
WITH Paul Williams, executive director of the Dayton (Ohio) Chamber of
Commerce, as leader, weekly "Your Dayton Roundabout" program has been resumed
by WDRIO Dayton. Current city problem
will be the subject of each week by civic
leaders.

Launch Fund Drive
SEND-OFF by WBB, Washington and local Kiwanis of campaign for $1,000
for local hospital for district crippled
children consisted of a "party in the
sky" broadcast from a PGA Corpora-
tion airborne which 30 crippled children
Party followed on the ground at National Airport restaurant.

Parade Description
BIRDSEYE description of the parade by the Milkman's "Mighty Eighth, Fue in New
York for Fleet Week, May 27-June 3, was to be broadcast May 26 over WINS
New York. Prizes were not announced but were to be presented to the winner of the Wrapped
and scheduled New York Yankee’s double-
header. Word picture of the parade was to be beamed over WHN New York
Daily Mirror reporter, from a Navy car-
ier plane in the air.

’S’ Guild Replacement
SUMMER replacement for "The Theatre Guild of the Air," 10-11 p.m. on
ABC, sponsored by United States Steel
Corporation, will be "The WOCO TV New-
effective June 9 will be "Hour of Mystery,"
Mystery series, to run for 13 weeks, will be
broadcast by Kenneth Webb and pro-

Traffic Show
TRAFFIC SAFETY program, presented in conjunction with the Pittsburgh
department of Public Safety, is new series
on WCAE Pittsburgh. Program stresses need for extra protection in safe
driving during the summer months.

Studio Participation
NEW WTOP Washington audience participation program titled "Meet The
Masus" and heard Sat. 1 p.m. (EST), is
conducted from station studios with the participation of Judy locator and m. Prizes range from
fat dressed hens to nylon stockings and dinners at partner's restaurant.

Summer Series
SUSTAINER for summer hiatus replace-
ment "Northwest Show," Mon.
3:30-5:30 p.m., on CBS, sponsored by
Louisville, Ky., will be featured. It is a musical variety show titled "Night-
Life," featuring Wally Bristow as m. and
with Teddy Wilson and his orches-
Show will also feature guitar-
Way music.

Music Novelty Series
SHOW started over WIKO Kalamazoo, Mich., which listeners name songs for piano-
playing expert to play, is titled "Beat the
Expert." Participant receives award if expert can play song correctly.

Bradley Speaks
Gen. OMAR BRADLEY, director of the
Department of the Army, May 22 will be the
principal speaker at a special Veterans Memorial Day ceremony broadcast on
May 26, 9-10 a.m. on ABC. Ceremony originates from Arlington National
Cemetery, Arlington, Va.

Convention Programs
WIOD Miami, Fla., in connection with Southern Baptist Convention May 16-18,
will present the first of a series of a half-
hour programs featuring Southern Baptist speakers from all over the
country, WCAE Pittsburgh. Program
is titled "Meet The Baptist" and is presented by the B. C. M. Friday Night
Party," of the Dayton (Ohio) Chamber of
Commerce, and the Bison Glee Club, Oklahom

NYU Video Series
NEW YORK University May 29 started
a monthly educational television series
on WABD New York, Du Mont television
station. "TV at West Point," (Continued on page 82)

It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate

WSPX
Spartanburg, South Carolina
Home of Camp Craft
5000 watts Day, 1200 watts Night
950 kilocycles, Rep. by Hallbering
announcing: AUDIENCE SURVEYS, INC.

Audience Surveys, Inc. offers a complete research service for radio.

Audience Surveys, Inc. has acquired from Industrial Surveys Company, Inc. the facilities and most of the personnel formerly employed in conducting Listener Diary Studies for individual stations and networks.

Audience Surveys, Inc. invites inquiries about the Listener Diary and other radio research.

Robert H. Salk, President

AUDIENCE SURVEYS, INC.

347 MADISON AVENUE - NEW YORK 17, NEW YORK
Offer of Rebuttal Time Done Before Says Dolph

EDITOR, BROADCASTING:

Feature of the Week with references to LaGuardia giving up time to Gebhardt "was believed to be the first time that anyone had been given a chance on a sponsored news commentary to rebut what the commentator had said." "Tain's so. We did it over a year ago with Wright Patmon on Fulton's [Fulton Lewis Jr., MBS] program.

William B. Dolph
William B. Dolph Radio Productions
807 Barr Building
Washington, D. C.

May 23, 1946

Record Rebroadcasting Of Net Shows Decried

EDITOR, BROADCASTING:

The ambitious recording and rebroadcasting plan of the American Broadcasting Company, and to a lesser extent the Mutual Broadcasting System, for affiliated stations in other than the Eastern Time Zone should serve the purposes for which it was intended—that is, to bring network programs to all time zones at essentially the same hour throughout the year.

But granted that the quality and fidelity of recordings is at an all-time high, it is my opinion that a continuous offering of recorded programs should not become the accepted policy of a nation-wide network. In effect, such a practice reduces the prestige of the network to that of the level of a small local station which cannot or does not choose to do any better.

I further believe that it is a breach of the public trust for such a recording program to be instituted by a network. After all, the original purpose for which the networks came into being—that of bringing "live" talent to the metropolitan listeners (specifically, New York City listeners) to have recordings should not become the accepted policy of a nation-wide network.

Because "Siepmann has written an important book on an important matter."

—C. J. Durr, COMMISSIONER, FCC

Because "he tells radio how it could get well if it only half tried."—Time Magazine

Because "radio rarely has received any criticism offered with finer perception and better judgment."

—Raymond Swing

Because "the radio industry has never been analyzed before with the clarity and courage that Siepmann brings to it."—Max Lerner

The Author Is

A man who knows all the angles of his subject. He has had twelve years' practical experience in broadcasting and has also spent considerable time in research and study of the current problems of the industry, on the basis of which he has lectured and written several articles. He has been a consultant for the FCC and for three years he was advisor to OWI's Oriental Broadcasting Section.
Complete 1 KW or 3 KW Transmitter.

but by

RAYTHEON

Yes, there is a difference. FM by Raytheon is a greatly simplified, more dependable Phase Shift Modulation that is entirely new. Do not be satisfied with complicated, older circuits when Raytheon can give you this important improvement plus many more exclusive features—and at a lower price.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

Devoted to Research and Manufacture for the Broadcasting Industry

New! . . . SIMPLIFIED PHASE SHIFT MODULATION and DIRECT CRYSTAL CONTROL

- SIMPLICITY—Recognizing Phase Shift Modulation as the best method of Modulating, Raytheon has engineered greater stability, and efficiency into this method by exclusive and greatly simplified circuit design.
- RUGGED DEPENDABILITY—Direct crystal control, independent of modulation, gives positive and automatic control of the mean carrier frequency. Simple linear type tank circuits are used for all stages operating in the FM band—cannot get out of tune or adjustment.
- EFFICIENCY—Every circuit is completely shielded to eliminate power losses by radiation, interaction and parasitic oscillation.
- UNIT CONSTRUCTION—Buy now only the power you need and add a unit for increased power later. All units are perfectly matched in size, styling and colors.
- EASY INSTALLATION—Unit dimensions have been held to convenient cubic size for moving through standard doors, in elevators, etc.
- LASTING ECONOMY—Not only is the purchase price of a Raytheon transmitter less but your savings continue through lower operating costs achieved by greater operating efficiency, lower power consumption and long life quality tubes and components.
- OPERATING SAFETY—Complete power interlock and an automatic shut-off of power when rear doors are opened provide absolute safety for all operating personnel.
Letters to the Editor
(Continued from page 76)

York listener would tune in Mr. Thomas at 7:45 instead of 5:45. As matters stand now, however, listeners in Standard Time cities, towns, and rural areas in the Sun Oil territory have to tune in Mr. Thomas at the bad-for-New-York City-listeners time of 5:45. The entire State of Ohio and the lower peninsula of Michigan have remained on Eastern Standard Time, and their total population is just about twice that of New York City proper. Add to this the considerable populations remaining on Eastern Standard Time in nearly every other state in the EST zone and it would appear that several times as many now have to rearrange their mental radio schedules as would be the case if New Yorkers were the only ones who had to do so.

Further, if the networks and stations remained on Standard Time, the New Yorker would only have to add an hour to his regular schedule. This is not the case under the present setup for the Standard Time listener when delayed network features are involved. A case in point is The Great Gildersleeve, presented over WWJ Detroit by transcription at 7:30 Mondays during the winter months. When the time changes came in, the time of the program was changed to 10:30 Tuesdays. What do you suppose happened to the Hooperating of the first few programs? You’re right.

And doubtless there are many who still do not know the new time. Mr. Goldberg cannot understand why rural areas object to Daylight Time, and this remark of his stamps him as a city feller through and through. Doubtless he will be surprised to learn, as will many other city critics, that Bossy (Elsie) cannot be milked until she is ready to be milked, that the hens cannot be fed and the eggs collected until they are ready for it, that (for example) beans cannot be hoed or cultivated until the dew is off the leaves. Animals and plants, not being human, have not heard of the virtues of Daylight Time. There are a thousand and one odd farm jobs to be done before breakfast (the farm chores)—and then to be asked to haul produce to market an hour earlier. Wonder why rural areas are opposed to Standard Time being dropped for DST?

Mr. Goldberg says the simple solution is to put the entire country on Daylight Time, evidently assuming that Daylight Time is an absolute necessity for metropolitan areas. The other simple solution he overlooked is 100% abandonment of Daylight Time.

He does say that it seems advisable to keep working on this problem and there are few, indeed, who would disagree. As this writer sees it, the least disruption to both the industry and the great majority of listeners would be year-round Standard Time for radio.

James A. Norton
332 King’s Highway
Wyandotte, Mich.
May 14, 1946

Southern Accent Doesn’t Bother This Radio Fan

EDITOR, BROADCASTING:

The “gentle reader” has always been something for the author, or would-be author to reckon with—but what of the “gentle listener”? That is what I am, just one of the myriad listeners to the radio. Now that I am identified, what am I going to do, hurl a bouquet or a brick-bat? Well, neither—all I want to do is to hurl a simple, harmless, yet to me, very important question—“What is wrong with a Southern accent—is there any particular disgrace about being born with one?”

Why all my furor? Just this—

I know a young announcer who has a rich, resonant voice, that is easy on the ear, and he also possesses an unusually good education—but getting back to his voice—it does have a Southern accent—a natural one! From my point of listening, it has charm—yet overcoming it is becoming a obsession with him. Because of it, he could very easily develop an inferiority complex. Why? Because he feels that it will be a deterrent in his radio potential.

Is there anything wrong with a Southern accent? It’s American, the United States type American, isn’t it?

Our particular section of the country is peopled with those persons born above the Mason Dixon line, but all were not born there, some of us were transplanted from the area below the famed line and so to us, his accent sounds home-like, and natural and we like it!

Radio listeners are not confined to this locale. A number spreads from the “stern, rock-bound” Atlantic seaboard to where the gentle Pacific laps the other coastal region; from the graceful bend about the Gulf to our gallant northern neighbor. Who is qualified to determine just how many in that multitude do not like the Southern accent?

What has happened? Have numbers of the “gentle listeners” written in asking that the Southern-accented announcers be stricken from the ranks? What has transpired to make an intelligent, nice-voiced announcer feel that his Southern accent is a handicap, rather than an asset?

Personally, I like that accent—and I hope you feel that way about it too. If you do, you have the inherent right to throw a bouquet; if you do not, then you have the prerogative of hurling a brick-bat—that’s the gracious privilege about being an American! By that same token, doesn’t an announcer have a right to use his own individual and natural accent, regardless of what it is?

Frances Denham
1301 Admiral Boulevard
Kansas City, Mo.
May 12, 1946.
which it will put on the air, this first postwar Finch Telefax facsimile broadcasting installation soon will be ready for delivery to those FM stations with early orders.*

Surprisingly low priced, its moderate initial cost and maintenance budget are due partly to Finch experience and know-how, and partly to the fact that, in many details, it is closely related to the Finch family of proved facsimile communication equipment—which means that the cost of its careful development was held down and the savings passed on to the purchaser.

Provided with two transmitting scanners to facilitate continuous flow of program material to the radio transmitter, the installation includes a monitor control desk for convenient, comfortable, and accurate control by the operator.

Only Finch Telefax brings you these advantages:

1. Simple, reliable, time-saving, push-button operated, automatic, copy loading and unloading.
2. Automatic scanner-carriage return at the end of each page.
3. Separate monitor recorder built into each scanner for convenient, easy adjustment and observation.
4. An additional monitor recorder conveniently placed on the control desk for recording the complete program under the watchful eye of the operator, and to provide a complete, accurate file copy of the program transmitted.
5. Convenient centralized control of scanner operation comfortably handled by a seated operator.

After promulgation of FCC facsimile standards, units purchased now will be modified, if necessary, at moderate cost.

* Finch Telefax special receivers are now available in limited quantities to purchasers of Finch broadcasting equipment; Finch Telefax home receivers, for use with FM radio sets, will be available to the public in a few months.
Of Government Control

ASSERTING that radio broadcasting has become a powerful implement in the social and political life of the nation and the world, Dr. Frank E. Jewett, president of the National Academy of Sciences, warned the industry of the danger to society if radio were to become a tool of political government.

In an address a fortnight ago before the George Westinghouse Centennial Forum in Pittsburgh, Dr. Jewett, who is vice president of the American Telephone and Telegraph Co., maintained that unremitting watchfulness must be kept to assure a free radio.

At the same time he cited television as an example of an industry which is dependent upon economic and commercial, rather than technical factors for its development. Cheapsness and speed with which motion pictures can be transported will be an obstacle to extensive use of large screen television in theaters, he explained.

Jewett Points to Danger

Of Government Control

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Bewhiskered Bit

BEARDS may be aids to identification, but friends of Bill Spier, CBS Hollywood producer, found one time when this wasn't true. Mr. Spier has a bearded bit role in "The Strangers" and friends expected to spot him easily. But was not the case when he appeared in room full of bearded men.

Hearings Finished On McMillan Bill

Bamberger Counsel Says Act Would Impede Television

PASSAGE of the McMillan Bill (HR-5867) to forbid construction of television towers in residential areas of the District of Columbia would seriously impede development of television and FM, the House District of Columbia Committee was told last week by Harry S. Wender, counsel for Bamberger Broadcasting Service.

Approval of the bill would be "a tremendous step backward," Mr. Wender said as the committee closed a series of hearings on the measure. He added that such legislation inevitably serves as a model for state and local governmental bodies.

Recalling that a half-dozen D. C. municipal agencies had approved the project and that use of parks for towers had been refused, he pointed out that the bill would be meaningless if the Bamberger tower were erected 100 feet from the present site. Several owners of nearby residences have bitterly fought the Bamberger project, which is to be located on a piece of high ground adjacent to a residential area.

