CRASH! went a few stubbornly held impressions when WOR recently released the answer to the following question—

THE QUESTION: “If the average rating per ¼ hr., from 8:00 A.M. to 12 midnight, on Sunday, was computed, what would be the relative ranking of the 4 major New York stations?”

<table>
<thead>
<tr>
<th>THE ANSWER:</th>
<th>WOR</th>
<th>Sta. X</th>
<th>Sta. Y</th>
<th>Sta. Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-month average; Oct. '45, through Jan. '46</td>
<td>5.9</td>
<td>5.3</td>
<td>5.8</td>
<td>4.2</td>
</tr>
<tr>
<td>Average no. of homes penetrated per ¼ hr.</td>
<td>271,400</td>
<td>243,800</td>
<td>266,800</td>
<td>193,200</td>
</tr>
</tbody>
</table>

ergo... WOR

is the great New York station on which any good program can get into hundreds of thousands of homes with radios in 16 cities of more than 100,000 people each, in 7 great states.

WOR is a big proposition that can be harnessed to your product or service at very low cost.

WLS LISTENERS
GAIN BOTH FROM OUR
"Rounding up the World" PROGRAM

Letters like this one come often to WLS—letters that explain our deep-seated, 22-year-old listener-loyalty.

Mr. Julian Bentley:

I would like very much to receive a copy of your talk on Soil-less Farming you gave Saturday evening.

I wish to thank you for all the pleasure and information I gained from your programs.

Yours truly,
Mrs. E. V. Bonifield

Route 2, Box 10
Bonnie, Illinois

WLS "Rounding up the World" is a special kind of news program giving thorough background to current events—complete facts on topics vital to Midwest America.

LIKE Dinner Bell and School Time and Morning Devotions, Rounding up the World makes use of all our intimate knowledge of Midwest folks—aims right at their needs and wishes—and so, brings constant responsiveness to service or advertising.

22 years of broadcasting SERVICE

A Clear Channel Station

The fisherman derives the greatest satisfaction from the skillful handling of the rod and reel when he lands a game fish after a hard fight. But how many fish could he catch if he were limited to just one cast everytime he pulled on his hip-boots and waded out to midstream? Very few—because obviously he couldn’t do his best hampered by such unreasonable restrictions.

In building a news program, too, you turn in the best performance and get the best results when you are not restricted in scope. Newscasters who have International News Service have the power of selection from the most complete and brilliant coverage of the world. When you have the distinctive INS news report, you get ALL the news, plus the greatest array of human-interest features—all written in the simplest style—easy to read, easy to listen to, and easy to understand. With INS, you can select the news in accordance with your own ideas of its importance. You can use it as it comes off the teleprinter or tailor it to fit your individual needs. When you go on the air with INS, you give your audience a superior news program. And like the fisherman you get real satisfaction when your audience “catch” is polled.
ADVERTISERS forming in line awaiting decision from General Electric Co., sponsors of Hour of Charm Sundays, 10-10:30 p.m. on NBC, as to whether firm will retain time beyond current contract, Sept. 1. Among those said to be eager to use period are Procter & Gamble and Kraft Cheese. GE agency, BBDO.

TOP LEVEL change in State Dept. affecting telecommunications upcoming. George P. Baker, Assistant Secretary Will Clayton in charge of telecommunications, slated shortly to return to Harvard School of Business Administration where he has professorship.

AFFINITY of motion picture field to radio, particularly with regard to upcoming television development, seen in retention by Paramount Pictures of Ed Kirby's public relations firm. Col. Kirby, first NAB public relations director and wartime chief of Army's Radio Branch, will make study for Paramount, nature of which is not disclosed but presumably in connection with Paramount's radio exploitation of the pajama set. Kirby heads Paramount's public relations department which has substantial financial interest in DuMont Television, one of topmost companies in video field.

PROPOSAL to invoke LEA Act by performing Mutual network music on WBCA Scheenectady, independent FM commercial outlet, not getting anywhere. Understood Mutual and Leonard Asch, station owner, can't agree. Network probably fears Petrillo would pull all musicians.

IT'S DOUBTFUL Rogues Gallery will return to Mutual this fall after summer session on NBC as F. W. Fitch Co. replacement for Fitch Bandwagon (story page 95). Gallery probably to stay on NBC but in another time slot. With Cass Daley not returning to Bandwagon in fall, Phil Harris and wife, Alice Faye, expected to be billed in family situation comedy series. Harris couple under option.

POWER of radio in legislative arena pointedly reflected in life or death battle surrounding continuance of OPA. Whereas certain anti-OPA elements in Congress have complained about alleged overuse of pro-OPA proponents over ABC, same proponents complain about Mutual overbalance against OPA. Daily Fulton Lewis, Jr., broadcasts, pro-OPA-ites argue, have resounded in thunderous wall deluge against OPA continuance and are said to be greatest single influence in Congress tug of war.

IF YOU'RE guessing attendance at NAB Convention in Chicago Oct. 21-24, peg registration at something around 2,000. Previous high, at last convention in 1944, was 1,100. Incidentally Palmer House will be convention headquarters with Stevens, under same management, also housing delegates.

BROADCASTING...at deadline

Upcoming

June 11: MBS Board of Directors, Quarterly Meeting, New York.
June 15-16: Annual Conference, 1st District NAB Women Directors, Hotel Wentworth-by-the-Sea, Portsmouth, N. H.
June 24-28: Pacific Advertising Assn., Annual Convention, Spokane, Wash. (FCC Hearing Scheduled This Week, see FCC Actions page 86.)

Bulletins

MBS announces four new affiliates, bringing Mutual stations to 316. KVI Tacoma, 5 kw on 570 kc, becomes fulltime affiliate Aug. 1, replacing KOL Seattle and KMO Tacoma. KBNE Boulder City, Nev., 250 w on 1450 kc, and WLWA Laurel, Miss., 250 w on 1400 kc, join June 15; KHON Honolulu-250 w on 1400 kc, becomes affiliate July 4.

ORDER PROPOSING reservation of every fifth FM channel provided under tentative allocation plan for various areas announced Friday by FCC. Oral argument scheduled July 12, deadline for filing appearances July 9. No reservation of channels, under proposed policy, would be made if maximum of four channels was indicated for particular area. If five, but no more than nine channels were indicated for area, one channel would be withheld for period of one year and two channels if 10 to 14 were listed, said FCC.

NIGHT STRATOVISION

FIRST night test of stratovision arranged by Westinghouse Electric Corp., with plane poised to take off after nightfall last Friday on Baltimore-Pittsburgh roundtrip without stop. Day-night test (flight to Detroit) planned last Monday blocked by unexpected delay when Stratovision plane had motor trouble after landing in Detroit in afternoon. Return trip was made Tuesday by daylight instead of Monday night. Baltimore monitors of Westinghouse heard Stratovision carrier signal Monday as far west as Pittsburgh, plane passing over city at 26,000 feet. Signal picked up again at Pittsburgh Tuesday as plane passed over at 10,000 feet.

Business Briefly

B&B SEARCHING Benton and Bowles, New York, investigating various shows for its client, Assn. of American Railroads.

BIOW BUILDING Biow Co., New York, building half-hour network show starring Ray Bolger, comedian dancer, and Margaret Whiting, singer, with Ray Block's orchestra. Identity of the sponsor and network undisclosed.

WISE EXPANDS William H. Wise & Co., New York, June 11 expands use of ABC to basic, Mountain and Coast nets. On June 30 Wise shifts Galen Drake program from 3:15-3:30 p.m. Sundays to 11:45 a.m.-12 noon Tuesdays. Firm also sponsors Drake program on ABC Saturdays, 10-11:15 a.m. Agency, Husher Hoge & Sons, New York.


NAB GROUP ORDERS STUDY OF HITCHHIKERS, BREAKS

SCANNING COMMERCIAL program continuity, with hitchhikers, cowcatchers and station breaks as targets, ordered by NAB Sales Managers Executive Committee as three-day session in Washington closed Friday. Study covers "all commercial continuity" from end of main entertainment portion of one program to beginning of entertainment in next. Standards of Practice Subcommittee to direct study (main story page 101).

Sales Practice Subcommittee will reexamine broad field of national, regional and local rates and prepare standard definitions for submission to NAB convention in October.

Plans for sales managers participation in NAB convention include Oct. 21 lunch and business sessions; order of events for two general convention sessions, one to cover projects to improve radio advertising methods, including standard rate cards, contract forms, sales promotion and sales aid. Second will be clinic on retail radio advertising, with Joske Advisory Committee participating.

Committee voted to ask agencies and transcription companies to standardize disc labels, with music copyright information included. NAB convention mail survey, now in preparation, will be published by NAB for membership. Committee directed Retail Radio Advertising Check List, a sales aid, be submitted to convention, Study of dealer cooperative advertising ordered; will be ready for convention.

Standing Sales Promotion Subcommittee will be created, with Hugh Higgins, head of Sales Promotion Division, secretary, FM sales problems discussed Friday by Robert T. Bartley, head of FM Dept. AM techniques and methods apply equally to FM at present, committee agreed.

Odin S. Ramsland, KDAL Duluth, replaces Mark Webb, now with Lewis H. Avery Inc., as chairman of Audience Measurement Subcommittee. Mr. Webb remains as subcommittee chairman. Beverly Middleton, WSYR Syracuse, added to subcommittee.

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

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

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

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

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

Represented by
Edward C. Petry Co., Inc.

KOIL
1290 KC
Gordon Gray, Vice Pres. and General Manager

KOIL
5000 WATTS

IN THIS ISSUE...

Petrillo Threatens All-Out Radio War......... 15
Cottone Is FCC General Counsel.............. 15
Airport Plan Threat to Radio Towers......... 16
IBEW Seeks Ban on Disc Jockeys by Others... 18
Withdrawals Bring Video Total to 65........ 18
Eyelids & Earflaps.......................... 20

Blue Book Pattern in New FCC Forms....... 20
FCC May Interpret Libel in WHLS Case...... 22
WIN Television Strike Ends.................... 25

Rolf Kolenski Hits Air 'Partiality'......... 27
WEMP to Cut Foreign Programs............... 28
FCC Liberalizes Disc Identification......... 32

Video Commercial Sales Boom................ 40

FCC Plans Space for Station Relays.......... 48
British Experts Bate BBC..................... 84
Agency Contracts With FCC Petition....... 85
Fax to Train in Motion Demonstrated........ 96

98.47% of ABC Held by Ten Persons.......... 99
NAB May Revive Statistical Reports......... 101

DEPARTMENTS

Agencies ......................... 62
Allied Arts............... 66
Commercial ............... 59
Editorial .................... 54
FCC Actions .............. 78
Management ............. 58
Net Accounts .......... 82
Technical .............. 74

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, Editorial Director

Art King, Managing Editor; J. Frank Beatty, BIG Haley, Associate Editors; Fred Fitzgerald, Ass't. to the Managing Editor, STAFF; Jack Levy, Rufus Creater, Lawrence Christopher, Mary Zurchorst, Adele Porter, Margaret Elliott, Eleanor Brombaugh, Irving Kinzie.

BUSINESS

MAURY LONG, Business Manager

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

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, Manager

NEW YORK BUREAU
250 Park Ave. PLaza 6-3865

EDITORIAL: Edwin H. James, New York Editor; Florence Small, Dorothy Macarow, Patricia Ryden.

Bruce Robertson, Senior Associate Editor

ADVERTISING: S. J. Paul, New York Advertising Manager; Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. CENtral 4118

Fred W. Sample, Manager; Jean Eldridge.

HOLLYWOOD BUREAU
6060 Sunset Boulevard, BEverly 518

David Gluckman, Manager; Ralph Tauchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. ELgin 0776

James Montagnes, Manager.

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc. using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

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

June 10, 1946
DOMINATING
ARK.

SHREVEPORT
LA.
TEX.

A Rich Tri-State Area!

The 50,000 Watt signal of KWKH dominates a rich tri-state area. The wealth of this Ark-La-Tex region is supported by vast quantities of raw materials and resources, and such industries as Petroleum, Natural Gas, Lumber, Glass, Plastics, Chemical plants, Agriculture and Livestock... important factors in prosperity.

Providing EFFECTIVE COVERAGE of this substantial and prosperous market is 50,000 Watt KWKH. Use it to sell more now... build trade names for future sales.
Keep your eyes
on the new Carolinas...

where WBT serves an industrial area

with over twice as many plants as Pittsburgh

Sure. WBT’s day-and-night Primary Area* has cotton and tobacco in such green-gold abundance that Carolina farmers reap an annual cash harvest of close to a half-billion dollars*. But if you think that’s the whole story, you’re missing the most important point about this priority market.

These 83 Carolina counties boast of 2528 industrial plants...more than twice as many as Pittsburgh¹! And these factories are working 'round the clock, belt-lining an annual $640,775,669 worth of cigarettes, furniture, textiles, hosiery and other big-demand products‡. What’s more, new factories are springing up, employment is skyrocketing, and still more money is pouring into this booming territory.

Because the income of the WBT area has more than doubled since 1940*, more and more national and regional advertisers are placing the new Carolinas among their “Must Markets”. And, of course, they are using WBT. They know that 50,000-watt WBT is the only station that covers this entire market. They know, too, that WBT enjoys a listening audience which, on the average, is greater than the combined audience of all other stations heard in the area!

Keep your eyes on the new Carolinas—and let WBT keep Carolina eyes on your product and brand name.

*CBS 7th Series Listening Areas Study, 1944
• 1944 Estimate, U.S. Dept. of Agriculture
• Sales Management’s Survey of Buying Power—May, 1946

WBT SOUTHEASTERN BROADCASTING COMPANY
CHARLOTTE, 50,000 WATTS - THE SOUTH’S PIONEER STATION

Represented by Radio Sales, the SPOT Broadcasting Division of CBS - New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta
Sellers of Sales

Despite the fact that Merritt Trotz wrote the singing jingle—words and music—for Mann’s Potato Chips for a year, he thinks such jingles “should be thrown down the drink.”

The head of the Baltimore office of Courtland D. Ferguson Agency believes wholeheartedly in the straight, sincere, factual approach to a commercial. “More facts and less imagination,” is his Yankee outlook on what a commercial should be.

With a name like Caleb Merritt Trotz, he is unmistakably a New Englander. He was born in Bath—long “A” please—Maine in January 1913, grew up there and attended the U. of Maine, graduating in 1938.

He taught himself to play the trumpet and got so good at it that he not only played in school bands, but eventually organized three bands of his own. “I found I could earn three times as much by not playing,” he says.

He once found himself an innocent center of a dispute at the university when during a broadcast of the school band, he played the trumpet obligatto to the famous Stein Song. The protest was tremendous. Everyone thought “that Trotz boy” was swinging the almost sacred Stein Song. It turned out to be the first time the original arrangement had ever been played.

Still interested in music, he has stacks of his own arrangements cluttering up his home. “I don’t do much with my music now, though,” he says, “Fergie (Courtland Ferguson) thinks musicians are screwballs. Maybe he has a point there.”

Though he went to Washington from college with aspirations for a diplomatic career, he witnessed a bit of Washington buck-passing, and decided to turn his diplomacy to handling advertisers. He joined the advertising department of the Washington Post, was there until 1940 when he went with WINX Washington as salesman. Then in the fall of ’41 he became a salesman for the Ferguson agency in Washington.

He handled the Mann’s Potato Chips account and now from Baltimore, Dulany’s Frosted Foods, Resinol, Virginia Gentleman Whiskies and several retail local accounts.

The greatest demand, surveys show, is in the three-bedroom $6,000 to $10,000 range. Some 33,000 families in the Washington region, it is estimated, are currently planning to buy new homes.

Yes...our listeners...the down to earth, hard-working, permanent people of Washington are on the march into the market. And how about you? If you’d like to sell your products at a low cost per sale...WWDC is the way to do it.

WWDC

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

represented nationally by
FORJOE & COMPANY

BROADCASTING • Telecasting
AT 10:15 P.M., NEW YORKERS WHO LIKE OLD TIME MUSIC SWING THEIR DIALS TO WOV . . .

METROPOLITAN, yes . . . the largest, most active and highly concentrated metropolitan center in the world. Yet, New Yorkers are not necessarily sophisticates in their choice of music and entertainment. An example is "Prairie Stars" with Rosalie Allen. Here's an appealing, entertaining, recorded show that has sold itself to New York's vast radio audience. And it can do a selling job for you . . . Monday through Friday at 10:15 p.m.
A radio program created especially for the enjoyment of everyone in our renowned music center of Greater Cincinnati. An unbroken hour and a half every evening, Monday through Friday, of beautiful symphonic albums of the world's most famous orchestral groups...with each Friday evening devoted to a 'Pops' concert. We cordially invite you to join our armchair audience at the end of the day.
On June 3, Mabley & Carew, Cincinnati’s leading specialty store, and one of the city’s oldest and most respected business institutions, inaugurated “The Evening Concerts” on WSAI.

This series of fine symphonic music is heard for an hour and a half five nights a week, and is highly significant in Cincinnati radio.

It marks the entry of another major Cincinnati retailer into radio with a major broadcasting schedule.

It reflects the acceptance of radio as a principal selling and public relations medium by a retail establishment whose success or failure of impression affects hundreds of products and brands.

It constitutes a program of major import in its audience effect, and by its content and time-size becomes an institution in greater Cincinnati.

Significant to the radio trade generally, and to time buyers particularly, is the addition to the WSAI schedule of another prestige advertiser with a prestige program. And the furthering of an already overwhelming preference for WSAI by Cincinnati’s big retail stores.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

The old gag to the contrary notwithstanding, an individual (or an advertising medium) can “lift himself by his bootstraps”—and we can prove it!

Only ten years ago—in 1935—spot broadcasting was so new and so earth-bound as to have warranted an expenditure of only $13,805,200 by the nation’s advertisers. After ten years of bootstrap-lifting, national spot had grown to over $81,000,000—more than triple the percentage of rise for magazines, and nearly five hundred times the percentage of rise for newspapers!

Spot broadcasting offers you several great advantages, either as an exclusive or as a supplementary medium. May we cite them to you?

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE—KOK
BALTIMORE—WCBM
BROWNSVILLE—KVAL
BUFFALO—WGR-WKBW
CHARLESTON, S. C.—WCSE
CINCINNATI—WCKY
COLUMBIA, S. C.—WIS
CORPUS CHRISTI—KRLS
DAVENPORT—WOC
DES MOINES—WHO
DULUTH—KDAL
FARGO—WDAY
HOUSTON—KKYX
INDIANAPOLIS—WISH
KANSAS CITY—KMBC
LOUISVILLE—WAVE
MINNEAPOLIS-ST. PAUL—WTGN
OKLAHOMA CITY—KOMA
PEORIA-TUSCOLA—WMBD-WIZ
PORTLAND—KOP
RALEIGH—WPTF
ROANOKE—WDJ
ST. LOUIS—KSD
SEATTLE—KIRO
SHENANDOAH—KMA
SYRACUSE—WFR
TULSA—KTUL

and WRIGHT-SONOVOX, Inc.
Petrillo Threatens All-Out Radio War

Will Ban Network Music If Lea Act Upheld

PORTENTS of a radio music war reminiscent of the ASCAP-radio turmoil of the early '40's are seen in the all-out threat of AFM President James Caesar Petrillo to strike against all radio next February if the Lea Act outlawing featherbedding in radio is upheld by the Supreme Court.

The AFM head, who delivered his radio war declaration to 1,000 cheering delegates at the union's 49th annual convention in St. Petersburg, Fla., last week, embarked on his new campaign with all apparently serene because he was re-elected Friday for another one-year term by acclamation.

He threatened to "change" his rules and forbid all AFM members to play on networks at the expiration of present contracts Jan. 31 if the Lea Act is legally upheld. He threatened to ban all music for recordings. His hand-picked delegates loudly cheered and demonstrated their loyalty by nominating him without opposition on Thursday to another term and adopting a resolution unanimously endorsing his policies. Vice President Charles Bagley and Secretary Leo Cluesmann also were renominated without opposition.

Some Dissatisfied

But in the key talent centers there were rumblings of dissension from union musicians who are AFM members by sufferance and who look apathetically toward a strike against the networks and the banning of recordings, particularly with their livelihood coming from those two major sources.

AFM action against radio, the blustering, emotional Petrillo told his convention, will depend upon the outcome of the test case involving WAAF Chicago, which was struck by the Chicago local, of which the music czar also is president, through withdrawal of three platter-turner-librarians after the station refused to hire three additional men at Petrillo's demand.

Mr. Petrillo wants the case to go to the Supreme Court, and if that tribunal upholds the Lea Act as constitutional, he then will prevent networks from supplying musical programs to affiliates and also will stop the making of records by AFM members, he declared.

At the Dept. of Justice no formal word was forthcoming as to whether criminal proceedings would be invoked against the AFM in the WAAF case. The FBI, at the behest of Attorney General Tom Clark, still was investigating.

J. Albert Wall, U. S. District Attorney in Chicago, said last week he had drafted his bill of particulars and was awaiting word from the FBI before filing. At the Attorney General's office in Washington it was learned that Mr. Woll's draft had been received and was being studied.

Confer on Procedure

Inasmuch as Petrillo has openly admitted he violated the Lea Act and did so to test its constitutionality, it was believed that the Dept. of Justice would confer with Joseph A. Padway, AFM counsel, regarding procedure to get the case before the Supreme Court at an early date. Under such procedure the complaint against AFM would be drafted in such a manner that the union could move for dismissal, the court could grant dismissal and the Government could appeal directly to the Supreme Court.

In characteristic fashion Music Boss Petrillo upbraided the Administration, members of Congress, the FCC and the NAB for the existing state of affairs. Of Rep. George A. Dondero (R-Mich.), who introduced the original bill which resulted in the Lea Act, he ejaculated when asked by a reporter (Continued on page 98)

Cottone FCC General Counsel; Harold Cohen Made Assistant

NEW GENERAL COUNSEL for the FCC is Benedict P. Cottone who has been acting in that capacity since the elevation of Rosel H. Hyde to a commissionership two months ago. Announcement of the appointment was made Friday.

Commission also appointed Harold J. Cohen, formerly chief rate counsel, to assistant general counsel, common carrier division; Jeremiah Courtney, formerly chief of safety and special services division, to assistant general counsel, safety and special services division; David P. Adams, formerly chief of international section, common carrier division, to chief rate counsel.

Commission appointments in law department created a fourth assistant general counsel. In the organization of the engineering department, two assistant chief engineers were added, making five in the department.

Formerly assistant general counsel in charge of the Common Carrier Division, Mr. Cottone has been with the Commission some eight years. He originally came to the agency in 1938 to assist in a special telephone inquiry but spent the next two years with the Federal Power Commission and the Dept. of Justice. He returned to the Commission in 1939 as chief of the Litigation Section, became assistant general counsel in 1941.

In his most recent radio assignment, he presided as examiner in the Washington FM proceedings (Continued on page 101)
Airport Plan Threat to Radio Towers

Rights of Many Stations Are Slighted as CAA Goes Ahead

UNLESS THE FCC or NAB or both take affirmative action to protect radio's interests, scores of stations may be forced to vacate their transmitter sites and construct towers on congested residential districts primarily because airfields are not allowed to fly less than 1,000 feet over such areas.

Already many private aviation interests are consulting with the Civil Aeronautics Administration regarding potential new airports under the Federal Airport Act, which became effective last month with President Truman's signature. As plans are unfolded, it is expected that many airport sites will conflict with antenna towers, especially in communities with several scattered radio stations.

Under the Act $500,000,000 is available immediately for "preliminary planning and surveys incident to the initiation of the airport program." Congress has appropriated another $500,000,000 for a seven-year period of airport development, which officially begins July 1. The Civil Aeronautics Administrator is authorized to establish a nationwide system of airports.

Legal Fight

Effects of the Act are expected to be far-reaching with reference to antenna towers, particularly television and FM.

In Washington, D. C., a legal battle is threatened over location of the Bamberger Broadcasting Service Inc. (WOR) proposed television tower at 40th St. and Brandywine, N. W. The House Committee has held hearings on the McMillan bill (HR 5867) to prohibit radio towers in a residential district of the nation's capital [Broadcasting, May 27]. Several citizens' organizations are protesting construction of the tower, despite the fact that the CAA had given the FCC informal approval of the site many months prior to the grant [Broadcasting, April 29].

Opponents threaten to go into court to restrain Bamberger from building a television tower at 40th St. and Brandywine should Congress fail to prohibit it by legislation. The 300-foot tower would be a hazard to pupils in a nearby school and to airplanes. The CAA informed the House District Committee, however, that it is not interested in congested residential districts primarily because planes are not allowed to fly less than 1,000 feet over such areas.

At least two more of the four television grants for Washington may be opposed by citizens and private aviation interests, it was learned. The Evening Star Broadcasting Co. (WMAL) has an option for a lease on the campus of American U., Massachusetts and Nebraska Aves., N. W. Certain aviation interests were reported ready to protest that site, should it be given approval.

NBC plans to operate its commercial television station from the Wardman Park Hotel, on upper Connecticut Ave. in northwest Washington. Opposition also is expected to that site. Allen B. Du Mont Labs. will operate from the Harrington Hotel.

Not Yet Approved

All of the four Washington television construction permits were granted by the FCC on condition that the transmitter sites comply with CAA rules and regulations. So far CAA has not formally approved any of the sites, but it was reliably reported that unless objections from aviation interests become too strong, CAA approval could be expected.

Informal circles said final outcome of the Bamberger site controversy might well set a precedent for future development of both FM and television. Formal protests against the NBC and WMAL proposed sites have been withheld, it was learned, pending disposal of the Bamberger case.

Under the Airport Act the Civil Aeronautics Administrator, in formulating his plan for a nationwide system of airports, "shall take into account the needs of both air commerce and private flying . . . and shall, to the extent feasible, consult, and give consideration to the views and recommendations of the FCC for the purpose of eliminating, preventing, or minimizing airport hazards caused by construction or operation of any radio station."

The Federal Airway Act also provides that "any public agency, person, association, firm, or corporation having a substantial interest in the disposition of any application by the Administrator" may file objections or recommendations and demand a public hearing.

It was pointed out that the Act gives the CAA Administrator complete authority, with no mandatory provison that he be guided by FCC recommendations or views, merely that he consult the Commission and consider its views "to the extent feasible."

It was further felt, however, that even the public hearing procedure would not offer adequate protection to radio stations adversely affected, inasmuch as the CAA Administrator would make final determinations and he would, instinctively, be prone to favor aviation over broadcasting.

In the past the CAA and FCC have mutually coordinated the respective interests of radio and aviation, together establishing standards and antenna heights. In some instances, however, the FCC has failed to take affirmative action on its original recommendations when conflict has arisen, even after both CAA and the Commission had approved antenna sites.

Such negative action, it was charged, places the Commission in the position of failing to protect radio's interests and "passing the buck" to the CAA for final determination.

Already the CAA is consulting the aviation industry, including the Air Transport Assn. and Air Line Pilots Assn. on antenna heights and locations of all types of broadcast stations, according to (Continued on page 94)
ON JUNE 19, when Don Dunphy and Bill Corum describe the heavyweight championship bout between Joe Louis, title holder, and Billy Conn, challenger, to listeners of more than 250 stations in the United States and Canada, with the Gillette Safety Razor Co. as sponsor, Gillette's sports-loving president, J. P. Spang Jr., can be excused for muttering "This is where we came in."

For June 19 is only one day past the fifth anniversary of the date when Gillette added boxing to its Cavalcade of Sports radio series by sponsoring a broadcast of these same two announcers describing the same two fighters battling for the same title. Broadcast was the first under a still effective contract between the razor company and Mike Jacobs giving Gillette exclusive broadcast rights to all fights promoted by Jacobs.

Sight Added

There are, of course, some differences. In 1941 the championship fight was between Maxie Rosenbauer and Jim Braddock; broadcast on Mutual; this yearтш the place is the Yankee Sta-

JUST five years ago Gillette sponsored the Louis-Conn heavyweight fight. Next week Gillette will sponsor the popular version of this famed feud of the square circle. The razor firm is the leading sports sponsor of the nation, and it's not for sheer love of athletic excitement. Gillette, obviously, has found a formula that pays handsomely. Mr. Robertson herewith recites this saga of sports.

... oral one, and produced a check for $15,000 given to Jacobs, said NBC, as advance payment for the 1941-42 season.

Jacobs denied any contract with NBC beyond May of 1941 and said that the check represented a personal loan, which he repaid following his signing of a written contract with Gillette and Mutual. NBC filed suit in the New York Supreme Court but the case never came to trial.

Widely Promoted

This year NBC was again cast for the role of aggrieved party when it became known that negotiations were under way for the telecast of the title fight to be shown in a New York theatre to an admission-paying audience, which NBC considered a violation of its contract for exclusive video rights to the bout. Inability of the sound-film to complete installation of the pickup apparatus by June 19 ended this legal battle before it began.

More interesting to Gillette than who will win the fight is whether this year's broadcast will break two records established in 1941. That match rang up the second highest rating ever given a sponsored broadcast and produced an all-time high in retail sales of Gillette products advertised on the broadcast. Aside from Presidential broadcasts, the fight's CAB rating of 48.2 was surpassed only by the 63.6 rating given by CAB to the second Louis-Schmeling fight in 1938, which was broadcast on both the Red and Blue networks, sponsored by Buick.

Pre-Fight Broadcasts

To promote this year's listening and sales, Gillette has distributed to some 20,000 retailers,窗 cards, window displays and window streamers advertising the fight, the fighters and Gillette's sponsorship of the fight broadcast, in addition to its normal newspaper advertising of the event. ABC is also conducting an aggressive audience campaign, including seven special pre-fight broadcasts with ABC's sports director, Harry Wismer, as m.c., countless announcements both on the network and its individual affiliates, and special color broadcasts from the ringside preceding and following the bout itself. Network is also using newspaper advertising, in addition to its own stations and has furnished affiliates with mats for their local use.

Heaviest promotion ever given a single telecast, totaling some $20,000, will be spent by NBC to announce the video coverage of the fight by WNB. All New York newspapers will be used the day of the bout and NBC is considering the use of newspaper space in...

Washington, where NBC has sent 20 of its receivers for use by Government officials in viewing the fight telecast, which NBC is piping from New York via the AT&T coaxial cable for broadcasting in Washington by WJXWT, Du Mont experimental station.

But while a heavyweight championship match is an important event in any company, it is far from outstanding in the Gillette Cavalcade, which starts out each year by broadcasting not one but four of the New Year's Day football bowl games and sponsors exclusive broadcasts of the Kentucky Derby and World Series.

Other top ranking sports events are added to the Gillette roster as they occur. In the fall of 1942 Gillette, by a thumping donation to the Army Emergency Relief Fund, was able to broadcast exclusively eight pre-season games between the Army All-Stars and professional football teams. In 1944 the razor company proudly presented the Army-Navy game. Several years Gillette has sponsored the midsummer All-Star baseball games.

This year the Open Championship of the U.S. Golf Assn, is being added to the Gillette Cavalcade. At 6-6:30 p.m. (EDT) on June 15, final day of the three-day tournament at the Canterbury Club of Cleveland, three announcers at different points on the course, following the hottest teams of the meet, will broadcast reports on the status of the competition on the ABC.

The peculiar format of sporting events has naturally affected the nature and placement of Gillette commercials, which obviously cannot be allowed to interrupt the action of the event but must be inserted between innings, rounds or quarters or at other times of sporting inactivity. In the fight broadcasts which have been on ABC since last September, this means that the commercials are limited to about 40 seconds each, as they must fit into the between-the-rounds 60-second interval which also includes 20 seconds of review of the previous round.

Television Tricks

Bill Corum, veteran sports writer of the New York Journal American, who broadcasts between rounds, while Don Dunphy, who does the blow-by-blow, catches his breath, handles the commercials as well as the color. Normally he gives one commercial to two periods devoted exclusively to fight chatter.

Mr. Corum's between-round report (Continued on page 93)
IBEW Seeks Ban on Discs Cut by Others

By J. FRANK BEATTY
NATIONWIDE ban on broadcast transcription recordings not bearing the IBEW label is projected in a drive started by the union on the West Coast.

Stations within the jurisdiction of Local 1245 of IBEW, embracing the northern two-thirds of California, have been notified that effective Oct. 1 members of the local will refuse to broadcast instantaneous recordings and transcriptions not cut by its members.

The local's notice reveals that "arrangements are being made gradually to bring about a situation wherein only IBEW cut transcriptions will be broadcast by members of the IBEW." The letter is signed by Marven C. Larsen, IBEW western representative.

Veiled threat implying use of strong tactics to enforce the order is carried in the letter's concluding sentence: "We will be glad to discuss this matter with you with a view to assisting in the orderly change to the new situation."

Since a large number of recording firms are nonunion and some of the larger units in the industry operate NABET shops, nationwide enforcement of the restrictive plan might exclude from the air many recordings and transcriptions.

Curtailment Possible

Even curtailment of phonograph records is possible, judging by implications in Mr. Larsen's letter.

At international headquarters of IBEW in Washington, W. L. Reed, treasurer, said the label movement is not "general policy" but merely the campaign of "some locals." Mr. Reed said IBEW has many recording companies organized and naturally likes to have stations cut their own instantaneous recordings.

If IBEW should declare itself busy, then it prefers them to be cut in an IBEW recording laboratory, he explained.

Mr. Reed said that the label has not been a "must" in the international union but merely a customary gesture on the part of manufacturers and management. He explained that IBEW is changing its method of issuing labels to bring about uniformity among locals and to prevent unauthorized use by manufacturers. A general notice on the subject has been sent to all locals but it did not mention radio specifically.

IBEW will not carry out its label drive without opposition. NABET, which claims to have half of the organized stations in its ranks, is watching IBEW's movements closely. Should IBEW put out its ban, NABET would be dealt a body blow since record-

New York Cases Heard With Only Six Left in Field

GOING AHEAD with black-and-white television despite mounting withdrawals, the FCC last week held its third consolidated proceeding to consider station applications.

