For the SECOND time, WLS gets national award for fire prevention work

THIS YEAR, as in 1945, the thorough and effective fire prevention activities of WLS have merited the highest honor in this field—the $500 Gold Medal of the National Board of Fire Underwriters.

This IS repeated national recognition of a service long applauded locally—by fire departments, officials, and farm folk themselves.

TO PREVENT FIRE—to stop soil erosion—to improve living conditions—to inform and entertain and help—these are the ways WLS has worked 22 years for the people of Midwest America.

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK—KOY, Phoenix KTUC, Tucson KSUN, Bisbee-Lowell-Douglas
This cross section of a MYCALEX-to-metal molded component part was made for one of the country's leading manufacturers, and is the result of close cooperation between the customer's and our own engineering staffs. It exemplifies a new development in the molding of MYCALEX 410 with metal to form a hermetic seal.

The objective was to take advantage of the low loss factor and other desirable properties of MYCALEX 410 to produce a rugged bushing assembly in a single molding operation.

A difficulty was presented by the extremely long and branched path which the MYCALEX 410 had to follow. Total charge of MYCALEX 410 was 7 pounds, while the metal weighed 6 pounds to make a total weight of 13 pounds.

The MYCALEX and metal were sealed into one closely-bonded integral part, held to extremely close dimensional tolerances.

For more than 27 years MYCALEX has met and surpassed the most exacting needs engineers have been able to devise from year to year. MYCALEX 410, together with our highly perfected methods of molding it, is the greatest advancement in this high frequency low loss insulation to date.

Our technical staff is at your service. What is your problem in low loss insulation?
Metal products, from heavy steel to lawn furniture, add to the 85 million dollars worth of industrial products made each year in the Nashville area. A wide variety of well-established factories employ thousands and help make this one of the nation's most stable market areas. . . . Over one million people and retail sales of more than 356 million dollars yearly make a rich sales territory for your quality product. Get into this buying market with a message broadcast economically by WSIX.

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS
980 K. C.

National Representative
THE KATZ AGENCY, INC.
OPENING UP of program schedules, combined with steadily mounting rates for station break spots causing numerous national spot advertisers to shift to 5, 10 and 15 minute programs on both package and studio production basis. If trend continues it is expected to bolster independent station programming.

GENERAL MOTORS expected to sign Bing Crosby for ABC series on crooner's return to Hollywood from picture location. Vic Hunter, Hollywood producer, Foote, Cone & Belding, on location at Jasper, National Park, Canada, with Crosby, reported closing negotiations.

Any possibility that OPA Administrator Paul Porter will return to the FCC appears remote at this time, despite tough sledding OPA is having in Congress. Likely now OPA will emerge with enough skin over its skeleton to sufficiently slow up inflationary trend and he will stay for perhaps six months, until threat is past. Anybody's guess after that but fat job outside of government is by no means unlikely.

U.S. SOON will begin broadcasts to Russia in Russian language if Senate restores $9,000,000 appropriations cut by House, and conferees agree. Senate Appropriations Committee scheduled to report out State, Commerce and Justice Appropriation Bill today and odds are Assistant Secretary William B. Benton's campaign to continue international shortwave broadcasting will bear fruit, so far as Senate is concerned.

World is moving toward crisis and confusion in international shortwave broadcasting. With only 114 frequencies available (under international pact) 34 nations are airing their respective propaganda, U.S. presently using 56 frequencies. Russia wants an equal number.

With.Consumer Goods Production
As consumer goods production increased, pressure of demand for advertising will build up again and advertising volume this year is expected to exceed estimated $2,385,000,000 of 1945, says survey. As to radio prospects, Standard & Poor's Corp. states:

More complete coverage of favored listening time prevented any important gain in radio time sales in 1945, and revenues from this source are likely to decline moderately over the summer months while production bottlenecks are being ironed out. However, rate increases are entirely possible when contracts are renewed in the fall, and full-year time sales may hold close to 1945 levels.

Profit margins also will be narrowed by the sharp rise in costs incurred in the development of television and FM, and operating income rise in costs incurred in the developments is expected to exceed estimated $2,385,000,000 of 1945, says survey. As to radio prospects, Standard & Poor's Corp. states:

WINR JOINS NBC
AFFILIATION of WINR Binghamton, N.Y., owned by Souths Tier Radio Service Inc., operating on 1490 kc, 250 w fulltime, announced Friday. E. R. Vadenboncoeur, vice president and manager of WSYR Syracuse, has interest in WINR which becomes NBC's 157th affiliate.

KGKL, WHBB BOOSTS
KGKL San Angelo, Tex., Friday granted change from 1400 to 960 kc, power increase from 250 w fulltime to 5 kw day 1 kw night, DA at night, Comr. C. J. Durr voting for hearing. WHBB Selma, Ala., granted increase power on 1490 kc from 100 to 250 w fulltime.

FRENCH-U.S. EXCHANGE
UPWARDS of 140 stations in 40 states have agreed to cooperate with Radiodiffusion Francaise (French Radio Administration) in exchange of programs, largely via transcriptions. Arrangements were made by Robert Lange, director of French North American Radio Service, who this week completes two-month nationwide North American tour.
Sailors and Scholars, Too!

The letters A.B., if you're talking about the sea and ships, mean an able-bodied seaman. But if the background is a university, then A.B. means Artium Baccalaureus or Bachelor of Arts. Though diverse, each in its field, symbolizes a certain achievement.

The letters WCBM have a diversity of meaning for Baltimore's radio listeners. All income groups, yes, sailors and scholars too, are represented in its audience. Radio time buyers recognize WCBM's broad appeal as an achievement in the Baltimore Market and use it as an effective and economical way to build sales. Have you asked what WCBM can do for you?

Baltimore's Listening Habit

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, President
GEORGE H. ROEDER, General Manager
In 1945 Seattle had a per capita income of $2,110—more than twice the national average!

Where the average American has $1.00 to spend, the average Seattleite has $2.04!

Sixth highest city in the nation in per capita income, Seattle's 480,000 people had more than a billion dollars to spend last year. Seattle is the richest city in the Pacific Northwest. It is destined to continue leadership.

KIRO, with 50,000 watts at 710 kc, delivers the finest radio service to this market... it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.
OUR SINCERE APPRECIATION

TO

THE RADIO EDITORS OF THE PHILADELPHIA AREA

WHO NAMED

WFIL

First in Publicity

in Billboard's Ninth Annual Publicity Survey

The cooperation of the radio editors has made it possible to win more listeners for our programs, more friends for our sponsors' products.

The year-round efforts of our publicity department are only a part of the planned promotion and merchandising to which WFIL is constantly devoted.

THAT'S WHY WE SAY:

A WFIL PROGRAM Plus PLANNED PROMOTION equals

SALES SUCCESS IN PHILADELPHIA

WFIL

560

First on your dial

Philadelphia

An ABC Affiliate

Represented nationally by Katz Agency
1933 They said no advertiser would ever sponsor so large a group as the Fred Waring organization—orchestra, glee club, and assorted vocalists. Fred realized the value of a flexible, versatile unit, capable of presenting many types of entertainment. He stuck to his ideas and in 1933 went on the air for the same sponsor that introduced Paul Whiteman.

1936 They said he couldn’t hold his popular orchestra audience if he emphasized choral numbers and failed to stylize his orchestra. Starting in January of this year for the Ford Motor Company on NBC, Fred crystallized his offerings into a pattern that was to achieve overwhelming popularity: every number a vocal—more chorals—and a little bit of everything in every program.

1939 They said he couldn’t sustain interest in the evening—five evenings a week. For five

Things don’t just happen—someone makes them happen.

NBC—its sponsors—and its stars have a habit of making things happen in the radio world.

Fred Waring is one of those NBC stars. For 27 years he has been making things happen in the music and radio world. In 1921 he made his radio debut over WWJ in Detroit when broadcasting was not yet a year old. In 1929 he made the first "all talking" musical picture, "Syncopation."

Early in his career Fred was offered a 52-week vaudeville tour. They told him life would be secure and safe because he would never have to change his act. Fred turned it down. He preferred to exist from engagement to engagement. He changed his show constantly. He knew that change meant growth and that security seldom inspired hard work. For years he rehearsed his boys from 9 AM until show time. He taught them how to read music, how to sing. He encouraged them to
years Fred and his Gang were on NBC for Chesterfield Cigarettes, five evenings a week. Every one of those five years he was voted the best quarter-hour program on the air.

1945 They said NBC couldn't make a success of an evening-caliber program five times a week in the daytime. NBC and Fred Waring went ahead, presenting the Waring show five mornings a week. After six months it was voted the best daytime program on the air by the nation's radio editors and columnists. A month later it was sponsored two days a week by the American Meat Institute.

1946 This week the Fred Waring Show becomes the only five-time-a-week daytime show also to be heard in a choice evening spot. The Johnson's Wax Company presents it as the summer replacement for their top-rated Fibber McGee and Molly.

compose, to think up gags, to arrange music—and the Pennsylvanians emerged a tightly knit "gang" that was capable of putting on a variety show ranging from the delicacy of his famous rendition of "The Rosary," to the latest comedy hit.

Recognition of Waring's accomplishments on the air was immediate and enduring. It came from millions of listeners, long-time sponsors, and the NBC affiliated stations—which for years have voluntarily gone all out in giving the Waring show the utmost in local station support and promotion.

Success stories like Fred Waring's do happen on NBC, in spite of the skeptics and doubters. They have no secret formula. They require only initiative, ideas and talent—plus the superlative facilities of the great NBC Network, the vast NBC listening audience, and the friendly association of other great programs heard on NBC.

...the National Broadcasting Company
**Feature of Week**

**The Story-Teller**

ONCE upon a time, not many years ago, there lived in Raleigh, N. C., a young man by the name of Fred Fletcher.

Even though he was the son of a prominent radio station owner, named A. J. Fletcher of WRAL, he had to work very hard. After finishing school and amateur theatricals, he went into the world to seek his fortune and began working at WRAL as announcer for only $20 per week.

One morning, to fill up time, he began to tell fairy stories, playing all of the parts himself from nimble nixies to great giants and dreadful dragons. The program continued; and the elfenfolk, and Little Red Riding Hood, and Little Black Sambo filled the air to cheer the heart of many a lonely girl or boy. But Fred Fletcher was unaware of his following.

**It Grew and Grew**

So of course it was to his surprise two months later to discover some folk were heeding his tales. He found it out when he offered theatre tickets of a morning's broadcast — and 761 youngsters and a few oldsters clamored to be recognized. So was born our Story-Teller.

As Fred Fletcher's program grew, enchanting more and more Jacks and Jills, the townfolk began to take notice too. For his work in civic affairs the Raleigh Civitan Club presented him a commendation. The Junior Chamber of Commerce named him "Man of the Year." And our Story-Teller also was given national recognition for founding a Teen-Age Club to help combat Juvenile delinquency.

As grew the program, which is sponsored on 11 stations by a local bakery, thus has Fred Fletcher grown. He now is manager of WRAL.

And so, The Story-Teller lives happily ever after.

**Kiddies Greeting**

ROY BATTLES, WLW Cincinnati farm program director now in Rome reporting on European food conditions, was to receive Father's Day greetings a day early from his two children. Transatlantic hookup between Rome and Cincinnati was arranged. Mr. Battles is in charge of the WLW food mission group touring Europe. Participating in the Father's Day broadcast was to be another father on the mission, C. D. Blubaugh, reporting the farmer's angle for WLW.

**Sellers of Sales**

"TWO THINGS are going to help radio, (1) Broadcast Measurement Bureau; and (2) all the current healthful discussion of rating service," says Harry Parnas, media director and chief time buyer for Cecil & Presbrey, New York. Those "two things," Mr. Parnas explained, will give advertisers and advertising agencies more confidence in radio as an advertising medium.

"Radio," he says, "is comparable to any other media. I don't think this back-alley fight among the media (as to which is better) does them any good. All have their place, and there is place for all." Mr. Parnas is well qualified to speak about all media buying. Twenty six years ago, he joined Frank Presbrey Co. (changed to Cecil & Presbrey, Feb. 1, 1939) as an errand boy in the checking department. Then, in the rag-torchies manner, Harry Parnas, errand boy, became Harry Parnas, media director. In the latter capacity he is responsible for approximately $500,000 worth of annual radio billing. In addition to buying radio time for the agency's products, he handles their advertising campaigns in other media too.

He places radio time for the following accounts: Ronson Metal Works, Poldent Tooth Powder, Omego Oil & Rub, Fleetwood Cigarettes (Division of Philip Morris Ltd.) and Oyster Shell Products.

The Parnasses have been married for eight years. They have two daughters, Anne, 5 and Janet, 1½.

Born in New York City on Oct. 1, 1904, he has lived there all his life, except for six months as a gentleman farmer.

Mr. Parnas says he is fond of all types of music, from Brahms to boogie. That and raising his family are his only hobbies.

He is a member of the Media Men's Club of New York.
All Right! We Admit It!

KFNF

"The Friendly Farmer Station"

IS PROBABLY

“THE MIDWEST’S MOST RAPIDLY GROWING RADIO STATION”

KFNF’S NET BROADCAST INCOME FOR MAY, 1946, WAS 41.4% ABOVE MAY, 1945—AND MORE THAN EIGHT TIMES THAT OF MAY, 1941

Such Tremendous Gains So Consistently Sustained, Clearly Reflect The Wide and Steadily Growing Sponsor Acceptance of KFNF’s Expert Independent Programming and Over-All Excellence of Operation

KFNF, IN ITS 22ND YEAR OF SERVICE TO THE RURAL AND SEMI-RURAL AUDIENCE AROUND SHENANDOAH, IOWA, IS TODAY, AS ALWAYS, YOUR BEST BUY IN THE MIDWEST

1000 W. 920 Kc.

Shenandoah, Iowa

For Availabilities, Write or Wire FRANK STUBBS, SHENANDOAH, IOWA
MORE power to you . . . who want to penetrate the rich $103,629,000 trading area of Monroe and northeastern Louisiana. KMLB, on the air with 5000 watts day and 1000 watts night, as of June 17, has always been the dominating radio influence in Monroe.

Now our additional power brings responsibility both to community and advertiser.

Because, as important as the increase in power, is the greater opportunity to gather community influence by presenting the best of the American Broadcasting Company and producing locally shows to meet the needs of a growing community.

KMLB's expanded coverage promises to result in even more locally produced programs to interest an expanded audience.

In cause and effect logic—more power reaches more people . . . and more listeners to be entertained, informed and educated must inevitably be followed by greater sales power for each KMLB program. Let us show you the effect of a KMLB schedule.

Write or wire J. C. Liner, Jr., Manager, KMLB, Monroe, Louisiana.
Terminal market for Southwestern grain and price-basing market for nearly half of United States wheat production.

—World's largest winter wheat market.

—First in farm seeds; second in flour milling, mill feed and grain storage.

—Served by twelve major trunk line railroads.

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Radio Responsive to

WDAF

The Kansas City Star Station

610
Kilocycles
BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.

June 17, 1946 • Page 13
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Necessity is the mother not only of invention, but also of effort! Wherever you find a radio station that is outstandingly active and effective, there you'll find a management that is constantly demanding and initiating an always faster pace in showmanship, programming, salesmanship.

"Management makes the station." Many an advertiser has told us that the stations F&P represents are outstandingly well-managed—more productive, as a group, than any other "list" in the nation. Which is no surprise to us. We planned it that way!

FREE & PETERS, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Petrillo Under Bond on Lea Act Charges

Quick Appeal Seen
In Prosecution
By U. S.

By BILL BAILEY

JAMES CAESAR PETRILLO is under $1,000 bond on federal charges of violating the Lea Act (Sec. 506, Federal Communications Act, as amended) as a result of his strike against WAAF Chicago [BROADCASTING, May 27].

Less than 24 hours after J. Albert Woll, U. S. District Attorney for the Northern District of Illinois, filed criminal information against the AFM president and head of the Chicago Federation of Musicians, Mr. Petrillo, accompanied by two of his attorneys, Joseph A. Padway and David Katz, appeared before U. S. District Judge Walter La Buy in Chicago, asked to be given until July 15 to file briefs, posted $1,000 cash bond and left in an atmosphere of cordiality.

Mr. Woll filed the criminal information charging Mr. Petrillo with violating the Lea Act about noon (EST) Thursday. The music czar was ordered to appear June 21 for a preliminary hearing.

Mr. Woll said that should the court sustain the AFM motion to dismiss, he would ask the attorney general to appeal directly to the Supreme Court on an issue of constitutionality.

Mr. Woll is the son of Matthew Woll, second vice president of the American Federation of Labor, parent organization with which the AFM is affiliated. Mr. Padway, general counsel for the AFM, also was the attorney for the AFL. Inquiries at the Dept. of Justice in Washington as to whether Mr. Woll would disqualify himself as prosecutor were dismissed with the reply that Mr. Woll worked under the attorney general. If he chooses, he could name an assistant to handle the case, said Justice officials.

It was pointed out, however, that as soon as the case is dismissed in the District Court, the solicitor general would represent the Government before the Supreme Court. Asked whether he planned to step down because of his father's AFL connections, Mr. Woll said that question had never occurred to him.

If it should be raised during the proceedings, he might consider appointing an assistant to act as prosecutor for the Government, he said, adding: "I don't feel I am disqualified because of my father's labor connections. After all, if a man's father is a bricklayer, it doesn't make him a bricklayer. I am a Government employee interested only in enforcing the Government's law."

Attorney General Tom C. Clark announced in Washington Thursday that no AFM information had been filed against the AFM president "charging him with coercive practices affecting radio broadcasting." The charge, said Mr. Clark, was the "outcome of Petrillo's alleged violation of the Lea Act which became a Federal law April 16."

"The information filed by U. S. Attorney J. Albert Woll sets forth that the Drovers Journal Publishing Co., operating Radio Station WAAF Chicago, employed a sufficient number of persons to perform the actual work needed in the operation of the station," said Mr. Clark's statement. "Petrillo attempted to coerce and compel the employment of three additional musicians whose services were not necessary in the operation of the broadcasting station.

"The coercion was attempted by Petrillo ordering the stoppage of work by members of his union employed at the broadcasting station and directing the picketing of WAAF's place of business."

Information Bill Against Petrillo

UNITED STATES OF AMERICA
versus
JAMES C. PETRILLO
Criminal Information

The United States District Attorney charged:

That at all times mentioned herein, the Drovers Journal Publishing Co., Inc., hereinafter referred to as the licensee, was an Illinois corporation and the owner and operator of the licensed radio broadcasting station known as Radio Station WAAF located at Chicago, Ill.

That for several years past up to, on or about, May 28, 1946, in connection with the operation of its radio broadcasting business, three additional persons not needed by said licensee to perform actual services, in the following manner to wit: (1) by directing and causing three musicians, members of the Chicago Federation of Musicians, theretofore employed by the said licensee, in connection with the conduct of its broadcasting business to discontinue their employment with the said licensee; (2) by direction in causing said three employees and other persons, members of the Chicago Federation of Musicians, not to accept employment by said licensee; and (3) by placing and causing to be placed a person as a picket in front of the place of business of said licensee.

Petrillo Under Bond on Lea Act Charges

By U. S. District Attorney

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versus
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United States District Attorney

BROADCASTING • Telecasting

VOL. 30, No. 24
WASHINGTON, D. C., June 17, 1946

$5.00 A YEAR—15c A COPY

June 17, 1946 • Page 15
Free Radio Time Promotes Fat Drive

Large Sums Are Spent For Newspaper Space

BIG-HEARTED radio has been an "outstandingly wonderful" influencing the fat conservation campaign. Furthermore, its impact in the campaign has been felt by 89% of women, according to a survey conducted by the Fat Salvage Committee.

All this service has been donated by the broadcasting industry. Yet the committee is spending well over $1,000,000 a month on paid space in most of the main daily newspapers plus 3,000 county seat weeklies.

Radio's Appeal

Authority for statements on radio's power is Wilder Breckenridge, secretary of the fat committee, and vice president of Kenyon & Eckhardt, New York agency.

Appeal of broadcasts to housewives is shown by the private survey made by the committee. The results, carried in a letter sent to those participating in the fat conservation campaign, are based on a survey of housewives' attitudes toward the drive. The survey was conducted in Northern Ohio in April. Mr. Breckenridge writes:

"We asked housewives if they had heard any fat salvage messages on the radio. Here were the answers:

\[\text{Within 24 hours} \quad 44\% \\
\text{Within a week} \quad 70\% \\
\text{Ever} \quad 89\% \]

"The above would be well nigh incredible if it weren't that such an outstandingly wonderful job is being done on the air by everyone concerned."

"Three out of five women (60%) were currently saving used fats, compared with only 45% in September 1945. Forty per cent of the women interviewed reported that they had added to the salvage can within 24 hours of the interview. This figure indicates the rate of salvage and is the highest we have found in any of the seven surveys made to date.

"Obviously, we have recaptured the real interest of women and have persuaded 60% of them to actually save used fats. And those that are on the team are doing a better job of salvaging than they ever did before. This is reflected in collections.

The Fat Salvage Committee is maintained by soap and rendering companies. Newspaper space is placed through Kenyon & Eckhardt. Last year the committee spent $4,177,500 for newspaper advertising and present placements are running at about the same rate.

The committee sends a cartoon and picture service to these newspapers. These are for free use. Last year, the committee estimates, newspapers donated 17,986,673 in space for the service.

In comparing estimates of donated facilities, the committee covers only a small portion of radio's free time—announcements in the sponsored programs of soap farms. It makes no estimate of the countless thousands of other announcements and programs in which the fat salvage theme is promoted. Thus it credits radio with only $1,411,500 of free time in 1945 though the actual total is many times the estimated press donation.

Actually the free time donated by radio includes large amounts of announcements, program material included in broadcasts by and on behalf of other U.S. agencies, in addition to the Advertising Council packets. Dept. of Agriculture extension agents all over the country have conducted their own fat salvage campaigns on stations to cite only one example. Civic and consumer groups have put on countless broadcasts. The Advertising Council packet alone receives time donations for fat salvage that run into the millions.

Garrison Norton Named To George Baker Post

APPOINTMENT of Garrison Norton as director, Office of Transport & Communications Policy, State Dept., effective July 1 to succeed George P. Baker, who resigns June 30, was announced last week by W. L. Clayton, Assistant Secretary of State for Economic Affairs.

Mr. Norton, released from Navy last November as captain, was Naval Inspector General in the European Theatre, later attached to the Office of the Secretary of the Navy. He entered the Navy in 1940 and later became special assistant to the chief, Bureau of Aeronautics. He holds a CAA commercial pilot's license. Mr. Norton has represented this country on several international transportation and aviation conferences. Mr. Baker, who has held the State Dept. post since last Aug. 27, when he succeeded Charles P. Taft, leaves June 30 to accept the James J. Hill Professorship of Transportation in the Graduate School of Business Administration, Harvard U.

Walter A. Radius, who has been in the Office of Transport & Communications Policy, becomes deputy director, succeeding Mr. Norton.

Carter Expands on ABC; Names Biow for Hush

CARTER PRODUCTS will expand its sponsorship on Sundays over ABC from a quarter hour to a half hour starting June 30 when Fiorella H. LaGuardia's contract for his current commentary series ends. Mr. LaGuardia's sponsorship by Liberty Magazine was terminated a fortnight ago, Through Small & Seffinger, New York, Carter will switch Jimmie Fidler from current 9:45 p.m. period to 9:30 p.m. and fill in the other quarter hour with a new program.

In addition, Carter Products has appointed the Biow Co., New York, to handle advertising for Hush deodorant. Spot campaign on two stations in Philadelphia and Baltimore and one station in Har- risburg, Pa., started early this month for 21 weeks.

"Er, Miss Epps, I was wondering... Are you affiliated... AFM, that is."

Hearing Ordered In Sale of WPAR

Control Over Dissemination Of News Issue in Case

POSSIBLE "concentration of control over broadcasting or over the dissemination of news and public information" which might result from the proposed sale of WPAR, Parkersburg, W. Va. to News Publishing Co. of Wheeling will be investigated in a hearing called last week by the FCC. No date was announced.

It is similar to case involving transfer of WSRF Stamford (now WSTC) last fall [Broadcasting, Oct. 15], the WPAR hearing is expected to center on the question of whether the only radio station in a town should be transferred from a non-newspaper owner to the operator of the only newspapers in the town. In the WSRF case, the $161,600 sale by Stephen R. Kinton to Western Connecticut Broadcasting Co., which is controlled by Kingman A. Gillespie, publisher of the Stamford Advocate, was approved [Broadcasting, Dec. 24].

Two applications for new Parkersburg stations are pending, both seeking 260 w full-time. Observers pointed out that the question of "control" in the WPAR case might become less pertinent, if one of these were granted. The applicants are Raymond Randel and Parkersburg Broadcasting Co.

Plan Second Sale

Transfers of WPAR, 250 w on 1400 kc, are Capt. John A. Kennedy, USNR, and Mrs. Kennedy. Sales price is $305,000. Capt. Kennedy is president of West Virginia Network, which also owns WCHS Charleston, WBLK Clarksburg, and 48% of WSAZ Huntington. Capt. and Mrs. Kennedy have an application pending, however, for sale of WBLK to the proposed purchaser of WPAR, for $177,500. News Publishing Co. publishes the Parkersburg papers and several others in that section.

Issues in the hearing, besides the one regarding concentration of control, include questions regarding transferee's qualifications; proposed program service, "particularly the amount and character of commercial stations, recorded and live talent programs and spot announcements" in the light of the Blue Book's recommendations; "full and complete information" regarding advertising rates charged to businesses, buyers and sellers, and plans for staffing and operating the station if the transfer is approved.

Auto Race Promotion

LOS ANGELES COLISEUM, Los Angeles, to promote 'outdoor auto races, in a 10-day campaign ending June 20 is using a total of 600 spot announcements on local area stations. Agency is Smith, Bull & McCreery, Hollywood.
A DUOPOLY RULE requiring separation of overlapping AM-FM interests is not contemplated for the foreseeable future, a poll of FCC Commissioners indicated last week.

Com. Clifford J. Durr feels the Commission should begin to consider adoption of a “cut-off date” when licensees of AM and FM stations serving the same general areas would be required to choose one and abandon the other. But his colleagues appear to have other views.

No Formal Presentation

A general discussion of the subject was reported to have occurred at the Commission meeting last week, with no other Commissioner joining in with Commissioner Durr’s views. There was no formulation of his ideas into a “proposall,” nor, it is understood, does he plan to make any formal presentation.

One Commissioner said: “No such proposal has come before the Commission. It doesn’t appear to be in line with the Commission’s announced policy following hearings on FM a year ago when it was indicated that frequencies would be allocated with the view to giving opportunity not only to newcomers but to AM licensees applying for FM. Also, our policy has been to permit duplication of programs on FM stations owned by standard broadcasters.”

He added that if FM does develop to a point where AM facilities are no longer required, there would at that time be some reallocation of the broadcast band for broadcast purposes. However, he declared, the whole proposition is “a long way off.”

Durr ‘Persuasive’

While the majority of Commissioners who answered the poll — two did not comment — did not appear inclined to side with Commissioner Durr’s views now, observers pointed out that he is a persuasive advocate and that originally he was in the minority favoring the principles which subsequently were incorporated into the Blue Book.

Commissioner Durr has outlined his AM-FM views both publicly and privately in connection with applications in which AM licensees proposed to spend $10,000 or more for improvements in existing standard facilities which still would not equal an FM station’s coverage. In such cases, he has been for hearing an application on its merits.

As a broad indication of his colleagues’ reaction, it was pointed out that in those cases he was the only Commissioner so voting.

It was understood that, if a definite future “cut-off date” were set, Commissioner Durr then would not oppose such improvements for standard AM stations. He is said to feel, however, that unless there is a “cut-off date,” licensees investing heavily in AM will be reluctant to promote FM fully, preferring to look to a return as possible on the AM investment, and that maximum service to listeners consequently will not be provided.

May Be Five Years

Although he has suggested that the “cut-off date” might be made effective three years hence, Commissioner Durr was reported to attach no particular significance to the three-year angle, feeling that a date even five years away would serve the purpose. Nor, in his view, would an AM-FM licensee be affected by such a rule if its AM coverage extended substantially beyond that of its FM station.

Thus many regional and probably all clear channel AM stations would be excluded.

In the clear-channel sessions last April, Commissioner Durr asked CBS President Frank Stanton if he didn’t think FM development would be speeded by setting a deadline after which a licensee would not be permitted to operate both AM and FM in the same service area. Mr. Stanton said he thought it would, if the deadline were sufficiently far in the future.

In the same sessions, ABC President Mark Woods suggested that FCC look toward announcement of a date when the whole allocations structure may be revised to make greater allowance for FM, but added that such announcement should be withheld until there is clear evidence that FM has been accepted by the listeners, which he thought might be five or ten years hence.

Knollin Named

KNOLLIN ADV., San Francisco, has been appointed to handle the account of Fruit Productions Division of the L. Demartini Co., San Francisco.

Station Contracts in ABC Hearings

Stock Issue, Purchase Of King-Trendle

On Agenda

By RUFUS CRATER

WHETHER the sale of ABC stock to affiliates would lead to an extension of their network affiliation contracts beyond the FCC-prescribed limit will be investigated July 9, when the Commission holds a hearing on ABC’s proposed stock issue and its plans to buy King-Trendle Broadcasting Corp.

In examining the projected $14,000,000 stock sale and the $3,650,000 acquisition of King-Trendle (WXYZ Detroit and WOOD Grand Rapids), the Commission also will inquire into possible effects on the network’s AM, FM, and television plans.

Whether ABC expects to make a profit in the resale of WOOD or in the stock sale is another point which will be given consideration. Edward J. Noble, ABC board chairman and proposed stock buyer, announced his intention of selling WOOD, 5-kw regional now affiliated with NBC, at the same time he announced plans to purchase King-Trendle [BROADCASTING, May 6].

Indication of Scope

The nature and scope of the hearing were indicated by the Commission last week in announcing that the two applications had been designated for study in a consolidated proceeding. The July 9 date comes exactly at the end of the 60-day waiting period prescribed by the Aveo procedure to permit submission of competing applications for the purchase of King-Trendle. Designation of the cases for hearing was ordered June 6 and announced June 11.

The Commission said in its order that it was not satisfied that it is “in possession of full information” regarding the two proposals, and that it was not satisfied that “public interest would be served by a grant thereof.”

Five Issues

Five issues were announced for consideration in connection with the stock sale and its plans by ABC to buy King-Trendle Broadcasting Corp.

Whether ABC expects to make a profit in the resale of WOOD or in the stock sale is another point which will be given consideration. Edward J. Noble, ABC board chairman and proposed stock buyer, announced his intention of selling WOOD, 5-kw regional now affiliated with NBC, at the same time he announced plans to purchase King-Trendle [BROADCASTING, May 6].

ATOMIC Cameraman LeRoy G. Phelps leaves Pennsylvania Station, New York, on the first leg of his trip to Bikini for “Operations Crossroads.” Mr. Phelps will be the representative of six television broadcasters in the “pool” for pictures of the atomic bomb tests. His films are to be made available to all six companies.

Small Percentage

ABC representatives also pointed out that each of the 14 firms underwriting the stock issue had agreed to limit the initial offering to 10,000 shares to a person or a corporation. However, a purchaser might, if he wished, buy 10,000 from each of the underwriters. Further, it was pointed out, no limitation could apply after the stock has been listed on the Exchange.

With 1,000,000 shares being issued, bringing outstanding stock to approximately 2,000,000 shares, 10,000 shares would represent 0.5% interest in the network. At the contemplated selling price of around two years may be entered into within six months prior to the commencement of such period.”

ABC President Mark Woods, testifying at the New York television hearings, reported that underwriters of the stock issue had been asked to reserve 100,000 shares (one-tenth of the 1,000,000 to be sold) for offer to ABC affiliates [BROADCASTING, June 10].

ABC spokesmen contended that the provision for sale of shares to affiliates is not unlike a condition prevailing within CBS. Industry sources questioned whether the principle involved in the ABC issue is not also similar to that in Mutual, although it was conceded that the two networks’ organizational types are different.

(Continued on page 96)
Plan to Make Radio Week Permanent

RMA Seeks Support Of NAB For Project

NATIONAL Radio Week, first staged in 1945 by the NAB and Radio Manufacturers Assn., is slated to become a permanent institution. The RMA Advertising Committee voted last week to cooperate with NAB in asking Presidential participation in the project. Meeting during the RMA annual convention in Chicago held June 11-13, the committee discussed the promotional value of the 1945 week, staged in November as a climax to the 25th anniversary of radio. Last year's event was conceived to be a stimulus to the sale of receiving sets besides serving to focus public attention on achievements of broadcasters as well as manufacturers.

Formal decision on NAB participation likely will await the August meeting of the board of directors. Bond Geddes, RMA executive vice president and general manager, had discussed the subject informally with A. D. Willard Jr., NAB executive vice president, prior to the convention last week. Mr. Willard expressed interest but explained that final NAB decision rested with the board.

Sees 13 Million Sets

RMA's three-day convention, held at the Stevens Hotel, was marked by election of a number of new directors to the board. Series of committee and section meetings was held, along with general sessions. The annual banquet was called off in the interest of food conservation.

Code of ethics governing advertising of the manufacturers' industry will be drawn up by a subcommittee. Chairman is Sidney Mahan, Crosley Corp. vice president in charge of advertising.

In Authorizations

Other short raw materials, he said, suffer from a desperate shortage. Copper, for example, is freed from OPA price control.

R. C. Sprague, president, earlier told the committee that the public has paid within 60 days. He declared the $10,700,000,000 in radio commercialism, "received the Washington grant (see story, page 85), was held, along with general sessions, in Arlington. Chairman is Sidney Mahan, Crosley Corp. vice president in charge of advertising.

Form New Firm

Mr. Cosgrove said radio production is expected to reach 13,000,000 sets by 1946, peak figures attained in 1941. He cited production figures for the present year, To date 4,600,000 sets have been produced. In January production was 550,000, February 750,000 with March, April and May output reaching 1,000,000 for each month.