Though the zoning authorities and board of education had approved the site, opponents contended the 800-foot tower would be a hazard to pupils in a nearby school and to planes. W. J. McKenzie, Chief of Aids & Hazards, Civil Aeronautics Administration, said the CAA prefers towers in congested areas and added that planes are not allowed to fly less than 1,000 feet over such areas. He saw no special danger in the tower.

Julian Berla, of the firm of Berla & Abel, architects, described the tower and building plans and said the project would enhance the value of adjacent property.

CONTRACT for Federal Telephone & Radio Corp. 50 kw FM transmitter signed last week by Robert T. Douve, president of Thomas Patrick Inc., owner KWK St. Louis, which will begin operating first FM station in St. Louis. Delivery of transmitter and new Federal eight bay square loop antenna will begin in month.

BBC Video Film

A 6,000-foot experimental feature film is under preparation by the BBC for television broadcasts. In a move which is regarded as a major development in British broadcasting, the BBC, indicated that surveys have shown this method preferable to "live" broadcasts, due to technical and artistic difficulties. Earlier reports that the film industry would deny the use of film for video productions proved erroneous. No official announcement from newsreel firms has been given regarding the status of television films.
Worthy of an Engineer’s Careful Consideration...

From the simplest unit to a complete system . . . Langevin Audio Facilities are high in quality and dependable in performance.

The Langevin Company
INTEGRATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK, 37 W. 65 St., 23 - SAN FRANCISCO, 1050 Howard St., 3 - LOS ANGELES, 1000 N. Seward St., 38
Wooly Klose, freelance producer and former head of daytime programs and writers at Young & Rubicam, has joined Frank Cooper Assoc., radio production and talent firm, as head of the New York office.

Lee Savin, assistant to the president of Munsoncraft Corp., New York, has been named manager in charge of sales for the company.

Arthur Kurlan, radio program package, has established offices at 6000 Wilshire Blvd., Los Angeles.

Kelsey B. Sweatt, editor of Massachusetts Educational News, has been appointed director of the Office of Radio, newly established division of the Massachusetts Department of Education, under Commissioner John J. Desmond. Jr. Office will advise schools on use of radio in education, Department of Education for 16 months has been cooperating with WBZ Boston and WRCA Springfield. In presentation of "Listen and Learn" series for in-school listening, Monday through Friday.

Universal Recording Corp., Chicago, is now marketing a new, double-sided, non-breakable frequency record. Standard is recorded 3 1/3 rpm on one side and 78 rpm on the other. First cutting of each side is 1000 cycle reference with voice announcement identifying each frequency. Thirty seconds of blank grooves with a specified rumble content are included for testing playback equipment.

Daniel McVey, director of General of Foods and Coca-Cola, Wisconsin and Upper Michigan. Located at 570 on the dial (a time buyer's dream), this station delivers one of the strongest signals of any 250 watt station country-wide! You virtually receive 5000 watt coverage at 250 watt rates! You can't cover Upper Michigan or Northwestern Wisconsin with any other one station! Our Hooper sure proves that—send for complete information.

WOODY KLOSE, freelance producer and former head of daytime programs and writers at Young & Rubicam, has joined Frank Cooper Assoc., radio production and talent firm, as head of the New York office.

Lee Savin, assistant to the president of Munsoncraft Corp., New York, has been named manager in charge of sales for the company.

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"DON'T WORRY, DEAR,

A NERN STATION SAID THIS NEW WAX
WOULD PROTECT A FLOOR AGAINST ANYTHING."

Surprising how serene one's daily life becomes when NERN leads the way. Is the little woman perturbed? Of course not! As for Junior, he's been a NERN addict since birth. Fed and clothed on a NERN station's advice, he takes everything in his stride — a wide, blissful stride, if you ask us. Father, too, is NERN-conscious in a more practical but none the less devout way. After all, didn't he make Junior a birthday present of those skates because a NERN station gave him the idea?

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>Location</th>
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<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
</tr>
<tr>
<td>WCBS</td>
<td>970</td>
<td>5,000</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000</td>
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<tr>
<td>WLIR</td>
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<td>WRCO</td>
<td>1400</td>
<td>500,000</td>
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<tr>
<td>WTIC</td>
<td>1680</td>
<td>50,000</td>
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</tbody>
</table>

- These stations are NBC affiliates and carry the nation's popular top-ranking shows.
- These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta
Detroit San Francisco Hollywood

"WHEN YOU BUY NERN YOU BUY A NETWORK'
MEDALS GALORE

"MOST DECORATED" veteran in radio is the title claimed for William H. Spencer, formerly of WIZE Springfield, O., who has been named commercial manager of WTOD Toledo. A discharged major from the AAF, where he was a navigator-bomber pilot, he holds the Silver Star, Distinguished Flying Cross with one cluster, Air Medals with nine clusters and Purple Heart with one cluster.

WAB Plans Sessions

WESTERN ASSOCIATION OF BROADCASTERS is to hold its annual convention Aug. 5 and 6 at Harrison Hot Springs, B. C., reports WAB president Dick Rice, CPRN Edmonton. "One aim of the 1946 meeting is to bring together all advertising agency men located in western Canada, so that a closer acquaintance will be obtained between the branch office managers of the agencies and the station operators," he states. The WAB meet had previously been planned for Lake Louise or Banff, but limited accommodation at these resorts decided the WAB to hold its meeting at Harrison Hot Springs where the 1941 meeting was held.

QUEEN of the Automotive Golden Jubilee, Mary Grace Simescu (l), tells Mary Morgan, fashion and beauty editor of CKLW Windsor-Detroit, how it feels to receive such an honor. According to CKLW, the "Queen" broadcast scooped all other local outlets. Jubilee will be held in Detroit May 29-June 9.

AWD 1ST DISTRICT MEETS JUNE 15-16

ANNUAL Conference of 1st District Women's Directors of the NAB will be held June 15-18 at Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

The meeting, to be built around the theme "Women's Responsibility in the Communicative Arts," will confer on food conservation, the group's first quarter report, and the theme for the second quarter's work which will be keyed to the United Nations Week in September.

Guests of Honor


A meeting on conference plans was held May 17 in Boston by Nell Daugherty, WSTC Stamford, 1st District chairman; Lee Spencer, WHEB Portsmouth; Mildred Bailey, WCOP Boston, first vice president of the women directors of the NAB; Evelyn Howe and Marie Hollowan, both of WEEI Boston; Louise Morgan, WNAC Boston; Kay Harrison, WOCP Boston; and Bertha Bannan, station representative.

Appointments at the meeting included naming of Bertha Bannan to membership chairmanship, and Marie Hollowan, Phyllis Doherty of WNAC, and Kay Harrison to the publicity committee.

Radio Fellowships Given 10 Ministers

TEN WINNERS of the 1946 Religious Radio Fellowships offered by NBC and the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian U.S.A. Churches, to ministers and other religious leaders for advanced study is radio techniques, was announced last week by Dr. James Rowland Angell, NBC public service counselor.

The fellowship provides recipients with the opportunity to study at one of the summer radio institutes conducted by NBC in cooperation with Northwestern U., U. of Chicago, U. of California, Los Angeles, and Stanford U., Palo Alto, Calif.

Winners selected on a non-sectarian basis, are:


WLIB Women's Show

WOMEN'S program, "The Knowing Mr. Newgold," started May 29 on WLIB Brooklyn, Monday through Friday 10:15-10:35 a.m. Program features discussions by Wilbert Newgold on homemaking, food preparation, vocational guidance and other subjects of interest to women.
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
Consulting Radio Engineers
National Press Bldg., D. C. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. District 8215
Washington, D. C.

GEO GE C. DAV I S
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Bldg., Washington 4, D. C.
Telephone National 7757

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N. W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
1422 F St., N. W., Wash. 4, D. C.
Kellogg Bldg. Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N. W. National 0196
Washington 6, D. C.

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4600

LOHINES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. District 8215
Washington, D. C.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE PHONE-MICHIGAN 4151

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. Adams 2711

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. ATwood 3328

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON, D. C.
Columbia 8544

G. K. HUTCHESON
CONSULTING ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS

H. V. ANDERSON
Consulting Radio Engineer
715 American Bank Bldg., Tel. Raymond 0111
New Orleans 12, Louisiana

WILLIAM E. BENNS
Consulting Radio Engineers
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S. W. 4th Ave., ATwater 4394
PORTLAND, OREGON

LAMAR A. NEWCOMB
Consulting Radio Engineer
703 Alber Bldg. Republic 3931
Washington, D. C.

F. M. M.
20 Algoma Blvd.
Oshkosh, Wisc.

NATHAN WILLIAMS
Allocation & Field Engineering
Phone Blackhawk 22

Broadcast—Allocation & Field Service
GILLE BROS.
CONSULTING ENGINEERS
1108 Lillian Way Phone: Gladstone 6178
HOLLYWOOD 38, CALIF.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

COLOLTON & FOSS, Inc.
Electronic Consultants
WASHINGTON, D. C.
927 15th St. NW, REPUBLIC 3883

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. District 8215
Washington, D. C.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N. W. REPUBLIC 1981
Washington, D. C.

John Creutz
Consulting Radio Engineer
328 Bond Bldg. Republic 2151
Washington, D. C.

G E O R G E C. D A V I S
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

John BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
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COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs National Bldg.
14th & Park Rd.
Washington D. C.
Sidney Schaeffer, director of media for Buchanan & Co., New York, has been appointed director of media and printed advertising at Columbia Pictures Corp., New York, effective June 15. He replaces Sidney G. Alexander, who has become eastern director of publicity and advertising for David G. Selznick.

Hunt Foods Inc., Los Angeles ( canned food products), has purchased physical assets of Dry Canning Co., Campbell, Calif. Hunt Foods had previously acquired California Conserving Co. and Guernicene Co., making it one of the West's largest food concerns. Young & Rubicam, Hollywood, services Hunt Foods accounts.

Bigelow Films, Oakland, Calif., has been appointed Ad Fried Adv., Oakland, to handle national advertising. Radio will be used.

Coca-Cola Co. will start sponsorship of a three-hour broadcast of football games on Saturday and Sunday, a sports news feature. Bigelow Films, Oakland, Calif., has been appointed to handle its advertising campaign. Radio may be used in six months.

Joe Balestrieri & Co., San Francisco (Balco fresh-frozen foods), has appointed Abbott Kimball Co., San Francisco, to place advertising.

Capitol Records Inc., Hollywood, has appointed Dunn-Pennock & Co., Los Angeles, to handle national advertising for Coca Cola through McCann-Erickson of San Francisco. Coca Cola has appointed William R. MacFarlane, executive vice president, to succeed the late Morris Guilden, treasurer and executive vice president of Coca Cola. Mr. Guilden was succeeded in the position by Michael J. WIFI, vice president in charge of sales and advertising of the company.

Mrs. Gilbert appointed Mrs. Ethel B. Gilbert, formerly with NBC program department in New York, has been appointed OPA deputy administrator for information, effective June 14. With OPA since 1942, Mrs. Gilbert has been director of the office of industry advisory committees for two years. She was with NBC for eight years as sales representative in the program department assigned to advertising accounts. She succeeds Robert R. Brooks at OPA. He is returning to Williams College as dean after a five-year absence.

Records compared Yesterday's and today's recordings of well known orchestras are compared on new program started by WTW Philadelphia in Sat. 1:35-2 p.m. period. Series is conducted by Bob Nelson.

Ad reprint Advertisements from the April issue of Fortune have been reprinted in promotion folder made by Westinghouse Radio Stations Inc. Reproduction on Fortune cover is used on cover of folder.

Wonds clock to promote new call letters of WONS Hartford, Conn. Manager Ralph D. Kanu has presented Governor Raymond B. Baldwin of Connecticut with an electric desk clock, inscribed "WONS Time.

Godofsky will construct Nassau Co. radio city plans for a radio center in Hempstead, L.I., to be known as "Nassau County Radio City" were announced last week by Elias I. Godofsky, holder of a conditional grant for a community FM station with call letters WHNY. Mr. Godofsky, former president and general manager of WLIB New York, expects the station to be on the air by Jan. 1, 1947.

Designed for expansion to house television and facsimile broadcasting, the center will provide modern FM studios and offices. Construction will be of concrete, glass brick and other materials permitted under CPA limitations. Mr. Godofsky plans an 8-hour broadcast day when the station begins operations but expects to increase the schedule shortly afterward, developing programs using local talent.

Money to operate WNYC is allocated Survival of WNYC, New York's municipally-owned broadcasting station, for the 1946-47 fiscal year was assured financially last week when the city council adopted a budget which included, for the operation of WNYC, an allocation $11,000 greater than it received in 1945-46.

This year's council deliberations on the budget were not marked by the squabbles that had prevailed during the recent administration of Mayor Fiorello H. LaGuardia, whose custom it was to broadcast what some of his council opposition described as "political" talks over the city station. Mayor William F. O'Dwyer, his successor, has not followed Mr. LaGuardia's example.

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The Standard of Comparison in AM Broadcasting

Year after year, these RCA-developed power tubes set the pace in value, performance and quality in AM broadcasting. No tubes offer a better example of engineering excellence coupled with true operating economy.

Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service—other hundreds in industrial electronic heating equipment.

The ever-increasing demand for these tube types has permitted RCA to introduce improved manufacturing and quality-control techniques that have resulted in greater performance for the same dollar.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA 828
200° WATT INPUT RATING

RCA 833-A
1,800° WATT INPUT RATING

RCA 892-R
10,000° WATT INPUT RATING

RCA 891-R
8,000° WATT INPUT RATING

RCA 9C22
50,000° WATT INPUT RATING

*For Class C Telephony

Comparison will convince you that, when renewal tubes are required for your transmitter, you'll gain by specifying RCA.

For technical data on any RCA tube type, write RCA, Commercial Engineering Department, Section B-2E, Harrison, N. J.

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.
In West Virginia

Charleston-Kanawha is the state's only one hundred million dollar market with Retail Sales of $107,073,000. Equal to the total of the state's other two leading counties combined.

M. WAYLAND FULLINGTON, program director of KWTO Springtime, Mo., has been placed in charge of sales promotion for WAKO.

WILLIAM MCDERMOTT, before AAF service in the Pacific, has been appointed sales manager of WWJR, Indianapolis. Before AAF service Mr. Mcdermott was with advertising and circulation departments of Indianapolis newspapers.

JACK NEWMAN has joined WEFN New York as assistant promotion director.

BOB DAVIS, former trade news editor of NBC press department, New York, has been appointed publicity director of WEFN-BC New York. JOSEF C. DINE, former associate editor of Tide Magazine, has been named NBC trade news editor.

JOHN McENROE of NBC Hollywood press department has received a cluster to his Bronze Star medal.

WILLIAM GOLDEN rejoins CBS as art director after a 19-months service with the Army.

EDWARD F. EVANS, research director for ABC, and ELIZABETH M. HUBBARD, senior research assistant at ABC, were married May 16 in New York.

FRED REINHARDT, station relations director of WEFN-BC New York, has been elected commander of Herrin alumni at Herrin High School. He will be in charge of the alumni relations after May 28.