The Commission heard the last surviving applicant in the New York area—13 had originally filed—who is competing for the four remaining channels in the metropolis.

As the week ended, another four applicants withdrew from the field, bringing to 72 the number of withdrawals and leaving only 65 applications awaiting action. Thus far, 29 stations have been authorized or are in operation. There had been 156 applications filed since licensing resumed last October.

Immediately prior to the hearings, Raytheon Mfg. Co. withdrew from New York, reducing the field to six. Three other applicants also dropped out: Stromberg-Carlson (WHAM) Rochester; WFBM Indianapolis; WERB Buffalo.

Would Cooperate

The wholesale withdrawals, however, did not dampen enthusiasm of the applicants seeking New York channels, Mark Woods, president of ABC, told the Commission the network is applying for facilities in Los Angeles, San Francisco, Chicago and Detroit, as well as New York. The projected Los Angeles station, he predicted, would bring in revenues "almost immediately."

Advertisers, Mr. Woods believed, could be depended on to back up television during its audience development stages.

Equal confidence in television was expressed at the hearings by Dorothy Thackrey, owner of WLW Cincinnati, Bamberger Broadcasting Co. (WOR) saw a larger audience in the television-equipped home than the radio home, predicting twice the number of viewers per video set as listeners per radio set. The company thought there would be 85,000 New York homes with television sets by July 1, 1947.

Monday Session

The hearings opened Monday morning. Last-minute withdrawal of Raytheon Mfg. Co. left the following in the field: Bamberger Broadcasting Co. (WOR); Bremer Broadcasting Corp. (WAAT); News Syndicate Co. Inc.; ABC: WLIL Inc.; Debs Memorial Radio Fund Inc. (WEVD).

Appearing for Bamberger, Theodore Streibert, president, estimated total operating expenses of the proposed station at $1,175,604 and net operating expense at $889,684. He said the company planned to use programs to any mutual affiliate.

Eugene S. Thomas, WOR sales manager, said Bamberger rates for television time would be about the same as those now charged by WABD New York, Du Mont station. Mr. Thomas said he expected there would be 85,000 homes in New York with television sets by July 1, 1947 and 200,000 by July 1, 1948.

Others testifying for Bamberger were Alfred J. McCook, board chairman; J. W. Poppele, vice president and chief engineer; Norman S. Livingston, program director; and Edwin F. Chiniund, treasurer.

Comprehensive plans to use television as an integral part of the school system of Newark were given to the Commission by Marguerite Kirk, director, Dept. of Libraries, Visual Aids and Radio, New York Board of Education, appearing in behalf of Bremer Broadcasting Corp. Expressing the view that television will play an important educational function, Miss Kirk said a special staff for television programming would be established by the Board. WAAT, she said, had offered time to carry the educational programs.

Returns Estimated

Irvig R. Rosenhaus, president of Bremer Broadcasting and general manager of WAAT, estimated first year's televising operating costs would be $200,300 and said returns might reach as high as 10 to 20% of gross time sales on WAAT. He said the program might carry for a 28-hour week, and said about 40% of time probably would be films.

F. M. Flynn, assistant secretary of News Syndicate Inc. (New York Daily and Sunday News), reviewed the extensive scope of the News' parent corporation, Chicago Tribune-Union Inc., which in radio owns WGN Chicago and its subsidiary Midwest FM Network Inc. which is seeking FM stations in Peoria, Fort Wayne, Grand Rapids and

(Continued on page 44)

Video Dropouts Continue; Total Is 72

The fifth applicant, Bremer Broadcasting Corp, Newark (WAAT), expected that first year's operation of its projected station would yield 10% to 20% of gross time sales on its standard station.

Debs Memorial Radio Fund (WEVD) told the Commission it would invest approximately $1,000,000 in a television station and would carry more than 19 hours of live programming at the outset. It expected a quarter-million receivers in New York by 1948-1949.

The hearings, which occupied four days, were held in Washington before Alfred J. Guest, of the FCC, as examiner. Charles Hubert represented the Commission as counsel. Counsel were: Frank Scott, for Bamberger; Joseph A. McDonald, for ABC; Louis G. Caldwell, for News Syndicate Co. Inc.; Bremer, for Debs; Paul Segal, of Segal Smith & Hennessy, for Bremer Broadcasting Corp.

HUSBAND AND WIFE team waiting to testify at the Thursday session of the FCC hearings on New York television applications were Theodore O. Thackrey and Mrs. Dorothy Thackrey, owner of Theodore Corp., parent of New York Post and WLW New York. Mrs. Thackrey also owns KYA San Francisco, KLAC Los Angeles.
Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And, usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

W-I-T-H is in Baltimore, the 6th largest city in the country.

And, in that big city there are five radio stations.

But W-I-T-H delivers more listeners-per-dollar spent than any other station in town!

That's why we say when you make up that list . . . take a good look at W-I-T-H, the successful independent. An amazing number of smart advertisers have looked good and hard . . . and it pays off.

W-I-T-H

and the FM Station W3XMB
Baltimore 3, Md.

Tom Tinsley, President • Headley-Reed, National Representatives
June 10, 1946 • Page 19
Eylids & Earflaps (St. Louis Style) . . . . . . . . An Editorial

THERE IS an editorial writer on the St. Louis Post-Dispatch who has discovered how to turn out copy with a sack over his head.

In the Monday, June 3 issue of the St. Louis newspaper founded by the revered Joseph Pulitzer there appears an editorial entitled, “Freedom of the Air, For Whom?” This is but one in a long series of Post-Dispatch editorials attacking radio commercialism, and kindred subjects. It is, in truth, one of the least inflammatory of these righteous essays.

In “Freedom of the Air, For Whom?” an effort is made to justify the FCC’s excursion into program control (viz: Blue Book) by stating: “Somewhere in this libertarian conflict there ought to be a little freedom for radio listeners—freedom to hear newscasts without advertising interruptions, freedom to open their ears without a blast of commercial pill talk, freedom to enjoy their own peculiar listening tastes, even if that does not always involve the biggest Hoover rating.”

There is an interesting aspect to this editorial shotgunning, in that the hatchet man has one barrel aimed at himself and the other at radio when he pulls the trigger.

This business, for example, about “opening one’s ears to ... commercial pill talk.” One wonders whether the Post-Dispatch policy in such matters is guided by lofty conscience, or by the Lord’s infinite wisdom in giving people eyelids and denying them ear-flaps.

For can you not find, under bold black type in the same newspaper, the headline: “WHEN MEALS DISAGREE, Pepto-Bismol is good for that. Next time your dinner doesn’t set well, and you feel upset, let soothing PEPTO-BISMOl help you. Brings quick, soothing, comforting relief. Not a laxative. Not an antacid. Ask your druggist for Pepto-Bismol when your stomach is upset.”

This elevating contingency might serve to emphasize for the shuteyed but open-eared pencil puppets of the P-D editorial caverns that the old alma mater not only acknowledges the existence of the stomach, but admits its periodical exposure to distress.

The same issue also displays a young lady supine upon what seems to be a 1902 model billiard table. There appears this fetching invitation: “Reduce with multiple oscillation. It’s the talk of the town. The new effortless way to take off bulk and inches. No drugs. No disrobing. No exercises.”

Doubtless some of the Ivory Tower tacticians have, behind drawn shades, listened to — and lamented— those singing commercials. Well, there’s one in the June 3 Post-Dispatch. It’s on Page 8A, heading a column of marketing values. It’s illustrated by the head of a cow, so executed by the artist that there must not be a self-respecting bovine left in the Missouri city today. The commercial: “Moo! Who? Why it’s ... Schenberg’s in So. St. Louis! And I ain’t just chewing my cud.” A bit blank, as verification, but the newspapers are just getting started in this field.

One can deduce without more extensive research that there’s a smudge on the pointing finger.

But the Post-Dispatch bemoans most loudly the fact that radio news is interrupted by commercials. The difference between the P-D and radio is that in the former the commercial is interrupted by news.

In the issue under scrutiny, we find the following approximate breakdown of news to advertising: There are approximately 4800 column inches in the edition; of these, 2844 carry advertising. That amounts to about 1224 column inches are devoted to news. The remaining white space carries features, comics, and editorials—up to and including the eight inches devoted to “Freedom of the Air, For Whom?”

Without hen-scratching these statistics, which speak rather eloquently for themselves, we should note also that the P-D is one of the few newspapers of the nation which displays “cow-catchers” on Page 1. These are minute, agate-line plugs for sponsors. The June 3 issue carries four of these: one for a storage company, one for a carburetor corporation, one for an employment agency and one for KSD.

We have the highest regard for the Post-Dispatch and for KSD, of which it is licensee.

Neverthless, there are circumstances which are passing strange.

KSD is one of the nation’s foremost stations. With no thought of sullying her honorable record, we should like to call her attention to the curious activity of her big brother—who faces forward with such motive pure, but appears to be loaded on one side.

“Freedom of the air also means freedom to listen ...” says the Post-Dispatch on Page 2B.

On Page 2C, under a box entitled “Radio Favorites Today,” we count 13 selections. Ten of them are in boldface type and record KSD programs. Three are in lightface type: one for KWK and two for KMOX.

Whose favorites are these? The listeners? There are seven stations in St. Louis. Do they, combined, fail to offer the variety of listening fare so earnestly desired by the licensee of KSD? All the P-D need do, we calculate, is knock out one six inch advertisement and there will be 26 radio favorites—13 for KSD (in boldface) and 13 for the other six fellows (in lightface).

That would be a real generous gesture for the poets and parablists. They could perform rhetorical nipups until their joints stiffened; and their eyes, dimmed by the passing years, could direct their keenly-tuned ears to 550 on the dial in old St. Louis.

Blue Book Pattern in New FCC Forms

Application Revisions
Are Being Prepared
By Commission

FOLLOWING UP plans announced in its March 7 Blue Book, FCC is making revisions in its application forms (including Nos. 301, 304, 319, 322, 314 and 315), to incorporate the Blue Book’s standard program log analysis chart and definitions.

The chart will be made a part of applications for AM and FM construction permits, license renewal, assignment of license and transfer of control, and modification of CP or license, and it was thought that some of the revised AM forms may be ready for use by July 1. Forms used by U. S. departments and agencies must be approved by the Budget Bureau. While FCC authorities said they contemplated no important departures from the procedural plans and definitions laid down in the Blue Book, it was understood that some clarifications will be made when the program chart is incorporated into the application forms, to dispel confusion regarding procedure in filling out the blanks.

INS Objection

One petition has been filed with FCC asking that one of the Blue Book’s definitions be changed. INS objected to the definition of a “wire program” in contrast to a “local live program” [BROADCASTING, April 22]—but the Commission has not made a decision.

Under the Blue Book, a news program combining wire and local news must be classified as “wire” unless more than 50% is usually devoted to local news and comment.

The program log analysis chart divides the program day into three periods—8 a.m. to 6 p.m., 6 p.m. to 11 p.m., and “other hours,” with space for totaling. Calculating programs to the nearest five minutes, broadcasters must show, for each period, the amount of network commercial, network sustaining, recorded commercial, recorded sustaining, wire commercial, wire sustaining, live commercial, live sustaining, and the total of these; the number of spot announcements and number of sustaining public service announcements.

Use of Schedule

This schedule, FCC said in the Blue Book, “will be uniformly utilized in Commission application forms and annual report forms in lieu of the various types of scheduled.

(Continued on page 94)
KTBC—your Columbia Broadcasting System outlet in AUSTIN, TEXAS, has stepped up to 5000 watts, day. Think what this means—5000 watts, 590 on the dial, gives you unmatched coverage of this rich, responsive market—in the Heart of Texas. This grand coverage, plus KTBC’s outstanding rating with listeners, plus super programming at all hours, assures you a buy worthy of your consideration. When you shoot your sales arrows at the Heart of Texas, let KTBC help you hit the target—with force!

KTBC/Manx

Wean! 4 -Ezel 4
5000 WATTS DAY 590 KC.

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Taylor-Howe-Snowden Radio Sales
FCC May Interpret Libel in WHLS Case

Clarification Seen Coming Before Elections

By RUFUS CRATER

An FCC interpretation of radio stations' liability under libel laws probably will be announced before the national election campaigns open this fall, Broadcasting learned last week.

Planned now to come with a decision in pending revocation proceedings involving WHLS Port Huron, Mich., the interpretation is expected to clarify the responsibility of stations when their facilities are used to air defamatory material, particularly in the light of "equal time" requirements involving city affairs when their facilities are available to the person involved.

FCC authorities said the contemplated decision would provide the first such clarification on a nationwide basis which broadcasters might use as a guide in solving a problem that has plagued them for years — especially election years.

Neither FCC nor the U. S. Supreme Court has ruled upon the extent of a station's responsibility in libel cases, while the problem of radio men has been complicated by conflicting rulings by various state courts.

An interpretation of stations' responsibility in one phase of political broadcasts was handed down by the Commission a few weeks ago in a letter answering inquiries of KOB Albuquerque, also involved in pending revocation proceedings. In that letter FCC ruled that stations must determine the source of funds used to buy political time even if an investigation is necessary [Broadcasting, May 20]. Nor would the need for an "independent investigation" automatically relieve a station from making its facilities available to the person involved, FCC added.

Port Huron Incident

Full scope of the expected interpretation of libel responsibility could not be foretold since, it was pointed out, it is to be based on the facts in the WHLS case, yet to be heard. But FCC sources said plans now are for as full a clarification of responsibility as possible on the facts presented.

The case, involving complaints growing out of the Port Huron city election campaign in March 1945, had been set for hearing today (June 10) but was postponed last week to July 10 to permit completion of a stipulation of facts on which the hearing is to be conducted.

The station, a 250-w outlet on 1450 kc, while awaiting a decision on the matter by revocation, has been sold by the owners, Herman L. Stevens and his son, Manager Harmon L. Stevens, for $300,000 to President Roy C. Kelley and Secretary-Treasurer Ray C. Veenstra of Liberty Broadcasting System, Grand Rapids, subject to Commission consent [Broadcasting, June 3]. Application for the transfer is expected to be filed within the next few weeks.

The renewal hearing was called upon complaint of Carl E. Muir, then a Port Huron city commissioner identified with labor interests, who said he bought four 15-minute periods on WHLS in March 1945 and that his contract was cancelled by Manager Harmon Stevens after he submitted the script for the first broadcast. The elder Stevens was also a city commissioner but was out of town when the script was submitted.

Reasons assigned by Manager Stevens, Mr. Muir said, were that WHLS could not know that facts in the script were true; that the script made uncomplimentary references to too many persons; that it contained an "unwarranted attack" on the rest of the city commission and WHLS did not intend to permit any such attack "because one of the commissioners under attack was the father of Harmon L. Stevens."

Counter-Offer Made

Mr. Muir said he offered to eliminate all names mentioned in the script but that Manager Stevens told him he must either arrange a round-table discussion "with the opposition" or have the script cleared by City Commissioner James M. MacTaggart, one of the persons frequently named in it.

Thereafter WHLS said it was limiting political broadcasts to round-table discussions, which would be carried on a sustained basis.

Mr. Muir claimed that Manager Stevens "unreservedly admitted" having read the script to Mr. MacTaggart before rejecting it.

The cancellation was preceded by a pre-campaign speech by Mr. Muir, carried sustaining by WHLS as a public service broadcast concerning city affairs. Messrs. Stevens claimed it had contained an attack on Mr. MacTaggart and resulted in a warning from Mr. MacTaggart that it included libelous material.

Harmon Stevens said the Muir script which he rejected seemed to present facts unfairly and one-sidedly; that his father was out of town and, since Mr. MacTaggart was a family friend, was not seeking re-election, and was most free.

(Continued on page 48)

FOOD

Top Industry of the Nashville Area

Foods of every kind, from flour to ice cream, are processed here—adding over 22 million dollars yearly to the enormous value of industrial products made in the Nashville area. . . .

Workers in the food industry are part of more than one million prosperous people in this market area whose annual income is over 800 million dollars. . . . In retail stores alone each person spends more than 356 dollars every year—making a rich territory for steady sale of your product. . . . Get your share of the Nashville market with an advertising message broadcast at reasonable listener cost over WSIX.

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS
980 K. C.

American Mutual

Represented Nationally by THE KATZ AGENCY, INC.

Broadcasting • Telecasting
close hauled
to the wind requires a steady hand at the
wheel. Like the skipper of the yawl, radio time salesmen must
be experienced. Weed and Company’s staff of seventeen “old
hands” daily covers the nation’s important radio centers with
the skill and effectiveness that come only from long experience.
Fighting king salmon in the Seattle-Puget Sound country come BIG... and sales in this area are in the same proportion. Because the fish are here!

The KOMO sales "pool," according to Sales Management, has more than one million people with a total effective buying income of almost two billion dollars. Sales Management figures also show these folks have over 65% of the entire State of Washington's effective buying income.

KOMO, NBC for Seattle and the Puget Sound Country, covers this area intensively, with a sales impact that lands the "big ones"!

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

KOMO for SEATTLE AND THE PUGET SOUND COUNTRY

65% of Washington State's dollars is spent in this pool — the KOMO effective Merchandising Area.

Page 24 • June 10, 1946
WIND Technician Strike Ends
As IBEW Modifies Demands

WHILE MANAGEMENT was at loggerheads with labor tying up railroads, coal mines and in one instance, radio (Petrillo vs. WAAF) one union acknowledged a knock-out blow, with the agreement reached Monday by the Chicago local of IBEW to send its members back to work at WIND.

Three weeks ago (BROADCASTING, May 20) 12 members of IBEW walked out on the Chicago Daily News, after wrangling over jurisdictional disputes involving the hiring of a standby technician for a remote broadcast on WIND. At that time, Ralph Atlass, general manager of WIND said the union had abrogated its contract by ordering an unauthorized walk-out and replaced the striking unionists with 12 non-union technicians, mostly World War II veterans.

That the victory was cut-out in favor of Mr. Atlass and WIND was seen in the agreement of the IBEW to forfeit six months seniority for payroll purposes. The union also agreed to withdraw previous demands for stand-by technicians on remote broadcasts, with the station agreeing to have its own technicians assigned to such remotes. All further grievances, the union agreed, would be handled directly by the International. Negotiations were handled for the station by Mr. Atlass and its attorney, William J. Friedman; for the union by Mike Boyle, International vice president, Walter Thompson, Local 1220 vice president and Lester Ascher of Dan Carmel's office, attorney representing the IBEW.

The absence at the conciliatory sessions of Eugene Kruesel, president of IBEW Local 1220, who ordered the walk-out, was indicative of the displeasure of the International, aroused by the union's action. In unionism, such absence is comparable to excommunication.

**Woulfe Is Elected Head of Pepsodent**

Production Executive Fills Post Vacated by Luckman

HENRY F. WOULFE, vice president and general manager of Pepsodent division of Lever Bros. since 1943, has been elected president to succeed Charles Luckman, who became head of Lever Bros. last week (BROADCASTING, June 3). Mr. Woulfe has been one of the top-flight executives who aided Mr. Luckman in developing Pepsodent into one of the nation's leading dentifrice concerns.

A native of Chicago, Mr. Woulfe attended the U. of Illinois and enlisted in the Navy during World War I. He joined the Pepsodent Co. in 1927 as purchasing agent. In 1938, he took over plant operations, production, and planning, in addition to purchasing. At that time, Mr. Woulfe had complete charge of construction and equipment of Pepsodent's new plant on the outskirts of Chicago—the most modern of its kind in the U. S.

During World War II, Mr. Woulfe was the division's trouble-shooter, traveling all over the country to iron out production problems brought on by the war. In this diversified capacity, Mr. Woulfe engaged in practically all forms of administrative and supervisory duties to expedite production and delivery of the company's products, despite wartime complications.

EMERSON, GENERAL MERGER ANNOUNCED

MERGER of General Instrument Corp. with Emerson Radio & Phonograph Corp. has been effected. Terms of the agreement will give Emerson shareholders 1.6 shares in the merged company for each share they now hold, while General Instrument holders will receive one share for each present share.

The new company, to be known as Emerson Radio & Phonograph Corp., will have 1,126,858 outstanding shares. Emerson stockholders will receive 640,000 shares and General Instrument holders, 486,858 shares. The 15-cent dividend paid by Emerson, is expected to be maintained by the new company. General Instrument and its subsidiaries will operate separately from Emerson.

**ALL TOGETHER Four Net Affiliates in Jax Using Joint Promotion**

UNIQUE in radio annals is a cooperative campaign of the four network-affiliated stations in Jacksonville, in which they sell their market nationally.

WJAX, WJHP, WMBR, and WPDQ, through Newman, Lynde & Associates of Jacksonville, decided to bury the competitive hatchet by utilizing the same advertisement extolling the advantages of the Jacksonville area. The decision, according to the agency, was reached when statistics published by a national survey indicated that from 8 a.m. to noon Monday through Friday there are 60.2% more sets in use in the Jacksonville area than in the average American city surveyed for percent of sets in use. Other above-the-average figures also were used.

The advertisement, to run in several trade publications, is signed by all four stations.

**Eastern Iowa’s Best “BUY”**

For real sales possibilities, keep your eye on Eastern Iowa’s BIG farm Markets \* BALANCED with it’s Huge Industrial \* areas PLUS the largest population \* coverage \* in the entire state. WMT is Eastern Iowa’s only \* CBS station covering 126,500 square miles of “highly rated”, profitable sales area.

*5,000,000 Consumers in this BALANCED market live in WMT’s primary area, the large coverage of ANY station within its 2.5 MV line.

Represented by KATZ AGENCY
There is no question of the important part radio plays in circulating current news events to a well informed public. And middlewesterners rightly depend on WGN for the latest in complete, accurate news coverage.

In addition to ten regular local news broadcasts each day WGN offers "on the spot" descriptions of especially newsworthy events and stands by ready to take the air at any moment to report noteworthy events.

All WGN news is prepared by editors in the WGN news room. There is no "tape reading" of news. . . . That listeners appreciate this is reflected in the ratings of our local news broadcasts, led by the 6:30 p.m. spot which has averaged 6.4 for the past year and leads all other local newscasts by a comfortable margin.
Arnold Attacks Miller, Reece in Defending Blue Book

EQUAL ACCESS to the radio is broadcasting's most important problem; not free speech on the air, in the opinion of Rolf Kaltenborn, Ph.D., teacher of political science at Yale U., son of the NBC commentator, H. V. Kaltenborn, and himself a former radio man.

On the other hand radio's big problem is who should determine what should go on the air—broadcasters or the FCC, in the opinion of Thurman Arnold, former trustbuster of the Roosevelt Administration and former member of the U. S. Court of Appeals for the District of Columbia. Mr. Arnold thinks it is "less than American" that broadcasters should determine what proportions of air time should be commercial and sustaining.

Mr. Kaltenborn, writing on "Is Radio Politically Impartial?" in the June American Mercury, answers his own question-title with the assertion that it is not.

Mr. Arnold, speaking on CBS June 1 in answer to the speech May 17 by Rep. B. Carroll Reece (R.-Tenn.), chairman of the Republican National Committee [BROADCASTING, May 20], defended the FCC Blue Book, assailed Mr. Reece, and his former colleague on the Appeals Court, Justin Miller, now NAB president.

Terms 'Nonsense'

"I don't believe Reece can make the Republican Party swallow this nonsense," declared Mr. Arnold in response to Mr. Reece's assertion: "In the name of the 70 million listeners we resent the arbitrary actions of the seven self-appointed guardians of the listening public."

Of NAB President Miller, who has denounced the FCC Blue Book as dictatorial, the former trust-busting Assistant Attorney General said: "Justin Miller, head of the NAB, shouted the same sort of nonsense. He is a Democrat and a former New Dealer. But I don't think Miller can put this over on his former associates any more than Reece.

"What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio," he continued. "Can anything be less American than to put the power to decide a vital question in the hands of men who have a financial interest in the way the decision goes?"

Mr. Arnold said the issue is "whether our great national highways of radio communication are to be used for the benefit of the public or whether they are to be treated as private property."

The public gets the maximum benefit only if an even chance at the best hours is given to education, public discussion, literature and the best types of music in programs not controlled by any business interests.

Speaking for the American Civil Liberties Union, Mr. Arnold asserted: "The programs which sell the most goods are those which seek the lowest common denominator of the radio audience. If these are permitted to dominate the forums of the air and destroy their function as educational and liberal forces, we will have taken a long step toward intellectual regimentation and stagnation."

The ACLU, said Mr. Arnold, "is not opposed to advertising over the air." Its task is to "seek a balance between advertising on the one hand and education, information and entertainment on the other, to see that the first supports but does not control the other."

He declared that the Commission, in its March 7 Blue Book, "proved the vast increase of low-grade commercialism in radio programs at the expense of discussion and education."

Mr. Arnold said radio's profits have "increased at a fabulous rate." He told his listeners that as the FCC compared promises of licenses with performance, "instance was piled on instance to show that the temptation toward low-grade commercialism was too much for the broadcasters to resist."

Support Commission

Mr. Arnold said the Commission "knows the importance of selling goods. It also knows that power to determine what the American people should hear must not be delegated to men with a private financial axe to grind."

He compared Government control of advertising on the air to the second class mailing privileges for magazines, declaring: "The broadcasters say that unless they have the power to determine the proportion of advertising programs they are being censored. If so, then every magazine is censored today."

The Post Office, not the magazine, lays down the proportion of advertising to non-advertising material required to meet second class mailing privileges."

(Continued on page 24)
FOREIGN BROADCASTS on WEMP Milwaukee, for the past ten years one of the nation's most influential foreign language stations, will be discontinued, with the exception of Sunday, as of June 15.

Decision to eliminate daily foreign language broadcasts, predominately Polish and German, was made by Hugh Boice, newly appointed manager of the 250-w Milwaukee station, who succeeded Charles (Chuck) Lanphier.

In a letter addressed to all advertisers using foreign language broadcasts on WEMP, Mr. Boice said the move was made in the interests of better programming and public service.

Explains Reason

"We cannot," he declared, "be a good ABC outlet and at the same time a foreign language station. With the addition of many network programs and a desire to improve our English language programs, the problem of satisfying all demands on one has become more acute. Therefore, we have decided to discontinue all foreign language broadcasts with the exception of Sunday up to 12 noon."

The new policy also calls for review of all foreign language talks, 48 hours in advance; rejection of any talks or advertising copy which includes personal or controversial international issues, and scripts in both foreign and English languages.

While Milwaukee's large foreign-born population (estimated at 35,000 German-born and 400,000 persons of German and Polish descent) has been served foreign language broadcasts on WEMP for the past ten years, the resignation of Mr. Lanphier as station manager, and his subsequent application for a new Milwaukee daytime station is believed to have had a strong influence in the future policy of the station.

Mr. Lanphier now has a construction permit from the FCC for WFOX and is expected to include a large portion of foreign language broadcasts, with the station going on the air, probably this fall.

WEMP Milwaukee Plans Curtailment Of Its Foreign-Language Broadcasts

W Fox and is expected to include a large portion of foreign language broadcasts, with the station going on the air, probably this fall.

WDUK OPERATIONS COMMENCE JUNE 10

WDUK Durham, N. C. starts broadcasting a full daily schedule today (June 10). The station has established what it considers to be a record for quickly getting into operation. Application was filed with the FCC Nov. 8, 1945; approved Feb. 27; CP on April 27; on the air June 10.

The station is a daytime ABC affiliate, on 1310 kc, 1 kw. Largely owned and operated by World War II veterans, WDUK is owned by W. H. Lancaster Jr., former B-29 gunner; Sam H. Campbell Jr., former Navy lieutenant; and W. W. Couch of Durham.

Harmon Duncan, who was a captain in the Air Forces, is manager. Gene Jones, formerly with WJHL Johnson City, Tenn., is chief engineer. Program director is Joe Porter, formerly with WRVA Richmond and WMCA New York. Art Fazzin, of WPTF Raleigh, N. C., a Navy veteran; and Kenneth Treadwell, of WGTC Greensville, N. C., Air Forces veteran, are announcers. Music director and director of women's programs is Mildred Fazzin, also formerly of WPTF.
The vast herds of fine dairy cows are something to see when you drive along the Beeline. Four of five California counties which lead in milk production are in this area... Stanislaus, Merced, Tulare, San Joaquin. So income from dairy products is an important part of the nearly TWO BILLION DOLLAR annual earnings of 1,518,000 people here.

What is the Beeline? California's fertile central valleys, plus Reno and environs. A rich, responsive market where retail sales exceed San Francisco's. And all around the Beeline's rim are mountain ranges 6,000 to 8,000 feet high!

These mountains mean that radio advertisers need to use stations INSIDE the market... Beeline stations. Combination rates permit the choice of best availabilities on each Beeline station. No line costs or clearance problems. Sales come easier in Inland California when you buy the Beeline!

Along the Inland California Beeline

... is concentrated 52% of the great California DAIRY INDUSTRY

which brings $115,000,000 yearly to the Beeline pocketbook

Remember these 5 BEELINE Stations

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

K W G


KFBK
Sacramento (ABC)
Estab. 1922

KERN
Bakersfield (CBS)
Estab. 1931

KOH
Reno (NBC)
Established 1928

KMJ
Fresno (NBC)
Estab. 1922

McClatchy Broadcasting Company
Sacramento, California

Paul H. Raymer Co., National Representative

June 10, 1946 • Page 29
Mile High Farmer

A vast flock of sheep, a mile above sea level, is a familiar sight to KOA listeners in the great Mountain and Plains States region—one of the leading sheep raising areas in the world.

To the farmers and stockmen of this area, KOA presents Hal Renollet, the Mile High Farmer, each Monday through Saturday in a half-hour program of live music, on-the-spot broadcasts and authentic farm information. He brings to the KOA microphone a continual procession of experts in the various fields of agriculture with the kind of information farmers want and need. Hal Renollet speaks the farmers' language.

Recently, Hal built a new program, The Livestock and Poultry School of the Air. The Colorado Milling and Elevator Company heard the program once and immediately chose it to carry their messages to this great region.

The Livestock and Poultry School of the Air and the Mile High Farmer are service programs...two of many at KOA built with the same skill and craftsmanship that goes into the daily KOA-originated NBC Network programs. From Canada to Mexico, service, presented with programming skill, means intense listener loyalty. For KOA sponsors it means sales.
FCC Liberalizes Disc Identification Ruling Along Lines Proposed by NAB

**LIBERALIZATION of the rule requiring identifying announcements for transcribed radio programs, along the lines recommended by NAB, was proposed last Monday by the FCC. Opportunity for oral argument was granted, the Commission setting June 24 as the deadline for filing briefs.**

The proposed rule, which would substantially change the wording of Section 3.407, wouldfree broadcasters from the requirement to identify transcriptions where use of the recording is obvious or is of little significance from the standpoint of time, a Commission official explained. It provides, however, that "the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent."

Following the Commission's action, the NAB sent copies of the proposed rule to the committee members of the NAB board which he made to recommend changes. The committee's recommendation to the proposal will determine NAB's course regarding oral arguments. The committee consists of Paul Morency, general manager, WTIC Hartford; G. Richard Shafto, general manager, WIS Columbus, S. C. and John E. Fetter, owner of WKZO Kalamazoo and WJEF Grand Rapids.

NBC withheld comment on the proposed changes. Asked whether the network would request oral argument on the rule, as had been reported, a spokesman said: "We're considering the order. We just got it."

Text of the FCC order follows:

In the Matter of

Amendment to Section 3.407 of the Commission's Rules and Regulations Governing the Announcement of Mechanical Records.

ORDER

At a meeting of the Federal Communications Commission held in its offices in Washington, D. C. on the 29th day of May, 1946;

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by amending Section 3.407 of the Rules and Regulations to read as follows:

§ 3.407 Mechanical records.—(a) No recorded program consisting of a speech, news event, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded program: Provided, however, Any recorded program of one minute duration or less need only be announced at the beginning. The identifying announcement shall accurately describe the type of mechanical record used.

(b) Any other program consisting of a mechanical record, or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent.

AND WHEREAS, The Commission is of the opinion that it will best conform to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file statements or briefs and to appear before the Commission and argue orally why the above proposal should not be adopted, or why it should not be adopted in the form proposed by this order:

NOW, THEREFORE, IT IS HEREBY ORDERED, That, upon the written request of any interested person, oral argument be held before the Commission en banc on a date to be specified in the future, as to why the proposed rule should not be adopted or why it should not be adopted in the form proposed by this order. Such requests for oral argument shall be filed by all persons desiring to appear on or before June 24, 1946 and such each such request shall be accommodated by a brief.

By the Commission, T. J. Slowie, Secretary

---

**PHILADELPHIA**

**Four Square**

**WONDER** what Petriillo will say when he hears of the stunt pulled on WJAG Norfolk. NAB's Petriillo recorded a one-man quartet record made by George Basil Anderson, singing "The Old Rugged Cross" four times in four ranges. He made four records, as first tenor, second tenor, baritone and bass, and all were dubbed in together for one record. It sounded like four voices, according to the station.

---

**Oil production and refining, garment manufacturing, milling, and ginning combine resources to enrich KGFF's market in the very heart of Oklahoma's population density. An American Broadcasting and Oklahoma Network Affiliate—KGFF is the ONLY station in Shawnee—Oklahoma's Fifth largest city.**

**T.H.S. KNOWS what this market can do for you—we're mighty proud to be able to offer you its advantages!**
The chart above, based on computations by competent engineers, shows how much more power is needed to lay down a 2½ millivolt signal 100 miles from Omaha at frequencies higher than 590. WOW's ½ millivolt contour has been established at nearly 200 miles from Omaha.