He held little hope for early volume production of "class" sets incorporating both AM-FM and phonograph combinations. Biggest obstacle, he explained, was the shortage of wood for cabinets. "Making cabinets has become almost impossible," he said, "and we do not think plastics are feasible for larger, more expensive models," he said.

In FCC Approves 13 AM Station Grants

New Washington Outlet In Authorizations

Last Week

THIRTEEN GRANTS for new standard stations were approved by FCC last Thursday.

The authorizations gave new 250-w fulltime locals to Bakersfield, Calif.; Douglas Ariz.; Eureka, Calif.; Elberton, Ga., and Marshall, Minn.; 1-ku daytime stations to Tulsa, Okla.; Arlington, Va.; Muskogegon, Mich.; and Dunn, Wis.; a 5-ku daytime station to Worthington, Ohio; a 500-w daytime outlet to Washington, D.C.; a 250-w daytime station at Muscatine, Iowa, and 100-w fulltime outlet at Bloomington, Ind.

D. C. Principals

Metropolitan Broadcasting Corp., owned by some 75 stockholders and planning a policy of "limited commercialism," received the Washington grant (see story, page 85). Metropolitan also has a proposed grant for a Washington FM station.

Frank U. Fletcher, Washington radio attorney owns half interest in the Arlington grantees firm. Receiving interest is held by R. Kilbure Castell, a caterer. They plan to apply for an FM affiliate, which are making arrangements looking toward occupancy of the top floor of a projected war memorial building in Arlington.

Ohio Farm Bureau Corp. owns all voting stock of the grantee firm at Worthington, Peoples Broadcasting Corp.

Grants for new stations:

Worthington, Ohio.—Peoples Broadcasting Co., by Ohio Farm Bureau Corp. 800 kc 5 kw daytime only. Granted June 13.


E. 47th St., New York, have formed a new firm, Jingle-Aire, located at 227 E. 47th St., New York. Company will specialize in the production of singing commercials.

Coincidence

TOUCH of humor was added to announcement by WCPO Cincinnati of end of local in-home party package. Mutual music with murder program, A Voice in the Night, WCPO's Ed Kennedy reported the end of the strike and the chairman to network show just as Carl Brison was saying, in a prominent Swedish accent, "Thank you very much," typifying feeling of millions who enjoy their cool tall ones.

Congratulations to Benedict P. Cottone (r), new general counsel for the FCC are extended by Acting Chairman Charles K. Denny Jr. (other picture of proposed FCC personnel on page 20).
IOWA IS FIRST
IN GRAIN CROP PRODUCTION—
BECAUSE IOWA CONTAINS 25% OF ALL
GRADE "A" FARM LAND IN AMERICA

Iowa farmers are good farmers—yet Iowa's fabulous top-soil is the main reason why this State produces more than one-tenth of all the Nation's grain crops.

Iowa's top-soil, however, is far from a self-perpetuating, indestructible asset. It can be carried away by erosion, just as half of all land in the U. S. has already been damaged in various degrees up to total ruin.

To help Iowans preserve their priceless top-soil, WHO has made Soil Conservation its No. 1 Agricultural Project by our Farm News Department. Every day of the year, some one or more WHO farm programs point up and dramatize the need for Soil Conservation—describe its advantages and pass on vital information and advice from agricultural experts.

The result is a high degree of listener-loyalty, from all over "Iowa Plus", including the 1,930 prosperous cities and towns in WHO's primary daytime area. When you advertise on WHO you automatically share in the benefits accruing from the excellent Public Service of this good clear-channel station, ideally located near the center of America's first agricultural State.

WHO
for Iowa PLUS
Des Moines . . . 50,000 Watts
FREE & PETERS, Inc., National Representatives
CBS White Collar Employes Fail to Affiliate With Union

DESPITE 670 votes cast Friday in the NLRB-ordered collective-bargaining election at CBS New York, outcome was still unsettled, with possible decision hinging on 23 challenged votes. (See earlier story, page 52.)

Of 796 employees eligible to vote, 670 cast ballots. Results were announced as follows:

For affiliation with the United Office & Professional Workers of America (CIO)—327.
For affiliation with the International Brotherhood of Electrical Workers (AFL)—103.
For affiliation with the International Alliance of Theatrical & Stage Employees (AFL)—9.
Against affiliation with any union—208.

Of the 23 votes challenged, 9 were cast by television personnel. The NLRB ordered 13 other ballots, cast by television directors and assistant directors, impounded.

The NLRB will canvass the challenged votes and should sufficient number be deemed valid, the question could be settled. The UOPWA lacked 9 votes of having the necessary majority.

In event the challenged votes are not held valid or do not provide sufficient to give the CIO union a majority, the NLRB will order a run-off election with the UOPWA, IBEW and non-affiliation group still in the running.

WTNB Birmingham Will Go on Air This Summer

BIRMINGHAM’S newest station, to become an MBS outlet, has been assigned the call WTNB and expects to begin operation in latter August or early September on 1490 kc with 250 watts.

Mrs. Evelyn Hicks, for 16 years with WSGN Birmingham, has been named vice president and general manager of WTNB, which is licensed to T. N. Beach, Alabama real estate operator. Mrs. Hicks, active in Alabama Democratic politics, said studios will be located in the Tutwiler Hotel.

Station is earmarked for MBS affiliation.

MBS Adds 3 Stations Bringing Total to 318

AFFILIATION of three more stations to the Mutual Network, bringing the total affiliates to 318, was announced last week.

The new affiliates are WMON Montgomery, W. Va., 250 w at 1340 kc, full-time effective July 1; KAMD Camden, Ark., 250 w at 1450 kc full-time effective June 15; WDSC Dillon, S. C., 1,000 w on 800 kc, daytime, effective June 25.

Further Aid Seen In New OPA Move

Mail Order Houses, Resellers, Manufacturers Affected

IN LINE with recent moves taken by OPA to ease the burden of the radio set industry (see pages 32, 78) more orders are in the making by that agency gradually to lift restrictions.

Expected by mid-week is authority to be granted mail order houses to use a new method for determining retail ceiling prices for sales of special brand radios. Mail order houses have been required in most cases, to calculate ceilings on the basis of manufacturers’ ceiling prices. Now the retail ceiling price established at the time the set is delivered to the mail order house by the manufacturer shall be the retail price to the consumer.

Eliminates Trouble

Thus the confusion caused by changing ceilings as mail order catalogs went to press has been virtually eliminated. This factor was one of the main bottlenecks in mail order radios, and was felt greatly in the Chicago area, where a number of mail order houses are located.

In another relaxation of rules, OPA has in the works a new method for pricing sets introduced by new manufacturers. Previously, prices were determined by comparison with models sold in October 1941 or March 1942. Under new set-up, ceiling prices of models now being produced are to be taken for comparison, it is understood. Only when new models are about to be introduced unlike any now in production may the manufacturer use a base period model for calculating an in-line price.

Third proposed change in OPA procedure concerns resellers of radio parts. It is reported resellers may increase their maximum prices the same percentage as their net invoiced costs are raised by individual price advances granted their manufacturer. The action will replace the resellers’ former dollar and cent pass-on in sales of radio parts. With a percentage pass-on, manufacturers’ legal price increases. While proposed change will cause some increase in resellers’ prices for parts, increase will be negligible.
Only in Richmond!

Up there you see the only point in the world where three trunk-line trains may cross each other at the same time and over separate tracks! On top the C. & O. is leaving Richmond. In the middle S.A.L. is leaving Union Station for the South. On the ground the Southern is coming into Richmond.

The railroads in Richmond are another indication of this town’s diversified industry. The railroad payroll in this city that’s “top of the South” is 20 million dollars annually.

If you have something to sell in the continuous prosperity market... WLEE is the way to do it in radio!

WLEE success story

On April 21, a local jeweler ran a newspaper ad on Ronson lighters. In the following ten selling days, he sold 44% of his stock of Ronsons. On May 2, this jeweler used his nighttime show on WLEE to advertise Ronson lighters. In the following three selling days, based on that one plug on WLEE, the balance of the stock was sold out.

WLEE

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

TOM TINSLEY, Director
IRVIN G. ABEOFF, Gen. Mgr.

Represented by Headley-Reed

June 17, 1946 • Page 21
Fulton Lewis, jr. sells more power TO IOWA

Wrote the Iowa Electric Light and Power Company to Mr. H. R. Hurd of KFJB, Marshalltown, Iowa: "It is with a great deal of pleasure that we here at the Marshalltown branch...send you a testimonial on the Fulton Lewis, Jr., show, which we are sponsoring around the year...regular listening audience would appear to be large and stable. As a service organization with a tremendous day-in and day-out traffic through our offices, we are in an envious position to constantly check on the total overall listening and general acceptability of the program."

Sponsors and stations alike are unanimous in acclaiming Fulton Lewis, Jr., the Number One Cooperative Program on the air because he SELLS—

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, Jr., is still available for local sponsorship in a few choice markets. Write, phone or write us at once for complete information.

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.

AND HE'LL SELL YOUR PRODUCT, TOO!

HIGHLIGHTS of automotive industry Golden Jubilee celebration program over WXYZ Detroit have been wire recorded and placed in a permanently sealed vault for preservation. Recording spool, which contains 12,000 feet of stainless steel magnetized wire on which is recorded the full half-hour show, will be replated at 100th anniversary of industry. Guests on program included Gen. William S. Knudsen, Henry Ford II, Sen. Homer Ferguson, Walter Reuther.

MAKING the most out of what he considers a doubtful situation, Myron J. Bennett (M.J.B.), morning man of KRNT Des Moines, gets acquainted with "Duchess," who'll be his vacation-time ward. His "Vacation Free from M.J.B." contest backfired when the winners, Mr. and Mrs. John Kelly of Altoona, Iowa, declared he'd have to take care of their farm while they vacationed in Canada. He's spending weekends practicing, will move his wife, his dog, his KRNT broadcast and himself to the Kelly farm July 1.

A. L. Budlong Returns To Radio Relay League LIRUT. COMMJDR. A. L. BUDLONG, chief, frequency section, Coast Guard communications, since 1943, last week was detached from active service and returned to the American Radio Relay League in Hartford, as senior assistant secretary.

Commander Budlong was called to active duty in September 1942 and became chief of its Frequency Section in January 1943. He served under Commodore E. M. Webster, formerly assistant chief engineer of the FCC, particularly in connection with frequency allocations covering all services. He was chairman of the Technical Subcommittee of the Interdepartment Radio Advisory Committee during the past two years. He attended the Rio de Janeiro, Bermuda, and London radio communications conferen he held in 1945 and 1946.

Get a Horse! BIG OPERATORS represented WJR Detroit in the Automotive Industry Golden Jubilee parade. The station paraded three elephants along the route. An animated microphone, "Free Speech Mike" led the WJR entry. Elephants were bedecked with trappings advertising WJR and its services.
Charlie Hammond is on the air over WSPA every Monday, Wednesday and Friday at 12:20 p.m., sponsored by Hammond-Brown-Jennings Company, Spartanburg’s leading furniture store. (He’s been selling on WSPA for the past 15 years!). Mostly he talks about fish.

For Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips. At any rate, the sponsor’s sales have soared over 400% since Charlie began to philosophize about fish.

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

And WSPA swings the balance your way.

FISH, FURNITURE, AND A SPARTAN PHILOSOPHER
Gives Dealers What They Want!

KLZ Denver

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY
FCC May Attempt to Stop ‘Pot O’ Gold’

Give-Away Withdrawn
In 1941 Resumes
This Fall

LIKELIHOOD that the FCC will take steps to prevent the revival of the Pot O’Gold program, scheduled this fall by the Lewis Howe Co. (“Tums”) was seen in the proposed decision on Washington, D. C., applications [BROADCASTING, June 10]. In denying a license to Capital Broadcasting Co. (WWDC), the Commission gave as its principal reason the intention of the applicant to duplicate on its proposed FM station a give-away program.

Explaining its failure to grant WWDC an FM station, the Commission said: “in the case of the Washington, D. C., it appears that one of the programs which is now carried daily over that station and which, in view of the applicant’s intention to duplicate programs, may be carried on its proposed FM stations, is a prize give-away program, the legality of which is questionable under Section 316 of the Communications Act of 1934.

Raises Question
“In addition,” the Commission concluded its decision, “is raised as to whether the observance of the WWDC general program policies by the proposed FM station would render the operation of such proposed station in the public interest, particularly in the light of the number of commercial spot announcements carried, the percentage of time devoted to transcription and recordings, and the amount of time devoted daily to a program which appears to give considerable emphasis to horse-racing information which, admittedly, has a particular appeal to the betting element.”

Procedure Not Disclosed
How the Commission would proceed to prevent the revival of the Pot O’Gold program, which it regards as “bad radio” in that the chance element brings a telephone call and prize induces other than a merit factor to compel listening, was not specifically disclosed. It was indicated, however, that the Commission would not again wait on the tedious procedure of reporting alleged violations of Section 316 of the Communications Act to the Dept. of Justice, as it did in 1940 when Pot O’Gold enjoyed a high rating.

Dunton Foresees Changes in CBC Rules
In Parliamentary Committee Session

CHANGES in CBC regulations were forecast by A. Davidson Dunton, CBC chairman of the board of governors, in his first appearance before the present board while that board was in power.

With reference to CBC proposed seizure of frequencies of CFBR Toronto, CFCN Calgary, and CRY Winnipeg, Dunton, cabinet minister responsible for the CBC, recalled the Parliamentary Committee recommendation in 1932 for “the public ownership of all high-power stations under a national system of broadcasting with low power stations individually operated or co-ordinated in relation to the dominant system.”

Reviews Finances
Reviewing finances and programs Mr. Dunton pointed out that two-thirds of CBC income is from licensed receiving sets (Canadians pay $2.50 a year per household for receivers) and one-third from commercial operations. Of 55,000 network programs carried by CBC 80% were sustaining and 20% commercial, and of the sustaining programs, most were produced by the CBC. Of the commercial programs 61% originated in Canada, the balance in the United States.

In conjunction with sustaining programs on basic network, made up of CBC-owned and privately-owned stations, he pointed out that separate stations are often anxious to take CBC sustaining programs outside reserved time, because they do not get any direct monetary return and can profit by the time themselves to an advertiser. There are large and important areas of Canada that are not covered by CBC stations where we are obliged to rely upon the facilities of private stations to carry CBC programs to listeners.

Regarding program wants of listeners Mr. Dunton stated that the CBC “would also like to have better facilities for gathering information about the radio wants of listeners. The whole effort of the CBC is directed to meeting the needs of the public.”

KVI to Don Lee
KVI Tacoma, Wash., will become an affiliate of Don Lee Broadcasting System effective August 1, according to an announcement by Lewis Allen Weiss, vice president and general manager. At that time, KMO Tacoma, and KOL Seattle will discontinue their affiliations. Owned by Puget Sound Broadcasting Corp., KVI operates on 570 kc with 5000 w. Vernon Irving is chief owner and general manager with Earl T. Erwin, commercial manager.

CAR Organizes
SMALL MARKETS Division of the Canadian Association of Broadcasters is being formed, following presentations by Bob Mason, @ARM, who heads Small Markets Division of CAR. Presentations were made at Quebec CAB Convention and at the sales meeting of station represented by H. N. Stovin & Co. at Toronto this past week.
Arctic Appeal
WHETHER it's the power of radio or the lure of the frozen North hasn't been decided by the Cincinnati weather man. At any rate he knows that radio really reaches the public ever since Tom McCarthy, news editor of WKRC Cincinnati, carried an item that the bureau planned to set up weather stations in the Arctic. Within a few hours five applicants had called on the weather man, one had wired and one had phoned long-distance. Another 17 came in the mail the next morning.

KRES GOES ON AIR
IN ST. JOSEPH MO.
KRES St. Joseph, Mo. went on the air June 7, with 250 w on 1230 kc, 6 a.m.-midnight. Paul Roscoe is general manager, Dwarf Moore program manager, Jack Fitzgerald commercial manager, and Charles Wiesemann chief engineer.

Transmitter Building
For WKNB Is Started
CONSTRUCTION of the transmitter building of WKNB, new station at New Britain, Conn., has been started and designing of the main structure has been completed, station officials said last week. The transmitter building, at New Britain, Conn., is designed along the lines of a Georgian cottage and will house equipment, a studio, transmitter room, and living quarters for personnel on duty. The main studios will be at 213 Main Street, New Britain.

Kentucky Courses
U. OF KENTUCKY for the first time will offer courses in radio through its new Dept. of Radio Arts. Opening course will be called "Radio Today," open to all students, and will cover all phases of broadcasting. Visiting lecturers from stations and networks will appear and stations will be inspected. All but freshmen may take the course in announcing and acting. On the advanced level starting in the fall of 1947 will be courses in radio regulations, script writing and production, with a complete major in radio arts available. U. of Kentucky started a listening center system for mountain residents in 1933 and operates WBKY.

NAVY HONOR GOES TO WILMOTTE FIRM.
WILMOTTE Mfg. Co., Washington, received the Naval Ordnance Development Award June 6 "for outstanding performance in connection with the research and development of Fire Control Radar Mark 29," and for other electronics contributions. The radar was synchronized with gun sights of anti-aircraft guns, and used in the latter days of the war, especially in the Pacific with remarkable results.

The Wilmotte Co., with plants in Washington and New York, worked with the Navy, Army and the Applied Physics Labs of Johns Hopkins U. in developing the VT proximity fuse, guided missiles, and other electronics devices, in addition to Mark 29. Although now working on the development of industrial electronics, the Wilmotte Co. is still under Navy contract, and no wartime contracts have been cancelled, according to Raymond M. Wilmotte, head of the firm, and consulting engineer.

The firm moved last week from 1630 L St., N. W. to larger quarters at 1707 Kalorama Rd., N. W.

NBC Announces Five Night Shows Renewed
RENEWAL of five night-time programs, all for 52 weeks, has been announced by NBC. Proctor & Gamble Co., Cincinnati, has renewed the following NBC shows: Life of Riley for Teel, effective July 6 through the Biow Agency, New York; Truth or Consequences for Duz, effective July 6 through Compton Advertising, New York; Drewe Show for Drewe shampoo, effective July 4 through Kastor, Parrell, Chessly and Clifford, Inc., New York; General Foods Corp., New York, effective July 4 through Benton & Bowles renewed the Maxwell House Coffee Time and Bristol Myers, New York (Ipana, Vitalis and Ingram) effective Sept. 13, renewed Duffy's Tavern through Young & Rubicam, New York.

IER Date Set
SEVENTEENTH Annual Institute for Education by Radio is tentatively set for Friday-Monday, May 2-5, 1947, according to Dr. I. Keith Tyler, director. Dr. Tyler has sent a letter to members of the Institute, outlining the meetings held this summer, [BROADCASTING May 13] and requesting suggestions for next year's Institute. He adds that the official registration for 1946 will be sent members only on request.

Going Places
with KDYL

Even on picnics, day or night, Utahns don't want to miss their favorite NBC and local programs . . . so of course it's KDYL they tune to most.

That's why advertisers, too, go places with this popular station.

John Blair & Co.
National Representative

The POPULAR Station

SALT LAKE CITY
UTAH'S NBC STATION
Culturally speaking, the milch cow is grievously misunderstood.

If you think Bossy is apathetic, phlegmatic, indifferent.. guess again. She's an ardent music-lover. Give her melody and you'll get more milk. Dairy farmers have proved it. A radio obbligato at milking time definitely steps up production.

And radio, in rural America, is much more than a symphony for horns. To farmers and their families, radio is an indispensable source of market information. Of weather tips. Of entertainment, during leisure moments. Of solace in hours of loneliness.

Westinghouse stations, mindful of their obligation to the farm community, beam many a program daily to rural radio listeners.

Farmers throughout New England, for example, listen for the voice of Boston's WBZ.. a voice which, backed by 50,000 watts, really reaches distant farmland. So it is, in the fertile Midwest, with Fort Wayne's WOWO. And in the Pennsylvania mountains with Pittsburgh's KDKA.. winner of the du Pont Award for service to the community.

Service.. in city and country alike. That's the Westinghouse watchword at KYW, KDKA, KEX, WOWO, WBZ, and WRZA. Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Paul H. Raymer Co.
Daytime Serials on Descent, Says CAB

Study Shows Better Program Balance At Present

THE TROUBLE with facts, according to an old saying, is that they spill so many otherwise good arguments.

Radio's most outspoken critics are therefore not going to be very happy about the analysis of the composition of daytime programming just compiled by the Cooperative Analysis of Broadcasting, for this dispassionate collection of cool statistics completely upsets the critics' favorite diatribe about how there's nothing on the air from morning until night but one daytime serial after another.

The CAB breakdown shows that during the first four months of 1946, serial dramas occupied less than half of the commercial network time before 6 p.m.—41.6%, to be exact. In 1942, these programs were on twothirds of the program schedule. Last fall the percentage had fallen to 44.5%. The further 3% decrease indicates that the serial trend is still downward from the overall picture, despite an increase in the number of serials from 39 last fall to 41 at the beginning of this year. The percentage is down because the increase in total sponsored time was so much greater.

No Longer Tops

Although the serials still take up more than three times as much of the network daytime air than any other type of program, they no longer rank first in popularity with listeners. Average serial CAB rating of 4.8 is nearly a full point behind the 5.6 average of the weekly dramatic shows, such as One Man's Family and Grand Central Station.

As phenomenal as the decline in serials is the rise in audience participation shows from one in 1940 to 12 in 1946 and from 0.4% to 21% of the total commercial network daytime. On a popularity basis these programs rank eighth with an average rating of 3.4.

Children's programs are fourth in the list, by daytime volume, with nine programs occupying 8.3% of the time and enthusiasm in popularity with an average rating of 3.6, up from 2.9 last fall. Variety shows rank third in popularity with an average rating of 4.9 and by volume, with 6.5% of the time.

Sponsored musical programs are at the tail end of the daytime list as far as the amount of time they get. Popular music was seventh, with 5.1% of the time, classical and semi-classical music eighth, with 5.6% hymns ninth, with 2.3%. In popularity the musicals rated somewhat higher: Popular music was fifth, with an average rating of 4.2; classical music sixth, with 4.1; hymn ninth, with a rating of 2.5, exactly matching its percentage share of the time. Familiar music represented by one daytime program last fall, this year has disappeared entirely from the daytime commercial list.

NAB Survey Undertaken to Analyze Commercial, Programming Structures

PICTURE of the broadcasting industry's commercial and programing structure will be provided by a survey undertaken last week by the NAB Dept. of Research. A hundred stations from the entire industry have been selected as a sample by Kenneth H. Baker, NAB director of research.

Though inquiries were first sent out last week, a good share of station logs had been received by the weekend. The logs provide detailed information on programs, sponsors, products and type of rendition. Dr. Baker was pleased at the early replies, explaining that the analysis will not be done unless a practically complete response is forthcoming.

At present, he said, there is no adequate picture of the broadcasting structure nor has one been available since the old Broadcast Advertising Record was discontinued in 1942.

Week selected for the study was Feb. 12-18, in the middle of the first quarter of 1946 and free of any unusual incidents which might prevent it from serving as a typical period. Both NAB member and nonmember stations are included in the cross-section.

Wide Scope

The analysis will disclose kinds of sponsors using radio, relative amount of time and money for different types of common services, and kinds of programs such as educational, dramatic, classical music, popular music, special events, etc. Public service of the industry will be shown. The week selected was prior to issuance of the FCC Blue Book.

No basis now exists, Dr. Baker said, for a thorough analysis of program trends. NAB hopes to secure information on this subject for industry study.

Advertising revenue figures will be broken down into network and local sources, expressed in terms of gross income.

The current survey will serve as a pilot study to act as a guide in determining availability of information on the subjects involved as well as formula for reports, should they be revived. The project will come before the NAB board at its May meeting.

Considerable interest in the plan was voiced by board members at the May 6-9 board meeting in Washington. The NAB Research Committee has already had a study at its meeting in April and the Station Managers Executive Committee voiced its approval at its June 5-7 meeting [Broadcasting, June 10].

Champion?

CONTENDER, for title of "most decorated veteran in radio" [Broadcasting, May 20] is Paul R. Cochran, announcer-m.c. with KFBI Wichita, Kan. The staff of the station writes in to list his decorations: Bronze Star, Distinguished Flying Cross, Air Medal with 14 oak leaf clusters, Purple Heart, and unit citation with oak leaf cluster. The former fighter pilot captain also had ribbons for ETO and Pacific campaigns.

Daylight Savings Success in W. Va.

Stations Are Polled by Assn. On Reactions to Shift

THE MAJORITY of broadcasters in West Virginia have not found it unprofitable to be on daylight time while most of the state is on standard time, it was learned last week from a survey of the West Virginia Broadcasters Assn. The association stations adopted the plan to be in effect April 28—Sept. 28 [Broadcasting, March 18, April 22].

There seems to be very little trouble from national accounts, occasional difficulty with local accounts, and rather widespread confusion at first on the part of the listeners because of daylight savings time announcements. "WCHS (Charleston) has had two casualties and several complaints," says Howard Chernoff, general manager of WCHS and president of the Association. "We lost two accounts, one of which we re-sold the same day."

"Without exception, all local and national clients were pleased," according to Norman Knight, general manager of WAFR Morgantown. "To date we have lost only one account because of the switch and that account was an early morning preacher," says Joe L. Smith, owner of WJLS Beckley, which has had no trouble with national accounts.

Some Difficulties

WPAR Parkersburg's general manager, George Clayton, says, "to date have lost only one account because of the switch and that account was an early morning station." Perhaps hardest hit was WSAZ Huntington which says, through General Manager Marshall Rose, that 34% hours weekly have been lost because local dairies were discontented with the new time. The station is also a five-minute strip five days a week. WBTH Williamstown's general manager, Alice Shein, has had no trouble. "By working with local and national advertisers in rearranging valuable time," she says, "we have not only kept all accounts, but because of our concern for local business . . . several of our big accounts have increased their radio advertising."
how to sell the farmer’s daughter

...and her city sister too

kglo and WTAD

MASON CITY, IOWA
QUINCY, ILLINOIS

Lee STATIONS
Who has the most influence on the family buying? That’s right . . . the women. And you can reach both the farmer’s daughter and her city sister with KGLO and WTAD, the Lee Stations. You see, KGLO and WTAD cover a balanced town-farm market in the heart of the rich, productive Middle West.

They’re favorite stations with the women because schedules are programmed especially for them — CBS network programs, local service programs, fashion and home-making news, drama and music. For sales action in these two rich town-farm markets, use Lee Stations!
FCC Reaffirms

Report Stand

INS’ Petition

will agree that there is no cause for concern and that the definitions proposed in the report represent a satisfactory and practicable solution to a most complicated problem." Reaction of INS could not be ascertained immediately. Robert W. Brown, executive news editor, who filed the petition, was ill when the answer came and could not be reached. It appeared likely that the news service would await a thorough study of FCC's answer before announcing whether it will renew its action.

INS Objection

INS has objected particularly to classifying as "wire" any news program combining wire and local news unless at least 51% is local. In its letter, FCC noted but did not specifically answer INS references to "various situations where the definition of a 'wire program' as used in the report would bring about a result which, in your (INS) opinion, is inconsistent with the report's objectives and would do local independent station licensees a grave injustice." INS had claimed that some stations might "pad out" the local news content of programs to exceed the 51% minimum for a "local live" classification.

CHRISTOPHER CROSS, U. S. radio liaison for United Nations, leaves for Detroit and Toledo today to confer with interested parties for student United Nations conferences in other cities similar to one held in Detroit on June 6.

CBS Program Dept. Steps Up Activity, Plans for New Shows, Taylor Asserts

WITH APPROXIMATELY 40 program shifts to handle, the CBS program department is experiencing no summer slump in its activities, Davidson Taylor, vice president and director of programs, said last week. Changes include summer replacements on sponsored shows whose regular talent is vacationing, replacements for programs that have been cancelled or are taken during summer vacations, shifts of some sponsored shows to different hours and a rearrangement of a part of the network's sustaining program schedule. Expressing himself as "encouraged but not satisfied" with the CBS programming setup and its progress since he became department head last November, Mr. Taylor said that new CBS programs will fall into four general classifications: Programs that indicate possibilities of becoming "big" shows, other programs that are designed for commercial sponsorship, sustaining shows not normally apt to be sponsored and outstanding public service programs. The first and last categories are the network's primary considerations, he said, but he quickly added that the other classes also comprise an important part of the CBS schedule.

Mr. Taylor cited the new Milton Berle program, Kiss and Make Up Court, which will debut July 1 as Monday evening half-hour series, as having definite "big program" potentialities. Another such, he said, is a team of young comedians from the West Coast with whom CBS has been working for some time and now believes it is approaching the right program format for a network vehicle. He also mentioned as "in the works" a costume series which would bring to radio the type of dramatic material that has been so successfully presented in recent novels of the Forever Amber variety.

"A lot of our plans that have been under way for months are just coming to the audition stage," he explained, adding that one man spent four months exclusively on the CBS atom bomb program, Operation Crossroads, before it was broadcast.

WKBR MANCHESTER
TO START SEPT. 1

WKBR, Manchester, N. H., granted a CP to operate on 1240 kc with 250 w, will start about Sept. 1. Licensee is Granite State Broadcasting Co., formerly the Concord Broadcasting Corp., which had been granted a CP as WCNI in Concord, N. H., and last week changed call letters and location of prospective station, as approved by FCC. WKBR is owned by William J. Barkley, president; H. Scott Killgore, vice president; and William F. Rust Jr., secretary-treasurer. Mr. Barkley is executive vice president of Collins Radio Co., Cedar Rapids, Iowa, manufacturers of broadcast and aviation transmitting equipment. Both Mr. Killgore and Mr. Rust are ex-Navy Lieutenants.

WKBR will be affiliated with WKKL Concord, granted to Charles M. Dale, Governor of New Hampshire, and national accounts will be sold on a combination basis. Both stations are affiliated with Yankee Network. WKBR will subscribe to UP and Standard Radio transcription service.

KSWM to CBS

KSWM Joplin, Mo., July 18 joins CBS as an optional station and becomes the network's 157th affiliate. Operating with 250 w on 1230 kc, the station is owned and operated by Air Time Inc. with Austin A. Harrison president, Robert Page, former manager of WFCO Janesville, Wis., program director, and Capt. Warren N. D. Lowry, commercial manager.
A NEW micro-wave television relay transmitter which generates less radio power than that required to operate a pencil flashlight, developed for field pick-ups, was used successfully last week by NBC in sports telecasts.

Adaptable to any kind of outside television pick-up, the new transmitter operates on 9300 mc and the transmitter unit has an output of approximately .05 w. Because of the structure of the antenna and the fact that it operates in the super-high frequencies, the transmitter can deliver a signal of about 450 w, NBC said.

The transmitter weighs less than 75 pounds and can be handled by two men. It is made up of three parts: a parabolic reflector which acts as the antenna; a transmitter, approximately 10 inches in diameter and 10 inches deep and attached to the reflector, and a power supply and modulator unit.

Bertha B. Peterson
MRS. BERTHA BRAINARD PETERSON, until recently an executive of NBC and one of New York's leading advertising figures, died last Tuesday of a heart attack at her home in Huntington, L. I. Associated with NBC since its inception in 1926, Mrs. Peterson at the time of her recent retirement was manager of the network's program package sales division.

She was married to Curt Peterson, an executive of Marshalk & Pratt Co., Manhattan advertising agency. Funeral services for Mrs. Peterson were held Friday at East Orange, N. J.

Backs Concert
CONCERT to raise $1,500 to send Oklahoma City's Classen Senior High School A Capella Choir to the finals of a national contest at Memphis, Tenn., was sponsored by WKY Oklahoma City. After the 73-member choir won the Oklahoma championship and was invited to compete at Memphis, Choir Master Chester Francis appealed to WKY Manager P. A. Sugg for assistance. The concert featured the choir and WKY talent including Announcer Tom Paxton. WKY developed a pre-concert broadcast and secured newspaper publicity to boost attendance.

The No. 1 Farm Station in the No. 1 Farm Market
would like you to

MEET
LEW!

This is Lewis H. Avery, President of Lewis H. Avery, Inc., who became KMA's national representatives on June 15.

Lew is a hard-hitting sales executive and a pioneer in the field of commercial radio. With a background of twenty years' experience acquired as announcer, continuity writer, program production manager, time buyer, radio station sales manager and national representative, Lew considers the preparation for a sales call as important as the call itself. He always has the facts, knows the story—has something to say!

KMA and Lew Avery is a combination hard to beat. For KMA has a real story to tell—of market, listeners, and facilities—and Lew knows how to tell it. He has fully investigated our tremendous market buying power and is acutely aware of the trust and confidence KMA's friendliness has built.

155 COUNTIES AROUND
SHENANDOAH, IOWA

LEWIS H. AVERY, Inc., National Representatives

KMA

AMERICAN BROADCASTING CO.

Receiver Increases Authorized by OPA

A SUBSTANTIAL increase in radio set prices has been approved by OPA as a result of a new survey determining the additional increases in material and wage costs for the manufacturer. The order affecting price changes, in the form of an amendment to Minimum Price Regulation No. 599, was drawn up following a meeting of OPA and Radio Manufacturers Assn. early this month.

Sample Firms

The action is based on 19.05% increases in basic wage rate schedules since Aug. 18, 1945. The sample firms selected accounted for nearly 80% of the 1941 industry sales volume of $236,424,000, according to OPA. The total increase labor cost factor arrived at is 42.86%.

Order provides:

Base period prices of low-end radios (those with manufacturer's prices to distributors of $11 or less in October 1941) may be increased by 24%; base period prices of the medium group (those with manufacturer's prices to distributors ranging from $11 to $30.01 during October 1941) may be increased by 21%; base period prices of the high priced group (those with manufacturer's prices to distributors of more than $30 during October 1941) may be increased by 19%.

Similar price increases have been allowed for radio sets on which there is no established price for sale to distributors.

The ceiling prices for sales to a dealer shall be determined by applying the manufacturer's differential to his ceiling prices for sales to a distributor, determined as above.

Differential Basis

Increases at distributive levels are treated on a differential basis—according to price brackets. The additional increase applicable to low-end radios is passed through percentage-wise from the distributor and dealer to the consumer. The increase applicable to medium priced radios is passed through dollar-wise and that applicable to high priced sets is absorbed in part and passed through in part.