CHARLES P. HAMMOND, NBC director of advertising and promotion, May 25 was chosen to participate in a panel discussion on the advertising and promotion of the annual convention of International Association of Sales and Advertising Clubs, Pittsburgh. He was to be accompanied by CHARLES H. VAII, NBC manager of network sales promotion.

Yardsticks:

CKWIX Vancouver, B. C., following months of research and experimentation, has developed a "Promotion Yardstick," a standardized program promotion service, which it attempts to make easier and more uniformly distributed.

The Yardstick guarantees the national advertising agency and individual program advertisers a complete, continuous program on a carefully pre-arranged schedule, and eliminates the necessity of placing orders for series runs of the program itself. Broadcasting is done on a points basis, with bonuses for listener appeal and public service of program. Advertiser knows in advance how much promotion the yardstick, as a minimum before he signs with the station. CKWIX reports to advertiser regularly on promotion activities for his program. Promotion is in charge of F. W. McCann, who recently joined the station after discharge from the RCAF.

Miles Labs, Contest Winners

A COUNTRY SCHOOL teacher, Dr. Edith Bunker, was selected as "Best Teacher in the West" in the national contest conducted by Miles Labs, on ABC "Quiz Kids." Mrs. Bunker teaches upper grades at the Warren Township School, Somerset County, N. J., was selected on the basis of letters written by a former student, and was awarded a 10-acre farm for an elderly couple who had to leave their home. Dr. Bunker was with advertising and circulation departments of Indianapolis News.

WHITE, promotion manager of WIBC Indianapolis, has been merchandising assistant to SAMUEL R. WILLS, ABC, an opportunity to win one of 1,100 prizes.

WILLIAM McCORD, before AAF service in the RCAF, has been appointed program director of KWTO Springfield, Mo., has been placed in charge of sales promotion for WAKO.

TO PROMOTE CONSUMER goodwill and to promote slogan, "Keep faith in America," the Ford Motor Company has issued information and press releases to all local dealers.

License plates bearing similar information have been issued to all staff members of WWRL Woodside, N. Y. The inch high "mikes" bear the call and the station's 1600 kc callsign has been distributed to all staff members of WWRL Woodside, N. Y.

Will Run Farm

MYRON J. BENNETT, KRNT Des Moines early morning man, will run a 10-acre farm for an elderly couple who won the KRNT contest, "A Vacation Free from M.J.B." Mrs. John Kelly of Alton, Ia., was awarded the farm during the Kelly farm during the two-week period.

"True Story" Contest

LIBBY McNeill & LIBBY, Chicago, is offering a "My True Story," five days weekly 9-9:25 a.m. (CDT) on ABC, an opportunity to win one of 1,100 prizes ranging from automobiles to pyxons. Contest runs May 26 through June 18. Contestants are asked to write in 150 words or less about "What's Like My True Story." First prize winner will receive a Lincoln automobile; second prize, a Mercury, third prize, a Ford. Other prizes include washing machines, radios and 1,000 pairs of pyxons. Agency is J. Walter Thompson Co., Chicago.

Soap Box Races

AT INVITATION of Charlotte (N. C.) News, WAYS Charlotte is participating in the promotion of the 1949 Charlotte Soap Box Derby, part of annual national event curtailed since 1941, Charlotte Derby is set June 27. Interviews and other special programs are planned. WAYS also is publishing monthly listener magazine, "The WAYS Listener," which contains behind-the-scenes stories on radio advertising. No. 10 in its series of success stories will feature "How ABC Radio Works.

"Mike" Pins

MINIATURE silver-colored microphones in pin form have been distributed to all staff members of WWRL Woodside, N. Y. The inch high "mikes" bear the WWRL call and the station's 1600 kc position. License plates bearing similar information have been issued to all staff members owning automobiles.

Merchants Display

TO PROMOTE CONSUMER goodwill and to promote slogan, "Keep faith in a great buying year," WOKO-Komo, Ind., is sponsoring merchants display show at local armory during June. Non-profit institutional exhibition will display products on booths with all local dealers and merchants participating and will feature free entertainment as well as local broadcasts.

Souvenir Cards

COMBINATION souvenir postcards and calendars for the weekly broadcasts of Bob Wills and his Texas Playboys over the ABC Pacific network have been developed as an audience promotion and merchandising stunt for the Fisher Flouring Mills show broadcast each weekend from the Oakland Auditorium. Tickets are distributed weekly at 10 different Bay Area locations. In addition Fisher salesman distribute calendars along with a photograph of the band with the price of $1.

Success Stories

PACIFIC Northwest Broadcasters, rejoined as Pacific representatives for the West. No. 10 concerns use of XKL Portland, Ore., as Corbitt's Opticians Portland, and No. 11 are of Corbett's Opticians Portland, and City Nut, a folder includes cover map of PNB stations.

Jingle Promotion

FOLDER promoting the musical and dramatic spot services of Kasper-Gordon, Boston, has been distributed by the transcription firm. Titled "Sing a Song of Jingles," the folder is in jingle form. List of advertisers who advertise in this service is presented along with a typical of spots of certain clients.

Calorie Chart

IN LINE with current food conservation campaigns for the weekly broadcasts of Miles Labs, Seattle, is offering its "Calorie Chart." The chart is a series of three programs, "James Abe Observes," five food commentaries, and "Bob Wills and the Texas Playboys" on ABC winds that the stations and "Fisher's Friendly Hour" on Don Leo Portland.

WBAL Folder

STORY of the "supersalesman" who "sells" through the air with the greatest of ease," is related in a promotion folder prepared by WBAL, Baltimore. Stating that "there's more selling in the air than meets the ear," the folder notes sales promotion and merchandising department activities.

WNBC Exhibition

WNBC New Haven, Conn., June 3-8 in Home show will be a modified version of the "Exposition for Better Living," at the Connecticut State Armory, New Haven. Station will set up a broadcasting booth on the armory floor and originate daily programs as part of the four-day exhibition.

Paper Weight

TAYLOR-BOWES-Brown Radio Sales is sending bronze circular paper weights to agencies and advertisers. Paper weight bears caricature of Ted Taylor in cowboy attire at a microphone.

Record Jacket

CERY Toronto has designed a record jacket for its daily "Club S90" program on which it gives away every day's prize winners.

KSAN Sponsor List

USING slogan "You can judge a radio station by the company it keeps," promotion piece issued by KSAN San Francisco lists advertisers and agencies now using station's facilities.

A NEW 3 1/2 BILLION DOLLAR OIL DISCOVERY!

Rangely, Colorado lies within the Primary Service of KFXJ

GRAND JUNCTION

Page 88 • May 27, 1946

BROADCASTING • Telecasting
Wheeler (Continued from page 15) are given both sides of every controversial issue. He pointed out that the Communications Act gives to licensees the sole responsibility of determining what should go on the air. Licensees are not performing in the public interest, he feels, when they permit "government departments and commentators to constantly broadcast one side of an issue."

Senator Wheeler believes broadcasters should make sure that when news of pending legislation is broadcast both sides are presented fairly. In cases where a commentator or a Government spokesman are given both sides of every controversial issue.

"Commentators speak about freedom of speech," said Senator Wheeler. "I'm all for freedom of speech and all the other freedoms that are necessary to maintain a democratic republic. But you haven't got freedom of speech over the air when a wavelength is owned by a particular radio station or a particular chain and they constantly permit one-sided propaganda to go out to the people over the country."

"We cannot maintain a democratic government if departments of Government and commentators constantly go on the air and criticize Congress without giving members of Congress an opportunity to defend themselves and present their views," Senator Wheeler asserted. "The only way to maintain a democratic government is for the people to hear both sides of the issue."

"It seems to me it is up to the broadcasting companies to correct this situation. If they don't, Congress should enact legislation to compel them to."

Elaborating on his views about propaganda on the air, Senator Wheeler said he felt "we must not have shortwave used for propaganda purposes in other countries."

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CRASH COVERAGE
On-the-Spot Descriptions
Given by WRVA, WMBG

ON-THE-SPOT accounts were aired by WRVA and WMBG Richmond when a Viking Air Transport plane crashed near Richmond killing all 27 aboard.

Bill Willis, WRVA publicity director, gave an eye-witness account in an interview at 9:45 a.m. with Sam Carey, program service manager. At 10 a.m. William R. Nelson, commentator, and Aiden Aaroe, announcer, presented a shortwave broadcast from the scene of the crash, using WRVA's shortwave station WCLA. William Walton, a mechanic at the WRVA transmitter, a few miles from the scene of the crash, was said to be the first person to reach the wreckage.

WMBG special events staff members arrived at 9 a.m. and wire-recorded a description of the crash scene and the removal of the bodies of the victims, for a 15-minute broadcast. The station augmented its coverage with news bulletins as developments occurred.

He expressed the view that international shortwave stations should be used by the Government only to present the United States foreign policy.

Senator Wheeler opposes continuance of the old Office of War Information in any form, he said, adding: "So many times the particular person speaking for the OWI does not present the views of this Government. If he criticizes some other nation, it stirs up animosity towards the United States."

Might Be an Exception

The Senator said there "might be an exception" where "one country is sending propaganda here."

If propaganda by shortwave is found necessary, "it should not be done by the OWI, but by responsible people in the State Department," said Senator Wheeler. "only approval by the Secretary of State, who knows the foreign policy of this Government. Certainly it should not be left to some irresponsible person."

Senator Wheeler's statement followed his off-the-record address Monday at a luncheon given by the NAB for Alfred C. Paddock, president of the Australian Federation of Commercial Broadcasting Stations (see page this story).

Even as Senator Wheeler expanded his views on "one-sided propaganda" on domestic stations, Rep. John Taber (R-N.Y.), in the House charged that the OPA sent out a newsletter dated April 29, "from Paul A. Porter, Administrator, for the OPA which is clearly propaganda in violation of the law."

AUSTRALIAN GIVEN LUNCHEON BY NAB


"Other presents were: Justin Miller, A. D. (Jess) Willard Jr., C. E. Arney Jr., Robert Bartley, Don Petty, NAB; Rep. Richard F. Harless (D-Ariz.); Eugene Meyer, publisher of Washington Post and owner of WINX; Wayne Coy, vice president and general manager of WINX; Charter Heesep, WOL-Mutual; Carleton Smith, Frank M. (Scoop) Russell, WRC-NBC; Carl Burkland, WTOP-CBS; Ben Strouse, WWDC.

Feltis to Speak

HUGH FELTIS, BMB president, is to be guest speaker at luncheons at Montreal, June 3 and Toronto June 4 to tell Canadian advertising executives how the Canadian BBM will help advertisers and agencies. He will be guest of Association of Canadian Advertisers.
Your MUTUAL friend

BOY! WHAT A CURVE!

— and we're not talking about baseball or women. It's the exciting swing across, up and out the right upper corner of your sales chart — the direct result of WAIR's tremendous influence in this golden market.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED

WHBO
Memphis, Tenn.
Represented by RAMEAU

Durr
(Continued from page 16)
garded by many as the onset of FCC's assumption of jurisdiction in the program field, made clear the Commission's belief that:
"Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast station must rest initially with the broadcaster. It is equally clear that with the limitations in frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broadcast facility to the support of its own partisan ends. Radio can serve as an instrument of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented.

Public Interest
"A truly free radio cannot be used to advocate the causes of the licensee," the decision continued. "It cannot be used to support the candidacy of his friends. It cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate. "Freedom of speech on the radio must be broad enough to provide full and equal opportunities for the presentation to the public of all sides of public issues. . . . The public interest — not the private — is paramount. These requirements are inherent in the conception of public interest set up by the Communications Act as the criterion of regulation. And while the day-to-day decisions applying these requirements are the licensee's responsibility, the ultimate duty to review generally the course of conduct of the station over a period of time and to take appropriate action thereon is vested in the Commission."

Never Appealed
NAB President Miller, whose comments on the Mayflower decision at the IER meeting evoked Commissioner Durr's statement of his own position, repeatedly has stated at NAB district meetings that he thought the decision was ill advised, ill conceived, and contrary to law. The case, incidentally, was never appealed to the courts. Judge Miller didn't know about the opinion until after he assumed the NAB leadership.

President Miller has maintained on many occasions that because of the Mayflower decision and the subsequent WHRC-CIO case, relating to the sale of time to a union and censorship of programs of a controversial nature, broadcasters are afraid of FCC's wrath. He contends that "broadcasters' incensed" in the judgment of the Commission in these cases, and argues that they should be assured of "freedom from fear" and should exercise their Constitutional right of expressing their views.

Despite the Mayflower decision, some stations in isolated instances have taken up the editorial cudgele in certain local issues. Such campaigns as those for better drinking water, venereal disease control and other civic issues having no direct partisan or political implications have been carried on. Strict application of the Mayflower opinion, according to lawyers, might effectively block even these campaigns as coming within the "editorial" scope.

Good Pinchhitter
When an operational failure prevented at the last minute a scheduled pick-up of interviews from Mexico City on NBC's "We the People" May 18, the show's master of ceremonies, Ray Morgan, hurriedly drafted a regular actor in the cast to be interviewed. It turned out that the actor, Ray Morgan, had a story worth telling. He's now studying for the ministry, and during the war he conducted services at a Congregational church whose pastor was on duty as an Army chaplain.

Television Stations Granted to Three
Baltimore Receives Two New Outlets, New Mexico One
Two more commercial television stations for Baltimore and one for Albuquerque were authorized by the FCC last Tuesday.

The Baltimore grants went to Hearst Radio Inc. (WBAL) and Radio-Television of Baltimore Inc. The one for Albuquerque went to Albuquerque Broadcasting Co. (KOB).

Approval of the Baltimore applications, only ones remaining out of six originally filed, filled the last two channels available there.

First grant for that city went to A. S. Abell Co. (Baltimore Sun) the week before [Broadcasting, May 20]. Three applicants have withdrawn.

Hearst Authorization
Hearst Radio's authorization, issued over Conn. C. J. Durr's vote for a hearing, was for use of Channel No. 1. 198-204 mc, with 14.4-kw visual and 7.5-kw aural power, and antenna height of 456 feet. Station cost was estimated at $229,500 including $50,000 studios.

Besides WBAL Baltimore, Hearst owns WINS New York (application for sale to Crosley Corp. for $2,100,000 awaiting oral argument after proposed denial by FCC); WISN Milwaukee, and WCAE Pittsburgh in addition to contemplated FM stations.

Radio-Television of Baltimore was assigned Channel 15, 210-216 mc, with 31.5-kw visual and 20-kw aural power, and antenna height of 410 feet. The company is principally owned by Ben and Herman Cohen, who own clothing stores and real estate interests in a number of cities.

KOB's television grant was for use of Channel No. 2, 54-60 mc, with 15-kw visual and 8-kw aural power and antenna height 100 feet above ground and 1,240 above level. Construction cost of the video station was estimated at $68,500.

LISTENERS all over Arizona heard an eye-witness description of the recent fire in the Catalina mountains direct from a plane flying over the scene. KVOA Tucson sent up Walfred Johnson, newsman, and Howard Chambers, technician, with the station's portable short-wave transmitter, KAOU.