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

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

Because WOW carries basic NBC and the best local programs it is listened to by most people most of the time.
Kaltenborn
(Continued from page 27)

condition to obtaining second class mailing privileges a periodical shall be (1) devoted to the dissemination of public information, and (2) shall have bona-fide subscribers, and not designed for free circulation. The Post Office is not given authority by Congress to determine the proportion of advertising to news matter in magazines admitted to second class privileges.

Judge Arnold concluded: "Suppose in a community there was a privately owned town meeting house, built for public discussion, education and drama. Suppose that in order to support that meeting house the merchants were permitted to give programs advertising their goods. Suppose the mayor told them that as a condition of that privilege they must leave enough time so that the building could function at least in part as a forum of education and discussion. Would such a condition on the use of public property be unreasonable, or bureaucratic, or an assault on free enterprise? The problem is just that simple.

Up to Listeners

"It is up to the intelligent radio listeners of America to see to it that private advertising interests do not get the power to take over our great town meeting house of the air."

Mr. Kaltenborn, in his American Mercury article, said: "Radio is our most powerful political weapon. Yet if the democratic process is to function properly radio must not become the mouthpiece of the dominant political party. Congressmen who drafted radio legislation were well aware of its potentialities as an instrument of political persuasion."

He said "one thing is clear from the record. Representatives of the party in power get the lion's share of radio time devoted to political discussion." In 1945 on NBC 56 Democratic Congressmen and governors and 63 members of the Administration were given time while only 47 Republican Congressmen and governors got on the air, said Mr. Kaltenborn.

"It was doubtless with these facts in mind that the new chairman of the Republican National Committee, Carroll Reece, said recently, 'Radio has helped to perpetuate the present Administration in power. When there were definite policies to put over, the various Government agencies turned to radio.' [BROADCASTING, April 8]."

"The closer one looks to the networks' performance, the greater favoritism to "official" spokesmen appears," wrote Mr. Kaltenborn. He cited many examples of the use of radio by Administration spokesmen and asserted: "Nowhere was equal time at a comparable hour" given to the opposition to speak on foreign policies, reconversion, financial policy, labor or agricultural matter. "Surely the public would be more aware of public issues if equal time had been given the opposition to endorse or criticize government policies," said Mr. Kaltenborn.

He said no one would deny that the speeches by Administration officials made for "good, topical broadcasting" and added: "No one will deny either that repeated radio performances by administration leaders make a tremendous impact on the listening public." He surmised that radio "was more responsible" for the late President Roosevelt's popularity politically "than any other single factor."

Mr. Roosevelt spoke over the radio more than 300 times while President, the author pointed out.

Commenting on objections to the "open door" policy, Mr. Kaltenborn pointed out that ours is a two-party system and that equal time to the opposition political party each time the Administration speaks wouldn't call for opening the door to Communists, Socialists or any other "small parties." They do get time on the air, he said, but "until they can command voting strength more comparable to that of the two major parties, however, they cannot expect equal access to the air."

"We Were Misled"

"When the Democrats came to office in 1933, the broadcasters abandoned even a pretense to impartiality in politics," concluded Mr. Kaltenborn. "The reason for this, in the candid words of their spokesmen, was partly the hope of curryng favor, and partly because we were misled by the excess zeal, based on the oft-repeated statement that we were in the midst of an emergency. The tendency of broadcasters to surrender their scruples and yield to the excitement of the hour poses a real threat to the democratic process."

Contrary to Mr. Kaltenborn's views that minority groups are not entitled to time equal that of the major political parties, Mr. Arnold said the ACLU members "are particularly interested that minority groups have access to every public forum because they recognize that progress in ideas and in art has always begun with minority groups."
"HEADLINES ARE A GOOD MEASURE OF PROGRESS IN KGW'S PRIMARY AREA."

"LIVING COSTS IN THE NORTHWEST COMPARE FAVORABLY WITH ANY OTHER PART OF THE NATION. ELECTRIC POWER FOR HOME USE IS CHEAPER THAN IN ANY LOCALITY IN THE COUNTRY. INDUSTRIAL POWER IS AVAILABLE AT RATES AS LOW AS 2 MILLS PER K.W.H. IN LARGE BLOCKS!"

"MULTNOMAH COUNTY'S POPULATION IS HOLDING ITS WARTIME PEAK. CENSUS FIGURES ESTIMATE A GAIN OF 26.5% OVER 1940, A TREND IMPORTANT TO RETAILERS, DISTRIBUTORS AND CONSUMERS!"

"DOES KGW CARRY RADIO'S TOP SHOWS? — YOU BET! BESIDES, RECENT HOOPER SURVEYS SHOW IT'S PORTLAND'S MOST LISTENED-TO STATION!"

"PORTLAND'S EXPANDING! THE CITY RANKS 11TH IN CONSTRUCTION AMONG THE 20 LEADING CITIES OF THE NATION FOR THE FIRST TWO MONTHS OF 1946. MARCH BUILDING PERMITS TOTALED $5 MILLION PLUS — BREAKING ALL PREVIOUS RECORDS!"

"TRY THESE INTERESTING FIGURES! ON THE PACIFIC COAST PORTLAND RANKS THIRD IN SALES OF GENERAL MERCHANDISE, SIXTH IN DRUGS AND FOOD, SEVENTH IN LUMBER AND HARDWARE... FIFTH IN TOTAL SALES FOR THE FOUR CLASSIFICATIONS."

"ONE OF THE GREAT STATIONS OF THE NATION KGW PORTLAND, OREGON REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC."
7:30 a.m. in Chicago is "Three Star Final" news time over the New WJJD. A newscast with a difference, if you'll pardon the pride. For one thing, "Three Star Final" stems from the Chicago Sun's last minute edition of the same name. What's more, it comes to WJJD listeners direct from News Headquarters, the Sun's teeming city room. And since breakfast time, we feel, is no time for sis-boom-ah reporting, the delivery is highly stylized... chatty, friendly... stories swapped over the coffee cup. Ulmer Turner, network veteran with a radio background reaching back some 20 years, wraps it up neat as you please into a newscast ideally suited to times like these. Chicagoans seem to love it!
SECOND NATIONAL Erma Proetz awards for creative advertising by women, sponsored by Women's Advertising Club of St. Louis, were presented at a May 23 dinner by Mrs. Herbert W. Cost, award committee chairman (1). Winners included (1 to r) Mrs. Elizabeth Eyvelry, vice president, Botsford, Constantine & Gardner, New York, first prize ($200); Mrs. Anna K. Hart, special promotions manager, Sears-Roebuck Co., Chicago, second prize ($100); Miss Ruth Brown Reed, public relations director, Cyrus Crane Willmore Organization, St. Louis, honorable mention. Other honorable mentions: Miss Helen Gardener Weiser, advertising director, Durant Mfg. Co., Milwaukee; Miss Margaret Macy, Margaret Macy Adv. Co., New York.

UAW Charges Radio Set Manufacturers With Holding Up Receiver Production

RADIO manufacturers are charged by the United Automobile Workers (CIO) International Board with deliberately holding up production of FM-AM combination sets in expectation that sets now being made will be obsolete next year, according to Allen W. Sayler, radio director of the union's headquarters staff in Detroit. Mr. Sayler formerly was on the FCC legal investigating staff and figured prominently in the newspaper divestiture proceedings some years ago.

Campaign to expose "this alleged policy and urging the public to delay purchase until FM or combination FM-AM receivers are available" was advocated by the union's board. Chairman of the union's Radio Stations Committee is Norman Matthews, of Detroit, with Paul E. Miley, of Cleveland, filing the report on set production, summarized in the May issue of the United Automobile Worker.

At the Radio Manufacturers Assn. it was denied that any of its member manufacturers are deliberately holding back FM set production in order to develop a replacement market next year. RMA attributes the lack of FM set production to two factors—first, not many FM stations are on the air; second, most FM-AM combinations come in consoles because of high-fidelity requirements and console sets cannot be made in quantity due to shortage of lumber.

The UAW's committee proposes that possibility of getting daytime licenses for AM broadcasting in conjunction with FM should be investigated, since additional cost is described as slight. The international board decided that UAW should "push" applications for stations now on file; authorized its radio committee to offer its services to regional directors in applying for stations when sufficient local interest and support is available.

UAW holds a conditional FM grant for its first FM station, to be located in Detroit. Cleveland, Chicago and Los Angeles applications are in hearing. A Flint application is in preparation.

Jane E. Monahan

JANE E. MONAHAN, 67, principal of Public School 92, The Bronx, and a member of the National Board of Consultants of the CBS "American School of the Air," died June 3 at Lawrence Hospital, Bronxville, N. Y. As chairman of the radio committee of the Elementary School Principals Assn., Miss Monahan in 1940 directed a survey of teacher opinions of the use of radio programs to supplement regular classroom work.

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina's great buying power lies only partly in her rural areas. But, even so, Sales Management's 1945 Estimate shows that gross farm dollars here pass the 635-million mark, leading the next Southern state by more than 250 million dollars, and more than doubling the average for all nine other Southern states! North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. How's that for a Southern Market?

WFEO to Open Studios With Special Broadcast

WFEO Manchester, N. H. June 1 celebrated the opening of its new studios and offices in the station's new three-story brick building. The station was in the Hotel Carpenter for 16 years. Appearing on the dedication broadcast were station president, Harry M. Bitner, also owner of WFBB Indianapolis, Gov. Charles M. Dale, who owns WKXL Concord, N. H., and other civic and business leaders. Melvin C. Green is general manager. Station is a 5 kw CBS affiliate.

First floor has reception room, three studios, control room, rehearsal studio, announcers' lounge, administrative offices and news department. Program, production, accounting, traffic and sales department are on second floor. Third floor has engineers' workshop. A demonstration kitchen will be added later.

50,000 WATTS — NBC RALEIGH, N. C.

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

**Ohio State University**

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>National agricultural program</td>
<td>A</td>
</tr>
<tr>
<td>CBS</td>
<td><em>Columbia's Country Journal</em></td>
<td>A</td>
</tr>
<tr>
<td>CBS</td>
<td>National cultural program</td>
<td>AA</td>
</tr>
<tr>
<td>CBS</td>
<td><em>Invitation to Music</em></td>
<td>A</td>
</tr>
<tr>
<td>CBS</td>
<td>Special one-time program</td>
<td>AA</td>
</tr>
<tr>
<td>CBS</td>
<td><em>On a Note of Triumph</em></td>
<td>A</td>
</tr>
<tr>
<td>KMBC Kansas City</td>
<td>School broadcasts for primary &amp; intermediate grades</td>
<td>AA</td>
</tr>
<tr>
<td>KSL Salt Lake City</td>
<td>Regional agricultural program</td>
<td>AA</td>
</tr>
<tr>
<td>WBNS Columbus</td>
<td><em>This Business of Farming</em></td>
<td>AA</td>
</tr>
<tr>
<td>WCHU Philadelphia</td>
<td>Presenting public issues (regional)</td>
<td>AA</td>
</tr>
<tr>
<td>WCHU</td>
<td><em>Columbus Town Meeting</em></td>
<td>AA</td>
</tr>
<tr>
<td>WCCO Minneapolis</td>
<td>Children's out-of-school listening (regional)</td>
<td>AA</td>
</tr>
<tr>
<td>WCCO</td>
<td><em>Career Forum</em></td>
<td>AA</td>
</tr>
<tr>
<td>WCPO Minneapolis</td>
<td>News interpretation (regional)</td>
<td>A</td>
</tr>
<tr>
<td>WCPO</td>
<td><em>Northwest News Parade</em></td>
<td>A</td>
</tr>
</tbody>
</table>
Ohio State...eight A's

When Ohio State University's 16th Institute for Education by Radio handed out report cards the other day, CBS and its affiliated stations got the best one of the lot. Into it a distinguished jury crammed eight first awards—more than for any other network.

That's the card across the way. On the back the judges jotted down a few amplifying notes. Here are three of them:

"COLUMBIA'S COUNTRY JOURNAL"—covers with distinction and clarity new processes and methods whereby the work of the farmer may be simplified and improved. This is an excellent example of good public service."

"INVITATION TO MUSIC"—worthy but seldom heard works in the field of musical literature for that portion of the radio audience appreciative of more than the conventional musical fare."

"ON A NOTE OF TRIUMPH"—combines the speech of the common man with the power of the poet...The network is further to be commended for the devotion to public service inherent in the foresight and planning which made possible a program worthy of the event it signalized."

On the back of the card, too, were six honorable mentions—also more than for any other network. They went to Columbia for Transatlantic Call, Story of America, and March of Science; to KLZ (CBS affiliate in Denver) for Welcome Home; to KMOX (CBS station in St. Louis) for The Land We Live In; and to KOIN (CBSaffiliate in Portland, Ore.) for Speaking of Music.

Mindful that leadership is no accident, once again we offer our heartiest congratulations to our member stations. To the IER go our thanks for its recognition and its valued contributions to the ideals of education by radio.

The Columbia Broadcasting System
Census Forecasts Rise In Number of Families

NUMBER of families in the United States will increase about 1,850,000 in the next two years, the U. S. Census Bureau estimates, rising from 38,175,000 as of July 1, 1946, to 39,150,000 July 1, 1948. The increase is almost three times that of the last two years, the bureau finds.

This rapid growth is related to the current high numbers of marriages, large backlog of married couples not now counted as families because they are doubling up, and prospects of an expanded housing program. Slow growth in the last two years is ascribed to heavy inducions into service.

By 1960 the number of families will total 44,775,000, the bureau finds.

Television Commercial Sales Booming As Stations Announce Newest Contracts

JUNE seems to be a good month for television as well as for weddings. In addition to the Louis-Conn heavyweight championship fight, which WNBT New York is carrying under Gillette Safety Razor Co., sponsorship and feeding to WPTZ Philadelphia and W3XWT Washington, NBC's video sales manager, Reynold R. Kraft, last week announced the signing of three new television commercial contracts.

Esoo Marketers, New York, which has used WNBT off and on since 1939, on June 5 started Your Esoo Television Reporter as a twice-weekly show, which after the opening program will be broadcast at 7:50-8 p.m., Monday and Thursday. Placed through Marx Marshalk & Pratt Co., New York, the series will be video versions of the Company's spot news broadcasts, made up of films depicting events of interest to New Yorkers, including both spot news and features.

Standard Brands

Standard Brands, New York, already sponsoring The Hour Glass on WNBT, Thursday, 8-9 p.m., has added a Sunday program, Face To Face, starting June 9. New series, scheduled to run 30 weeks, is a novelty program featuring Robert Dunn, King Features cartoonist, who phones from the studio to the NBC viewing room, where a viewer describes himself to Dunn, who then draws a cartoon from the oral description. J. Walter Thompson Co., New York, is the Standard Brands agency.

Third new sponsor on WNBT is Bristol-Myers Co., New York, which has signed a 26-week contract for

Geographically Speaking, series of films showing the world travels of Mrs. Carveth Wells. Program is aired Sundays, 8:30-8:45 p.m., starting June 9 and placed through Young & Rubicam, New York.

ABC, which takes time on other people's television stations to broadcast programs its video staff produces to gain experience with the medium against the time when it will have its own sight-and-sound stations, has four sponsored shows on the air this month. Three of the advertisers are using four-week series, the maximum that ABC will sell to any advertiser during its experimental period, the other is a one-shot. Two of the four programs made their debut last Thursday, the other two go on this Tuesday.

Morgan Show

Adler Shoe Co., New York, sponsor of Henry Morgan’s ad lib program on WJZ New York, ABC key station, five nights a week, is testing the same program on television through ABC. Program is broadcast on WABD New York, Thursday, 9:15-9:30 p.m. Other new ABC Thursday night series on WABD 8-9:30 p.m. is Chime Time, sponsored by A. E. Rittenhouse Co. [BROADCASTING, June 3].

On June 11, ABC will present the first in a series sponsored by General Motors Corp., Chevrolet division [BROADCASTING, June 3].

Radio Exhibit

THE NEW JERSEY State Museum, Trenton, April 1 through June 12, is presenting an exhibit, "Radio—the Story of its Growth," which will have had attracted approximately 15,000 visitors during its presentation. The exhibit takes inside the field of current electronics including television. Organizations such as CBS, MBS, radio stations KDKA WBZ WEAФ WGN WOR and WTTM, the Allen B. DuMont Labs., and Broadcasting Publications, cooperated in the exhibit.
in Southern California
the most “talked-about”
radio station is ........

KLAC

LOS ANGELES

570 = "FIRST
ON THE DIAL"

The home of: AL JARVIS and his ........
“ORIGINAL MAKE-BELIEVE BALLROOM”

Represented by:
Burn-Smith Company
New York-Chicago
NEW PROGRAM SERIES featuring debates between representatives of major political parties on campaign issues in next fall's New York state elections was reported under consideration by WEAF New York last week.

Conceived by Tex McCreary, editor and commentator and the husband-half of WEAF's Hi Jive show featuring his wife, Jinx Falkenberg, the programs were said to be receiving favorable consideration by James M. Gaines, WEAF station manager.

The idea is to offer the two major parties time on a sustaining basis, allowing them to debate major questions in a state campaign which might well decide the next president. Unlike most present forum shows, the McCreary program would allow the studio audience to reach a decision themselves on the issues discussed on the program, with the listening audience asked to write in their opinion on the situations discussed.

Another innovation of the forum would be its polling of the studio audience at the end of a program with the result of the vote made known to the radio audience before the show signs off.

In creating this formula for a radio forum, Mr. McCreary hopes it will be used nationally, wherever elections are taking place. It would not be a network show, but rather a formula given to local stations.

---

CBS WEST STATIONS IN PROGRAM CLINIC REPRESENTING 15 CBS Western Division stations, 31 management and program delegates convened for second annual regional program clinic in Hollywood June 3-5. With Donald W. Thornburgh, CBS western division vice-president serving as host, three-day program covered all phases of programming.

In addition to CBS western division personnel, group heard from Charles Smith, CBS market research counsel, on possible research methods applied to local programming; Glenhall Taylor, Young & Rubicam western vice-president, outlined coming program trends emphasizing need for appeal to executive personnel. Other agency views were presented by Mann Hoffer, Lennen & Mitchell vice-president; Raymond R. Morgan, president of Raymond Morgan Co., Burt Oliver, Hollywood office manager of Foot, Cone & Belding; Donald Breyer, Brisacher, Van Norden & Staff. Registrants were:

- Garrett, Benton Paschall, KARN; Ted Cooke, Owen Dunning, KOME, Fred King, KOCU, KWKW, Lynn McKinley, Ted Richmond, Wayne Morris, KNKL; Robert Reilly, WABC, WABC; Jack Williams, KOF; Lee Little, Jerry O'Brien, Wayne Swangard, WESP; Jerry O'Brien, WPEC, WABC; Kenneth Yeend, William Corcoran, Evelyn Marie, WABC; Emil Martin, Bruce Anderson, Frances Berger, WABC; John Groller, Eleanor McClatchy, WABC; Arthur Mosby, Lee Little, Jerry O'Brien, ABC, WABC.

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

- New York, 18: 36 West 42nd St. KIRKWOOD 2-1042
- Chicago, 1: 955 East Washington St. ANDOVER 5-5415
- San Francisco, 4: 227 Miller Building, NUTTER 1-3513
- Los Angeles, 13: 446 South Hill St. MICHIGAN 1-7451
- Kansas City, 6: Scriver Building. KIRKWOOD 1-681

KEY STATION for the KANSAS STATE NETWORK
Kansas City  Emporia  Salina  Great Bend  Wichita

<table>
<thead>
<tr>
<th>KANSAS CITY HOOPER INDEX  APRIL 1946</th>
<th>WHB</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAYS A.M. 9:00-11:00 AM</td>
<td>24.7</td>
<td>12.5</td>
<td>25.8</td>
<td>12.2</td>
<td>19.8</td>
<td>4.3</td>
</tr>
<tr>
<td>WEEKDAYS P.M. 1:00-2:00 PM</td>
<td>27.4</td>
<td>25.5</td>
<td>19.8</td>
<td>15.3</td>
<td>9.4</td>
<td>1.0</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON 12 Noon - 4 P.M.</td>
<td>19.3</td>
<td>23.0</td>
<td>27.5</td>
<td>13.9</td>
<td>13.5</td>
<td>1.6</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 8 A.M. - 6 P.M.</td>
<td>34.8</td>
<td>14.6</td>
<td>25.9</td>
<td>16.5</td>
<td>7.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Seeman Is to Discontinue Two Heatter Newscasts

IT was "bad news tonight" for Gabriel Heatter last week when R. B. Seeman (Kreml hair tonic) announced it would drop sponsorship of two of his broadcasts, 9-9:15 p.m. on Mutual, effective July 1.

The advertiser is also dropping the five times weekly Lyle Van Vechten newscasts of Mutual because, according to an agency official, the increase in the discount scale due to the dropping of the Heatter show would double the cost of the Van Vechten after July. However, the money will be diverted, effective July 1, to a spot campaign using quarter hour shows, three and five times weekly, on stations in major markets.

Thus on July 1 the line-up for Gabriel Heatter will be as follows:

- Mondays, sponsored for Kreml hair tonic, Tuesdays and Thursdays for Van Vechten's broadcast, Wednesdays for Barbasol shaving cream, which will relinquish its current Sunday 8:45 p.m. m. spot. Mr. Heatter's Sunday program is cancelled and his Friday appearance is sustaining. Agency is Erwin, Wasey & Co., New York.

Network has not revealed replacements in either the Sunday period or the noon time.

WTSB to MBS

AFFILIATION of WTSB Lum- berton, N. C., with MBS June 5 brought total Mutual outlets to 315. WTSB, managed by Paul Moyer, operates fulltime on 1340 kc with 250 w.

Seeman on ABC

SEEMAN BROS, New York (Air- wick), who sponsored for 52 weeks Monday Morning Headline with Don Gardner on ABC, Sun. 7:15-7:30 p.m., which is being dropped June 25 by Serutan Co., Newark, sponsor of the news program since July 1944. Although official starting date for the program under new sponsorship has not been announced, it is assumed company's contract is effective with the June 30 broadcast. Serutan still sponsors Victor H. Lindlahr on MBS, Monday through Friday 11:45-12 noon. Agency for Seeman Bros. is William H. Weintraub & Co., New York, while Roy S. Durstine, New York, handles Serutan account.

EMPLOYEES of ABC will hold an all-day picnic party at Crescent Country Club, Huntington, Long Island, June 18.
NEW FRONTIERS...
in the Great Tennessee Valley

Long Hunters scouted the great unknown country west of the mountains from North Carolina and Virginia more than 150 years ago. The Long Hunters—so-called because of their long-barreled rifles—were impressed. They returned to tell the colonists glowing stories of the possibilities of the country over the mountains.

The superlatives of the Long Hunters were well-founded. There are still new frontiers in the Tennessee Valley...new market possibilities that are easily reached through WLAC, your 50,000-watt "GATEWAY TO THE RICH TENNESSEE VALLEY."

50,000 WATTS — CBS

WLAC
NASHVILLE

Represented by Paul H. Raymer Co.
Hearing (Continued from page 18)

Milwaukee. He said the News, formerly headed by the late Joseph M. Patterson and now by Roy C. Holliss as acting president and general manager, has had no regular radio experience except in preparation of hourly newscasts on WNEN New York. He said the company has, however, studied television for several years and has experimented in video production.

Mr. Flynn estimated construction costs at $575,000 and operating expenses at $46,849 a month. He predicted talent costs would be $100,000 a year and upward and that film costs would range from $25,000 to $50,000. Studios and offices, he said, would be on four floors for which he said would be on four floors for which space is available above the News building.

He said the company has no intention of making the News a part of a network association, which he said is the greatest menace to the public, including $3,650,000 for acquisition of stations in New York, Los Angeles, San Francisco, Chicago, and Detroit and involves an expenditure of about $5,000,000.

City Coast Return

He said the network anticipates revenues “almost immediately” from its projected Los Angeles outlet. He thought advertisers could be depended upon to back up television in its early stages.

He said ABC’s net revenues before taxes in 1945 was about $1,000,000. Despite “numerous cancellations,” he expected 1946 revenues would be about $2,000,000.

Questioned regarding the ABC stock issue, he said he would advise everyone to buy a share of the stock. “At the price of $15 a share it’s a real buy,” he said.

“And this is an FCC hearing,” Mr. Guest commented.

To further questions, Mr. Woods replied:

ABC will not again make the mistake of not having stations in key markets.

New York and Los Angeles are REPRESENTED BY THE BRANHAM CO.

Delayed

W. A. WILSON, president and general manager of WOPI Bristol, Tenn., has received a signed contract he had forgotten handling.

Further observation revealed that the contract had been mailed to the prospective advertiser Oct. 7, 1936. “Hesitating” nearly 10 years, Glenn Supply Co., Bluefield, W. Va., finally decided to use radio to promote its product, an auto motor cleaner. Payment was included for first week of announcements.

MOBILE “Is On the Spend!”

*Mobile wholesale sales are approximately $200,000,000 per year.

*Mobile now rates 3rd in imports and 13th in exports among nation’s ports.

*Huge paper and pulp mills, aluminum ore companies, and many other large installations create steady industrial payrolls.

WMOB’s Selling Resources Are “MOBILIZED”

...and stand ready to deliver a telling sales impact in this large market. 235,034 people live in WMOB’s primary area.
With an overall Hooperating of 43.6*, KNOW is the leading Austin station by more than two to one. The oldest and most influential radio station in Texas' capital city, KNOW offers a loyal listener audience that is rich, responsive, ready to buy your product. No other radio station can give you this effective, concentrated Austin coverage.

Local advertisers—men familiar with the Austin market—choose KNOW because they know from experience that KNOW is the listening habit in most radio homes of the area. They have found that the voice of KNOW is a sales-influencing voice.

Let KNOW show you the way to maximum sales results at minimum promotion costs.

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

* Fall, 1945
ABC Television Survey Finds Agencies On Coast Prefer Production by Station

PRE-TESTING advertising agency attitudes on television, ABC Hollywood reports that two of every three West Coast organizations surveyed intend to use network and station facilities instead of creating their own.

Attempting to prepare for the future, Don Searle ABC western division vice-president, instigated a survey of the area's 75 top agencies, including regional offices of national firms. Covering both Los Angeles and San Francisco, survey reports that 45% of the agencies are "enthusiastic" about television while 8% are "not particularly interested."

Although network stands ready to produce any type of video show sought, Mr. Searle explained that advance planning with agencies will speed the practicable date of general commercial production.

ABC Plans

Need for advance planning is reflected in that only one out of every five agencies questioned have already established television departments. At present only nation's top agencies appear to be prepared to go in television. Generalizing, it appears that Los Angeles agencies are more concerned with immediate possibilities of television according to Mr. Searle. Furthermore, Los Angeles agencies claimed to be aiming for "finished and professional" television whereas Bay City agency men believe that public is willing to accept "less pretentious" efforts.

San Francisco Differs

Another area difference noted by survey is that most San Francisco firms intend to set up television departments. Los Angeles agencies apparently intend to use network and station facilities to greater extent, even being ready to pay the extra fees.

As a starter it appears that film is favored over live productions, by a score of two to one. In ascertaining type of program material favored for sponsorship, variety and spot shows led list followed by dramas, audience participation and public service. Although no explanation is offered it is significant that music formats are apparently being overlooked by agency men.

Another national agency said that production would be no problem for network or agency since movie companies would produce needed video fare. Taking a different tack, one San Francisco agency insisted that it is still too early to evaluate film against live shows but that final effort would have to stand up favorably against motion picture results.

Other typical comments were "believe type of program depends on client's requirements"; "think television is over-rated"; "waiting for more definite information on subject"; "television will be compared with movies and present high standard of radio."

RADIO-TELEGRAPH circuit between New York and Belgrade has been opened by RCA Communications Inc. The Yugoslav telegraph administration is operating the Belgrade terminal.

Mr. Huffington Announced As New WSSV Manager

APPOINTMENT of B. Walter Huffington as station manager of WSSV Petersburg, Va., was formally announced last week by Louis H. Peterson, president of the Southside Virginia Broadcasting Corp., operators of the station. Succeeding Cy Newman, who has left the station, Mr. Huffington came to WSSV from WTMA Charleston, S. C., where he had served for nearly six months as program director. Before going to Charleston, he was for 3 years regional radio director for OWI, for Virginia, North and South Carolina, with headquarters at Richmond.

Mr. Huffington was manager of WPTF Petersburg, in 1941 and 1942. Prior to his first radio work in Petersburg, Mr. Huffington had served for 3½ years with WPTF Raleigh in sales and production capacities and earlier had done similar work with WTAR Norfolk. As manager of WSSV, he will have full charge of all sales, administrative and program activities of the station. Mr. Huffman has officially taken over management of station.
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
Libel  
(Continued from page 22)  
(frequently named in the script (16 times)), he turned to him for advice. Mr. Stevens, whose action later was upheld by his father, said when Mr. MacTaggart told him the script contained libelous references he decided to refuse \WHLSt\ facilities for discussion of public issues except on forums.  

He further contended that the script made no reference to Mr. Muir's candidacy and that therefore he "felt that the script was merely one of program material and not a political broadcast of a duly qualified candidate for election."  

Maintains Position  
In the election, Mr. Muir was returned to the Commission and the elder Stevens was defeated. Since then, however, Mr. Muir reportedly has left Port Huron to take a church position in Missouri.  

Shortly after the election, Mr. Muir offered to withdraw his objection for revocation of the \WHLSt\ license if the station would declare a new policy making time available to duly qualified candidates and equal opportunity for opposition. Scrapping the restriction to forum discussions, and agreeing not to censor material or divulge it to anyone in advance of broadcast, \WHLSt\ rejected the offer, saying it preferred to abide by FCC's decision. 

Since then it has been reported, however, that the station more recently has made time for political broadcasts available to "all comers."  

The Commission's designation of hearing on the case said that a second complaint had been received charging that after selling time to candidates Harold E. Davis and Nelson Tobias in the 1945 city campaign, \WHLSt\ cancelled because "Mr. Muir has seen fit to cause trouble for \WHLSt\ and the station is "therefore refusing its facilities to any candidate."  

The FCC record also contains letters from Edward P. Dougherty, who said he formerly conducted the morning \Hired Man\ broadcast on \WHLSt\ and sold time for the program but that upon his return from the Navy he was told that reinstatement in that work was considered inadvisable "due to the personal feelings of the present sales manager ..."  

Mr. Dougherty later wrote FCC stating that he wanted to apply for a station that would reach "every farm home" in that section, and that a $50,000 cost was "not beyond my reach." This phase has not been made part of the proceeding.  

Warner Plans  
WARNER BROS. PICTURES, Inc., New York, the latter part of July for several weeks will start a spot campaign in an undetermined number of cities throughout the country on the twentieth anniversary of its use of sound in motion pictures. Agency is Blaine-Thompson Co., New York.  

FCC Plans Space  
For Station Relays  
Proposes to Open 920-940 mc  
For Transmitter Links  
OPENING of the 920-940 mc band to assure sufficient frequencies for \FM studio-to-transmitter links was suggested by the FCC last week in a tentative allocation plan covering the 920-960 mc region of the spectrum. The Commission asked for comments on the plan by June 15.  

Formulation of the plan, the Commission said, reflects a desire to make certain frequencies "definitely available for the immediate use of specific services having a pressing need for them," that declared it has received "urgent inquiries" regarding availability of channels in the 920-960 mc band, particularly from potential manufacturers and users of FM studio-to-transmitter link equipment.  

The plan covers the allocation of frequencies for the Experimental Broadcast Services and the Fixed and Experimental Broadcast Services. Under the present allocations, the 920-940 mc band is assigned to the former and the 940-960 mc band to the latter on a shared basis between broadcasting and low-power fixed services.  

ST Links  
Use of the high frequencies for FM studio-to-transmitter links, the Commission said, would be authorized under the plan on a showing of definite need for the use of a radio circuit instead of a wire circuit. An official explained that the radio links would be sought where transmitter locations are such as to preclude use of wire, and where use of radio would make for better transmission of programs.  

The Commission said it wished to obtain comments of all services expecting to use frequencies between 920 mc and 960 mc, with particular attention to the following subjects:  

(a) Distances to be covered and power considered necessary.  
(b) Practical transmission bandwidth, frequency tolerance, and receiver selectivity data for each type of emission and communication service contemplated.  
(c) Whether frequency space allowed for each service is considered adequate.  
(d) Directive characteristics of antennas proposed for each type of service and the maximum degree of directivity believed practical.  

The plan provides for use of the band 940-962 mc for FM studio-to-transmitter links with assignments progressing upward from 940 mc. In the event future requirements indicate that insufficient space is available in the 940-962 mc region, the Commission would make assignments for the links in the upper portion of the 920-940 mc band.  

To make an anniversary worth lighting a candle for, something worthwhile should have been accomplished.  

We light our candle on June 15th in celebration of WCMI's first CBS anniversary. Our wish when we blow it out is that the 2nd year of affiliation will represent as much progress as the first.  

Through careful programming, constant merchandising and promotion, we have given a large and receptive Tri-State audience the variety of CBS and locally produced features they liked. We shall continue to give the ultimate in broadcasting.  

NUNN STATIONS  
WCMI, Ashland, Ky.  
NUNN STATIONS  
WCMI, Huntington, W. Va.  
WLAP, Lexington, Ky.  
WBIR, Knoxville, Tenn.  
KFDA, Amarillo, Tex.  
WCMI, Ashland, Ky.  
WBIR, Knoxville, Tenn.  
WMO6, Mobile, Ala.  
Owned and operated by Gilmour N. Nunn and J. Lindsay Nunn.  