In May OPA raised ceilings for manufacturers of radio sets 8% [Broadcasting, May 6]. The 8% increase is incorporated in this latest increase.

On June 10, in an amendment covering ceiling prices for radios manufactured by automobile manufacturers, the OPA ordered that such radios be brought under the control of OPA for establishment of ceiling prices at all levels of distribution.
412 Extra HOOPER POINTS!

Did You Get Yours?

Again WOW has declared an EXTRA DIVIDEND in HOOPER POINTS to its advertisers. All NBC shows on WOW, Day and Night, except three, have an Omaha Hooper ABOVE the national average!

Seventy-two clients who used WOW during the 1945-46 Fall-Winter period collected a total of 412.6 PLUS Hooper points. The ratings on Locally produced shows were equally high.

These Hoopers prove that WOW does a better-than-average job for all advertisers. Wire or phone your nearest John Blair man, or Johnny Gillin at WOW, for current or next fall-winter availabilities.

RATINGS OF TOP 16 NBC NIGHTTIME SHOWS
NATIONALLY*

Compared with OMAHA* (WOW) Ratings

<table>
<thead>
<tr>
<th>Rank</th>
<th>Nationally PROGRAM NAME</th>
<th>NATL AVERAGE</th>
<th>WOW RATING</th>
<th>WOW'S PLUS RATING</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Bob Hope</td>
<td>29.5</td>
<td>37.7</td>
<td>8.2</td>
</tr>
<tr>
<td>2</td>
<td>Fibber McGee &amp; Molly</td>
<td>29.1</td>
<td>37.4</td>
<td>8.3</td>
</tr>
<tr>
<td>3</td>
<td>Red Skelton</td>
<td>25.1</td>
<td>30.1</td>
<td>5.0</td>
</tr>
<tr>
<td>4</td>
<td>Charlie McCarthy</td>
<td>24.8</td>
<td>31.8</td>
<td>7.0</td>
</tr>
<tr>
<td>5</td>
<td>Fred Allen</td>
<td>22.2</td>
<td>25.5</td>
<td>3.3</td>
</tr>
<tr>
<td>6</td>
<td>Jack Benny</td>
<td>21.6</td>
<td>27.3</td>
<td>5.7</td>
</tr>
<tr>
<td>7</td>
<td>Mr. District Attorney</td>
<td>20.7</td>
<td>26.4</td>
<td>5.7</td>
</tr>
<tr>
<td>8</td>
<td>Eddie Cantor</td>
<td>18.2</td>
<td>23.3</td>
<td>5.1</td>
</tr>
<tr>
<td>9</td>
<td>Bing Crosby</td>
<td>18.1</td>
<td>31.1</td>
<td>13.0</td>
</tr>
<tr>
<td>10</td>
<td>Jack Haley</td>
<td>18.0</td>
<td>25.4</td>
<td>7.4</td>
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<tr>
<td>11</td>
<td>Abbott and Costello</td>
<td>17.9</td>
<td>28.0</td>
<td>10.1</td>
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<td>12</td>
<td>Amos 'N' Andy</td>
<td>17.2</td>
<td>23.8</td>
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<td>Great Gildersleeve</td>
<td>16.5</td>
<td>28.5</td>
<td>12.0</td>
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<td>14</td>
<td>Truth or Consequences</td>
<td>16.5</td>
<td>23.7</td>
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<td>Bandwagon</td>
<td>16.4</td>
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<td>16</td>
<td>Kay Kyser (First Half-Hour)</td>
<td>15.1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*From Omaha CM Fall-Winter and Sectional Hooper, both from 1945-46, October through February.

On 72 NBC Day and Night shows WOW has a Hooper higher than the national average. On 39 shows WOW’s plus is better than 5 Hooper points. On 9 shows WOW’s plus is better than 10 Hooper points. On only three shows the Omaha Hooper is below the National average by an average of less than one-tenth of a Hooper point.
50,000 WATTS ON 680 KC.

There's something new in Texas radio

Plus

50,000 WATTS DAY
10,000 WATTS NIGHT

Kabc
SAN ANTONIO

AMERICAN BROADCASTING COMPANY • TEXAS STATE NETWORK

Page 34 • June 17, 1946

Copyright 1946, Hagstrom Co., Inc.

Gene L. Cagle
President
Charles W. Balthrope
Station Manager
Represented Nationally by Weed & Co.

Enthusiasm

that has set all Texas talking... upped San Antonio's audience ratings... drawn 9,310 pieces of mail from 189 Texas counties in 4 days... and turned the attention of national time buyers to "An Old Friend With Added Influence." That's what KABC now means in Texas!
Denny Agrees 28-Hour Operation Rule Still Not Feasible

WAIVER of the rule requiring television stations to broadcast at least 28 hours in a week was probably going to be continued through the previous day by the Television Broadcasters Assn. on the 4-hour schedule.

A proposal by TBA that the present rule (3.661) be re-examined with the view to formulating a graduated schedule reaching the 28-hour minimum in one year will probably be rejected by the Commission, Mr. Denny indicated. He suggested that show conditions justifying postponement of the rule beyond Jan. 1, further extensions will be granted.

WABD Views

The TBA action seeking postponement met with general favor among existing television stations. Lawrence W. Lowman, CBS vice president in charge of television, said that lack of equipment for black and white transmissions, including remote equipment, makes 28-hour programming virtually impossible at this time.

Leonard Cramer, vice president of Allen B. Du Mont Labs Inc. (WABD), said that in order to carry 28 hours of television programming remote pick-ups employing mobile equipment are "absolutely essential." Because of material shortages, he added, the Du Mont mobile equipment will not be ready until late summer. "Consequently, if we were required to program 28 hours a week prior to completion of our studios and remote equipment we would be forced to rely heavily on film of which there is a dearth of good material for television use," he explained. The Du Mont needed to complete "necessary refinements" in its new studios before it can begin full scale television operation.

The TBA petition, filed by William A. Roberts, counsel, reminded the Commission that since its action of Feb. 20 suspending the 28-hour rule until June 30 coal strikes, with coincident brownout regulations, have relieved stations of minimum hour restrictions. Termination of the strikes, however, will end the restrictions on electricity, it pointed out.

Previously Suggested

TBA further recalled that when rule 3.661 was before the Commission it was suggested that minimum operating schedules become effective with the production and distribution of a "reasonable number of receivers." TBA had proposed, it said, that graduated requirements be applicable to each new station upon the issuance of its commercial license, "since the Commission, even at that time, was aware of the protracted period, many times as long as that of standard broadcast, required for the development of television broadcast facilities."

Subsequent hearings, TBA said, have disclosed the following factors affecting availability of television programs:

1. Breakdown of the equipment-production program due to labor disturbances, raw material shortages, and price difficulties.
2. Restrictions imposed on construction by the Civilian Production Administration.
3. Greatly retarded receiver production.
4. Restrictions on use of musicians and of film recorded programs bringing music, arising out of statements issued by James C. Petrillo, AFM president, with the view to formulating a motion picture industry.
5. Protracted delays in issuance of construction permits for other television stations, delaying commercial use of network facilities and corresponding division of program cost.
6. Occupation of technical and administrative personnel of existing stations with hearings and proceedings incident to grant of later applications.
7. Necessity for reconstruction of transmitters and change of frequency on licensed stations.

These factors, the petition said, have deferred the establishment of even a minimum audience, the erection of studios for rehearsal and production, and the importation of licensed stations, present and future, to assume a full program schedule.

The association therefore requested the Commission to defer rule 3.661 "insofar as it requires a minimum of two hours in any given broadcast day and not less than 28 hours of program service per week, to Dec. 31, 1946. The Commission has also asked to re-examine the present rule and to modify it "with respect to commercial television licenses so as to provide for a graduated compulsory minimum."

CrosleyCrop. will be held June 19 before the Commission en banc. Action followed receipt of a joint petition filed by the parties earlier in the week to extend additional evidences with reference to the grounds on which the Commission proposed to deny the transfer [BROADCASTING, April 8].

The petition, filed by Littlepage & Littlepage, counsel for Hearst, and Dempsey & Koplovitz, counsel for Crosley, asserted that arrangements had been made to eliminate a $400,000 time credit in the sale contract to remove the first objection of the Commission.

As to questions of program service by the station in its commercial license, in majority, the petition pointed out that the hearing on the transfer was held several months before the issuance of the Blue Book and that the hearings "forecast what would be desired in the way of program service."

"If given an opportunity by way of a further hearing on the station's program service, the Crosley Crop. respectfully submits that it will be able to present information as to the service planned as its license for the operation of Station WINS, which would fully satisfy the Commission that the station will be operated in the public interest."

ARGUMENT ON WINS SALE SET JUNE 19

ORAL ARGUMENTS on the application of Hearst Radio Inc. to transfer WINS New York to the Crosley Crop., will be held June 19 before the Commission en banc. Action followed receipt of a joint petition filed by the parties earlier in the week to extend evidences with reference to the grounds on which the Commission proposed to deny the transfer [BROADCASTING, April 8].

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O'Connor Speaks

BASIL O'CONNOR, chairman of the American Red Cross, June 18 will be heard on CBS 6:15-6:30 p.m., when he speaks from the ARC National Convention in Chicago on "Red Cross in a New World." Speech marks opening plenary session of the convention scheduled June 18-21.

Motion Picture Relief

TO HANDLE radio aspects of annual Motion Picture Relief Funds "open house" special committee has been named with Mal Boyd, Republic Pictures Corp, radio publicity contact; as chairman. Committee includes Owen Anderson, CBS Hollywood trade news editor; Jim Swift, David O. Selznick, International Pictures; Bill Livingston, RKO Radio Pictures; John Boylan, Paramount Pictures Corp; Raymond Schrock, Warner Bros.; Bill Smith, Twentieth Century Fox Film Corp.

June 17, 1946 • Page 35
Plea for More Time to Sell WKBW, WGR Denied by FCC

FCC announced last week that it had denied a petition of Buffalo Broadcasting Corp. for "at least six months" more to negotiate the sale of either WKBW or WGR Buffalo, but continued the two stations on temporary license for approximately three weeks, to July 1.

Buffalo Broadcasting stated that it had sought in vain to find a purchaser and asked for more time to comply with the Commission's decision of Dec. 19 [BROADCASTING, Dec. 24] in which FCC proposed to deny renewals to WKBW and WGR without prejudice to the company's applying for sale of one of the stations under the duopoly rule and requesting license for the other. Both were on condition that a long-standing lease for time to Churchill Tabernacle, one-time owner of WKBW, would be voided.

Churchill Tabernacle, which through a subsidiary has applied for WKBW's 1,500 kc frequency with 50 kw power fulltime [BROADCASTING, April 8], opposed the request for extension of time, asserting that it and its subsidiary, Broadcasting Foundation Inc., stand ready to 'negotiate for the purchase of WKBW and to pay in cash in excess of the value of its physical properties.'

The Tabernacle is understood to have offered $250,000 for the 80-kw station and to have been rejected.

Action Unknown

What action the Commission takes when temporary licenses of the two stations expire July 1 apparently will depend upon the showing which Buffalo Broadcasting may make regarding efforts to divest itself of one of the outlets.

The Tabernacle's opposition to the requested six-month extension of time asserted that the company has had two and a half years to sell one of the stations (since the duopoly rule was promulgated in November 1943) and six months since the Commission's Dec. 19 decision. A further six months' extension, it declared, would permit Buffalo Broadcasting "to have operated two stations in the same community for more than three years since the Commission determined such an operation to be contrary to the public interest."

In its Dec. 19 decision, FCC extended WKBW and WGR temporary licenses for three months on condition that, within 30 days after the decision became final, Buffalo Broadcasting would file a statement establishing that the time lease to the Tabernacle had been abrogated.

Current extension of temporary licenses of the stations to July 1 was understood to have been made to assure that they are operating on licenses, some doubt existing as to their status unless such a continuance of license were made. Buffalo Broadcasting's petition said they "are now operating on temporary licenses which have no termination date."

Situation Reviewed

The company's petition for additional time and May 28, reported by FCC request, reviewed the tangled situation involving the Buffalo stations and said Buffalo Broadcasting "has proceeded with due diligence to find a purchaser but without success. It is obvious why it is difficult, if not impossible, to interest such a purchaser under existing circumstances."

It was pointed out that, following the FCC's Dec. 19 decision, the Tabernacle petitioned on Jan. 7 for rehearing. This was denied March 20. On April 2, the Tabernacle filed notice of appeal in the U.S. Court of Appeals for the District of Columbia [BROADCASTING, April 8]. This was followed by the April 3 application of Broadcasting Foundation for WKBW's frequency. Tabernacle contended that consideration of this application should not be delayed by the extension asked by Buffalo Broadcasting.
**Worcester Index**

**December, 1945 Thru April, 1946**

<table>
<thead>
<tr>
<th>WTAG</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
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<td>30.0</td>
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<td>53.4</td>
<td>18.9</td>
<td>10.8</td>
<td>8.6</td>
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<tr>
<td>Sun. Thru Sat. 6-10 P.M.</td>
<td>58.4</td>
<td>10.6</td>
<td>14.8</td>
<td>14.6</td>
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<tr>
<td>TOTAL</td>
<td>52.9</td>
<td>16.8</td>
<td>14.7</td>
<td>11.3</td>
</tr>
</tbody>
</table>

*Daytime Station — adjusted total

**Again Adds To Its Audience Predominance In Worcester**

This is the kind of leadership which pays off in a major market of 500,000 such as this Central New England area.

**BOX SCORES**

**Nighttime Score 52 to 4**

In the 56 nighttime half-hour periods — (Sun. thru Sat.) audience leadership per period is as follows:

**WTAG STA. B STA. C STA. D STA. E**

52 0 2 2 *

**Big Daytime Leadership**

In the 40 daytime quarter-hour periods — (Mon. thru Fri.) the score in Worcester looks like this:

**WTAG STA. B STA. C STA. D STA. E**

31 7 2 0 0

**Close To A Grand Slam**

In the 96 rated periods per week, WTAG overwhelmingly leads in 83! In the 4 1/4 hours per week that it does not rank first — it is a close second!

**Paul H. Raymer Co. National Sales Representatives**

**WTAG Worcester**

Affiliated with the Worcester Telegram-Gazette

580 KC

5000 Watts
The Indiana Idiom
"Comes Natural" to Jack

Even 176 consecutive days of frontline combat couldn't jar the Hoosier out of Jack V. Porter, director of continuity at WIBC... the man who coins or blue-pencils the phrases for all live-talent shows presented by the fastest growing radio station in Indianapolis.

Because he was born, raised and educated in Indiana, proper use of the Hoosier idiom is an ingrained trait with Jack... which explains why traces of Hoosier wit were so indelibly stamped on the successful Army show "Khaki Kapers," which he co-authored. Today this ready Porter wit and smooth Porter styling—which helped "Kapers" sell Americans a million in bonds—is a factor of no mean importance in selling sponsors' products and services to Hoosiers—Hoosier-style—through WIBC live-talent shows.

Continuity writing is but one phase of the complete facilities available at WIBC to produce live-talent shows that are alive to your commercial objective. Here you will find the originality and experience in planning, writing, production and performance that will enable you to build a show to your sales specifications. Ask your John Blair man for complete details today.

JOHN BLAIR & COMPANY * NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

Page 38 • June 17, 1946
Nielsen Decrees Methods Used In Surveys by Hooper and CAB

OPEN attack on the telephone coincidental method of radio research was made at the first Open House conducted in Chicago Monday by A. C. Nielsen Co., originator of the Audimeter index.

A. C. Nielsen, president of the Chicago market research organization bearing his name, told more than 75 radio and agency executives attending the dinner and two-hour tour conducted in protest that the accurate knowledge of total audience could be had from either the telephone coincidental or the "diary" as recently propounded by C. E. Hooper, chairman of the coincidental in determining program popularity.

First difficulty of the coincidental, he charged, is that its basic data is both incomplete and unreliable. This he attributed to busy signals, refusal to answer, refusal to identify program, ignorance, a desire to appear high-brow, small children and foreign language problems.

Hits at Both

Throughout his address which followed a lavish buffet dinner, Mr. Nielsen hammered away at the Hooper and CAB reports, charging that both admitted the surveys do not report total audience, but only program popularity of persons restricted to urban and telephone groups.

"The quadraduple ambiguity of the telephone coincidental," Mr. Nielsen declared, lies in the phrasing of the opening question put to the telephone listener.

"Are You Listening To Your Radio Now?" is a question that cannot be accurately answered in one statement.

"Does it mean "Me or the entire family?" he asked his audience, adding: "Does it mean to one receiver or to three? Does it mean this instant?"

The entire family is not checked, receivers are not checked, the economic and social factors are not considered and, hence, listening cannot be defined, he said.

On the subject of the Hooper "diary," he said such data would be equally unreliable.

Gives Reasons

He advanced as reasons: (1) such methods create artificial and excessive listening; (2) recording of data involves human error and omission; (3) the sample is non-representative, since mail cooperators are not typical (comprising people who are "nuts about radio" or who like to write letters).

But, he said, greatest objection to the diary method, is that it merely "shifts from one non-representative sample to another non-representative sample," with the added disadvantage of conditioning each home.

Both the present telephone coincidental and the "diary" methods are obviously incapable of meeting the future needs of the radio industry in regard to radio and television, Mr. Nielsen concluded.

The session, first of a series planned by the Nielsen company, was sponsored by the Chicago Radio Management Club.

Video Added

TELEVISION has been added to the scope of activities covered by the advertising and sales promotion subcommittee of the U. S. Chamber of Commerce Committee on Domestic Distribution. In appointing his representatives for the coming fiscal year, starting this month, the Chamber named Jack R. Poppele, vice president of WOR New York and president of Television Broadcasters Assn., as a subcommittee member for television. Other radio members of the subcommittee, reappointed for one-year terms, are Frank Stanton, CBS president, and Harold Byam, vice president and treasurer of Fort Industry Co.

Aid in Strike

MORE LOCAL news was presented by Hamilton a chronicle of the strike and events during the strike, as well as plans for the picketing daily in the city. More reporters were added to the news department of the station during the strike, which is still in effect.

GAG WRITERS SEEK TO PROTECT RIGHTS

LEGISLATION to amend the copyright laws to protect radio gag writers will be introduced by Rep. Vito Marcantonio (AL-N.Y.), he said last week following a conference representing the Gag-Writers Protective Assn., New York.

George Lewis, president of the association, now in its second year, said his organization is campaigning for passage of the amendments because the present laws do not protect literary properties which are not complete in less than 50 words and are published in book form. The Gag-Writers Protective Assn. was organized to "protect" the public from the use of repetitious jokes on the air by spotlighting the abuses, according to Mr. Lewis.

"Now with the cutback in radio comedy due in the fall," said an announcement from the organization, "the GPA is now searching for new avenues of revenue for the writers of gag scripts." Representitive Marcantonio said he planned to investigate the complaints of the GPA and to introduce "proper legislation," that "the people of these fellows are given no protection because of the number of words in a gag," said the New York Congressman. Mr. Lewis said the GPA had asked for an amendment to copyright laws.

Johnson Appointed

R. W. JOHNSON, former lieutenant commander in the Navy, has been appointed coordinator of radio and national advertising for Marshall Field & Co.
KOB Wants to Know Where It Stands

State College Demands Mention on Every Station Break

By J. FRANK BEATTY

KOB Albuquerque wants to know if it is a radio station or an inv-
covered echo from the campus of New Mexico State College.

By July it expects a decision that will clear the air. The decision
will come from the U. S. District Court for the District of New Mexico.

This latest course of instruction in the niceties of New Mexico poli-
tics is a sequel to a legal joust last semester in which KOB received
a diploma from the U. S. Court enti-
titling it to decide what hours
should be set aside for State Col-
lege broadcasts.

Some time in July the court will
hear argument on one of the
quaintest questions in broadcast
lore. The question: Must KOB
obey a mandate of the college regents requiring absolutely every
station break, commercial an-
ouncement, spot, transcription and
call letter identification to include
the phrase, “The New Mexico State
College at Las Cruces”?

The college bases its right to de-
mand this publicity on a non-peda-
gogic interpretation of a clause in
the contract of sale executed in
1936 when Albuquerque Broadcast-
ing Co., headed by T. M. Pepper-
day, bought the station from the institution. The clause stated that
KOB should carry one hour a day of
college programs, with each such
program carrying the phrase,
“The New Mexico State College at Las
Cruces.”

Just to prove that it isn’t nar-
row-minded or eelomosnary, the
college comes up with a shyster-
lock demand beyond any doctrine taught
in its economics department. The demand: KOB must pay it $2 for
each 250,000 alleged violations of the
announcement clause in the
station transfer contract.

Demand for Hours

The college’s entry into the field
of high finance started during the
regime of Gov. John J. Dempsey,
defeated a fortnight ago as a can-
didate for the Democratic Sena-
torial nomination. At that time the
college regents, combining cultural
attainments and political acumen,
demanded that college hours on
KOB be choice hours. The periods
specified were these: 8:30-9 p. m.
Sunday, Tuesday, Wednesday, Fri-
day and Saturday; 5:30-6 p. m.
daily except Sunday; 10-10:30 a.m.
Sunday. All this was in addition to
the time now used by the col-
lege.

KOB went to court. The U. S.
tribunal ruled Dec. 7, 1945, that
KOB did not have to comply with
the demand, pointing out that un-
der the Communications Act the
station must use its own judgment
in fulfilling public service obliga-
tions.

Unfazed, the regents con-
ceived the latest litigious project,
asking the District Court for New
Mexico, a state tribunal, for “a phi-
cific performance” of the contract
of sale. This performance includes
the demand that the college get a
free plug every time KOB makes
any sort of announcement, plus the
$500,000 for the 250,000 al-
leged violations at $2 each.

KOB counsel (Pierson & Ball)
petitioned for removal of the case
to the U. S. tribunal. This petition
was granted.

Now it’s up to the court.

NBC Time Set

CONFIRMING previous reports, American Home Products Corp.,
Jersey City, for unnamed program on Sept. 29 starts sponsoring Bob
Burns Show on 84 NBC stations, Sun. 6:30-7 p. m. (EST), with
West Coast repeat 8:30-9 p. m. (PST) [BROADCASTING, June 3].
Placement is through Rustrauff and Ryan, New York. Sunday time
has been filled by The Great Gilder-
sleeve, sponsored by Kraft Foods
Co. (Parkay margarine). With fall
season latter program follows
13 week summer hiatus ex-
pands Sept. 11 from 84 to 125
stations and shifts to Wed. 8:30-9
p. m. (EST), with West Coast re-
peat 8:30-9 p. m. (PST). The
Great Gildersleeve takes over NBC
time formerly occupied by Raleigh
Room With Hildegarde, which has
been cancelled. Needham, Louis
and Brophy, Chicago, services mar-
garine account.

CBS Glossary

THE CBS 8-page book, “Radio Alpha-
bet,” glossary of radio terms, published
last March by Hastings House, is among
the selections of the Trade Book Clinic
of the American Institute of Graphic
Arts for the month of June. Monthly
selections are chosen on basis of typo-
graphic design and excellence of pro-
duction. The book got the second larg-
est number of votes among the seven
books picked for June.

MBS Board Meet

ONE of the shortest MBS board meet-
ings on record was held last
Tuesday in New York when the
Mutual directors met for their
quarterly meeting. They discussed
budget and the usual routine opera-
tions. Next meeting will be held
in Chicago Oct. 19, prior to the NAB
convention on Oct. 21-24. Those
attending the meeting under the
chairmanship of Alfred J. Mc-
Cosker, WOR New York, were:
Edgar Kobak, president of MBS;
J. E. Campeau, CKLW Detroit;
Chesser Campbell, WGN Chicago;
H. K. Carpenter, WHK Cleveland;
Benedict Gimbel Jr., WIP Phila-
delphia; John Shepard 3d, Yankee
Network; Linus Travers, Yankee
Network; Theodore C. Streibert,
WOR New York; Lewis Allen
Weiss, Don Lee Besty, System.

RALPH L. POWER Adv., Los Angeles,
has resigned account of Universal Micro-
phone Co., Inglewood, Calif.

FOR MORE than a year Henry
Luce’s Life magazine had blown
hot, then cold, on the notion of
sponsoring a network radio show.
Last week in New York, Life re-
portedly was blowing hot again.

Executives of the magazine,
CBS and Young & Rubicam were
admittedly discussing the possi-
bility of Life’s sponsoring a series
of programs by Norman Corwin
upon the famed writer-producer’s
return from his Willkie Memorial
round-the-world flight on which
he embarked last week (see story
page 48).

But observers thought it a fair
bet that Life’s interest would chill
before contract-signing time came
around. It seemed evident that
Life’s editorial policies, while lean-
ting toward the one-world ideas of
the late Wendell Willkie (whose
Presidential candidacy Mr. Luce
endorsed), hardly leaned as far
toward internationalism as Mr.
Corwin’s did. There were more than
financial adjustments to be made
before Life’s eye met Mr. Corwin’s.

Available in

NATIONAL REPRESENTATIVES • PAUL H RAYMER CO
Page 40 • June 17, 1946
Results Count In Public Service Too!

A series of only nine successive nightly dramatic broadcasts—seven 30-minute and two 20-minute—entitled "This is a Different War", written and produced by KYA's staff, brought this response from San Francisco-Bay Area listeners:

1,200,000 CANS OF FOOD

For the Starving Children of Europe and the Far East.

This phenomenal response—unprecedented in radio history brought the following comment from the director of the food drive:

I and great numbers of other people who heard these programs have a new concept of the part played by Station KYA in the field of public service.

With kind personal regards, I remain

Very sincerely yours,

(Reverend) James M. Murray, Archdiocesan Chairman

FOOD FOR THE CHILDREN OF EUROPE AND THE FAR EAST CAMPAIGN

KYA
SAN FRANCISCO

Represented by ADAM J. YOUNG JR., INC.

NEW YORK—CHICAGO
LOS ANGELES—SAN FRANCISCO

BROADCASTING • Telecasting
DISPELLING the common idea that spot announcements make up practically all national spot advertising on the air, an analysis of a representative group of 300 national spot schedules published in the NRR Spot Radio Advertising Report for June shows an almost even division between programs and announcements. A breakdown of the material broadcast by these 300 national and regional advertisers, comprising all types of products, shows 54% sponsoring spot announcements and 46% using spot programs.

Breakdown specifically shows:

<table>
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<tr>
<th>Number</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Using only spot announcements</td>
<td>124</td>
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<tr>
<td>Using only spot programs</td>
<td>98</td>
</tr>
<tr>
<td>Using both spot announcements and spot programs on same schedules</td>
<td>78</td>
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</tbody>
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Total | 300 | 100.0 |

National Radio Reports defines spot as all segments of five or more consecutive minutes, spot announcements as segments of two minutes or less, including chain and station breaks, weather reports, time signals and announcements placed in sponsor-participation programs.

New Television Package Firm Is Formed in N. Y.

A NEW package firm known as Television-Radio Enterprises which will specialize in developing new writers and talent as well as formulate package shows was formed last week in New York.

Officers of the new company are Louis Stumper, president, for the past four years with the Army; Hugh Hole, vice president, formerly administrative executive of the Benton & Bowles radio department; Selma Wickers, secretary, formerly executive secretary with Biow Co.; and Lawrence (Jack) Hurdle, executive producer with Benton & Bowles.

Firm will start with five new radio shows and three television programs. It is located at 104 E. 40th St., New York City.

High Court Press Rule May Affect Newscasters

A SUPREME COURT decision upholding the right of a newspaper to criticize judges and other public officials is expected to have an effect also on the right of radio commentators to criticize.

The high tribunal June 3 unanimously reversed contempt of court convictions against the Miami Her ald and John D. Pennekamp, associate editor, for two editorials and a cartoon critical of court proceedings. The newspaper had been fined $1,000 and Mr. Pennekamp $250 by the Dade County Circuit Court.

Justice Stanley F. Reed, who wrote the opinion, said: “Free discussion of the problems of society is a cardinal principle of Americanism—a principle which all are zealous to preserve.” Concurring opinions were written by Justices Felix Frankfurter, Frank Murphy and Wiley Rutledge.

Can Co. Cancels CONTINENTAL CAN Co., sponsor of “Celebrity Club” on CBS, Sat. 10:15-10:45 p.m., cancels show effective June 29 because of material shortages. Agency is BBDO New York.

Rate Reductions REDUCTIONS in radiophoto rates between the U. S. and six overseas points have been placed in effect by RCA Communications. Transmissions between New York and Stockholm, Nuremberg, Rome and Buenos Aires, Rome and Buenos Aires and between San Francisco and Honolulu are involved. New rates are $50 for transmission of a minimum of 150 square centimeters and $10 for each additional block of 100 square centimeters. Reductions in rates between New York and Cairo and between San Francisco and Melbourne are contemplated.

ARCHIE S. GRINALDS

Announcing THE APPOINTMENT OF

Archie S. Grinals 
Formerly Stations Relations American Broadcasting Company AS MANAGER OF Radio Station *WMOB Mobile, Alabama

*WMOB - a Nunn station - is owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Bamberger Seeks D. C. Structure for Television BUILDING permit for a $100,000 structure to house the television transmitter of Bamberger Broadcasting Service in Washington has been filed with District of Columbia authorities by Harry S. Wender, attorney representing Bamberger. Structure and 300-foot tower will be erected at 40th & Brandwine St., N. W., on a high ridge adjoining a suburban business area. Cost figure does not include equipment.

Bill to forbid construction of television towers in residential areas (HR-5867), introduced by Rep. McMillan (D-S. C.) at request of several residents near the site, has been reported without recommendation by a subcommittee to the full District of Columbia in the House. Several hearings were held on the bill by the committee [Broadcasting, May 20, 27], with District officials supporting the Bamberger project and selection of site.

Meanwhile Sen. Clyde Hoey (D-N. C.), as acting chairman of the Senate District Committee, introduced a bill (S-2308) which would, in effect, limit the height of radio or television towers in residential-use districts in Washington to 60 feet. His bill, presented by request of a group of Washington citizens, would amend the zoning laws to limit the height of radio or television antennas to that of dwellings. They are restricted to 60 feet in residential areas where streets are 60-65 feet wide. Senator Hoey said he was asked by a “citizens committee” to introduce the amendment, but he wasn’t familiar with its purpose.

Harmon Names HARMON WATCH Co., New York, has appointed Lester Harrison Inc., New York, to handle advertising with Ed Fessler as account executive. Company now is using a combination time signal and spot announcement on 62 stations throughout the country which will be increased to approximately 85 stations by the end of this month. Campaign calls for double the amount of these stations in September.

More people listen to WSYR than to any other Syracuse station!
Money Grows on Trees in Magic Valley

Nope . . . you won't find a tree in Magic Valley that grows cold, hard cash, but lots of folks down there make a living picking money off the trees. It's in the form of grapefruit, oranges, and limes, and at the end of last season they had $40,650,000 in their pockets . . . ready to spend.

These Valley people weren't satisfied with this meager sum, so they kept right on pickin' vegetables and cotton. By the end of the year their income was over $650 per person, or a total of 165 million dollars. Bigger and better crops are grown the year 'round in Magic Valley. It's a market that is expanding—it's steady—it's PERMANENT.

Strategically located in the geographical center of this rich area is KRGV, whose clear, effective signal broadcast dominates Magic Valley from one end to the other. It's the most effective means of attracting the many magic dollars of the Valley Folks.
Radio Training in Seminaries Is Seen By Joint Church Group as Acute Need

THEOLOGICAL seminaries must provide training in radio techniques if churches are to utilize efficiently the facilities of broadcast stations, according to a study of religious broadcasting just completed by the Joint Church Council of the Congregational Christian, Methodist and Presbyterian churches. The report was presented last Wednesday to the annual meeting of the American Assn. of Theological Seminaries at the McCormick Theological Seminary, Chicago.

Need for trained religious broadcasters already is acute but will become more so with advent of FM, according to the report. FM will make available much more free time, it is predicted, and foresighted religious groups will be able to construct and operate their own FM stations.

Report was prepared by Rev. Everett Parker, director of the joint committee, and Dr. Ross Snyder, associate professor of religious education in the Federated Theological Faculties of the U. of Chicago. It covered sustaining programs broadcast by groups representing the three denominations.

Quality Poor

Quality of religious programs of all types presented over local stations by local church groups is poor when measured by standards of good broadcasting, the report stated. It revealed that the number of week-day interdenominational programs almost equals the number of Sunday broadcasts, with only a small percentage of them heard during the best evening hours. "The bulk of week-day religious broadcasting is done at a time when the listening audience cannot include any great number of men or children," the report stated.

A weakness in programming was noted in the report in referring to its finding that while the bulk of religious radio listening "must of necessity be done by women," not a single council of churches reported programs conducted by and for women. A trend toward improvement in programming was found in the fact that religious news broadcasts are growing in popularity. Most prevalent are devotional programs consisting of music and talks.

Sustaining Time Issue

About a fifth of the councils stated that one or more stations in their communities had failed to grant them sustaining time but no council reported that it was barred from the air entirely because of its inability to get some station to donate the necessary time.

Cost of television broadcasting will be high, it is stated, precluding the possibility of religious organizations entering the field through station ownership. Free time may be plentiful in the early years of video, it is predicted, but later a high degree of channelship will be necessary to provide programs acceptable to station management.

Sterling Fisher, director of the NBC University of the Air, told the annual meeting of the association that seminaries lacking radio courses are obsolete. He said the church "has been more backward than any other social organization or social group in adopting modern methods of instruction and communication of ideas."

Video Guild Organized In N. Y. to Study Art

NEWEST television organization is Video Guild, founded in New York by a group of young people interested in studying television. Group will hold informal discussion meetings open to anyone with an interest in television or who is working in or studying any phase of the video field. Plans for the forthcoming year will be formulated at the next meeting, tentatively scheduled for the evening of June 19, with the meeting place not yet definite.

Lillian F. Teitler, time and space buyer of Williams Adv. Agency, has been named chairman of the guild. Doreen Christopher of Shell Oil Co. is secretary-treasurer, Shirley Kriegel of Biow Co. and Murray Harris, Television script writer, formerly with NBC, are in charge of publicity and public relations.