Description was broadcast over Arizona Broadcasting System on Howard Pyle's Arizona Highlights program, and again on a later broadcast that night when summary and further developments were given. KVOA believes it is the first time such a broadcast has been attempted locally.

1946 OUTLINE MAP
now available

This 25" x 40" map shows all cities in United States and Canada with standard radio broadcast stations. Map shows breakdown among cities with one station, two stations, three and four or more stations.

Advertisers and agencies use map to spot campaigns and plot coverage; national and regional networks show their affiliates — and competition; stations to superimpose coverage, ideal for framing or to slip under the glass on your desk top.

Price: 40c each • Quantities of 25 or more: 30c

BROADCASTING
The Weekly Newspaper of Radio Telecasting
NATIONAL PRESS BLDG., WASHINGTON, D. C.
Wiringhouse Is Host At Luncheon in Chicago

FRANK P. SCHREIBER, manager of WGN Chicago, and Carl J. Meyers, director of engineering, check a test transmission of the Chicago Tribune by facsimile as it emerges from the recorder placed in the home of the Tribune publisher, Col. Robert R. McCormick. Distance from the transmitter in the Tribune tower was approximately 29 miles.

German Patents

FRANCIS FINCH, 42, former manager of WJBL Decatur, Ill., before call letters were changed to WSOY, and of stations in Evansville, Ind., and Ironwood, Mich., died May 15 in Indianapolis, Ind. Mr. Finch, a veteran Indiana radio executive, died after a heart attack. He had been in poor health for some time. He leaves his wife, Beth Coleman Finch, of Hillsboro, Ind., and two children, Jerry, 11, and Julia, 7.

German Patents

ELECTRONIC devices ranging from microphones to television tubes are explained in copies of 40 German patent applications made available by the Office of the Publication Board, Dept. of Commerce. Photostat or microfilm copies of the patents may be obtained from the board.

NAB Study of Census Figures Shows Radio Families Upswing

RADIO ownership among U. S. families increased in 48 of the 48 states between 1940 and 1945, according to an analysis of Broadcast Measurement Bureau figures [Broadcasting, May 20], by Kenneth H. Baker, NAB director of research. The BMB figures showing increase in radio homes by states were computed from basic data supplied by the U. S. Census Bureau.

In the three states where the number of radio families declined from 1940 to 1945, the decline in the total number of families was much greater than the drop in radio homes.

Growth in radio homes was especially large in the South Atlantic, East South Central, West South Central and Pacific areas, Mr. Baker finds.

Tabulation of increase or decrease in total families and radio families, arranged by census divisions, follows:

<table>
<thead>
<tr>
<th>Division</th>
<th>Increase or Decrease in Total Families</th>
<th>Percent Over 1940</th>
<th>Increase or Decrease in Radio Families</th>
<th>Percent Over 1940</th>
</tr>
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<tr>
<td>New England</td>
<td>Maine</td>
<td>5,122</td>
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<td>17,300</td>
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<td>New Hampshire</td>
<td>2,264</td>
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<td>Vermont</td>
<td>-5,823</td>
<td>-4.1</td>
<td>4,468</td>
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<td></td>
<td>Rhode Island</td>
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<td>Connecticut</td>
<td>87,798</td>
<td>15.1</td>
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<td>New York</td>
<td>96,987</td>
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<td>116,740</td>
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<td>5,109,797</td>
<td>17.9</td>
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Anecdotes

Radio and its audience program titled "That's Life," started May 23 on CBS, Thurs. 10:30 p.m., with Jay C. Flippen as m.c. Program is billed around anecdotes from the lives of participants chosen from the audience.

Sales Reported

1946 SALES of Galion Manufacturing Corp., Chicago (Motorola radios and communications equipment), totaled $33,133,067. Net profit for 1945 was $3,133,900. Net profit for 1944 had been $1,416,797.
MAY 22

BY COMMISSION EN BANC

1950 kc

BY ADMINISTRATIVE BOARD
KSO El Centro, Calif.—Granted CP to
install new transmitter, RCA BTA-250L,
new vertical antenna and ground sys-
tem, and change transmitter and stu-
dio locations from 723 Main St. to Main
St., El Centro, Calif.

WMON Montgomery, W. Va.—Granted
modification of CP which authorized a
new station, for approval of antenna and
approval of transmitter and studio loca-
tions at or near Riggs St. and 1st Ave.
Montgomery, W. Va. Permittee is granted
a waiver of Secs. 3.35(b) and 3.60 of
the Commission’s rules, conditions.

WCMC Corinth, Miss.—Granted li-
cense to cover CP for new station
operate on 1290 kc 200 w, unlimited
time. Also authority to determine op-
ing by direct measurement. Licensee is
granted a waiver of Secs. 3.35(b) and
3.60 of the Commission’s rules, condi-
tions.

WVFR High Point, N. C.—Granted CP
to install a new (Gates 250-C) trans-
mitter.

WCBH Portland, Me.—Granted CP to
install auxiliary transmitter (RCA 100-
W) at same location as main trans-
mitter. Ewing Ave., near Scarborough,
Me., to operate on 970 kc 100 w DA.

WCOF Boston—Granted CP to move
presently licensed main transmitter
(RCA 1-D Mod.) to Concord Ave., Lex-
ington, Mass. (present site of main
transmitter and instant, complete, and
two kw amplifier to be operated as an aux-
iliary transmitter for a period of two
weeks, for day and night.

BRISTOL Live, Co., area of
Boulder City, Nev.—Granted CP for new
radio station to be located with standard
station KNNB. 1966, 2010, 2012 and
2038 kc; 100 w.

AMERICAN TRANSMISSION CORP.,
Boston—Granted special temporary au-
thority to operate complete experimental
transmission relay exp. on 550 to
610 mc, with power not to exceed 100
w at RCA plant at Lancaster, Pa. In
order to test equipment to ascertain its
characteristics with regard to antenna
and modulation, and to operate “two-way,
two composite transmitters to 650 mc, with
power fed to output stage not in ex-
cess of 24 w, to be operated in parallel
with standard transmitter at Lancaster.

WSYR Town of Pompey, N. Y.—
Granted an additional and exclusive
authority to use a 10 kw composite
transmitter on 1190 kc 1 kw, operated
in conjunction with same.

WDSC Dixon, S. C.—Granted modifi-
cation of CP which authorized a
new station, for approval of antenna and
studio locations for extension of com-
pletion date.

WAKR Nashvile State Park, Pa.—
Granted extension of special temporary
authority to operate a composite trans-
mitter on 530-615 mc with power not to
exceed 200 kw, unlimited time for a period
of 30 days, from date of this order.

For period ending Aug. 1, 1947: WQRC
WDEF WCOS.

For period ending Feb. 1, 1948: WCSS
WPAD WBBM WRER WHLQ WGOV
WPBC KKNX WAWK WOL WPSC WFAP
WPHT WMJS WSBW WNBC.

For period ending Aug. 1, 1948: WMOC
WBBR WBBN WRBR KPLC
KXWH WBBX WBBY WTMQ
WDBC WNLC WORY.

BROADCASTING

MAY 22

For period ending Aug. 1, 1947: WGBR
WDEF WCOS.

For period ending Feb. 1, 1948: WCSS
WPAD WBBM WRER WHLQ WGOV
WPBC KKNX WAWK WOL WPSC WFAP
WPHT WMJS WSBW WNBC.

For period ending Aug. 1, 1948: WMOC
WBBR WBBN WRBR KPLC
KXWH WBBX WBBY WTMQ
WDBC WNLC WORY.

By order of the Commission, dated April
12, 1946, Kaliher petitioned for
application of Russell E. Kaliher request-
ting the granting of the same. Petitioner
is hereby granted the authority to
bid on the license of the popula-
tion from 11,311 sq. mi., make changes
in antenna system.

KWHR La Crosse, Wis.—Modification of
CP which authorized increase in power,
installation of new transmitter, change
in antenna system for night use, and
change in transmitter and studio loca-
tions for extension of completion date.

KFAB Omaha, Neb.—Modification of
CP which authorizes increase in power,
installation of new transmitter, change
in antenna system for night use, and
change in transmitter and studio loca-
tions for extension of completion date.

AM -1450 kc

JOHNNY GILLIN

JOHN BLAIR

Page 92 • May 27, 1946

MAY 22

BY COMMISSION EN BANC

Commercial TV applications.—Issued six
final CPs to applicants formerly hold-
ing temporary CPs to applicants formerly hold-
in connections of Type A in AM/FTC, both in Baltimore, and
agency for consolidated hear-
ting of applications for renewal of
licensors, San Francisco, Chicago, New York
American Bcstg. Co. Inc., involving sale
of control to John B. Hilliard, Albert T. Morris, Thomas C. Davis and Arthur C. Laske, as execu-
tors of the estate of William T. Morris, deceased.

AM -1450 kc

Robert Burdette, San Fernando, Calif.
—CP new station 1540 kc 3 kw day-
time hours. (Call letters "KSBM"
requested.)

Applications Tendered for Filing:

AM -1450 kc

WPM Fort Lauderdale, Fla.—Modification
of CP which authorized new station to be
operated on frequency to be assigned
by FCC and coverage of 6559 sq. mi.

KWKB La Crosse, Wis.—Modification of
CP which authorized increase in power,
installation of new transmitter, change
in antenna system for night use, and
change in transmitter and studio loca-
tions for extension of completion date.

FM—Unassigned

John M. Rivers, Charleston, S. C.—
CP new metropolitan FM station to be
operated on frequency to be assigned
by chief engineer of FOCC and coverage
of 6559 sq. mi.

KFAB Omaha, Neb.—Modification of
CP which authorized increase in power,
installation of new transmitter, change
in antenna system for night use, and
change in transmitter and studio loca-
tions for extension of completion date.

AM -1450 kc

Robert Burdette, San Fernando, Calif.
—CP new station 1540 kc 1 kw day
and night-time hours. (Call letters "KSBM"
requested.)

Applications Tendered for Filing:

AM -1450 kc

WPM Fort Lauderdale, Fla.—Modification
of CP which authorized new station to be
operated on frequency to be assigned
by FCC and coverage of 6559 sq. mi.

KMED Medford, Ore.—Consent to as-
cessory transfer of control to Gibson Broad-
casting.

AM -1450 kc

Robert F. F. Crash, West Plains, Mo.
—CP new station 1450 kc 250 w and
unlimited hours.

KAM -1440 kc

American Bcstg. Co., Inc., Los Ange-
les
—Consent to transfer of control of
American Bcstg. Co., Inc., involving sale
of stock to the public (KECA—700 kc; WBO—890 kc; WJS
—770 kc).

KAM -20

KXO El Centro, Calif.—Granted CP to
operate a new station on frequency to be
assigned by FCC, coverage from 11,311
sq. mi.—AMENDED: to change station char-
acteristics with regard to antenna
and modulation, and to operate "two-way,
two separate and distinct transmitters" to
650 mc, with power fed to output stage not in ex-
cess of 25 w, to be operated in parallel
with standard transmitter at Lancaster.

Midnight Sun Bcstg. Co., area of Fair-
field Co., Conn.—Granted special temporary
authority to operate a new station on
frequency to be assigned by FCC, coverage from
11,311 sq. mi.—AMENDED: to change
station characteristics with regard to antenna
and modulation, and to operate "two-way,
two separate and distinct transmitters" to
650 mc, with power fed to output stage not in ex-
cess of 25 w, to be operated in parallel
with standard transmitter at Lancaster.

Applications

AM -1450 kc

WPM Fort Lauderdale, Fla.—Modification
of CP which authorized new station to be
operated on frequency to be assigned
by chief engineer of FOCC and coverage
of 6559 sq. mi.

KWKB La Crosse, Wis.—Modification of
CP which authorized increase in power,
installation of new transmitter, change
in antenna system for night use, and
change in transmitter and studio loca-
tions for extension of completion date.

FM—Unassigned

John M. Rivers, Charleston, S. C.—
CP new metropolitan FM station to be
operated on frequency to be assigned
by chief engineer of FOCC and coverage
of 6559 sq. mi.
Hearings This Week

MONDAY, MAY 27, Washington, D. C.
WEAU Eau Claire, Wis.—CP 950 kc 5 kw day, 1 kw night. (Application filed. Kalamazoo, Mich.—CP new station 1450 kc 5 kw daytime.) KXEO-AM, Council Bluffs, Iowa—CP new station 1450 kc 5 kw; KIOW-AM,. (Request of the attorneys.)

MONDAY, MAY 27, Griffin, Ga.
WKBU Griffin, Ga.—CP 1450 kc 250 w; CP 1450 kc 100 w day & night; CP 1450 kc 100 w.

MONDAY, MAY 27, Washington, D. C.
Radio Best Corp., Hot Springs, Ark.—CP new station 740 kc 1 kw, 10 kw for 1000-1020 hours, Arkansas Valley Bestg. Co., Ft. Smith, Ark.—CP new station 740 kc 1 kw night & day, directional antenna. Further hearings on CP which authorized installation of new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in directional antenna system.

MONDAY, MAY 27, Washington, D. C.

TUESDAY, MAY 28, Washington, D. C.
Further hearings on CP which authorized installation of new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in directional antenna system. Further hearings on CP which authorized installation of new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in directional antenna system.

WEDNESDAY, MAY 29, Madison, Wis.
Radio Wisconsin Inc., Madison—CP new station 1480 kc 1 kw night & day; 1 kw day, directional antenna night, WHBC Canton, Ohio—CP 1480 kc 1 kw, directional antenna night.

WEDNESDAY, MAY 29, Washington, D. C.
Deep South Bestg. Corp.—Interveners.
FRIDAY, MAY 31, Washington, D. C.
WGRC New Albany, Ind.—CP 790 kc 1 kw night & day, directional antenna night. WPRT Kingsport, Tenn.—CP new station 1450 kc 1 kw, directional antenna night.
FRIDAY, MAY 31, Washington, D. C.
FRIDAY, MAY 31, Washington, D. C.
WCMC Ashland, Ky.—CP new station 1260 kc 250 w unlim. hours.
FRIDAY & SATURDAY, MAY 31-JUNE 1, Danville, Ky.
SATURDAY, JUNE 1, Washington, D. C.
Norfold Bestg. Co., Norfolk—CP new station 1220 kc 250 w day; Tidewater Bestg. Corp., Norfolk—CP new station 1230 kc 100 w. Further hearings on applications which authorized installation of new transmitter and directional antenna for night use, and change transmitter location—AMENDED: re changes in directional antenna system.

Applications Returned: WCOL Columbus

Applications Tendered for Filing:

AM-1300 kc
Beatrice Cobb, Morganton, N. C.—CP new station 1490 kc 250 w and unlimited hours. (Request of the attorneys.)

AM-1000 kc
Liberty Bestg. Corp., Rochester, N. Y.—CP new station 1360 kc 3 kw, directional antenna and unlimited hours.