REPRESENTED BY THE JOHN E. PEARSON CO.
A new development, and one that is bidding strongly for first place in popularity with the Dynamote is the new Foursome. It consists of three major units, a 4-channel Mixer, Amplifier and Power Supply that all fit into a trim, sturdy carrying case. The Mixer has two stages of amplification whose output plugs into the amplifier unit. On remotes where the four mixer feature is not required, just take the amplifier and power supply. A standard Cannon microphone plug fits the same receptacle as is used for the Joiner cable. The Foursome can be used for any job—large or small. Size: Mixer and Amplifier each approximately 12 in. long, 7 in. high, 4 in. wide.
GI JINGLES
Army Enlistment Campaign Turns to Radio
And Its Singing Commercials

FACED with the task of increasing enlistments—and doing it fast—the United States Army has turned to radio and to one of radio's most effective, if controversial, devices—singing commercials.
The Army in adopting this technique has naturally done so in military style. Its recordings have none of the jivey jingles by which Pepsi-Cola “hit the spot” of public consciousness and none of the rhumba rhythms that have educated the American public that they should “never put bananas in the refrigerator.” Instead they put over their appeal in a true “hup, hup” cadence.
Recorded by a 16-voice male chorus and a 24-piece orchestra conducted by Allen Roth, the Army’s singing sales talk is based on the famous “Duckworth Chant” from which Roth composed his score. Lyrics, written by Pfc. Harrison Cline and Pfc. Henry Slesar of the Army’s Recruiting Publicity Bureau, sell the advantages of military life in the best traditions of commercial radio.

“Now lend an ear and look alive if you’re 17 to 35,” the song begins. “The U. S. Army offers you travel, pay and security, too. So brother, show some pep. Join up and get in step.”
Other verses point out that by joining the Army: “You get your food and clothes to wear, the best of medical and dental care, and all the time you’re getting paid you get the chance to learn a trade... And, too, your wife and kids live on benefits that the government gives.”

“So,” the chorus triumphantly concludes, “join up right away. Choose the regular Army way!”

Let KCKN apply its SALES MAGIC to YOUR PRODUCT OR SERVICE

KCKN’s “sales magic” works like a charm when it comes to selling the market that counts most—Greater Kansas City.

Leaving the surrounding thinly populated areas to others, KCKN programs exclusively and specifically for city listener tastes. Consequently, for the kind of entertainment they enjoy most, Kansas Citians turn their dials at KCKN... and KCKN sets the stage for selling to these eager-to-buy listeners.

When you want to reach the nine hundred million dollar Greater Kansas City market—with the rate penalty of outstate coverage—let KCKN apply its sales magic to your product or service!

WIRE OR PHONE YOUR NEAREST CAPPER OFFICE FOR AVAILABILITIES

Bull's-eye

TOTAL of 200,000 toy pistols were distributed as a result of announcements made on KKEA Hollywood during ABC's cooperative Dick Tracy show, sponsored locally by karli's Shoe Stores, Los Angeles, Monday-Friday. Initial supply of 50,000 was exhausted after three 30-second announcements.

To All Stations
Produced by NBC Radio-Recording Division in cooperation with the Army Recruiting Publicity Bureau, under the supervision of Bert Wood, program manager of the division, the chant is recorded as a complete song and also as two individual verses, suitable for use in one-minute spots. Transcriptions are now on their way from New York to recruitment officers throughout the country and by the end of this week they will have been delivered to every AM and FM station in the land, with an urgent request that they be played as often as possible, starting June 18.

CIVILIAN PERSONNEL SOLICITED FOR AFN

LT. HOWDEE MEYERS, program director for the American Forces Network, arrives from Frankfurt, Germany, on June 5 to initiate an extensive recruiting campaign to secure personnel for the Army Network on a civilian basis. The campaign calls for exploitation in all the leading trade periodicals setting forth terms of employment which are said to include an attractive yearly stipend, all food and quarters and a trade to learn. Payment of passage to and from Europe, presumably will be taken care of by the Army.

Announcers, writers, and producers and engineers are understood to be included in the categories requiring manning. AFN stations are now located in Berlin, Munich, Bremen, and Rome, with headquarters at Frankfurt. Payment of passage to and from Europe, presumably will be taken care of by the Army.
GET ALL THREE!

Stars of Broadway, Hollywood and radio are yours in the World Library. Top-flight orchestras, vocalists and novelty groups to send up your ratings...boost your time sales.

Through World's affiliation with Decca Records, Inc., World Library offers you the pick of the entertainment field...especially arranged and transcribed for broadcasting. You get the stars of today in the hits of the moment...personalities and selections your listeners will recognize and applaud.

GET STARS!

The World Continuity Service helps you present this wealth of talent in a sparkling professional manner...78 complete program continuities a week.

These smartly-paced scripts, conceived by World's own ingenious radio showmen, can be used for sustaining or sponsored programs. They offer a neat profitable way to use the planned programs and variety of the World Library.

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

GET PROGRAMS!

You'll get the best possible recording for FM broadcasting and plus quality for AM broadcasting on World famous vertical-cut transcriptions.

World expert engineers add new dimensions to sound reproduction through Western Electric Vertical Wide Range Recording equipment.

Such painstaking craftsmanship, plus World's greater "know-how," give superior clarity and brilliance — life-like reproduction — to the vinylite discs of the World Library.

GET REALISM!

More Stations subscribe to World Library than to any other similar service.

WORLD LIBRARY

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON

Broadcasting • Telecasting

June 10, 1946 • Page 51
The Surgeon Is A Specialist

HE DOESN'T PRACTICE LAW ON THE SIDE

When you place yourself in the hands of a surgeon, you don't select a man who, among other accomplishments, knows a little about surgery. You find one whose entire education, experience and career have been exclusively associated with that branch of medicine.

We do not handle human lives—but we are specialists. All of our experience has equipped us for the job of selling radio time. We know that good radio station representation is a complex and demanding business that does not permit dabbling in other branches of the industry.

Like the surgeon—we carry no sidelines.
Editorial

Strike (Up the Band)

IL DUCE used a balcony in Rome for his rantings during his heyday. James Caesar Petrillo is using a rostrum in St. Petersburg. Petrillo’s frenzied outbursts to his unionists last week eclipsed anything he has said before for sheer arrogance, insult, threat, coercion and invention. He read the roll call, starting with President Truman. He included such names as Porter, Fly, Wheeler, Elmer Davis, Rosenberg, Eugene Cox; and, of course, Clarence Lea, author of the Lea Act, and NAB President Miller.

A reported 1,000 delegates to the convention whooped it up for their Jimmy as he lambasted all and sundry. They howled when he said he wouldn’t renew network contracts for musicians on Jan. 31, next, if the Lea Act is held constitutional. They jumped up and down when he said he would ban the making of recordings and transcriptions.

But Jimmy hasn’t reckoned with his absent membership—those members of his union in the larger cities and in the name bands who are otherwise occupied and who do not attend these annual pilgrimages of hand-picked “card-holders.”

The carefully selected WAAF “strike,” which Petrillo called to test the Lea Act, was used with telling effect by Jimmy to wow his boys. His answer to Rep. Dondero (R-Mich.) who had questioned Jimmy’s newest threats was: “Oh, that bum!”

If there is litigation, and if the Supreme Court (which now is threatened by the AFM czar) upholds constitutionality of the Lea Act, Jimmy says he’ll strike against the networks. He leaves no alternative.

In such a situation, the question isn’t whether radio can stand a strike, but rather what radio will do about it. There was an ASCAP situation that had to be met in 1940. The result is now history. Radio fought it out and won.

Petrillo has given seven months’ notice of his intentions. There is time for radio to gird itself. It isn’t a network task alone. Individual stations should see to it that they are prepared to withstand the withdrawal of live musical program service.

How long could such a strike last if called? How long would 802 in New York, the cream membership of which performs for all stations and networks and includes most of the name bands, be disposed to yield to an arbitrary edict which couldn’t conceivably benefit them?

What about the recording royalties that would stop for these same name bands and for the classical aggregations? How many of the name bands would amount to anything in the public’s view after an absence of even a few weeks from the air?

Jimmy played to his own Piazza Venezia down in St. Petersburg. He might find a different setting if and when he pulls that plug. It’s the public that listens to radio. The public isn’t concerned about the kind of union buttons the musicians happen to wear.

Program Report: XIV

ANOTHER CHAMPION of truth and justice enters the radio arena. Thurman Arnold, ex-trust buster, ex-judge, did a sort of ex-officio job in favor of the Blue Book over CBS June 1. He was pinch-hitting for unnamed B-B supporters who took umbrage because of the chastisement given the FCC by Republican National Chairman Carroll Reece.

Judge Arnold spoke in the name of the American Civil Liberties Union, stout defender of those things its name implies, presumably except when it comes to radio. But somebody must have handed the venerated and hard-hitting judge the script. It’s the same production line job that has been used by all those who have hit the ether, lecture or sawdust trails in defense of the FCC. It’s an even-money bet that those tinkling typewriter keys that produced the Blue Book, Radio’s Second Chance, and the Senate Small Business Committee report of the same name, also clicked off the rippling passages uttered by the Judge.

“Only a limited number of persons can go into the broadcasting business,” said the distinguished jurist in justification of the FCC’s regulation of program content. The Government, he said, is ‘forced to decide between a large number of applicants who is to have the huge profits from these grants of the public domain.”

Limitation of facilities indeed! If there is a limitation, in FM for example, it’s because the FCC imposed one. And by so doing it feels it can hang on to those regulatory controls which couldn’t be justified with free competition.

Those ‘huge profits’ of which Judge Arnold speaks have that familiar ring too. Never having been a radio practitioner, he probably hasn’t engaged in any research on radio operations. So this “dope” probably was handed him. Does the honorable Judge know that before the war the Government was concerned about the plight of some 300 stations which were in red ink and that serious thought was given to a Government subsidy to prevent them from throwing in the sponge? Does he know that many newspapers were on the brink of economic disaster at the same time but, like those smaller stations, were saved by the advertising windfall brought on by the war production?

Then, to cap the climax, Judge Arnold pontificates: “What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio. Can anything be less American than to put the power to decide a public question in the hands of the men who have a financial interest in the way the decision goes?”

Judge Arnold evidently hasn’t read his Communications Act of 1934 lately. It is that law which precludes the FCC from exercising any control over programs and which specifically bars it from censoring content. Congress wrote that law.

So, in his zealous support of the Blue Book, Judge Arnold finds himself at loggerheads with Congress.

Somewhere in the evolution of that avid defense of the Blue Book and his comments on what is “less American” than an Act of Congress, Judge Arnold may have confused the Civil Liberties Union with the House Committee on Un-American Activities.

The Federation, a body which encompasses every one of the 101 commercial stations in Australia, is the democratic answer to self-regulation in broadcasting, says Mr. Paddington, “and we have prevailed upon the Government to accept the idea.” Each station has a vote in setting the policy of good taste in advertising and programming within the Federation.

The Government stations relieve the commercial stations of their “public service” burden, Mr. Paddington says, leaving the commercial outlets free to schedule entertainment programs.

Of course, he explains, there are “public service” programs on the commercial stations—but every minute is paid for by a sponsor, even to the Government’s paying for war messages and programs.

The Postmaster General administers the Broadcasting Act and allocates frequencies. If he wants to discuss matters of broadcasting policy he calls in Mr. Paddington, who takes up the matter with the Federation.

“Politics enter the picture, too,” says the twice-elected president of the Federation, “but we rather enjoy it. In Australia we live our politics more than you do here.”

Discussing Governmental control with the relish of a man telling his favorite joke, Mr. Paddington explains that within the Federation there are stations owned by political parties, labor unions, big business, churches, entertainment interests, with each one having not only a voice on the air, but also a vote in the Federation. “The ‘ins’ and the ‘outs’ have an equal chance to be heard,” he says. “With nationalized radio, the Government in control, only the ‘ins’ have a real chance to get to the people. When the Government starts coercive measures, other moves are apt to follow. Coer-

(Continued on page 56)
Meet Mack Jones...

a good friend of ours!

Mack Jones, who ranches out in Schleicher County, raising the Herefords that supply our nation with fine beef, was moved to sit down and write to us the other day. He says:

"Just a line to let you folks know what a help you've been to us. Over WOAI we get the news just as quick as folks who live in town, and I can keep up with the weather and the livestock market every day. This way I always know just how things are going and it sure helps me plan things out."

Mr. Jones goes on to say that WOAI is the one station on their dial bringing them all the wonderful entertainment offered by America's favorite amusement programs, and adds:

"since we don't get in to town much, we sure would miss our programs, more than most folks would . . . We would feel cut off from everything without WOAI."

When he closed his letter, Mr. Jones signed himself...

"sincerely your friend, Mack Jones"

and we're proud to feel he meant it.

WOAI has lots of friends like Mack Jones . . .

the cattlemen in WOAI's primary listening range raised $300,850,000 worth of beef cattle alone, last year.

And we have lots of other friends . . . sheep and goat ranchers, dairymen, farmers and oilmen . . . who live in the great open spaces of Southwest Texas. Mack Jones happens to live about 165 airline miles from WOAI, for instance, and many of the families who depend on WOAI for weather and market reports, for inspirational programs, music and entertainment live even further away.

Even the daily papers take more than a day to reach many of the homes in this area, and WOAI is the only 50,000 watt, clear channel station serving them . . . in many cases the only radio station serving them!

As we said, we're proud to feel that Mack Jones, and the thousands of other families like his in our primary listening range count on WOAI for friendly, helpful, entertaining radio service.

We're pledged to give it to them!
Respects
(Continued from page 54)

civie measures beget formulation; formulation begets dictating bureau
crats. There is the danger of 
the Blue Book.”

Alfred Paddison became inter-
ested in public affairs as an edi-
torial writer with a metropolitan 
newspaper in Sydney. He entered 
politics and later became general 
manager and director of two com-
panies that operate radio stations. 
One is Transcontinental Broad-
casting Corp., which owns 2KA, 
“The Voice of the Mountains” in 
Sydney. The other is Radio Kemp-
sey Ltd., owners of 2KM on the 
central north coast.

He was born in Adelaide, Au-
stralia in 1901. With his wife, the 
former Mabel Bagge, and three 
children—a boy 17, girl 15, and 
another girl 18 months—he now 
lives in Sydney.

He likes America tremendously, 
and feels especially at home in 
Washington, as Canberra, Aus-
tralia’s capital, is laid out similarly—
“with circles and similar mazes 
that are just as easy to get lost in 
as Washington’s.”

The main reason for his visit is 
to find out the latest advances in 
FM and television. Proof that he 
did not come to be a living rebuttal 
to the Blue Book is the fact that he 
left Australia almost three months 
ago. It took the freighter he trav-
elled on over two months to make 
the trip.

But Mr. Paddison didn’t seem to 
mind. It would take more than a 
slow freighter to dampen the 
spirits of the exuberant Aus-
tralian whose presence seems to have 
raised the spirits of broadcasters 
on this side of the Pacific.

PHILCO Corp. has purchased approxi-
mately 22,000 acres of standing timber 
in North and South Carolina to pro-
vide cabinet woods for radio rec-
piers and phonographs. Entire lumberopera-
tions will be carried on by Southeastern 
Industries Inc., a wholly-owned sub-
sidary of Philco.

Unnecessary...

You won’t need a slide rule to prove that OKLAHOMA 
NETWORK gives you AUDIENCE—saves you MONEY!

Listening Surveys prove the Oklahoma 
Network Stations have DOMINANCE 
in their markets—most of them ALL 
OF THE TIME! You can use all 7 
stations, or as few as 3, and still 
get the Network rate! Reach the big-
gest segment of Oklahoma’s buying 
power...at lower cost...with 
the OKLAHOMA NETWORK!

One Contract . . . One Contact . . . 
One Statement!

OKLAHOMA NETWORK 
AMERICAN BROADCASTING CO., INC. 
AFFILIATES IN OKLAHOMA 
ROBERT D. ENOCH, MANAGING DIRECTOR 
APCO TOWER, OKLAHOMA CITY 2, OKLA. 
ASSURES YOU Audience IN THE RICHEST MARKETS IN OKLAHOMA

FULL MUTUAL network will carry Special Investigator, Sun., 8:30-45 
p.m. (EDT), sponsored 52 weeks by Commercial Credit Corp., starting 
June 23. Deal negotiated by (1 to r) Ed Benedict, MBS account executive; 
Howard Wynegar, CCC president; Edgar Kobak, MBS president; L. C. 
McElroy, v-p Sheldon, Quick & McElroy, CCC agency.

FTC CITES STERLING 
BAYER ASPIRIN AD 
CHARGES against Sterling Drug Inc.’s radio and newspaper cam-
paign for Bayer Aspirin were filed by Federal Trade Commission in a 
complaint announced last Friday.

The complaint says, Sterling 
represented that druggists of 
America sponsor and present a 
radio program promoting Bayer 
Aspirin and that the retail price 
of the product has recently been 
reduced to 15 cents a bottle. FTC 
said such representations are false, 
that “druggists of America have 
never sponsored such a program 
and that the price of Bayer Aspirin 
has been 15 cents a bottle for 
several years.”

FTC also charged Sterling Drug 
with misrepresentation of its Phil-
ips Milk of Magnesia Cleansing 
Cream and Skin Cream.

In the meantime, FTC heard 
final arguments last Tuesday and 
took under advisement the case in 
which Fada Radio & Electric Co., 
Long Island City, N. Y., is accused 
of misrepresentation which would 
tend to make purchasers think ra-
dio sets made by the present own-
ers are produced by the original 
manufacturers of Fada radios, 
F. A. D. Andrea Inc. or Fada Radio 
& Electric Corp., which started 
manufacturing Fadas in 1920. Ac-
tually, FTC’s complaint contended 
the present company acquired 
Fada Radio & Electric Corp. in 
1934 through Jacob M. Marks, 
president of the present company, 
and only since then has been mak-
ing radios under the Fada trade 
name.

In New York, FTC took further 
testimony in the case in which 
Philip Morris & Co. is charged 
with misrepresenting, in radio and 
other advertising, that Philip Mor-
ris cigarettes cause no nose 
or throat irritation and that eminent 
medical authorities recognize Philip 
Morris “superiority.”
For WFBR—1300 on the Dial—is radio to Baltimore. WFBR is the only living, breathing radio station that attracts big studio audiences and crowds of visitors—a RADIO CITY in smaller replica.

WFBR goes far deeper than a spot on a dial by reaching the real Baltimore. And WFBR reaches Baltimore by being part of it in assuming radio's community responsibility—in juvenile programs—in civic and church work—in everything that helps Baltimore.

And to advertisers, WFBR delivers the real Baltimore listener—the one who listens and buys.
The outstanding popularity of WDAY in the Red River Valley is due to WDAY's efforts to give its listeners the kind of programs they want. Does this work? Well:

**Milestones**

WJR DETROIT last week marked 500th weekly broadcast of Herrwitl's Cave mystery series under same sponsor, Carter Coal Co., with origination from Detroit Music Hall. Chet Lauck and Norris Goddard, heard as Linn and Abner for Miles Labs. on ABC, have passed 15th year milestone. sterling Drug's Young Wider Brown, heard on NBC in five-weekly daytime period, June 3 entered 10th year of broadcasting. For 10th anniversary of WCAC Baltimore post-midnight program, Nocturne, audience broadcast was staged in local theatre at which huge birthday cake was presented. June 4, Jimmy Scribner, creator of the MBS co-op program, The Johnson Family, noted 5,000th performance.

**GOT MY RECIPE OVER WDAY!**

The outstanding popularity of WDAY in the Red River Valley is due to WDAY's efforts to give its listeners the kind of programs they want. Does this work? Well:

**Milestones**

WJR DETROIT last week marked 500th weekly broadcast of Herrwitl's Cave mystery series under same sponsor, Carter Coal Co., with origination from Detroit Music Hall. Chet Lauck and Norris Goddard, heard as Linn and Abner for Miles Labs. on ABC, have passed 15th year milestone. Sterling Drug's Young Wider Brown, heard on NBC in five-weekly daytime period, June 3 entered 10th year of broadcasting. For 10th anniversary of WCAO Baltimore post-midnight program, Nocturne, audience broadcast was staged in local theatre at which huge birthday cake was presented. June 4, Jimmy Scribner, creator of the MBS co-op program, The Johnson Family, noted 5,000th performance.

**MILESTONES**

WJR DETROIT last week marked 500th weekly broadcast of Herrwitl's Cave mystery series under same sponsor, Carter Coal Co., with origination from Detroit Music Hall. Chet Lauck and Norris Goddard, heard as Linn and Abner for Miles Labs. on ABC, have passed 15th year milestone. Sterling Drug's Young Wider Brown, heard on NBC in five-weekly daytime period, June 3 entered 10th year of broadcasting. For 10th anniversary of WCAO Baltimore post-midnight program, Nocturne, audience broadcast was staged in local theatre at which huge birthday cake was presented. June 4, Jimmy Scribner, creator of the MBS co-op program, The Johnson Family, noted 5,000th performance.
DUDLEY TICHENOY, former manager of KVBO Colorado Springs, Col., and released from KVBO, now is in charge of national advertising for KLZ Denver.

DAN LIVINGSTON, formerly on the sales staff of WWX Philadelphia, has joined the sales staff of WNEW New York.

GEORGE HELENIK, on terminal leave from the Navy as lieutenant commander after nearly four years of service, has been appointed St. Paul representative of WTOP Minneapolis. Former head of his own public relations counsel firm, Commander Heleniak also has been in newspaper, periodical and radio administrative work.

J. C. GOBLE after service with the armed forces has joined WONY New York, N. Y., as salesman and newspaper.

SANGSTON HETTLE, account executive with Chicago office of WBB New York, is in New York this week on business.

MURRAY B. GRABHORN, manager of ABC Sales Dept., New York, has assumed active direction of the work's Co-op Program Sales Dept. and will coordinate activities of the network's owned and operated stations and maintain supervision over the ABC Spot Sales Dept. Joining ABC in 1942, Mr. Grabhorn became manager of the Station Sales Dept. at the time of its formation in New York, 1945.

GEORGE J. ARKEDIS, with Joseph Hershey McGillivracy, Inc., New York, before service in the Navy, has rejoined the stations representative following release as lieutenant commander.

GENE GRANT & Co., Hollywood, station representatives, has moved to larger offices at 1 N. Vine St. New telephone is Granite 9996.

BOB TWEIDIE has been appointed traffic director of CJWR with its prosperous industrial centers, B. C., succeeding VELVA HAYDEN, who is leaving after several years with the station.

Asks Canadian 940 kc

A NEW 1 kw station has been applied by WBB New York to operate on 940 kc by Col. Dick Schrotter and his brother, B. H. Schrotter for Col. Schrotter has recently gone to Canada from England, following his discharge from the British Army. Before the war he was connected with the European stations at Toulouse and Radio Normandy.

COURT WILL HEAR STONE'S BOOK PLEA

AN INJUNCTION SUIT by which Martin Stone, producer of *Author Meets the Critics*, now on WQXR New York, seeks to restrain WHN New York from broadcasting *Books on Trial*, the telecast of which the plaintiff has alleged to have succeeded his show when the latter switched from WHN to WQXR, was to be tried today in New York Supreme Court [Broadcasting, May 20].

Mr. Stone charged that the Loew show was an appropriation of the idea and format of his show, and that WHN had attempted to confuse the public by placing its new program on the air at the same time his had been when it was on WHN.

In denying the motion Judge Eder stated that "it is the general rule that a person has no property right in an idea which is not novel, subject to copyright or not patentable. Likewise, an idea which never takes concrete form at the time of disclosure, even if novel, is not the subject of a property right or of a contract."

In addition to its local program in New York, Thursday nights on WQXR, *Author Meets the Critics*, beginning Wednesday at 10:30 p.m. June 12 will be broadcast to coast to coast by MBS. Bill Mauldin ex-G.I. author and cartoonist, will be the first author to meet the critics on the new network show.

UN Section Is Preparing Discs for Station Use

DISAPPOINTED at the scant attention which U. S. radio has lately paid to procedures of the United Nations at New York's Hunter College, the UN radio information section last week was preparing a series of transmitted programs of UN activities to be distributed to stations throughout the country.

Christopher Cross, radio liaison officer in the office of Assistant Secretary General in charge of public information, said it was hoped that by September "300 to 400 stations" would be using the UN programs.

The programs, Mr. Cross reported, will be issued as a weekly series of 15-minute "visits" to UN headquarters in the U. S. On each show, sections of the UN will be featured, with explanations of their functions. Additionally, parts of actual procedural sessions will be transcribed for inclusion in shows.

Fax Demonstration

FIRST PUBLIC demonstration in Chicago of newspaper transmission by facsimile since the war was held Tuesday by WGN and *The Chicago Tribune*. More than 1,000 persons witnessed the demonstration which was transmitted to a facsimile machine located in the Tribune's public service office by WGNB, the paper's FM station. Daily demonstrations will be held until June 15. Publication of the edition began May 11. The recorder will also be demonstrated to journalism students at Northwestern U., and other schools and organizations, according to Miss Marion Clair, director of WGNB.

DIP DEEP DOWN WITH WHIO

GET YOUR SHARE OF THE MARKET TREAT THAT IS SOUTHWESTERN OHIO

WHIO Dayton will dip with your sales message . . . all through the Miami Valley, with its prosperous industrial centers and surrounding $100 million agricultural market! WHIO takes the story of your product, your policies, your service—right into the homes of Southwestern Ohio—over the local station preferred by Miami Valley listeners.

THE NAVY TRIES

BORDEN'S County Fair program on CBS June 8 took its paper bag stunt to the deck of the carrier Midway, out in the Atlantic, where the ship's crew pulled their hardest punches for the $1,100 jackpots. The contest was short-wave to shore, where CBS picked it up for rebroadcast. The rest of the show originated as usual from New York. The stunt, based on the old cliche, "Ya can't punch your way outta paper bag," began January 26.

COMPLETE, RELIABLE NEWS COVERAGE

UP, INS, PA and CBS

BEST SHOWS

5000 WATTS

BASIC CBS

G. P. Hollingsbery Company Representatives

Harry E. Cummings
Southeastern Representative

WHIO Dayton

11 YEARS SERVING THE DAYTON AREA

DAYTON, OHIO

The Navy Tries

BORDEN'S County Fair program on CBS June 8 took its paper bag stunt to the deck of the carrier Midway, out in the Atlantic, where the ship's crew pulled their hardest punches for the $1,100 jackpots. The contest was short-wave to shore, where CBS picked it up for rebroadcast. The rest of the show originated as usual from New York. The stunt, based on the old cliche, "Ya can't punch your way outta paper bag," began January 26.

COMPLETE, RELIABLE NEWS COVERAGE

UP, INS, PA and CBS

BEST SHOWS

5000 WATTS

BASIC CBS

G. P. Hollingsbery Company Representatives

Harry E. Cummings
Southeastern Representative

WHIO Dayton

11 YEARS SERVING THE DAYTON AREA

DIP DEEP DOWN WITH WHIO

GET YOUR SHARE OF THE MARKET TREAT THAT IS SOUTHWESTERN OHIO

WHIO Dayton will dip with your sales message . . . all through the Miami Valley, with its prosperous industrial centers and surrounding $100 million agricultural market! WHIO takes the story of your product, your policies, your service—right into the homes of Southwestern Ohio—over the local station preferred by Miami Valley listeners.

THE NAVY TRIES

BORDEN'S County Fair program on CBS June 8 took its paper bag stunt to the deck of the carrier Midway, out in the Atlantic, where the ship's crew pulled their hardest punches for the $1,100 jackpots. The contest was short-wave to shore, where CBS picked it up for rebroadcast. The rest of the show originated as usual from New York. The stunt, based on the old cliche, "Ya can't punch your way outta paper bag," began January 26.

COMPLETE, RELIABLE NEWS COVERAGE

UP, INS, PA and CBS

BEST SHOWS

5000 WATTS

BASIC CBS

G. P. Hollingsbery Company Representatives

Harry E. Cummings
Southeastern Representative

WHIO Dayton

11 YEARS SERVING THE DAYTON AREA

DAYTON, OHIO

The Navy Tries
Western Electric station-tested

250 Watt transmitter at station WYTH, Baltimore, Md.
1 KW transmitter at station WPAT, Paterson, N.J.

Chosen by hundreds of stations for dependable AM transmission ... from 250 Watts to 50 KW

If you're planning to buy an AM transmitter, it will pay you to follow the example of hundreds of broadcasters who wisely selected Western Electric. They've enjoyed years of high quality, trouble-free, low cost operation. For information on delivery of 250 Watt, 1 KW, 5 KW and 50 KW AM transmitters — plus antenna coupling and phasing equipment and 1126B program amplifiers — get in touch with your nearest Graybar Broadcast Equipment Representative.
AM EQUIPMENT

Western Electric

THE WISE CHOICE FOR FM, TOO!
Western Electric FM equipment meets your most exacting standards. For microphone, speaker, reproducer, transmitter or antenna, consult your Graybar Broadcast Equipment Representative today.
When an advertiser uses a station for the first time, he might be casting about for customers. But when an advertiser reviews his use of a station and decides to make a change, all that means is that he must be landing men! Over 40 regional and local advertisers (not including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

LANDS 'EM!

When an advertiser uses a station for the first time, he might be casting about for customers. But when an advertiser reviews his use of a station and decides to make a change, all that means is that he must be landing men! Over 40 regional and local advertisers (not including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

**RENEWALS are just another way of saying...**
Time Buyers!

“Spot” Offers Potent, Tested Programs

WEAF..........................New York
“Hit Jinx,” with glamorous Jinx Falkenburg and husband, Tex McCrary. 8:30-9:00 am Mon thru Sat.

WBZ..........................Boston
“Bump Hadley, Sports Reporter”—as popular on the air as he was on the mound. 6:15-6:30 pm Tues Thurs Sat.

WGY..........................Schenectady
“The Chanticleer”—appeals to rural and urban listeners in the early morning, as evidenced by fabulous mail count. 6:30-6:55 am Mon thru Sat.

KYW..........................Philadelphia
“Robert Heckert,” News Analyst—top news buy in the nation’s third market. 12:50-1:00 pm Mon thru Fri.

WRC..........................Washington
“Leif Eid,” his sage news analysis and commentary enjoys a high rating in Washington. 5:05-5:15 pm Mon thru Sat.

KDCA..........................Pittsburgh
“Main Street Editor,” a Pennsylvania newspaper editor captures a large radio audience with his views on world news. 6:45-7:00 pm Saturday.

WTAM.........................Cleveland
“Salt & Peanuts”—laughs, songs, hymns, and a bit of down-to-earth philosophy. 5:15-5:30 pm Mon Wed Fri.

WOWO.........................Fort Wayne
“Hoosier Hop”—famous group heard coast to coast on Tuesdays at 9:30 pm—available for sponsorship locally.

WMAQ.........................Chicago
“What’s What”—Tommy Bartlett emcees a new high in daytime audience participation shows. 11:15-11:30 am Mon thru Fri.

KOA.........................Denver
“Harkness of Washington” reports authoritatively on current activities in the nation’s capital. 11:30 pm Mon 11:15 pm Tues thru Fri.

KPO.........................San Francisco
“Larry Smith,” commentator and authority on the Far East, is well known to KPO listeners. 9:30-9:45 am Mon Wed Fri.

All availabilities listed above subject to prior sale.

Here are some programs with a real sales wallop... choice “on the air” time that makes them effective plus... highly responsive audiences with money to spend and a desire to spend it! Take your pick—pass the word to “Spot”—and they’re YOURS.

First come—first served. And served well. Count on it! For these are 11 key stations that broadcast to 55% of the radio homes in the United States—11 key stations in markets where buying power is 34.2% higher than the nation’s average.

Get in touch with “Spot” for the best way to get in touch with the followers of one or all of these successful programs. It’s a sure-fire formula for concocting listener attention and purchaser response.
MERRILL MYERS, released from the Navy as lieutenant commander, has joined the Ann Arbor, Mich., WANN, as program manager. Prior to Navy service he was connected with the vice president in charge of radio for Blacketti-Sample-Hummers, Chicago, and has been with CBS and NBC in New York and Hollywood.

PAUL DEAN, released from the AAF, joined the announcing staff of WTAG Worcester, Mass.

CLAYTON BRACE returns to the production staff of KLZ Denver. For three years he has been touring ETO with Army Special Service shows.

RALPH EDWARDS, m.c. of the “Truth or Consequences” program sponsored by Procter & Gamble Co., Cincinnati, for the past 26 years, will return to NBC, has received a letter from Gen. Omar N. Bradley commending him for his “Truth or Consequences” veterans rehabilitation broadcast on April 21. On this program contestant Lawrence T. Atterton, a disabled G.I., was presented a couple of training at the Bulova School of Watching. He is the father of a girl, Sandra Lee.

LEO J. McDOWELL, released from the AAF as a radio operator in ETO after three years of service, has joined the announcing staff of WABW Worcester, Mass. He formerly had been with WOPP Boston and WFWA Manchester, N. H.

MIKE RICH, disc jockey on WJTY Troy, N. Y., June 9 was to marry BEA WIL-NER, music librarian at WBN New York.

FREDERICK HAYWARD, former producer-director of WBT Charlotte, N. C., has been released from the Army as captain. Since V-J Day he has been general manager of the American Expeditionary Network of AFPS in Italy. He was twice decorated by the Italian Government.

JOHN MASON BROWN, conductor of the CBS program “Tonight for You” and “Books and Books,” and associate editor of the Saturday Review of Literature, June 13 leaves for London on a six-week tour abroad where he will make his first postwar study of the literary scene in England and on the Continent. He will make one broadcast from London on June 15 and on the Continent. Guest reviewers will be heard for five of the six weeks of his absence. During his stay abroad Mr. Brown plans to make several broadcasts for the BBC.

JIM LOUSBURY, announcer, has switched from KBO Des Moines to WJACK Milwaukee, Wis.

KNOX MANNING has been named as Hollywood narrator on ABC “Ford Festival of American Music” starting June 13 for 15 weeks.

DON PHILLIPS, quizmaster on the KKOK St. Louis “Telephone Quiz” program, has broken his ankle.

RAY TENPENNY, staff announcer at WCCO Minneapolis for 15 years, resigns June 15 to join NBC Chicago.