Sandstrom Is Treasurer Of National Union Radio

EKNAR O. SANDSTROM, formerly secretary-treasurer of the National Union Radio Corp. of New York, has been elected treasurer of the firm. Paul W. Schuette, former assistant secretary was named secretary and Jerome V. Deevy, the "gatekeeper of broadcasting," appointed assistant secretary. S. W. Muldowny was reelected as president.

Board of directors elected at the annual stockholders' meeting last week included: Mr. Muldowny; Henry L. Crowley, president of Henry L. Crowley & Co., West Orange, N. J.; and Paul W. Schuette, president of Galvin Mfg. Corp., Chicago (all reelected); Kenneth G. Meinken, assistant to Mr. Muldowny and F. A. Turnquist, director of manufacturing and engineering; and Philip Deichert of Philco Corp.
GENERAL ELECTRIC'S great new power tube for FM and television—Type GL-9C24—combines high power output at very-high frequencies with unexcelled advantages of design. This is the tube you want and need, for the power amplifier stages of new transmitters now on your drawing-boards!

In FM use, a pair of GL-9C24's, operating conservatively, will put out more than 10 kw of power. In television, broad-band tests prove that a pair easily will deliver in excess of 5 kw at synchronizing peak level.

No neutralization is required when GL-9C24's are employed in a properly designed line or cavity type of grounded-grid amplifier—the circuit to which this tube is particularly adapted. Other features: ... Lead inductance is extremely low. All external metal parts are silver-plated, to reduce r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass bonds are used throughout. Ring-seal design gives large terminal-contact areas, with correspondingly improved efficiency.

G-E tube engineers are ready to work closely with you on the application of this new v-h-f tube to your new FM and television transmitters. Phone your nearest G-E office, or write the Electronics Department, General Electric Company, Schenectady 5, New York.

GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS
WGY listeners heard the first radio drama just twenty-four years ago this summer. It was the first time anywhere. "The Wolf," by Eugene Walter, directed by Edward H. Smith, originated in the Schenectady studio (there were no networks then, remember!). The atmosphere of the theater was brought right into set owners' living rooms, complete with orchestra and intermission. Thus, the WGY audience had a preview—albeit a lengthy one, lasting over two and one half hours—of a form of entertainment that has since become one of the foundations of radio programming all over the world. And WGY was the first station to present these dramas by the WGY Players as a weekly feature, beginning that September.

Listeners have looked to WGY for twenty-four years for top quality programs. Sponsors, today, look to WGY as one of the top stations in the Great Northeast.

**WGY**

IN THE GREAT NORTHEAST

WGY listeners heard the first radio drama just twenty-four years ago this summer. It was the first time anywhere. "The Wolf," by Eugene Walter, directed by Edward H. Smith, originated in the Schenectady studio (there were no networks then, remember!). The atmosphere of the theater was brought right into set owners' living rooms, complete with orchestra and intermission. Thus, the WGY audience had a preview—albeit a lengthy one, lasting over two and one half hours—of a form of entertainment that has since become one of the foundations of radio programming all over the world. And WGY was the first station to present these dramas by the WGY Players as a weekly feature, beginning that September.

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**WGY**

SCHENECTADY, N. Y.

**WGY**

IN COVERAGE

IN PRESTIGE

IN AUDIENCE-APPEAL

50,000 watts—NBC—
24 years of service

**WGY**

SCHENECTADY, N. Y.

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SCHENECTADY, N. Y.
Denny Would Like More School FM

Acting FCC Chairman Writes Views in Magazine Article

CHARLES R. DENNY Jr., acting FCC chairman, would like to see "hundreds of FM stations" operated noncommercially by educational institutions in competition to commercial stations in the July issue of Everybody's Digest.

He'd like to see television in every community and newspapers by facsimile under the general head, "IF America Bows to 10 M. Demand." Mr. Denny's article follows:

"I would like to see communications in America advanced to a point where you would be able to send a telegram anywhere by writing it out, dropping it into a convenient box on the corner and inserting a coin. And to make a telephone call to any city in America, you would merely dial a prefix for your party's city and then dial his number.

"I would like to see several thousand FM radio stations with adequate network facilities making this type of static-free broadcasting available in every home. In addition, I would like to see hundreds of FM stations operated on a non-commercial basis by educational institutions broadcasting programs of interest to schools and the general public. Such an abundance of stations would foster a degree of competition that could be relied upon to raise program standards far above what they are today.

"I would like to see television available to every community in the nation, an AM radio in every home should be facsimile broadcasting which will print by radio right into your living room a newspaper complete with photographs and comics.

"I would like to see agreements with other nations that would give us a flat rate far lower than our present rates for telegram messages between the United States and all other points in the world. Press rates would be at a level that would greatly facilitate the collection and dissemination of news. The rapid and voluminous flow of information that would result from such service could have an incalculable effect in spreading understanding around the globe."

Band For Famine

FAMINE sufferers abroad will benefit from the generous gesture of the Herman band. The concert was held at the Warners' 6th City Theater in Troy, N. Y., when John Bachinsky, who won the Herman band and $1,000 in cash helps a party inviting the entire community with proceeds to go to the relief fund. Babcock, an ex-navy man, who intends to use the cash prize to further his education, won the Wildroot band for one night where it will broadcast its regular "Herman Herman Show" on ABC, Fridays, 8-11:30 p.m. sponsored by the Wildroot Company, Buffalo through BBDO, New York.
House Not to Act On Church Group

Un-American Activities Feels Case Out of Balliwick

No action on complaints by Dr. Harvey Springer, Englewood, Colo., evangelist, and a group of fundamentalist ministers against WNOX Knoxville because of a “no-paid religious broadcasts” policy will be taken by the House Committee on Un-American Activities, Chairman Vincent S. Wood (D.-Ga.), said last week.

“The committee considered the complaints and felt that the issue was not within our purview,” said Mr. Wood. Dr. Springer and a group of ministers called on the committee last month to urge Congressional action against WNOX and other stations which have refused to sell time for religious broadcasts [Broadcasting, May 20].

Investigations

Committee investigators were sent to Knoxville, Denver and other cities where stations have adopted policies of accepting no money for religious broadcasts but providing free time on a rotation basis to stations which have refused to sell time for religious broadcasts [Broadcasting, May 20].

Representative Wood denied the un-American activities committee was planning an “overall investigation” of radio, as reported in some quarters. “Our sole interest is investigating alleged un-American activities,” he said. “We are not concerned with the business of broadcasting, unless there’s evidence of un-Americanism.”

A report by the committee last month, urging that Congress revise tax laws to eliminate from tax-exemption expenditures for “propaganda” by the so-called tax-exempt organizations, was not published in the advertising division, Independent Citizens Committee of the Arts, Sciences & Professions, New York.

The ICC, which led the fight in the Senate against the (anti-Petillo) Bill, now a law, adopted a statement which declared the House committee report “calls upon Congress to deny to the American people the fundamental constitutional right of freedom of expression and to establish Congressional censorship of public opinion, thereby threatening the entire structure of civil liberties in this country.”

‘Deluged With Propaganda’

In its report the un-American activities committee said: “America is being deluged with propaganda by organizations which have reached the proportions of political mills, working with skill, pre-cinct and vast mounds of money. Every day we see new booklets, news items, radio programs and advertisements.”

Letters to Editor

Editor, Broadcasting:

During the war, lend-lease was a popular project.

Just a few weeks ago, I read in Broadcasting that one Miami station had lend-leased its staff to another so that the employee of the other station could enjoy a picnic.

The dogged stuff seems to be contagious. On page 76 of the June 3 issue of Broadcasting, I noted a short story about Mr. Hamilton, save-a-life booth for famine relief. It was a swell article until I got to the final sentence in which I learned, to my amazement, that WDNY had lend-leased Ira Walsh as director of special affairs to WIXN.

I have just checked our payroll and find that Ira Walsh still belongs to us.

Just for the record, I thought you ought to know.

Ben Strouse

General Manager WWDC

1000 Connecticut Ave.

Washington, D. C.

June 6, 1946

Attend Managers’ Meeting

Broadcasting annual meeting of NBC’s Radio Recording Division managers in New York last week from out of town were Oscar C. Turner, NBC Western Division manager; Frank Chizimini, Central Division manager, and Robert Z. Morrison, Washington head.

A SERIES of programs prepared by Norman Corwin, prize-winning author-producer during a four-month around-the-world flight will be broadcast by CBS after his return to the U. S., William S. Paley, chairman of the CBS board, announced in New York.

Mr. Paley’s announcement was made at the Waldorf-Astoria hotel during a luncheon sponsored by the Willkie Memorial of Freedom House, the Common Council for American Unity and CBS and honoring Mr. Corwin.

Winner of the Willkie Willkie One World award, including the globe-circling air tour, Mr. Corwin left New York Friday.

Mr. Paley, congratulating Mr. Corwin on winning the award, described the tribute to the writer as “sort of double-barreled: it bestows great honor, but it also imposes heavy responsibility.” To the world, Mr. Corwin will be an unofficial U. S. ambassador.

By his and other visits to other nations, Mr. Paley said about WWDC may come better to know one another, said Mr. Paley. “It will only be when the peoples of all countries really understand each other that we can have a chance of seeing our own world dream come true,” he said.

Mr. Corwin, addressing the

Radio Farms

BUREAU ANNOUNCES COUNTIES IN NEVADA

Results of U. S. Census Bureau’s Census of Agriculture, conducted last year, show farm radio ownership as of Jan. 1, 1945. The data revealed number of occupied farms equipped with radio. The last farm set count in 1940 is not comparable, since it showed the total number of farm dwellings with radio, whereas the 1945 count shows total number of occupied farms with radio. Thus the number of radio farms does not take into account farms with more than one radio dwelling, except for a few tenant farm areas.

Of the 5,104 farms in Nevada, with occupied dwellings, 2,673 or 83.7% had radios, according to first results of the 1945 Census of Agriculture made public by the U. S. Census Bureau [Broadcasting, May 6]. Nevada farms equipped with radio, by counties, follow:

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HONOLULU first in years—
first in service

FOR FULL COVERAGE OF

HAWAI'I

* CIVILIAN POPULATION . . . . . . 502,122
Territorial Board of Health Estimates, July 1, 1945

* 1945 RETAIL SALES . . . . . . $427,387,316
Based on Sales Tax Collections

NOW IN ITS 25th YEAR OF
CONTINUOUS BROADCASTING SERVICE

NBC IN THE PACIFIC SINCE 1931

Affiliated with THE HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.
STATE-ING OUR POSITIONS

The better the setting, the better the jewel—the larger the crowd, the more effective the speech!

Ask for the first five states, and it will be merely a matter of opinion how close to the top Ohio will place.

Ask for a ranking coal and steel state, and West Virginia unquestionably gets an enthusiastic nod.

Ask for one of the South’s most important states, and Georgia rises up as a giant of progress.

Ask for the Nation’s wealthiest fruit, fun and sun state, and Florida challenges all who would compete.

And that states the Fort Industry Company’s positions—3 stations in Ohio (Toledo, Lima, Zanesville); two in West Virginia (Wheeling and Fairmont) and one station each in Georgia (Atlanta) and Florida (Miami). Seven in all in these settings of established location leadership, talking to a primary area in which lives 12,850,433 persons and a secondary area population of 8,537,732.

THE FORT INDUSTRY COMPANY

IF IT’S A FORT INDUSTRY STATION YOU CAN BANK ON IT
Editorial

Program Report: XV

ON MARCH 18, 1946, we published the first in a series of editorials expressing our opposition to the Blue Book—The FCC's Report on the Public Service Responsibilities of Broadcast Licensees (March 7, 1946).

We have undertaken to outline the dangers we see inherent in the Blue Book. Briefly, they are these:

(1) A continuing and more extensive control over programming by the Federal Government. (Such control now exists in fact, despite protests to the contrary. The provisions of the Blue Book have been implemented by the FCC, and applications and renewals are being considered in the light of the Book’s program yardsticks.)

(2) A gradual weakening of the American system of broadcasting, induced by a process of regulatory erosion. (This is well known by those who have been concerned with bureaucratic procedure. Get a law passed. Establish a bureau. Let it issue its own regulations. And before long you have not an agency of the people, but a bureaucracy of the few. The Blue Book is but one further step in this metamorphosis. If broadcast licensees accept it, they may expect further law.)

(3) The possibility of Government subidity offered to radio stations; or, it is certainly possible, the establishment of Government stations. (This is the system now employed in Canada, Australia and New Zealand. The FCC cannot regulate free radio out of existence, but it can dilute its effectiveness and thereby reduce radio freedom.)

There will be some who will accuse us of sensationalism in envisioning such possibilities. But, on the other hand, there will be those who will recall the historic fights which have been made through the centuries for the protection of basic freedoms: and the foe to such freedom is inevitably the instrument of a peoples’ own creation, their Government.

A Government must be harnessed by laws if it is not to exceed its privilege. But beyond that, the reins must be held constantly and tautly by the people.

We, in our appraisal of the Blue Book, have endeavored to avoid personalities. We have made no unqualified apologies for broadcasters—beyond saying that they produce now the best in world radio, and the best can be improved. Our issue has been with the intrusion of Government into program regulation.

That this is the design of the FCC was evident in its recent release [BROADCASTING, May 27] which introduced for the first time in a Blue Book pronouncement the term, “program structure.” What is program structure, if it is not programs? Program structure is the content, quantitatively, qualitatively or by any other yardstick.

The FCC intends no retreat from the policy defined March 7. There is evidence to support this in its denial of the International News Service petition for relief from the Blue Book definition of “wire program.” (See page 31)

The Blue Book was conceived in the minds of men of Government. It was conceived spontaneously, with no audible demand from the public which should give impetus to reform if reform is indicated. It was written as great part by a man practiced in the Governmental radio art of Great Britain. It was installed in a fait accompli on March 7, and its effects were felt throughout broadcasting before licensees had received copies.

We are opposed to the tactics which produced it.

We are opposed to the way of life it portends.

We remain so, unalterably because it is not the way of life envisaged by those who stood at Concord Bridge; and those who assembled at the Constitutional Convention; and the Peter Zenger who struggled so relentlessly for freedom of the press, whose fights so gallantly in World Wars I and II.

The answer must come from the national policy level: by court decree, by Congressional action or by Constitutional referendum.

Richer Than Fiction

IN A FEW WEEKS work will begin on production of Magic in the Air, the first full length picture of broadcasting’s development. Jerrold T. Brandt, 32-year-old independent producer, just out of the Navy, has a budget of 2½ million dollars for the fiction, scheduled for release in the spring of 1947.

Here is the forward, as released to us through Mr. Brandt:

This is the story and romance of one of the greatest world institutions. It is the struggle and heartbreak, the laughter and triumphs of the men who founded and developed radio.

It is the story of how radio came to be the greatest means of entertainment, education, public service, and communication to the peoples of the world in Peace and in War. Now it is shortening the distance between the nations of the world—helped unite the peoples in spirit and understanding.

This Saga of radio is chronicled not only by presenting the men who guided the destinies of the industry but also of the entertainers who worked side by side with these men to bring radio to its great estate.

This picture is dedicated to the people of radio and to the listening audience. It is through the untiring efforts of one and the sensitive appreciation of the other that it is possible to tell the story of—MAGIC IN THE AIR.

This introduction denotes that Mr. Brandt has the feel and the inspiration that should make this production an authentic documentary. It is a story richer than fiction. It is a pioneering first step that could strengthen the bonds between two media of expression toward the common goal of freedom.

Pass the Salt

SEN. CLAUDE PEPPER (D-Fla.) complained recently that he wasn’t given time enough to “express much, if any, im- promptu, ad lib Congressional interview which was conducted following the President’s address on the rail strike.

The Senator, on the occasion, was given time equal to that of two of his colleagues who participated in the production. The network which carried the interviews offered him free time subsequently to air his views more fully. If we don’t get a trust-buster on the air these days we get a filibuster.

Claude is the same salty character who suggested recently that the U.S.A. should have a super-power station, audible throughout the nation, which would carry Congressional debates. We can picture such a station, the laughter and heartbreak of affairs, in which the Senator from Florida would be as close to the microphone as the filament. The voice of the people would become a deadly monotone.

CHARLES S. HYNEMAN

Charles Hyneeman is a Hoosier. He has all the attributes—an honest, direct approach to whatever he says or does, a rather fierce mein, an unexpected sense of humor, and terrifyingly strong vocal chords. When he dictates the simplest memo to his secretary it sounds, 50 feet away, like Mussolini declaring war on Ethiopia.

But chances are, that memo will contain some suggestion to a worker or supervisor in the FCC that will help streamline the work, and cut down on the red tape that has begun to bog down the Commission. As assistant to the chairman—or acting chairman—Mr. Hyneeman is endeavoring to simplify the operation of the FCC. According to latest interoffice reports, his work is showing results.

“T’m no efficiency expert,” he insists. “In fact, I’m no expert. Most of the changes in operation are other people’s ideas. My job is to push the good ideas through and see that they are put into effect.”

Well schooled in streamlining operations, Mr. Hyneeman’s background includes a number of years as professor of Government at Louisiana State U. during which time he directed the Bureau of Government Research. He worked with state and local officials on the improvement of civic operation, and served as ex officio secretary of the Louisiana Municipal Assn. In addition he edited the Louisiana Municipal Review, made studies of local Government problems, and helped organize new state department civil service procedure.

Born in Gibson County, Ind., 46 years ago, he attended Indiana U. for both his B.A. and M.A. degrees, graduating in 1925. Incidentally, Ernie Pyle, Rep. Charles Halleck of Indiana and Hoagy Carmichael were at Indiana U. at the same time as Hyneeman.

He did graduate work at the U. of Pennsylvania in 1925-26 and got his Ph.D. from the U. of Illinois in 1929. He began teaching political science in 1928 at Syracuse U., and went from there to an assistant professorship at the U. of Illinois. The next step was L.E.U. where he actually got into Government work in addition to being head of the University’s department of government.

In January 1942 he went to Washington as principal administrative analyst, Bureau of the Budget. After nine months he transferred to the War Dept. as chief of the training branch, Military Government Division, Office of the Provost Marshal General.

The position of director of Foreign Broadcast Intelligence Service at FCC was offered him in 1944 and he served there for a year.

When the FCC was caught in the avalanche

(Continued on page 54)

BROADCASTING • Telecasting
It takes foresight, expert planning and hard work to produce Oregon’s world-famous bumper crops of Apples, Pears, Peaches, Prunes, Berries, Walnuts and Filberts.

It takes foresight, expert planning and hard work to fulfill a radio station’s obligation to the community it serves.

**KOIN**

**A Marshall Field Station**

**PORTLAND, OREGON**

**FREE & PETERS, INC., National Representatives**
of new applications and work was accelerated in every branch, the chairman—at that time, Paul Porter—decided something had to be done to cut down the work load. Fortunately, the man qualified for the job through training and experience was within the Commission—Charles Hyeneman. So since August 1945 he has been assistant to the chairman.

"I have nothing to do with FCC policy," he says, "except as it may be affected through a change in operating methods within the Commission." He cites as an example a plan now in formation to simplify operators' licenses. For instance, he does not believe it necessary for the FCC to issue a license to every policeman who operates a squad car radio. He doesn't see why every police transmitter in a city has to be listed, "Why not just the city's Police Dept."

In order to speed up matters, the number of aircraft licenses processed in April more than doubled the number processed in January. There are similar speed-ups planned throughout the Commission.

"Something has to be done to help the workers," he says with genuine concern. "Some of the engineers think nothing of working until 2 or 3 o'clock—and sometimes 5 o'clock—to get their work out. Miss Ihle and all of them in the broadcast license section have been putting in hundreds of hours overtime. That sort of thing has to stop."

Mr. Hyeneman relaxes by digging in his garden at his home in nearby Riverdale, Md. Sometimes he organizes the whole family into a crop corps—Miss Hyeneman, the former Frances Tournier, and their three children, Richard, Ruth Ann, and Betty 13. They will have been married 20 years August 21.

He is a member of the board of directors, Social Science Research Council; member of executive council, American Political Science Asn. 1940-42; consulting editor, Social Science Abstracts, 1932-33; member of board of editors, American Political Science Review, 1936-37.

By the way, the "S" middle initial doesn't stand for anything. Although it could be for "Shahhahi," his nickname as he was growing up. Says there is no explanation for the nickname either, it just got tacked on. This is the second middle initial he has adopted. The first was "K."

Respects
(Continued from page 52)

ARCHIE S. GRINALDS, in the New York station relations department of ABC, has been appointed manager of WMOB Mobile. Mr. Grinalds formerly served as manager of WSAI Cincinnati and assistant sales manager of the New York office of WLW Cincinnati. Previously he had been with WAGA Atlanta, Ga., WBT Charlotte, N.C. and WMAS Macon, Ga.

May Switch
WHEN Fanny Brice, sponsored by General Foods (Sanex coffee) and returning to the air in the fall, program is expected to be switched from Sun. 6:30-7 p.m. on CBS to Thurs. 8-9:30 p.m. Period vacated by Aldrich Family. Switch is part of a scheduled plan that General Foods has been contemplating due to food shortages for its fall sea-son. Format with Fanny Brice will remain the same but accommodating talent most likely will be less expensive.

Drops Replacement
HALL BROS. Inc. (Hallmark greeting cards), sponsor of Readers Digest-Radio Edition, Sun. 2:20-3 p.m. on CBS, will take a summer hiatus July 14 to Sept. 12. Firm originally planned to use summer replacement but decided to take a hiatus and use money in the fall for increased production budget. Agency: Foote, Cone & Belding, New York.

To The Editors
Of ‘Life’

Sir: Your Lucely put together piece Which asks the radio folk to cease The drummer heroine’s escape From infidelity or rape Which begs the nets to mend their ways, Take stock, and tighten up their stays;

Is far more pert than perspicacious, Because its premise is fallacious— Viz: “People don’t like what they ought, And therefore, friends, they should be taught!” (Past history shows that such thought trembles Thus frownere one Herr Doktor Goebbels.)

So step down, Life, from your high horse. Oh, Paradise, Life, a petit morceau: Let us have our little whis, Our aerosils, our Sunny Jims; Our Hope, our Crosby, our Sinatra, Our news from Siam and Sumatra; Our lectures, our symphony; Our swing complete with tymphany. Come, Life, remove that fighter’s mitten Else we’ll bundle you to Britain, Where all day long your learned ears Will hear scant laughter; fewer tears; Mobile as not an expose Of “Minerals To Be Found in Whey?” Where sure as earth revolves on axis, The listener’s fate is dearth and taxes.

RIVERA INGLE
NBC Information Dept.

Dramatizations exposing various tricks which avoids or eliminating the returned GI are featured in recent new serials. “It’s a Hackett”, which starts today (June 17) on WNYW New York is 6:15 p.m. Series is based on case histories taken from files of Better Business Bureau.
There are a lot of farmers in the WSM listening area. We know they want 36 million dollars worth more of farm machinery than you can deliver to them in 1946. They need it. And they'll buy it as soon as it comes on the floor at your dealers'.

But the story will be very different by 1947. Meanwhile, some smart manufacturers are going to put WSM to work—and that will narrow the demand to certain brands.

For the five million folks within range of WSM's fifty thousand watts have learned to count on this station and what is said over it. More than twenty years of square shooting makes a lot of difference in audience-response.

The fact is, WSM is the only single medium that can reach this whole big market, and the one in which the people of the area have the most complete confidence and trust. Even an elaborate and costly combination of media cannot duplicate what WSM delivers for so little.
ON YOUR TOUGH PICK-UP JOBS!

This tiny new mike—designed by Bell Telephone Laboratories—is ideal for non-directional, ultra-faithful single mike pick-ups in large studios or auditoriums.

The small diaphragm of the 640 Double-A—no larger than a penny—forestalls phase distortion, improves fidelity, and is equally suitable for highest quality AM or FM broadcasting.

Associated with the 640 Double-A is the RA-1095 Amplifier—a small, single stage amplifying unit designed especially for this mike. This microphone-amplifier combination has an output level about 25 db higher than that of a standard high quality studio microphone, and a comparable signal-to-noise ratio.

For booklet giving full details of this outstanding new pick-up device, get in touch with your Graybar Broadcast Equipment Representative.

Ideal for single mike pick-up of large orchestras. Instruments to rear and sides are heard with greater clarity and naturalness of tone.

Small orchestra pick-ups—though less of a problem—are improved by use of the 640 Double-A which reduces distortion to a minimum.

As a cast mike, a single 640 Double-A gives clean, sharp pick-up to large groups, with maximum freedom of movement to the cast.

The Western Electric 640 Double-A mike is an ideal laboratory instrument for scientific testing of receivers, loudspeakers, and other mikes.
JOHN GILLIS, released from the Army, has been appointed radio director of the Armed Forces Network.

LIEBER ADV., Chicago, has moved to 286 N. LaSalle St. to 36 W. Washington St.

ZACHARY LEOT! as an account executive and media director of Robert Holley & Co., New York, has joined Malcolm Adams Acct. as account executive.

BATES COMPTON, former account executive of Ferres Advertising Service, Ham-ilton, Ont., has opened an advertising agency in his own name at 73 Adelaide St. West, Toronto.

JOHN J. SCHNEIDER, after service as Holley & Co., New York, has joined executive and media director of Robert Bates Compton, New York.

ALBERT JARVIS, former radio director of James Fisher & Co., and New York, has been appointed district manager of T.V. in the New York area by EUGENIE HARRINGTON, who set up his own agency in New York.

CARLTON SIECK, released from the Navy, has rejoined Charles Sieck Inc., Los Angeles, as secretary and production manager.

SALLY MARTIN, publicity director.

H. K. REYNOLDS, vice president of the agency, has rejoined the agency and is set up his own account on the West Coast.

B. W. BURTON, former director of The Tullin Co., Los Angeles, is set up his own account on the West Coast.

Bates Compton, New York, has joined William H. Weinhauer & Co., New York, in the same capacity.

PAUL E. MORGAN, after service with the AAF, and GEORGE E. FOLEY, Jr., released from the Coast Guard, has joined the public relations department of Newell-Emmitt Co., New York. Before entering the air force, Mr. Morgan was offered the position to the U.S. Navy.

FRED M. GODDARD, formerly in the production department at Demersen & Co., New York, has joined Altomari & Cone and Davis Agency, San Francisco. He was formerly with Scott Stamp Co., New York in the same capacity.

JOHN H. SORENSEN, vice president responsible with Mr. Beirn for Anthony J. Koelker, who returned to the network June 1 following three years in the U. S. Naval Reserve. Mr. Koelker entered radio in 1934 when he became a member of NBC's press department. When the Red and Blue networks were separated in January 1942, Mr. Koelker was appointed Blue Network publicity manager, Central Division, where he served until entering the Navy.

NORMAN BERTEL, formerly production manager of the Whitehall account service on all Whitehall Radio accounts as well as other accounts, has left for the real thing when it arrives.

JOHNSON & MURPHY, the advertising agency in Chicago, has added a new executive to its staff, bringing the total to ten.

JOHN GILLIS, released from the Army, has joined Malcolm Adams Acct. as account executive.

The Chicago office of the agency has been transferred to the Union Pacific Railroad.

WALTER H. COVELL, Chicago actor and freelance announcer, has been hired to the radio department of Bo Bernstein Agency.

GENE GRIFFIN, after service with the Army, has joined Malcolm Adv., New York, as account executive. Before entering the service Mr. Griffin was with Gimbels in New York.

Hiram Thompson has been shifted from New York to Los Angeles as media director and production manager of Abbot-Kimbali Co. Kay C. Jones, who had that assignment, has been elevated to account executive.

JOSEPHINE ANTIS, formerly research director, has been elevated to the position of publicitiy director.

JOHN H. SORRENSEN, vice president responsible with Mr. Beirn for the public relations department of the agency, has rejoined the agency and is set up his own account on the West Coast.

B. W. BURTON, former director of The Tullin Co., Los Angeles, is set up his own account on the West Coast.

Bates Compton, New York, has joined William H. Weinhauer & Co., New York, in the same capacity.

PAUL E. MORGAN, after service with the AAF, and GEORGE E. FOLEY, Jr., released from the Coast Guard, has joined the public relations department of Newell-Emmitt Co., New York. Before entering the air force, Mr. Morgan was offered the position to the U.S. Navy.

FRED M. GODDARD, formerly in the production department at Demersen & Co., New York, has joined Altomari & Cone and Davis Agency, San Francisco. He was formerly with Scott Stamp Co., New York in the same capacity.
ATS Video Awards Conferred in N. Y.

Second Annual Presentations Include 24 Plaques

OUTSTANDING contributions to the advancement of television as an art and a science during the past year were recognized last Wednesday when the American Television Society presented its second annual awards, 24 plaques to 16 individuals and organizations for outstanding achievements in 13 fields of activity. ATS, in its presentation, established a television first by telecasting the ceremony on Du Mont Station WABD New York.

Awards were given in the following categories:

- Development of television commercially: Jointly to ABC and WABD, with Paul Mowrey, chief of television operations for ABC, ,specially cited.

Technical Honors

Technical excellence in television production: Jointly to WCBW New York (CBS) and WNBT New York (NBC). James Naughton, art director of WCBW, was cited for his work in scenic design and staging; WNBT was honored for its contribution to television camera.

Technical advancement in the science of television: Jointly to the RCA Laboratories and the RCA Victor Division of RCA for the new image pickup tube and super-sensitive television camera.

Most consistent effort in developing effective television commercials: Jointly to Ruthrauff and Ryan and Lever Bros. Co.

Best sports programming: Jointly to WBNY Chicago (Bala- ban & Katz) for its efforts to utilize television in Chicago Schools, and to WCBW for There Ought To Be a Law in its coverage of boxing matches and particularly for its Army-Navy game telecast last Dec. 26.

Most effective use of television in the field of education: To the Philadelphia (Philo) for telecasting football games sponsored by Atlantic Refining Co.

Best educational programming: Jointly to WKBK Chicago (Bala- ban & Katz) for its efforts to utilize television in Chicago Schools, and to WCBW for There Ought To Be a Law in its coverage of boxing matches and particularly for its Army-Navy game telecast last Dec. 26.

Best Children's Programming: WRGB Schenectady (General Elec- tric Co.) for combining puppets and live characters.

For Special Events

Outstanding Special Events Program: Jointly to Allen B. Du Mont Laboratories, CBS, NBC and AT&T for their participation in the Lincoln's Birthday telecast in New York and Washington.

Outstanding Direction: Jointly to Edward Sobol, producer of Abe Lincoln in Illinois, and Ernest Colling, producer of Angel Street, both of WNYW.

Experimentally demonstrating color television: Jointly to RCA and CBS.

A special award was made to Harold Rosenbaum of the Buchanan & Co. for "outstanding service to ATS" as editor of the ATS News and the American Television Directory.
The TRUTH About TELEVISION

With the opening of Du Mont’s John Wanamaker Studios in New York, Commercial Television has become a full-fledged reality. It is fitting, therefore, that I thank my associates and friends in the television and electronics fields for the help which they have given us during the past fifteen years, from the days of our earliest television pioneering.

Today, black and white television of magnificent quality is a reality—infinitely better than prewar television.

Clever propaganda has spread the notion that there are two television camps: one for and one against color. This is deliberate misrepresentation. No one is opposed to color. For many years the majority of the industry has been deep in television color research.

But, after fifteen years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly, but unequivocally, that practical commercial color television for the home is, in my opinion, still in the far distant future.

The layman in his eagerness for Utopia may be dazzled by color demonstrations, but the informed, sincere scientist is not convinced by dramatically staged and carefully controlled laboratory demonstrations of any new art. It is a far cry from the successful laboratory experiment to the practical, useful product for the consumer.

Color is desirable but its importance has been overemphasized. For instance, after 30 years of color motion pictures, less than 6 percent of today’s motion pictures are in color.

Evidence of Du Mont’s unqualified faith in black and white television and the commercial standards established by the Federal Communications Commission is manifested in our investments in research, television stations, and in manufacturing facilities for receiver and transmitting equipment.

We believe that diligent research and exhaustive field experimentation in the years to come will add color television as a further refinement to an already existing public service of unprecedented value. Du Mont believes in the future of color television and we will devote our efforts to develop this refinement just as we have applied ourselves over the years to the creation of superior black and white television.

Practical color television for the public is not yet in sight. Black and white television is ready to serve the nation now!

NOTE: If you are interested in studying the numerous technical difficulties that must be overcome before color television is ready for the public, please request a copy of our booklet, “The Truth About Color Television.” Address: Dr. Allen B. Du Mont, 2 Main Avenue, Passaic, N. J.

Copyright 1946, Allen B. Du Mont Laboratories, Inc.

ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK
BROADCASTING • Telecasting

June 17, 1946 • Page 59
Programs

LATEST "WARTIME" program of Canadian Government to go off the air is "George's War," which is to be absorbed into the time on 33 CBC Dominion network stations at the end of July, it was announced shortly after Pearl Harbor as "Soldier's Party" on Thursday, July 19. Replacing it Friday serial for Wartime Peace and Travel, beginning Sunday, July 22, and running Saturday, July 21, and running Saturday, July 21, and running Saturday, July 21, will be "The Garden of America." All stories are drawn from a "folk material" collection, and its spot announcement campaign in several markets due to lack of supply. Agency handling account is Newell-Emmett, New York.

BARUCH ON AIR

BERNARD Markel, member of the U. S. Atomic Energy Commission, June 14, heard on WOR, WNYC and WLIB New York at 11 a.m. and on a re-broadcast on WMCA New York, 8 a.m.-noon, 9-11 a.m., 1-3 p.m. and 7-9 p.m. When the test signal is set up at 9 a.m. on the West Coast, the Federal Communications Commission will receive a "radio test" signal from the atomic energy commission. The agency will then check the signal and report back to the FCC. The FCC will then decide whether or not to approve the station.

BOWLING REVIEW

BOWLING NEWS and on-the-spot pick-ups from bowling centers in Columbus, Ohio, will be a "half-hour, It's a Strike," live program. The program will be broadcast Wednesday, July 18, on KPII and WDYN, Columbus, Ohio, and the local bowling alley operators have pooled their resources to produce the special program.

