

Gov't Agency Views Employment Situation

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which are identical for military and civilian consumption for whom re-conversion will be "a matter only of days" will take advantage of the re-conversion period to "retrench" before returning to a higher level of employment. Though no retooling is needed for their operations, employees will be laid off to give the manufacturer a chance to devise better use of space, reorganize production methods, and, in some cases to weed out inefficient workers.

WMC does not believe that peacetime production will ever absorb all the radio industry's wartime workers, even allowing for the "coming of age" of electronics in industry, new uses of radar and full development of FM and tele facilities.

Employment in the communications equipment manufacturing industry V-J Day was estimated by WMC to be about 400,000 of which approximately 300,000 were employed in radio and radar manufacture.

Bureau of labor statistics figures, compiled on a different basis estimate only 110,300 employed in radio and phonograph manufacture in June of this year. WMC claims its estimate probably gives the truer picture in this instance as BLS figures are not adjusted to war manufacture, but compiled from a list of sources which have been identical for many years, in order to maintain a series for comparison purposes.

Peak employment in radio and phonograph manufacture, according to BLS, was reached in 1943, with 263,700 employees in this industry.

WMC says employment radio manufacturing more than tripled during the war, estimating that about 60,000 were so employed prior to the war. Allowing for a large back-log of demands for broadcast facilities and for the expansion which new techniques are expected to spur, steady peacetime employment of about 300,000 was forecast.

Employers should have no trouble in filling these jobs with capable personnel even though many women and "patriotic workers" may be expected to withdraw from labor market, because there will still be many war trained civilians and many war trained ex-soldiers to draw from.

COAST-TO-COAST

—PENNSYLVANIA—

PHILADELPHIA—KYW listeners heard the first Jap surrender offer on Friday, Aug. 10th, during the recorded number, "What Makes the Sun Set?" on the station's "Musical Clock" program. It was significant and ironic to "Clocker" Stuart Wayne who flashed the announcement. . . . Evelyn Baus and Florence O'Neill have joined the program department at KYW. . . . In a surprise move, LeRoy Miller, Philly's popular morning emcee switched to WFIL Monday, Aug. 13th. Roger W. Clipp, president of the station doesn't believe there's a listener in Philadelphia "who hasn't heard of Miller." . . . Mildred Parisette, of the promotion staff, has been named merchandising director of WFIL. She will devote full time to formation and execution of tailor made merchandising for station clients. . . . **PITTSBURGH**—Duquesne Brewing Co. has given up sponsorship of Raymond Swing in favor of a new WCAE show called "The Duquesne Song Serenade."

—TENNESSEE—

MEMPHIS—A 15-minute program of recordings, "In the Spotlight," has been inaugurated on WHBQ, to promote the Victory Parade of Spotlight Bands. . . . program is broadcast three mornings a week at 8:30. . . . Station promoted "The

Story of Radar" on the "Human Adventure" program by sending out personal letters to listeners containing data on electrical and engineering sciences. . . . **KNOXVILLE**—WNOX celebrated the 3,500th consecutive broadcast of a 15-minute newscast program sponsored by Fowler Brothers Furniture Store with the Mayor, City Manager, store officials and Westinghouse representatives, from a window of the store recently. . . . Lowell Blanchard of WNOX staff emceed the show.

—TEXAS—

SAN ANTONIO—WAOI has added the United Press radio news service to its newsroom facilities, in addition to present wires of AP and INS. . . . Move is under way in San Antonio to abolish war time in favor of standard time although radio men are not in agreement. . . . They remember the reshuffling of programs twice each year with part of the nation adopting daylight saving time. . . . **DALLAS**—John Allen, new addition to the WFAA-KGKO announcer's staff, credits the station with recommending him for his first job when he emerged dewey-eyed from college. . . . Martin Campbell, managing director of WFAA-WBAP and KGKO, Dallas and Fort Worth, on a special mission to Europe for the War Department.

Manson Takes Issue With FCC's FM Stand

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FM audience, is to follow Paul Porter's suggestions," Ray H. Manson, president of Stromberg-Carlson, told RMA President R. C. Cosgrove in a letter, dated August 20, on the subject of two-band receivers, which was revealed here last week by FMBI. Manson severely criticized Porter's statement that only sets designed to receive the higher frequency exclusively should be put on the market. He pointed out that this question had been thoroughly discussed by the equipment industry, and that the conclusion had been reached that dual reception must be included in the first sets to be produced.

Manson urged Cosgrove to obtain first hand information from transmitter manufacturers and to determine just when FM transmitters will be operating on the new 88-108 band with adequate power to demonstrate FM as satisfactorily as it is now demonstrated on the 4-50 band. "A

Femme Mag. Reporter Elman Guest-Auctioneer

Patricia Lochridge, foreign correspondent of the "Woman's Home Companion," will act as guest-auctioneer tonight on Dave Elman's "Auction Gallery" broadcast over Mutual from 10-10:30 p.m. Miss Lochridge, recently returned from Europe, will put on the block a number of her choicest souvenirs gathered from various parts of Germany.

Allen On "Info. Please"

Fred Allen will be the first guest expert on "Information Please" when the program resumes on NBC starting Monday, Sept. 10. Clifton Fadiman, master of ceremonies, John Kieran and Franklin P. Adams will also be heard on the first broadcast.

survey of the situation made by RMA and transmitted to Porter will be more effective than the opinion of any individual FM receiver manufacturer," concluded Manson.

Porter's Views Unchanged

Approached last week, Paul Porter reiterated his conviction that two-band receivers would slow-up FM. His opinion is that putting such sets on the market would delay the change-over to the new frequency.

Asked how FCC would enforce prohibition of the two-way sets, Porter admitted the Commission had no authority to tell manufacturers what they may make, but through regulatory controls over broadcasters we can "make it very hard to sell them."

Many Bidders Listed For Leasing WO

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ent lessee, offered to lease the station for from 15 to 25 years at an annual rental of \$140,000 or \$3,500,000 for 25-year period. Title would be retained by the Society.

The invitation for lease or purchase proposals resulted from a United States Supreme Court decision calling for cancellation of the present lease arrangement on the ground that it is disadvantageous to the Society. In asking for proposals the Society might accept one of the offers or keep the station board chairman D. E. Bradshaw-appointed directors William E. Mooney, E. D. Rive and W. C. Braden as a committee to study the bids and report to the board. Other offers include:

George W. Kline, Lincoln, who would organize a corporation—purchase for \$1,675,289; lease for not less than 10 years for \$17,500 a month, 85 per cent of net profits after taxes.

American Legion Post No. 1, Omaha—lease with an option to purchase for \$2,500,000. Payment would be through an annual rental of \$150,000 plus 50 per cent of net profit until \$2,500,000 was paid. The Legion would then gain title.

Theater Men Bid

A. H. Blank and G. Ralph Brantow Des Moines, Tri-State Theaters Corporation officials who would organize a corporation—lease for 15 years at \$103,338.12 annually plus 10 per cent of appraised value of physical assets with option to purchase at end of time after two years for the sum of \$2,952,289.20.

World Publishing Company—buy for \$1,106,000. KOWH, which it now operates, would be disposed of.

Central Newspapers, Inc., Indianapolis—buy for \$1,205,000 or lease for five years for \$900,000 total with option to purchase for \$500,000 at end of lease period.

J. M. Harding and Associates, including W. J. Coad, W. D. Hosford, Robert H. Storz and Paul Gallagher—lease for 15 years for \$1,890,000.

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