LUCILE M. DURIN has resigned as public relations director of EWTW Philadelphia after 3½ years of service.

KAY KYSER, star of NBC “College of Musical Knowledge,” is the father of a girl, Kimberly, born June 3.

CHARLES RIBET, has been transferred from the guest relations department of the NBC Personnel Staff to the Junior Announcing Staff.

JAMES D. LALOR transfers from guest relations to NBC International Dept., as copy clerk and VINCENT F. MCMILL, discharged from the Army, has returned to his assistant supervisor in charge of night reception in guest relations.

VIRGINIA LINDSEY, co-writer of NBC “Date With Judy,” is mother of a boy.

BOB GARRARD, CBS Hollywood newscaster, has been signed to narrate a series of Columbia Pictures sports shorts starting in early July.

PHIL GERRARD, ex-serviceeman, has joined KGFJ Hollywood announcing staff.

ESSE LUNGH, for five years drama producer of CBC Winnipeg, and prior to that with CBC Winnipeg, has been moved to CBC Toronto, national program manager.

JEAN BEAUCARD, CBC supervisor of music currently in Europe where he conducted the Czech Philharmonic Orchestra at Prague, June 13 is to be guest conductor of the American Expeditionary Force Symphony Orchestra at London.

ALLEY, former announcer at WCCO Minneapolis, has come new to radio and Rhodes scholar for 1946 at the U. of British Columbia, has joined the announcing staff of WQAM Vancouver for the summer.

RAL FRANJUS, announcer of CKOC Hamilton, Ont., is the father of a girl.

RUSSELL EASTCOTT of the program department of CKOC Hamilton, Ont., is to join new 3 kw CFBC St. John, N. B., as program director.

DICK DIESECKER and DORWIN BAIKY, program producers of CJOR Vancouver, B. C., have been chosen by Vancouver’s Diamond Jubilee Committee to write the pageant around which the city’s celebration will revolve July 1-15. Over 5,000 Vancouver citizens will take part in the pageant.

HOWARD PAUL, formerly with BBDO Chicago radio department, has joined WLS Chicago as continuity editor.

Synthetic Mica Crystals

SYNTHETIC mica crystals were developed in Germany to offset the shortage of natural mica, according to a report by the Office of the Publication Board, Dept. of Commerce Product. It is described in a 32-page report (PB-20321) available in photostat ($5) or microfilm ($30) from the board, with check or money order payable to the Treasurer of the United States.

An All-Time Favorite

DO YOU CARE

Published by CAMPBELL-PORGIE, Inc.

Performance Rights Licensed Through BMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 18, N. Y.
THE MILKMAN’S MATINEE
WITH ART FORD
ON WNEW

still has the all-night audience

A PULSE OF NEW YORK SURVEY (January 1946) SHOWED:

49.2% of all 12 midnight-to-6 a.m. listeners tune to WNEW
25.6% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station “A”
17.4% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station “B”
7.7% of all 12 midnight-to-6 a.m. listeners tune to independent station “C”

PROVING THAT THE MILKMAN’S MATINEE—NOW IN ITS TENTH YEAR ON WNEW—
IS STILL METROPOLITAN NEW YORK’S FAVORITE ALL-NIGHT PROGRAM!

For further information on Greater New York’s all-night audience—how many people listen, who they are, where they live, how desirable a market they represent and why ART FORD has almost half of them tuned to 1130;

WNEW

501 MADISON AVENUE, NEW YORK

TEN THOUSAND WATTS—1130 ON YOUR DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY
Whatever your plans call for in height, location or type of array, you'll find important advantages . . . complete safety . . . in IDECO triangular-section tower design.

For continuous service, high-frequency broadcasting, it is imperative that your antenna be operative at all times. Low-level emergency hook-up will not substitute.

Triangular towers retain their shape, regardless of the direction of wind loads. With no distortion, secondary stresses are avoided . . . actual loads in structural members are exactly as calculated. Wind resistance is cut to the minimum, reducing maximum load as much as 20%.

These are some of the reasons for the 100% safety record of IDECO Triangular-Section Towers. IDECO engineers, who have worked hand in hand with radio engineers since the start of broadcasting, will be glad to work with you in applying the basic safety principles of IDECO design to the solution of your problems.

WIR 700-foot triangular tower shown above has been in continuous service since 1940.

IDECO Towers are supplied direct or may be ordered through any of the principal manufacturers of broadcasting equipment. Write for descriptive bulletin RT-46.

G. E. R. O. G. E. R. A. L. D. A. L. Y, former member of Coll, Daly and Freedman, New York, has opened a public relations office under his own name at 301 Madison Ave., New York. His new organization continues to handle the public relations program for Lennam and Mitchell and the Old Gold radio programs as well as several industrial accounts.

CAPT. DANIEL W. CASEY has joined Radio Branch, War Dept. Bureau of Public Relations. While in RTO he was on the staff of the radio section of the Ninth U. S. Army Headquarters. In the early fall he is to become program director of WICY Malone, N. Y., scheduled to go on the air in September.

PERCY W. SAUNDERSON has been appointed purchasing agent of The United States Waterproofing Corp., New York. He has been with the firm for the past 17 years. A. DONALD LEWIS, former assistant purchasing agent at Emerson Radio and Phonograph Corp., has been named assistant to Mr. Saunderson. HAROLD GIBB, released from the Army as technical sergeant, has been appointed head of the expanding division which includes the name of MORRIS MULCHER, DAVID STIRUPP and COURNEY STONE, all former servicemen.

CLARKSTAN Corp., Los Angeles, is producing new 100-10,000 CPS sweep frequency transcription for use by engineers, manufacturers and service technicians. A qualitative and quantitative instantaneous response checks of entire audio systems as well as individual components.

HENRY A. STEPHENS, Inc., New York, is a public relations organization, formed to serve independent business firms, 10 E. 53rd St. Telephone is Plaza 3-9505. HENRY A. STEPHENS, president of the firm, is former general manager of the public relations and advertising division of Reeves-Ey organization.

RIDINGS AND FERRIS, Chicago, is a new public relations firm organized at 11 W. Walton Place. PAUL O. RIDINGS is president of the new company, a member of a network that includes similar offices in New York and Hollywood. Firm continues the control established and directed by Mr. Ridings under the name of New Associates, Inc., a public and public relations division of the Bob White Organization, food industry consultant. Mr. Ridings bought the business from the White organization prior to its sale. Mr. Ridings formerly had been in newspaper work and advertising. He is a director of public relations for McCann-Erickson.

EARLE FERRIS, who will be vice president of the new firm, now heads the Earle Ferris Co., New York, and is a partner in Earle Ferris Associates, Hollywood.

C. N. REED has resigned from the engineering staff of Halftone Litho., Chicago, to become supervising buyer of electronic equipment for Montgomery Ward & Co., Chicago. Technical writer and long-time member of the WRAA, Mr. Reed during the war was a radio engineer and supply officer with the Army Signal Corps.

VET PRODUCTIONS, packaged program production firm, has been organized in Philadelphia by five ex-service men at Empire Bldg., Pittsburg, Pa. Presenting dramatic series, "The City," on WHAS Philadelphia. Members of the organization are: J. C. McCoy, director; GUS PERKET, publicist; JAMES AMBANDOS and ED McCARTHY, secretaries, and J. L. JONES, talent department.

ADOLPH ROSE and PETER DE ROSE have established a production company of the Broadcast Board of Appeals for popular field. From standard field DOUGLAS MOORE, has been elected for publisher in musical field. DRIVING SPARROWS and MAX MAYECK were elected. In standard field JOHN SENGSTACK was re-elected.

CHESTER W. DUDLEY Jr., treasurer and manager of Capitol Theater Corp., has been appointed sales manager of Willard Pictures, New York, producer of motion picture and television film. Before his association with Capitol Theater Corp., Mr. Dudley was assistant to Chester Bowles, Director of Economic Stabilization, then vice chairman of the board, Bendix and Bowles, New York. He served with the Navy during World War II in the South Pacific.

FAY DUNCAN, formerly with the radio department of J. Walter Thompson Co., New York, has been appointed chief of Fletcher Wiley Productions, Boston, as office manager for the New England "Consumers Protective League" programs and will act as assistant to JOHN TRENT, League director for New England.

GEORGE L. BEST, former assistant vice president of AT&T, New York, has been elected vice president of Western Electric Co., New York. Joining the Bell System as an assistant engineer in the New York Telephone Co.'s Commercial Dept., in 1922, Mr. Best rose through various engineering assignments. He advanced to commercial engineer in 1940 and two years later was appointed assistant vice president.

JACK BREYFLESS has been made acting manager of General Electric Co., Los Angeles appliance center. Included are 14 stores.

WESTERN ELECTRIC Co., has announced the formation of the Kenmore Plant of Curtis Wright Corp., in Tonnawanda, N. Y. Plant will be occupied immediately and will be used to manufacture switchboard and other telephone products. It is expected to employ 3,000 people when in full production.

ERNEST Z. ZIELIN, former New York publicity representative for the New York, New Haven and Hartford Railroad, has joined Mike Goldgar Co., New York, as director of the publicity and public relations division.

SYNDICATE headed by CLIFF C. McHUGH, Hollywood recording engineer, and DON PIERCE, have bought outright all holdings of Richard A. Nelson, Los Angeles record manufacturer. Included are 4 Star Records and Gilt-Edge Records; Nelson Milling Co.; Nelson Plating

(Continued on page 68)
YOU MAY BE ABLE TO PITCH
A BASEBALL AT 94 M.P.H.*—

BUT—YOU CAN'T THROW AN OUTSIDE BROADCAST INTO WESTERN MICHIGAN!

Just as a catcher's mitt smothers even the hottest pitched ball, so does Western Michigan's blanket of fading actually smother the signals even from super-power "outside" stations.

The only way to reach the really valuable Western Michigan Market, with any consistency at all, is to use broadcasts originating in Western Michigan.

A proven CBS combination—WKZO for Kalamazoo and WJEF for Grand Rapids—offers you absolute coverage of Western Michigan, at low rates. We would be glad to send you complete information—or just ask Lewis H. Avery, Inc.

*Atley Donald did it in 1939—94.7 M.P.H.!
On Saturday, June 8th, at 9:30 a.m., KFI for the first time broadcast "CONQUEST." This feature utilizes a dramatic cast and full orchestra to inform the listening public of the past and present struggles in the long story of man's conquest of disease. Initial broadcast of "CONQUEST" is called "The Ship of Death" and reveals the amazing facts about the control of Typhoid. On Saturday, June 15th at 9:30 a.m., the station's plan is to foster a community radio council — functioning like a little theatre group — to provide amateur talent and to "originate and produce specialized sustaining radio programs in the public interest," according to Maj. John W. Brandstetter, vice president of Citrus Belt Broadcasters, Inc., applicant.

Major Brandstetter, Signal Corps officer who was formerly in charge of educational radio for Houston, Tex., public schools, testified that he planned to enlist the cooperation of civic organizations in forming the council. The council, he said, would provide training and incentive for amateur musicians, actors, comedians, directors and others with interests in sound effects and various other radio lines. The organization would act as a clearing house through which welfare groups and other worthy agencies might design and produce radio shows "of quantity and listner interest that otherwise would not be possible." Major Brandstetter also proposed that key civic leaders comprise a board of advisors to insure that all such talent be utilized for public service. The plan was advanced in support of Citrus Belt's announced intention of devoting more than 20% of its weekly time to local programs. The company also plans to provide its own local news coverage, under the direction of Capt. Lawrence A. Rollins, also in the Signal Corps and former news editor of the Miami (Fla.) Herald. He is secretary-treasurer of the corporation, headed by Frederick L. Allman, owner of WSVA Harrisonburg, Va.

INTRA-STORE VIDEO SHOWN IN MEMPHIS

AN ESTIMATED audience of 75,000 viewed the intra-store television demonstrations during Memphis Cotton Week Festival when B. Lowenstein & Bros., store presented a series of shows. Presentations were made with the cooperation of RCA Victor Division of RCA, and under the direction of Joseph J. Jenkins, of the RCA staff. John Dearing, RCA service engineer, handled technical details. The daily programs were built around seven basic merchandising shows of about ten minutes, presented every half hour. Between presentations, audience participation shows were telecast. Equipment included two cameras, control room, and 11 video receivers. One receiver was in the store's main show window. Visitors were allowed to sit behind the engineers and watch actual technical operations. Viewing booths accommodated about 200.

Decca Dividend

A QUARTERLY dividend of 30 cents per share on capital stock of Decca Records Inc. was declared last week by the company's board of directors. Dividend is payable June 29 to stockholders of record June 17.

"Honey, let's have some hot swing on WFDW Flint—the wife listens only to high-brow."
"THERE IS NO FREEDOM ON EARTH . . . FOR THOSE WHO DENY FREEDOM TO OTHERS."

ELBERT HUBBARD SAID IT IN 1911

"Without free speech no search for truth is possible; without free speech no discovery of truth is useful; without free speech progress is checked and nations no longer march toward the nobler life which the future holds for man."

—Charles Bradlaugh, as quoted in Elbert Hubbard's Scrapbook

AS TRUE TODAY AS IT WAS THEN!

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"
Columbia Broadcasting System Basic Station • Fisher Building, Detroit
Will They Sioux?

SIoux CITIANS—or whatever they term themselves—were irate over a remark made by Xavier Cugat recently on a Coca-Cola Spot-light Bands broadcast over Mutual. Senor Cugat introduced the "tune of the week" by saying, "If we had hill-billies in South America, this is how we'd play 'Sioux City Sue.'" KTRI, MBS station in Sioux City, was besieged with phone calls protesting the insinuations that they were hill-billies. So KTRI Platter-turners Buzz Hassett and Shel Singer wired the orchestra leader: "There are no more hill-billies here than you have in your native Brooklyn."

Wireless Mike

"TRANSMIKE," a miniature electronic unit with no wires or connections, serving as a microphone, has been developed by the Minerva Corp. of America, New York, New York. Stage performers can use the unit and move freely around a stage while the sound is being transmitted as from a microphone, according to Minerva.

WBNX reaches

1,235,000 German speaking persons
660,000 Polish speaking persons

WBNX, because . . .

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

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

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

OIL! ONE OF THE GREATEST FIELDS OF THE WEST AT RANGELY, COLORADO.

FRUIT-LIVESTOCK MINING-AGRICULTURE PLUS SOMETHING NEW.

In our eighteen years of serving America’s top drawer broadcast stations, we here at Harvey’s haven’t discovered a single outstanding personality...that we leave to the talent scouts. We operate entirely behind the “red light”...providing the equipment and components that help send the show over the air. We’ve got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We’ve got “name brands”...a fast shipping service...and prices as reasonable as you’ll find anywhere.

Will They Sioux?

SIoux CITIANS—or whatever they term themselves—were irate over a remark made by Xavier Cugat recently on a Coca-Cola Spot-light Bands broadcast over Mutual. Senor Cugat introduced the "tune of the week" by saying, "If we had hill-billies in South America, this is how we’d play ‘Sioux City Sue.’" KTRI, MBS station in Sioux City, was besieged with phone calls protesting the insinuations that they were hill-billies. So KTRI Platter-turners Buzz Hassett and Shel Singer wired the orchestra leader: "There are no more hill-billies here than you have in your native Brooklyn."

Wireless Mike

"TRANSMIKE," a miniature electronic unit with no wires or connections, serving as a microphone, has been developed by the Minerva Corp. of America, New York, New York. Stage performers can use the unit and move freely around a stage while the sound is being transmitted as from a microphone, according to Minerva.

WBNX reaches

1,235,000 German speaking persons
660,000 Polish speaking persons

WBNX, because . . .

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

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

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

OIL! ONE OF THE GREATEST FIELDS OF THE WEST AT RANGELY, COLORADO.

FRUIT-LIVESTOCK MINING-AGRICULTURE PLUS SOMETHING NEW.

In our eighteen years of serving America’s top drawer broadcast stations, we here at Harvey’s haven’t discovered a single outstanding personality...that we leave to the talent scouts. We operate entirely behind the “red light”...providing the equipment and components that help send the show over the air. We’ve got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We’ve got “name brands”...a fast shipping service...and prices as reasonable as you’ll find anywhere.

Will They Sioux?

SIoux CITIANS—or whatever they term themselves—were irate over a remark made by Xavier Cugat recently on a Coca-Cola Spot-light Bands broadcast over Mutual. Senor Cugat introduced the "tune of the week" by saying, "If we had hill-billies in South America, this is how we’d play ‘Sioux City Sue.’" KTRI, MBS station in Sioux City, was besieged with phone calls protesting the insinuations that they were hill-billies. So KTRI Platter-turners Buzz Hassett and Shel Singer wired the orchestra leader: "There are no more hill-billies here than you have in your native Brooklyn."

Wireless Mike

"TRANSMIKE," a miniature electronic unit with no wires or connections, serving as a microphone, has been developed by the Minerva Corp. of America, New York, New York. Stage performers can use the unit and move freely around a stage while the sound is being transmitted as from a microphone, according to Minerva.

WBNX reaches

1,235,000 German speaking persons
660,000 Polish speaking persons

WBNX, because . . .

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

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

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

OIL! ONE OF THE GREATEST FIELDS OF THE WEST AT RANGELY, COLORADO.

FRUIT-LIVESTOCK MINING-AGRICULTURE PLUS SOMETHING NEW.

In our eighteen years of serving America’s top drawer broadcast stations, we here at Harvey’s haven’t discovered a single outstanding personality...that we leave to the talent scouts. We operate entirely behind the “red light”...providing the equipment and components that help send the show over the air. We’ve got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We’ve got “name brands”...a fast shipping service...and prices as reasonable as you’ll find anywhere.

Will They Sioux?

SIoux CITIANS—or whatever they term themselves—were irate over a remark made by Xavier Cugat recently on a Coca-Cola Spot-light Bands broadcast over Mutual. Senor Cugat introduced the "tune of the week" by saying, "If we had hill-billies in South America, this is how we’d play ‘Sioux City Sue.’" KTRI, MBS station in Sioux City, was besieged with phone calls protesting the insinuations that they were hill-billies. So KTRI Platter-turners Buzz Hassett and Shel Singer wired the orchestra leader: "There are no more hill-billies here than you have in your native Brooklyn."

Wireless Mike

"TRANSMIKE," a miniature electronic unit with no wires or connections, serving as a microphone, has been developed by the Minerva Corp. of America, New York, New York. Stage performers can use the unit and move freely around a stage while the sound is being transmitted as from a microphone, according to Minerva.

WBNX reaches

1,235,000 German speaking persons
660,000 Polish speaking persons

WBNX, because . . .

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

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

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

OIL! ONE OF THE GREATEST FIELDS OF THE WEST AT RANGELY, COLORADO.

FRUIT-LIVESTOCK MINING-AGRICULTURE PLUS SOMETHING NEW.

In our eighteen years of serving America’s top drawer broadcast stations, we here at Harvey’s haven’t discovered a single outstanding personality...that we leave to the talent scouts. We operate entirely behind the “red light”...providing the equipment and components that help send the show over the air. We’ve got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We’ve got “name brands”...a fast shipping service...and prices as reasonable as you’ll find anywhere.

Will They Sioux?

SIoux CITIANS—or whatever they term themselves—were irate over a remark made by Xavier Cugat recently on a Coca-Cola Spot-light Bands broadcast over Mutual. Senor Cugat introduced the "tune of the week" by saying, "If we had hill-billies in South America, this is how we’d play ‘Sioux City Sue.’" KTRI, MBS station in Sioux City, was besieged with phone calls protesting the insinuations that they were hill-billies. So KTRI Platter-turners Buzz Hassett and Shel Singer wired the orchestra leader: "There are no more hill-billies here than you have in your native Brooklyn."

Wireless Mike

"TRANSMIKE," a miniature electronic unit with no wires or connections, serving as a microphone, has been developed by the Minerva Corp. of America, New York, New York. Stage performers can use the unit and move freely around a stage while the sound is being transmitted as from a microphone, according to Minerva.

WBNX reaches

1,235,000 German speaking persons
660,000 Polish speaking persons

WBNX, because . . .

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

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

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

OIL! ONE OF THE GREATEST FIELDS OF THE WEST AT RANGELY, COLORADO.

FRUIT-LIVESTOCK MINING-AGRICULTURE PLUS SOMETHING NEW.

In our eighteen years of serving America’s top drawer broadcast stations, we here at Harvey’s haven’t discovered a single outstanding personality...that we leave to the talent scouts. We operate entirely behind the “red light”...providing the equipment and components that help send the show over the air. We’ve got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We’ve got “name brands”...a fast shipping service...and prices as reasonable as you’ll find anywhere.
NEW!—Simplified Phase Shift Modulation and Direct Crystal Control

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

Raytheon's 10 KW FM transmitter. One of a complete line of FM transmitters incorporating Simplified Phase Shift Modulation with Direct Crystal control plus many other exclusive Raytheon features.
AFN LIKES BING
Sinatra Is Second in Poll
—By German Outlets—

BING CROSBY is top vocalist among American Forces Network, Munich, a poll by the station shows. Frank Sinatra ranks second. Poll was conducted by Al White on his daily Luncheon in Mun Chem program. AFN-Munich has two ex-Nazi 100 kw transmitters, one at Munich and the other at Stuttgart, 150 miles away.

Other favorites follow, in order: Vaughan Monroe, King Cole Trios, Jo Stafford, Perry Como, Phil Harris, Dick Haymes, Anita O'Day, Danny Kaye, Dinah Shore, Andy Russell, Inkspots, Johnny Desmond, June Christie, Francis Langford, Deanna Durbin, Billie Holiday and Hoagy Carmichael.

Two Increase Power

CFAR Windsor, N. S., has increased power from 100 w to 250 w on 1450 kc and CKMO Vancouver, B. C., has increased power from 110 w to 1 kw on 1410 kc, according to report of the Radio Branch, Dept. of Transport, Ottawa.

Audio Devices Inc., New York, has completed a sample telegraphic survey of 21 radio broadcasting stations throughout the country, results of which showed that 80% of the stations transcribed and rebroadcast President Truman's speech before Congress May 25.

Time on 'Breakfast Club' Given to Famine Appeal

A CAMPAIGN devised by Don McNell, m.c. of the ABC Breakfast Club program, to aid famine sufferers got underway during the June 4 broadcast and will continue on the five times weekly series for as long as the famine threat continues.

Called the 'share a meal plan,' Mr. McNelli's campaign, in cooperation with the Salvation Army and the emergency food collection, is urging his listeners every day to send non-perishable foods to the Salvation Army depot in New York and in addition to set an extra place at their tables for an unseen guest from Europe.

On several occasions during the drive, the time devoted to commercials for Swift & Co., who sponsors the 9:15-9:45 a.m. segment of the program, will be used solely to further the plan. The 9:45-10 a.m. period is heard under the auspices of Philco Products Inc., five times weekly.

CBC Drops Montreal Plan

PLANNED MONTREAL radio center has been abandoned by the Canadian Broadcasting Corp. Ten years ago the CBC arranged with the City of Montreal that it would put up a radio center in Montreal. CBC has been turned over to the CBC. The CBC last week returned the property to the city, announcing it had abandoned plans to build a radio center in Montreal.

Suggestion Used

SUGGESTION made by NBC Commentator W. W. Chaplin on a broadcast in May on the use of V-2 rocket data by civilian scientists, has been acted upon by Maj. Gen. Everett S. Hughes, Acting Chief of Ordnance, U. S. Army. During his broadcast in which he described the Army tests of the V-2 rocket at White Sands, N. M., Mr. Chaplin stated that one of the chief benefits to be derived from the use of the rockets would be the data on outer space it would make available to civilian scientists. As a result, "a certain number" of captured V-2's will be set aside by the Army for civilian research, General Hughes has advised the commentator.

NEW 8-BAY ANTENNA DEVELOPED BY FT&R

A SQUARE LOOP antenna, which is claimed to establish a new high in FM efficiency, has been developed by Federal Telephone and Radio Corporation, manufacturer of International Telephone and Telegraph Corp. This antenna, when eight bays are used, is to provide a power gain of nine, i.e., 90 kw of effective radiated power can be obtained from a 10 kw transmitter, according to Federal. Higher transmitter power will produce the same effective radiated power in the same ratio.

For greater efficiency more loops can be stacked so that a 16 bay antenna could produce a 20 db gain, state the manufacturers. Spacing between the loops is not critical, therefore permitting the use of the same structure on the FM band with only slight reduction in gain at the extreme frequencies.

Other characteristics of the new antenna, Federal says, are simplicity of mechanical and electrical design, omnidirectivity in the horizontal plane, a minimum of resonant circuits, a minimum of operations, maintenance, lightning protection, adaptable to mass production, no field tuning—all loops are the same size and factory pretuned, and standard, RMA specified, 51.5 ohm 31/8" or 15/8" coaxial cables can be used to feed the array.

Continuous operation of station can be assured by use of two feed lines. Thus should one set of loops fail, the other set would carry on with only 3 db. reduction in effective radiated power.

Suggestion Used

SUGGESTION made by NBC Commentator W. W. Chaplin on a broadcast in May on the use of V-2 rocket data by civilian scientists, has been acted upon by Maj. Gen. Everett S. Hughes, Acting Chief of Ordnance, U. S. Army. During his broadcast in which he described the Army tests of the V-2 rocket at White Sands, N. M., Mr. Chaplin stated that one of the chief benefits to be derived from the use of the rockets would be the data on outer space it would make available to civilian scientists. As a result, "a certain number" of captured V-2's will be set aside by the Army for civilian research, General Hughes has advised the commentator.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.

KCFC is the only radio outlet in this vast area. People made prosperous by manufacturing, lumber, live stock, cotton, oil, grains, fruits, and vegetables. For detailed information write:

KCFC, Inc.
Texarkana, U.S.A.
Frank O. Myers, Manager

NEW 8-BAY ANTENNA DEVELOPED BY FT&R

A SQUARE LOOP antenna, which is claimed to establish a new high in FM efficiency, has been developed by Federal Telephone and Radio Corporation, manufacturer of International Telephone and Telegraph Corp. This antenna, when eight bays are used, is to provide a power gain of nine, i.e., 90 kw of effective radiated power can be obtained from a 10 kw transmitter, according to Federal. Higher transmitter power will produce the same effective radiated power in the same ratio.

For greater efficiency more loops can be stacked so that a 16 bay antenna could produce a 20 db gain, state the manufacturers. Spacing between the loops is not critical, therefore permitting the use of the same structure on the FM band with only slight reduction in gain at the extreme frequencies.

Other characteristics of the new antenna, Federal says, are simplicity of mechanical and electrical design, omnidirectivity in the horizontal plane, a minimum of resonant circuits, a minimum of operations, maintenance, lightning protection, adaptable to mass production, no field tuning—all loops are the same size and factory pretuned, and standard, RMA specified, 51.5 ohm 31/8" or 15/8" coaxial cables can be used to feed the array.

Continuous operation of station can be assured by use of two feed lines. Thus should one set of loops fail, the other set would carry on with only 3 db. reduction in effective radiated power.

NEW 8-BAY ANTENNA DEVELOPED BY FT&R

A SQUARE LOOP antenna, which is claimed to establish a new high in FM efficiency, has been developed by Federal Telephone and Radio Corporation, manufacturer of International Telephone and Telegraph Corp. This antenna, when eight bays are used, is to provide a power gain of nine, i.e., 90 kw of effective radiated power can be obtained from a 10 kw transmitter, according to Federal. Higher transmitter power will produce the same effective radiated power in the same ratio.

For greater efficiency more loops can be stacked so that a 16 bay antenna could produce a 20 db gain, state the manufacturers. Spacing between the loops is not critical, therefore permitting the use of the same structure on the FM band with only slight reduction in gain at the extreme frequencies.

Other characteristics of the new antenna, Federal says, are simplicity of mechanical and electrical design, omnidirectivity in the horizontal plane, a minimum of resonant circuits, a minimum of operations, maintenance, lightning protection, adaptable to mass production, no field tuning—all loops are the same size and factory pretuned, and standard, RMA specified, 51.5 ohm 31/8" or 15/8" coaxial cables can be used to feed the array.

Continuous operation of station can be assured by use of two feed lines. Thus should one set of loops fail, the other set would carry on with only 3 db. reduction in effective radiated power.

Suggestion Used

SUGGESTION made by NBC Commentator W. W. Chaplin on a broadcast in May on the use of V-2 rocket data by civilian scientists, has been acted upon by Maj. Gen. Everett S. Hughes, Acting Chief of Ordnance, U. S. Army. During his broadcast in which he described the Army tests of the V-2 rocket at White Sands, N. M., Mr. Chaplin stated that one of the chief benefits to be derived from the use of the rockets would be the data on outer space it would make available to civilian scientists. As a result, "a certain number" of captured V-2's will be set aside by the Army for civilian research, General Hughes has advised the commentator.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.

KCFC is the only radio outlet in this vast area. People made prosperous by manufacturing, lumber, live stock, cotton, oil, grains, fruits, and vegetables. For detailed information write:

KCFC, Inc.
Texarkana, U.S.A.
Frank O. Myers, Manager

NEW 8-BAY ANTENNA DEVELOPED BY FT&R

A SQUARE LOOP antenna, which is claimed to establish a new high in FM efficiency, has been developed by Federal Telephone and Radio Corporation, manufacturer of International Telephone and Telegraph Corp. This antenna, when eight bays are used, is to provide a power gain of nine, i.e., 90 kw of effective radiated power can be obtained from a 10 kw transmitter, according to Federal. Higher transmitter power will produce the same effective radiated power in the same ratio.

For greater efficiency more loops can be stacked so that a 16 bay antenna could produce a 20 db gain, state the manufacturers. Spacing between the loops is not critical, therefore permitting the use of the same structure on the FM band with only slight reduction in gain at the extreme frequencies.

Other characteristics of the new antenna, Federal says, are simplicity of mechanical and electrical design, omnidirectivity in the horizontal plane, a minimum of resonant circuits, a minimum of operations, maintenance, lightning protection, adaptable to mass production, no field tuning—all loops are the same size and factory pretuned, and standard, RMA specified, 51.5 ohm 31/8" or 15/8" coaxial cables can be used to feed the array.

Continuous operation of station can be assured by use of two feed lines. Thus should one set of loops fail, the other set would carry on with only 3 db. reduction in effective radiated power.

Suggestion Used

SUGGESTION made by NBC Commentator W. W. Chaplin on a broadcast in May on the use of V-2 rocket data by civilian scientists, has been acted upon by Maj. Gen. Everett S. Hughes, Acting Chief of Ordnance, U. S. Army. During his broadcast in which he described the Army tests of the V-2 rocket at White Sands, N. M., Mr. Chaplin stated that one of the chief benefits to be derived from the use of the rockets would be the data on outer space it would make available to civilian scientists. As a result, "a certain number" of captured V-2's will be set aside by the Army for civilian research, General Hughes has advised the commentator.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.

KCFC is the only radio outlet in this vast area. People made prosperous by manufacturing, lumber, live stock, cotton, oil, grains, fruits, and vegetables. For detailed information write:

KCFC, Inc.
Texarkana, U.S.A.
Frank O. Myers, Manager
SOUND EQUIPMENT—precisionized—mechanically and electronically—for finer performance

"Alive" Response

without telltale rumble, noise or wows!

When we say 'alive' response we mean uncannily 'alive'. You won't hear any signs of artificiality when you listen to the new Unit 524 Fairchild Transcription Turntable. It's completely new. The drive and turntable were designed especially for cabinet installation. They're not portable units set in a console. Study their heavy construction. You'll see why.

Turntable noise, rumble and vibration are practically non-existent because of the unique method of mounting the drive—at the bottom of the cabinet! A specially designed rubber coupling connects the synchronous motor and drive which are spring-mounted and precision-aligned in a single heavy casting. Special mechanical filters on the hollow drive shaft reduce the transmission of vibration from the drive mechanism to the turntable which is mounted in a heavily webbed cast aluminum panel at the top of the cabinet.

"WOW"-free operation is assured by a carefully maintained evenness of speed. The motor has excellent starting and operating characteristics. The turntable is perfectly balanced with extra weight in the rim. The turntable clutch permits shifting from 33.3 to 78 rpm in operation and aids in smooth stopping, starting and exact cueing of the record. And the standard broadcast height, solidly built cabinet permits easy operation, easy servicing.

Arrange to see the new Unit 524 Fairchild Transcription Turntable. Examine it closely. Listen to its 'alive' response critically.

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

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

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

For additional information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

SOUND EQUIPMENT—CAMERA AND INSTRUMENT CORPORATION

BROADCASTING • Telecasting

June 10, 1946 • Page 73
JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

* HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

WESTINGHOUSE Engineer A. F. Pruitt demonstrates non-parallax feature of eye-level meters employed in new Westinghouse line of FM transmitters. Readings on large-face single-purpose meters are taken at tips of pointers recessed into dial face. This eliminates variations caused when standard meters are read from different angles. New line also incorporates lights and controls inside outlets inside transmitter, more storage space, non-glares panels. Stylings followed results of industry poll. The 1 kw and 3 kw units are in production.

ALUN WILLIAMS, a member of the announcing staff of KYW Philadelphia, for 18 months, has resigned and is returning to New York to enter freelance announcing field. Prior to entering military service he was chief announcer at WMCA New York.

ARTHUR W. MILLICH, former instructor of underwater sound equipment at the Navy’s San Diego radio and sound laboratory, has been appointed to the telephone technical staff of the Stromberg-Carlson Co., Rochester. Previous to the war, Mr. Millich was with the development laboratory of the Automatic Electric.

JIM BROWNE Jr., engineer at CKOV Kelowna, B. C., is the father of a boy.

GLEN TURNER, former technician of All Hollywood, now with Western Electric Co., is the father of a boy. Mrs. Turner is former Emily Peters, and Hollywood traffic manager of Don Lee Broadcasting System during war.