GARDEN HINTS

PRACTICAL information on gardening is presented on new Thursday evening program aired by WJTN Jamestown, N. Y., a station which also features popular music.

HIDEOUTS

AIRCRAFT

SUMMER and fall programs of RAWAY'S "Rainbow Room," Saturday morning programs presented over the Piper Aircraft Corp. network will be heard on WOR New York at 8 a.m. and 9 a.m. on a regular weekly series, as of 9-12 noon, 5 p.m. daily.

Now on Networks

Dramatized programs of youth tailored "up to youth" currently heard on WOR New York, June 15 started on MBS New York as a regular weekly series, beginning Sunday, July 21, and running Sunday, July 21, and running Sunday, July 21, will be "The Garden of America." All stories are drawn from a "folk material" collection, and its spot announcement campaign in several markets due to lack of supply. Agency handling account is Newell-Emmett, New York.

MUSICAL INTERLUDES

REVISION of block program presented by WTOP Washington, D.C., on June 15 started at 5-5:30 p.m. and 5:30-6 p.m. The program is written by Allen Skilley and is based on a series of radio programs presented by WTOP. The program is written by Allen Skilley and is based on a series of radio programs presented by WTOP. The program is written by Allen Skilley and is based on a series of radio programs presented by WTOP.

SERIES of six broadcasts dealing with practical phases of living in a wartime environment is being presented Wednesday 10:30-11 a.m. on WOR New York, as shown by "Our War Opportunities," a program that will be broadcast in cooperation with the Canadian Broadcasting Corp., and will be part of the "The Garden of America." The program is written by Allen Skilley and is based on a series of radio programs presented by WTOP.

SUMMER REPLACEMENT for Walter Winchell, beginning June 15 on CBS, will be three commercials beginning each week on WOR New York, Saturday, July 14, and running until July 21, and running July 21, will be "The Garden of America." All stories are drawn from a "folk material" collection, and its spot announcement campaign in several markets due to lack of supply. Agency handling account is Newell-Emmett, New York.

VACATION REPLACEMENT for Walter Winchell, beginning June 15 on CBS, will be three commercials beginning each week on WOR New York, Saturday, July 14, and running until July 21, and running July 21, will be "The Garden of America." All stories are drawn from a "folk material" collection, and its spot announcement campaign in several markets due to lack of supply. Agency handling account is Newell-Emmett, New York.
America's greatest trio featuring vocals by Artie Dunn at the Hammond, Al Nevins' electric guitar and Morty Nevins' accordion.

Wherever they're heard, THE THREE SUNS have set the nation's toes a-tapping with their tropical rhythms and velvety melodies... whether it's over NBC's coast-to-coast network three times a week... on countless records... in the Piccadilly Hotel's Circus Lounge... or as guest artists on the Fitch "Bandwagon" and The Chesterfield "Supper Club."

Now, the musical magic of THE THREE SUNS is enhanced by the glamorous voices of such song stylists as Nan Wynn, Dorothy Claire, Irene Daye. Produced like a network program, THE THREE SUNS AND A STARLET is NBC RECORDED for local, regional and national spot advertisers.

It's music styled of sunlight and stardust... perfected improvisations... including many songs THE THREE SUNS wrote themselves (one of which, their theme song, "Twilight Time," sold 2 million copies)... announced by network-famed Glenn Riggs as host.

An NBC Syndicated program of network caliber, THREE SUNS AND A STARLET has irresistible appeal... yet its cost is amazingly low. Through syndication, the expense is shared with other advertisers in non-competitive areas. Write us, we'll be glad to tell you how little it costs to make hay while the "Suns" shine.

* 15 minutes, 3 times a week
   26 weeks of broadcasting

---

NAN WYNN, screen, stage and radio's favorite singing star who has appeared in over a dozen top-flight movies and on many an ace radio show, with Bing Crosby, Bob Hope and others.

DOROTHY CLAIRE owns a distinctive song style that's made her famous with big-name bands, at such leading nightclubs as the Copacabana and on her own network radio show.

IRENE DAYE, one of the most promising young singers in the United States (and one of the loveliest) has a big following as vocalist on a four-hour, five-day-a-week variety show.

---

NBC Radio-Recording Division

A Service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

DISTRIBUTED IN CANADA THROUGH ALL CANADA RADIO FACILITIES, TORONTO, ONTARIO

BROADCASTING • Telecasting

June 17, 1946 • Page 61
VERNE RECORD CO., New York, has taken over the advertising of KOY Phoenix, Ariz., and is planning for the radio presentation of programs by and for minority groups that have been motivating forces for goodwill and understanding among all peoples.

“War Use of Radar Devices Explained”

ANOTHER EXAMPLE of ground crew and air crew team-work came to light last week with the stopping of the story behind the radar fighter director teams:

By 1942 enemy planes approaching within 200 miles of an allied base could be spotted, interceptors sent out, and the attackers destroyed or the striking force at least diminished.

The teams that operated the radar detectors and plane detection were turned out in assembly line fashion on SM radar trainers developed by Emerson Radio and Phonograph Corp., in cooperation with the Office of Scientific Research and Development.

The SM trainer was a device something on the order of a Rube Goldberg machine. It was designed electronically the actual conditions of a radar detection and interception without the use of precious planes.

The equipment simulated the approach and interception of any enemy plane down to the last detail. A miniature of an airplane moved mechanically on a large map and came into the “range” of the trainer unit and was then picked up by the student operator, who dispatched his own fighter plane, also a miniature on another map, to intercept the enemy.

The men trained on this device which simulated electronically the conditions of flight such as altitude, direction, range, and the interference problems such as fading and static, were instrumental in the high percentage of Japanese Kamikaze flyers destroyed late in the war.

Ivey Sells

NEAL D. IVEY, for the past year president of his advertising agency, the Neal D. Ivey Co., in Philadelphia, has sold to Jesse T. Ellington, president of Ellington Advertising Co., New York, his interest in the latter agency and in the future will devote his entire time to his own company.

KCMO is up to something!

Loyola University Chicago (Ill.) having completed two years of community service, Station was presented citation by the LAFC, manager of the identifica-

KANSAS CITY, MISSOURI

Basic ABC for Mid-America

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

Milestones

STANDARD Oil Co. of New Jersey Esoo Reporter will make its 10,000th news broadcast on WWL New Orleans June 6 and will be preceded by half-hour dramatization of the story of the program, including special musical score. Local dealers and prominent citi-

Broadcasting • Telecasting

Page 62 • June 17, 1946

KCMO is up to something!
Step Up
and Meet
Our New
DIRECTOR of PROGRAMS and PRODUCTION
Camplbel C. Ritchie

When the above job opened up several weeks ago, Vice President and General Manager J. E. Campeau could have selected any one of several qualified men to handle this important post. But he naturally turned to "Cam" Ritchie ... and for good reason. "Cam's" background of experience was tailor-made for the job.

Since 1934, when at nineteen he entered radio as a baritone soloist, thereafter joining CKLW in 1936, he has been an Announcer, Continuity Director, Traffic Manager, and producer. In 1942 he was commissioned an Infantry Officer in the Canadian Army, serving overseas until June, 1944, after that, producing shows for the AEFP (Allied Expeditionary Forces Program) ... as Major in charge of this service until its termination in February, 1946. Honorably discharged May 1, he's ready for peacetime action once more. We assure you that he's adept and experienced for a job that's mighty important ... especially since we at CKLW are famous for having a far more than average alertness to world and home events ... plus an intelligent, friendly way of presenting the times in which we live. It's a formula that makes sales for our sponsors, and builds good will for their companies and themselves.

In The Detroit Area, It's
CKLW

5,000 WATTS
AT 800 KC
DAY AND NIGHT

ADAM J. YOUNG JR., Nat'l Rep.  •  Canadian Rep.: H. N. STOVIN, TORONTO

BROADCASTING • Telecasting
JOHN FOWLER, released from the Marines after 2 1/2 years of service in the Philippines and China, has returned to the engineering staff of KTRI, Salt Lake City.

RICHARD LEFLER, released from Army Signal Corps, has been added to the engineering staff of WLAG, LaGrange, Iowa.

BILL KELLER, service veteran, is new chief engineer of the station.

HARRIET M. MONFORT, former chief of NBC New York television administrative department, has been named chief engineer of Los Angeles Times television and radio division. Present assignment calls for supervision of color television experimental work under grant of WEJPC to Times-Mirror Co. Mr. Montfort joined NBC in 1942, being concerned with television development since 1936. During war he was engaged in classified work for Navy including development of airborne television. He is member of SMPTE, IRE and received electrical engineering degree at Kansas U. and New York University.

HAROLD COOLEY, NBC Hollywood recording engineer, and BETTY EMORI of Boston and Bowies, were married in Los Angeles on June 5.

GEORGE C. NORWOOD, formerly in charge of the production section of the Electronics Division, Home of Ships, Washington, has been appointed manager of the Washington office of the War Assets Administration division of the Remington Rand Univac Div. of Remington Rand, Inc., a division of Raytheon Manufacturing Co., Walpole, Mass. Mr. Norwood's first assignment was officer-in-charge of Chicago district of the Army-Navy Electronics Production Agency and later became assistant head of the Electronics Division of the Inspector of Naval Materials for the Chicago region.

DR. VINCENT SALMON, physicist in charge of research and development of Jensen Radio Corp., Chicacgo, has been presented the Acoustical Society of America Biennial Award for his work in the advancement of applied acoustics.

BYRON STRONG, meteorologist with the Army, using radiosonde equipment, has been released from service and has returned to the transmitter staff of WSAY, Savannah, Ga. Other returnees are WILLIAM R. ROY, for five years in radio with the Navy, and EDWARD QUARTERMAN, for five years with Army Signal Corps.

A. D. HAEDECKE has been named designing engineer and R. F. SHEA engineering consultant in the specialty division of the General Electric Co., Electronic Dept. Both will headquarter in Schenectady, and Shea will be responsible for the electrical and mechanical design of the division's production. She will direct the technical and engineering problems for the division.

DONALD P. LASSINGER, formerly with Westinghouse Electric Corp., Baltimore, and WALTER R. GLAUS, discharged from Army television part-time work at KDCA and other Pittsburgh stations, have been assigned to the engineering staff of WLAG, Salt Lake City.

RICHARD LEFLEUR, Salt Lake City, has been added to the engineering staff of WLAG, Salt Lake City.

Mr. Montfort was named chief engineer of Los Angeles Times television division. Present assignment calls for supervision of color television experimental work under grant of WEJPC to Times-Mirror Co. Mr. Montfort joined NBC in 1942, being concerned with television development since 1936. During war he was engaged in classified work for Navy including development of airborne television. He is member of SMPTE, IRE and received electrical engineering degree at Kansas U. and New York University.

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Mr. Roy returned to the transmitter staff of WSAY, Savannah, Ga. Other returnees are William R. Roy, for five years in radio with the Navy, and Edward Quarterman, for five years with Army Signal Corps.

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Busy as a Beehive!

Over 300 famous diversified industries, the heaviest populated farm region in Ohio, and a well balanced representation of trades and services keep it that way. A population of 801,862 spending $236 million annually in retail stores lies within the 0.5 MV/M contour of the Canton area's favorite station—WHBC.

Sparkling local color, through coverage of local events, special programs for rural listeners, and an understanding of community spirit all make WHBC "Your Good Neighbor in Canton."

Let WHBC carry your sales story to the market that can't overlook—Canton, Ohio—the city that's always busy.

Write for the COMPLETE CONLAN SURVEY.

Frequency Shifted In Station Grants

Substitution Allows Peoria
And Terre Haute CPs

PROBLEM of conflicting applications for a new station in Peoria, Ill., and Terre Haute, Ind., was resolved by grants to both applicants [BROADCASTING, June 10] after one applicant found a non-conflicting substitute frequency for the station.

Wabash Valley Broadcasting Corp. and West Central Broadcasting Co. applied last fall for new stations on 1350 kc, West Central for WAW, Peoria; and WYLD, Terre Haute. The grants, announced June 7, were made in approving a joint petition for Wabash Valley to amend its application and designate 1480 instead of 1350 kc. Thus Wabash Valley received 1480 kc with 1 kw fulltime at Terre Haute and West Central was granted 1350 kc with 1 kw fulltime at Peoria.

West Central is headed by Oklahoman Governor S. Kerr and President E. K. Gaylord of Oklahoma City. The station, WYLD (WKOC, KKVQ), and also has an application pending for a new Tulsa station on 740 kc with 50 kw day and 25 kw night, directional in fulltime [BROADCASTING, May 27].

Wabash Valley, holder of a conditional FM grant for Terre Haute [BROADCASTING, March 4], is headed by Raymond J. Kellens and stockholders include Robert H. Hinckley, ABC vice president, whose wife owns 50% of KALL Salt Lake City, and Mr. and Mrs. George C. Hatch, owners of the other 50% of KALL and A. L. Glassman, chief owner of KLO Ogden, Utah.

Aroused Comment

While the procedure followed by the Commission in granting the two applications aroused questioning comments from some attorneys, it was pointed out on behalf of the Commission that the procedure is not unique. One recent case involving a similar method of disposition, it was recalled, occurred when several competing applicants in the Charleston, W. Va., area received grants after substitute frequencies had been agreed upon among the applicants [BROADCASTING, March 25].

To eliminate conflict between the Terre Haute and Peoria applications, according to the joint petition to amend, West Central's engineer first sought a frequency which could be used at Peoria without conflicting with existing or proposed stations. When this failed, he found that 1480 kc would serve the purpose at Terre Haute. Both applicants agreed to the change and an amendment covering technical data on use of 1480 kc was filed with the joint petition.

Meanwhile, West Central officials said orders have been placed for new station equipment for WYLD, and that construction will be started as soon as materials can be obtained.

(Continued on page 90)
**BROADCAST ORIGIN OF THE 25 NIGHT-TIME SHOWS MOST POPULAR WITH THE TORONTO AUDIENCE**

CFRB broadcasts 80% of the programmes Toronto listeners rate highest!

<table>
<thead>
<tr>
<th>CFRB</th>
<th>STATION X</th>
<th>STATION Y</th>
<th>STATION Z</th>
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**AND**

**ONTARIO, TOO!**

**BROADCAST ORIGIN OF THE 25 NIGHT-TIME SHOWS MOST POPULAR WITH AUDIENCES OUTSIDE TORONTO**

THE FACTS speak for themselves...

...they clearly show that CFRB carries the greatest number of programmes most popular with night-time audiences in Toronto and Ontario, too.

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

Write this station for complete details

CFRB broadcasts 58% of the programmes Ontario listeners rate highest!

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</table>

**Representatives**

Adam J. Young Jr., Incorporated
New York — Chicago

All-Canada Radio Facilities Ltd.
Montreal

**CFRB**

860 kc. TORONTO

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!
Worthy of an Engineer's Careful Consideration

The 201 SERIES RECTIFIERS

The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a double filter stage. The latter type is designed to supply filament and plate power for pre-amplifier and amplifier Types 106 and 111. The 201 Series also supplies power for associated line amplifiers and for the 202 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

The Langevin Company
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
Incorporated

NEW YORK 17
SAN FRANCISCO 5
SACRAMENTO 5

BROADCASTING • Telecasting

Television Station Sale Denied by Philco Corp. PHILCO Corp. has no present plan to dispose of its Philadelphia television station, WPTZ, and is embarking on "a more elaborate and intensive" advertising program, according to John Ballantine, president. In a communication to Broadcasting, Mr. Ballantine said: "In connection with the report published elsewhere of the sale of the June 2 BROADCASTING, I should like to let you know that Philco has no plans for the sale of WPTZ, its pioneer television station in Phila
delphia. The sale of information only a short time ago we moved into our new studio in the Architects Bldg. and are embarking on a more elaborate and extensive television broadcasting program. I should appreciate your setting forth these facts so that all our good friends will know exactly what the situation is."

Benxid Is Authorized To Use CBS' Patents CBS last week announced that Bendix radio division of Bendix Aviation Corp., will begin manufacture of color television receivers and transmitter equipment based on CBS' ultra-high frequency color television inventions. Bendix becomes the third major firm licensed under Columbia's color television patents. The other two are Westinghouse Electric Corp. and Federal Telecommunication Laboratories Inc. The contracts are for a five-year period.

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MORE POWER FOR FM BROADCAST SYSTEMS!

with Federal's "Specialized" Triodes

1000 and 3000 Watts at 88 to 108 MEGACYCLES

(Maximum Output up to 150 MC)

THESE TWO high-performance power triodes have been especially designed in every detail, to provide the best possible combination of operating characteristics for FM transmitters.

Every feature—from electrical characteristics to the most minute detail of mechanical construction—has been "custom tailored" to meet the specific requirements of frequency-modulated transmission service up to 150 megacycles.

Highly efficient forced-air-cooling is assured by the use of pure copper anodes, joined to the cooling fins by a thin solder film of high thermal conductivity. Radial cooling fins provide large surface area and unrestricted airflow path. Federal's vast tube-making facilities, backed by 37 years of experience, give you real assurance of matchless performance, rugged dependability and maximum tube life.

RATINGS FOR FM BROADCAST SYSTEMS IN THE 88 TO 108 MEGACYCLE BAND (MAXIMUM OUTPUT UP TO 150 MC)

<table>
<thead>
<tr>
<th>Tube</th>
<th>Maximum Plate Dissipation</th>
<th>Filament Voltage</th>
<th>Filament Current</th>
<th>Amplification Factor</th>
<th>Mutual Conductance</th>
<th>Cooling Air Velocity at Maximum Output</th>
<th>Maximum Overall Dimensions</th>
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<td>1000 watts</td>
<td>9.0 volts</td>
<td>28.5 amp</td>
<td>17</td>
<td>20,000 Umhos</td>
<td>75 cu ft/min</td>
<td>4¼ in x 3½ in</td>
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<tr>
<td>7C 27</td>
<td>3000 watts</td>
<td>16.0 volts</td>
<td>28.5 amp</td>
<td>21</td>
<td>20,000 Umhos</td>
<td>150-175 cu ft/min</td>
<td>8 in x 3½ in</td>
</tr>
</tbody>
</table>

Federal tells how to make tubes last longer—Write to Department K309 for this interesting and informative 20-page book which gives helpful hints on how to get the most out of your electronic tubes.
Are Agencies Entitled to 15%?

Services Justify Cost Says California Agency Head

By AD FRIED
Owner of Ad Fried Advertising Agency
Oakland, Calif.

THE THOUGHT - PROVOKING article on radio packaging [Broadcasting, Feb. 11] and Broadcasting's followup editorial statement, "... when an agency buys a production and piles additional fees on its own rates, the burden on the advertiser seems excessive ...", must have stirred considerable comment. The time worn discussion of whether or not advertising agencies are entitled to 15% commission on packages and talent, as well as station time, presents a real challenge.

Although today 15% commission on station time is generally accepted (after considerable preliminary work was done to establish the practice*), we know that most media, and radio is no exception, have a few shortsighted sales staffs and advertising managers (especially those working on a percentage who are affected by the 15% deduction before commissions are computed) who try to circumvent paying 15% agency commission. Openly, such representatives shout far and wide how anxious they are to cooperate and serve the agency business, but secretly make "deals," going direct to accounts to accomplish their ends. The same attitude applies when quoting program package costs.

Questions Talent Markup

The theory is particularly true in the case of commissioning talent or packages in the absence of printed regulations (such as on rate cards stating "15% to recognized agencies on station time.") Because, as many station managers will tell you, it is the greatest buy for the money, but the client would rather not advertize if he has to lose precious time to hear continued diatribes from salesmen.

Agency service represents research, merchandising, distribution assists, selection of media, copy preparation, production, performance checking, listening to all sales stories, serving as buffer against time-wasting salesmen.

Improves Advertising

The customary 15% is received when an agency demands and obtains the client's radio advertising, saving the station considerable time, and developing business for the station by doing work for the client which the station is not set up to do.

When an agency demands and obtains 15% on talent or package, it is not "an additional fee the agency collects." It is a special fee for extra service which may include the complete preparation of a program, interviewing talent or artist salesmen, hearing transcription, or wading through packaged shows.

In most instances agencies are responsible for the selection of a program—criticized if they flop, seldom praised if they succeed. So, when a station hikes initial costs too high—not permitting a reasonable 16% to the agency—it encourages the agency to do its own programming.

Station Rates Inflated

Most station rates (not based on anything like so much-per-thousand ABC as newspapers are) are greatly inflated. Yet the same stations argue that 15% is too much to pay on talent, production, etc., to the agency which continues to serve the client on their behalf.

Agencies do not tell clients that stations and packagers are not entitled to a return for their services, so why should the others sharp-shoot at the 15%? The main consideration is ... does the client get what he wants and is he satisfied? If so, small commissions will make no difference.

In Public Interest

Food Collectors

FOLLOWING an unannounced test of the Musical Clock program, WOKO Albany, N. Y., Disc Jockey Forrest Willis set up shop in City Hall along with corps of telephone operators to receive pledges for U.S. Crippled Children's Hospital Fund. Any station which goes to an agency.

Aid Hospital Fund

A PENNY on each dollar of the $150,000 being raised for the enlargement of the Knoxville, Tenn., Crippled Children's Hospital is being given by WNOX Knoxville. Lowell Blanchard, m.c., already has turned over 150,000 pennies raised by the musicians on the series.
SILENT SENTINELS OF CONTINUOUS RESEARCH

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

* * *

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

* * *

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

... they speak for themselves

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

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.
HENRY DONOVAN has been named production director. Homer Grifith Co., Hollywood, stations representative, is to be in charge of national sales.

RADAR PRODUCTIONS, Tacoma, Wash., has prepared a series of veteran dramatized success stories for the Washington State Department of Veterans Affairs which is being placed through Ronald Llewelyn Adv., Tacoma, on 19 state stations.

WALTER KANE and SAM ARMSTRONG have dissolved their Hollywood talent agency partnership. Business will be carried on by the former under name of Walter Kane Agency. Mr. Armstrong has joined Frederick Bros. motion picture division.

HARRY BOYD BROWN, merchandising manager of Philip Corp. for 18 years, has resigned to become president of Good House Stores, Philadelphia area retail appliance chain.

PARKER H. ERICKSON, vice president and director of sales of Majestic Radio and Television Corp., St. Charles, Ill., has been elected a director of the firm.

W. H. McKNEW, in the home radio and sound motion fields for more than 19 years and released from the Navy as lieutenant commander, has been appointed service manager of the Washington Electric Corp., Home Radio Division, Baltimore.

FREDERIC W. ZIV Co., Cincinnati, has placed "Old Corral" transcribed quarter-hour program under local sponsorship on KTRT, WBOB, WMIT, WADC.

HUGO A. RONDI, former assistant chief engineer at WNEW New York and during the war on overseas assignment for OWI, has been named sales engineer for Aloe Lansing Corp.

CHARLES C. CRAIG, former sales promotion and artists relations director for Bay Thomas Co., Southern California distributor for Columbia Records, has joined Capitol Records, Hollywood, as member of firm's national sales promotion division.

MAMMOTH COVERAGE
Faces Woodside Local as UN
Moves Next Door

FOR THE SECOND TIME within a decade, a giant-sized news story of world importance is about to be left on the modest doorstep of a small radio station in Woodside, L. I. When the United Nations Security Council moves its residence next September from Hunter College in the Bronx to the site of the 1939 World's Fair at Flushing, L. I., it will be deliberating almost in the shadow of WWRL's antenna.

By this time accustomed to finding a giant on its doorstep, WWRL proposes to do its 250 w best to take the foundling in. While the World's Fair, with its design for world peace, was page one news throughout the world, WWRL devoted many a special program to the story.

With a heavy schedule of foreign language programs on the air at present, WWRL will give much of its coverage of the UN sessions to this field. Broadcasting in Czechoslovakian, French, Greek, German, Spanish, Hungarian, Russian, Jewish, Syrian, Ukrainian and Lithuanian, the WWRL station will air summations of each UN session in various foreign languages. In addition, foreign delegates to the UN will be invited to appear on various foreign language broadcasts.

Broadcasts will be from the floor of the council meetings and will cover all sessions permitted by the Security group. Aside from the daily sessions, WWRL will broadcast interviews with spectators, special events programs, proceeding reports and analyses by WWRL's staff. Women's interest angles will be covered by the station's women commentators, Pat Becker and Mona Fischer.

REPORT IS ISSUED
BY AMERICAN CABLE
A STOCKHOLDER report for the three month period ending March 31, 1946, has been submitted by the American Cable & Radio Corp. The report lists a consolidated net income of $49,375 compared with the war swollen income of $884,529 for the corresponding period of 1945. The first quarter revenue for last year was $1,319,029 prior to federal taxes. No taxes were required for this year.

Gross cable transmission revenues for quarter were $60,036,463, a reduction of $621,401 from last year. This reduction was caused by the lessening of government traffic following the end of the war in Europe and the general rate reductions effective May 1, 1945, which were only partially offset by increase of public messages.

Radiotelegraph transmission revenues amounted to $1,226,870 in the first quarter of 1946 compared with $1,030,710 for the same period in 1945.
SAMUEL GOLDWYN, New York (motion pictures), has appointed Howe Cone & Belding, New York, to handle promotion. First production to be promoted by the agency will be “The Best Years of Our Lives,” to be released around Christmas. Radio probably will be used.

GOODY’S Inc., Winston-Salem, N. C. (headache powder), has appointed Courtyard Inc., Richmond, Va., to handle account. Transcribed spot campaign has been started in North Carolina.

WALKER PENFIELD has been named manager of manufacturing of the Pennsylvania Soap Co. He formerly was works manager. CLAUDE S. BELDIN, regional superintendent, has been appointed new post of production manager. HENRY G. MEYER, former assistant to the works manager, becomes assistant to the production manager.

WILLIAM C. GEOGHEGAN, Jr., vice president of Lennen and Mitchell and former account supervisor of the Carstairs Dyeing Co. and Tide Water Oil Co., has been appointed assistant sales manager of Pepi-Cola Co., New York. He will be at BRYAN HOUSE, executive vice president of the beverage firm. Serving overseas with the Army during the war, Mr. Geoghegan had joined Lennen and Mitchell in 1937 and was named assistant sales manager in 1939.

NATIONAL CLOTHING COLLECTION, Association of Asglo, proprietary medicine, has appointed Street and Finney, New York, to handle advertising. Radio may be used.

HENRY W. RODEN, president of Refrigeration Corp. of America, a subsidiary of Noma Electric Corp., has been elected vice president of the parent firm. He also is a director of Noma. Other officers were re-elected.

SYKES HOMES, Los Angeles (prefabricated houses), has appointed Hillman-Shane Adv., Los Angeles, to handle advertising and will continue to use radio along with other media.


ATLANTIC CLOTHING COLLECTION, Ottawa (and to Europe), has started spot announcements six days a week on a large number of Canadian stations. Agency is MacLaren Adv., Toronto.

MARLIN FIREARMS Co., New Haven, Conn. (rifle bases), has started three weekly weather reports on a number of Canadian stations.

EASTERN STANDARD PLASTICS, New York, N. J., has appointed L. H. Dufine Co., New York, to handle advertising.

SUN OIL Co., Philadelphia, has started campaign and spot announcements daily on a number of Canadian stations. Agency is Sweeney and James Co., Cleveland.

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UNITY-FRANKFORD and Quaker are said to be two of the largest groups of individually owned grocery stores in the world, and have designated KYW Philadelphia as their "Official Food Station" with presentation of mutuality promotion campaign. Stores June 10 began institutional campaign promoting KYW by Variety as second "Lunch Time With a Punch Line." In return, KYW received partionment mention in the 150,000 circulars distributed weekly by the stores as well as the 50,000 circulars of Quaker Stores. Special ad promotion is currently being done by the two chains also is devoted to KYW. The 3,500 affiliated grocery stores in the Philadelphia area every week. Window displays are to be used in addition.

**Fight Contest**

RINGRIDE tickets to the Joe Louis-Billy Conn heavyweight championship fight to be held June 16. Contest runs June 10 through June 15 by International Pictures, New York, on the Radiotype developed, participating programs on WJZ New York. "Tell Me the Truth," Mon-Tue.-Thurs., 4:15-4:30 p.m., and "Allen and Jean," Sat. 8:30-9:30 a.m. is in with International's next attraction at the KXOK Hollywood, N. C. The "Stranger," contest had to write a letter to the Strangers, not more than 100 words on "What Would I Do If I Were A Stranger." Tickets to a private screening of the "Stranger" were awarded 24 runners-up. Extensive spot campaign associated with the winner planned in July for premiere of the picture through Buchanan & Co., New York.

**Program Cards**

TKR thousand cards, listing ABC audience programs originating in Chicago, are being sent by Central Division promotion department. The cards, being sent to Chicago's leading hotels, include the Convention Bureau's schedule and ABC's nomina for re-distribution.

**Legion Series Promotion**

KYW Philadelphia is using a four-county promotion program in behalf of "This Is Our Duty," transmitted series being produced and represented by the American Legion. Bill Rowland, station promotion manager, will make three-color signs in every American Legion department headquarters in the North Carolina, Chicago, and Chester and Montgomery counties calling attention to the Legion series.

**City Honors Daly**

TWO-HOUR program was staged June 9 by WIND Dayton, Ohio, at the open air municipal bandshell as city of Dayton's tribute to Ranny Daly, WING program manager, was honored for his work in behalf of the Legion series. Bill Rowland, station promotion manager, and WING's part in promotion of public interest events in Dayton, Ted Malone, ABC commentator, was a speaker at the observance.

**Availability Folder**

AVAILABILITY of "Grand Jury" program of Kaufman, the new Rinestone in the defense of the Universal Pictures, is announced in folder prepared by the CBS station. Message from Mr. Lemmon, WIBG sales manager, states "Circuses are always fun," and WIBG's Showmanship package radio. Folder carries out circus theme.

**Sponsor Presentation**

PROMOTION piece prepared by WCOA Penncota, P. I., is brochure in the form of an individual presentation list of national and local advertisers on their WCOA programs. Specific information on each program, its format, and other data, is typed in various divisions of the brochure.

**WKMO Publication**

MONTHLY house organ in the form of a big magazine is being mailed by WKMO Koko-Mo, Ind. Talent and program information is prepared and mailed well as WKMO program listing.

**Souvenir Ticket**

SOUVENIR in the form of a ticket-bookmark was distributed to the audience of the premiere broadcast of "The Author Meets the Crimera" June 12 on WKBO Chicago. The ticket admitted persons to the program which discussed Bill Mauldin's book, "Up Front." Series is sponsored by the Bookman's Club, New York through Schwab and Beatty, that.

**Program Review**

SPRIAL bound program review, "3000 Minutes Stayed at Home," has been prepared by WIND Indianapolis to appear in a series of reports to listeners. First of a series of reports with respect to Government and public relations activities, report relates war-time activities in behalf of agriculture, industry, and promotion of American industry. Facts are concisely presented and are taken from records of war-time activities.

**Winner Contest**

WINNER of the 1946 division of the $1000 musical scholarship offered by WBU Greensboro, N. C., is Martha B. Dymond of Greensboro, N. C. She has just graduated from Greensboro College. Scholarship is donated by WBU music department and is financed by WBU annually from the Greensboro Euterpe Club.

**Name Contest**

DUPLICATE of "Name-Winner" climax-name-the-record department contest staged by WOOD Grand Rapids, Mich., in behalf of Burlington's, local department store. Bea Smith and Virginia Deu, high school students, constituted the prize winning name of "Palsier Chanty Box." Each receives $150 worth of records of her own choice. Other prizes also included.

**Recording Brochure**

PROMOTION piece in the form of a 78-rpm record, broadcasting June 10, has been prepared by the Audio Devices, New York, manufacturer of recorders, public address systems, and radio equipment. This radio program announces the Audio Point program, recording the voices of all types of records and tested recording and playback suggestion.

**Series Announcement**

ANNOUNCEMENT of the five summer series, "The NBC United Nations program" is made in special record book of the United Nations. NAB Folder

SUCCES story of the United Fruit Co. "Chimpanzee" program, is radio program, is related by NAB in new folder promotion. "Chimpanzee: "The Story of a Radio." Piece was prepared by the NAB Department of Broadcast Advertising.

**Sample Script**

SAMPLE script of "Washington Spotlight on the Carolinas," a new program series on W PVC Raleigh, has been distributed to 1500 Carolina newspapers. Piece contains a record of the program series, facts and promotion manager, and WIB BIG Greensboro, N. C., N. C., has been elected vice president of Public Relations Association of National Association of Broadcasters.

**HARRY RENFRO, director of public relations for KKXK St. Louis, has been elected to the executive committee of the Stephens College Radio Conference to be held in Columbia, Mo., in November.

**BETTE CARROLL, former assistant to the MBI Studios, promotion manager at WRC Washington, has been appointed director of public relations. Miss Carroll will compile complete record of public relations activities, work of all personnel as well as data on radio industry activities.

**BILL THAUM, promotion manager of WRK Rorkford, Ill., has been appointed president of the Rorkford Lions Club.

**CLYDE M. CLEM, Jr., has been appointed district sales manager for WCOA Chicago.

**Automatic Radiotype Now Offered by Globe**

THE development of a radiotype machine that automatically sends and receives radio messages to and from the user has been announced last week by Globe Wirew[, Ltd. Walter S. Lemmon, vice-president of the company and developer of radio typewriting, said that the electronic problems which have stymied the development of the device have been overcome, and actual ship-to-shore tests will be conducted in the near future.

Radiotype, as the device is called, can produce up to 20 copies of a daily news report, eliminating copying procedures. It will transmit weather reports, sailing orders or distress calls as well as many other items heretofore unavailable on shipboard, according to Mr. Lemmon.
BOWLING TROPHY

WGAR Cleveland team is accepted by Carl George (1), WGAR assistant general manager, from Clay Reely, vice president of Fuller Smith & Ross agency and president of Cleveland Advertising Club.

final analysis, the average American family would not spend an average of over 5 hours per day (NAB figure) listening to the radio if it were as terrible as some people try to make it out.

It is believed that the program philosophy outlined, mainly in negative way, in the Blue Book is sound and has, in the main, coincided pretty well with the policies of most stations. This does not mean that we should not strive for improvement, and most stations do. Program betterment will come from criticism such as contained in the Blue Book and from staff functions such as suggested by Mr. Sargent. This is staff work principally for the program director.