AM-1460 kc

AM-490 kc
WHQH Memphis, Tenn.—Consent to assignment of license to Harding College.

FM-960 kc
Raytheon Mfg. Co., Boston, Mass.—CP new metropolitan FM station to be operated on frequency to be assigned and coverage of 9,200 sq. mi.—AMENDED: to make changes in antenna system.

FM-1223 kc
Canal Station Co., Ellwood City, Pa.—CP new Rural FM station to be operated on frequency to be assigned by FCC and coverage of 9,200 sq. mi.—AMENDED: to make completion dates.

Applications Tendered for Filing:

AM-1450 kc
WDBS Lake City, Fla.—License to cover CP which authorized installation of new transmitter and directional antenna for night use, and change transmitter location; authority to determine operating power by direct measurement of antenna power.

AM-1120 kc
EOMX St. Louis, Mo.—Modification of CP which authorized installation of new transmitter and change transmitter location for extension of completion date.

AM-1560 kc
WDY Bestg. Co., Tuscola, Ill.—CP new FM station to be operated on frequency to be assigned by FCC and coverage of 21,400 sq. mi.

FM-91.9 mc
KALW San Francisco—CP to change frequency from 91.9 to 91.8 mc, transmitter location and make changes in antenna system; AMENDED: to change frequency from 91.9 mc to channel 219, 91.7 mc, and to make changes in antenna system.

AM-1130 kc
Egon A. Hofer, 420-1/2, 13th St, Los Angeles—CP new station 1470 kc 100 w day & night.

AM-1240 kc
Carroll R. Hauer, Eureka, Calif.—CP new station 1540 kc 250 w and unlimited hours.

Applications returned:

AM-1260 kc
W. C. Aldous & James W. Thain, a Partnership d/b as Northwest Bestg. Co., Everett, Wash.—CP new station 1540 kc 250 w and unlimited hours. (Request of applicant.)

FM-100 mc
H. Dudley Swim, Twin Falls, Idaho—CP new station 91.2 mc to be operated on 100 mc. (Request of applicant.)

Applications dismissed:

Video—102-108 mc
World Publishing Co., Omaha, Neb.—CP new commercial television station to be operated on Channel 7, 1076 mc, KSRF of 976. (Request of attorneys.)

Video—60-66 mc
Star-Times Publishing Co., St. Louis, Mo.—CP new commercial television station to be operated on Channel 2, 60-66 mc, KSLF. (Request of attorneys.)

FM—Unassigned
Dorothy S. Thackrey, San Francisco—CP new FM station to be operated on frequency and coverage to be assigned by FCC. (Request of attorneys.)

Serving The Third Largest Market
in the Fourth Richest State

Associated Press

The Listening Habit of Central Ohio

Represented by

The Headley-Reed Co.
FCC Actions
(Continued from page 92)

Foster Jr., d/b as Huntsville Best, Co., Huntsville, Ala.—CP new station 1450 kc 250 w and unlimited hours.
AM—1450 kc
AM—1010 kc
Albemarle Best, Co., Albemarle, N. C.—CP new station 1230 kc 1 kw and unlimited hours.
AM—1490 kc
Big Bend Broadcasters, near Alpine, Tex.—CP new station 1490 kc 250 w and unlimited hours.
AM—1230 kc
B. J. Barrier Jr., H. T. Barrier, H. P. Halvorson, Value Inc.—Purchase of new station 1230 kc 250 w and unlimited hours.
May 22
AM—1100 kc
United Best, Inc., Silver Spring, Md.—CP new station 1440 kc 5 kw and unlimited hours.
AM—1360 kc

Experimental Video
WXNMT New York.—Purchase of control of licensee corporation from Abraham & Strauss Inc. and Bloomington Broz. Inc. to Ira A. Hirschmann through the sale of 100% of the Class A common stock.

May 4
AM—1070 kc
West Best Inc., Fort Worth, Texas.—CP new station 970 kc 1 kw and daytime hours—AMENDED: to change frequency from 970 kc to 940 kc.

AM—1440 kc
C. L. Pursley and Louise Patterson Pursley, d/b as Pursley Best, Service, Malvern, Ark.—CP new station 830 kc 1 kw and daytime hours—AMENDED: to change frequency from 830 kc to 830 kc.

WAAP Chicago.—CP change hours of operation from daytime to unlimited time, install new transmitter and directional antenna for night use and change transmitter location.

AM—1480 kc
Edwin Medcalf, III, Corpus Christi, Texas.—CP new station 1480 kc 500 w and unlimited hours—AMENDED: to increase power from 500 kw to 1 kw, make changes in transmitting equipment, install directional antenna and move transmitter.

FM—49.7 mc
Great Basin Best, Co., Dayton, Ohio—CP new metropolitan FM station to be operated on 88.3 mc and coverage of 14,410 sq. mi.—AMENDED: to change frequency from 88.0 mc to 88.3 mc and coverage from 13,980 sq. mi. to 14,410 sq. mi.?

AM—970 kc
Belmont Best, Co., Fort Worth, Texas.—CP new station 970 kc 1 kw and daytime hours—AMENDED: to change frequency from 830 kc to 840 kc.

WAAC Chicago.—CP change hours of operation from daytime to unlimited time, install new transmitter and directional antenna for night use and change transmitter location.

AM—1440 kc
Edwin Medcalf, III, Corpus Christi, Texas.—CP new station 1480 kc 500 w and unlimited hours—AMENDED: to increase power from 500 kw to 1 kw, make changes in transmitting equipment, install directional antenna and move transmitter.

FM—Unassigned
WBFM Inc., Indianapolis, Ind.—CP new FM station 47.7 mc and coverage of 11,600 sq. mi.—AMENDED: to change frequency from 47.7 mc to not specified, coverage from 16,000 sq. mi. to 21,214 sq. mi., population from 1,288,684 to 1,595,172, make changes in antenna system.

Applications Accepted for Filing:

FM—Unassigned
Universal Best, Co. Inc., Indianapolis, Ind.—CP new metropolitan FM station—AMENDED: to specify frequency of 88.3 mc, population of 1,156,000; change antenna of transmitter and make changes in antenna system.

AM—1270 kc
Radio Television Corporation, Medford, Ore.—CP new station 1270 kc 5 kw, daytime hours, antenna system for night use and unlimited hours—AMENDED: re changes in directional antenna.

Radio
KSEE Los Angeles.—Modification of CP as previously filed and which authorized a change in antenna system of the commercial television station, to make changes in aerial equipment; to increase FSR from 150 to 1,000; to move transmitter site, make changes in antenna system and required extension of commencement and completion dates—AMENDED: to change type transmitting antenna, antenna system and move transmitter.

Applications Tendered for Filing:

AM—1230 kc
Wilbur J. Dickerson, Harold D. Hatch and Lester Q. Kraus, d/b as Pecos Valley Best, Co., Roswell, N. M.—CP new station 1220 kc 250 w and unlimited hours.

AM—1420 kc
KUJ Walla Walla, Wash.—CP to change power from 1 kw to 5 kw, install new transmitter and directional antenna for night use.

AM—1510 kc
Sky Way Best, Corp., Columbus, Ohio—CP new station 1510 kc 5 kw day and directional antenna and unlimited hours.

AM—1240 kc
Western Empire Broadcasters Inc., a California corporation, San Bernardino, Calif.—CP new station 1240 kc 250 w and unlimited hours.

May 23
AM—1490 kc
WINB Binghamton, N. Y.—Modification of CP as previously filed to include a standard broadcast station for changes in transmitting equipment, antenna and ground system, change in transmitter location from Johnson St. to Arch St. New York to Binghamton, New York, new location of commencement of commencement and completion dates.

AM—1330 kc
WBRR Brookfield, Conn.—CP to increase power from 1 kw to 5 kw, install new transmitters and directional antennas for day and night use.

AM—1360 kc
WQXR New York.—To make changes in transmitting equipment and installation of new transmitter and directional antenna for day and night use.

FM—100.1 mc
Radio Voice of Springfield, Ind.—FM license to change to FM station 1450 kc operated on channel 61, 100.1 mc and coverage of 630 sq. mi.—AMENDED: to change type of transmitter, coverage from 630 sq. mi. to 3,630 sq. mi., population from 522,280 to 471,990.

FM—99.9 mc
Michigan State College, East Lansing, Mich.—CP new noncommercial educational station to be operated on channel 215, 99.9 mc, power of 50 kw and emission special of Class B.

AM—1400 kc
David M. Segal and Henry N. Fones, d/b as Texarkana College, Texarkana, Ark.—CP new station 1400 kc 1 kw and unlimited hours.

AM—1300 kc
KFMB San Diego.—CP new station 1490 kc 2 kw and unlimited hours.

AM—1390 kc
Intermountain Best, Co., Artesia, N. M.—CP new station 1450 kc 250 w and unlimited hours.

AM—850 kc
Peninsula Newspapers Inc., Palo Alto, Calif.—CP new station 850 kc 5 kw and unlimited hours.

FM—61.9 mc
Grant Union High School & Technical Institute, Modesto, Calif.—TP new FM station to be operated on frequency to be selected by FCC in 100 mc band, power of 5 kw and A3 emission special.

FM—100 mc
KTRB Best, Co. Inc., Modesto, Calif.—CP new FM station to be operated on frequency to be selected by FCC in 100 mc band, power of 6,030 sq. mi.

Applications Tendered for Filing:

AM—1230 kc
Raymond Kandel, Parkersburg, W. Va.—CP new station 1110 kc 1 kw and unlimited hours.

AM—1110 kc
Tri-City Best, Co., Newport, Ky.—CP new station 1110 kc 1 kw and daytime hours.

The Times-Picayune Publishing Co., New Orleans—CP new station 960 kc 1 kw and daytime hours.

VIDEO RECEIVERS ON SALE IN N. Y.

WHAT WERE said to be the first mass-produced television sets made their way to New York department and radio stores last week, selling for $129.50 with an extra charge of $35 for antenna installation and six months service.

The set, a Viewmatic table model, covers six of the 13 television channels but does not include the standard band.

Two department stores showing the sets were yet to take orders because of uncertainty of delivery. One has a backlog of 350 orders, it was reported, from previous commitments to customers. The other will notify prospective purchasers when it is ready to take orders. Four radio stores were said to be taking orders, promising deliveries in three to four weeks.

Irving Kane, president of View-tone Co., told Broadcasting that 700 to 800 of the sets have been delivered and that production is now at a rate of 700 per week. He said he expected to be on a 2,000 set per week schedule by late June.

Wells Visits Capital

Wells visits Washington, D. C. for a conference and then returns to Cincinnati where he will notify prospective purchasers when it is ready to take orders. Four radio stores were said to be taking orders, promising deliveries in three to four weeks.

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Preliminary Reports Indicate PW Domestic Tests Successful

INITIAL REPORTS indicate that the Press Wire test broadcasts will be successful. Bad weather has been encountered throughout, yet the majority of the receiving stations heard from to date indicate that the program material was of high quality for re-broadcasting, according to PW.

The 58-program project began Sunday, May 19, with broadcasts from Maine. Stations contacted in Maine reported very good reception. Entire test will continue until May 29 [BROADCASTING, May 13, 20].

Several transmissions, relayed from Massachusetts to New York via Los Angeles, employed “moduplex” technique, wherein code was transmitted simultaneously with the program material. This ambitious phase of the demonstrations was not quite as clear as the direct A3 transmissions, yet stations informed the press that the speech was still quite intelligible and suitable for re-broadcast.

Favorable Reaction

Some of the comments by monitors who reported to Press Wireless were that “the music sounds as if it’s coming off our own turntable,” and agreement reached to hold a joint meeting of groups representative of each industry.

Almost a month had passed, a period in which AFM maintained a significant silence, when the NAB board met in Washington May 6-9. The board held a combined session with the Industrywide Music Committee, with agreement reached that an AFM runaround was being applied to broadcasters.

Through all the dealings, President Miller of the AFM has been ready to hear that fair-minded people can work out the music problem. His latest letter is in line with that policy, making it clear that broadcasters are holding their record clear by refraining from any unfair or deceptive practice. The NAB board twice has affirmed the policy, and all 17 NAB districts have supported that association head in his leadership.

Text of Letter

President Miller’s letter to Mr. Petrillo, dated May 20 but not made available until Friday, follows:

I was surprised and disappointed by the front-page editorial which appeared in a recent number of “The International Musician” and by the press dispatches which were based thereon. In that editorial, I think the position of the International Executive Board, in making the ruling they did, is sound, until such time as the radio people have something better to offer, or can convince us that we are wrong. Far from they have not done so.

As you know, I have repeatedly requested that a joint committee, representing the AFM and the radio broadcasting industry, be set up for the express purpose of discussing our differences and providing a basis for peaceful settlement of any reconciliation to our respective groups the adoption of such solutions as may be mutually agreed upon.

I have been in touch with you on three occasions for that purpose. When our last meetings occurred, I supposed that we were making good progress toward setting up such a joint committee and have been waiting to hear that we were ready to go ahead.

So far as the radio broadcasters are concerned, we are ready to continue at your convenience. At its last two meetings—in January and again in May—the NAB Board of Directors approved the suggested procedure. Representatives of all segments of the industry have been chosen to serve upon the proposed joint committee. All the national networks are represented.

We have no desire to use oppressive or unfair methods. We wish to avoid the use of any kind of litigation and lawsuits. If such methods and procedures are used, it will still be necessary, eventually, to sit down around the table and reach agreements by methods of discussion and adjustment. Surely, fair-minded people can do this, now.

Your people and ours are anxious to give to the American listening public the best possible quality of music and to maintain employment of all qualified musicians who can be profitably used by the radio broadcasting industry. To this end, the board should build up peace between our respective groups and employ methods of education and persuasion. If we do so, we may reasonably expect the long-continued period of ever-increasing employment of musicians to continue, the methods of conflict and aggression, we will stir up bitterness and resentment, and destroy the very object which we both desire.
97 Temporaries are Made Permanent

FCC Again Admonishes On Programming Requisites

ADMONISHING licenses to review programming with an eye on the FCC’s Blue Book, the Commission last week announced renewals for about 30% of the approximately 300 stations on temporary license which were instructed to file program logs and percentage analyses following the Blue Book’s appearance.

The Commission cautioned that its “action in granting current renewals should not be construed as an indication that in all instances the program structures are in keeping with the overall public service responsibilities enunciated by the Commission from time to time pursuant to the Communications Act of 1934 and reviewed and summarized in the report of March 7” and that issued — represented a composite logs for the 300 stations requested on March 8—confirmed that “a number have been considered.”

The renewals, announced Wednesday, May 10 unless otherwise noted.

The following stations were granted renewals for period ending Aug. 1, 1948:

WGRG Louisville, Ky.; WDEF Chattanooga, Tenn.; WRDN Columbus, O. C.