CHARLES T. HAIST Jr., an electronics design engineer on the atomic bomb project, has joined Electronics Dept. of General Electric Co., San Francisco, as western district electronics manager. In this capacity he will handle federal and marine equipment in western district with headquarters in San Francisco. As hobby he is owner and operator of ham station W7FWL.

RC RCA TUBE DEPT. has developed a new tube, the Vibrotron, about an inch in length and 1/16 oz. in weight, which converts mechanical motion into variable electron flow. Tube is to be used in photograph pickup, microphones and industrial equipment.

CARL WYMAN, released as a lieutenant colonel in the Marines, has been appointed technical assistant to KYW Philadelphia announcing staff. WILLIAM C. ELLSWORTH who has been transferred to broadcast headquarters of the Westinghouse Radio Stations Inc. Mr. Wyman transfers from KDKA Pittsburgh.

WU Rate Increase

TEN PERCENT increase in message rates for one year was granted Western Union last Tuesday by FCC, which said the company operated at a loss of more than $1,000,000 in March and at present rates expects a $12,000,000 loss for 1946. The increase applies to full rate, day letter, night letter, serial and press messages, but WU must give 30 days’ notice before putting new rates into effect. Authority for the boost followed hearings on a WU petition filed in March [Broadcasting, March 25], and was coupled with authorization to revise certain classes of service. FCC said it had ordered a full investigation of the company’s rate structure.
THE Petersen family of Manitoba . . . the Watkins of British Columbia . . . the Campbells of Nova Scotia . . . the Gallaghers of Ontario . . . these families may differ in culture, in occupation, in religion . . . but they have one habit in common. Like thousands of other Canadians, they tune consistently to the CBC TRANS-CANADA Network for the finest in radio entertainment.

TRANS-CANADA is a friendly and welcome visitor to a huge radio-minded family . . . 94% of Canada’s English-speaking radio homes. To these homes, TRANS-CANADA brings the best and most enjoyable programmes from Canada, the United States and Great Britain.

Day and night . . . from coast to coast . . . TRANS-CANADA serves Canadians through a network of dominant stations including several 50,000-watt clear-channel outlets. Loyal, responsive and habitual listeners in every part of Canada assure CBC TRANS-CANADA programmes excellent penetration and popularity.

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION
354 Jarvis Street, Toronto 5, Ont.
1231 St. Catherine Street West, Montreal 25, P.Q.
This new book gives you the complete picture story of the operating advantages built into Westinghouse transmitters and the way operators approved them. Ask for your copy of B-3829.
Smartly-styled FM transmitters (in two-tone blue and grey) are built in lightweight aluminum cubicles to facilitate portability and rapid installation. Excellent shielding at 100 mc is also insured. All doors, panels, and windows opening to live circuits are equipped with interlocks and grounding switches. "Building-block" amplifiers permit increasing output of 3-kw units to 10 kw and 50 kw.

Here's the answer to many of your hopes... an FM transmitter packed with the features you want most, as revealed by an extensive survey among station owners and operators throughout the country.

In this survey, 96% wanted a roomy transmitter... one with complete, fast and easy accessibility. This important feature shows up in many ways in the Westinghouse FM transmitters:

Example: you can service any tube quickly from easily-opened front panels.

Example: high-voltage rectifier tubes can be checked visually, any time, through glass panels.

Example: oscillator-driver-audio and center frequency control units are built on standard relay rack chassis and equipped with plug-in connectors for easy removal.

Making your job easy is a keynote of the entire Westinghouse FM design. Meters and indicating instruments are at eye level. All overload protection is fuseless. And to place the transmitter in operation it is only necessary to connect the audio input, r.f. transmission line and input power supply.

This improved design is the product of another important fact: the unmatched experience of Westinghouse engineers in actual station operation of five FM and six AM stations. Get the facts today from your nearest Westinghouse office. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
Decisions...

MAY 31

BY COMMISSION EN BANC

COMMERCIAL FM—Issued final CPs to 19 grantees formerly holding engineering approval; granted engineering approval to one conditional grantee. (For complete list see page 94, BROADCASTING, June 3.)

AM—1490 kc


AM—1490 kc

AM—1350 kc

BROADCASTING

AL BUFFINGTON

WATCH FOR IT!

"THERE AND BACK"

"Wealth On Wheels"

A New Departure

In Radio Broadcast Titled

"THERE AND BACK"

(attendance participation)

Original—Different—Unique

Like No Other Show
You’ve Ever Heard

WATCH FOR IT!

or

Get Facts Now from

AL BUFFINGTON

Productions

1118 Bryn Mawr Road

Baltimore 10, Md.

See page 94, BROADCASTING, June 3.
UN PROGRAM EXCHANGE
Ambitious Radio Plan of NBC Outlined

To Delegates at Luncheon

NBC's ambitious plan for a voluminous exchange of radio programs among all the United Nations has started to take shape.

At a luncheon meeting in New York, Dr. James Rowland Angell, NBC director of public service, described the network's international project to representatives of foreign broadcasting systems. Significantly present at the meeting was Nicolai I. Moliakov, press officer of the Soviet delegation to the UN.

Part of the plan calls for participating broadcasters of United Nations to submit scripts, written by their countries' outstanding literary and radio writers, to a general pool. Scripts will be translated into 30 or more languages so that they can be interchanged and carried on numerous stations throughout the world. NBC will act as a clearing house for the scripts, translating and interchanging them. The use of scripts will eliminate the difficulties of translation in short-wave broadcasts, it was agreed at the luncheon.

A formal conference of participating broadcasters will probably be held in October to coincide with the closing of the United Nations general assembly meeting. The question of traveling distance for some of the broadcasters who would want to participate, however, may delay the date to January. Invitations are expected to be sent out by NBC to the international broadcasters as soon as a definite date has been set.

Those attending the luncheon were: Sterling Fisher, director of NBC-UN project and NBC assistant director of public service; Dwight Herrick, NBC general manager of public service; Syd Eiges, NBC press director; Charles Delafield, supervisor of international exchange programs for Canadian Broadcasting Corp.; W. R. Reed, BBC North American director; T. W. Baur, assistant director of Australian Broadcasting Corp.; Paul Gilson, director of Radio France; Benjamin A. Cohen, assistant secretary general in charge of public information for the United Nations; Vernon Duckworth, Barker, director of radio, United Nations; and Mr. Moliakov.

Other Channels Offered
Independents by CBC

Canada's three high powered independent broadcasting stations whose frequencies are now subject of Parliamentary debate [broadcasting May 27] because the Canadian Broadcasting Corp. wants to use these clear channels, have been offered alternate frequencies by the CBC.

CPRB Toronto, 10 kw station on 860 kc, has been offered 10 kw on 640, 800 and 1010 kc, and 50 kw on 1550 kc. CFCH Calgary, 10 kw station on 1010 kc has been offered 10 kw on 1060 kc. CKY Winnipeg, 15 kw on 990 kc, has already been notified to move to 1080 kc. CKY is owned by the Manitoba provincial government, through the provincial telephone system.

In connection with the federal government's move to rescind licenses issued to provincial governments or corporations, it is said that a group of Manitoba businessmen may buy the station, instead of the provincial government selling the station to the CBC, a matter now under discussion.

S. R. O.

TWO downtown Charleston, W. Va. theatres, both showing the same pictures at the same time, were sold out in record time prior to the showing by means of spot announcements on WGKV. A week prior to the show WGKV carried spot announcements to the effect that the Virginian Theatre would hold a special show for children—two hours of cartoons—and within a few days demand was so great that management announced the same show would be given in another of their theatres to accommodate the crowd. On the second day of spot-plugging, WGKV announced the second theatre sold out... a record for Charleston movie houses.

WJR Dividend

DIRECTORS OF WJR Detroit have voted payment of a quarterly dividend of 35 cents per share payable June 14, 1946. Dividend is the station's 42nd consecutive payment on stockholders of record at the close of business June 6, 1946. Dividend is the station's 42nd consecutive payment on the common stock, which was split two for one June 21, 1945.
Radio Transmitter Buoy Described by War Dept.

A RADIO transmitter buoy which operates with a Signal Corps seawater charged battery and can transmit a signal in a 50-mile radius was described by the War Dept. last week. The buoy can be tossed overboard by downed airmen and it will shoot out its antenna through the explosion of a .30 caliber blank cartridge. From the small but powerful transmitter—404 watts—the signal can be heard for 50 miles, for a 12 hour period. Planes or ships coming within the radius will be directed by their radar equipment to the buoy and to the men in distress.

After exhaustive experiments, the Signal Corps laboratories developed a battery small enough to fit into a seven-inch cylinder, capable of being stored for long periods without deterioration, and yet ready for instant use when needed. In addition, the battery is activated by sea-water or ordinary tap water. With the aid of a vibration control device, it provides power for the 12-hour transmission. The buoy is already responsible for several air-sea rescues.

RCA has been granted non-exclusive license to manufacture Klystron tubes by Sperry Gyroscope Co. Device is one of two chief types of tubes used in microwave radar equipment. The transaction is considered one of the most important patent agreements in radar field since war end.

RADIO ALARM CLOCK
New GE Device Replaces Gong

For Bedside Use

RADIO alarm clock to be on the market in mid-June is in production at the General Electric Co. receiver plant at Bridgeport, Conn. Before retiring, owner tunes the clock to a radio station, adjusts the alarm, and turns alarm selector control. Clock continues to operate, turning on radio at desired hour with favorite station replacing the usual gong. Clock and radio may be operated separately. House current is used. Receiver has four tubes, comes in plastic case and weighs five pounds. GE indicates cost will be $27.35 except in far west where it will be $28.70.

‘X’ for Hope

LEVER BROS Co., Cambridge, Mass., (Pepsodent) on June 18 for 14 weeks, and for second consecutive season, replaces Bob Hope Show with The Man Called X on NBC stations, Tues., 10-10:30 p.m. (EDST). Packaged by James L. Saphier Agency, Hollywood talent service, series will star Herbert Marshall, with Leon Beler as supporting role. Wendell Niles will announce. Felix Mills has been assigned musical director. Scripts will be handled by Milton Merlin. Jack Johnstone is producer-director. With Frances Langford, vocalist, leaving, Bob Hope Show will undergo a format change upon resuming Sept. 24. Vera Vague, comedienne, will be added to cast. Agency is Foote, Cone & Belding, Chicago.

Downie to KPOA

LIEUT. (jr) RICHARD S. DOWNIE, now on terminal leave from the Navy, has been named commercial manager of KPOA Honolulu, Hawaii, by Maj. Henry C. Putnam, general manager. With CP for 5,000 w on 630 kc, KPOA is scheduled to take the air in the early autumn. Lieut. Downie has been with Northwest stations, including KELO Centralia, WKSC Pullman, Wash., and KOIL and KIRO Seattle. At the time of his enlistment in the Navy Dec. 8, 1941, he was commercial manager of KEVR Seattle. Lieut. Downie worked in electronic development at the Naval Research Laboratory in Washington, D. C., before receiving a research assignment in the Pacific. His tours included assignment at Kaneohe, Hawaii.

Student Reporters

STUDENT REPORTERS, working on an experimental basis, are covering news beats in WKZO Kalamazoo, Mich., primary area. Station reports plan is working satisfactorily.

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.
It Takes Money to buy the essentials and luxuries of today. But WLAW's audience, with a purchasing power of $2,198,419,800, is ABLE TO BUY. A request for data will bring you details of this 3 state market (181 New England cities and towns). 5000 WATTS 680 KC. 50,000 WATTS SOON!!!

Basic Station
American Broadcasting Co.

It Takes Money

F. W. WOOLWORTH Co., New York, has appointed Baker and Hawkins, New York, to handle advertising for all Woolworth stores. Agency has also been appointed to handle advertising for Coast Fishing Co., Wilmington, Calif., for Biltmore Brand canned nuts and Puse 'n Boots cat food. Radio will be used on both accounts.

MAXSON FOODS SYSTEM, New York, has appointed Lennen and Mitchell, New York, to handle advertising of pre-cooked frozen foods. Radio may be used.

NEBCO Corp., Los Angeles (Carb-I-Letor-automatic motor injector), has appointed The Tullis Co., Los Angeles, to handle national advertising. Firm has started using daily 15-minute musical on KKKD Los Angeles, with announcement schedule on KVOE Santa Ana, Calif. With distribution of product, other stations will be added to list nationally.

WILSON SPORTING GOODS, Chicago, will sponsor the All Star Football Game, Aug. 23 on the Full mutual network, 9-10 p.m. eastern time (EST). Harry Wanes will handle play-by-play. Johnny Neletti, color. Agency is Ewell-Thurber & Assoc., Chicago.

GILLETTE SAFETY RAZOR Co., Boston, June 15 will sponsor a description of the final day's play of the U. S. Open Golf Tournament from the Chatsbury Golf Club, Cleveland, on ABC, 6:30 p.m. M. Agency is Maxon Inc., New York.

SANTA MONICA BALLROOM, Santa Monica, Calif., has started sponsoring a nightly four hour live and recorded musical "Spade Cooley Time" on KFWD Angeles, Los Angeles. "The Old Time Barn Dance," nightly 60 minutes of program is broadcast from barn at Aliso Nuevo Pier. Audience is increased as program is broadcast on both stations. Agency is Dean Simmons Adv., Hollywood.

EAGLE OIL AND REFINING Co., Santa Ana, Calif., has appointed Ralf Spangler Adv., Los Angeles, to handle advertising of stock announced on 25 California stations and will list to 66 KXL. Network total is to be 15 hour regional network program which is handled by Ralf Spangler Adv., Los Angeles.

HERBOLD LABS., Hollywood (gray hair restorers), is testing with daily participations in programs on KFWB Hollywood and KOL Seattle. General Adv., Hollywood, has account.

ROSEFIELD PACKING Co., Oakland, Calif., will sponsor Service Station Network, So. June 13 extends half-hour transcribed "Bikipoy Hollywood Theatres" to WGY Schenectady, N. Y., bringing number of stations airing this program to 29. Agency appointments.

Renewal Accounts


LIGGETT AND MYERS TOBACCO Co., New York (Chesterfield cigarettes), June 13 for 52 weeks sponsorships "Chesterfield Supper Club" on NBC, Mon. through Fri. 7-7:15 p.m. M. Agency: Newell Emmett Co., N. Y.


Net Changes

HELEN CURTIS INDUSTRIES, Chicago (Helene Curtis "Chesterfield Tobacco"), June 3 replaced "Enchantment" with "Helene Curtis Presents" on 1 on NBC Pacific network stations, Tues. 10-10:30 p.m. M. Agency: Chez Animation, Chicago.


STERLING DUGO, Windsor, Ont. (Bayer aspirin), July 14 replaces for 52 weeks "Theatre of Romance" on 25 CBC Dominion network stations, Tues. 8-8:30 p.m. M. Agency: Spitzer and Mills, Toronto.

STANLEY, Chicago, June 13 replaced "Cosmopolitan Magazine" on 31 CBC Trans-Canada network stations, Sun. 9-9:15 p.m. M. Agency: Dancer-Fitzgerald-Sample, N. Y.

School Discs Increase

The USE of radio transmissions for teaching purposes has skyrocketed in Philadelphia Schools since the war has ended. Dr. John T. Garman, Director of visual education for the Board of Education announced that there are over 750 transmissions of radio programs in the library of the administration building.

THE SELF-CLEANING FILTER Co., Chicago, has placed its advertising account with Goldman and Gross, that city Radio will be used.

KENNETH RADER, former account executive at Mid-Continent Advertising Co., New York, has joined Bombi Inc., New York, in charge advertising and sales promotion for "Black Magic" perfumes.

NEDLOG Co., Chicago (bottled beverages), has appointed Jones Frankel Co. Chicago, to handle advertising. Radio is considered.

The Latest

TRANSCRIPTION LIBRARY

OF

AMERICAN FOLK MUSIC

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

Page 82 • June 10, 1946
TO PROVIDE consumers with "factual but completely impartial" information about the purchase and care of consumer products, is the goal of the "Consumers Quiz," which May 20 started as a weekly half-hour video program on WCBW New York. Fred Utall, moderator of the program, selects five contestants from the audience, discusses five products to them and quizes them on the various qualities they should look for in each product, with a cash award going to the best informed contestant. Host Al Roberts directs series for CBS.

Grouch Club Returns

EARLY morning program, "The Jim Grouch Club," which was the usual cheerful approach heard on most shows at that time of the day, has instead greets the audience with gripes, complaints and word-play. Moderators are WPTZ Paterson, N. J. Featuring Bob Carlton, who hosted the "Jim Grouch Club" in 1938 and continued on the air until 1941 when he gave up the program to work with WWRL New York.

WXR Policy

TO AID in the Army recruiting campaign, WXR Woodstock, N. Y. is scheduled to broadcast free as a public service, 13 spot announcements between June 3 and June 23, sponsored by "B. C. General Foods Corp.," a subsidiary of the World Education Service in cooperation with the Philadelphia Committee of the World Education Service, Council has been conducting a contest among the students of Philadelphia's public, private, and parochial schools for the best written affirmative of international cooperation. A total of 2,500 postcards were mailed to high schools and students. The names of the first place winners were announced in the New York Times. The first prize winner, O. B. C. H. Smith, is a student of Jamaica, N. Y.

WCBW New York presents Prof. Lyman G. Abbott of Columbia University as m. c. of the program.

WABC New York presents Max Kellerman as m. c. of the program.

D-Day Anniversary

GENERAL of the Army Dwight D. Eisenhower on June 6 was heard on a special NBC program marking the second anniversary of D-Day (8:30 p. m.) Merrill Mueller, NBC commentator who was assigned to General Eisenhower's headquarters on D-Day, New from London 15-October Beach and broadcast a description of the Normandy landing place as it looks now. General Eisenhower's speech was recorded by MBS and played back the same evening, 10:30-11 p.m.

Service Force Reconversion

NEW SERIES of programs, "Opportunity U. S. A." revealing how ex-servicemen and women are reconveting to civilian life, started June 8 on MBS in cooperation with Pageant Magazine. Two series for Pacific veterans. Bill Berns and Bill Rain are touring the 48 states in a jeep gathering material and interviewing men and women all over the country. They point out during the three months that there is still opportunity in the U. S. for other veterans. Some of these stories will be broadcast as a monthly feature in Pageant.

TRIBUTE

WHEN Train 105 of the Chicago and Northwestern Railroad made its annual Memorial Day stop east of Brook, S. D., to enable crewmen to place flowers on an isolated, wind-swept Prairie grave, Roch Ulmer of KSTP St. Paul was on hand to broadcast the simple ceremony to the Northeast. For 56 years train men have been honoring the unknown veteran at Station 105, an isolated, wind-swept prairie grave, to enable crewmen to place flowers on the grave. Memorial Day stop east of Elrod, S. D., where a jeep Gathering material and interviewing men and women all over the country. They point out during the three months that there is still opportunity in the U. S. for other veterans. Some of these stories will be broadcast as a monthly feature in Pageant.

THE KATZ AGENCY, INC.

For Full Coverage of Hawaii

N. A. in the Pacific

FROM 1931

For Full Coverage of Hawaii

N. A. in the Pacific

THE KATZ ADVERTISER, INC.

TWO EXAMPLES OF KXOA'S FLAIR FOR COMBINING SHOWMANSHIP AND PUBLIC SERVICE IN LOCAL PROGRAMMING

WATCH KXOA SACRAMENTO'S MOST ALERT RADIO STATION

BASIC MUTUAL

OWNED AND MANAGED BY LINCOLN DELLAR

AMONG THE RURAL FAMILIES OF THE SACRAMENTO AREA

KXOA'S DAILY FARM REPORTER

IS LISTENED TO:

* REGULARLY BY - 24.5%
* OCCASIONALLY BY - 51.0%

OTHER EXAMPLE OF KXOA'S FLAIR FOR COMBINING SHOWMANSHIP AND PUBLIC SERVICE IN LOCAL PROGRAMMING

FAIRWELL AND GOODBYE.
LONDON LETTER—By William Pingrey

British Experts Berate BBC, Urge U. S. ‘Virility’ in News

TWO EXPERTS on broadcasting wrote bluntly last week on the future of the BBC, both suggesting reforms in the British system and pointing out the danger in cycles for a commercial network in competition with government stations.

The most outspoken was Jonah Barrington, radio columnist for the Sunday Chronicle, who stated that commercial broadcasting must be taken seriously despite Parliament’s opposition to it. He continued:

"But sponsored radio will out—
even if it, together with millions of good British pounds, is driven in exile to Luxembourg, Eire, Portugal and other less monopolistic countries.

"And Mr. Morrison (Herbert Morrison, Lord President of the Council) will have to ensure that BBC programs are up to, and better than, commercial standards, if he is to stop British listeners tuning to Luxembourg.

"Mr. Barrington made a lengthy criticism of the BBC and suggested reforms. These included better reception, immediate action to provide the entire nation with television by 1956, less talking down to the listener by announcers and better news presentation. He added:

"Why does not the BBC take a leaf out of America’s book and give us some virility to our news commentaries?"

The other critic was Arthur Mann, a former BBC governor, who in The Observer urged an inquiry into broadcasting before the BBC charter is renewed at the end of 1946. He asserted:

"There is ample evidence to show that many listeners are dissatisfied with the quality of programs. There is a strong demand that more attention should be given to the requirements of Scotland and the other regions, which do not share the tastes of Londoners.

"There is also a body of opinion which would like to see a commercial broadcasting network set up either alongside or instead of the BBC."

The government is also taking action on the BBC’s future. It is expected to publish a White Paper soon and this will be debated in Parliament.  

Raymond W. Hold, principal of the Manchester Unitarian College, commented that the BBC had risked isolating the Unitarian Church to air services, adding:

"Some religious services on the BBC are so unctuous, sentimental and patronizing that if I were a member of an anti-God league I would subsidize the BBC."

Major General Edward Ian Jacob, who had a brilliant war record, has retired from the Army to accept the job of Controller of the BBC’s European Service, whose mission is to tell Britain’s story in many languages.

He has had no previous experience in radio. Mr. Jacob, who as assistant military secretary to the war cabinet travelled to many conferences with Winston Churchill, takes over his new job July 1.

The BBC, which has been making increasing use of RAF helicopters in carrying sports and newscasters to the scene of events, used one of the planes to give a running description of the Victory Day firework show on the Thames June 8.

The BBC was all set to resume its television service June 7, providing one day of rehearsal before the big Victory Day broadcast the following day.

One of the first persons to be seen in the outdoor telescreen that day was King George arriving at the saluting base with the royal family. Then viewers watched 200 celebrities take their places to see the parade roll past.

In the evening of June 8, mobile television units toured London telecasting the crowds.

SHORTS: The Assistant Postmaster General told the House of Commons that the new fee for radio license for receivers of one pound ($4) per year would be effective June 1; license of two pounds ($8) for both sound and television receivers effective the same date. A woman sports announcer, Joyce Gardner, did the daily tableside commentaries on the Joe Davis-Alfred Joyce title match which lasted two weeks during May. The BBC recently aired a Toscanini concert from Milan, Italy. At intervals during the sponsored broadcast, announcers read commercials in four languages—some of which went over the BBC.

225 Per

SPIELING words at high speeds is not often considered the lot of an announcer. Yet Jay Stewart, the NBC Hollywood announcer, must mouth his script at rate of 225 words per minute during rapid fire segment of network’s Western Division Answer Auction. His normal delivery is 150 words with high of 180 for quickie commercials.
Agency Contests WCFL’s FM Petition

FCC Hears Applicants For Stations in Chicago

QUIET which marked first three days of testimony of FCC hearings on FM frequencies in Chicago was disrupted Wednesday afternoon with the surprise appearance of a Chicago advertising executive to protest the application of WCFL on the grounds that the Chicago American Federation of Labor had acted arbitrarily in cancelling a commercial program.

The executive, S. E. Gourfain, of Gourfain-Cobb Adv., told FCC Examiner Samuel Miller that WCFL had refused to renew a contract for his client, Erie Clothing Co., sponsoring Dr. Gerhardt Schacher, one-time CBS news anchor because the commentator was allegedly “pro-Red” and “anti-American.”

Mr. Gourfain said WCFL had refused to make an announcement that Dr. Schacher's program was being moved to WJJD under protest, although the sponsor was ready and willing to renew the account.

Mr. Maurice Lynch, WCFL manager, repeated charges made earlier in the day that, in his opinion, Dr. Schacher was guilty of pro-Russian views and that the station, under its contract, could cancel at anytime.

Examiner Miller instructed both the agency and the station to submit samples of Dr. Schacher's script to the FCC. WCFL denied Mr. Gourfain's charge that it had refused to make the announcement of the program's cancellation and said the transcription of the program would be offered in refutation.

Six Withdrawals

Of the 18 FM applicants scheduled to appear during Chicago FCC hearings June 3-12, six had withdrawn by Wednesday noon.

Attorneys for the six petitioners notified Mr. Miller that uncertainty of FM receiver production, difficulty of obtaining necessary equipment and other reasons forced their decisions.

Withdrawing were Agricultural Broadcasting Co., subsidiary of Prairie Farmer-WLS, Chicago; Dual Engineering Corp., Chicago; Johnson Kennedy Radio Corp., Chicago; Raytheon Mfg. Co., Chicago; Telair Co., Firestone Tire & Rubber Co., Elmhurst, III.; Nathan Schwartz, realtor, Chicago. Oak Park Realty & Amusement Co., Chicago, had withdrawn prior to the hearing.

Sessions opened Monday in the Chicago Board of Education with testimony in connection with the application of the Amalgamated Broadcasting System, approved by the Amalgamated Clothing Workers of America (CIO) and the Chicago joint board of the union.

Samuel Levin, national vice president, testified Amalgamated intended to operate an FM station in the Chicago area which would serve in “the general interest.”

Mr. Levin said time would be available to all groups, regardless of class but insisted labor needed a voice in Chicago. Purchase of time on other stations, he told Examiner Miller, had not proven satisfactory.

A request that the Commission set aside two of the 12 frequencies allocated to Chicago for a period of six months was voluntarily withdrawn by the American Veterans' Commission of an assignment to each petitioner.

Throughout the first three days of the hearing, intent of labor unions to enter the FM field was manifest. Counsel for Amalgamated Clothing Workers, UAW-CIO, and Chicago Federation of Labor (WCFL) cross-examined each applicant frequently to determine how each intended to carry out recent recommendations of the Commission as disclosed in its Blue Book report.

Questioned as to the influence of Paramount Pictures in future operations of WBKB and the station's proposed FM outlet, E. C. Upton, Balaban & Katz treasurer, declared the studio would pay full card rate for any time it might purchase.

Mr. Upton said he was not qualified to discuss Paramount's plans for radio. He was present at the Chicago FCC hearing.

Unique FM-Television Tower Proposed

By Balaban & Katz in Chicago Hearing

PROPOSED PLANS for a radically new type of FM and television tower and studio were revealed during the Tuesday sessions of hearings on FM applications before FCC Examiner Sam Miller in Chicago.

The projected FM and television plans were submitted as evidence in the application for an FM station by Balaban & Katz, Chicago theatre company which owns and operates WBKB, Chicago's only commercial television station.

Capt. William C. Eddy (USNR), television director of WBKB, Chicago, appearing before current Chicago Hearing, said plans called for a 600-foot tower in Chicago Hearing.

The projected tower would be 600 ft. high from base level with a 90-ft. foundation at bed rock. The proposed tower as designed by Milton S. Carstens, Chicago architect, would be built of welded steel 2½ in. thick at the base and ¾ inch thick at the apex.

Tapering Structure

Mr. Carstens said the structure would be 15 ft. in diameter at the base, tapering to 5 ft. at the top where an 80-ft. pole will support FM and television antennas. In addition to the coaxial cables built within the 600-ft. tower, a small elevator will enable technicians to ascend to a control room located at the top of the structure. Both transmitters and studios will be located 12 ft. below the surface of the ground level, Captain Eddy said.

Mr. Frank M. Randall, consulting engineer who tested and approved the design, said the structure would enable WBKB to broadcast directly from the heart of Chicago to an area of approximately 60 miles. Construction of the studios, pending FCC approval of WBKB's FM application, is expected to take place late this fall, with tower and building facilities estimated at more than $1,000,000, exclusive of equipment and furnishings.

June 10, 1946 · Page 85
FCC Actions
(Continued from page 78)

from the hearing docket application for a new station.

Key Bestg. Corp., Baltimore, Md.—
Granted motion to amend application for a new station so as to specify frequency 970 instead of 1060 kc, etc. The amendment was accepted and application removed from the docket.

Tri-Suburban Bestg. Corp., Silver Spring, Md.—The Commission on its own motion removed application for a new station from the hearing docket.

JUNE 4
BY COMMISSION EN BANC

WNOX, Albany, N. Y.—Ordered that the special temporary authorizations for the continued operation of station WNOX be extended for a period of 60 days from June 1.

ADMINISTRATIVE BOARD

WGL, Fort Wayne, Ind.—Granted CP to remanufacturer from 953 St. Morris St., 201 W. Jefferson St., Fort Wayne, Ind.

WTPS New Orleans—Granted extension of Special temporary authorization to operate an RCA twin filament receiver on Channel 233, 94.5 mc with Western Electric 4402 receivers and a 140-foot supporting structure, at the N. E. Medical Library, for the period May 30 to Aug. 27.

WIVT, Mayville—Granted extension of special temporary authority to operate a Composite transmitter O-1000 mc with 650 w peak power, special engineering information, in order to make ultra high frequency propagation experiments, and was joined by the Technical Information Sec. of the FCC for a period beginning June 8, 13, and ending August 1.

WEPR Reading, Pa.—Granted, modification of license for relay broadcast station Wabl, to move to Boston and change call letters to BCTJ, frequencies: 31.2, 35.26, 37.05, 39.26 mc, on the basis of a survey, portable-mobile with station WRAW.

WIXO Washington, D. C.—Granted extension of special temporary authority to broadcast Class B program for 11 p.m. daily including Sunday, only for ten days from June 1.

Providence Journal Co., Providence, R. I.—Ordered that the amended petition for the station to change transmitter site; change paragraphs so as to show revised engineering information as requested by the Commission, and the amendment was accepted.

American Bestg. Inc., Chicago—Granted petition for license to discriminate without prejudice its application for a new station.

Commonwealth Bestg. Corp., Danville, Ky.—Ordered that the amended application for a new station be accepted and the station to be operated by J. Russell as a director; show deletion of a proxy given to W. G. Bays, and to change paragraphs so as to show revised engineering information as requested by the Commission, and the amendment was accepted.

KXJF, Evansville, Ind.—Granted petition on its own motion, Removed application for a new station so as to specify frequency 1450 kc; change paragraphs to reflect revised engineering data, etc.; the amendment was accepted.

Eastern Idaho Bestg. & Television Co., Idaho Falls, Idaho—Ordered that a petition be accepted to change transmitter site; change paragraphs to reflect revised engineering information as requested by the Commission, and the amendment was accepted.

Television Productions Inc., San Francisco, Cal.—Granted petition to dismiss without prejudice its application for a new television station.

F. E. McNaughton, Peoria, Ill.—Granted motion to dismiss without prejudice its application for a new FM station.

Upland Bestg. Co., Salt Lake City, Utah—Ordered that the amended application for a new television station be accepted and to show change of additional stock to the original stockholders and payment of additional funds for the corporate treasury, and the amendment was accepted.

WESTERN Action


All seeking new station on 1450 kc 250 w.

MONDAY, JUNE 10, Providence, R. I.
Six applications for commercial FM facilities in Providence-Pawtucket area.

WEDNESDAY, JUNE 12, Washington, D. C.

WEDNESDAY, JUNE 12, Washington, D. C.

Radio Airways Inc., Eugene, Ore.—CP new station 1520 kc 1 kw.

FRIDAY, JUNE 14, Washington, D. C.

Hearings This Week

MONDAY, JUNE 10, Washington, D. C.
Six applications for commercial FM facilities in Providence-Pawtucket area.

WEDNESDAY, JUNE 12, Washington, D. C.

WEDNESDAY, JUNE 12, Washington, D. C.

Radio Airways Inc., Eugene, Ore.—CP new station 1520 kc 1 kw.

FRIDAY, JUNE 14, Washington, D. C.

... right in being enthusiastic over a market presentation that quotes the latest Sales Management data on local markets. Because your clients—the top sales executives of national advertisers—read Sales Management and accept its market information without question.

This acceptance was confirmed in a recent survey by the Market Research Company of America when 200 leading media buyers were asked, “What publication is most readily accepted by your clients as authoritative?”

The media buyers answered, “Sales Management.” In reply to this question, SM was named far more often than any other publication or publishing organization.

Which helps explain why alert time salesmen can make better use of SM figures if they receive the backing of a consistent advertising campaign in Sales Management. Remember:

"IT'S 4 TO 1" Say the Nation's Leading Media Buyers

Page 86 • June 10, 1946
June 26 at Washington. Insofar as petition requests change of place of hearing, the petition was denied without prejudice to petitioner's renewal thereof upon an appropriate showing; and said hearing was continued without date until further order of the Commission.

WOOR, New Orleans, La.—Grant petition insofar as it requests continuance of consolidated hearing upon applicant's application and that of Deep South Broadcasting Co. for a construction permit for a new station at Baton Rouge, La. Hearing was continued without date.

June 24. Insofar as the petition requests change in place of hearing, the petition was denied without prejudice to petitioner's renewal thereof upon an appropriate showing; and the hearing on these applications was continued without date until further order of the Commission.

WIOD Miami, Fla.—Denied petition requesting leave to intervene in the consolidated hearing application of KHTN, Houston, and W. Albert Lee. Seaboard Radio Broadcasting Corp., Philadelphia.—Granted petition to dis-

AM—1230 kc

Glens Falls Publicity Corp., Glens Falls, N. Y.—Denied petition for a construction permit for new station at 1230 kc 100 w, unlimited time.