The program director should be the key man in this improvement just as the engineer is the key man in technical improvement. The general manager must recognize this and foster it. Unfortunately, there are three factors that make it difficult for the program director or engineer to com- pete with the sales manager for the attention of the general manager. These two members of the station staff are always spending money and never take in any, and it is difficult for the manager to see how their efforts are producing desired results for the station.

On the other hand, it is "easy" to see the money roll in through the American improvement. Secondly, the salesman is better equipped to convince the manager because his full time job is selling. Thirdly, the salesman and the engineer to failure to sell a client. The manager gets his report from the salesman and rarely hears the other side from the client who wasn't "sold." On the other hand, failure on the part of the engineer is obvious. The station goes off the air. In direct contrast to the program director, there are plenty of people, including relatives of the sponsor, all too willing to tell the manager what they think of a production. This, it is believed, is of major consequence in technical and program improvement. It is not enough that the engineer wants a new amplifier or that the program director wants an enlarged budget for talent costs. Their ideas must be "sold" to others, principally the manager. The solution lies in a study at staff meeting of why, Be sure you are right and that you can justify your stand to others.

Understand His Problems

Study the manager and try to understand his problems. Program man- ning is only one of them. Remember the questions he has asked you about the program. What change in program philosophy where you did not have the proper answer, and see if you can have the answer next time. If not, maybe you idea is no good. Use all factual data possible and spend time on preparation before ap- proaching the manager.

What this all sums up to is that personal ability is more important than paper organization. If the program hasn't a competent manager to start with, then all is lost. If it has, then the department heads can go as far as they are capable of, if they will try to understand the overall problems of the manager and learn a little salesmanship.

Agency Group Meet

MEMBER agencies of the central committee of the American Association of Advertising Agencies met in Chicago June 11, at noon at Tavern Club. Following round table discussion, reports on special topics were given by James T. Poole, Cone and Belding; Melvin Brophy, Needham, Louis and Broby; Leo Burnett, Leo Burnett Co., and Frederic R. Gamble, president of AAAA.

MILLER on BNRF

JUSTIN MILLER, president of the NAB, has been named a member of the board of directors of Brand Names Research Foundation, to represent radio.

 WHO FARM SHOW
Sept. 21 Is Scheduled Date; $1,000 in Prizes

FOURTH ANNUAL WHO Des Moines Corn Belt Plowing Match and Soil Conservation Farm Day will be held Sept. 21 in Marion County, Iowa. The event will stress Midwest conservation practices, along with Iowa Centennial activities and is expected to attract over 30,000 spectators. Prizes total $1,000 to plowmen in both contour and level matches.

U. S. Soil Conservation Service and other farm organizations are programming Farm Day with the cooperation of WHO and other farm groups.

WDSM IS PURCHASED BY RIDDER FAMILY

SALE OF WDSM Superior, Wis., 1230 kc with 250 w, by President James J. Conroy and associates to Ridder Inc. for $150,000 before adjustments has been approved by FCC.

Ridson Inc. is a Minnesota corporation headed by Bernard J. Ridder of St. Paul and owned by him and other members of the Ridder family in approximately equal interests. President Ridder's background includes engineering and ownership of WTCN Minneapolis and extensive newspaper work. He owns 16.6% as does Walter T. Ridder, Washington correspondent for Minnesota newspapers; Bernard J. Ridder Jr., Duluth; Eric Ridder, New York; Robert B. Ridder, Duluth; Bernard J. Ridder, New York.

Transferor and Purchaser: Con- roy, 56 of 114 shares; Roland C. Buck, 45 shares; George H. Welles Jr., 23 shares; Victoria B. Conroy, 10 shares; Dr. J. H. Weisberg, 1 share.

The $150,000 purchase price is to be adjusted by adding amount of cash, notes and accounts receivable at closing date and any tax refunds hereafter received, less the amount of taxes accrued at closing date.

Law Firm Changes

REORGANIZATION of Washington law firm of Kremer and Bing- ham to include former associates Linton M. Collins, William A. Port- er and H. Donald Kistler has been announced. Specializing in radio law, firm is now known as Bing- ham, Collins, Porter and Kistler with offices in the Tower Bldg., Washington, D. C. Mr. Bingham is the stepson of the late J. Bruce Kremer, Robert M. Booth and Charles M. Walker are associate members of the firm.

IN LINE with War Dept. postwar realign- ment, the Radio Branch of the Army Signal Corps became the Radio Section, Bureau of Public Relations is now Public Relations Division. Personnel remains the same.
Gain Increase

WAGE increases of 18 1/2 cents per hour for 10,000 employees of Sylvania Electric Products Inc., were guaranteed in an agreement reached last week by the company and the CIO's United Electrical, Radio and Machine Workers of America. Negotiations leading to the signing of the contract proceeded without interruption of the company's production. Sylvania plants affected by the wage rise are Warren, Johnstown, Altoona, Mill Hall, Williamsport and Emporium, Pa.; Huntington, W. Va., and two plants at Salem, Mass.

WNYC New York has started a new daily news program schedule with a five-minute news summary five minutes before every hour.

Electronic Makes Men Invisible

RCA Announces Infra-Red Floodlights Used

In Latter Days of War

NAVY LANDING operations conducted under cover of darkness, unseen by the enemy, were aided greatly late in the war by infra-red electron telescopes and infra-red floodlights and markers developed by scientists and engineers of RCA, the Navy has revealed.

Navy personnel actually were equipped with advantages of invisible men during such operations, being able to see without being seen.

Heart of the infra-red electron telescope is a small image tube, utilizing many of the principles employed in electronic television systems, RCA reported. The tube has a photosensitive surface particularly sensitive to infra-red radiation.

This equipment was first tested in 1942, and by the following year was in full production. Operation of the electron telescope consists of an objective lens for forming upon the photosensitive film of the tube, an infra-red image of the scene being viewed, the tube itself, and an eye-piece. The tube has a semi-transparent photosensitive cathode which is ultra-sensitive to infra-red radiation, an electrostatic electron lens system and a fluorescent screen.

The infra-red image is concentrated on the photo-cathode, the latter releasing a pattern of electrons conforming to the original image. These electrons then go through an electrostatic field, accelerating them toward the fluorescent viewing screen.

ARMY ATOM PLANT TO BE RUN BY GE GENERAL ELECTRIC Co. on Sept. 1 will take over control of the Army's $367,000,000 Hanford, Wash., atomic power generation undertaking, DuPont de Nemours Co., has operated the plant since its construction, but that company prefers to limit its work to chemical developments, rather than power.

According to Maj. Gen. Leslie R. Groves, Manhattan Project chief, GE will be paid $1 a year for all work performed at the plant, the same fee paid to DuPont.

"The General Electric Co. was engaged in atomic research for peacetime application before the war," Charles E. Wilson, GE president said. "With this background we are convinced that the quickest possible development of non-military applications not only is the most constructive solution to the problem which atomic energy presents to the world, but our greatest opportunity for more jobs and more goods for more people in the future."

The Hanford works will be operated by a manager and an advisory committee including: A. H. Winne, vice president in charge of engineering policy; Dr. C. G. Suits, vice president and director of GE research; and Col. Ray Lyman, vice president and general manager of the GE chemical department.

RCA Dividend

RCA Board has declared 87 1/4 cent dividend on outstanding $3 cumulative first preferred stock, for period April 1-June 30, 1946, payable July 1 to holders of record at close of June 17 business.

Universal Broadcasting Records 'Bikini Preview'

FORTY-FIVE stations in the U. S., three stations of the Hawaiian Broadcasting System and Armed Forces Radio Service are taking part in Universal Broadcasting Co.'s shows, Bikini Preview. Austin Fenger, news and special events director of KSFO San Francisco, began recording the programs in May, with a crew of technicians, on Bikini and in the vicinity. In 11 Western states, Acme Breweries is sponsor of the programs, which are background and "color" stories preceding the atom bomb tests in July.

Series is being syndicated throughout the country by Universal Syndicated Features and Universal Radio Sales, two divisions of the parent company. Mr. Fenger returned to San Francisco for a short time last week and is now back in the Pacific for the actual bomb tests.

Export Surplus Pact

RCA, International Division, has signed a contract for export sales of surplus electronics material in over-supply, according to War Assets Administration. Items will be nonsecret and not in demand in this country.

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BROADCASTING • Telecasting
To help increase
"Take-Home Savings"

The Treasury Department has published two new booklets to help you and your employees realize the utmost benefit from your Payroll Savings Plan—benefits proportioned to the extent your employees add to "take home savings" by buying and holding U. S. Savings Bonds.

"Peacetime Payroll Savings Plan" for key executives offers helpful suggestions on the conduct of the Payroll Savings Plan. In addition, it quotes leaders of Industry and Labor and their reasons for supporting the Plan.

"This Time It's For You" is for distribution to employees. It explains graphically how this convenient, easy thrift habit works. It suggest goals to save for and how much to set aside regularly in order to attain their objectives. If you have not received these two booklets, or desire additional quantities, communicate with your State Director of the Treasury Department's Savings Bond Division.

See your Payroll Savings Plan through to maintain your share in America's future. It is sound economics and a powerful force for good today—and tomorrow—as a safeguard for stability and a reserve of future purchasing power—money that is kept within your community.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Weekly News Magazine of Radio

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and Advertising Council
Proper Staffing Cited as Station Must

It Should Preface All Organizing Says Broadcaster

By LYNCE S. SMEBY

IN THE MAY 27, 1946 issue of Broadcasting, Lewis F. Sargent of WEEI, Boston, presented his views on station operation.

His opening statement said that “Programs should be ranked with top priority...” Later in the article, he says, “The program department is the key to the general showmanship of the station.” In another place, Mr. Sargent states, “...many programs go on the air without proper thought and preparation.” Then he continues, “...so-called ‘public service’ programs need just as much preparation as do commercial and station sustaining programs; too much valuable broadcast time is wasted upon poorly prepared and badly timed public service, merely to fulfill the station’s obligations.” Mr. Sargent continues, “talent is the life blood of broadcasting and should be constantly sought and developed, and encouraged as a mutually advantageous project.”

Around these statements that are agreed with, Mr. Sargent has woven comments on qualifications of personnel, on organization, and he has presented an organization chart.

Mr. Sargent’s approach to the problem of focusing attention on program deficiencies is reminiscent of accusations leveled at government bureaus from time to time. The general approach in answer to criticism is: “reorganize,” and this is followed by the drawing of a new organization chart instead of securing competent personnel. All too often, the new “paper organization” functioned as badly or worse than the original one. The reason was that the trouble lay not in “paper organization” but in the personnel itself.

Managerial Musts

Mr. Sargent delineates very well the qualities desired in a manager by saying, “...who has all the qualities of a good executive—initiative, energy, imagination, vision, the ability to coordinate departments and operations, and inspire maximum effort on the part of all personnel...” Part of his “qualifications” has been underlined because in his proposed organization, the whole station operation is vested in the program director except for the “creative and planning committee” and the “treasurer.” His manager then is to coordinate and inspire the program director, the committee and the treasurer. The committee is to concern itself, at staff level, by “...search and develop the creation of program ideas on the part of the whole organization.” He does not say whether the treasurer is at staff level or not but the chart shows it this way. Except for these two staff functions, everything else is administered by the program director. It appears that the program director is the one who primarily needs the qualifications underlined in the quote of Mr. Sargent’s qualifications of a manager. The part not underlined reads like part of the qualifications required of the Chairman of the Board of Directors.

Except for these two staff functions, the “program director” is to run the entire station. Why not move these two under the direction of the “program director” and change his title to “general manager”? In Mr. Sargent’s organization chart, the program director will be a very busy man with many things that are not programming. It is doubtful if he will have much time to spend on staff functions. He must take control of, in addition to programming, the following departments: Publicity, general service, engineering, sales, writing and public service. I assume Mr. Sargent meant that all of these departments would be directly responsible to the program director although his chart shows that “public service” is responsible to “writing division” and that in turn to “sales” and “sales” ultimately to the “program director.”

Staff Functions

It appears that, where Mr. Sargent has tried to focus the proper attention on programming by reorganization, he will end up without a program director unless his “production” can rise to the occasion and properly assume these duties.

Fundamentally, Mr. Sargent has mixed up staff functions with operational functions in all cases except in regard to his “creative and planning committee”. Every department in a radio station has both of these to a more or less degree.

Take as an example, engineering. The following are staff functions:
1. General long range development of the physical property. This includes a constant study of technical developments so that the company may apply if the proper time ever comes—for a better frequency, more power, FM, television and facsimile, 2) new and improved equipment when desirable; 3) maintenance of equipment and technical operation at a high efficiency; and 4) supply management with engineering data that will help promote and sell the station. This includes such things as coverage data on the station and its competitors.

There is only one main and very important operational function of engineering and this is to supply technical facilities and operators for the use of the program department.

Lines of Authority

Mr. Sargent said that he feels that with lines of authority clearly drawn, department heads should have authority “commensurate with their responsibility.” With lines of authority clearly drawn, the chief engineer can report to the program manager on staff functions and supply the program director with operational functions. My operators have always been instructed that they are working for the program department, not programming. It is this that Mr. Sargent's so-called program deficiency is reminiscent of securing competent personnel. This has worked well. I believe that the two functions of staff and operational responsibility can be clearly drawn for all department heads including the program director.

And now to comment on programming. The FCC release of March 7, 1946, entitled “Public Service Responsibility of Broadcast Licensees,” more commonly referred to as the Blue Book, has served to focus attention on programming. The legal aspect of the Blue Book will not be commented on, but the program philosophy will be, as well as the implication that our program must be, as a whole, good. It is not believed that the Commission meant to indict the whole industry. Certainly, there are broadcasters who are not discharging their obligations properly. On the other hand, in the
Need a little extra Pressure?

TURN TO

WJHP
JACKSONVILLE, FLORIDA

WTMC
OCALA, FLORIDA

WDLP
PANAMA CITY, FLORIDA

WCOA
PENSACOLA, FLORIDA

and brace yourself for a flood of business... a tidal wave of results... get in the swim... the water's fine!

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC
Champions Continue Freedom Drive

Amendment to Counter FCC Inroads Urged By Hearst

WILLIAM RANDOLPH HEARST, publisher of 16 daily newspapers and syndicate head, whose publications have featured a series of articles by David Sontzer, Washington Hearst correspondent, on the FCC Blue Book, has urged that a constitutional amendment assuring freedom of radio be adopted.

In an editorial, the Hearst newspapers assailed the FCC’s “dictatorial” policy over programs, said legislation cannot cure the question and urged the amendment. Following is the editorial:

The Radio Must Be Free

“The Constitution of the United States should be amended to give the American radio the same legal recognition it gives the American press, and to assure it the same FREEDOM.

“No other instrument of law or national policy will suffice for this purpose.

“Legislation by Congress has been demonstrated to be entirely inadequate for the purpose.

“There is already a great deal of legislation respecting the control of radio, despite the comparative infancy of the industry, but none of it has served to keep the radio FREE.

“The inherent weakness of such legislation, regardless of the original intent of Congress, is that it depends for interpretation and enforcement upon bureaucratic agencies which refuse to respect or be bound by the intent of Congress and which distort the law and assume and usurp powers under it in defiance of the authority of Congress and in contempt of the vital rights of the American people.

“The act of Congress which established the Federal Communications Commission, for instance, never provided or contemplated that the power of CENSORSHIP should be delegated to the commission.

“Nevertheless, the commission has EXERCISED the power of censorship over the radio both arbitrarily and arrogantly, and in such a manner that it is unable to function as a FREE system of communication and information and has become instead a mere vehicle of propaganda reflecting the opinions of the government currently in power and serving its political interests.

“The American radio consequentially, although Congress never intended such a thing or provided for it by law, has fallen under the rule of ‘seven bureaucrats setting themselves up as judges of what seventy million American radio listeners should be allowed to listen to,’ as Chairman Reece of the Republican National Committee recently observed.

“The Federal Communications Commission has not hesitated to use this usurped power to DICTATE the type and content of broadcast programs, giving the political administration currently in power favored and increasingly EXCLUSIVE access to the nation’s radio facilities.

“This action is typical of the BUREAUCRATIC STATE,’ as Chairman Reece warns, ‘where the private citizen is pushed around with arrogant contempt and allowed to listen only to those things which document the dogma of his masters.’

“Speaking as the executive head of a political party which has minor status at present but eventually will rise to power, Mr. Reece says frankly that ‘any political party would give its eye-teeth to be able to control broadcasting for propaganda purposes.

“But he also recognizes and acknowledges as an American citizen that:

“Any such effort is inviting NATIONAL DISASTER, because a politically-controlled radio and freedom of speech cannot live for long under the same roof.

“The Federal Communications Commission is leading America down a dangerous road, in the usurpation and exercise of the power of radio censorship, says Chairman Reece.

“The end of the road down which the commission proposes to lead us is government controlled programming of radio.

“The radio in Germany and Italy was dedicated to the perpetuation of Hitler and Mussolini.

“We don’t have to speculate as to what kind of entertainment we would have under these circumstances.

“For the benefit of the individ-

(Continued on page 98)

‘Collier’s’ Piece Tells Radio Industry To Fight

CONTINUING its editorial crusade against the FCC’s arrogation of program control, Collier’s in its June 15 issue admonishes broadcasters to carry on the fight for freedom of the air [BROADCASTING, June 10]. The editorial follows one published in an April issue titled “FCC Rides Again.”

Following is the text of the June 15 editorial:

Radio Had Better Fight

“As observed in this space a few issues ago, the Federal Communications Commission is again up to its old game of trying to regulate the contents and character of radio programs, while piously disclaiming any such intention. It is threatening to grant, renew, deny or revoke radio station licenses henceforth on the basis of what it terms the ‘public service’ rendered by each station.

“It is now a pleasure to observe that Justin Miller, president of the National Association of Broadcasters, is claiming, loudly and in public, radio’s right to regulate its own programs without interference from any source except the tastes of the radio public.

“Miller cites the Constitution’s guaranty of freedom of speech, and notes that Congress, in writing the Communications Act under which the FCC has its being, took extreme care to tell the FCC to keep hands off radio programs. One of Congress’ orders reads as follows: “No regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech by means of radio communication.”

“How anything could be more specific than that we don’t know. Yet the FCC for years has been riding jack-booted over this

(Continued on page 98)

IN VIEW of the fact that “radio stations are not permitted to have an editorial opinion of their own, but must rely on a few staunch friends whose voices are free to be raised in defense of this mute industry,” WIOD Miami read on the air excerpts from the Broadcasting editorial (May 20), defending commercial radio. Titled “Beautiful,” the piece was an answer to an anti-commercial editorial in Life Magazine (May 13).

Dissenting response totaled only two letters, both unsigned, both anti-commercial. Editorial was read on Singing Keyboards, which James LeGate, general manager, said reaches the “higher class type listener.”
DAILY EDITORIALS have become a feature of KMPC Hollywood news presentations, according to Vance Graham, station news editor. A daily editorial is selected from one of Los Angeles newspapers and adapted to use on one news broadcast each day. In effect for one month, this feature has yet to prove any violent letters to the editor.

Insofar as possible an attempt is made to quote editorial verbatim. With seconds as maximum time limit, some editorials are necessarily shortened. At first editorials were used on a mid-day broadcast but they are now broadcast on a nighttime spot.

To separate editorial from remainder of news period a bell is sounded to introduce it and complete identification is made. After editorial is read, bell is sounded and at present editorials are selected from local papers but other newspapers' editorials will be used from time to time depending upon their appropriateness, according to Mr. Graham. Only determinant is timeliness, he says.

Next step in editorial presentation, would be editorials written by station itself, but Robert O. Reynolds, vice-president and general manager of station, reports this is not presently planned. Instead he explained use of editorial has been adopted in attempt to provide maximum breadth to news presentations. He said station newscasts include every other type of news material and addition of editorial of air seemed fitting.

Elaborating on this practice, Mr. Reynolds felt station is not destroying radio's tradition of responsibility. Instead he characterized use of editorial as part of complete news coverage.

Radio listeners crave an honest opinion in the estimation of Mr. Graham; he feels that editorials properly identified boost interest in radio news presentation. As further evidence, he cited popularity of commentators who do more than present news in strict reportorial fashion.

House Group Hits Court Pay Ruling

RUMBLES have been heard on Capitol Hill of possible impeachment proceedings against the Supreme Court, which held unconstitutional a rider attached to an appropriation bill denying salaries to two former FCC employees and Robert Morse Lovett, former Government secretary of the Virgin Islands.

Some members of the House Appropriations Committee, which initiated the action against Mr. Lovett, Goodwin B. Watson, former chief of the FCC Foreign Broadcast Intelligence Service, and William E. Dodd Jr., FBIS news analyst, were conferring to determine whether to demand Congressional action. Messrs. Lovett, Watson and Dodd were ordered discharged by Congress after former Rep. Martin Dies (D-Tex.), chairman of the House Committee on Un-American Activities, charged the three were among 39 individuals affiliated with Communist-front organizations.

A subcommittee on appropriations, headed by Rep. John Kerr (D-N.C.), in 1943 recommended the rider denying salaries to the three men after Nov. 15, 1943, following an investigation. Messrs. Watson and Dodd, whose jobs since have been abolished by FCC, were permitted to work an extra week without pay to make a test. Mr. Lovett remained on the job some four months.

The Supreme Court, in a unanimous opinion, held that the rider was a "bill of attainder" against the three and was a "legislative act which inflicts punishment without a judicial trial" in violation of the Constitution.

Army, Navy Electronics Requested Budgets High

WITH THE NAVY Appropriations Bill now in the Senate, and already approved by the House, it was learned that $88,734,000 has been recommended as the allocation for electronics equipment; and $17,000,000 for electronics research, within the Electronics Division of Bureau of Ships. A total of $290,000,000 has been earmarked for overall Navy electronics research and development.

Army Signal Corps is understood to have asked for $104,085,000 total in the War Dept. Appropriations Bill, now before the War Dept. Subcommittee of the House Appropriations Committee. Of that figure, $95,000,000 is for research and development, and $11,173,036 for procurement.

Shot Hot Spot

BLANKETY BLANK! went the sound effects men of WOR New York last week, and the cause of their chagrin was just that. No blanks. No tell tale shots to ring out in the crime chasing activities of Nick Carter, Bulldog Drummond, The Falcon or any other WOR-Mutual sleuth, for the station had run out of blank cartridges and all eastern ammunition plants could offer was live shot. But finally the sound effects department, after securing sporting shops in two states—drew a Mark—4,000 of them to be exact—in a little sports shop in Union City, N. J. So murder can once more ring out from WOR-Mutual studios.

TRIP DISCUSSION by A. W. (Sen) Kaney, station relations manager of NBC Central Division (r) and Wallace O. Ollman, general manager of the Merchandise Mart, Chicago, deals with air voyage to South America which Mr. Kaney won as second prize in an idea contest sponsored by owners of the Mart, home of NBC studios.
Texas Network Political Policy
Is Violation, Candidate Claims

FCC and the Dept. of Justice last week were considering a complaint filed by Homer P. Rainey, former U. of Texas president and now a candidate for Governor, who maintained that stations of the Texas Quality Network is hereby imposed upon any licensee to allow the use of its station by any such (political) candidate," the only requirement being that "equal opportunity" be provided other candidates if time is allotted to one. Mr. Rainey’s complaint was reported under consideration.

At the Justice Dept. Wendell Borge, assistant attorney general, acknowledged the complaint had been received and that it was being investigated to determine whether any anti-trust law violation was involved.

Mr. Rainey’s message to both agencies said that “radio stations WAFA Dallas, WBAP Fort Worth, KPRC Houston and WOAI San Antonio, comprising the Texas Quality Network, have entered agreement not to sell time to political candidates before June 11. From June 11 to July 13 the network will permit the candidates limited use of four of the most powerful stations in Texas for only two weeks, thereby preventing thousands of rural voters from hearing the public discussion on the part of the various candidates,” he continued. He declared “this arbitrary limitation” and said he had “tried by direct appeal to the network to get them to take my speeches at their regular political rates but without success.”

“In the present combination,” he said, “three of these stations are owned by WBCA. But this time the radio-newspaper tie-up gives a few owners great power to curb free discussion of public issues . . . Attorneys advise me this agreement violates the Federal anti-trust laws and is contrary to the spirit and perhaps the letter of the Federal Communications Act . . .”

Mullin Speaks

GEORGE E. MULLIN, head of General Electric Co. Farm Sales Division, Bridgeport, Conn., introduced GE’s new program for placing GE products before the rural market in a speech to members and guests of the American Marketing Assn., at a luncheon in New York last week. Mr. Mullin said that the buying habits of the farmer usually placed radio in third place, and that this field would expand as more and more farms became electrified. He added that in bringing the farmer face to face with the newest products of GE, advertising would use greater radio appeal, and where possible television.

‘FM SETS ARE HERE!’—SAYS ASCH

WBCA President Repeats Ad in Schenectady—With Zenith Goods to Back It Up.

THE MUCH-DISCUSSED ad, “If You Buy a New Radio Without FM, You’ll Obviously Have an Obsolete Radio!” has reappeared in the Schenectady Gazette, again run by WBCA. But this time the headline is “FM Sets Are Here! . . .” According to Leonard L. Asch, president of WBCA, Schenectady’s FM 16-hour daily FM station, Commnr. E. F. McDonald, Zenith president, has shipped his first sets into the area, and the “first FM set campaign” is underway in Schenectady.

The original advertisement [Broadcasting, Dec. 31, 1945] started a “feud” among broadcasters when R. C. Cosgrove, Radio Manufacturers Assn. president— and also executive vice president of Crosley Corp. — took issue with the claims for FM. Claims were substantiated with quotes from outstanding radio manufacturers and broadcasters.

An All-Time Favorite

YES, INDEED! Published by EMBASSY MUSIC CORP.

Performance Rights Licensed Through BMI

BROADCAST MUSIC, INC., 500 Fifth Ave., New York 19, N. Y.

WFMJ YOUNGSTOWN, OHIO

67th Market
TRI-CITIES
ROCK ISLAND-MOLINE-Davenport
Let WHBF capture this prosperous
300,000 market for your sales
product.

THE SPORTS STATION OF THE NATION!

50,000 WATTS NEW YORK Rep. by Rambeau

You can `cover Ohio’s Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WHBF BASIC MUTUAL SW 1270KC

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Petrillo (Continued from page 15)

and the international executive board since the last AFM conven-
tion. The delegates adopted the resolution amid a noisy demonstra-
tion in support of their president. Mr. Petrillo has made it plain
that he called the strike at WAAF to test the constitutionality of
the Lea Act. In view of his admission to making demands on the station
and subsequently calling a strike and ordering a picket to patrol the
street in front of the WAAF studios, there is no issue of fact,
according to Dept. of Justice officials.

Legal Avenues

Should Judge La Buy rule against the AFM motion to dismiss, the case
could go to trial, although it was pointed out that a hearing could be
by-passed by a stipulation of facts entered into by the Government
and AFM counsel.

On the other hand, should the court sustain the motion, the Gov-
ernment could appeal directly to the Supreme Court on a question of
constitutionality, it was said. That method was used in late 1942 when
the Government charged Mr. Pet-
trillo with violating the anti-trust
laws in his ban against record-
making by AFM members.

In the anti-trust suit, District Judge Barnes of Chicago dismissed
the case on motion of AFM coun-
sel, who contended that the issue
was a labor dispute and not one
involving the anti-trust laws. The
Government appealed directly to
the Supreme Court and on Feb. 11,
1945, the high court sustained the
lower court.

Inasmuch as both the Govern-
ment and AFM are anxious to
have the Supreme Court rule on
the constitutionality of the Lea
Act as early as possible, it was felt
that the present action against Mr.
Petrillo would be expedited.

Petrillo Charges

The criminal information filed by Mr. Woll specifically charges that
Mr. Petrillo is an officer of the
Chicago Federation of Musicians,
"willfully, by the use of force, in-
timidation, duress, and by the use
of other means, did attempt to
coerce, compel, and constrain said
licensee (WAAF) to employ and
agree to employ in connection with
the conduct of its radio broadcasting
business, three additional per-
sons not needed by said licensee
in connection with the con-
doncur in the broadcasting business,
to discontinue their employment
with the said licensee; (2) by di-
rection in causing said three em-
ployees and other persons, members
of the Chicago Federation of Mu-
sicians, not to accept employment
by said licensee; and (3) by plac-
ing and causing to be placed a
person as a picket in front of the
place of business of said licensee."

Bradley R. Eidmann, general
manager of WAAF, said that a
picket has been on patrol on the
Wabash Ave. side of the Palmer
House in which WAAF studios are
located for the past 10 days but
only "on a parttime basis." The
picket's sign bore this inscription:

ENTERTAINING agency-network representatives is Jimmy Durante
at reception on occasion of signing by United Rexall Drug Co. of Garry
Moore (1) and Mr. Durante for another season on CBS. Listeners are
(1 to r) Harold L. McClinton, vice president in charge of radio for
N. W. Ayer & Son, and Frank Stanton, CBS president. Durante-Moore
program, off the air June 7, resumes for United Dept. Sept. 13. Some
200 members of the press, CBS, agency and sponsor attended June 6
reception held at the Waldorf-Astoria, New York.

"Radio Station WAAF Is Unfair
To Chicago Federation of Musi-
cians."

Local 802 Fight

Meanwhile a two-year fight on the part of 19 members of New York
Local 802, AFM, charging irregu-
larities in the election of officers, is scheduled to be tried today (June
17) in New York Supreme Court.

Mr. Petrillo and Jacob Rosenberg,

"OF WHOLE CLOTH"

Says Lea of Petrillo Charge

About NAB Head

CHARGES by James Caesar Pe-
trillo that Rep. Clarence F. Lea
(D-Calif.), chairman of the House
 Interstate & Foreign Commerce
Committee and author of the Lea
Act, known also as the anti-Petrillo
Bill, was instrumental in the selec-
tion of Justin Miller as NAB presi-
ten last week were denied by the
veteran Congressman as false.

"That's made out of whole cloth,"
said Mr. Lea, when apprised that
Petrillo had boasted to his AFM
convention the week before that
Mr. Lea told broadcasters he would
do what he could to disrupt the
AFM if the broadcasters would
give Mr. Miller, a personal friend
for 50 years, a job [BROADCASTING,
June 10].

"We were working on the Pe-
trillo Bill long before Judge Miller
was even considered for the NAB," said Representative Lea who re-
turned last week from campaign-
ing in his district. "In fact Judge
Miller was elected president of the
NAB before I knew anything about it."

AFM Resolution

In the closing hours of its con-
vention the AFM adopted a reso-
olution calling on the FCC to require
all stations to devote a minimum of
25% of their operating time to "localist" programming of programs
of which at least half should be
voiced to music, and that a reason-
able share of this be furnished by
professional union musicians."

The resolution follows:

Whereas, the basic Federal law govern-
ing the granting or renewal of licenses
to operating radio stations requires that
the public interest be served thereby,
and

Whereas, the public interest has been de-
defined to mean, among other things,
the provision of local talent and local
activities of those who are not engaged in
production and outlet on local programs,
and

Whereas, local live programs have been
declining as network broadcasting has
gradually monopolized available air
time, resulting in ever diminishing em-
ployment opportunities for the nation's
musicians and extreme concentration of
musical work in a few principal stations
in three large cities; and

Whereas, this is contrary to public policy laid down by Federal law
and supposed to be administered by the
FCC, and

Whereas, at present the average stand-
ard station employs less than one-third of
a fulltime musician, a statistical
fact which means that several hundred
stations have fulltime staff musicians
whatever, therefore.

Be it resolved that the Federation call
upon the FCC for full consideration of
this important element of democratic
functioning by granting licenses or
renovations to operating radio stations,
and

Resolved that in the interest of bal-
anced talent in general to the American
public, as well as increased working opportunities for union members,
the Federation urge the FCC to set up ade-
quate standards aimed at adjusting the the present inequities, and

Resolved that the Federation make
a recommendation to the FCC, namely

IN CANADA

WINNEPEG

is a MUST buy

Men Who Know

Peters, INC.

REPRESENTATIVE - WEDD & CO.

BROADCASTING • Telecasting

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25% of them be required to devote a minimum of one day a week to union work. That issue resulted in a $2,500,000 "welfare" fund from the AFM, headed by professional union musicians.

Welfare Fund

To the international executive board, the convention entrusted the million-dollar "welfare" fund from records. It was hoped that the fund would reach $2,500,000 by Jan. 1. It was urged that it be used for giving free concerts throughout the country.

A resolution authorizing the AFM to apply for a radio station license was defeated but another, which was adopted, authorized a study of FM by a committee and if the committee deems it advisable to apply for FM stations, either in the name of AFM or local unions, "the officers be and they are hereby empowered and directed to do any and all things necessary to make or cause to be made such applications or applications in accordance with the rules of the FCC."

Immigration Resolution

Another resolution approved calls upon the immigration service to stop the practice of Mexican musicians entering the U. S. to play miscellaneous engagements.

A plan to employ a public relations counsel to educate the public away from calling Petrillo a "czar and dictator" died in committee.

Four assistants to the president, at salaries of $15,000 annually for the first, $10,000 for the second, and $8,000 each for the others were approved. Officers, in addition to President Petrillo, were elected as follows:

Charles L. Bagley, Los Angeles, vice president; Leo Cleusman, New York, secretary; Thomas P. Gamble, Providence, financial secretary-treasurer; John W. Parks, Dallas; Oscar F. Hild, Cincinnati; George V. Clancy, Detroit; Chauncey A. Weaver, Des Moines, members of the international executive board from the U. S.

1987-Major Edward Bowers-1946

Maj. Edward Bowers, famed as originator of the radio amateur show, died last week after he had celebrated his 72nd birthday at his summer estate, Rumson, N. J., following a long illness. Rites of the Catholic Church were administered by Francis Cardinal Spellman before a large funeral service was to be held in St. Patrick's Cathedral, New York, at 10:30 a.m. today. Interment will be at Sleepy Hollow Cemetery, Tarrytown, N. Y.