The following stations were granted renewals for the period ending Nov. 1, 1948:


The following stations were granted renewals for period ending Aug. 1, 1948:


The following stations were granted renewals for the period ending Aug. 1, 1948:

KMO Tacoma, and auxiliary; WHIO Dayton; WOOD Chattanooga; KFOX Long Beach, Calif.; KFAC Los Angeles; KFST Des Moines; KCOI Yakima, Wash.; WOOD Grand Rapids; WFNR Baltimore, and auxiliary; WJDX Jackson, Miss.

The following stations were granted renewals for period ending Feb. 1, 1947:

WGAI Athens, Ga.; WQH Newport, N. Y.; KYFO Lubbock, Tex.; KMYR Pampa, Tex.; KFDR Pampa, Tex.; WGRG Louisville, Ky.; WDEF Chattanooga, Tenn.

An average day of broadcasts over WTCN

Q U I E T - 1 8 H O U R S

72 quarter hours of DIFFERENT programs

Music ............................36%
News ................................12%
Children’s & Teen Age ................10%
Drama ................................8%
Women’s Features .................. 5%
Religious .......................... 3%
Sports ............................. 3%
Other Public Interest Programs ....... 23%

KMED (Continued from page 18)

vice president, and John A. Bohn, secretary.

O. E. Richardson, Fred L. Adair, and Robert C. Adair, who operate the Hammond company, are re-elected.

KOMM in partnership name of Radio Station WJOB, would retain control of the station in the proposed assignment to South Shore Broadcasting Corp., but 30% of the stock would be divided among four employees of the station.

Mr. Richardson, who with Robert C. Adair owns WASK Lafay- ette, Ind., now has 20% interest in WJOB and would have 35% if the assignment is approved. Fred L. Adair, now 40% partner in WJOB, would have 9% while Robert Adair would have 50% rather than his present 10%. New stockholders, all employees, are Frank Reynolds, Elmer Herkimer, and L. B. Wel- ler, each, and Stanley Stras- burg, 6%. Mr. Richardson would be president, Fred Adair vice presi- dent, and Robert Adair secretary-treasurer. WJOB is on 1290 kc with 200 w fulltime.

FKRN Keene, N. H.; WRR Dallas, and auxiliary; KFQG Boone Ia.; KOGM Albuquerque; KPTF Twin Falls, Idaho; KTOA Bloom Springs, Ark.; WOBE Worcester, Mass.; WTCN Minneapolis; WHBP Rock Island; KGLO Mason City, Ia.; WSPR Springfield, Mo.; WRLB Mass.; WSBM New Orleans; WSAF Chi- cago; WADL Miami Beach; WHRP Jacksonvile, WISH Indianapolis; WPHB Troy; WFIN Findlay, Ohio; WOFB Greenville, S. C.; WORF Blooms, Ia.; KMBL Corpus Christ; KGOV Wesley, Ark.

KVOA Tucson, Ariz., was granted renewal for period ending Nov. 1, 1948 (Action taken May 21).

The following were granted renewal of License for period ending Feb. 1, 1947:

WCPO Cincinnati; WHBP Huntington, W. Va.; WKBZ Enid, Okla.; WQMY New Haven, Conn.; WFMF New York City; WPAM Baltimore; WGRID New York City; WPAT Hartford, Conn.; WYGI Fairfax, Va.; KAPL Alexandra, La.; KERG Los Angeles; KJOB Kansas City; KKLW Kansas City, Mo.; W lys Little Rock; WMBD Utica, N. Y.; KTRC Austin, Tex.

WSBC Chicago was granted renewal for period ending Jan. 1, 1948.

WWVA Wheeling, W. Va., was granted renewal for period ending May 1, 1948.

Dr. Zeisel Recommends Rating Experiments

COMMENTING on the proposal of C. E. Hooper Inc. to obtain audi- ence ratings projectable against all U. S. radio homes by using the diary method in combination with the coincidental method [BROAD- casting, May 20], Dr. Hans Zeisel of the research department of Mc- Cann-Erickson has issued a state- ment recommending further experi- ments, both as to the usefulness of the diary method in producing rat- ings and the accuracy of the diary- coincidental ratio.

Dr. Zeisel continued: “It is one thing to set up a formula and another to make it represent more than an arithmetical artifact. But while I expect the difficulties in ob- taining such applicable ratios to be many, further experiments might well prove the problem to be solvable.

Cunningham Resigns

P. H. CUNNINGHAM, general manager of KWO Poplar Bluff, Mo., for six years, has resigned to join the sales staff of KIHM Hanni- bal, Mo.
WNEW Defends Its Programs, Cites Public Service Broadcasts

STOUT DEFENSE of its program record, coupled with a claim that it devotes as much time to public service as any other commercial station in the country, marked the first round of FCC hearings in New York last week to determine whether WNEW shall continue to operate.

The Bulova station is fighting renewal proceedings by the FCC while pressing its application for 50 kw power and resisting the efforts of a religious organization, the Missionary Society of St. Paul the Apostle, to take away its frequency. A minority stockholder is also participating as an intervenor to inquire into certain financial transactions involving Greater New York Broadcasting Corp., present licensee of WNEW, and Wodaam Corp., licensee of WQV New York, also owned by Bulova, and previous licensee of WNEW.

With the proceedings likely to continue intermittently for several weeks, the hearings got under way Monday with Judge J. Fred Johnson, FCC Law Dept., as presiding officer; Vincent B. Welch as Commission counsel; William Fitts, associate of James Lawrence Fly, former FCC chairman, as counsel for WNEW; John J. Sirica, former FCC chairman, as counsel for the House Select Committee to Investigate the FCC, representing the Missionary Society; and Charles B. McGriddy Jr., of Warren & McGrddy, counsel for Richard O'Dea, intervenor.

Pending return from Europe of Arde Bulova, for whom Mr. Sirica has requested a subpoena [BROADCASTING, May 20], the Commission heard testimony from WNEW officers and other witnesses attesting to the station's public service programs. Appearances last week included Harold A. Lafount, former Federal Radio Commissioner, who has charge of Mr. Bulova's radio interests; Bernice Judis, general manager of WNEW; Ted Cott, program director of WNEW.

During direct testimony and through cross-examination, Mr. Lafount testified that:

1. With 50 kw power the station can operate at a profit on a 50% commercial schedule.
2. He is a vice president and director of Greater New York Broadcasting Corp. and draws $10,000 annually for directing activities of WNEW on policy matters.
3. He ordinarily spends about half his time at the station but about three-fourths of his time there currently.
4. The sole purpose of the 50 kw application is to provide a better signal in the WNEW service area.
5. On H. Biow, president of the Biow Co., New York advertising agency, has had an interest in WNEW for about two years and is active in an advisory capacity.
6. New offices, studios and equipment now being built for WNEW at 565 Fifth Ave. will cost approximately $639,500. Mr. Bulova is part owner of this building.
7. There is nothing in writing with respect to a commitment by Mr. Bulova to advance $360,000 toward WNEW expansion.
8. Estimated cost of projected 50 kw transmitter and installation is $285,000.
9. Station advertising rates will be raised to cover increased operating costs.
10. He could not recall the last stockholders' meeting. He did not think Mr. O'Dea was consulted regarding the application for 50 kw power.
11. The licensee company has never paid a dividend but has paid interest on its bonds.

Cott Impression

Previously, Miss Judis had testified the station receives $500 weekly from Bulova for carrying a minimum of 24 announcements, but the number of spots and "mentions" averages 70 a week. Bulova, she said, is one of four old customers which receive from WNEW a "package rate" that is substantially lower than the current rate.

She said the station is now on a 44.5% commercial basis and that this percentage would be retained if and when the 50 kw operation is granted.

Mr. Cott was permitted to say for the record that it was his "impression" that WNEW devotes "as much" time to public service as any other station in the country with the exception of noncommercial stations. Mr. Welch had previously objected to a "conclusion" by Mr. Cott as inadmissible for lack of data on comparable stations.

Mr. Cott did not think 76% a high percentage of a station's time to be devoted to recordings. He said it was his "personal opinion" that WMCA, WAAT, WQXR, WPAT, WLIB and WHOM, in the New York area, have as much

U. S. STEEL program Theatre Guild of The Air originated from Los Angeles recently with studio audience largely composed of organization's personnel in that area. Gathered for the occasion are (l to r): Don Searle, ABC Western Division vice president; Wayne Tiss, BBDO vice president in charge of Hollywood office; J. Carlisle MacDonald, assistant to the chairman of the board, U. S. Steel, in charge of public relations; Carl Wittenberg, U. S. Steel sales manager for Los Angeles district; Oliver M. Fresbrey, BBDO radio account executive and Charles Huse, director of public relations for Columbia Steel, U. S. Steel subsidiary.

Wright Is to Leave NBC

For Independent Work

WYNN WRIGHT has resigned as national production manager of NBC, effective June 1, to become an independent producer of package shows.

The network announced that Robert K. Adams, former manager of program development, would succeed Mr. Wright as national production manager.

Mr. Wright, who has been production manager at NBC since 1942, announced that upon his resignation he would not only produce package shows, but also engage in free-lance directing.

WJW scored when it shot for leadership in the Cleveland daytime market! . . . Winning 8 firsts out of 19 classifications, with 47 points against the next station's 26 in the Cleveland Press Radio Poll proved again that WJW IS CLEVELAND'S

Chief STATION

BASIC

ABC Network

WJW 5000 Watts

DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

May 27, 1946 • Page 97
SINGLE AM GRANT ANNOUNCED BY FCC

A SINGLE GRANT for a new standard station, to be built at Bemidji, Minn., was announced by FCC following its meeting last Tuesday. The grant went to Bradford & Pihl, a partnership, who estimated construction costs at $22,350 excluding land.

At the same time the Commission approved Russell E. Kallicher’s petition for dismissal of his application for the same facilities in Bemidji. The grant to Bradford & Pihl subject to their filing within 60 days an application for modification of permit specifying a transmitter site and antenna system receiving Commission standards, was as follows:


Supplementary Information

Meanwhile, supplementary information on grantees announced May 17 [Broadcasting, May 20] was made available by FCC as follows:

Mayfield, Ky.—Mayfield Broadcasting Co. 1230 kc 1 kw daytime, EDG; 94.9 mc. (Chan. 316); 10 kw.; antenna 250 feet. Owner: Richard W. Smith.


New Concern Offering Record, Film Service

CINEMART Inc. has been formed at 101 Park Ave., New York, to make 16 mm sound movies and recordings on disc and film. Capitalized at $165,000 and chartered in New York, the company is headed by Harold Kovner, president, and Varian Fry, vice president and treasurer.

Sound and silent radio programs will be made along with transcriptions and sound movies as well as slide films for educational, industrial and television clients.

Like Bees in Clover . . .

advertisers using

UBC—KSFO—UBC

SAN FRANCISCO

Universal’s Key Station for Northern California

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Engineering Details of Nearly Half Of FM Conditional Grants Completed

ENGINEERING DETAILS of almost half of the 414 outstanding FM conditional grants have been reviewed, FCC said last week in a progress report on its handling of FM applications.

The summary accompanied announcement that construction permits had been issued for more FM stations, bringing the total to 52 since normal licensing was resumed last Oct. 8, and that engineering approval had been given in 73 other cases. None will be made along with the request for the required statement of program plans. The Commission, discussing its progress in converting conditional grants into actual permits, said 206 of the 441 conditional grants have been examined and that in 115, additional information has been requested. Further work on these, FCC said, must await submission of the required statement of program plans.

In the remaining 91 “there are engineering plans which have been considered, the report noted that in 29 cases those applications were those of engineers and that in 42, the engineering permits have been held up for failure of the applicants to submit the required statement of program plans.

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Bendix Earnings

EARNINGS totaling $13,329,902 or $6.30 a share common stock, before a special income credit of $5,185,349, for the fiscal year ended Sept. 30, 1946, were announced by Bendix Aviation Corp. last week. Latter figure was credited net income as a result of the reserve for doubtful receivables being reduced by that amount. Net income after special income credit totaled $15,498,252 or $7.31 a share. Earnings for the previous fiscal year were $7.22 a share.

Bendix Open House

SERIES of open house tours for Chicago Radio Management Club members will be conducted starting June 10 by Arthur Nielsen Co., Chicago, radio research organization. Purpose of Nielsen Radio In- dex Open House is to show Chicago radio executives difference between Nielsen Audimeter index and Hooper and CAB reports. Each session will include dinner in Nielsen dining room, brief talk on Nielsen Audimeter and personally conducted tour through company plant.

BROADCASTING • Telecasting
Television

(Continued from page 18)

manager said that although KFI is an NBC affiliate and NBC is seeking a television station in Los Angeles, he did not think a video grant to KFI would jeopardize its contract with the network. If both applications are granted, he said, KFI's television operation would operate independently but might align itself with a regional video network.

Other KFI witnesses included Dr. McNamara, program director; Eugene Overton, vice president and general counsel, and A. E. Hamilton, comptroller, who testified on finances; and Curtis W. Mason and H. L. Blatterman, co-chief engineers, who detailed operational and studio engineering facilities of the projected stations.

Mr. Weiss specifically defined per-
erate the need for an owned television outlet in Los Angeles: profit; its importance to the advertiser in developing programs; and talent. Operation through an affiliate rather than an owned station, he said, would be a handicap.

The ABC president said the ratio between commercial and sustaining time in television would not be a consideration for 25 years but when that time comes 70-30 would be a workable ratio.

FCC Reorganizes Work Schedule; Plans Three-Week Vacations for All Staffers

FCC LAST WEEK reorganized its work routine and also has made provision for a couple of hit weeks during the summer to give itself and its staff much needed vaca-
tions.

Effective next month, the regular meeting routine will be Thursday instead of Wednesday. But the Commission will meet in executive session on Wednesday afternoons to consider docket cases, rules and regulations, personnel and admin-
istrative problems and other non-
routine matters. Heretofore these matters have been considered fol-
owing the regular meeting agenda and little headway has been made on them.

The Commission also hopes to have every staff member take at least a three-week vacation this summer. These sessions will fall in the catego-
ries between about 70-30, that there is no company policy in such matters in standard broad-
casting and that none has been

promulgated for television. In the

latter, he said such questions would be impractical for at least 10 years.

Raymond F. Guy, NBC facilities engineer, reviewed technical ac-
complishments of NBC, and Noran E. Kersta, NBC television director, outlined program plans and past operations as developed in New York.

Mr. Woods, ABC president, presented testimony on behalf of his network's application, disclosing that his West Coast trip is also concerned with acquisition of a Hollywood site.

Mr. Woods visited three main factors contributing to the need for an owned television outlet in Los Angeles: profit; its importance to the advertiser in developing programs; and talent. Operation through an affiliate rather than an owned station, he said, would be a handicap.

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ABC, EARL CARROLL MAY SHARE BUILDING

REVEALING that several sites are under consideration in Hollywood's "radio row" as West Division headquarters, Mark Woods, ABC president, at a news conference in Hollywood last week said occupancy of the proposed Earl Carroll theatre building is a "possibility." Such a deal would be through long-term lease or part ownership. The theatre will be built, when materials are available, across the street from the CBS Columbia Square Bldg. on Sunset Blvd. between El Centro Ave. and Gower St. Hollywood expansion plans also call for FM and television stations on Mt. Wilson if FCC approves.