WINZ New York, (assignee), Croley Corp. (assignee).—Adopted Order granting petition for consolidated hearing on applications for construction permit and scheduled further hearing and oral argument thereon for June 26 at Washington. Insofar as petition requests change of place of hearing, the petition was denied without prejudice to petitioner's renewal thereof upon an appropriate showing; and the hearing on these applications was continued without date until further order of the Commission.

Mr. Mott

MOTT LEAVING FCC FOR OWN PRACTICE

HAROLD E. MOTT, FCC attorney, resigned last week to enter private practice of radio law in Washing- ton. He is opening offices in the Occidental Building, 1411 Pennsylvania Ave., N.W.

Mr. Mott joined the Commission's legal staff Jan. 23, 1940, and served until he entered the Army Air Forces on Oct. 1, 1942. He returned Nov. 14, 1945, upon release from the armed forces, and was assigned to the Broadcast Division of the Legal Department.

TOP MAN ON THE TOTEM POLE...
FANCHON and Marco, operator of the Ambassador, St. Louis and Fox theatres in St. Louis and sponsor of "Down Memory Lane" on KXOK St. Louis weekly, is planning promotion of the Sunday program for early radio at the theatre. Program, which features the music and lives of the performers, is recorded by KXOK and broadcast two hours after picture begins.

To Announce Winners
WINNERS of the second prize of the fifth annual "Dr. Christian Award" competition, which more than 12,000 scripts have been submitted, will be announced on the broadcast of June 19, 8:30-35 p.m. Judges of the contest which ran through the months of February and March, are Dr. Austin Krouse, Dr. Ralston Hall, Dr. Nathaniel C. Estabrook, Dr. Joseph L. Chamberlin, Dr. Frank Stannard and Dr. Jacob Shuman.

Winning script will be presented on the June 26 broadcast. Lesser amounts will be awarded for other-prize-winning scripts.

Program is sponsored by the Cheese-Brook Manufacturing Co., New York through McCann-Erickson, New York.

FM Advantages
WPIL-FM PHILADELPHIA has started a program of Philadelphia area familiarize their customers with FM broadcasts. In a letter to all city dealers, the WIPIL-FM Supervisor, has offered to send introductory station's program booklet to any customer with the dealer's compliments. Letter explains that FM development has been retarded during the war and offers service of WPIL-FM to the dealer to aid him in informing the public.

Combined Listing
BOOKLET presenting program listings and radio times of various stations represented by Ellicott-Hyneman, Montreal and Toronto, has been published by the representative "in the interest of Canadian broadcasters to facilitate the understanding in their respective fields."

"Contribution Toward Better Intergroup Understanding in the National Conference of Christians and Jews is sponsored by Timken Roller Bearing Co., Canton, N. Y.

Music Festival
MODIFICATION of annual half-hour broadcast by KMO Tacoma, Wash., concluding "Campus Radio Theatre" civic program series was started this year by KMO as two-hour musical festival. In addition to the special half-hour broadcast, the "Campus Radio Theatre Music Festival" presents all talent heard on the weekly half-hour program during the year.

Airs Awards Presentations
SPECIAL awards presented June 6 by the National Conference of Christians and Jews was carried by MBS 2:15-2:30 p.m. from the St. Louis hotel, Chicago. Dr. Lisle Mellette, atom bomb scientist, and Katherine Court, dramatic artist, will receive awards for "contribution toward better intergroup understanding in our respective fields.

NEW CBS Quiz
NEW TYPX quiz program, "Winner Take All," enabling a successful contestant to remain on the show indefinitely, started on CBS June 3. It is broadcast 3:30-3:45 p.m. (EDT) Monday through Friday, with Ward Wilson as host. The program is produced by Bill Podman.

WBWM Baseball Series
JIMMY EVANS, former All-American baseball and football athlete of Northwestern, has signed with WBMW. Evans, the "Big Wally," June 3 started series on WBWM Chicago, which included "Sports of the Northside." Program is scheduled five weekly.

On Atomic Energy
DURING summer hiatus of "Cavalcade of America," Mon. 8-8:30 p.m. on NBC, a substitute program of atomic energy and allied fields will be produced from June 24 to August 26. Program will originate in Hollywood but is as yet untitled. Du Pont de Nemours...
Big Show Planned by Indiana Outlets
All-Hoosier Talent Is to Open State Fair on Aug. 31
PLANS for statewide radio participation in an All-Hoosier Talent Show to evoke the spirit of the 1946 Indiana State Fair, Indianapolis, Aug. 31, were formulated last Monday at an all-day quarterly meeting of Indiana Associated Broadcasters at Columbus Club, Indianapolis, called by John Carl Jeffrey, WKMO Kokomo general manager, president.

Promotion of the all-market campaign on a cooperative basis through a series of trade magazine advertisements was proposed by Mr. Jeffrey. Two advertising agencies will submit proposed campaigns for discussion at a future meeting.

Nearly every Indiana station will provide talent for the All-Hoosier Show, which will be in charge of Harvey Pearman, general manager of WNOX Lebanon, also manager of WOWO Fort Wayne.

More than 100 radio entertainers from all parts of the state will take part. The production will be headed by nationally known stars who began their radio careers in the Hoosier State.

Promotion Personnel

HOWARD STANLEY, assistant director of promotion of CBS-owned stations, has been appointed director of promotion for the Indianapolis area.

MICHAEL M. O'MALLEY, formerly director of promotion for the ABC Division, has been named director of promotion for CBS-owned stations in the Indianapolis area. Mr. Stanley previously had been with WTOP Washington, D.C., as sales promotion manager and director of press information.

Robert McAndrew, ABC Western Division advertising and promotion manager, was on an extended trip after two days of near-service in the Army. Called for induction, Mr. Jablons failed to pass Army's physical examination.

MIKE JABLONS of Mutual's advertising department, after two days of near-service in the Army, was called for induction. Mr. Jablons failed to pass Army's physical examination.

REGINA BELL of the promotion department of KFV Philadelphia, has broken her left foot.

THOMAS C. KNODE, assistant manager of the NBC Press Dept., has left on a two-week trip to visit radio editors and station publicity directors in Atlanta, Mobile, New Orleans, Memphis, Louisville, Chicago and Detroit.

Fish Tie-in

NETWORK tie-up in promotion of KBST St. Paul, $60,000 tagged fish contest has been made by the station with Ralph Edwards' "Truth or Consequences" program on ABC. The winner of the show, a 28-year-old Institute of Technology student named John Persik, was chosen to fly to Minneapolis for several days of fishing, returning to Hollywood in time for appearance on show. Mr. Persik is an CBC contestant who participated in a CBC contest to win a trip to Minneapolis for several days of fishing, landing on Lake Minnetonka. The trip to Minneapolis was awarded by Minneapolis' Gov. Edward J. Thye, and given to an AAA member of the Minneapolis Chamber of Commerce.

Premiums are Customer Built by Robbins

There's a reason why the Robbins Company has such an outstanding reputation for producing successful premium promotions. That reason is best expressed by describing Robbins' premiums as "customer-built." For Robbins' premiums are not mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a specific job for a specific company.

It is this combination of knowing what makes to reach, how to find it best effectively, that produces ideas which spark successful premium campaigns to new heights—a policy that has brought amazing results for many of America's largest users of premiums.
THE GREATEST SELLING POWER

Folks turn first to

Then

APPLICATIONS . . .

May 31

WHBY Waterbury, Conn.—Modification

of license of CP which authorizes the

operation of a television station to be

operated on frequency 16.5-64 mc (4 kw). AMENDED: to make changes in

transmitter, antenna system and in

change of station.

FM—Unassigned

Cherry & Webb Bstg. Co. Providence, R. I.—

CP new television station to be operated on

frequency 37.2-64 mc (50 kw) in the Providence, R. I. area.

AM—1100 kc

WGPA Beloit, Wis.—Modification of CP which authorized a new standard

broadcasting station to be started and

amended to make changes in antenna

system, approval of antenna and

amendment of permit to transmitter.

Scripps-Howard Radio Inc. Cleveland—

CP new commercial television station to

be operated on frequency 36.4-64 mc.

ESR of 1720 and power of 30 kw. AMENDED: to make changes in

transmitter and antenna system and in

change of station.

FM—Unassigned

WEGO Concord, N. C.—CP to install

new transmitter.

KMOV Indianapolis, Ind.—CP to install

new facility and to change frequency to

44-64 mc (1 kw).

FM—Unassigned

WJW Columbus, Ohio—CP new FM (Metropolitan) station to be operated on

channel 229, 93.7 mc and coverage of 8,203 sq. mi. AMENDED: to make changes in

transmitter location and make changes in antenna

system.

Applications Tendered For Filing

AM—1370 kc

WJAB Ponce, Puerto Rico—CP to change frequency from 200 mc to 15 kw to 5 kw

and change transmitter and studio locations.

FM—96.1 mc

KROW Inc, Oakland, Calif.—CP new FM (Metropolitan) station to be operated on

channel 10, 96.1 mc and coverage of 3,760 sq. mi. AMENDED: to make changes in

transmitter and studio locations.

RELAY

J. E. Rodman, Area of Central, Calif.—

ШП new relay station to be operated on

channel 143, 9 kw to 25 kw and change transmitter

and studio locations.

FM—73.4 mc

Richard T. Sampson, Oceanside, Calif.—

CP new station 1300 kc to 1320 kc and unlimited hours—AMENDED: to change

frequency from 1320 to 1350 kc and change transmitter and studio locations.

Applications for license to be supplied.—AMENDED: to change

transmitter and studio locations.

AM—1400 kc

Veterans Bstg. Service Inc., Baltimore, Md.—CP new station 1460 kc and unlimited

hours. AMENDED: to change transmitter and studio locations.

FM—98.0 mc

WBHZ Saranac Lake, N. Y.—CP to increase to 5 kw, from 1320 to 1450 kc and make changes in

transmitter location and make changes in

transmitter and studio locations.

AM—1520 kc

Midland Bstg. Co., Midland, Mich.—

CP new station 1460 kc, 250 w and unlimited

hours.

AM—750 kc

Democrat Bstg. Co., Durant, Okla.—

CP new station 720 kc, 250 w and daytime

hours.

AM—760 kc

Tarboro Bstg. Co., Inc., Tarboro, N. C.—

CP new station 1560 kc and daytime

hours.

AM—1230 kc

WMFR, High Point, N. C.—Consent to assignment of license to WMFR and

Station WMPD to Daniel H. Lambeth, Jarrett H. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly J. Lambeth, d/b/a Radio Station WMFR.

AM—860 kc

WGBG Greenhough, N. C.—Consent to transfer of control of licensee corpora-

tion from James L. Lambeth, Helen M. Lambeth and Frank S. Lambeth to Ralph M. Lambeth.

1520 kc

The Maccabee Bstg. Co., Moriah, N. Y.—CP new station 1530 kc, 250 w and daytime

hours.

AM—560 kc

Northwestern Theological Seminary and Purdue Bstg. School, Muncie, Ind.—CP new station 900 kc, 1 kw and daytime

hours.

AM—1450 kc


AM—1500 kc

Unassigned

Juntos Del Sur, Inc., New Rochelle, N. Y.—

CP new FM (Metropolitan) station to be operated on

frequency 145.1 mc and coverage of 2,400 sq. mi. AMENDED: to make changes in

transmitter and studio locations.

FM—Unassigned

Radio Projects Inc., Newark, N. J.—

CP new FM (Metropolitan) station to be operated on

frequency 145.1 mc and coverage of 2,400 sq. mi. AMENDED: to make changes in

transmitter and studio locations.

FM—Unassigned


FM—Unassigned

The Outlet Co., Providence, R. I.—

CP new station 1040 kc, 250 w and unlimited

hours. AMENDED: to change frequency to 1050 kc.

AM—1050 kc

Midland Bstg. Co., Midland, Mich.—

CP new station 1470 kc, 250 w and unlimited

hours. AMENDED: to change frequency to 1520 kc.

AM—1450 kc

The Greater Than, Inc., New York City—CP new station 1450 kc, 250 w and unlimited

hours. AMENDED: to change frequency to 1450 kc.

AM—990 kc

The Kato Agency, Inc.

Represented Nationally by

The Cats Agency, Inc.
Willard D. Egolf Opens Washington Law Offices

Willard D. Egolf, formerly special counsel of the NAB, has opened law offices in the Union Trust Bldg., Washington, in association with W. Parker Jones and Parker H. Jones, He will specialize in radio law and other practice before U. S. agencies and the courts.

Mr. Egolf is president of Broadcast Management Inc., which is being formed to represent the business interests of the broadcast industry. For 11 years prior to his NAB service he was commercial manager of KVNO Tulsa.

Applications Tendered for Filing:

AM-1450 kc
Amsterdam Broadcasters Inc., Amsterdam, N. Y.—New station 1450 kc, 250 w and unlimited hours.

AM-620 kc
WJMS Ironwood, Mich.—Change frequency from 620 mc to 640 mc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night.

AM-1340 kc

AM-810 kc
Variety Bcstg. Co., Inc., Dallas, Tex.—CP new station 810 kc, 250 w, daytime hours.

AM-1230 kc
Peter B. Thomsen & Associates, C. C.—CP new station, 1230 kc, 250 w, and unlimited hours.

AM-570 kc
WLDJ Jacksonville, Ill.—Increase power from 250 w to 1 kw and install new transmitter.

AM-1170 kc

AM-890 kc

AM-650 kc
Baltimore, Md.—New station 650 kc, 250 w and unlimited hours.

AM-1010 kc

AM-970 kc
KERO Bakersfield, Calif.—Modification of CP (which authorized a new standard broadcast station) to be operated on frequency “to be assigned” and coverage of 7,060 sq. mi.—AMENDED: to change coverage from 7,060 sq. mi. to 5,000 sq. mi.; change type of transmitter, and specify type of antenna and system.

AM-1350 kc
WJNN Madison, Wis.—Modification of CP (which authorized a new commercial educational station, to make changes in antenna system.

FM—Unassigned
Cannon & Callister Inc., Los Angeles—CP new FM station 87.9 mc, 4,493,386; coverage of 11,000 sq. mi.—AMENDED: to specify type of transmitter as Bellingham (Metropolitan) broadcast station to be operated on frequency “to be assigned” and coverage of 13,894 sq. mi.—AMENDED: to change corporate structure.

Applications Dismissed:

The Jam Handy Organization Inc., Chicago—CP new commercial television station to be operated on channel 56.5 —AMENDED: to change frequency from channel 56.5 to channel 58.5, and ESR 1940. Request of attorney.

Video—50-56 mc
Globe-Daimler Parking Co., St. Louis, Mo.—CP new commercial television station to be operated on channel 50-56 mc, and ESR 1940. Request of attorney.

Applications Amended For Filing:

AM-1498 kc
Roy C. Kelley, Muskegon, Mich.—CP new station 1498 kc, 250 w and unlimited hours—AMENDED: to change coverage from 1230 to 2500 kw.

AM-1080 kc
West Virginia Radio Corp., Pittsburgh, Pa.—CP new station 1080 kc, 1 kw daytime hours.

AM-730 kc
EJN Jones & Sons, Inc., San Antonio, Tex.—CP new station 730 kc, 1 kw daytime hours.

AM-1490 kc
The Voice of the Orange Empire Inc., Ltd—CP new station 1490 kc, 250 w and daytime hours.

AM-1300 kc
Angel Ramos and Jose Coll Vidal, a partnership d/b as El Mundo Bcstg. Co., San Juan, P. R.—CP new station 1300 kc, 1 kw, DA and unlimited hours—AMENDED: to change frequency from 1230 to 1340 kc, power from 500 kw to 1 kw, change type of transmitter and directional antenna and make changes in antenna system.

AM-1240 kc
The Wm. H. Block Co., Indianapolis, Ind.—CP for new high frequency FM (Metropolitan) broadcast station to be operated on frequency “to be assigned” and coverage of 13,894 sq. mi.—AMENDED: to change corporate structure.

FM—Unassigned
CBS Inc., New York—WABC—FM.
CBS Inc., Chicago—WBBM—FM.

Radio Licensees:

Wait well under way on FM Station

The NBC Station of Progress

Reprersented by John BLAIR & Co.

JUNE 6, 1946

The Garden Bcstg. Co., Gardner, Mass.—CP new station 1220 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1230 to 1490 kc.

AM-1150 kc
Lawrence Watson & d/b as Fostoria Bcstg. Co., Fostoria, Ohio—CP new station 1150 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1230 to 1490 kc.

AM-1110 kc
WNAR Norristown, Pa.—Modification of CP (which authorized new station) to change type of transmitter, for approval of antenna and approval of transmitter in five locations.

FM—97.1 mc
WKBG—FM Philadelphia—Modification of CP (which authorized new station) to change type of transmitter, for approval of antenna and approval of transmitter in five locations.

FM—97.1 mc
WKBG—FM Philadelphia—Modification of CP (which authorized new station) to change type of transmitter, for approval of antenna and approval of transmitter in five locations.

FM—97.1 mc
KQAG Stillwater, Okla.—Modification of CP (which authorized a new commercial educational broadcast station to be operated on frequency “to be assigned” and coverage of 91.7 mc, power of 1 kw, of type of transmitter, transmitter site and make changes in antenna system.

FM—91.1 mc
Don Lee Bcstg. System, San Francisco—CP new station channel 5, 50-56 mc—AMENDED: to change frequency from channel 5 to channel 6, 50-56 mc and to make changes in antenna system.

FM—90.5 mc
Don Lee Bcstg. System, San Francisco—CP new station channel 5, 50-56 mc—AMENDED: to change frequency from channel 5 to channel 6, 50-56 mc and to make changes in antenna system.

FM—89.5 mc
Don Lee Bcstg. System, San Francisco—CP new station channel 5, 50-56 mc—AMENDED: to change frequency from channel 5 to channel 6, 50-56 mc and to make changes in antenna system.

FM—88.5 mc
Don Lee Bcstg. System, San Francisco—CP new station channel 5, 50-56 mc—AMENDED: to change frequency from channel 5 to channel 6, 50-56 mc and to make changes in antenna system.

June 6, 1946  Page 91

BROADCASTING * Telecasting
N. Y. Hearings

(Continued from page 44)

the most important of the five stations and New York the most important from standpoint of market.

New York is the most important station for network purposes.

Testified by Mr. Hubert, he said $14,000,000 has been underwritten by Dillon, Read, for a $15,000,000 issue consisting of 1,000,000 shares at $15. The addition of this stock, he said, would cut Edward J. Noble's interest in the network to 35.5%.

He said the network expects to exchange programs with Philco in Philadelphia, Evening Star in Washington, and General Electric in Schenectady.

Testified by Mr. Guest, he said the new financing would mean that ABC will become a $30,000,000 company. He would not say what the book value of the network is now but pointed out that CBS was selling last Monday at $78,000,000. He said Mr. Noble paid $8,000,000 for the Blue network in 1943.

Woods Recalled

Mr. Woods, recalled to the stand Tuesday afternoon, said the stock issue would yield $14,000,000 and increase total assets from $13,000,000 to $27,000,000. He said Dillon, Read, had been asked to reserve 100,000 shares for offer to ABC affiliates.

Mr. Woods testified that Mr. Noble, board chairman of ABC, was offered $25,000,000 in January for the network.

Only other witness for ABC was Paul B. Mowrey, the network's national director of television, who emphasized the experience gained by ABC in producing television programs regularly on three stations: WRGB Schenectady, WABD New York, and WPTZ Philadelphia.

ABC television staff members, he said, "are the only broadcast interests in television who have worked with three different types of television equipment and likewise three different groups of television personnel."

In 11 months of 1945, he said, ABC spent $55,021 for artists fees, props and sets, make-up and costumes, package shows, film and travel expenses (including programs out of town for production, travel allowance for artists, etc.) in producing television programs.

Advertisers cooperatively sponsoring ABC telescasts pay a "production fee" with ABC meeting the rest of the expense, Mr. Mowrey explained.

He said ABC contemplates a 28-hour week with 9 1/2 hours sustaining and 18 1/2 hours commercial. Ninety-two percent of air time would be divided equally between remote and studio programs, and 8% would be films. In addition to proposals for video programs, he submitted a lengthy list of shows now produced by ABC in New York for standard broadcasting which would be "readily adaptable" for television.

Mr. Mowrey said ABC proposes to extend its video service to affiliates "as soon as facilities will permit." Each affiliate, he reported, "will be offered first call in the community which it serves on all ABC television programs scheduled to be broadcast in that community. Such programs will be of wide variety, including musical, educational, religious, sports, public affairs, international and special events programs," he added.

Engineering data were received upon completion of Mr. Mowrey's testimony. There was no session Wednesday.

Thackrey Testimony

With the resumption of hearings Thursday morning, the Commission heard the presentation of WLBI Inc., with Mrs. Dorothy Thackrey, chairman of the board, Theodore O. Thackrey, vice chairman, Jackson Leight, president, and Frank Knack, chief engineer, as witnesses.

Mrs. Thackrey, 100% owner of the Theodore Corp., parent company of the New York Post and WLBI, said she would provide whatever funds are needed for the proposed station. She submitted a balance sheet showing assets of $8,092,817 and annual income from the estate of her late father, Mortimer L. Schiff, and from privately held investments, excluding newspaper and radio interests, of $155,000.

She estimated cost of construction, equipment and installation of the proposed station at $299,415 and operating costs for the first year at $417,720.

Mrs. Thackrey said her primary interest in entering the television field is "to provide the widest possible public service by utilizing and making available to the public the most effective means of mass communication." "I am enthusiastic," she added, "over the limitless future of television as I see it."

Questioned by Mr. Caldwell whether she agreed with a statement made by her attorney at a previous FCC proceeding that newspapers should not own radio stations, she replied: "I violently disagree."

Policies Applicable

Mr. Thackrey, a former editor of the Cleveland Press and Buffalo Times and at one time president of the Post-Mercury Publishing Co., Shanghai, which published some 32 weekly and monthly periodicals, testified he returned to New York in 1936 to join the staff of the New York Post, becoming editor in chief in April 1942 and editor and general manager in August 1942.

He said the program policies in force in the three Thackrey stations (Continued on page 97)
Medical Series

AMERICAN MEDICAL Assn., Chicago, is preparing a series of six transcribed broadcasts titled The Public Comes First. Dr. W. W. Bauer, director of health for the association, said the talks were not directed against socialized medicine “but we believe our message is a convincing argument against it.” Series, prepared by NBC Recording Division, is being sent to medical societies in 90 cities.

NARBA Changes

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of the following changes:

250 kc—KEFK Hermosillo, Sonora, 500 w, Class III-B, to start Sept. 21.
1240 kc—XES Tampico, Tamaulipas, 250 w, Class IV, to start Aug. 15 (shifted from 1250 kc).
1060 kc—XERF Terrenas, Coahuila, change in call letters, previously XAGX.
3000 kc—XERF Merida, Yucatan, change in call letters, previously XEFK.
1480 kc—XEFK Villa Acuna, Coahuila, 150 kw, unlimited, Class I-A, to start Nov. 1.

NBC Promotion Heads Attend Annual Meeting

PROMOTION managers of NBC owned and operated stations met last week in New York for the third annual promotion meeting.

The station executives were welcomed to the network’s headquarters by Charles P. Conklin, director of advertising and promotion for NBC. Other network executives who addressed the gathering included Janet A. Vowen, director of NBC National Sales Dept.; William C. Roux, manager of spot sales; Frank E. Mullin, vice president and general manager of NBC, and George H. Prey, NBC Eastern Division sales manager.

The promotion managers attending the meeting, which lasted Wednesday through Friday, were: Charles P. Conklin, WEAF New York; James Seiler, WRC Washington; Howard Barton, WTAM Cleveland; Emmons Carlson, WMAQ Chicago; Randy Smith, KOA Denver; Robert McAndrews, NBC Western Division.

VIDEO BOX at Madison Square Garden during pickup of a boxing match with Bob Stanton, WNBT sports announcer at mike; Einar Johnson, NBC engineer at camera; Don Darcy, formerly of video program department in foreground.

Gillette

(Continued from page 17)

views are also cut into the telecasts, which accompany his oral plugs for Gillette with appropriate slides televising from WNBT’s film studio in the RCA Bldg, while the sound of Mr. Corum’s voice is sent to the audience from the scene of the fight—a bit of legerdemain devised by the video technicians.

Because the broadcasts start exactly at 10 p.m., while the feature bout may start at any time thereafter depending on the length of the preliminary fights, Gillette may be able to get in a commercial beforehand, or may come on the air with the fighters in the ring and ready to go—just another difference between fights and the usual studio programs.

Such difficulties have not, however, discouraged Gillette from continuing to make sports broadcasts the backbone of its advertising program. Gillette President Spang, in the company’s annual report for 1945, stated:

“During 1945 the company continued a full, well-rounded advertising program based upon the broadcasting of sports events comprising the Gillette Cavalcade of Sports including the World Series, Kentucky Derby, football bowl games and similar sports classics, augmented by magazine, newspaper and window display advertising. It is felt that this comprehensive, year-around campaign will accelerate the momentum already gained and further entrench us in our position of leadership.”

With the present television audience limited to a few thousand homes with prewar sets, Gillette’s telecasting activities probably should be classed as experimental research rather than straight advertising. Their effectiveness on the individual viewer, however, has already been demonstrated. A survey of people who had seen one or more of the eight telecasts, conducted by NBC in the spring of 1945, showed a sponsor identification index of 94.4, a figure to gladden the heart of any advertiser in any medium.

Ogilvie Resigns Post With OIC

Successor at State Department

Is Kenneth Fry of OWI

RESIGNATION of John W. G. Ogilvie as chief of the International Broadcasting Division, Office of International Information and Cultural Affairs, State Dept., was announced last Thursday by William T. Stone, OIC director. At the same time he announced appointment of Kenneth D. Fry, acting associate chief in charge of the San Francisco office, as acting chief of the OIC International Broadcasting Division.

Mr. Ogilvie, a veteran on Pan American relations, left the IT&T New York, where he was in charge of radio operations, on Nov. 15, 1941, to become affiliated with the Coordinator of Inter-American Affairs, later changed to the Office of Inter-American Affairs. In January 1944 he was appointed radio director of OIAA, and when the state

First Again!

For the third consecutive year, LONG BEACH is first in the nation in Per Capita Effective Buying Power—$2,160.00 per capita after taxes.

KGER

Long Beach—Los Angeles
Marvin Dabney, Station Manager
5,000 Watts—Full Time

Out of 56...

...night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows. *WTAG has no money-give-away shows.

And What a Market!

Peak population with pockets bulging with cash—that’s the market you buy when you sign a WAIR contract. Industrially, commercially and agriculturally, the WAIR market is big and rich and responsive.

W A I R

Worcester, Massachusetts
Representative: The Walker Company

By actual survey

T O R O N T O ’ S

M O S T L I S T E N E D -

T O S T A T I O N

DIAL 580

C KEY

Toronto

June 10, 1946 • Page 93
Inter-American Engineering Committee
Selects Washington for Headquarters

HEADQUARTERS of the Inter-American Engineering Committee, set up last week under Article XII of the Inter-American Agreement concluded at the Second North American Regional Broadcasting Conference early this year, will be Washington, Ralph J. Renton, U. S. manager, will be permanent chairman of the committee, it was announced Friday.

At a meeting in Washington last week of delegates from Cuba, Canada and the U. S. proposed rules of practice, procedure and measurement were drawn, subject to approval of the various governments. Mexico notified the State Dept. that it would not participate in the engineering committee. Mexico's delegates signed the Inter-American Agreement with reservations to Article XII, pending formal approval by the Mexican Government.

Temporary Member
Virgil R. Simpson, assistant to the FCC chief engineer, was temporary chairman before appointment of Mr. Renton, who has been chief, engineering and projects section, FCC Engineering Dept. Representing Cuba is Alfonso Hernandez-Daza, assistant chief, Radio Communications Bureau, Canada is represented by W. B. Smith, assistant radio engineer, Dept. of Transport.

Advisers attending last week's organizational committee included H. C. T. Collier, Director of Radio, Cuba; C. B. MacQuivey, Telecommunications Division, State Dept.; Marion H. Woodward, chief, International Division; G. F. Lee, engineer, International Division; K. Neal McNaughten, chief, Standard Allocations Section, all of the FCC Engineering Dept. Mr. McNaughten was secretary general of the NARBA Conference in Washington in February.

Purpose of the committee, which was proposed by Commissioner E. K. Jett, chairman of the Second NARBA Conference, is to resolve interference between stations of different nations. While adherents to NARBA are not represented on the committee, they are privileged to call for assistance should interference occur.

CAAB
(Continued from page 16)

CAA
(Continued from page 20)

In some broadcasting circles it was felt that the FCC and NAB should evidence concern when there is a conflict of interests and not leave the final decision to the CAA without at least knowing radio's needs in the public interest known.

Defender Needed
Although the FCC Engineering Dept. for years has worked closely with the CAA in connection with antenna heights for safety in aviation, pressure of private flying groups is reported to have reached the point where standards set up through operation of CAA and FCC are disregarded and the wishes of aviation interests are given preference over broadcasting.

Unless the needs of broadcasting are properly presented and defended before the CAA, some of the antenna towers—some of them established two decades ago when radio was in its infancy—may be forced out of their present use and new construction for television and FM will be greatly curtailed, according to informed circles.

Some quarters felt that the only solution to what seems to radio's biggest construction problem in the development of FM, television and facsimile, and the protection of present AM broadcasting, lies in community antenna towers as proposed by the Federal Telephone & Radio Corp. Frank H. McIntosh, Washington consulting engineer, and some FCC engineers.

Another quarter expressed the opinion that the Federal Airport Act likely will lead to actual litigation, with the courts eventually determining which is more in the public interest—aviation or broadcasting.

20 More Receive Approval for FM

Final CPs Bring Total Since Last Fall to 93

TWENTY more FM construction permits were issued Friday by the FCC to grantees who had previously received engineering approval. All but four were to standard licensees.

The actions brought to 93 the number of FM construction permits issued since the resumption of licensing last October, leaving 346 conditional grantees, many of whom have received engineering approval, awaiting final approval. Another 128 applications are in hearing and an additional 263 are pending.

Granted construction permits have been given in effective radiated power; antenna height is height above average terrain:

Filene's Broadcasting Co. (WTSF), St. Petersburg, Fla.—CP for metropolitan station; 92.1 mc (Channel 221); 30 kw; antenna 247 feet.

Truth Publishing Co. (WTRC), Elk- hart, Ind.—CP for metropolitan station; 103.1 mc (No. 276); 21.6 kw; 422 feet.

Field Broadcasting Co. (WKBV), Miami Beach, Fla.—CP for coastal station; 96.1 mc (No. 294); 390 kw; antenna 720 feet.

WDDO Broadcasting Corp., Chattanooga, Tenn.—CP for rural station; 93.7 mc (No. 293); antenna 1,322 feet.

Northside Broadcasting Co. (WGRG), Louisville, Ky.—CP for metropolitan station; 92.1 mc (No. 221); 24 kw; 2,125 feet.

Politzer Pub. Co. (KSD), St. Louis, Mo.—CP for metropolitan station; 93.3 mc (No. 272); 36 kw; 520 feet.

The Patriot Co., Harrisburg, Pa.—CP for metropolitan station; 96.9 mc (No. 265); 3.5 kw; 790 feet.

The Gable Broadcasting Co. (WFDG), Altoona, Pa.—CP for metropolitan station; 100.7 mc (No. 266); 3.9 kw; 990 feet.

The Monocacy Broadcasting Co. (WFMD), Frederick, Md.—CP for metropolitan station; 98.8 mc (No. 263); 11 kw; 325 feet.

The Broadway Co. (WWNY), Watertown, N. Y.—CP for metropolitan station; 100.9 mc (No. 270); 9.7 kw; 520 feet.

Oshkosh Broadcasting Co. (WON), Oshkosh, Wis.—CP for metropolitan station; 100.9 mc (No. 265); 9 kw; 420 feet.

All grants were for the summer season replaces all grants for the summer season.

(Continued from page 16)

Some quarters felt that the only solution to what seems to radio's biggest construction problem in the development of FM, television and facsimile, and the protection of present AM broadcasting, lies in community antenna towers as proposed by the Federal Telephone & Radio Corp. Frank H. McIntosh, Washington consulting engineer, and some FCC engineers.

Another quarter expressed the opinion that the Federal Airport Act likely will lead to actual litigation, with the courts eventually determining which is more in the public interest—aviation or broadcasting.
CBS Is Seen Seeking Reversal
Of KQW Purchase Denial

STRONG likelihood was seen last week that CBS would file exceptions to FCC's proposed denial of its purchase of KQW San Francisco [BROADCASTING, June 3] and if necessary would use all other legal recourses to secure a reversal of the Commission's proposed decision.

CBS made no immediate announcement of this, but it was considered a virtual certainty that the network would, before the June 28 deadline, file exceptions and ask for oral argument on the Commission's proposal, which contemplated denial of the projected $980,000 sale on grounds that the six 50-kw clear channel outlets and one 5-kw regional already owned by CBS constitutes concentration of control which should not be extended.

 Associates of George B. Porter, Washington counsel for Sherwood

Unions Lose KTHT

AFL Unions lost two elections at KTHT Houston, Tex., National Labor Relations Board announced last Thursday in dismissing petitions of American Federation of Radio Artists and International Brotherhood of Electrical Workers for certification as representatives of KTHT employees. The board said AFRA lost 4-3 and IBEW lost 5-4 in separate elections May 10.

To Resume Series

HENRY MORGENTHAU Jr., former Secretary of the Treasury, will return to the air in the autumn after an extended leave which has been broadcasting several months on WMCA New York, WWDC Washington and two California outlets. David Levy, Mr. Morgenthau's radio consultant at the Treasury and now Young and Rubicam daytime radio supervisor, is serving as his broadcast adviser.