The genial Major rose from clerk to be a Col., and lost several fortunes in reality. Broadcasting, however, made him a household word and lent inspiration to young performers in the depression years of the last decade.

Reclaiming his realty holdings after they had been swept away by the San Francisco earthquake of 1906, Major Bowers came east. In New York he specialized in building theatres, the most famous being the Capitol, which became the first big radio station picture "palaces." From this theatre came his first radio feature, "The Capitol Family." As an official of Metro-Goldwyn-Mayer, Major Bowers undertook the management of WHN New York in 1934, a consolidation of WRNY, WPAP, WQAO and WHN, all owned by the film company. There his amateur hour was born, becoming the most popular program on the air in 1938.

In 1909 he married Margaret Illington, actress, and became her stage manager, working with her until she retired in 1919. Mrs. Bowers died March 11, 1934, at Miami Beach, Fla. They had no children.

Wasmer, Craney Ask Missoula Outlet; Other Applications Filed With the FCC

Louis Wasmer, owner of KGA Spokane, and E. B. Craney, owner of KGIR Butte and substantial stockholder in several other Northwest stations, own controlling interest in a firm which applied to the FCC last week for a new 5 kw full-time station on 830 kc at Missoula, Mont.

Mobay's Inc., which owns KGVO Missoula, holds a construction permit for a new station at Anaconda, which is contiguous to the Butte metropolitan area served by KGIR.

Mr. Wasmer, who sold KHQ Spokane, to Spokane Chronicle Co. for $1,285,000 [BROADCASTING, Feb. 1], owns 30% of the Missoula applicant, Western Montana Assoc. Mr. Craney owns 22%. Other stockholders: Pat M. Goodover, former assistant manager of KGIR, president; Roy C. Kelley, former executive vice president of Associated Broadcasting System, now seeking with Ray C. Veenstra to purchase WHLS Flointon for $300,000 [BROADCASTING, June 3], applied for 1490 kc with 250 kw fulltime at Muskegon, Mich.

Boulder City Broadcasting Co., licensee of KBNE Boulder City, Nev., applied for a new Las Vegas outlet to operate on 970 kc with 1 kw fulltime.

Demand for Higher Pay Expected of Disc Firms

In anticipation of AFM increasing pay scale when present contracts end in October, Los Angeles area recording firms are accelerating production schedules and will spend the entire summer stockpiling material for winter release.

Although James C. Petrillo, AFM president, hasn't announced terms he'll demand, it has been estimated that several times that the union will seek substantial increased money. Scale hike, it is known, was privately discussed by AFM top executives during the St. Petersburg, Fla., convention, with report that demand will be $30 per musician, per side for record making. Another report is that Petrillo would ask double the present scale, which is $30 for not more than four sides, providing they are completed within three hours.

ANA SPEECH DIGEST

A 32-PAGE booklet containing abridgements of talks before the semi-annual meeting of the Assn. of National Advertisers last April at Rye, N. Y., on the use of advertising to sell companies as well as products has been published by the Association.

In a foreword to the booklet, Howard Chase, chairman of the ANA public relations committee and director of public relations for General Foods Corp., said that business has not paid enough attention to selling itself either to employees or to the public.

De Angelo Resigns
CARLO DI ANGELO, producer, has resigned from the central radio department staff of McGinn-Erickson, New York, to devote full time to freelance directing in radio and the legitimate stage. He leaves the staff effective July 1, but will remain on call to the agency for free lance assignments.

Channel 6 for FM Suggested by Coy
Says Allocation Could Be Taken From Television
WILLIAM L. MURTough, Hollywood engineer, winters in fashionable Palm Springs, Calif., and with summer shifts resident to Catalina Island, popular summer resort spot off the shores of Wilmington, Calif. At least that's been his schedule this past year. Chief engineer of KCMJ Palm Springs during past winter, he resigned to rejoin CBS technical staff and was assigned to all programs originating from Catalina Island for summer.

Ten Day Radio Seminar
A TEN DAY radio seminar, June 14-24, is being held at the Hudson Shore Labor School, 12th Street, West Park, N. Y., for a group of 35 educational directors of various AFL and CIO unions. The radio seminar will discuss the use of radio, preparation of scripts, selection of suitable material and how to promote a program in the community.

Morris Novik, radio consultant, opened the session stressing the responsibility of the union toward the program. Nathan M. Rudich, WNYC producer-director, and director of radio and television activities for New School of Social Research, will instruct the seminar while vacationing from WNYC.

Men Are Married
FRANK LATOURRIETTE, news and special events manager for ABC Western Division, and Lola Camishis, who resigned as sales traffic manager of KGO San Francisco, were married in that city June 8.

Robert W. Brown, executive news editor of INS, last week was recovering in Doctors Hospital, New York, from pneumonia.

N. Y. Labor School Holds Ten Day Radio Seminar
The NAB Association of Women Directors, New York, meets. Other members of the committee for FM are: Gordon Gray, owner, WMIT Winston-Salem; John Shepard 3d, general manager, Yankee Network; M. F. Coy, general manager, WHBF Rock Island; Paul Stanton, president, CBS.

Women Directors Meet
SECOND annual conference of the NAB Association of Women Directors is scheduled June 15-16 at Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

Cutting Recovered
DIck CUTTINg, assistant director of CBS Western Division public affairs department, recovering from bronchial pneumonia, returns to his network duties June 24.

Channel 6 for FM
Mr. Coy believes that industry immediately should propose the allocation of TV channel 6 to FM in a petition to the Commission. This, he says, because of the large number of television applications which have been withdrawn. Thus far 76 applications in this category have been cancelled.

In a situation where there is a scarcity of facilities, Mr. Coy observed, there is bound to develop, more government regulation and a tendency toward monopoly in ownership. If the Commission's problem is not available more frequencies for FM, he feels these dangers could be avoided more readily by the addition of channels rather than by reservation of present limited channels.

Confer Soon
The NAB FM Department Executive Committee of which Mr. Coy is a member, is to be called together soon by Walter Damm, chairman, to discuss this problem. Mr. Damm, is vice president of The Journal Co., licensee of WTMJ and WMJ-71 Milwaukee.

If television Channel 6 should be made available for FM, he would mean the addition of a minimum of 10 FM channels and a probable maximum of 14. The exact number would be determined by the standards of allocation adopted at the Commission.

Mr. Coy believes that reservation of channels creates a further scarcity and actually compounds the problems of the Commission in distributing available facilities. He will make his proposal formally before the NAB FM executive committee when it meets. Other members of the committee for FM are: Gordon Gray, owner, WMIT Winston-Salem; John Shepard 3d, general manager, Yankee Network; Paul Stanton, president, CBS.

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FCC Grants 500w Daytime Capital Outlet to Metropolitan

METROPOLITAN Broadcasting Co., composed of some 75 stockholders with a range of professional interests extending from poultry farming to politics, received a grant for a daytime outlet to Washington last week, to operate on 570 kc with 500 w (see earlier story on page 18).

The group, holder also of a proposed FM grant for Washington, intends on both stations to "pursue a policy of blend of commercialization"; originate "a large proportion of its own programs"; engage in program experimentation in an effort to broaden program content, and in general "meet the program needs of all listeners in the service area, including approximately 250,000 Negroes."

In support of its "limited commercialization" plans, company officials submitted an exhibit at the Washington FM hearings [BROADCASTING, March 18] asserting that the firm "will strictly limit the length of each commercial announcement, the number of commercial announcements, the place of each announcement in the program period, the time between announcements, the nature of the announcements, and the nature of the products advertised."

'Profits Secondary'

President Morris Rodman, pharmacy owner and real estate man, testified that "profits are secondary."

Metropolitan's rules on commercial policy include: No commercial more than 59 seconds long; no program ever to be interrupted by a commercial announcement in a row (in general, commercials to be 29 minutes apart); no singing commercials; no beer, wine, or liquor advertising; all religious programs carried sustaining.

The firm said it plans to make its facilities and staff available for preparing programs "to all local organizations, colleges, universities, and nonprofit associations on a non-discriminatory basis, and will, in addition, seek to assist national organizations in preparing Washington programs for nationwide distribution by transcription."

In its efforts to broaden program content, the company said it "will experiment widely with portable recording devices for a many-hued, for a many-hued, for other happenings within its service area." It proposed to make its "outstanding program features available by transcription to other stations desiring them."

Edward M. Brecher, station director, former economic analyst at the FCC, and then and now one of the staunchest supporters of the Commission's Blue Book, of which he is a co-author, testified at the FM hearing that he and other organizers of the company had sought stockholders "who don't like radio as it is."

A list of 75 stockholders prepared as of March 1 showed none owning more than 5% of stock. Officers, in addition to President Rodman, were listed as Clark Foreman, secretary—president of Southern Conference of Human Welfare, Nashville, Tenn.; secretary of National Citizens Political Action Committee, New York; director of Highlands (N.C.) Museum & Biological Lab.; and director of American Society of Planners & Architects; Robert Davenport, treasurer—acting chief of Industrial Planning Division; Promotion and Marketing Administration, U. S. Dept. of Agriculture, and 40% stockholder of Tauxmont Development Corp.

Brecher's Biography

Mr. Brecher, 35, in charge of day-to-day operations, is a native of Minneapolis, holds a B.A. degree from Swarthmore College and M.A. from U. of Minnesota. His biography says he is experienced in teaching and counseling (U. of Minnesota, 1933-34), writing for children (Compton's Picture Encyclopedia, 1938-39), editorial research and analysis work (Senate Committee on Interstate Commerce Railroad Investigation, 1938-41), broadcast problems (FCC, 1941-42 and 1942-45), international affairs (Board of Economic Warfare, 1942), children's literature (Beverly Hills Church Book Shop, 1944-46), and interpretation of technical, scientific and social data to national magazine readers. Mr. Brecher officially left the FCC on Feb. 11, 1946. Metropolitan's FM application was originally filed Oct. 10, 1945 and its AM application was submitted Jan. 29, 1946, but Mr. Brecher's name was not associated with any of the applications or correspondence until after his departure from the Commission. The AM application was filed as a "change of call for filing" on March 6, 1946. Rep. Lyle Boren (D-Okla.) has charged on the floor of the House that Mr. Brecher worked on the applications while still employed by FCC.

Department Heads

An exhibit submitted at the FM hearings showed that Mrs. Marion Kingery, former chief of Washington's Remedia Educational Center, is director in charge of children's, teen-age, and parents' programs; Mrs. Eleanor Lattimore, one-time teacher at China U., Peking, and creator of Peking Institute of Fine Arts, former NBC researcher and OWI and Foreign Economic Administration consultant, former field secretary for National Board, YWCA, and now with the American Institute, Institute of Pacific Relations, is director in charge of public affairs, forum, debate and related programs; Mr. Davenport, treasurer, is director in charge of agricultural programs; Elizabeth Wickenden, Washington representative of American Public Welfare Assn., formerly with OEM, FSA, NYA, WPA, and FERA, is adviser on social welfare and domestic public affairs programs; Pierson Underwood, assistant to the director on Central Europe, War Areas Economic Division, State Dept., and a producer of musical plays, is adviser on musical programs.

Grants

(Continued from page 18)


Arlington, Va.—Northern Virginia Broadcasting Inc. 780 kc 1 kw daytime only. Equal partners: Frank U. Fletcher, Washington radio attorney and R. Kilburne Osburn, lawyer, 1%; A. Muskegon, Mich.—Greater Muskegon Broadcasting Inc. 1090 kc 1 kw daytime only. Principals: W. S. W. German, general manager of Boyden Electronics, distributor, 20%; Muskegon, president, 12.5%; N. L. Kessler, engineer at WOWO Fort Wayne, vice president, 35.5%. Granted June 13.

Dunn, N. C.—North Carolina Central Broadcasting Inc. 1090 kc 1 kw daytime only. Principals: B. B. McD. Westbrooke, Dunn, president, 12.75%; Leslie H. Campbell, president of Campbell College, Orange Grove, N. C., vice president, 4.25%; A. Hartwell Campbell, director of Raleigh, N. C., secretary-treasurer, 12.75%; Charles A. Franke, Durham, 12.75%; A. Lincoln Fulghum, Washington, 12.75%; Thomas R. Buold, Dunn, 12.75%; W. Huber Hutchins, High Point, 12.75%; Lofton A. Tart Sr., Dunn, 12.75%. Granted June 13.

Washington, D. C.—Metropolitan Broadcasting Corp. 570 kc 500 w daytime only. Seventy-five stockholders as of March I, none owning more than 1%; Morris Rodman, real estate and pharmacy executive, president, 2%; Edward M. Brecher, former FCC economic analyst, station director, 1%; Robert C. Preston, treasurer, 0.9%; Clark Foreman, secretary—president of Southern Conference of Human Welfare and secretary, Na tional Citizens Political Action Committee, secretary, 0.9%; Philip Duna-way, former chief editor of the U.S. Office of Research and Intelligence, director, 1%; Dr. Leon Gerstein, real estate man, director, 1%; William L. Greene, director of research for Engineering and Research Corp., Riverdale, Md., director, 1%; Dr. Joseph A. Johnson, physician and teacher, director, 1%; Marion Kingsbury, director in charge, Remedial Education Assn., Washington, director, 1%; Eleanor Lat-timore, Washington representative of Institute of Pacific Relations, director, 1%; Samuel Lichtstein, former assistant in foreign service, director, 5%; Elizabeth Wickenden, Washington representative, American Public Welfare Assn., director, Albert Stanley Young, furniture distributor, 5%; Marcus A. Gold man, U. of Chicago, professor of law, 5%; Simon Gerber,rug dealer, 5%; John P. Anderson, poultry farmer, 9%.

BROADCASTING . . . the talk of all radio

BROADCASTING magazine publishes weekly more news of all radio—AM, FM, television (and facsimile) than all other journals combined. All information you need know about radio you’ll find in BROADCASTING $5 PER YEAR.

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FCC Actions
(Continued from page 66)

[Document text continues with various FCC actions and approvals.]

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BROADCASTING • Telecasting

MORE POWER TO US!

We’ll soon be taking a much bigger (5000 W) bite out of the Pittsburgh district air waves. Add this new extended coverage to KQV’s aggressive promotion and climbing listener ratings and you have the Pittsburgh buy market-wise advertisers are looking for!

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.
National Representatives: WEDD & CO.
Raytheon Co. Enlarges Broadcast Mfg. Division

BROADCAST Equipment Division of Raytheon Mfg. Co., Chicago, has taken over an additional building, at 7475 Rogers Ave., to house all administrative, engineering, drafting and other activities.

Division more than triples production facilities by taking over the large two-story building which will be ready by July 1. Plant at 7517 N. Clark will be retained as metal working shop.

AM-1400 kc

Raymond L. Lerosso, The Air Inc., change type transmitter, approval of transmitter location.

Radio Station WSUA Inc., change type transmitter, approval of transmitter location.

Wis.-CP new station 1240 kc, AM-unlimited hours-AMENDED: to change location of transmitter.

WSUA Bloomington, Ind.-Modification of CP which authorized a new station for change in location of transmitter.

Warren, Davis, Yeager & Ford, Inc., modification of CP which authorized a new station for change in location of transmitter.

FM-73 mc

WBAB Indipendence, Pa.-Voluntary assignment of license to Evansville On The Air Inc. AM-1550 kc

WBBS Waukesha, Wis.-Voluntary assignment of CP to Evansville On The Air Inc. AM-860 kc

WDYK Washington, D. C.-CP, new station 950 kc, 1 kw and unlimited hours.

The Oneida Broadcasting Co., Rhinelander, Wis.-CP new station 1240 kc, 250 w and unlimited hours.

AM-1600 kc

Roy Richards, Robert Tisinger, J. E. Duncan, Howard H. Wolfe, d/b as Lake Huron Broadcast Mfg. Division more than triples production facilities by taking over the large two-story building which will be ready by July 1. Plant at 7517 N. Clark will be retained as metal working shop.

AM-1600 kc


FM-970 kc

Pikes Peak Bcast. Co., a partnership composed of Joseph B. Rehner and Edythe G. Sweeney, Colorado Springs, Colo.-CP new station 1240 kc, 250 w and unlimited hours.

AM-1240 kc

Boulder City Bcast. Co., (A Nevada Corporation), Las Vegas, Nev.-CP new station 970 kc, 1 kw, unlimited hours.

FM-79 kc

WFCI Pawtucket, R. I.-License to cover operation of new FM station, channel 102.7 mc.

AM-1320 kc

Real & Hauser Broadcasting Co., Fontana, Calif.-CP new station 1310 kc, 250 w and unlimited hours.

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AM-1210 kc

Eastern Bcast. Co., Oyster Bay, N. Y.-CP new station 1250 kc, 250 w and unlimited hours.

AM-1210 kc

Clearwater Bcast. Co., Inc. Clearwater, Fla.-CP new station 1350 kc, 250 w and unlimited hours.

AM-1320 kc

Altaus Bcast. Co., Altus, Okla.-CP new station 1310 kc, 250 w and unlimited hours.

AM-1320 kc

The Altus Bcast. Co., Altus, Okla.-CP new station 1310 kc, 250 w and unlimited hours.

AM-1550 kc

Fred Jones and Mary Eddy Jones d/b as Fred Jones Bcast. Co., Tulsa, Okla.-AM new station, 1240 kc, 10 kw and unlimited hours-AMENDED: re changes in antenna and transmitter.

AM-1400 kc

KGNW New Britain, Conn.-Modification of CP which authorized a new station for change in type of transmitter and change in transmitter location.

AM-1100 kc

Central Bcast. Co., a partnership composed of H. Ross Perkins & J. Eric Williams, Utica, N. Y. (P. O. 1218 Miller Street)-CP new station 1190 kc, 250 w and daytime hours.

FM-100.9 mc

CBS, Inc., Washington, D. C. (P. O. 456 Stathen Avenue, New York, N. Y.)-CP new FM (Metropolitan) station on channel 265, 100.9 mc and coverage of 11,750 sq. mi.

AM-1360 kc

WOPK Marion, Ohio-Modification of CP which authorized a new station for change in antenna and in transmitter location.

AM-82.9 mc

John P. Norton, Marquette, Mich. (P. O. 230 Third Avenue, South, Escanaba, Mich.)-CP new FM station, channel 225, 88.9 mc and coverage of 4,332 sq. mi.

AM-1330 kc


AM-1330 kc


AM-1420 kc

Know Austin, Tex.-CP to change frequency from 1440 to 1420 kc, increase power from 250 w to 5 kw during daytime hours-AMENDED: to show changes in antenna and transmitter and DA for night use and change transmitter location-AMENDED: to show changes in antenna and transmitter.

AM-1250 kc

Four States Bcast. Co., Texarkana, Ark.-CP new station 1490 kc, 250 w and unlimited hours.

FM-970 kc

Effingham Bcast. Co., Effingham, Ill.-CP new station 1090 kc, 250 w and daytime hours.

AM-1240 kc

KWK St. Louis, Mo.-CP to increase power from 250 w to 1 kw, install new transmitter and DA for night use.

AM-1250 kc

WCBS Springfield, Ill.-CP to change the hours of operation from 1230 to 1450 kc, change type of station as Metropolitan.

AM-1260 kc

KGKB Tyler, Texas.-CP new station 1100 kc, 250 w and unlimited hours.

FM-102.9 mc

WFLA Plant City, Fla.-CP new FM station, channel 247, 102.7 mc.

AM-102.7 mc

B. R. LeTourneau, Longview, Tex.-CP new FM station channel 274, 102.7 mc.

AM-1210 kc

Edward LeDon de los Santos, N. Y.-CP new station 1400 kc, 250 w and unlimited hours.

AM-1400 kc

Edward LeDon de los Santos, N. Y.-CP new station 1400 kc, 250 w and unlimited hours.

AM-1400 kc


AM-1210 kc

Alva B. Adams Jr., Pueblo, Colo.-CP new station 1490 kc, 250 w and unlimited hours.

AM-1400 kc

Pikes Peak Bcast. Co., a co-partnership composed of Joseph B. Rehner and Edythe G. Sweeney, Colorado Springs, Colo.-CP new station 1240 kc, 250 w and unlimited hours.

AM-1240 kc

Clearwater Bcast. Co., Inc. Clearwater, Fla.-CP new station 1350 kc, 250 w and unlimited hours.

AM-1320 kc

The Altus Bcast. Co., Altus, Okla.-CP station 1310 kc, 250 w and unlimited hours-AMENDED: to change frequency from 1340 to 1400 kc, change transmitter power from 250 w to 1 kw, change hours of operation from unlimited to daytime hours.

AM-1320 kc

The Altus Bcast. Co., Altus, Okla.-CP station 1330 kc, 250 w and unlimited hours.

AM-1290 kc

WGN Central Illinois-Motion of CP which authorized a new station for change in type of transmitter, approval of antenna and transmission location and change studio location.

AM-1450 kc

WBCS Springfield, Ill.-CP to change type of transmitter, install new transmitter and change antenna and transmitter location.

AM-1380 kc

KWK St. Louis, Mo.-CP to increase power from 1 kw to 5 kw, install and DA for night use.

FM-100.9 mc

Unassigned

Andrew G. Blaney, Tom Olsen, General Partners, Martin Sunnemurder and William J. Donahue, Ltd. Partners, d/b as Rose Bowl Broadcasters, Ltd., PAUL H. KAYMER CO., National Representatives

BROADCASTING • Telecasting

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When you buy CBS be sure you get KDRT

BAKERSFIELD, CALIFORNIA
FCC Actions (Continued from page 87)

AM—1310 kc
WNCA Asheville, N. C.—License to cover CP as modified which authorized a new standard broadcast station.

AM—1340 kc
WNCA Asheville, N. C.—Authority to determine operating power by direct measurement of antenna power.

AM—1350 kc
WDUK Durham, N. C.—Modification of CP which authorized a new station to change type of transmitter.

FM—Unassigned
Radio Asheville, Inc., Asheville, N. C. (P. O. c/o George H. Wright, Wachovia Bank Bldg.)—CP new FM (Metropolitan) station to be operated on frequency and coverage to be determined by FCC.

AM—1370 kc
W-A-K Bestg. Co., Waukesha, Wis. (P. O. Box 318 W. Main Street)—CP new station 1510 kc, 250 w and daytime hours.

AM—1350 kc
Southwest Iowa Broadcasting Co., Creston, Iowa—CP station 1190 kc, 1 kw and daytime hours—AMENDED: to change frequency from 1180 to 1250 kc, type of transmitter and specify transmitter location.

AM—600 kc
KJSJ Jamestown, N. D.—Modification of CP as modified, which authorized in power, installation of new transmitter and DA and change in transmitter and studio locations for extension of completion date.

FM—102.7 mc
The WREN Bestg. Co., Inc., Topeka, Kansas (P. O. 8th & Vermont Sts., Lawrence, Kansas)—CP new FM (Metropolitan) station to be operated on channel 273, 102.7 mc and coverage of 13,720 sq. mi.

AM—1490 kc

AM—1490 kc
United Bestg. Co., Ogden, Utah—CP station 1400 kc, 250 w and unlimited hours—AMENDED: re stockholders.

AM—1340 kc
Herschel Bullen (as Elko Service Co., Elko, Nev. (P. O. Box 333, Logan, Utah)—CP new station 1340 kc, 250 w and unlimited hours.

Applications Tendered for Filing:

AM—890 kc
G. Staley Brewer, Southern Wyoming Bestg. Co., Laramie, Wyo.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours.

AM—1230 kc
G. Stanley Brewer, Southern Wyoming Bestg. Co., Rawlins, Wyo.—CP new station to be operated on 1230 kc, power of 250 w and unlimited hours.

JUNE 10

AM—1340 kc
WFAU Augusta, Ga.—Modification of CP which authorized new station to change type of transmitter and specify transmitter location.

AM—1360 kc
Capitol Bestg. Co., Trenton, N. J. (P. O. Trenton, N. J.)—CP new station 1360 kc, 1 kw, DA and unlimited hours.

AM—1230 kc
Commonwealth Bestg. Corp., Danville, Ky.—CP new station 1230 kc, 100 w and unlimited hours—AMENDED: re changes in directors and officers.

AM—1360 kc
Forest City Bestg. Co., Cleveland, Ohio—CP new station 1400 kc, 250 w and unlimited hours—AMENDED: re changes in officers and stockholders.

AM—1800 kc

AM—1490 kc

AM—1540 kc
Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, R. G. Kingsberry, Rex D. Kitchener, Perrin, Texas—CP new station 250 w and unlimited hours.

JUNE 13

AM—1490 kc

AM—1300 kc
Gall D. Griner and Alden M. Cooper, a partnership, d/b as The Adrian Bestg. Co., Adrian, Ohio—CP station 1600 kc, 250 w and unlimited hours.

FM—45.1 mc
Allen T. Simmons, Akron, Ohio—CP new FM (Metropolitan) 45.1 mc, coverage 10,880 sq. mi.—AMENDED to change type of transmitter.

AM—890 kc
Blanfox Radio Co. Inc., Bristol, Va. (P. O. South Main St, Harlan, Ky.)—CP new station 860 kc, 1 kw and daytime hours.

AM—1010 kc
James G. Thomas, Louie S. Barefoot, Lawrence Gooding & Hector H. Clark (as Sampson Bestg. Co., Clinton, N. C. (P. O. Box 279)—CP new station 1010 kc 1 kw and daytime hours.

AM—1450 kc
Highlands Broadcasters Inc., Oak Ridge, Tenn. (P. O. Temp, care Ladd & Carson, Atlanta, Ga.)—CP new station 1450 kc, 250 w and unlimited hours.

FM—98 kc
Indiana Bestg. Corp., Indianapolis, Ind.—CP new FM (Metropolitan) station plus or minus 89.0 mc, coverage of 10,190 sq. mi.—AMENDED: to change frequency from 10,190 to 13,685 sq. mi.: population from 927,382 to 1,100,461 and make changes in antenna system.

AM—1450 kc
H. M. Williams & Roy D. Johnson (d/b as Modesto Bestg. Co., Modesto, Calif. (P. O. Box 474, Visalia, Calif.)—CP new station 1450 kc 100 w and unlimited hours.

Applications Tendered for Filing:

AM—1490 kc
Telecolor Corp., Springfield, Mass.—CP new station 1490 kc 230 w and unlimited hours.

AM—810 kc
WTHT Hartford, Conn.—CP to change frequency from 1220 to 810 kc, power of 250 w to 5 kw; install new transmitter and change transmitter location and install DA for day and night use.

AM—1340 kc
Brookhaven Bestg. Co., a partnership composed of Thomas W. Brady, Brookhaven, Miss.—CP new station 1340 kc 250 w and unlimited hours.

AM—1550 kc
KHWK Sam Boyd, Kalispell, Mont.—CP to change power from 250 w to 1 kw, install DA for night use and new transmitter.

AM—1230 kc
McKoy Bestg. Co., in or near Roswell, N. M.—CP new station 1230 kc 250 w and unlimited hours.
VIDEO BLACKOUT
Prompts Morvey to Install
- Own Review Room

A SEVERE electrical storm in New York last Tuesday blacked out the WABC television midway in the Chevrolet program for the studio audience and the press who were watching the show in a viewing room at the station's headquaters when lightning struck the transmitter and put out of commission the sets connected to it by cable. Viewers receiving the program off the air, fortunately including the client's booth, got interrupted service, however.

Agnes, whose television staff produced the Chevrolet show and the J.S. Rubber program on WABD later that evening, is now installing its own viewing room, “so that after the ABC not be dependent on inadequate equipment,” Paul Morvey, manager of ABC's television division, wired the press on Wednesday. Installation of its own viewing room, "so that the program off the air, fortunately included the studio audience and the press who were watching the show in a viewing room at the station's headquaters when lightning struck the transmitter antenna and put out of commission the sets connected to it by cable. Viewers receiving the program off the air, fortunately including the client's booth, got interrupted service, however.

Ridge Seeks Another

APPLICATION for a new local at North Wilkesboro, N.C., in the heart of the mountain country, was filed with the FCC Friday by Maj. Edney Ridge, general manager and part-owner of WBIG Greensboro, and U.S. Marshall, and Hadley Hayes, North Wilkesboro lumber company owner. Each owns 50% of the applicant company which seeks assignment on 1450 kc with 250 watts. There are no daily newspapers in five counties contiguous to Wilkesboro and the station proposes to specialize in news and “folk music.” Mr. Hayes is the son of a North Carolina Federal judge.

Hearings on Philadelphia television applications, scheduled to be heard today (Monday) in Washington were cancelled by the FCC Friday, following the withdrawal of three of the six contestents for the three available channels.

The withdrawals came in rapid order after a motions hearing late Tuesday in which Comr. E.K. Jett denied a request for 60 days postponement of the hearings to permit one of the applicants to seek a channel sharing arrangement with others entering the field. Mr. Jett refused extension, it was learned, following oral argument in which counsel stated he would withdraw if the request were denied.

Application of Rule

Comissioner Jett is understood to have taken the position that if applicants had no faith in rer broadcasting there was little point in their going through with the hearing.

The request for time to consider channel sharing is believed to be the first to come before the Commission since the rule permitting voluntary arrangements was adopted [BROADCASTING, Dec. 3]. Under Section 3.606 of the Rules Governing Television Broadcast Stations, provision is made by which “persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.606(c)” which requires that such agreements be filed with the FCC.

All but one of the six applicants had agreed to accept postponement, several submitting that the general uncertainty of the set situation, CPA restrictions and other factors made extension desirable. However, when the petition of Seaboard Radio Broadcasting Corp. (WIBG) for continuance was denied, the following withdrawal was filed: WIBG; Westinghouse Radio Stations Inc. (KYW); Pennsylvania Broadcasting Co. (WIP).

The withdrawals brought to 75 the number of dropouts since resumption of normal licensing, leaving only 62 applications awaiting action.

AFI Last Aid for Time Buyers

Dave Dole Prepares Test With Avery Firm

Of Book Simplifying Calculations

A NEW BOOK of interest to time buyers is being tested in Chicago with the tester Lewis H. Avery Co., stations representative. Book of the child of Dave Dole, associate radio director of Henri, Hurst, & McDonald, Chicago, and it is designed to make simpler the job of the timebuyer. The initial press run is 500 copies, $5 per copy.

Briefly, the Dole's Timebuyer's Table does this:

It develops the total number of delivered homes on the basis of coverage times rating. It also gives cost per thousand of delivered homes.

Example Given

This is a typical example, selected from the thousands of figures contained in Mr. Dole's 32 page book:

Station A claimed 465,000 radio homes. The station has an availability with a rating of 6.8. By multiplying rating times radio homes, the number of radio homes delivered with a 6.8 rating is 32,000. By dividing 32,000 radio homes into the one-time cost of the availability, $13.75, the cost per thousand is 45c.

The Timebuyer's Table includes data on coverage ranging from 100 to 10,000 radio homes which can be increased to the desired number by simply moving the decimal point.

The Avery firm is lining its sales staff with figures from the Dole's Timebuyer's Table before sending them out to joust with busy timebuyers.

Station List

According to the plan worked out mutually between Mr. Dole and B.P. (Tim) Timothy, manager of the Avery Chicago office, each salesman will be equipped with special sheets listing station, availability, cost of announcement, claimed coverage, and with Mr. Dole's pre-tested figures. Results of this special service will prove Mr. Dole's contention: that not all time peddlers are good mathematicians, and Avery's that service is half the selling job.

Avery stations which will be used in the Dole's Timebuyer's Table include KDAL KILO KMA KROY WDGY WFBC WJJD WJEF WPOR and WSAI.

Coincidental with the book's release, Mr. Dole stated he planned preparation of a number of 18 x 24 inch photostatic copies for desk use by representative firms.

Philadephia Video Hearings Cancelled as Three Withdraw

KANSAS CITY IS A K.O. Y

MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

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Basic material for the projected NAB report on "Radio for Retailers," based on the 12-month clinical test of the medium by Johnstone of Texas, will be reviewed by Joakim executives this week at a meeting with representatives of the NAB Dept. of Broadcast Advertising.

Frank E. Pellegrin, NAB director of broadcast advertising, will spend the week at the Joakim station in San Antonio, Lee Hart, assistant director. Call publicity and tail advertising, will spend a fort- night at the store. Also repre- senting NAB will be Vernon Fryburger, assistant professor of market- ing at Miami U., Oxford, and Mr. Fryburger has been retained by NAB six months to serve as a consultant and to carry out additional research on the Joakim proj- ect. He was an associate of Dr. C. H. Sandage, author of Radio Advertising for Retailers.

Report on Results

The NAB group will meet with Joakim officials including James H. Calvert, president; James H. Kee- nan, vice president in charge of sales promotion, and others. They will review the material that Miss Hart, who served as Joakim radio director last year during the period of the clinic.

NAB plans to issue a prelim- inary report on the Joakim project. This material has been prepared but awaits a check with Joakim officials. This report will be sub- mitted late this month or early in July to the NAB Joakim Advisory Committee. If approved by that group it will be issued in loose-leaf form, first of a series of reports which NAB will issue over a period of months.

Exhaustive analyses of the 1945 Joakim radio experiment are being made on the basis of store reports and material provided by Ernst & Ernst, business consultants. These will cover many phases of broad- cast and retailing, providing groundwork for expanded use of the medium by retailers generally.

Members of the Joakim Advisory Committee are: Retail section — Mr. Keenan; Russell Brown, vice president in charge of Joakim; Dr. Fryburger, assistant professor of market- ing, Allied Purchasing Corp.; C. H. Sandage, author of Radio Ad- vertising for Retailers.

VIDEO IS YEARS OFF, SAYS CBC MANAGER

Canadian Broadcasting Corp. plans to encourage television "as soon as we believe it is ready for Canada" but that will be years off, not months, Dr. A. Frigon, CBC general manager, told the Parlia- mentary Committee on Broadcast- ing in Ottawa last week (see earlier story page 25). "We refuse to be stamped into pre- mature action by publicity," he said.

Mr. Frigon told the Committee that CBC has recommended to the Radio Branch, Dept. of Transport, that private AM stations be licesed for low-power FM transmis- sion, but added he did not expect many FM receivers would be available until late this year or early next. Dr. Frigon said CBC expects to have an operating deficit of between $1,500,000 and $2,000,000 due to a drop in license fees and commercial network bookings.