Similar plans are drafted for San Francisco, where KGO-ABC holds options on two proposed television sites, with network and station headquarters in the downtown business area. Mr. Woods said ABC is prepared to spend considerable money in the advancement of television, which he proclaimed as "the greatest medium of the entertainment world."

In Los Angeles for FCC television hearings, Mr. Woods said that the network shortly would list a $15,000,000 re-financing issue with the New York Stock Exchange [BROADCASTING, May 6]. Of that amount 50% will be available to the public, he added.

PROPOSED new standard contract form, approved by a joint NAB-AAA subcommittee, will be submitted to the NAB Sales Managers Executive Committee, meeting June 8-7 at the Hotel Statler, Washington. If given approval at this session the contract will come before the NAB convention in Chicago Oct. 21-24.

Tentative agenda for the June meeting has been sent by Frank E. Pellegrin, director of NAB Department of Broadcast Advertising, to all committee members. Suggestions for discussion are asked and a complete agenda, along with background material, will be provided members ahead of the meeting. Chairman of the committee is James V. McConnell, manager, NBC spot sales.

Report on progress in working out standard rate card format will be given the committee by Arthur Hull Hayes, WABC New York, chairman of a subcommittee that has been working on the subject. Chairman of the subcommittee that handled the NAB-AAA standard contract form is Walter Johnson, WTIC Hartford.

Revival of the old Broadcast Advertising Record, discontinued some years ago by NAB, will be taken up with Kenneth H. Baker, NAB research director. Audience measurement services and proposals for their revision will be discussed by Don Broker.

Coming before the committee will be the proposal to set up an advertising agency recognition bureau, discussed at NAB district meetings during the winter and spring. Chairman of the subcommittee in charge is Stanton P. Ketter, WMMN Fairmont, W. Va. Hugh M. Higgins, NAB assistant manager of NBC Armour, broadcasting, will review sales promotion and sales aids, with J. Allen Brown, also assistant director, outlining sales activities among small market stations. John M. Butler, WSB Atlanta, will bring a report of the subcommittee on sales practices.

Standard Label

Plans for the sales managers program during the Chicago convention will be considered. Proposal to ask agencies and transcription makers to standardize label information will be considered since many stations overlook such points as copyright information, length of selection in seconds, whether or not it contains approved identification.

Report of progress on recapitulation of results attained in the Jokeys of Texas radio test last year will be given by Lee Hart, assistant director of broadcast advertising, Cecil Beaver, WOAI San Antonio, chairman of the Joke subcommittee, will review that body's activities.

Mr. Pellegrin will report on the retail radio advertising survey being conducted by the National Retail Dry Goods Assn. He and Mr. Higgins will meet with NRDGA officials in New York this coming Wednesday.

Station rate policies, with discussion of a rate structure for FM stations, are on the agenda. Uniform industry policy on national-local and general-retail rates will be considered. A. D. Willard Jr., NAB executive vice president, will review activities of a proposed cooperative organization to be formed by advertising media to maintain high advertising standards.

NBC Subscribers

LATEST list of new subscribers to NBC's transcribed musical program service, according to Willis B. Parsons, manager of Thesaurus and syndicated sales for the NBC Radio-Recording Division, includes: KREO, KRHA, WRBL, WGST, WNBI, WXZH, WPAX, WSPA, KWTX, KTKN, WMFJ, Central Broadcasting Co. of Alexandria, La., CJRL, CKDO, CHOK, The Philippines Broadcast Co. and the Palestine Broadcasting Co., Jerusalem.

Foreign Shortwave Extension Is Urged

Broadcasters and Journalists

Join in Fund Plea

WITH BROADCASTERS and commentators joining journalists in urging that Congress appropriate $19,284,778 for the State Department's informational program, the future of shortwave broadcasting was undetermined last week.

On Wednesday a group headed by Mark B. Heintz, publisher, Louisvile Courier-Journal and Times (WHAS) and Maj. Georgge Fielding Eliot, commentator, wrote the New York Herald Tribune protesting action of the House in reducing the State Dept. international information budget to $10,000,000 as "a deplorable and potentially harmful action."

On May 18 William B. Benton, Assistant Secretary of State in charge of the international information division, released statements by heads of five licensee corporations, FCC acting chairman, and OPA Administrator Paul A. Porter, former Commission chairman, urging continued shortwave broadcasting under present arrangements until Congress has had an opportunity to pass legislation.

State Dept. plans to submit to Congress shortly a proposed bill governing the future of shortwave broadcasting. Licensee officers urging that the status quo be maintained until Congress acts were James D. Shively, vice president in charge of broadcasting, the Crosley Corp., Cincinnati; Dr. Frank Stanton, CBS president; Philip D. Reed, chairman of the board, General Electric Co.; Walter Evans, vice president, Westinghouse Electric Corp., and Brig. Gen. David Sarnoff, chairman of the board, RCA.

The Senate Appropriations Committee, which is conducting hearings on the 1947 fiscal year appropriations bill for State, Commerce and Justice Dept., has been besieged with letters and telegrams from broadcasters and publishers urging restoration of the funds cut by the House. Mr. Benton's announcement of May 18 said the statements of the five licensee officials were made "in response to an inquiry" by him.

Kemble Named

ED KEMBLE, account executive of Don Lee Broadcasting System, Hollywood, prior to Marine Corps service, has returned to the network as manager of newly created sales service department. He will coordinate sales department activities with other divisions of network. Jack Heintz, for several months manager of KTMS Santa Barbara following Navy discharge, has joined Don Lee as account executive. Prior to Navy service he was for five years manager of W CBS Springfield, Ill.
IATSE Charges Force Cancellations Of 16 Operatic and Ballet Broadcasts

WNYC, New York's municipally owned station, has been forced to cancel 16 operatic and ballet broadcasts in the past three weeks because of a recent ruling by the International Alliance of Theatrical Stage Employees (AFL), it was learned last week.

The cancellations were forced by an IATSE demand that stagehands working in a theatre must be paid $8.15 per hour above their ordinary scale if the production at the theatre is being broadcast, it was said.

City officials reported that IATSE chieftains had protested that many a stagehand had lost his job when broadcasting companies took over theatres which had been used for legitimate productions. To overcome the loss of income resulting from that, it was said, the IATSE had decided to require the extra payment for any stagehand who worked for a production that was presented not only for theatre audiences, but also for broadcasting.

WNYC reported it had cancelled four performances of the ballet at the Metropolitan Opera House, seven San Carlo operas at the Center Theatre, and five City Center opera performances because it was financially unable to pay the added stagehand salaries. The IATSE, it was said, contended that the payment of the extra funds was not necessarily the obligation of the broadcasting company, but of the theatre management or the producers of the show. Neither of the latter was willing to pay the extra wages in the 16 instances which WNYC reported.

It was understood that city officials were negotiating with the IATSE in an effort to reach a solution of what appeared to be a serious problem. WNYC customarily broadcasts many musical events that are produced primarily for theatre audiences.

News Spots Taken By Herald-Tribune

Paper Takes WMCA Periods Dropped by The Times

ENTRY of the Herald-Tribune into the New York news broadcast field on an expanded scale was announced last Wednesday coincident with the shift of The New York Times hourly bulletin service from WMCA to the Times-owned stations, WQXR and WQXQ (FM), beginning July 1. The Tribune will take over the 5-minute hourly news spots to be broadcasted by the Times, while continuing its nightly 15-minute news period on WOR and bulletin service on WABF (FM). A joint announcement by Nathan Straus, WMCA president, and William E. Robinson, Herald-Tribune business manager, said the Tribune broadcasts on WMCA will be unsponsored and non-commercial and will include, when circumstances warrant, direct voice reports from the newspaper's correspondents abroad.

"Radio has proven itself to be an important adjunct to the newspaper," said Mr. Robinson, "and the Herald-Tribune has been experimenting with news broadcasts for some time. In this connection, we have found radio's relationship to a newspaper complementary rather than competitive."

Arthur Hays Sulzberger, president of The New York Times Co., explained that The Times had been unable to broadcast news bulletins on its own station because of an agreement made with WMCA previous to its purchase of WQXR and WQXQ. He said that none of the bulletins prepared by The Times will be offered for sale. "The Times alone will sponsor all news periods, thereby putting into effect a policy in keeping with the conduct of its news columns," he said.

Recruiting Records

FINAL BARRAGE in Army's recruiting campaign will be released to all AM and FM stations in U. S. June 18 in form of recording of "Sound Off," three cadence chants recorded by Allen Roth's band and 16-voice male chorus. Records, running two minutes, 50 seconds and another type one-minute, were produced by Bert Wood, NBC radio-recording division program manager at NBC studios. Army's goal is 250,000 more men by June 30.

Pacific Relay Proposed

POSSIBILITY of establishing a relay to the Far East at some point in the Pacific is being considered by the Telecommunications Division of the State Dept., it was learned last week. A committee for the resumption of communications with liberated and occupied territories is deliberating reopening communications between the U. S. and Germany.
Help Wanted

Wanted — Two engineers with first class tickets for progressive Rocky Mountain N. E. station. Experience preferred but not necessary. Willing to teach as necessary. Complete freedom of mind. Apply Box 286, BROADCASTING, giving qualifications and experience.

Transmission operator, first class license, only two south of southeast affiliate — $40 on 30 hours. Front desk detail duties. Apply Box 315, BROADCASTING.

Combination announcer-operator with first-class license for Regional NBC affiliate. Snap shot messenger. Apply Box 316, BROADCASTING.

Engine-announcer wanted by an N. B. station in the citidel of Florida. Only routine announcing required. Prefer young from the south starting out in radio. First-class license required. Radio Station WLAK, Lakeland, Florida.

Wanted: Station manager who can really sell. Seven years experience, including past experience and references. P. O. Box 329, BROADCASTING.


Announcer — N. B. affiliate in delightful southern seacoast city has opening for top announcer. Honorarium and experience required. Should be thoroughly familiar with all phases of radio production. No beginners or flashy people. Must have excellent voice qualifications including past and present work. Send voice recording. To Jimmy Woods, WSPA, Myrtle Beach, S. C.

Man with first phone ticket who can become first one in office. Must be someone who knows about this ad. Box 342, BROADCASTING.

Combination announcer-operator must have first class radio telephone license. Pays weekly. Must be dependable on announcing ability. Send resume, with your picture and references to center of excellence, WDPG, Panama City, Florida.

Wanted — First-class operator for transmitting station. No announcing. Apply Box 343, BROADCASTING.

Situations Wanted

Program director or announcer, veteran, seven years radio experience, all sports, general announcing, turntables, ab lib shows, continuity. Available immediately, go anywhere for reasonable salary. Age 30, single, sober, reliable. Box 390, BROADCASTING.

Managerial position sought by Navy veteran, 32, married, 2 children. Years experience as studio manager, engineer, announcer, radio manager, sales manager, advertising manager, program director, news man. Excellent references. Box 395, BROADCASTING.

Top newsmen in major market radio? Make us a proposition. Wanting and broadcasting commentaries and musical shows. Don't work on too many schedules. Write Box 347, BROADCASTING.

Top newsmen in major market radio? Make us a proposition. Wanting and broadcasting commentaries and musical shows. Don't work on too many schedules. Write Box 347, BROADCASTING.

Reliable person with one year's training at University of Texas, has all phases of radio tech. desires announcing. Age 22. Single. Box 351, BROADCASTING.

Chief engineer — Former chief new with 90 kw station, desires position as chief engineer with new or established station. Will go anywhere. Box 355, BROADCASTING.

Program director — Production. Pre-war experience as writer, producer, announcer, engineer, salesman, etc., with major market stations. Box 359, BROADCASTING.

Program director — Production. Pre-war experience with major market stations as writer, producer, announcer, etc. Box 361, BROADCASTING.

Program director — Production. Pre-war experience as writer, producer, announcer, etc. Box 363, BROADCASTING.

Program director — Production. Pre-war experience as writer, producer, announcer, etc. Box 365, BROADCASTING.

Program director — Production. Pre-war experience as writer, producer, announcer, etc. Box 367, BROADCASTING.

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Program director — Production. Pre-war experience as writer, producer, announcer, etc. Box 373, BROADCASTING.

Program director — Production. Pre-war experience as writer, producer, announcer, etc. Box 375, BROADCASTING.

Program director — Production. Pre-war experience as writer, producer, announcer, etc. Box 377, BROADCASTING.

Program director — Production. Pre-war experience as writer, producer, announcer, etc. Box 379, BROADCASTING.

Situations Wanted (Cont'd)

Program executive — Lt. Colonel now on leave from overseas, prefers independent, non-network stations in Texas, New Mexico. Experienced in all phases of radio production. Age 39. Box 383, BROADCASTING.

Program replacement announcer, college instructor, available until September 1, 1946, to fill in at KG. East Coast, New England or Northwest. Three stations available. Box 323, BROADCASTING.

Location or wattage of station doesn't count — On program director-announcer — salesmen interested in Texas area, six years experience — six with present on years experience — six. Plentiful. Apply Box 324, BROADCASTING.

Outside salesmen — Four years experience handling all phases of production. Complete comprehension of all departments, sales, advertising. Have car. Available 7 days. Box 325, BROADCASTING.

Newspaper — Good voice, experienced reporter-editor now doing top newspaper work. Send resume. To Jimmy Woods, WSPA, Myrtle Beach, S. C.

Program manager — Six years experience in all phases of operation. Good ad sales. Prefer small town. Box 327, BROADCASTING.

Former combat pilot, B. A. degree Journalism, has experience in studio, announcing and station as space and time buyer. In radio for five years. Wrote "Adven- turing Economics Under Television" and "Radio Making Money." Now seeking position. Desire position September 15 with any station or small network station. Box 339, BROADCASTING.

Wanted — Job in warm climate. Experience previous and present, but most important — thousands network shows in Canada. Will work anywhere. Has been in broadcasting for third year as early morning MC. Age 29. Single. Box 351, BROADCASTING.

Sport newsmen available now. 10 years experience on play-by-play sports and sports commentary. Newsman and account executive. Work able, creative, cooperative, excellent references. Box 357, BROADCASTING.

Veteran — Single. 31, creative, versatile experience, announcing, music, writing, etc. 26 years advertising experience. Excellent references, recording, photograph. Box 366, BROADCASTING.

Available, qualified — all useful personnel, Radio's Reliable Resources Facility, Philadelphia 5.

Anchor-man/sports editor/sports writer. Four years experience — six with present employer. Salary $35.00 per week for 40 hours. Time-and — One first class transmitter on small network station. Experienced. Write Box 337, BROADCASTING.

Combination technical-musician. Top years experience in radio desirable. Twelve years experience, Executive ability. Married. Seeking permanent position with progressive station. Send complete story on yourself or states. Box 285, BROADCASTING.