FCC Proposes Granting AM Stations
In Peoria, Lynnhurst and Charleston

PROPOSED decisions providing grants for three new standard stations, including a regional, and an increase in power from 250 w to 1 kw were handed down Thursday by the FCC.

Acting on 1290 kc applications in Peoria, Ill., the Commission proposed to grant a 5 kw station to Illinois Valley Broadcasting Co. because ownership is more integrated with station operation. The decision concluded that 5 kw power with directional antennas would result in efficient use of the frequency and made the proposed grant conditional upon filing of an application for 5 kw power.

Applications of Greater Peoria Radiobroadcasters Inc. and Central Illinois Radio Corp. for the same frequency were denied.

Grant of a 1 kw station on 1390 kc was proposed for Old Dominion Broadcasting Inc., Lynchburg, Va., subject to the condition that the Old Dominion Box Co., controlled by D. H. Dillard, who owns 20% of the applicant company, did not view to assisting in the orderly change to the new situation.
**Fax to Train in Motion Demonstrated**

**Transmission Is Made From Capito! Tuesday**

OPENING new vistas for transmission of written material by radio, the first facsimile message ever flashed to a moving train was received perfectly aboard a B. & O. train between Baltimore and Washington last Tuesday.

Postmaster General Robert E. Hannegan flipped a switch on a transmitting set in the Capitol law library at 2:50 p.m., starting transmission of a message penned by Margaret Truman, daughter of the President. It was the same message that Samuel F. B. Morse, inventor of the telegraph, poured out to Baltimore from the same room 102 years ago—"What hath God wrought?"

Witness Show

Originally the ceremony was scheduled for May 24, 102d anniversary of the first Morse message, but a nationwide train strike interfered. Press Wireless Mfg. Corp. used its facsimile equipment, transmitting on 156.325 mc. Radio Division of Beudix Aviation Corp., whose very-high-frequency communications equipment has been installed by the B. & O. for train communications, cooperated.

The complete ceremony, witnessed by officials of Government, the B. & O., Press Wireless, Bendix and news men and women, was broadcast exclusively by WCBM Baltimore and the Maryland Coverage Network, including WJEJ Hagerstown and WBOC Salisbury. Transcriptions of the broadcast will be presented by WCBM to Postmaster General Hannegan, Miss Truman and the Library of Congress.

Michael Murray of WCBM, who handled the narration and described the ceremony, introduced Mr. Hannegan and Samuel P. Morse, supervisor of sound effects, WOR-Mutual New York, great-great-grandnephew of the telegraph inventor. Mr. Hannegan termed facsimile a "symbol of a future in which we shall know many more scientific advances which will lead us to a prosperous and peaceful world."

'Triple A' Reception

C. W. Van Horn, operating vice president of the B. & O., contacted the radiotelephone A. S. Hunt, chief engineer, Communications & Signals, B. & O., aboard the moving train, which then was passing Relay, Md., about seven miles outside of Baltimore. Mr. Hannegan gave the switch that started rotating the cylinder to which Miss Truman's message was attached.

During the transmission Mr. Van Horn remained in telephone contact with the train and was informed the reception was "triple A" (very good). When the train arrived in Washington at 3:35 p.m., the special ear bearing facsimile receiver was opened to the public.

Mr. Morse congratulated those who developed facsimile and said arrangements in radio such as the one we are witnessing today are no longer regarded as curious experiments or mere playthings, but as real and valuable contributors to human welfare." Except for Louis E. Corbin, publicity director of WCBM, and Bill Rock, station production manager, Mr. Morse would not have taken part in the ceremony.

Called Descendent

Mr. Rock met the WOR-Mutual sound effects supervisor, in New York some weeks ago and laughingly inquired: "Your name is Morse—like the telegraph code?"

The engineer explained he was a descendant of the telegraph inventor.

When Press Wireless and the B. & O. announced plans for the facsimile demonstration had been set for June 4, Miss Truman, Rock and Corbin suggested to Paul Paddock, Press Wireless director of public relations, that the WOR-Mutual sound effects supervisor take part. Mr. Paddock called Mr. Bunton and had the long distance June 1 and the descendant of the telegraph inventor went to Washington. He took part in the 100th anniversary of the first telegraph message, celebrated in 1944, but had made no plans to attend last week's ceremony until he received the telephonic invitation at the suggestion of the WCBM men.

Press Wireless gave public demonstrations of facsimile in the Willard Hotel, Washington, last Thursday and Friday; A. Warren Norton, president, predicted that within a relatively short time railroads and airlines will utilize facsimile for dispatching trains and planes and message traffic. Press Wireless plans a demonstration between an airliner and a ground station in the near future, he added.

**Salee Gene Plans**

**SALIE GENE COSMETICS, Los Angeles** (Hand Sweet deodorant lotion), has appointed Arthur W. Stowe Adv., Los Angeles, as national advertising agency. Radio campaign totaling $50,000 is being projected to introduce new product.

Firm has purchased three weekly quarter-hour periods on KLAC Hollywood Make Believe Ballroom effective June 10.

**Chesterfield Signs**

**LIGGETT AND MYERS Tobacco Co.** (Chesterfield cigarettes), has signed Maurice Mart, former Martin Block understudy at WNEW New York, to do a six-week half-hour recorded Chesterfield ABC Roundup on KFWB Hollywood starting June 17. Agency is Newell Emmett Co., New York.

**Old Gold Is Set**

**P. LORILLARD Co., New York** (Old Gold cigarettes), June 16 for 13 weeks replaces Meet Me at Par'ky's with musical variety series featuring Skitch Henderson and Golden Gate Quartet with Jan Savit's Orchestra on 134 NBC stations, Sun. 10:30-11 p.m. (EST). Agency is Lennen and Mitchell, New York.

Cancels Spots

**FORFIRST** time in 12 years use of radio, the Lutheran Layman's League has cancelled 90% of its spot advertising campaign on 100 radio stations for the summer season. Organization sponsors the **English Lutheran Hour** which solicits funds for the league.
Commercial Time Reduced

Although a daytime station, he said WLBC can make money on its regular time but is in a better financial position although its operating expenses have been doubled by the new ownership. This has been accomplished, he said, by doubling the rates. He said the station has 35 fulltime employees.

Mr. Leighter introduced into testimony a report of a television survey in New York based on a sample of 2,020 personal interviews during the week of May 17-23. The study showed that 51.5% of those interviewed expect to buy a television set, with 26.5% undecided. About 47% thought they would buy a set within the next two years. About 5% expect to pay under $100, 30% expect to pay $100 to $199, another 15% expect to pay $200 to $249, and 23% expect to pay over $250.

The survey showed that 55% of the interviewees or members of their families have seen video sets in operation.

Night Viewing

The survey showed further that 85% would be most apt to use a television set at home at night and 28% thought that during the daytime, that 20.2% believe two persons would be likely to view the programs in their homes, that 23.2% believe three persons would watch, 23.9% expect four persons, and 11% expect five persons.

An informal survey of the status of television set production in New York, conducted for WLBC Inc. by Surveys Inc., indicated that View-Master, which will have sets available late this summer, that RCA hopes to have sets ready late this fall, and that Crosley, which has had sets on sale since last November, will have new models late this summer.

Opening the presentation for Debs Memorial Radio Fund (WEVD New York, a share-time station) Adolph Held, president, testified Thursday afternoon regarding finances of the organization. He said the Forward Assn., publisher of the Jewish Daily Forward, had agreed to lend Debs $500,000 for television operations in addition to $25,000 already loaned WEVD.

Mr. Held, also president of Forward Assn., sketched the relationship of Debs and Forward, and cross-examination agreed with Mr. Rosen, counsel for Mrs. Ackerman, that he had testified in a 1942 case that Forward "practically owns" the station.

Nonprofit Organization

Mr. Held said Forward Assn. was nonprofit in that profits are spent for charitable and similar purposes, and that Debs Memorial used WEVD's profits similarly or for expansion. He said he was confident Forward would advance any additional funds necessary for video operation above the $600,000 loan already proffered.

Henry Greenfield, WEVD manager, said establishment of the proposed television station was planned in three phases: (1) immediate investment, to get the station on the air (possibly late this year), $284,015; (2) extra equipment to be added when it becomes available, $100,725; (3) acquisition of land and construction of a new building, $550,000. Total for all three phases is $994,740. Operating costs were estimated at $500,000 a year.

George Field, WEVD program director and secretary of Freedom House (educational organization) and Wendell Willkie Memorial Building (established by Freedom House), presented Forward program plans, and said approximately 16 hours and 50 minutes of the 28-hour week would be "susceptible" to commercial sponsorship and 11 hours and 10 minutes would not.

He contemplated 19 hours and 35 minutes of live programming, 3 hours and 15 minutes of film, and 5 hours and 10 minutes combining live and film.
Congress Assailed by Padway: He Brands Lea Act 'Fraud'

ECHOING his master's voice, Joseph A. Padway, general counsel for the American Federation of Musicians, speaking Wednesday before the AFM's 49th annual convention in St. Petersburg, Fla., spilled out the Lea Act and Congress for special attack. James Caesar Petrillo, AFM president, earlier had assailed the law and Congress. Mr. Padway called the Lea Act "one of the most dishonest pieces of craftsmanship that has ever been introduced in any legislative body in the world" except perhaps Nazi Germany when Hitler told the Reichstag how to vote.

When the upheaval in labor came recently, said Mr. Padway, labor's enemies, led by Rep. George A. Dondero (R-Mich.), saw their chance to cut the heart out of the AFM and seized the psychological moment to offer the Lea Bill. Mr. Padway, who also is general counsel, charged that the House Interstate & Foreign Commerce Committee hearings, at which he said Rep. Dondero presided, were of such character that no fair hearing was possible.

Mr. Padway charged that the Lea Act was the work of a "vicious, malicious, ignorant Congress, desiring to get revenge on one man who seeks to keep a job for his people."

Mr. Padway, like Mr. Petrillo, assailed the NAB, charging that it took credit for the Lea Act as "the first major legislative victory achieved by the broadcasting industry since its inception," while disowning the bill as its own.

Mr. Padway charged that the NAB, following pretty much the Petrillo-engineered line, approached, in the Lea Act, to gather information and data on broadcasting and other organizations which are related to the musical profession. Purpose is to "familiarize ourselves with the manner in which they conduct their business."

Recommended a 15% increase in prices for traveling engagements. Ordered representatives of employers (a leader or contractor) of traveling bands to carry liability insurance on "employees they are representing on all traveling engagements."

Petrillo Quotes

Here are some quotes from his speech:

"There is more democracy in an AFM convention in one week than in a lifetime of some of the politicians in Washington."

"Three hundred out of 900 radio stations are now controlled by the press. It will soon control every one in America. We're getting the worst of it. There's nothing we can do about it. I want to know why."

He devoted a considerable part of his speech to the NAB. He found that doing business today is different from the old days. "Then," he said, "you signed a contract after a fight and it was over." Now, he added, millions of dollars are being spent every year for propaganda. "I must admit they do a swell job."

"More Power Than NAM" He said he considered the NAB in Washington had more power than the National Asen. of Manufacturers.

He called the Lea Act the first step against free radio and predicted the next step would be against broadcasters. "I don't want to see it. I want to see free radio."

He added that he thought the NAB "has gone mad" and is not satisfied with 90 cents on the dollar. "But," he said, "the working man won't go for that stuff anymore."

Mr. Petrillo said he told the broadcasters: "We received 25 million dollars a year in symphony orchestras; salaries paid to our people, no propaganda. We received millions of dollars for hotel work, no propaganda; millions from small business, million from cove work, no propaganda. Can only give NAB credit for six million dollars. All we get from you felows is propaganda. You are an unsupervised organization. I tell you, get that knofe out of our back or we won't do business with you any more in the future. So now they won't do business with us. They'll tell you between the eyes and say let's shake hands. We are not going to talk business like that. There is too much involved."

"Protected' His 'People' He envisioned a threat coming from "the NAB and their people."

Petrillo (Continued from page 15) about the Congressman's comments: "Oh, that bum!"

Representative Dondero, in Washington Wednesday, upon learning of Mr. Petrillo's threat to stop recordings and network music if the Lea Act were held constitutional, declared that "it's time we find out if a labor leader is greater than the Government." Mr. Dondero, whose bill is incorporated in the Lea Act, said that if Petrillo persisted in defying the Government, Congress would have to enact further legislation to protect the public.

Of that the music czar replied: "Oh, that bum! He represents about 500 people up there in Michigan. He hasn't got the mentality to know what to do. He's a gimmie-gimmie politician."

Padway Continues Attack But the music czar himself wasn't the only source of criticism against the Lea Act. Counsel Padway also assailed it as "one of the most dishonest pieces of craftsmanship that has ever been introduced in any legislative body in the world," except perhaps Nazi Germany when Hitler told the Reichstag how to vote.

The musicians' union convention followed pretty much the Petrillo-engineered line in adopting resolutions. In addition to the unanimous endorsement of its president's policies, the convention adopted these resolutions:

Urging that all unions merge not only "action" against "anti-labor legislation" but consolidate their memberships.

Creating a research department in the president's (Petrillo's) office to gather the information and data on broadcasting and other organizations which are related to the musical profession. Purpose is to "familiarize ourselves with the manner in which they conduct their business."

Recommended a 15% increase in prices for traveling engagements. Ordered representatives of employers (a leader or contractor) of traveling bands to carry liability insurance on "employees they are representing on all traveling engagements."

Mr. Padway, like Mr. Petrillo, assailed the NAB, charging that it took credit for the Lea Act as "the first major legislative victory achieved by the broadcasting industry since its inception," while disowning the bill as its own.

Congress Assailed by Padway: He Brands Lea Act 'Fraud'
98.47% of ABC Held by Ten Persons

Ownership Breakdown Given at FCC Hearing

EN STOCKHOLDERS OWN 98.47% of the outstanding stock ! ABC, the network reported in a exhibit submitted to FCC last week in behalf of its application for a television station in New York.

The list showed all stockholders owning as much as 1% interest in ABC, the number of shares owned, and its percentage in relation to outstanding stock. ABC had there are 2,500,000 shares of 1 par value common stock, and that 38,600 of these are outstanding.

The ownership list was prepared as of May 15 and does not take into account the proposed sale of 1,000,000 shares to the public, which will reduce the interest of Edward J. Noble, principal stockholder and board chairman, from 74.07% to 35.5% and lower those of other stockholders proportionately. The list:

Edward J. Noble, New York, 710,000 shares, 74.07%

Justin W. Dart, president of United Drug Co., Los Angeles, 50,000 shares, 5.22%

Robert E. Kintner, ABC vice president, New York, 40,800 shares, 4.26%

Mark Woods, ABC president, New York, 37,000 shares, 3.86%.

Owen D. Young, chairman of the board, General Electric Co., New York, 20,000 shares, 2.09%

Franklin S. Wood, attorney for Mr. Noble and ABC board mem-

ber, New York, 20,000 shares, 2.09%

Mrs. Abrelia Seely Hinckley, half owner of KALL Salt Lake City, wife of Robert H. Hinckley, ABC vice president, 20,000 shares, 2.09%

Mrs. Ethel T. Noble, wife of Edward J. Noble, 16,000 shares, 1.67%

Earl E. Anderson, ABC vice president, New York, 15,000 shares, 1.56%

C. Nicholas Priaulx, ABC vice president and treasurer, 15,000 shares, 1.56%

ABC Financial Statement

INANCIAL STATEMENT of ABC, the first published since the net-

work’s predecessor, the Blue, was purchased by Edward J. Noble on July 10, 1943, was entered into the record of the New York television hearings last week in support of ABC’s video application. Total assets would be approximately doubled by the projected issue of 1,000,000 shares of stock, expected to bring $13,000,000 net. The statement as of March 31:

AMERICAN BROADCASTING COMPANY, INC.

BALANCE SHEET
At March 31, 1946

ASSETS

Current Assets:
Cash in Banks and on Hand $2,366,332.46
U.S. Treasury Tax Saving Notes Series “C” 190,000.00
Accounts Receivable (Less Reserves of $60,004.26) 2,771,694.64

Total Current Assets 5,354,020.10

Land, Building, Transmitters, Equipment, Furniture & Fixtures, etc., at Cost 1,400,744.37
Less: Reserve 721,368.94

Total Current Assets 4,110,945.56

Treasury Stock (5,000 Shares) 679,375.43
Goodwill 86,150.00

Deferred Charges 178,062.20

Total Assets 6,641,533.22

LIABILITIES & CAPITAL

Current Liabilities:
Accounts Payable and Accruals $1,917,763.03
Reserve for Federal Income Taxes 833,194.32
Reserve for Contingent Discount to Advertisers 558,988.15

Total Current Liabilities 3,310,945.50

Notes Payable to Banks—Due October 14, 1947 4,000,000.00

Capital Stock:
Authorized—5,000,000 shares of $1.00 par value
Issued—4,415,450 Shares

Earned Surplus 4,415,450.00

Total Liabilities and Capital 12,085,906.22

NAB Test Case

PROPOSAL for a test case on va-

validity of the Internal Revenue Bu-

deo ruling that officers of a cor-

oration must be counted as em-

loyees, even when they perform no

services and draw no pay, is being

considered by the NAB legal de-

partment. Problem was submitted

by K. O. MacPherson, KPPA He-

lena, Mont., who pointed out that

the ruling affects excise tax status

of employers of eight or more in-

dividuals.

Charlie McCarthy’ Leads Canadian Ratings at 34.8

Elliott-Haynes May evening program ratings released June 8 show Charlie McCarthy Show in the lead with 34.8 followed by Fibber McGee and Molly, Radio Theatre, Music Hall, Oodie and Harvey, Album of Familiar Music, John and Judy (Canadian show), Share the Wealth (Canadian), Waltz Time, Bob Hope.

May daytime programs were topped by Big Sister with 18.4.

Ames-Meyer Hines Reported

NET SALES of the Ames-Meyer Corp. for the first quarter of 1946, as reported last week to stockholders of the corporation, were $4,932,680. Net loss from operations was reported as $223,896, after provision for anticipated refund of the prior year’s excess profits taxes amounting to $491,000.

Owen D. Young, chairman of the board, General Electric Co., New York, 20,000 shares, 2.09%.

Franklin S. Wood, attorney for Mr. Noble and ABC board mem-

ber, New York, 20,000 shares, 2.09%.

Mrs. Abrelia Seely Hinckley, half owner of KALL Salt Lake City, wife of Robert H. Hinckley, ABC vice president, 20,000 shares, 2.09%

Mrs. Ethel T. Noble, wife of Edward J. Noble, 16,000 shares, 1.67%

Earl E. Anderson, ABC vice president, New York, 15,000 shares, 1.56%

C. Nicholas Priaulx, ABC vice president and treasurer, 15,000 shares, 1.56%

Ad Council Names Three Campaigns

Atomic Energy, Inter-faith, World Trade on List

THE ADVERTISING COUNCIL, known formerly as the War Ad-

vertising Council which headed the war service program until V-J Day, has formulated three new major advertising campaigns which will be sponsored in the public interest, beginning probably next fall.

The new program was projected by members of the council’s Public Advisory Committee meeting last week at the Waldorf-Astoria. The campaigns recommended were:

1. A campaign on atomic energy designed to aid public understand-

ing of it and stressing the need for international control. The Fed-

eration of American Scientists made this suggestion.

2. The development of inter-faith and inter-group cooperation, a re-

quest of the National Conference of Christians and Jews. This would include support of the American Brotherhood Week, which is sponsored by the conferences.

3. A project to create public understanding of world trade and its relation to American and world prosperity. This campaign was requested by the Program Information Exchange, coordinating unit of 80 groups in the field of general education.

This new effort by the council will be similar to that done during the war years, with the main difference that this activity will be non-Government in nature.

Crosley Loss Reported

OVER 160,000 Radio Homes of the 4th Richest State.

WMOH

0.5 MV/M

HAMILTON, OHIO
WANTED

Program Director

My interest in radio began at fourteen with a晶体管收音机. Since I've done nearly everything, including managing a radio station. I've worked at three stations in the past, all progressive, young, Harvard-educated and co-author of textbook on radio production. Will consider offer in the $12,000 range. Georgia.

Can we represent you in Chicago? We can be an established station and have valuable contacts with advertising agencies. We believe you can take advantage of the opportunities in Chicago. Please respond to Box 402, BROADCASTING.

Available as Program Director

WANTED

A Disc Jockey who knows all the tricks of the trade. Capable of handling several hours per day. If you have what it takes—be it a Pacific Northwest station that can use your services, we can give you the inside track as to experience, age and personal qualifications. Your reply will be held in strict confidence.

BOX 365, BROADCASTING

WANTED!

Radio executive with experience in sales and station management. Must be able to provide leadership, assist president in general management of medium sized network station in our area. To work with experience in general station management and has this real opportunity. Write in outline form your background and experience and anything else you think important. Box 396, BROADCASTING.
NAB May Revive Statistical Reports

Project Is Announced At Sales Manager Sessions

OFFICIAL industry statistics giving a periodic picture of broadcast advertising may be revived by the NAB, Kenneth H. Baker, director of research, told the NAB Sales Managers Executive Committee at its June 5-7 meeting, held at the Hotel Statler, Washington.

The research staff is conducting a study to determine formula and availability of information. If results are satisfactory the project will be submitted to the NAB board of directors meeting in August.

Judging by present indications the advertising data will use index figures instead of dollars. Such a formula was used for the Broadcast Advertising Record figures of NAB from September 1940 to March 1942 when the board directed that the project be discontinued. New data would be called Broadcasting Record.

Recommendations Made

National program to improve commercial content of broadcast programs was proposed to the sales managers group by the Subcommittee on Sales Practices, headed by John M. Outler, Jr., WSB, Atlanta. The subcommittee proposed that every station have a copy acceptance department in which all radio advertising copy would be measured by the yardstick set up by the Standards of Practice Committee of the NAB, by the elemental rules of good taste, or by such other recommendations as may come from the Sales Managers Executive Committee as a result of changes, sales conditions or evolutions.

The subcommittee was directed to prepare a definite plan to be submitted to the NAB convention in October.

Chairman of the sales managers meeting was James V. McConnell, NBC spot sales, with Frank E. Sellegrin, NAB director of broadcast advertising, as secretary. C. F. Arney, Jr., secretary-treasurer, participated in the discussions.

A. D. Willard Jr., NAB executive vice president, called on committee members to promote the cause of advertising and its vital place in democracy. He referred to a tendency in recent years for some groups to belittle all advertising. As an example he pointed to the FCC's Blue Book and referred to FCC Commissioner Clifford J. Durr in a published article described advertising as "degrading."

Vote for Bureau

Overwhelming vote in favor of creation of an Advertising Agency Recognition Bureau within the NAB was cast at the 17 district meetings, according to Stanley P. Kettler, WMMN Fairmont, W. Va., chairman of the subcommittee handling the project. Of 220 stations voting, 184 favor the project with 38 opposed and 8 not voting. The committee directed that this information be given the NAB board for consideration at the August meeting.

Work of the Sales Promotion Division of the Dept. of Broadcast Advertising was outlined by Hugh Higgins, division head. He exhibited sales aids available to member stations.

Activities on behalf of small market stations were reviewed by J. Allen Brown, head of the division handling that activity. He told of projects now under way which are designed to aid managers and sales managers of stations in this group.

Petrillo

(Continued from page 98)

Davis, OPA Administrator Paul A. Porter and James Lawrence Fly, former FCC chairman, for "being influenced in the performance of duty (in connection with radio) by close affiliation with the broadcasting companies."

Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, because his son operates a Spokane station and is a member of the NAB [John C. Wheeler is one-third owner of KFPY].

Rep. E. E. Cox (D-Ga.), who once had called him a "racketeer," Petrillo charged that Mr. Cox "had been guilty" of receiving $2,500 from a Georgia radio station for allegedly "fixing" a case before the FCC.

Samuel I. Rosenman, former legal adviser to both Presidents Roosevelt and Truman, who, he pointed out, recently had joined the law firm of Goldlax, Trask, Schlaifer, & Kaye, which, he said, represented NBC. Ralph Colm, a member of the firm, is CBS chief counsel and board member, while Sidney Kaye is vice president and general counsel of Broadcast Music Inc.

NAB took ACM President Petrillo to task for his St. Petersburg outbursts last week, regretting that he found it necessary or expedient to indulge in personalities and recrimination. The association reminded Petrillo that it has repeatedly sought to work out common problems together in the public interest. Excerpts from NAB's statement, issued for release Saturday, follows:

"The NAB regrets that Mr. Petrillo found it expedient or necessary to resort to personalities and to terms of conflict at the ACM convention in St. Petersburg.

"The ultimate objective of the radio industry and the ACM must be to provide the best possible music for the American public. Neither the broadcasters nor the Federation can escape this responsibility. Only by reasonable approach can we hope to solve our mutual problems and discharge our obligation to the American people."

Through the initiative of its president, Justin Miller, and long before the passage of the Lea Bill or the introduction of the legislation concerning labor now before the Congress and the President, the NAB sought to establish new machinery and methods for amicably settling the long-standing differences between broadcasters and the AFM."

Cottone

(Continued from page 13)

and achieved a record in hearing all 11 applications in four and a half days [BROADCASTING, March 18].

Commission made following motions in Engineering Dept.: William N. Krebs, from chief of safety and special services branch to assistant chief engineer in charge of safety and special services division; Marion H. Woodward, from chief of international division to assistant in charge of international division; Childs, from chief of common carrier branch; John A. Russ, from assistant chief to chief of international division; Carl W. Loeb, from chief of public communications section, international division to assistant chief of international division; Ralph J. Renton, from assistant chief of technical operations section, field division to U. S. Member of North American Regional Broadcast Engineering Committee; Edward W. Allen, Jr., from assistant chief of technical information division; Robert A. Franzen, from assistant chief to assistant chief of technical information division.

In Accounting Dept., Commission shifted: Robert E. Stromberg, from assistant chief accountant; Dallas W. Smythe, from chief economist to assistant chief accountant in charge of economics and statistics; Leonard A. Schaff, from head of hearing section to chief of broadcast division.

In Personnel Office, Commission promoted: Gilbert C. Mason, from chief of employment and placement section to director of personnel; Pansy Wiltshire, from acting chief to chief of employment and placement section.
FCC PROPOSES FULLTIME ON 710 KC, 5 KW, FOR WHB

SIX-YEAR QUEST OF WHB Kansas City, day-time, for fulltime station, and change from 880 kc, 1 kw, to 710 kc, 5 kw, DA fulltime, won conditional approval Friday in FCC proposed decision during a year effort of WTCN Minneapolis to secure same frequency with 10 kw, DA at night, given proposed denial without prejudice, with way left clear for further showing that both applications might be granted. WTCN now 1280 kc, and I 1 kw, night.

WBB and WTCN applications, that were heard from 1941-1944 with WGN Chicago, KIRO Seattle, KPCC Los Angeles and applicant for new Dallas station participating as intervenors, involved intricate engineering problems, later were involved with applications of KCMO Kansas City, KOAM Pittsburg, Kans., and KGNC Amarillo for facilities changes, latter three received conditional authorizations for changes in January, but WBB and WTCN applications then were left unsettled [BROADCASTING, Jan. 21].

Two conditions attached to WHB proposed grant: (1) “specific approval” of directional antenna array permitting service to “generally” same areas proposed but protecting KIRO and “all other existing stations”; (2) DA approval by GAA.

If proposed decision made final, WTCN may petition to set aside and reopen record for evidence to show, in event of grant of WTCN application: (1) Populations losing primary nighttime service from present WTCN operation; (2) that despite such loss, Minneapolis-St. Paul area would receive adequate service; (3) populations losing primary daytime service from WHB under proposed grant; (4) that such losses in WHB and WTCN service would be offset by gains from WTCN proposed primary daytime service.

PROGRAM COORDINATION KEYNOTES NBC MEETING

CLOSEST tie between network and local station programming supplied keynote of two-day NBC Central Division Program Managers Conference, which ended Friday in Chicago. Some 50 executives from 84 affiliates attended sessions, held in Merchandise Mart, program vice president, said meetings of New York local.

Some received conditional authorizations for changes in January, but WBB and WTCN applications then were left unsettled [BROADCASTING, Jan. 21].

Two conditions attached to WHB proposed grant: (1) “specific approval” of directional antenna array permitting service to “generally” same areas proposed but protecting KIRO and “all other existing stations”; (2) DA approval by GAA.

If proposed decision made final, WTCN may petition to set aside and reopen record for evidence to show, in event of grant of WTCN application: (1) Populations losing primary nighttime service from present WTCN operation; (2) that despite such loss, Minneapolis-St. Paul area would receive adequate service; (3) populations losing primary daytime service from WHB under proposed grant; (4) that such losses in WHB and WTCN service would be offset by gains from WTCN proposed primary daytime service.

AFRA NEGOTIATORS NAMED

COMMITTEES to draw up demands in coming contract negotiations with networks, agencies, transcription firms and stations named at American Federation of Radio Artists New York local meeting. Resolutions adopted: (1) reaffirming AFRA’s opposition to Case Bill, (2) favoring appeal of Lea Act, (3) supporting OPA continuance as is, (4) urging vacancies on national board be filled temporarily by board action by election, (5) favoring regular membership meetings of New York local.

SARNOFF ON PHILOSOPHY

WARNING that man must not lose sight of importance of philosophy and theology in technological age voiced Sunday by Brig. Gen. David Sarnoff, RCA president, in commencement address at Bethany (W. Va.) College, where he received honorary doctor of laws degree. General Sarnoff told graduates that “liberal arts must provide the humanitarian charts and controls for the unending developments of technology.”

CORWIN HONORED

NORMAN CORWIN, CBS producer-writer-director, was to be honored at Luncheon today at Waldorf-Astoria, New York, for winning 1944 Memorial One-World round-world flight. Speakers included William S. Paley, CBS board chairman, with Mrs. Wendell Willkie, Gardner Cowles Jr., president, Cowles Broadcasting Co.; Mrs. Eleanor Roosevelt, Mrs. L. Menser, NBC program vice president, said meeting was held to promote understanding of network program operation as integral part of local station programming. Other speakers included T. C. McCay, NBC Eastern Division program manager, and following from Central Division: William Murphy, Central Division continut editor; A. W. (Sen) Kaney, station relations, Judith Haller, public service director; Robert Gullert, NBC publicity and influence editor; Jack F. Ryan, publicity department manager; Thomas Horan, sound technician director.

SIMON GOLDMAN, general manager, WTJN Jamestown, N. Y., named chairman of District 2, NAB Small Market Stations Committee, replacing A. E. Spokes, WTJN program director, who resigned to manage new WJOY Burlington, Vt.

FREDERICK K. PATTON, out of armed service, previously with Newell-Emmet Co., opens own advertising office at 96 Main St., White Plains, N. Y.


CPs GIVEN TERRE HAUTE, PEORIA, GLENS FALLS

FCC is considering proposed rule covering ownership of station interest by officers of networks, it announced Friday in granting CP WFTX West Central Broadcasting Co., Terre Haute, Ind., for 1480 kc, 1 kw, unlimited. Since Robert E. Hinckley, ABC Washington vice president, is stockholder in firm broad question of policy is raised, says FCC, due to competitive disadvantage of other stations in obtaining net affiliation. Mr. Hinckley told FCC he would relinquish interest if FCC adopts policy.

Two other CPs granted West Central Broadcasting Co., Peoria, Ill., 1330 kc, 1 kw, unlimited; and Glesn Falls (N. Y.) Publicity Corp., 1230 kc, 100 kw, unlimited, with Glesn Falls Post Co. as half owner.

FLY FORMS NEW FIRM

NEW LAW firm—Fly, Fitts & Shiebruk—with offices at 30 Rockefeller Plaza, New York, formed by James Lawrence Fly, ex-FCC chairman, William C. Fitts Jr., former TVA general counsel, and Peter Shiebruk, former assistant to FCC general counsel, had been associated with Mr. Fly but now become partners.

DISC GROUP TO MEET

SPECIAL NAB subcommittee named by board of directors in May to study proposed FCC transcription rule changes meets in Washington this week. Tentative time is June 12-13.

Group will consider FCC proposals (story on page 32) and decide if NAB will ask oral argument before June 24 deadline.

RANGE EXTENSIONS STUDIED

SCIENTIFIC studies of weather change effects on high frequency radio transmissions at abandoned Army air base in desert at Gila Bend, Ariz., being conducted by Navy Electronics Lab, San Diego, to determine if range of ultrashortwave radio, radar and television may be extended to 2,000 miles.

CHESTER'S EDITORIAL

CONTINUING its editorial crusade against the FCC's arrogation of program control, Collier's in its June 15 issue denounces broadcasters who casters to carry on the fight for freedom of the air. The editorial follows one published in an April issue titled "FCC Rides Again."

WNBT New York (NBC) this week resumes daytime studio television programming, discontinued when station went off air for month to convert its transmission facilities to new channel.
LANCASTER, PENNA.

A Profitable Buy — This progressive station reaches a rich industrial and agricultural area. It assures advertisers excellent results because of proved listenership, developed by its top-flight network shows and effectively planned local programs.

HARRISBURG, PENNA.

Sales Results at Low Cost — Harrisburg, capital of Pennsylvania. Extensive industry and State and Federal employment payrolls assure steady employment. Residents enjoy a higher-than-average income. It pays to present your advertising story in this market.

WRRAW

READING, PENNA.

Reaches a Thriving Market Economically — Reading is a thriving manufacturing city located in the heart of fertile farming territory. Its consistent prosperity makes it a wise and economical buy. WRRAW reaches this market for you effectively, economically.

N B C

M U T U A L

Investigate these Eastern Pennsylvania "Profit Buys"
WKY has everything...LISTENERS
POWER
KNOW-HOW
PROGRAMS

WKY
OKLAHOMA CITY