CBC Dominion Network eventu- ally will operate 16 hours daily, he said. Today it operates four hours evenings. Committee members requested independent station logs "to see if the private stations are carrying out their job."

Ernest Bushnell, CBC program director general, told the Commit- tee that "The reports are being used to undermine the confidence of the people in the publicly-owned CBC." He declared that the program di- vision "does not operate from ivory towers," is in close touch with all phases of Canadian life.

NAB, Joakim Store Reviewing Projected Report on Retailing

Dear Mr. A. B. Schulenberg

Gardner Advertising Company
St. Louis, Mo.

Dear Mr. A. B.

"Gosh all hemlock, Myrt," I sez. "Myrt, she's my better half, ..." "Send for the damaged booklet gentleman?" Myrt took me straight in the eye and just said one word, "ALL!" Well, I know I was whipped. So I'm carryin' out my days. Myrt wants one of these recipe books that Mary Lee Taylor's been sendin' to all our listeners. It seems that evenin' in the county have been in to see their copy and Myrt want to be in on theirs. Although it ain't never unusual, I'm mighty happy that so many folks have been writing in to get the recipe books. I just wish I could have 1/2 more, but I can't, Myrt."

Myrt would take care of her own letter without it.

Yes, Alg

WCHS

Charleston, W. Va.

Page 90  *  June 17, 1946

GAME BENEFIT

KSO, WHO, KRNT Aid

Famine Relief

THREE stations of Des Moines, WHO-NBC, KSO-CBS and KRNT- ABC, competed in a double-header baseball game the evening of Dec- ember Day to aid famine relief. Admission was canned food.

During the game broadcast by KSO of major league games announcement was made to grocery stores open on the holiday to call the station so that listeners could be informed where to buy their "tickets." Within a quarter-hour 18 stores had responded.

More than 3,000 spectators tended the game that night while program directors, static managers, disc jockeys and others, personnel of the three stations play their best baseball. Over 10,000 cans of food were collected for shipment overseas.

Complaint Charge Made Against "Manufacturer"

HEARING on a Federal Trade Commission complaint charging that a company operated a "shingle" store in San Antonio, Texas, with misrepresentation in the sale of radios and radio parts was held last week before an FTC examiner in New York.

The complaint, dated February 1944, charges that Mr. Goldberg falsely represented that he main- tained a factory of radio and television 'does not operate from ivory

Exhaustive analyses of the 1945 Joakim radio experiment are being made on the basis of store reports and material provided by Ernst & Ernst, business consultants. These will cover many phases of broadcast and retailing, providing groundwork for expanded use of the medium by retailers generally.

Members of the Joakim Advisory Committee are: Retail section — Mr. Keenan; Russell Brown, vice president in charge of Joakim; Dr. Fryburger, assistant professor of marketing, Allied Purchasing Corp.; C. H. Sandage, author of Radio Advertising for Retailers.

Report on Results

The NAB group will meet with Joakim officials including James H. Calvert, president; James H. Keenan, vice president in charge of sales promotion, and others. They will review the material that Miss Hart, who served as Joakim radio director last year during the period of the clinic.

NAB plans to issue a preliminary report on the Joakim project. This material has been prepared but awaits a check with Joakim officials. This report will be submitted late this month or early in July to the NAB Joakim Advisory Committee. If approved by that group it will be issued in loose-leaf form, first of a series of reports which NAB will issue over a period of months.

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VIDEO IS YEARS OFF, SAYS CBC MANAGER

Canadian Broadcasting Corp. plans to encourage television "as soon as we believe it is ready for Canada" but that will be years off, not months, Dr. A. Frigon, CBC general manager, told the Parliamentary Committee on Broadcasting in Ottawa last week (see earlier story page 25). "We refuse to be stamped into premature action by publicity," he said.

Mr. Frigon told the Committee that CBC has recommended to the Radio Branch, Dept. of Transport, that private AM stations be licensed for low-power FM transmission, but added he did not expect many FM receivers would be available until late this year or early next. Dr. Frigon said CBC expects to have an operating deficit of between $1,500,000 and $2,000,000 due to a drop in license fees and commercial network bookings.

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Actually, FTC said, Mr. Goldberg falsely represented that he maintained a factory of radio and television equipment, but that his employees were radio engineers; that his prices were factory or manufacturers' prices; that repaired radios sold by him are factory rebuild sets and that they will give new radio performance.

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Want a Radio Job? Start in Small Towns

By MARY ZURHORST

GO TO THE SMALL town, young man, go to the small town if you want to break into radio. That is the advice of the latter-day Horace Greeley's of radio both in the U. S. and Canada.

"Go to the small town," he S. R. O. sign is out on practically all stations in metropolitan centers. Still the majority of radio-minded servicemen and civilians who are flocking to the big cities—New York, Chicago, Los Angeles, Toronto in search of jobs as announcers, producers, publicity and promotion men and other positions on the so-called "glamor" side of radio.

These jobs in the big markets are as scarce as crystal sets. Stations are facing the double problem not only of absorbing their own returning servicemen, but also trying to place the civilians who were wartime replacements—many of them having done outstandingly good jobs.

Get Solid Foundation

So despite the fact that to the neophyte seeking a radio career the advice to go to a small town sounds like the old familiar buck-passing, it is solid reasoning, backed by the experience of men who have come up from the small stations themselves, and know the value of a solid foundation for a non-technical radio career.

Bright spot of the picture is the attitude of the small stations, most of which are interested in the new crop of radio aspirants now ready for their job harvest.

The owner-manager of a 250 w., progressive station in the Blue Ridge, reflecting the average small station man's attitude, told Broadcasting: "The experience offered by the multiple jobs to be done around a small station is priceless. Most of us feel that our stations are stepping stones to the 'biggest-time', so there need be no qualms about a man using us to help boost him up the ladder."

"Even if some of the stations are filed now," he continued, "the turnover is tremendous." He added with not a little pride, "You see, we lose so many of our own men to the big time."

While the pay is smaller than that offered by metropolitan stations, the cost of living in small towns is comparatively lower. Housing is not so tight, competition not so demand- ing. "Let an announcer make his few initial mistakes in the small stations," advises an NBC executive. "Let him get the feel of radio and the ability to meet the emergencies that are inevitable. With that comes the confidence that comes only with doing the job, and then let him come to a big city."

Even for a man who has been in radio before his service, a stay at a small station would serve as a "refresher course" before he strikes out for big time.

Those trained in radio in the services—AFRS, AFN, public relations, communications, contempt, state side camp radio stations—will find that that experience is helpful, but does not constitute an entree into the large metropolitan stations. "That sort of background can be compared to a good radio school," says a West Coast radio official, "but will not substitute for practical experience such as announcing, production, newswriting with a small station."

For an overall picture of the employment situation in the metropolitan centers, here is what Broadcasting's bureau chiefs report:

NEW YORK: Greatest need, says NBC, is for script writers and production directors. "Qualified writers and producers are difficult to find."

WNYC's Welcome Home Auditions have been a boon to many a talented serviceman and woman. If the auditioned proved good, the whole chain of NBC stations was considered as a possible employment field, and every effort was made to fit him in where he was needed and wanted to go. Here again, however, the answer turned out to be the smaller station in the majority of cases.

Television Opportunities

CBS holds out the hope that biggest opportunities lie in television. But CBS considers the network a "post-graduate" job, and does not promise positions to the inexperienced.

Local interviews returning servicemen not formerly employed by the network, and if there is nothing immediately available, the serviceman's capabilities are recorded on a memorandum sent to all Mutual affiliates for possible placement.

"May I suggest that you look over these bulletins carefully and you wish to get in touch with an applicant, you can do so by writing or wiring the applicant through my office," the memorandum reads in part.

While WGN takes its former employees back, the net pays them as if they had worked with MBS through the war. Often this means 30% to 40% more pay than they made before service.

ABC also notifies its stations of men who they feel make good employment possibilities. As with the other nets, there are very few openings at the New York studios.

WNEW suggests newcomers get in radio by learning stereograpy and starting at a small station. WQXR offers the same advice. The point WINS advises that experience gained as a "radio logger"—one who keeps the log of everything that goes out over that station—is helpful. Another suggestion: the job of a small station.

CHICAGO: Veterans who were employed by Chicago stations before going into the service, are being taken back if they want their jobs, and not all of them do.

Big Salary Complex

Many vets feel they should be entitled to salaries out of all proportion to the importance of the job and their own ability, some station managers report. And this despite the fact that most jobs, especially those under AFRA or IBEW contract, call for substantial increases.

The average ex-serviceman is learning the best he can expect is $60 to $75 a week, and he needs plenty of experience to get that. In Chicago, where anything under $100 is barely a living wage, particularly if a man has a family, a lot of GIs are seriously considering moving to smaller towns where rents and living conditions are within range.

At WBBM, CBS owned and operated station, only men who have been previously employed by Columbia are being taken on, Walter Preston, program director, says.

At NBC-WENR, Leonard Anderson, personnel manager of NBC Central Division, says that a high percentage of former employees in the service have returned, "most of them to better jobs or at least more money." However, most of the men worked only part time as studio managers, or guest relations men, in addition to clerical assignments, while going to one of the nearby universities.

Technical Changes

At WIND, best opportunities for vets are in the musical or technical departments, with announcers and program jobs being held for former employees. WJHD has the same story, with Art Harre, station manager, reporting that after all former employees return, any vacancies will be allotted to veterans.

WGN, the Chicago Tribune station, is taking on all former employees as fast as they are discharged. Frank Schriever, station manager, said several experienced announcers had to be turned down, "even though we would have been glad to have them" because "our own veterans must get first chance."

Now that the vets are returning, the 4Fs are working with their hats on, waiting official announcement.

(Continued on page 97)
Are you a good announcer? KWTX, new radio station in Waco, Texas, has immediate openings for fully experienced professional announcers. Average salary plus talent on commercial shows. Send audition disk and correspondence to M. N. Bostick, WKTX, Waco, Texas.

WANTED: radio station

Successful broadcaster with many years experience in radio business desires to purchase radio station or stations (or control the interest). Please write full details concerning present status of business and capital necessary to affect purchase. Your reply will be treated in strict confidence.

BOX 444, BROADCASTING

WANTED: aerial view

A disc jockey who knows all the tricks of the trade. Capable of handling several hours per day. If you have what it takes—we have a progressive Northwest station that can give you the push you need in the music business. In reply give full details as to experience, age and personal qualifications. Your reply will be held in strict confidence.

BOX 365, BROADCASTING

FREE SAMPLE COPY

RADIO JOBS

545 Fifth Ave., New York 17, N. Y.

AVAILABLE IMMEDIATELY

TWO MAN COMBINATION

One—capable of managing and selling, 9 years experience commercial radio. Has handled specials and spots. The other—program production man 5 years experience, handles commercials, news, written, etc. Let us put your station on top with good management, programming and sales.

BOX 425, BROADCASTING

ADVERTISING & PROMOTION MANAGER

Now employed in radio, but stymied in present position. Seeks position with station needing a promotion man. 12 years experience in advertising and promotion experience gets you in the door. No experience in television is just one of the plusses we offer. Interested write—Box 445, BROADCASTING.
Situations Wanted (Cont’d)

Program director-announcer, veteran, 3 years experience, ad, news, special events, brief copywriter, age 25; married, sober, reliable. References. Contact: 6 N. Clark, Chicago, Ill. Box 424, BROADCASTING.

Experienced manager, recently sold own station, wants management position, preferably on percentage-of-net basis. Formerly manager of a station interested in management of combined newspaper-radio operation, also interested in management post involving radio, television, and publishing. Ref. Alburty, Al. Box 425, BROADCASTING.

Experienced newsman, 17 years in newspaper business, radio as his specialty, now working on an overseas news department for station interested in building foreign service and doing a real news job. Box 426, BROADCASTING.

Experienced first class operator, 14 years. Available immediately. Can do any combination of jobs, including installation, new construction experience. Married and vet. World War II. Box 427, BROADCASTING.

Personality pays! If you’re looking for men of temperament, personality, proven original shows; university and college training, experienced writer, producer, director; who can work under radio kind of pressure; and who can and will offer commerical pay and opportunities. Contact: Box 428, BROADCASTING.

Girl with three years experience in radio work, one year in job description. Available immediately. Can also do secretarial work, publicity work. Can start immediately. Contact: Box 429, BROADCASTING.

Program director immediately available. Seven years radio and TV experience. Nov. 25, production staff Chicago station. Age 28. Vet. Box 430, BROADCASTING.

Opportunity to reconstruct your station’s thinking—for real programmers! Wise program producer seeks opportunity. Box 431, BROADCASTING.

Station manager. Excellent on references, experience, selling, programming,A.C., promoting, public relations, management. College, married, age 32. Box 432, BROADCASTING.

Announcer—veteran, 29, with 18 months experience in sportscasting, desires permanent staff position. Available immediately. Box 433, BROADCASTING.

Business network production manager of five years wants program director position. Eight years in management, many fine references. Experience includes network announcing and production of high-caliber. Box 434, BROADCASTING.

Announcer. Immediate place desired along line of disc jockey or serial-writing experience. Formerly with ABC. Will take R. W. Scarpone, 1247 St. S., Brooklyn 28, N. Y.

Announcer—Two years experience. News, disc work, continuity and especially sports, including play by play. Available immediately. Reliable, sober and industrious. Contact: Box 435, BROADCASTING.

Announcer—veteran, single, 25, eager to establish radio career. Desires continuous, expanded experience in all phases of the work, experience in advertising, narration, acting; dept. commercial copy, platitude; ad, sales. College. No alcohol. Go anywhere, salary unimportant. Joe. Box 436, BROADCASTING.

Announcer—immediate placement desired, anywhere, on either full- or part-time basis. Formerly with WABC, New York. 9526 Sedgwick Ave, Bronx 53, N. Y.

I’ll go anywhere. Salary secondary. Experience on 600 station, BROADCASTING, while in Navy Wartime Dept. Hold reference. Wants position as news or disc-jockey position. Single, 22. Box 437, BROADCASTING.

Young man, 29, six years managing 250 watt station, ready for something larger. Has 14 years experience, seeking opportunity for career in broadcasting. Box 438, BROADCASTING.

We are releasing combination salesman-announcer with definite flair for news business. Good for returning service, Contact: WTMD, Orlando, Fla.

Sterling Drug Up

INCORPORATE IN 25% in sales of Sterling Drug Inc., New York, for first four months of 1946 over a corresponding period a year ago. It was announced last week by James Hill Jr., president, at annual stockholders meeting held in Wilmington, Del. Sales for the quarter were $46,000,000, an increase of $8,074,000 over reported sales for corresponding 1945 period. Total 1945 sales were $104,854,892. First quarter 1946 sales were $38,822,295, or $1.01 per share, as compared with net earnings of $3,957,846, or 81 cents per share during first quarter of 1945. April and May figures are expected to show appreciable increases. All directors of the firm were reelectioned at the meeting.

CLAYTON COOK, former assistant city editor of the Philadelphia Inquirer, has joined the public relations department of N. W. Ayer & Son, Philadelphia.

Contract!

TAKING KANSAN San Francisco at its promotion-brochure-writing business, 20,000 listeners for a nickel,” Smith, Bell & McCready, that city, has sent KSN a contract in behalf of So-Smoothy Putty Knife Co. of that city. Since Adelspur J. Whatthistle, president of the putty knife firm, has negotiated new union contract with employees, factory has stepped up output to about 85 knives per day and Mr. Whatthistle now feels firm is ready to begin his TV campaign. Contract, accompanied by agency check to cover full gross amount of $0.05, calls for 85 listeners for one day only. Agency took its usual 15% discount.

AFRA Refresher

REFRESHER schooling for professional talent discharged from armed forces, is being worked out by Hollywood AFRA executives and Veterans Administration personnel. Course is individual coaching, lectures, seminars and a workshop, according to Claude McCue, AFRA executive secretary. Each applicant must have been an experienced professional actor, singer, announcer or sound effects artist engaged in the business before entry into service.

PW Cited

PRESS WIRELESS last Wednesday received special commendation from the War Dept. for its efficient operation during the Normandy invasion and throughout Europe and the Pacific. In the presence of a group of government officials who were members of the special PW wartime stations in ETO and the Pacific, Chief Signal Officer Maj. Gen. Harry C. Ingles praised PW's contribution to the war effort. Mr. Norton, PW president, ceremonies took place in the firm's executive offices in New York.

To Do History

RALPH J. GLEASON, former trade news editor of ABC and previous to that news and photo editor for The London office of OWI, has signed contract with Duell, Sloan & Peck, for publication of a documentary history in hardcover and paperback of American Horse Racing. His first book, “The Jazz Invasion,” will appear in the fall. Mr. Gleason will research, write and edit the book in New York, as account executive. He will have an assistant.

DuMont Acquires

ALLEN B. DU MONT Labs., Panama, N. J., has acquired the Doherity Silk Mills, Clifton, N. J., and has signed contract with Duell, Sloan for publication of a documentary history in hardcover and paperback of American Horse Racing. His first book, “The Jazz Invasion,” will appear in the fall. Mr. Gleason will research, write and edit the book in New York, as account executive. He will have an assistant.

Kroll to Y&R

ALEXANDER KROLL, released from the employ of Kroll-Wilson, Esty & Co., and J. Walter Thompson Co., has joined Young & Rubicam, New York, as account executive.

June 17, 1946 • Page 93
Crosley Corp. Executive Addresses NEA Meeting

JAMES D. SHOUSE, vice president in charge of broadcasting, the Crosley Corp., Cincinnati, licensee of WLW, warned small town publishers to investigate carefully before investing any money in FM.

In a speech prepared for delivery Saturday before 600 leading, small town publishers at the annual convention of the National Editorial Assn., Estes Park, Colo., Mr. Shouse said he did not agree with proponents of FM that it would eventually replace AM, although he did feel, he said, that FM would offer means of radio expansion.

Wary Approach

Declaring he would not like to see publishers sold a bill of goods on frequency modulation, one way or the other, Mr. Shouse said FM offers to some small-town publishers a “real potential for increased circulation appears to be attracting many more potential buyers than any other Northern Ohio station!”

Chief STATION—your guide in the happy hunting ground!

Let WJW, Cleveland’s CHIEF Station, guide you in this happy hunting ground . . . where prospects abound!

WJW local programs are planned particularly to reach and sell—the Cleveland money market. WJW gives more dialers per dollar . . . reaches more potential buyers . . . than any other Northern Ohio station!

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NAB Seeks Delay In Disc Agreement

FCC Proposed Rule Held Needing Clarification

FCC WAS ASKED last week by the NAB to postpone its June 24 deadline for filing of briefs and requests for oral argument on proposed revision of the transcription rule, Section 314(b). A special transcription committee created by the NAB board of directors at its May 8 meeting held a two-day meeting in Washington June 12-13, deciding to request delay by the Commission. The committee decided the subject should be submitted to the board at its meeting in August.

In creating the transcription group the board had instructed it to report back with recommendations on proposed changes in the FCC rule. The Commission announced its proposed change June 3 [BROADCASTING, June 10].

Possible revisions in wording were proposed by the NAB committee along with a number of other suggested changes. Need for clarification in wording was pointed out, the group feeling that the proposed regulation is not clear in some respects.

Previous Objection

Two years ago NAB had objected to a proposed FCC regulation which would have required a roundup announcement each hour of all transcriptions or recordings which had been broadcast during the preceding hour.

The present proposed change is generally considered satisfactory, the committee members felt, but decided that formal action should be up to the board. If FCC grants the delay, NAB will likely ask oral argument and file a brief stating its position.

Attending the committee meeting Wednesday and Thursday were Paul W. Morency, WTIC Hartford; Richard Shafto, WIS Columbia, S. C.; Robert T. Bartley, NAB director of government relations, John E. Fetzer, WKZO Kalamazoo, was unable to attend but sent a letter outlining his views. Participating briefly in the sessions for NAB in addition to Mr. Bartley were A. D. Willard Jr., executive vice-president; Milton J. Kibler, assistant director, Employee-Employer Relations Dept.; W. Bryce Rea Jr., of the legal staff.

Hawkeye Hunt

TO PROVE that California has oldest living Iowan, KECA Hollywood is spotlighting search with four announcements daily, according to Clyde Scott, general manager. Whoever wins national hunt will be guest of Iowa Centennial celebration during this summer.

Haley, Olsen Apply for Pasadena FM

ANDREW G. HALEY, Washing
dio attorney, and Tom Olsen, of KGY Olympia, Wash., two associates applied to FCC for a new FM station in Pasadena, Calif., to serve the cultural needs of the community. Mr. Haley said programming would be entirely classical and semi-classical music until FM sets become available in quantity, and that at all times the station would emphasize cultural programs. The program structure will be 100% sustaining "at first" and the ultimate maximum of commercial will be 70%, he said.

The application grew out of a wartime association between Mr. Haley and a group of California Institute of Technology scientists at Aerojet Engineering Corp., Pasadena. The firm put the results of rocket and jet propulsion research into use in the manufacture of "Jato" units, used for rescue of lives at sea, to facilitate take-off of overloaded airplanes from carriers, etc. Mr. Haley was relieved from military service by Gen. H. H. Arnold, then AAF commanding general, to be president of Aerojet during the war.

One of the Institute's scientists, Martin Summerfield, a physicist, is a limited partner in the applicant firm, owning 10%. William J. Donahue, who was attorney for Aerojet, owns 5%. Messrs. Haley and Olsen are general partners, owning 60% and 25% respectively.

The firm uses the name Rose Bowl Broadcasters Inc. Installation of the station was estimated at approximately $12,000.

Safe Driving Show

SPECIAL, broadcast to encourage safe driving was to be presented June 16 by NBC in cooperation with the Association of Casualty and Surety Ex-ecutive on the "National Hour," Sun. 4-4.20 p. m. Titled "The Invisible Hitch Hiker," program featured an NBC announcer driving a car through New York traffic while driving instructor from NYU's Center for Safety Education, seated next to him, told him what mistakes he made. Conversation was relayed direct from the moving vehicle. Maj. Gen. Philip Fleming, chairman of President Truman's Highway Safety Conference, spoke from Washington.

WESTINGHOUSE

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general field.

Printers' Ink

June 17, 1946 • Page 95
Morton Succeeds Morin
In CBS Sales Position

CHARLES E. MORIN, Pacific Coast sales manager for CBS, has resigned because of illness, it was announced last week by Donald W. Thornburgh, network Western Division vice president. Arch Morton, sales manager of KNX Hollywood, CBS-owned station, has been appointed as successor to Mr. Morin. Not in good health for several months, Mr. Morin has been with the sales department of CBS on the West Coast since 1940. He has been in radio in that area for 10 years, in various sales managerial positions.

Televises Fights

WABD, Du Mont video station in New York, last Wednesday telecast first of summer series of seven boxing matches from Ebbets Field, Brooklyn. Fight was picked up by an image orthicon camera 150 feet away from the ring and using a telescopic lens and relayed to WABD transmitter in mid-Manhattan for telecasting. Last week Du Mont engineers used relay equipment borrowed from Philco and operating on 200 mc. but before the next fight July 10 they expect to have own relay apparatus in operation on 500 mc. Fights are being staged by Zenith Sporting Events, with Du Mont securing rights to televise the sports show from the William Morris Agency.

Collier's

(Continued from page 74)

If the FCC had rendered the decisions, rather than the umpires, Washington would have won its game against St. Louis Browns last Monday night, when WWDC Washington was host to FCC members and staff and clients to usher in its sixth year of operation. Front row (1 to r) are Commissioner Ray C. Wakefeld; Mrs. Ben Strouse; Ben Strouse, WWDC general manager; and Commissioner Paul A. Walker. Also discernable are Mrs. Harry M. Plotkin, wife of FCC assistant general counsel (behind Commissioner Wakefeld); Benedict Cottone, FCC general counsel (behind Mrs. Plotkin); W. Theodore Pierson, Washington attorney (behind Mrs. Strouse); Mrs. Pierson; Vernon L. Wilkinson, FCC assistant general counsel; Commissioner Rosel H. Hyde (behind Mr. Wilkinson); Commissioner Hyde's son, and Mrs. Wilkinson (behind Commissioner Walker).

They Like It

EVIDENCE of the pleasure afforded by the type of program aimed at one ear as the listener reads, relaxes or otherwise occupies himself is reflected in test made by WCKY Cincinnati. Break was made in the 10:45 p.m.-1 a.m., background musical program, Music to Read By, to inquire if audience would rather have something with more talk or variety. During next five days 576 listeners from 19 states wrote to request status quo.

ABC

(Continued from page 17)

$4, this would be an investment of about $140,000.

In addition to the affiliation question, issues in the stock-valuation application are as follows:

1. To obtain full information to the effects of the proposal of recapitalization upon the company, ownership, control, and existing operations and services of stations licensed to ABC.

2. To determine the effects of the company's plan of recapitalization on its future plans for FM, television and other projected betterments of facilities.

3. To determine whether any profits are to be derived from the plan by the licensee or its stockholders.

4. To obtain full information with respect to the proposed acquisition of control over King-Trendle Broadcasting Corp. (WWZY and WOOD); plans for the sale of WOOD, and what profits, if any, would be received therefrom.

King-Trendle Issues

In the King-Trendle purchase— from George W. Trendle, John H. King, H. Allen Campbell, and Howard O. Pierce—the issues are as follows:

1. To obtain full information concerning the legal, technical, financial and other qualifications of ABC to acquire control...

2. To obtain full information with reference to arrangements under which control of King-Trendle... would be acquired by ABC, or any other applicant for said facilities, including the method and source of payment thereto.

3. To obtain full information with respect to any changes in facilities, personnel, services and programs, or otherwise, which might arise out of the proposed transfer...

4. To obtain full information with respect to any plans for FM and television operations and any other changes or betterments which may be proposed if control... is transferred.

JWT Names Three

THOBEDE P. JARDEME and Theodore Weldon, of the Chicago office of J. Walter Thompson Co., have been elected vice presidents of the agency. Luther Lemon was elected treasurer.

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### FCC Issues 13 CPs for FM; Brings Total Grants To 106

**Local Ownership Stressed by FCC**

**Equal Distribution Is Factor in Proposed Station Grants**

**BASING its decisions on preferences for local ownership and more equitable distribution of radio service, recently the FCC announced proposals to grant Escambia Broadcasting Co.'s application for a new Pensacola, Fla., station on 1450 kc with 250 kw fulltime and Copper City Broadcasting Co.'s application for same facilities at Rome, N. Y. Competing applications in each community were proposed for denial.**

The Commission's proposed decision in the Pensacola station case pointed out that both applicants are qualified but that 70% of Escambia is owned by Pensacola residents who will devote full time to the station, while management of the station applicant, Gulfport Broadcasting Co., "be in the hands of individuals who have not as yet identified themselves with the community."

**Four for Utica**

In the New York case, four of the conflicting applications were for Rome. The proposed decision looked to a grant of the Rome application, pointing out that there is now no station in that city. "The grant of one of the Utica applications would mean two stations for Utica, while Rome would continue to be without primary service during the night," the Commission said.

The Utica applications, which FCC proposed to deny, were filed by Utica Observer-Dispatch; Midstate Radio Corp.; Utica Broadcasting Co., and Ronald B. Woodyard.

Escambia, successful applicant at Pensacola, was owned by Earl E. Baker (50%), former wife of Fred Weber, general manager of WDSU New Orleans and former general manager of Mutual, and herself employed by CBS Inc., St. Louis, New York from 1931-1936; and Edward F. Braden of Watseka, Ill., and John H. Braden of Hoopeston, Ill. (both brothers), Lala Braden Boughton of Watska (her mother), Kirk M. Beall of Pensacola, an experienced radio engineer, and George E. Mead, also of Pensacola, chief engineer of WCOA Pensacola since 1944, and owner of owner of 46%.

Mrs. Braden is to be overall general manager of the station and its program director. Mr. Mead will supervise initial technical installation and be chief engineer.

Cooperative applicant in the Rome-Utica case, is owned (99.8%) by President Myron K. Kallet of Oneida, N. Y., president of Kallet Theatres Inc., which operates theatres in some 20 points; Edward Kallet, his brother, and William T. MacNeil both associated with Kallet enterprises, owns 0.1% each.
CAPITAL STATIONS SEEK DAYLIGHT TIME IN 1947

MANAGERS of District of Columbia stations will meet early this week to formulate plans for campaign to bring daylight time to capital area next year. Leading drive on behalf of broadcasters is Carl J. Burkland, manager of WTOP.

Three broadcasters—Mr. Burkland; William B. McAndrew, NBC; Wayne Coy, WINX—met with C. Board Commissioners Thursday. Board expressed willingness to ask Congress for necessary legislation to put capital on daylight time, provided business and civic groups indicate desire for change. Radio stations will work with these groups in working for daylight time.

BROADCAST OF Grand Ole Opry sponsored by R. J. Reynolds Tobacco Co., for Prince Albert on June 22 (10:30-11 p.m. Eastern daylight time) from sternwheeler Idlewild on Cumberland River near Nashville. Special high-frequency shortwave relay transmitter aboard river boat will be used.

Closed Circuit

(Continued from page 4)
sits directly over FCC as appellate body. He personally wrote four opinions—three sustaining FCC judgments and one reversing Commission. He also participated in other radio decisions. Paul A. Porter, former FCC chairman and now OPA Administrator, is Winson protege, both from Kentucky and both lawyers.

SOME LIGHT on plans of Edward R. Stetinuss, former Secretary of State who recently resigned as UN delegate, reflected last week when he began inquiring about availability of new station assignment in Washington area. Evidently intending to retain his home in nearby Virginia, he presumably desires to return to national politics. There are seven standard stations already operating in Washington area and two were authorized last week, with two additional applications still pending.

BROADCASTERS generally aren't bemoaning defeat of Rep. Luther Patrick, CIO-supported Democrat, for renomination from Birmingham, Ala. Although he's former radio commentator on Birmingham station, he opposed enactment of Lea bill and was House wheeler-dealer in AFRA opposition. Broadcasters do lament defeat in New Mexico Democratic senatorial primary of Gov. John J. Dempsey who, as member of House, was largely responsible for installation of radio news galleries and recognition of radio on par with press. Broadcasters applauded primary Republican victory in Nebraska last week. Rep. Kari Stefan, former commentator on WJAG Norfolk, Neb., who in his six terms in House has always championed cause of free radio.

ANOTHER rise in ceiling prices for radio manufacturers may be expected within a few weeks in form of $5 price increase in forthcoming wooden radio cabinet sets, BROADCASTING learned Friday. Increase will be absorbed by middle-men and not passed on to consumer, it is understood. If order goes into effect, it will bring total industry increase over October 1941 prices to 21%. (See earlier stories pages 20, 32, 78.)

At Deadline...

FRED WILLIAMS, recently out of Navy, appointed advertising manager of Wilson Brothers, Chicago (men's furnishings). Company recently doubled advertising campaign.


ROSE R. LOWE, formerly with Irwin Vladimir & Co., appointed assistant manager of International Advertisers, New York.

DON McNEILL on June 21 celebrates beginning of his 14th year as toastmaster of ABC's Breakfast Club program, Mond through Friday, 9-10 a.m.

DAVID ARNOLD, with N. W. Ayer & five years, joined media department of Rodgers, New York.


DOUGLAS EDWARDS, CBS Correspondent back in U. S. after 14 months in Europe, replaces Allan Jackson, who leaves soon for overseas duty, on network's News of the World (Monday through Saturday 8-8:15 a.m.) beginning today.

RMA REELECTS OFFICERS


NBC AIR SHOW

IN COOPERATION with U. S. Air Force and WGY Schenectady, N. Y., NBC on June 21, 12:15-12:45 p.m., presents Age of Air, program marking the end of Air Research Demonstration day. Descriptions will be given of plane armada to fly over New York and P-80 Shooting Star jet-propelled plane which will fly from New York to GE flight test laboratory in Schenectady. NBC announcer will describe activities from B-29 and hold airway conversation with P-80 when both planes are over Poughkeepsie, N. Y.

FITCH DENIES CHARGES

F. W. FITCH MFG. Co., and F. W. Fitch Co., Des Moines, deny charges of Federal Trade Commission that advertising copy and radio continuing statements were untrue, inaccurate or subject to public misunderstanding. FTC will hold hearings.
Everything Points To
THIS ONE FACT
WLW SERVES ITS 4-STATE FARM AUDIENCE

That WLW is seriously aware of its clear-channel responsibility to serve the farmers of its great midwestern area is borne out by many kinds of evidence.

Variety's 1945 award to WLW "for contributing to the world's breadbasket" is one valued recognition of showmanship in the farmer's interest.

Citation by the Radio Editors' Poll of WLW's farm service feature "From The Ground Up" is another strong endorsement.

And the approval of the farmers themselves, expressed in actual listening, clinches it. In the poorest rural radio months of 1945, August and September, 1,324,000 rural radio families averaged 400 minutes per week* listening to The Nation's Station... 29.1% of their total listening to all stations heard in the area!

Yes—everything points to the fact that WLW GIVES THE FARMER WHAT HE WANTS TO HEAR!

*Nielsen Radio Index, August-September 1945
In the ring with Louis and Conn—through Television

When challenger meets the champ, thousands of people who can't be at the ringside in person will watch the battle through television. For on that night The National Broadcasting Company will take them right into the ring for a referee's-eye view of every punch.

Every detail, every move will be picked up by NBC at the stadium with the RCA Image Orthicon camera—a camera that rivals the human eye in sensitivity and can see even by candlelight.

Just as RCA was the first to broadcast a world championship bout twenty-five years ago (between Dempsey and Carpentier), NBC today is the first to cover a heavyweight championship fight by television.

From camera to receiver—RCA equipment will guarantee television at its finest... television with the same perfection found in every product bearing the RCA or RCA Victor monogram.

Radio Corporation of America, RCA Building, Radio City, New York 20... Listen to the RCA Victor Show, Sundays, 4:30 P.M., Eastern Daylight Time, over the NBC Network.

With television, you will be able to give "theater parties" right at home with your choice of plays, opera, ballet, eyewitness views of news or sports. RCA Victor will manufacture the finest television equipment for broadcasting purposes and the most sensitive, brilliant receivers for the home.