Manager — Veteran — Outstanding record all phases broadcasting before War. Promotions, sales, management — even set up new station. Has a job in N. E. city, preferably Rochester. Box 344, BROADCASTING.

Combination technician-musician. Top years experience in radio desirable. Twelve years experience, Executive ability. Married. Seeking permanent position with progressive station. Send complete story on yourself or states. Box 285, BROADCASTING.

For Sale

Owner offers for immediate delivery complete equipment, recording studio at $1,000.00. Complete — turnkey operation, all line and accessories. Complete secondhand recording studio, RCA microphones, portable recording studio, top quality test equipment and many other items. Box 332, BROADCASTING.

欲出售 — 一套完整的录音室, 售价 1,000.00 美元。包括所有线材和附件。现有全新人的录音室，麦克风，合格的测试设备等。所有物品。Box 332, BROADCASTING.

WANTED: — Experienced on-the-air personnel. Amateur, commercial or independent. Experience preferred but not necessary. Willing to teach as necessary. Complete freedom of mind. Apply Box 286, BROADCASTING.

Java broadcast station. Excellent opportunity for anyone familiar with all phases of radio production. Age 39. Box 383, BROADCASTING.

Chief engineer available immediately, twelve years experience, Executive ability. Married. Seeking permanent position with progressive station. Complete story on yourself or states. Box 285, BROADCASTING.
Proper Recognition of Radio's Newsmen Demanded Following Prison Riot Slight

MOVEMENT to obtain proper recognition of radio as a news-gathering and disseminating unit is developing as the result of a slight administered by officials of Alcatraz during the recent riots at the San Francisco Bay prison.

Spearheading the drive is the 16th NAB District, comprising the northern half of the state, along with Nevada. A petition is being considered at NAB headquarters in Washington, in which the association is asked to take the lead in "pressing for equal representation for radio newsmen at conventions or releases of news." NAB is asked to "publicize the radio industry and individual stations urging vigilance at all times."

Petition was adopted at a special meeting of the 15th District held May 13-14 at Reno. District delegates were incensed at the rough administered during the Alcatraz riots. Pointing out the interest in the news story, petition recalled that when the warden's office scheduled a news conference on the island, wire services and newspapers were notified but not radio newsmen.

Two newsmen from radio heard indirectly of the conference and talked their way on the boat that carried the get-the-goods story. This did not alter the fact that discrimination was exercised, the petition points out, recalling that it was not the first instance concerning lack of understanding on the part of officials or their representatives as to the importance of news broadcasting by stations and networks.

No Definite Move

Though the NAB headquarters has taken no definite action, the petition is being considered.

Efforts to attain proper recognition for radio in the news field culminated in the last decade with extension of gallery privileges in the U. S. House and Senate. Similarly recognition has developed in states and cities.

The 15th District proposed at its May 13-14 meeting that the four Far West NAB districts hold a four-day joint session each year instead of separate gatherings. One day would be allowed for individual districts to hold their own closed meetings. After that it would rotate as hosts for the meetings, under the plan, and more NAB staff members would be able to participate because of saving in travel time.

The 15th adopted a resolution calling for resistance of attempts to "abridge the Constitutional right of free speech" and pledged its support to NAB President Joseph Miller in his fight against Blue Book in the program field. The original 15th District meeting under the NAB's annual schedule was held in early January, before the Blue Book had been issued.

Proposed public awards plan for radio, as endorsed by the NAB editorial committee [BROADCASTING, May 13] should be submitted to the NAB convention Oct. 21-24, the 15th District resolved, suggesting that details be submitted at least three weeks prior to the convention.

Hawaiian Association

Hawaiian stations plan to form an island association, Webley Edwards, executive vice president of KHON Honolulu holder of a CP, told the district.


Other speakers were Bob Cole- son, NAB western representative; Lincoln Dellar, KXAO Sacramento, who explained NAB and uniform rate card plan. Participating in a Blue Book panel were Mr. Shaw; Wilt Gunzendor- fer, KROW Oakland; Joe Carroll, KWMY Fillmore; N. E. Kelly, KCRA Sacramento; Bloyce Wright, KGO San Francisco, William Smul- lin, KIEM Eureka, led discussion of music problems.

Reader Questions Owner's Complaint Says Instance Editorialized Was Poor Programming

EDITOR, BROADCASTING: Your editorial in the May 20 issue [EDITOR, May 20] deserves the praise it received. It certainly shows the great need for an examination by the public and the FCC as our agents of the quality of persons entrusted with the ownership of radio stations. This opinion shows clearly that he has never had the slightest understanding of the meaning of the words "public service, convenience and necessity." I hope the FCC will question the renewal of his license on the grounds that his station will have a difficult job trying to regain its local audience for a good community public service program after such a tragic case of sabotage.

This station owner has apparently presented a public service program for his community which met the needs and interests of that community, if this is an example of his past performance. It seems apparent that he is bragging about his first attempt in this line.

No one is asking to have any of the top ranking programs canceled, certainly not such broadcasts as Information Please and the other two. The public wants more good programs in place of poor ones.

It is a rare topic that could interest any audience for 90 minutes. Even the meetings of the UN by radio would grow tiresome. The President of the United States, in his most important messages to the nation, during and before the war, did not take more than 20 minutes. If the station manager had a better idea of what his listeners were interested in doing a good community broadcast.

It is a complex and intricate effort to schedule a 90-minute variety show to meet the needs of the public.

As of Friday, WIND still was not in the "public interest." As Vandenberg reopen its local audience for a good community service job.

Blanche Young
Asst. For Education By Radio, Great Lakes Region III 150 North Meridian St. Indianapolis 4, Ind.

May 22, 1946.

Editor's Note: Editorial told of experience of an anonymous broad- caster who cancelled three top net shows to schedule a 90-minute veter- ans' forum.

Lehman to Ad Group
FORMER New York Gov. Herbert H. Lehman, Dr. Sarah Blanding, president-elect of Vassar College, and Dr. E. Franklin Frazier, professor of psychology at Howard U., have been named to the public-ad- visory committee of the Advertis- ing Council. They will serve with 15 other prominent figures at the first meeting of the new committee in June 8 at New York's Waldorf-Astoria Hotel.

WIND Continues Non-Union Technician As Union Negotiates for Reinstatement

RALPH ATLAS, former owner of WIND Chicago and now general manager of the Knight-owned sta- tion, continued last week to show a cold shoulder to the IBEW, which walked out on the station May 12 (BROADCASTING, May 20).

Two weeks after WIND was taken over, he opened the door to non-union engineers and technicians, mostly discharged vet- erans hired by Mr. Atlas to replace the 12 IBEW members who conducted an allegedly unauthor-
Electronics Production Is Threatened By Diminishing Supply of Copper Bars

UPSURGE in production of radio receivers, transmitters and studio equipment is threatened by the diminishing supply of copper wire bars, with June availabilities likely to be only a fifth of the overall demand of the wire mill industry.

Especially hard hit are most manufacturers, whose output had risen to a million in March, 1/4 million in April and an even higher figure anticipated in May, being used components manufactured during the winter and spring months but will now feel the shortage when their bins run low.

Component and parts makers have become desperate for wire of the fine magnet type, according to Radio Manufacturers Assn. They are buying up surplus war copper wire and securing junk yards. Much of the war surplus wire is of types not used in civilian manufacturing, and the junk product is frequently badly corroded. The material is cleaned and refabricated into proper sizes.

Demand for magnet wire is several times the available supply because the wire is understood to get a better profit out of heavier grades that require less processing.

Civilian Production Administration, which labeled many shortages, said an experienced radio broadcast engineer who inspected radio operations at the behest of the War Department, were hosts May 20 in New York to the Marquess of Queensberry as their guest. The meeting is patterned after the production schedule as follows: May 28, 9:15-10 p.m., weighing-in ceremonies, June 19, 9:30-10 p.m., half-hour preceding fight which will feature interviews with both fighters, and a broadcast of the weighing-in ceremonies a few hours before the actual fight.

One of the programs on Tuesday June 4, 8:30-9 p.m. will include a closed circuit to all ABC stations revealing the details of the network's fight coverage, which simultaneously will be carried live.

Six other broadcasts are on schedule as follows: May 28, 9:15-10 p.m., June 11, 9:15-10 p.m., June 18, 9:15-10:15 p.m., June 19, 12:30-1:30 p.m., weighing-in ceremonies, June 19, 9:30-10 p.m., half-hour preceding fight which will feature interviews with both fighters, and a broadcast of the weighing-in ceremonies. Formats of the four first broadcasts have not been fixed.

Network has sent brochures to all ABC stations of announcements to be used before June 14 and special promotion announcements for each day after June 14 until the fight. Network also sent the stations newspaper mats, publicity for stories and press mats, and stand cards of Joe Louis and Billy Conn.

In addition, the network promotion piece was the printing of facsimile fight tickets duplicating the originals in every detail except that of seat number. Next to that item in the duplication were the words: "Your seat at the armchair." Round-by-round score cards are also being distributed to the stations.

Network plans to place newspaper ads promoting the fight breaks this week in all cities in which it owns stations. NBC is televising the fight, with Gillette Safety Razor Co. as sponsor [Broadcasting, May 6].

In Auto Accident

LOREN L. (Bud) WATSON Jr., sports editor and continuity director of WJR Detroit, and his wife are in St. Lawrence Hospital, Lansing, Mich., from injuries sustained in an auto accident. Accident was caused by Mrs. Watson, who had a head-on collision on May 19 with another auto just west of Lansing. Both are reported out of danger.

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BROADCASTING • Telecasting
Radio Covers Critical Railroad Strike

Major Networks Flash Walkout Bulletin Thursday

AS THE COUNTRY last week was hit by the gravest transportation crisis in its history, radio brought the news to the American people. Hours before 250,000 railroad brotherhood members struck (at 5 p.m. EDT), radio began an energetic schedule of broadcasts to keep the public abreast of the happenings. Within minutes after the strike deadline had passed without settlement, networks and stations had broadcast the news to every corner of the country.

The four major networks broadcast special strike bulletins throughout Thursday afternoon. After the strike was in effect, they carried pickups from various rail centers. ABC, from 5 to 5:15 p.m., broadcast a roundup of reports from New York, Washington, Chicago and Cleveland, with correspondents reporting on-the-scene at rail terminals. At 6:15 p.m., Walter Kiernan's regular news program, CBS News, was assigned to strike coverage.

Hearing Continued

HEARING on the nationwide strike was hit by the gravest transportation crisis in its history, radio brought the news to the American people. Hours before 250,000 railroad brotherhood members struck (at 5 p.m. EDT), radio began an energetic schedule of broadcasts to keep the public abreast of the happenings. Within minutes after the strike deadline had passed without settlement, networks and stations had broadcast the news to every corner of the country. The four major networks broadcast special strike bulletins throughout Thursday afternoon. After the strike was in effect, they carried pickups from various rail centers. ABC, from 5 to 5:15 p.m., broadcast a roundup of reports from New York, Washington, Chicago and Cleveland, with correspondents reporting on-the-scene at rail terminals. At 6:15 a.m., Walter Kiernan's regular news program, CBS News, was assigned to strike coverage. For several hours, CBS averaged a bulletin every 15 minutes. Mutual, at 4:45 p.m., took pickups from Boston, Washington, Chicago, Cleveland and New York, where reporters described scenes of travelers' confusion at rail stations. At 5:04-5:14 p.m. the network broadcast another roundup from Washington, Boston and New York. From 1 p.m. to the end of the day, Mutual interrupted programs with strike bulletins. NBC, at 5:5-15 p.m., broadcast a roundup from Washington, New York and Cleveland, with reporters describing rail station scenes. At 6:15-6:30 p.m., the network again took pickups from those points and from Denver, Chicago, and San Francisco. Beginning at 1 p.m. NBC broadcast strike bulletins.

Three BROADCASTING Staff Members Promoted in New York, Washington, Southwest Pacific area, during the war, specializing in radio public relations.

Mr. Levi came to BROADCASTING last March. He had served as a major in the AAF in the theater, and before the war was a pioneer reporter and editor.

So. Calif. Broadcasters Reelect R. O. Reynolds ROBERT O. REYNOLDS, vice-president and general manager of KMPC Hollywood, for second consecutive year was re-elected president of Southern California Broadcasters Assn. at meeting held in Los Angeles Ambassador Hotel May 25. Clyde Scott, general manager of KECA Hollywood and CFX Los Angeles, commercial manager of KGER Long Beach, were re-elected vice-president and secretary-treasurer, respectively.

Re-elected to board of directors were: Calvin J. Smith, general manager of KFAC; Pat Campbell, director of station relations for Don Lee Broadcasting System; Harry Witt, assistant general manager of KNX; Lawrence McDowell, commercial manager of KFOX.

Stewart New Head Of West Virginia U.

DR. IRVIN S. STEWART, 46, deputy director, Office of Scientific Research & Development, and former FCC member, last week was elected president of the U. of West Virginia. He takes office July 1.

Dr. Stewart was named to the Commission in July 1934 when the FCC was created and served until 1937 when he voluntarily resigned to return to school work.

Native of Fort Worth Dr. Stewart was assistant solicitor for the State Dept. in 1926. Three years later he was named head of the Department of Government American U. Graduate School. In 1941 he became chief of electrical communications for the State Dept. and on July 11 that year was sworn in as a member of the FCC.

The Office of Scientific Research & Development was responsible for research that led to development of the atomic bomb. U. of West Virginia, in announcing his election as president to succeed Dr. Charles E. Lawall, who resigned last August, said the board chose Dr. Stewart after searching a year among 100 possible candidates.

While on the FCC, Dr. Stewart, a Democrat, first was chairman of the Telegraph Division. He figured prominently in broadcast matters, however, particularly in connection with network regulation.

63 Video Dropouts DROP-OUTS among commercial television applicants reached 63 last week with the voluntary withdrawal of two more applications.

Planning a color television application Westinghouse Radio Stations Inc. (KDKA) was granted permission to withdraw its application for a Pittsburgh low-band station leaving only Allen B. Du Mont Labs. in the field there. Indianapolis Broadcasting Inc., secured dismissal of its application at Indianapolis, where William H. Block Co. and WFBM Inc. remain as applicants.
THIRTEEN AM STATIONS GRANTED BY FCC

THIRTEEN new standard station grants announced by FCC Friday afternoon, 10 for 250-w locals. Three 1 kw daytime grants are:...
He Knows Of What He Speaks...

Just about everyone imagines himself a sports authority. But few are they who can put to practice what they preach.

In this department KMBC’s director of sports, Sam Molen, rattles the fences when he comes to bat. He’s a 200-pound, 200-proof encyclopedia of everything going on in the sports world. A 12-letter man in high school and college, Sam has devoted a life to the pigskin, the hoop and the cinder track—for just a starter!

To have voice-personality is one thing, but to have v-p plus know-how is the whole thing. Small wonder Sam Molen is called in the Heart of America, The Voice of Authority in Sports. Another important member of KMBC’s thoroughbred program family!
DELIVERS LISTENERS WHERE THEY COUNT...

KLZ Denver

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION