5 years better than we were

Perhaps no industry in the world converted for war as quickly as did radio. And perhaps no industry has matured as greatly under the stress and strain of war as has radio, and WOR.

For, months before Warsaw and the tragedy of Pearl Harbor, radio, and WOR, saw reflected in the sensitive mirror of sound a few of the vast changes with which it would have to contend during the months and years to come.

Under the impact of the first war it ever had to face, WOR began to discover resources it never knew it had. In the brief space of a few months WOR grew almost unconsciously more expert in the use of its own medium. It soon realized that programs and time and the very timbre of the human voice could be trimmed, paced and modulated to do unexpected and surprisingly powerful things.

In the light of WOR's role as an increasingly important and valuable weapon of war, commercial problems were only secondary. But there were problems. The split-second changes that affected WOR's sponsored shows, taught the station to reprogram and replace with the speed of a finger-snap. Many of the replacements were advertisers new to radio and they laid their collective problem of proper time selection, program building and slanting, and the major burden of their promotion, in view of limited paper stocks, in WOR's lap.

WOR met its commercial problems with caution, but no delay. Program formulas which had worked in the past were speedily discarded for the present—and perhaps forever. New approaches to a public stunned by war had to be made quickly and economically.

How WOR succeeded, and how well, is vividly described in numerous success stories, and in the phenomenal growth of companies which once measured their sales in terms of two and three neighborhood deliveries.

It is little wonder then, that WOR today is five years better than it ever was. For WOR has not only grown in experience, as it inevitably would, but in the war-spurred elasticity, speed and profitable ingenuity, with which it can more skillfully use the powerful medium of radio to meet the great and ever-changing needs of millions of people in one of the greatest listening territories on the Eastern Seaboard.

If we were an advertiser reconverting to meet peacetime demands, or the maker of a war product facing the threat of established-brand return, we'd give more than casual thought to WOR, a great American station which has grown wise, in both war and peace, in the subtle art of making people do and say things promptly and economically.

WOR

—that power-full station,
at 1440 Broadway, in New York
The Donnelly home and farmyard. The farm is diversified, with 300 White Rock chickens, herd of hogs, a dozen cows being milked, plus corn, beans, oats, vegetable garden, and hay crop.

14-year-old Ruth Donnelly feeds the White Rocks; a 4-H worker, Ruth is a skilled cook and drives a tractor when needed.

The Donnelly family at home. Pat (left) at 17 is his father's chief helper, also is in demand by neighbors. Mrs. Donnelly has been a 4-H club leader. Next are Ruth, 8-year-old Eileen, and 2 1/2-year-old Jeri on his father's lap. Two older daughters are married and living in homes of their own, Doris, farming, and Leona, a city dweller in California.

HERE IS OUR Midwest America

SHAKE HANDS WITH THE HAROLD DONNELLYS OF MIDDLE ILLINOIS:
PART OF THIS BIG, FAMILY MARKET

WE'D like you to meet Harold Donnelly and family of Lee County, Illinois. They're old friends of WLS... and they are like so many other folks in this easy-to-reach Midwest Market.

The Donnellys use electricity, central heating, telephone, radio and car in daily living. They buy food and hardware, automotive supplies and things electrical, drug items and dry goods; everything a family needs. Operating a going farm business, 240 acres of it, they are also a market for machinery, feed, seed, fence.

Our 6:45 a.m. news is a Donnelly family habit; Dinnerbell Time and WLS Feature Foods are other favorites. Mrs. Donnelly explains their listening loyalty with the simple statement: "WLS is the best all-around station." She speaks from 21 years of WLS listening experience.

WLS receives a million letters a year, many of them from families like the Donnellys; families of everyday Americans on farm, in town, city and suburb. Old friends of ours, these folks have confidence in WLS and its advertisers. This confidence will give your merchandise friendly acceptance in a market of over 14 million people. For added facts to help you meet today's selling problems in Midwest America, call any John Blair man.

890 KILOCYCLES 50,000 WATTS AMERICAN AFFILIATE

REPRESENTED BY John Blair & Company

CHICAGO 7
Local boy makes good listening

Thousands of Philadelphians follow Melvin K. Whiteleather's authoritative comment on foreign affairs in The Evening Bulletin, the largest evening newspaper in America. Whiteleather, a veteran foreign correspondent, knows the world scene and the men who make the news. He is now heard every week-day evening on his own program over WPEN.

The program is one of the many introduced by WPEN since The Evening Bulletin assumed ownership and management of this independent station. The shows appeal directly to the interest of listeners in the Philadelphia area.

WPEN is becoming known in Philadelphia as the station that carries the news. There's a five-minute newscast every hour — direct from The Bulletin news-rooms.

WPEN
...the Station for Philadelphians
And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES
DON'T LOOK for an NAB convention in 1945 despite lifting of ODT travel and convention ban. Annual business already has been conducted by mail, with annual report submitted to membership. Besides, large attendance (1000-1200) probably would be frowned upon with peak troop travel to continue through spring.

BROADCASTERS' mission to Pacific theater as sequel to recent successful ETO tour postponed temporarily because of conditions incident to Jap collapse and desire of MacArthur headquarters to complete preliminary occupation. War Dept. says trip isn’t cancelled, merely postponed.

WHILE l'affaire Elliott Roosevelt is being scrutinized by House Ways & Means Committee, Internal Revenue Bureau officials still are attempting to ferret out new facts about Elliott’s loans anent Texas State Network and Transcontinental, which folded before it started in 1939. Elliott is understood to have advised committee his debts amounted to between $300,000 and $500,000 and that his net wealth is now “zero”.

ALTHOUGH U. S. Court of Appeals for District of Columbia, which hears radio cases, will have full quota of six judges for first time in three years, there may be another vacancy soon. It is generally believed Chief Justice D. Lawrence Groner, in 73d year, may decide to retire soon.

WHILE IT’S in record-shattering mood, FCC this week or next is expected to lose new allocations and rules for television as soon as mimeographs can churn it out.

SET and parts manufacturers, stopped dead by OPA, expect to get hearing before Special Senate War Investigation Committee (former Truman committee). Investigator for committee is looking into complaints by set makers that OPA won't issue price formula for receivers. Also he is studying complaint by parts makers that recent OPA increases won’t permit them to sell at profit. Result, parts makers are producing for inventory only; few receivers coming off production lines.


WHEN JUSTIN MILLER is inaugurated as NAB president in Washington Oct. 2 at dinner — attendance 900-1,000 — toastmaster most likely will be Don Elias, WWNC Asheville, newspaper publisher, broadcaster and raconteur. FCC Chairman Paul A. Porter will speak, along with Judge Miller and retiring President J. Harold Ryan.

WHITE HOUSE may act if U. S. information officials can't agree on plans to siphon Federal (Continued on page 102)

RADIO WEEK NOV. 4

NATIONAL Radio Week, observing 25th anniversary, will be week of Nov. 4, date selected by NAB public relations committee and network anniversary committee. First meeting of net group to draw plans and set theme will be held Sept. 19. NAB public relations committee will meet next week. Commemorative statuette is to be presented by Radio Mfg. Assoc. and replicas to all stations and networks. NAB plans big advertising and publicity campaign in national and local media to observe week.

BAKER FOR QUAKER – Quaker Oats Co., Chicago, will sponsor transcribed 100-minute kid show Quaker Breakfast Parade featuring Two-Ton Baker, in a few weeks. Show starts Oct. 8 on nine Don Lee stations, six times weekly, 7:30-7:45 a.m. Agency, Ruthrauff & Ryan.

RESORT ACCOUNT – David O. Alber Assoc., New York, has been placed in charge of radio exploitation for Atlantic City, New Jersey resort. Campaign will start Oct. 1 and continue throughout year.

REYNOLDS AUDITIONING – R. J. Reynolds Tobacco Co., Winston-Salem, N. C. auditioned a new variety show Thursday for possible replacement of Thanks to the Yanks Monday, 7:30-8 p.m. on CBS. Audition was given before (Continued on page 102)

Cuba Opposes Havana Treaty Extension

CONTROVERSY over North American broadcast allocations erupted at Third Inter-American Radio Conference at Rio de Janeiro last week, with Cuba opposing extension of North American Regional Broadcasting Agreement, on which standard allocations are now based. Move may force holding of North American conference on broadcast allocations prior to March 29, 1946 when NARBA agreement (Havana Treaty) expires.

Canada proposed two-year extension, U.S. only one year, or until March 29, 1947. NARBA became effective in 1941.

While Rio agenda did not cover broadcasting, Cuba previously had indicated the desire to bring it up. It is now learned Cuba stated it would refuse to renew the agreement even for one year. Cuba contends it is unable to use more than 70% of the channels allotted it at night and wants new treaty. Complaint is against 650-mile separation limit on channels utilized by Class I-A (clear) stations. Compromise is sought but U. S. delegation is discouraging discussion of new terms until a North American meeting can be held.

Neither Commissioner E. K. Jett nor FCC Chief Engineer George P. Adair is attending Rio conference. They would be the principal representatives at the North American conference when held. Unless all signatory nations, agree to extension of NARBA, North American conference prior to next March is deemed inevitable.

State Dept. on Sept. 12 received a delayed April communication from Cuban Ambassador opposing extension until after Rio conference. Informally proposed at Rio by Uruguay was formation of a Pan-American Assn. of Broadcasters to protect hemisphere interests at world conferences. Meetings to establish such an organization is scheduled at Havana March 15.

Rio conference probably will adjourn between Sept. 20 and 25. Prompt steps then will be taken to convene North American conference on NARBA.
During the five-day period, August 24th to 28th, while the St. Louis Newspaper Strike was in its second week, Edward G. Doody & Company, radio research bureau, asked 2,624 St. Louisans this question:

Which Radio Station Have You Been Listening to Most for News Broadcasts During the Newspaper Strike?

Of the 2,135 listeners who expressed a preference, the answers were:

**KSD - 40.4%**

**STATION "B" - 28.1%**

**STATION "C" - 14.2%**

**STATION "D" - 10.1%**

**ALL OTHERS - 7.2%**

At a time when RADIO was virtually the sole source of News in St. Louis, KSD's traditional thoroughness and reliability of news coverage—and KSD's policy of not permitting its news broadcasts to be interrupted by middle commercials—made possible this re-affirmation of KSD's position as the station which more St. Louis listeners prefer for the NEWS.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the AP radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.
THE MENNEN COMPANY

Five 5-Minute programs per week
... New contract through...
Duane Jones Co., N. Y., N. Y.

DOUGLAS COUNTY BANK

One 30-Minute Class "A" program weekly of "Wake Up America"
... Now in SECOND year ...

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, Editorial Director
Art King, Managing Editor; J. Frank Beatty, Bill Bailey, Associate Editors. STAFF: Jack Levy, Lawrence Christopher, Mary Barbour, Norma Furtado, Adele Porter.

BUSINESS

MAURY LONG, Business Manager
Bob Breelin, Ad. Production Manager; Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

HERNAND FLATT, Circulation Manager
Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU

250 Park Ave. Plaxa 5-8355
EDITORIAL: Bruce Robertson, New York Editor; Florence Small, Dorothy Macarow, Doris Good. 
ADVERTISING: S. J. Paul, New York Advertising Manager; Patricia Foley.

CHICAGO BUREAU

560 N. Michigan Ave. CENTRAL 4156
Fred W. Emery, Manager; Jean Eldridge.

HOLLYWOOD BUREAU

150 North Vine St. GLADSTONE 7553
David Glickman, Manager; Marjorie Barlow.

TORONTO BUREAU

417 Harbour Commission Bldg. EGLIN 0773
James Montagu, Manager.

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BROADCASTING • Broadcast Advertising
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
"In my opinion, Snodgrass, this 'Night Shall Be Filled With Music' program needs a little bigger studio and a trifle less showmanship."
another full year at the top of the heap

Of the 22 different network daytime programs that Hooper listed among Chicago's "top 10" between May 1944 and April 1945...

17 were heard over WBBM and 13 of the 17 rated higher locally on WBBM than they rated nationally.* In fact, throughout the whole year only five non-WBBM programs made Chicago's "top 10" and they had lower ratings locally than nationally.

INEVITABLE CONCLUSION:

If you're interested in daytime radio—WBBM is a must in Chicago.

*C. E. Hooper, May, 1944—May, 1945
Mon.—Sat. daytime, 8 A. M.—6 P. M.
One
WWDC
spot sells
5,000 chicks!

One spot on WWDC in Washington sold 5,000 chicks for Judge Hunt’s Hatchery in Rockville, Maryland.

Just one spot. We don’t think we can sell everything as fast as that... but we do know that WWDC has the kind of alert listeners who buy and buy.

If you’d like to crack the Washington market... WWDC is a good bet to bank on.

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

Represented nationally by
WEED & COMPANY

My Impression of Europe
(First of a series by members of the U. S. Mission to ETO)

By COL. E. M. KIRBY

Chief, Radio Branch, Army Public Relations, Escorting Officer of Mission

FROM THE VIEWPOINT of the Army, the most important result of the American Radio Mission to Europe is the fact that it returned with the conviction that the United States must maintain an Army of Occupation in Germany for one or two generations—however long—to insure the peace for which thousands of our men gave their lives.

In the midst of post-war industrial reconversion, we are apt to forget that the German people also must be reconverted from the ways of war to the ways of peace. This applies with equal force to the Japanese. If the Mission brought home no other conclusion, then, indeed, it has been more than justified, for this fact must be proclaimed from every radio transmitter in the land, again and again, until war and rumors of war take their place as museums in the history of mankind.

I know the mission brought home other convictions of importance and interest to broadcasters. Not among the least of these is the conditioning of the public for the return of

Sellers of Sales

VIVACIOUS and curvacious, charming and capable, (Winifred) Lee Williams started up the radio ladder as a professional pianist and has attained the peak as radio director for Fuller & Smith & Ross.

Born in St. Joseph, Mich., in 1911 Lee was on the stage as a pianist at the age of 12. She majored in music after graduating from high school at the Fine Arts School in Chicago. When the depression came along Lee decided that she “wasn’t the greatest musician in the world” and went to work selling Westinghouse home appliances. A year later she switched to a job as buyer for a department store.

In 1936 she discovered that WJIM was going to open in Lansing. She applied for and was hired as a staff pianist and organist. One day after a short while with the station, Lee was handed a script and asked to read the spot announcements because the gal who usually read them didn’t show up. Still protesting that she couldn’t read, Lee went on the air with the commercials. From that date on she read copy, wrote and produced her own shows.

Three years later—1938—Al Pierce and his Watch the Fun Go By show on CBS played a guest spot in Lansing. Mr. Pierce was so impressed with the array of talent that Lee had lined up he hired her to do publicity.

Lee arrived in New York at the Beekman Towers Hotel. The first man she spoke to in New York, the man who checked her into the hotel, John Harris Baker, became her husband nine months later.

In 1939 when the Al Pierce show moved to California, Lee resigned and joined the Fred Coll publicity organization. In June 1940 she became associated with Fuller & Smith & Ross as a writer for Westinghouse Musical Americans on NBC. In quick strides Lee jumped from writer to business manager. In 1942 she became an account executive and the latter part of the year radio director. Among her most active accounts are Aluminum Co. of America, N. Y.; Mark Cross, New York; Presto-Recording, New York; New York University; Westminster Ltd., and New York and Commonwealth Shoe & Leather Corp., Whitman, Mass.
Typical of the KVOO farm department's personalized down-to-earth activities, designed to do everything possible for the advancement of agriculture in Oklahoma and the Southwest, is the above scene. Burnis Arnold, KVOO farm editor, is interviewing Nolan Vissom, Manager of Barwood Stock Farms in Tulsa County.

Since KVOO organized the first radio station farm department in Oklahoma four years ago, there has been no fancy ballyhoo, but a consistent day-by-day cooperation with farmers and stockmen—a policy which has made KVOO the No. 1 farm station in Oklahoma. We pledge to continue to maintain Oklahoma's best radio farm department.

September 17, 1945 - Page 11

RADIO STATION KVOO TULSA

Claude Smith

Tulsa, Oklahoma

August 13, 1945

Mr. W. R. Way

Tulsa, Oklahoma

Dear Mr. Way:

I do not know whether you know how much your KVOO farm department means to us farmers and I am sure that we are very low in letting you know how this department has helped us in many phases of farming and livestock raising. Burnis has been present at every worthwhile meeting held in the State that affects anything that has to do with farming and he has given us more information than we have been present. This has meant a lot to me as I am not able to go to meetings, loan fairs and tire meetings and cannot attend these meetings.

A year ago I had some extra Winter cats for sale and I sent Burns a letter to this effect. This letter was read on your program and by night I was sold out of the Winter cats. I shipped cats to Panama, Miami, Dalis and a dozen other towns. I did not think you would carry it this far, as KVOO had been in the business for many years. I finished threshing yesterday and this morning I decided to go to the farm and I talked to Jack and Burns. I got to the farm and saw Burns and asked him how he was doing. This morning I presented my KVOO to Burns to pay for these cats and informed him that it was a part of the KVOO farm department to be of service to the farmers in any way we could.

Just know now that I am going to repay you but at some time or another it will be done.

Again thanking you for all the service and I do not think there will be any one who can serve better in the service of farmers.

Respectfully yours,

Claude Smith
A NEW APPROACH TO...

THE NBC 1945-46 PARADE OF STARS
JOINTLY PLANNED

• It’s coming... *NBC’s 1945-46 Parade of Stars*... Radio’s most effective year-round promotion campaign... now better than ever because it’s *custom-made!*

For the first time in the history of radio’s greatest promotion drive, this entire campaign was jointly planned in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies, (4) radio stars.

The result of this co-operation is that the Parade of Stars band-boxes—now being put to use by NBC stations from coast to coast—contain a collection of the most effective promotional tools ever used for the NBC Parade of Stars.

More and better recordings made with the help of Radio’s greatest stars, newspaper advertisements, scripts of live shows, the displays, the promotional folders, the publicity stories and pictures—all add up to radio’s biggest big-time exploitation.

Big every year, this year bigger than ever, NBC’s 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio... programs designed to continue to keep NBC "the network most people listen to most."

National Broadcasting Company
America's No. 1 Network
"Good work, boy! Repello Cigars now rank 54th . . . . and I mean rank!"

- Even spot broadcasting can't sell a poor product. But given something to plug that people really should be buying, national spot usually starts the cash registers tinkling like sleigh bells!

Why? Because, more than any other medium, it enables you to apply concentrated sales pressure at the time and place where your best prospects are waiting for you.

Next time you're planning a campaign for a swell article, let us help, will you? We hate to brag, but we'll bet we can bring you some good ideas!

**FREE & PETERS, INC.**
**Pioneer Radio Station Representatives**
*Since May, 1932*
FCC settles FM allocations and rules

53 stations get frequencies; licensees have till Sept. 25 to file objections

(Text of new FM rules and regulations on page 28A)

By Jack Levy

Relocation of FM broadcasting in its new home in the radio spectrum began last week with the assignment by the FCC of 53 frequencies in the 92-108 mc band to existing FM stations on the condition of obtaining construction permits. Simultaneously the FCC made public revised integrated rules and regulations to govern FM stations.

Licensees and permittees were given until Sept. 25—an additional five days beyond the deadline set in the FCC policy statement of Sept. 3—for filing objections to the assignments.

In preparation for the task of processing 400 applications for new FM stations (see list on page 40), the Commission also made known for the first time the specific frequencies to be available for FM broadcasting, commercial as well as noncommercial.

The Commission divided the nation, for allocation purposes, into two areas, assigning 20 channels from 104.1 to 107.9 mc inclusive for community stations and 60 channels from 92.1 to 105.9 mc inclusive for metropolitan outlets. The remaining 20 frequencies (88.1 to 91.9 mc inclusive) are reserved for noncommercial stations.

20 kw in area I

In Area I, the Commission limited metropolitan stations to a maximum of 20 kw power with a nondirectional antenna of 500 ft. in height, but requiring that less power be used where greater antenna heights are available. Notice was given that in this part of the country “the service area of metropolitan stations will not be protected beyond the 1000 uv/m contour and each station will be located in such a manner as to insure insofar as possible, a maximum of FM service to all listeners, whether urban or rural.”

Area I includes Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, District of Columbia, southern New Hampshire, southeastern New York, eastern Pennsylvania and eastern Maryland. Area II embraces the remainder of the U. S.

Community stations are limited to a maximum power of 250 w and maximum antenna height of 250 ft. Higher antenna will be allowed where shown necessary but in such cases the Commission may require a reduction in power. Community stations on the same channel must be separated by at least 30 miles and those on adjacent channels by 55 miles.

In Area I the 104.1-107.9 mc band (20 channels) will be available for community stations but until more FM stations are authorized the Commission will not permit stations in principal cities of metropolitan districts in this area which have four or more standard stations. In Area II the 104.1-105.9 mc band (10 channels) will be available for community stations and, as is the case in Area I, “may be used in any community which is the principal city of a metropolitan district”.

The 10 channels from 106.1 to 107.9 mc available for community stations in Area I but not in Area II, the Commission explained, will be assigned later in Area II “in accordance with the needs of the area as shown by future developments. In the meantime they will be available for facsimile”.

Rural stations

Rural stations, the Commission announced, will not be licensed in Area I as it is presently constituted but if the area is extended to include contiguous territory consideration will then be given to assigning rural stations in this region. The 60 channels available for metropolitan stations will also be available to rural stations.

The Commission said that it will consider the additional area beyond the service area of a metropolitan station as predominantly rural ‘if at least 50% of the population proposed to be added within the 50 uv/m contour live in rural areas or in communities smaller than 10,000.’ The designation of frequencies in the 88-108 mc band was included in the final rules and regulations promulgated for FM (Report No. 120) which includes not only the rules set forth in the Commission’s Aug. 24 report but also those applicable to FM which are contained in Parts 1, 2 and 3 of the present regulations.

The new form brings together rules governing construction, licensing and operation of FM stations.

The Commission stated that eventually the rules governing television, standard broadcasting, citizen’s radio and other services will be revised in a similar manner.

In making public its assignments, the Commission stated that the FCC will issue construction permits for 100 stations by Sept. 25, but the number of applications for licenses to operate was so unanticipated that it was not possible to complete the filing and handling of the applications in the time originally scheduled.

It was emphasized that the Commission has no control over construction of stations and that the public has no power to force the FCC to make assignments.

In the facing columns are reproduced the assignments of existing and new FM stations.
Dispute With Nets Taken to U. S. Conciliator

A NATIONWIDE strike of NABET engineers at all owned stations of NBC and American was ended at 7:30 p.m. last Thursday night after being in effect for 2½ hours. Network schedules were disrupted for several hours on Wednesday evening but by the following morning, with engineering executives of the companies at the controls and the transmitters, service was restored to practically normal.

With the end of the unexpected and unauthorized strike came an announcement by U. S. Labor Conciliator J. R. Mandelbaum that the men had returned to work and that representatives of the two networks and of NABET had resumed negotiations on a new contract.

Walkout came after the networks had received wires on Wednesday from A. T. Powley, NABET president, giving them a 30-day strike notice in accordance with the Smith-Connelly Act. Shortly before, company and union officials had ended an all-day session of negotiations which had been in progress since preceding Friday.

Union and network officials reassembled Wednesday evening, but when the session broke up at 12:30 a.m., the networks reported only that the union would endeavor to get its men back to work in the morning and that when the men returned to their posts the networks would be willing to resume negotiations. Meeting, held in the office of Mark Woods, American president, with Mr. Woods, Joseph McDonald, network attorney, Keith Kiggins and Robert Kintner, vice-presidents, representing American. NBC conferees included Edward F. McGrady, RCA vice-president in charge of labor relations; John Mac Donald, vice-president in charge of finance; Charles F. Detmar Jr., attorney. Union group included Mr. Powley; Harry E. Hiller, executive secretary; F. C. Scheinprei, head of the Chicago chapter; Patrick Simpson, councilman at American in New York; Reid Davis, councilman of NBC's engineering chapter in New York; Thomas Dunn, counsel.

The attorneys met briefly Thursday afternoon in an effort to work out a plan for resumption of negotiations, but first announcement came when the men returned to work at 7:30 p.m. Mr. Mandelbaum joined the group at their Thursday meeting and was again present when the conference was resumed at 11 a.m. Friday in the NBC board room, both union and network representatives having agreed to go forward under his auspices.

Direct cause of the breakdown was the refusal of the networks to accept the union's demands for wage increases of 40% to 50% and the refusal of the NABET committee to make any modification of those demands. According to a statement issued Thursday by NBC, the NABET negotiating committee "stated that it had no authority to bargain on any other wage basis and in effect said that their demands were an ultimatum."

"Today (Wednesday afternoon)," NBC continued, "we urged the committee to abandon its ultimatum position and to secure from their members authority to bargain collectively with us. We felt that we could reach an agreement satisfactory to both sides by that procedure. We urged that, failing to agree on further negotiations on any other basis than the terms of the ultimatum, both sides submit to arbitration. In the present contract . . . the union agreed to arbitration . . . should disputes arise."

A statement issued Wednesday evening by NBC's headquarters in Washington put a somewhat different interpretation on the events of that afternoon's meeting. According to the union, the networks questioned the authority of the committee to speak for the NABET membership, and "after all of the members were invited to indicate that they would not bargain with the committee the engineers in the networks refused to work."

The union's charge that the networks refused to continue negotiations with its committee was vehemently denied by both networks. Mark Woods declared: "This charge is absolutely without foundation. We have always recognized NABET as the bargaining agency for engineers in our employ."

Although the wage question was essentially the direct cause of last week's strike, difficulties in the NABET-network relationship date back to January of last year, when NBC and American (then the Blue network) were ordered by the NABET to give AFM jurisdiction to American Federation of Musicians giving AFM jurisdiction over the handling of recordings at their own owned and operated stations, effective June 1, 1944.

Mr. Powley had charged the nets with "stalling again for fear that"

(Continued on page 87)

STRIKE SIDELIGHTS

IRONICAL angle to the strike is that it proves the contentsions of NBC and American that NABET is a bona fide union and not a company dominated organization, as James C. Petrillo and his musicians insisted during their battle away from NABET, "Maybe Jiminy I'll believe us now," a network spokesman said Wednesday, "but it's certainly making our point the hard way."

WASHINGTON was the chief trouble spot during the 2½ hours the NABET boys were off duty. NBC lost several scheduled pickups for that city and American brought Martin Agronsky, Earl Godwin and Raymond Swing to New York.

NBC estimated that about 350 of its technical employees were out on strike at the network studios and at WEAF New York, WMAQ Chicago, WTAM Cleveland, KQO Denver, KPO San Francisco, WRC Washington. American said that

(Continued on page 87)

FCC Finds Total Time Sales Were $246,339,532 In 1944

TIME sales for the major and regional networks and 875 standard broadcasting stations during 1944 totalled $246,339,532, the FCC reported last Friday.

The figure compares with $195,704,153 for the networks and 841 stations in 1945, or an increase of 25.87%.

(BROADCASTING'S Yearbook estimated time revenues at $285,100,000, or a gain of 25% over 1943, projected for all networks and approximately 900 commercial stations).

Revenues from sales of talent and other incidental broadcast activities by networks and stations last year were reported at $28,959,079, or an increase of 47.6% over 1943.

Operating income, after deducting operating expenses and federal income taxes for the networks and stations were reported by the Commission at $90,272,851 or an increase of 35.5%.

The Commission noted a "substantial improvement in operation results for 1944. Excluding key stations of major networks, whose operations averaged $3,945 in 1943, the average operating income of clear channel stations with 50 kw power were reported at $496,247, an increase of 24% over 1943."

Clear channel unlimited time stations of five to 20 kw power which submitted reports averaged $125,534 or a gain of 109.4%.

Time sales of the four major networks and their ten key stations were reported at $84,068,954 as compared with $71,027,292 for 1943.

The average broadcast income reported by regional unlimited stations amounted to $114,980, an increase of 41%. Local unlimited time stations showed average broadcast income of $23,421 per station in 1944 a gain of 84% over the previous year.

Local unlimited time stations affiliated with major networks reported average broadcasting income at $25,815, a gain of 70.8% over 1943, while local unlimited time stations not affiliated with a major network averaged $13,900, an increase of 85.8%.

The Commission reported losses by 41 of the 876 stations in 1944 as compared with 94 of the 841 stations in 1943, with the average loss per station in 1944 at $3,764 as against $5,408 in 1943. Of the 41 stations reporting losses 27 were affiliated with major networks.
New Plans Studied for U.S. Use of Radio

WAC Takes OWI's Net Allocation Project

By J. FRANK BEATTY

ADOPITION of a temporary network allocation plan by which U.S. messages will be channeled by the War Advertising Council brought hope over the weekend that Federal agencies will not return to the mad scramble for time that existed prior to OWI channeling of material.

As the week closed, information specialists from many U.S. agencies were meeting, along with NAB spokesmen, to discuss plans to avoid the pre-war battle royal for radio time. All agreed that the plan should be worked out to channel all U.S. radio needs through a clearing house, as done during the war by the OWI. The plan covers only part of the allocation setup, the use by sponsors of air time on networks and groups of stations.

Possibility that the matter would resurface at the White House consideration was mentioned, though no official word came from Presidential sources.

OWI was buried, for all practical purposes, last Saturday but several of its functions live on.

Domestic Radio Bureau, which handled allocations to stations, expired along with its 13 regional offices. Of its two main functions, the Network and National Spot Allocation Plan was shifted to WAC but the Local Station Announcement Plan awaited the result of the weekend discussions.

OWI's Overseas Branch continues as usual, but under jurisdiction of the State Dept. where its nature will be decided. William Benton takes office as Assistant Secretary of State.

Dalton Liquidator

Liquidation of OWI itself is in the hands of Neil Dalton, who is serving as Acting Director following resignation of Director Elmer Davis. Mr. Dalton was director of the OWI Domestic Branch, on leave from the Louisville Courier-Journal where he is assistant to the president. Mr. Dalton said he believed his resignation would clean up the liquidation task by mid-October.

President Truman highly praised Mr. Davis for his achievements during his directorship of nearly four years. He emphasized OWI's outstanding contribution to victory and referred to the fact that he had received more than his share of brickbats as part of his reward. "Under your wise leadership the American people were kept fully informed concerning their Government's wartime program," the President told Mr. Davis.

In resigning, Mr. Davis informed the President that Edward Klauber, Associate Director and former CBS executive vice-president, had presented his resignation. He suggested that liquidation be entrusted to Mr. Davis in a chaotic conditions which existed prior to the formation of the Radio Bureau.

Under the WAC handling of the Network and National Spot Allocation Plan, several of the former Domestic Radio Bureau personnel will continue to serve. Expense of the operation, which closes Dec. 8 with windup of the Treasury's Victory Loan, will be borne by the Treasury.


Chaos Threatened

Though Treasury may ask top rights to participation in the Network Allocation, all U.S. agencies will be entitled, as before, to their share of facilities. Treasury normally would be entitled to a heavy share during the period of the loan. The Hold Prices Drive down also will be entitled to a good portion of facilities. In any case, apportionment of radio time will be handled as in the past by Mr. Ecclesine's staff.

In a message to advertisers James W. Young, Council chairman, pointed out that "sudden termination of the OWI Domestic Radio Bureau not only left certain war related campaigns without adequate organized radio support, but threatened to put the industry into chaotic conditions which existed prior to the formation of the Radio Bureau."

Recalling that the allocation plans operated by OWI had been created by the Council's Radio Advisory Committee at the urgent request of radio advertisers seeking relief from the confused flood of requests and pressures from Government agencies for time at the outset of the war, Mr. Young continued that a number of Federal agencies, headed by the Treasury, have now approached the Council "with the proposal that the very useful allocation machinery of the Domestic Radio Bureau be kept intact under council auspices at least until the end of the Victory Loan."

Among the agencies whose information needs will be covered by WAC radio allocations between Sept. 15 and Dec. 8 are the Treasury, OPA, War Shipping Administration, Army, Public Health Service, American Red Cross, National War Fund and Dept. of Agriculture.

In a final memorandum to all advertisers participating in the network and national spot allocations, George L. Johnson, Chief of Domestic Radio Bureau, thanked advertisers for their "wholehearted assistance" in bringing important war messages to the radio audiences of the nation. He referred to the high urgency of such war-born activities as the Victory Loan, manning of merchant ships, and others.

He explained how the interested U.S. agencies had approached WAC with the proposal to administer the allocation through the Victory Loan. They agreed to besiege advertisers individually with a barrage of special pleas and pressures for additional coverage.

Mr. Ludlam predicted acceptance of the joint Government-WAC scheduling would greatly benefit war-born activities and prevent, temporarily at least, a return to the chaotic conditions that prevailed.

(Continued on page 24)

GAINES, MERRYMAN PROMOTED AT NBC

JAMES M. GAINES, assistant director of the NBC advertising and promotion department, will leave that post Oct. 1 to become manager of the network's recently organized planning and development department headed by Vice-President William S. Hedges [BROADCASTING, July 28].

Philip L. Merryman, director of facilities development, also transfers to the new department Oct. 1, when William S. Dutter moves over from the engineering department to become allocations engineer. Harry F. McKean, WBAL, will serve as financial advertiser to the planning and development department.

Mr. Hedges has delayed announcing key personnel until this time because he left for Europe as a member of the American Broadcast Mission almost immediately following the creation of the new department, returning only last week. His new manager, Mr. Gaines, was associated with him in the stations department for two years before assuming his present post as assistant director of advertising and promotion.

Replacing Mr. Gaines in that position is James H. Nelson, currently network sales promotion manager. Charles B. H. Vaill, now promotion manager of WEAF, assumes the post vacated by Mr. Nelson. Charles Phillips, promotion manager of KOA, NBC owned and operated station in Denver, will come to New York to handle promotion for WEAF.

September 17, 1945 • Page 17
Truman Note Helps Start Associated

Paul Porter Scheduled For Inaugural Ceremonies

ASSOCIATED BROADCASTING Corp. was poised to take the air at 2 p.m. Sept. 16, bearing the good wishes of President Harry Truman and FCC Chairman Paul A. Porter.

Inaugural ceremonies were scheduled to take place in the Band Auditorium at the Navy School of Music, Washington, with the addition of Chairman Porter as the opening feature. After a two-hour program including pickups from many points, Associated planned a reception to Washington dignitaries at the Ward Hotel Cabinet Room.

Truman Letter

Network president, Leonard A. Versilis, was to read President Truman’s letter, pointing to critical need for informed and enlightened people” and praising broadcasting’s contribution toward the unity of purpose that made possible our great victory.

Of the letter follows: “Dear Mr. Versilis:

“I extend my best wishes to this new national network on the occasion of your inaugural program. The need for an informed and enlightened people is as critical in the future as it has been during past tragic years of war. Broadcasting in the United States contributed much toward the unity of purpose which made possible our great victory.

“I congratulate this new network on its opportunity to serve the people of this country in the days of peace and reconstruction that lie ahead. And I am certain this new entity in the network field will faithfully discharge the responsibilities which accompany this opportunity for service to our people.”

FCC Chairman Porter’s prepared speech, reviewing growth of broadcasting, said this progress was “only a beginning.” He predicted, “A new and even greater era in broadcasting is dawning with the forthcoming development of nationwide systems of FM and television. Looking into FM’s future, he foresaw that in a few years the number of commercial FM stations will outstrip the existing AM stations. As for television, he predicted that in the near future TV will be received by tens of thousands of homes, with color and high definitions ultimately.

It Means Progress

Federation of Associated at this time “is consistent with our spirit of progress,” said Mr. Porter, and could lead to future that is full of uncertainty the event “is in line with the finest traditions of the American spirit of enterprise.”

Truman Note Helps Start Associated

The chairman expressed confidence that Associated “will exemplify the best in American radio by bringing us balanced discussion as a public service by which we may best promote the welfare of our country.”

Quoting Thomas Jefferson’s free speech doctrine, he pointed out that American Broadcasting placed the reliance upon the principle of diversified ownership of radio stations to protect that freedom. “We have placed a free press in the hands of each of us. That press is free to be disposed of by those who own it, just as much as an individual has the right to his own body and freedom to use it as he will.”

Amendments to the inaugural program schedule was a half-hour salute from the British Broadcasting Corp. ABC plans to carry the BBC Newsread six days a week 7:30-7:40 p.m. The opening day were to include programs from WWDC Washington; KFOX Los Angeles; KWBR Oakland; WMEY Boston; KSAN San Francisco; KMYR Denver; WMCA New York; KWWJ Portland, Ore.; WTMV E. St. Louis; WLAG Grand Rapids.

Basic Associated network in- cludes the original Associated stations. In addition, the Associated stations are: WOIC and WOV New York, WIND and WJJD Chicago, and WCKY Cincinnati as cooperating outlets. In addition 196 stations were available on the original Associated network as a programming hookup.

Reversible Lines

Network is connected in its entirety by Class A instantaneous reliable lines. Besides the basic network, with a Class A rate of $3,955 per hour, $2,373 per half-hour and $1,582 per quarter-hour, the rate card offers an Eastern Round Robin, Midwest Regional and Atlantic Regional.

First sponsor on the Sunday schedule was Knox Chemical Co., Los Angeles, carrying a newcast for the Men’s Wear Bureau.

Sixteen-hour operation has been planned, 9 a.m. to 1 a.m. Five-minute newscasts are to be heard at the hour except whencyanographers are heard. List of commentators includes Ian Ross MacFarlane, WITH; John E. Hughes, Los Angeles; James R. Young, Washington and New York; Mark Austad, George Reedy and Esther Van Wagoner Tufty from WWDC; Leo Giraux, San Francisco. Mrs. Tufty was to be heard in a women’s newscast.

Buffalo Stations Must Cancel Tabernacle Leased License

AFTER two years’ consideration, the FCC last week issued its proposed findings in the Buffalo Broadcasting Co. (WKBW) renewal proceedings in which it concludes that only by washing out an “illegal” lease arrangement with the Church Tabernacle of Buffalo will it grant license renewals for the two stations. To make possible the working out of such arrangements, the Commission proposes to issue temporary licenses for three months, during which time Buffalo Broadcasting must establish full control of the outlets. Moreover, in accordance with the FCC’s duopoly regulation, Buffalo Broadcasting must divest itself of one of the two stations.

In its 14-page findings, the FCC repeated the history of Buffalo Broadcasting, dating back to 1928. Since 1936, Hiram W. DEyo, president, has owned approximately 80% of the stock in the corporation, with A. Louisanna, executive vice-president and general manager, holding 12% and the remaining 6% variously held. Contracts for the leases at Buffalo Tabernacle in 1931 and 1932 covering both time and compensation were held by the FCC to be “illegal” and emphasis was placed upon a clause wherein the properties could revert to Churchill if contractual provisions were not complied with.

Under the 1931 contract, the Commission found, Buffalo Broadcasting agreed among other things to reserve over one of its stations 17% of the 24-hour period from 6 a.m. Sundays to 6 a.m. Mondays of each week until 2027 for the “sole, exclusive and absolute disposition” of the Tabernacle. It also agreed to furnish free to the Tabernacle during these hours all facilities for broadcasting, along with certain other rights.

The Commission held that Buffalo “thus divested itself of its right, power and duty to exercise full and complete control over its stations during all of the hours for which it is seeking a license to operate and has rendered itself incapable of assuming the complete and ultimate responsibility of exhibition of public interest imposed by the Communications Act of 1934.”

The FCC cited several past opinions in which it had held that renewal of licenses where stations are not in the public interest.

In stating it proposed to deny (Continued on page 90)

Court of Appeals Has New Members

Miller Resigns, Tells Truman NAB Work is Challenge

COINCIDENT with formal announcement of the designation of Justice Justin Miller from the U. S. Court of Appeals for the District of Columbia to accept the NAB presidency, President Truman last Thursday announced three new appointments to that bench, bringing it up to its full complement of six. Named to the bench were Sen. Bennett Clark, of Missouri, to succeed Thurman Arnold, and former Judge Wilbur K. Miller, of Owensboro, Ky., to succeed Fred M. Vinson, now Secretary of the Treasury.

The court, second highest tribunal in the land, is the appellate body sitting just over the FCC. While only a handful of radio cases now are pending before the court, it has handled dozens of cases generally all basic litigation involving radio jurisprudence.

Inspired Leadership Needed

Justice Miller, upon his return from the U. S. Radio Mission to ETO, last week submitted his resignation as the President, terminating eight years of service. Declaring that the great opportunity presented with the NAB “seems to outweigh my responsibility to the ways and means of judicial office,” Judge Miller cited the President’s recent statement (in his letter to Broadcasting July 3) that “the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now.” He added that he joined with the Chief Executive in believing that “radio . . . must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government.”

Then he observed: “I hope that I may be able to play some small part in that important work.”

In his response the same day, the President assured Judge Miller of his appreciation of “the high service you have rendered.” He added: “Although you enter a new field of endeavor and assume new and different responsibilities, this new association holds a wide vista of opportunity. I can understand your hesitancy in leaving the judiciary but hope you will find happiness and satisfaction in working in the field of radio.”

Rapp Leaves KMA

CY RAPP will resign as general manager of KMA Shenandoah, Iowa, effective Oct. 1 to take over as executive manager of the Perfex Co. (household cleaner) of Lincoln, Omaha. He will be succeeded at KMA by Owen Saddler, assistant manager.

Meet Herb Plambeck—WHO's Original War Correspondent!

Herb Plambeck, the first WHO staff-member to don a war correspondent's uniform, made two trips to Europe for WHO—the first to England for several months in 1943, where he short-waved frequent reports on such new angles as the way Dover farmers were farming under shell-fire, and how British farmers in general were meeting war-time demands (which, when rebroadcast by WHO, aroused tremendous interest among Iowa farmers who were themselves producing 10% of America's war-time food requirements).

Then in February, 1945, Herb left Des Moines again and was attached to the U. S. 3rd and 7th Armies. Until June, he continued broadcasting eyewitness accounts, was present at the final breakthrough, and even broadcast from Munich on the day that city fell. He performed the impossible by interviewing over 1,000 Iowa boys, from every county in the State. He spoke 90 times from Europe to the Iowa friends, neighbors and parents of these boys. . . .

Do you think Iowa people "followed" Herb's foreign broadcasts, and then went wild to hear him speak, upon his return? You're right, they did!—and that's another big reason why Iowa prefers WHO!

WHO for Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
Miller to Talk on European Mission

Broadcasters' Findings Will Be Heard by Radio Club

(Figures on pages 22, 23)

CONCLUSIONS reached by the first mission of radio executives to tour the European war theater will be unfolded early next month by NAB's new president, Justice Justin Miller, at two events—his inauguration as NAB president on Oct. 9 in Washington, and an appearance before the Radio Executives Club Oct. 4 in New York.

Miller Quits Bench

Judge Miller last Tuesday formally submitted his resignation as a member of the U. S. Court of Appeals bench in Washington, terminating eight years as a Federal judge. He formally takes over the NAB helm with his inaugural address in Washington Oct. 2. An elaborate dinner, to be attended by approximately 1,000, including high Government officials, members of Congress and representative broadcasters, has been arranged.

Judge Miller returned to his home near Los Angeles last Wednesday to rejoin his family and to write his Oct. 2 inaugural address. Then, on Oct. 4, he will appear before the Radio Executives Club in New York, along with his colleagues on the mission. He was the official spokesman of the group on the 30-day tour, as NAB president-designate.

Meanwhile, Col. Kirby last week toured France, which will result in his release from the Army after more than five years' service, to return to private business. He contemplates a public relations one-advertising function both in Washington and New York and specializing in radio. He anticipated his release by Oct. 1, Maj. Al Wharfold, deputy chief of the Radio Branch, BPR, and acting chief during Col. Kirby's absence, is regarded as his likely successor, probably with an increase in rank. Maj. Wharfold, before entering the service at the war's outset, was on the executive staff of C. E. Hooper Inc. in New York.

Clair R. McCollough, managing director of the Mason-Dixon Radio Group, kept a day-to-day log of the ETO mission. His computation, tabulated herewith, shows the group on the 29-day tour covered exactly 12,323 miles by air in 74 hours and 28 minutes. Another 1,000 miles of automotive travel is estimated.

Custom-Made Service Provided by Two New Hooper Divisions

TWO new divisions of C. E. Hooper Inc., to provide custom-made services for individual advertisers and stations, respectively, were announced last week by C. E. Hooper, president of the radio audience measuring organization.

Advertisers service division, headed by John C. Whitridge Jr., vice-president of the Hooper firm with headquarters in New York, will offer primarily a service revaling the comparative sales effectiveness of network and station programs of an advertiser and his competitors. Method, used experimentally since December 1939 and for the past two years applied commercially on four programs sponsored by one advertiser for two products, involves a system of recontacting homes which report listening to the advertiser's program and coincidentally contacting a random sample of new homes. Both groups are asked what brand of product they purchase. The difference between the buying habits of listeners and the random sample indicates program effectiveness.

Based on continuous reporting, the comparative program effectiveness analyses of comparative sponsor identification, comparative composition of audiences showing relationship between listeners and prospective buyers, minute-by-minute comparison of audience size during the program, comparison of audience data with that for the pure entertainment with a final comparative index of cost per commercial impression.

Brand ratings of the advertised product as its competitors will also be reported every 60 days, with special reports of evidence of sales change in the advertiser's own and in important competing brands within 21 days of the field measurement. A sample of 7,500 homes, representing the nine census districts and all population size groups in the country, including rural, will be used. Station service division will utilize the diary technique, designed to show:

1. Comparison of audience "inside" with "outside" station city.
2. Specific program audience flow to and from other stations and nonsponsors.
3. Sex and age of specific program and station audiences.
4. Frequency of listening to specific programs and stations.
5. Economic breakdown of station listening audiences, etc.

To provide an easy basis of comparison with the Hooper national network ratings and the individual city continuing measurements of (Continued on Page 92)

Senate Bill on Airport Aid Includes Amendment Protecting Antenna Sites

PROTECTION for broadcast antenna sites is provided in a bill passed Thursday by the Senate (S-2) to provide Federal aid for construction and improvement of airports. An amendment offered by Sen. Johnson (Col.) provides that the FCC will be consulted when antenna sites are held to be airport hazards. In calling for protection to broadcasters, Sen. Johnson read a letter written by Paul A. Porter, FCC chairman, to Chairman Wheeler of the Interstate and Foreign Commerce Committee. The letter asked insertion of an amendment providing for reference to the FCC of any cases involving antennas. The bill provides a nationwide zoning program for clearing of approaches to airports, with the Civil Aeronautics Administrator having authority to set up zones.

Sen. Johnson read into the Record two editorials from Broadcasting (June 26, July 9) calling attention to the fact that the Civil Aeronautics Authority, interested primarily in aviation, was holding up hundreds of antenna clearances. The editorials pointed to the need of providing radio protection in the bill.

In the House the Committee on Interstate & Foreign Commerce has reported out a bill (HR-3615), under which interested parties can appeal for a hearing on proposed airport projects.

Full protection cannot be given broadcasters unless both the House and Senate protective provisions are included in the bill, according to Robert T. Bartley, NAB Director of Government Relations.

Just-in Time

JUDGE Justin Miller, NAB's new president, moved to the recent Radio Mission to ETO that he has a poetic as well as a humorous sense. After having been logged at the Paris hotel headquarters as "Justin" Miller, he penned this to the management:

Are you a 'Feminine Ender'? You'll get the Point, I'm hopin' trustin' My name's not JUST I N E, merely Justin In other words, here's what I mean

Justin is never spelled J U S- T I N E.
That's a propeller . . . and that's what makes a ship move through the water.

And it is asked . . . what makes goods move when you sell by radio? Two things, we believe: one, a strong sales argument; two, that argument listened to by the greatest number of buyers per dollar spent.

In the 6th largest city in the U.S.A.—W-I-T-H, the successful independent in Baltimore, reaches the greatest number of listeners at the lowest cost.

Get yourself a strong sales story . . . put it on W-I-T-H . . . and in one market we know intimately, we know something will happen.

Sales up . . . cost down— is the report via W-I-T-H.

Tom Tinsley, President • Represented Nationally by Headley-Reed

Baltimore, Md.
BROADCASTERS ON WAR DEPT. ETO TOUR

BERLIN BOMBED to bits. (1) BRIG. GEN. Bryan Milburn, Chief of Staff, U.S. Control Group, with Woods. (2) MISSION at scene of Berlin's 1936 Olympics, now used as British billet. (3) MILLER with American Minister Robert Murphy, diplomatic adviser to Eisenhower. (4) AFN HEADQUARTERS, Berlin (l to r), Capt. Sanford Cummings, German operations officer, AFN, formerly Benton & Bowles, Miller, Reinsch, Hedges, Lt. Booraem. (5) SCOUNGING in Hitler's ex-reichchancellery, Col. Kirby (kneeling), Taishoff and Reinsch. (6) BRIG. GEN. SAMUEL Thomas, Berlin district communications officer, with Campbell. (7) JIVE FOR GI's through AFN Berlin (l to r), Fetzer, Reinsch, McCollough and (seated) announcer-operator. (8) "NOVIKAINE" was the shot given Morrie Novik by McCollough with Reinsch checking pulse.

*All photos except BBC by Army Signal Corps.
Miller, Schroeder
Form Law Firm
D. C. Company to Specialize In Radio Practice

NEW law firm specializing in radio practice has been formed by Neville Miller, former NAB president, and Arthur H. Schroeder, recently released from Army Air Forces with rank of lieutenant colonel and before the war with the George O.

Mr. Miller
Mr. Schroeder

Sutton law firm 4½ years. Known as Miller & Schroeder, the firm has acquired offices at 218 Munsey Bldg., Washington.

Mr. Miller has just completed a 3¼ month assignment with the Middle East and Persian Gulf Division of the Army & Navy Liquidation Commission headed by Thomas B. McCabe. He served at Washington headquarters during the formative period of the division. Previously he had acquired intimate knowledge of that area while serving the Balkan division of UNRRA.

A graduate of Princeton and Harvard Law School, Mr. Miller entered legal practice in Louisville in 1920 with his father, Judge Shackelford Miller, and his brother, Shackelford Jr., now judge of the U. S. District Court, Western District of Kentucky.

In 1930 he became dean of Louisville Law School. From 1933 to 1937 he was mayor of Louisville and achieved national fame for his leadership during the Louisville flood. In 1938 he became assistant to the president of Princeton U., leaving that post to become president of the NAB. He served as NAB head until 1944 when he took the UNRRA post. At present he is vacationing on Cape Cod but will return to Washington Sept. 20.

A native of Seward, Neb., Mr. Schroeder was graduated from U. of Nebraska with an A. B. degree in journalism. He attended George-town and Creighton law schools, receiving his LL.B. at Creighton. In February 1942 he was called to duty as a reserve officer and assigned to the Air Corps as a second lieutenant.

He served with AAF headquarters in Washington; Army Airways Communications System, Asheville, N. C., and European Theaters. During the period he was graduated from the Command and General Staff School, Ft. Leavenworth. Upon discharge he was highly commended for his part in building up the AAF Airways Communications System into the greatest system of its kind in history.

Mr. Schroeder was with Central
WESTINGHOUSE STRATOVISION

This newly announced system of sight and sound transmission exemplifies Westinghouse leadership. The kind of leadership that transforms research and planning into new and valuable services to the public. The same sort of leadership practiced by the Westinghouse Stations since the birth of broadcasting twenty-five years ago.

The use of airborne transmitters operating at six-mile altitudes would particularly adapt Stratovision to Television and Frequency Modulation broadcasting. It would mean these new services could be made available to most of our nation's families, in contrast to other systems, with much less delay... on a coast-to-coast, simultaneous basis.

Planned and under development by Westinghouse, in cooperation with the Glenn L. Martin Company, Stratovision would accelerate the development of Television and FM, and bring many attendant benefits to industry and a fuller service to the people. With this announcement, Westinghouse auspiciously ushers in its second quarter-century of broadcast leadership.

Your advertising plans, now geared to new world-conditions, should include the services of Westinghouse standard broadcast stations, in six strategic and important markets. Contact our representatives, listed below, for prompt attention to your needs.

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
WOWO Workshop
RADIO WORKSHOP will be started this fall by WOWO Fort Wayne, Ind., in line with Westinghouse policy in other cities, to be held in conjunction with the Fort Wayne branch of Indiana U. Extension Division. College credits will be offered. All phases of radio will be covered. Ben Hudelson, educational director of WOWO, will be in charge and will be assisted by staff members and guest lecturers. Course will run for 18 weeks.

CJAD Starts Operations
EQUIPMENT is being installed at CJAD Montreal and operations are expected to start not later than Oct. 27. Programming exclusively in English, the station will be CBS outlet in Montreal for English language programs.

Telecommunications Experts in London To Allocate Channels to Freed Countries
WHAT is hoped to be another forward stride in the process of world government getting in step with science is being taken in London this week.

Telecommunications experts from the U. S., Europe, the U.S.S.R. and Great Britain are meeting there to draw an interim plan for allocating frequencies to the liberated countries of Europe.

Meetings, called by the British Foreign Office and presided over by Sir Standing Anguil, started last Thursday and are scheduled to continue through the early part of this week.

Attending from the U. S. are: George Adair, assistant chief engineer of the FCC who will attend as a representative of the State Dept.; Cecil Harrison of the Telecommunications Division of the State Dept.; Lt. William R. Foley, USNR, who represents U. S. military interests. Military officers are attending from ETO headquarters.

New frequencies in government and commercial channels will be temporarily assigned to countries whose communications were disrupted by German occupation or by the Allied armies and navies after the invasion. Allocations will be in force until such time as a World Broadcasting Conference will be held with conquerors and conquered taking part.

The London meeting is seen by Francis Colt de Wolf, chief of the Telecommunications Division of the State Dept. as a “fresh start in the direction pointed to by the Berlin, London, Madrid, Cairo and present World Broadcasting Conference as the focal point of discussion in the days just preceding the London Conference as the group was eager to take part, but because of its record, stood little chance. It is not known yet whether the efforts to attend were successful.

Snyder’s Fan
JUST as John W. Snyder, Director of War Mobilization & Reconversion, had finished a broadcast on American, the PX at WMAL Washington buzzed. It was President Truman. Betty Ender, PX operator, gulped but recovered quickly and called Mr. Snyder to the phone. The President told him “it was a good job”. After hanging up, Mr. Snyder said, “You know, that’s why that guy is a great man!”

Rio broadcasting conferences—one unified body to channel airwaves throughout the world, “We must determine,” he added, “whether we are prepared to surrender a modicum of sovereignty to insure a more efficient control of radio, for radio knows no international boundaries.”

In 1938, the Cairo Conference drafted a plan for a Central Frequency Registration Board composed of five members and two alternates, all of different nationalities. These experts were to be elected by the International Telecommunications Conferences from groups of candidates presented by all the governments attending the Conferences. They were to serve not as representatives of their respective governments but “as custodians of an international public trust”.

Plans were drawn for each government to notify the board in order to obtain international priority for the use or change of frequencies.

War Changed Plans
Montreux Plan for frequency allocations in Europe, drafted at the European Broadcasting Convention in 1939 was in the same tone as the Cairo plan, but concerned solely with European broadcasting. Neither this nor the Lucerne Plan, which preceded it, was put into effect because of the war.

Before World War II, European frequencies were governed by the Bureau of International Telecommunications Union at Bern.

The London meeting now taking place will free European and international channels flowing from Europe taken over by Germany and the military. Thus the effect on the future of European commercial stations, their numbers, locations and power as they affect other stations will be great.

During the period of German occupation, the European telecommunications governing body was the Union Internationale de Radio Diffusion, or U.I.R., known in English-speaking countries as European Broadcasting Union. U.I.R. was the focal point of discussion in the days just preceding the London Conference as the group was eager to take part, but because of its record, stood little chance. It is not known yet whether the efforts to attend were successful.

WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending last January, is ready to run interference for your sales message to make sure it reaches the “paydirt” in the rich Nashville area. Here are other reasons why WSIX is an All-American: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at a very low unit cost. In this booming market there are over a million potential buyers ready to help your product score a touchdown in middle Tennessee.

Represented Nationally By
The Katz Agency, Inc.

American - Mutual

5000 watts - 980 k.c.

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You don’t need Heavy Glasses to see Oklahoma Network’s concentrated 7 Major Market Audience...

You are not reaching a BIG segment of Oklahoma’s buying power unless you use the stations represented in the OKLAHOMA NETWORK. This fact is based on reliable Listening Surveys, which prove these stations have DOMINANCE in their markets—most of them ALL OF THE TIME! Startling also is the fact that you can use all 7 stations for approximately HALF THE COST of any two of Oklahoma’s highest-powered stations—and you can use as few as 3, if you can’t use all the stations—and still get the network rate. Just give us the opportunity and we’ll prove how you get more audience at a lower cost by using the OKLAHOMA NETWORK!

Penetrate the markets having the best post-war permanent buying incomes!

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

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA

ASSURES YOU Audience IN THE RICHEST MARKETS IN OKLAHOMA

OKLAHOMA NETWORK

ROBERT P. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA

KBIX — Muskogee
KCRC — Enid
KGFF — Shawnee
KOME — Tulsa
KOKO — Oklahoma City
KTRK — Ardmore

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Now, as before, expect quality leadership in Collins broadcast equipment

The New Collins AM transmitters and remote amplifiers, now ready, reflect characteristically advanced Collins engineering.

Notable transmitter refinements include extremely high fidelity, and increased safety factors through the use of oversize components throughout.

The Collins 21A is a superb 5,000 watt transmitter, with reduced power operation at 1,000 watts also available. Its response curve is flat, within ±½ db, from 30 to 10,000 cycles.

The Collins 20T is a 1,000 watt transmitter, of similar characteristics, equipped for reduced power operation at 500 watts if desired.

The Collins 300G is a 250 watter of equal fidelity, with reduced power operation at 100 watts available.

The Collins 12Y one channel remote amplifier is light, handy, simple and efficient. It is for unattended operation from a 115 volt a.c. power source.

The Collins 12Z four channel remote amplifier is a.c.-d.c. powered, the d.c. source being self-contained batteries which take the load automatically in case of a.c. line failure.

A complete line of Collins high-quality studio equipment is available for either AM or FM application.

An outstanding broadcasting station begins with outstanding equipment. We will be glad to know about your plans and submit complete recommendations. For additional detailed information, write the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y. Collins equipment is sold in Canada by Collins-Fisher, Ltd., Montreal.

For broadcast quality, it's...
FCC RULES AND REGULATIONS FOR FM BROADCASTING

The FCC Sept. 12 promulgated Subpart B of Part 3 of its Rules and Regulations containing rules concerning FM broadcasting. Subpart B now includes not only the rules and regulations which were set forth in the Commission's Report of August 25, 1945, but also those applicable to FM which are contained in Parts 1, 2, and 3 of the revised rules and regulations. The result of this action is to gather in one place all of the rules and regulations governing the construction, licensing, and operation of FM stations. Hereafter, any person desiring information about the Commission's rules concerning FM need secure only Subpart B of Part 3 and Part 1 which contains the Commission's Rules of Practice and Procedure.

It is the Commission's plan that eventually the rules governing television, standard broadcasting, and FM broadcasting will be revised in the same manner as FM with the result that all of the applicable rules and regulations concerning a particular radio service will be found in one part. In this way persons interested in a particular radio service need look only in Part 1 (Rules of Practice and Procedure) for a complete statement concerning the particular service in question.

Subpart C of Part 3 of the Commission's Rules and Regulations is amended and supplemented by Subpart B. The rules applicable to Standard Broadcast Stations (S 3201-3213, S 2321-3231, S 3241-3248, S 3253-3258, and Section 3.321) are repealed and the following rules are substituted therefor.

Subpart B—Rules Governing FM Broadcast Stations

CLASSIFICATION OF FM STATIONS AND ALLOCATION OF FREQUENCY CHANNELS

§ 3.201. Numerical designation of frequency channels. For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational, religious, and non-commercial community education) and numerical designations of frequency channels are as shown in the table below:

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§ 3.202. Areas of the United States. For the purpose of allocating the United States is divided into two areas. The first area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southern New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg. The second

Part 36

Area II—comprehends the remainder of the United States not included in Area I.

Community Stations. (a) Community stations are limited to a maximum effective radiated power of 250 w and a maximum antenna height of 200 feet over the average height of the terrain 10 miles from the transmitter. Upon receipt of an application for an additional Community station in the same channel and a minimum of 230 feet or more between the Community stations in the same channel and a minimum of 20 miles on adjacent channels, the Secretary shall designate an additional Community station if the additional Community station will not interfere with the existing Community station(s) and if the Secretary finds that it is in the public interest to designate the additional Community station. All of the 20 channels are available in any community which is not the principal city of a metropolitan district. The assignment of Community stations in principal cities of metropolitan districts which have fewer than 6 Metropolitan stations.

For the time being, until more FM stations are authorized, the Commission will not authorize Community stations in principal cities of metropolitan districts in Area I having 4 or more AM stations.

In Area II, 10 channels beginning with 101.1 mc and ending with 105.9 mc (Channels 81 through 90) are available for Community stations and may be used in any community which is not the principal city of a metropolitan district.

The 10 frequencies from 101.1 to 107.9 mc which are available for Community stations in Area II are in the same part of the frequency spectrum as the AM stations in the metropolitan areas. In the future, the Commission will explore the advisability of increasing the number of channels available for Community stations in metropolitan areas. These frequencies are reserved for Community stations in the metropolitan areas and are designated to serve the immediate needs of the area as shown by future developments. In the meantime they will be available for Community stations.

The Commission has determined that there is a need for additional FM stations in Area II to serve the immediate needs of the metropolitan areas and to serve the needs of the metropolitan area as shown by future developments. In the meantime they will be available for Community stations.

(d) The main studio of a Community station shall be located in the city of its license. The transmitter shall be located not more than 3 miles from the city of the studio.

Subpart C—Rules Governing Administrative Procedure

§ 3.211 Applications for FM stations. Each applicant for a construction permit for a new FM broadcasting station, change in facilities of an existing FM broadcasting station, or modification of an existing FM station license shall file with the Commission a copy of the application, a copy of the plans of the proposed station, and the plans and specifications of the transmitter or other equipment which it proposes to construct, and shall pay the filing fee prescribed in Subpart C. The application shall be signed by the representative of the applicant in business of record for the station and shall be in duplicate.

§ 3.212 Full disclosures. Each application shall contain full and complete disclosures as to all facts which the applicant considers relevant to the determination of the application, including, but not limited to, the interest of the applicant in the matter involved, the use to be made of the station, and the experience and qualifications of the applicant.

§ 3.213 Issuance or modification of an FM station license. Applications for construction permits or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at
§ 3.214 Time of application for license extension. — (a) A response to an application for an extension of time shall specify a maximum of 60 days from the date of granting thereof as the time within which construction shall be completed and the station ready for operation, unless otherwise directed by the Commission.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant, or by any person, partnership, or corporation in which any of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.215 Assignment or transfer of control. — (a) Voluntary: Application for consent to voluntary assignment of an FM construction permit or license shall be made to the Commission on Form FCC No. 314 (assignment of construction permit or license) and shall specify the name of the person to whom the assignment or transfer is to be made, the effective date of the assignment or transfer, and the consideration, if any, to be paid therefor.

(b) In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee, the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and the Commission will specify by law the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such FM permit or license or for involuntary transfer of such FM license, and shall be made before proof of said occurrence is filed with the Commission, and the Commission shall immediately determine the manner in which the foregoing interests under the laws of the place having jurisdiction over the estate involved.

RULES RELATING TO LICENSING POLICIES

§ 3.231 Exclusion of station. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding express or implied with a network organization 1 under which the station is prevented or hindered from, or if penalized for, broadcasting the programs of any other network organization.

§ 3.232 Territorial exclusivity. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network programs. This regulation shall not apply, however, to a situation in which another broadcast station serving a substantially different area from broadcast stations having licenses to broadcast in the same class or from the same class.

§ 3.233 Term of license. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal of the FM broadcast station license for a term of not less than two years.

§ 3.234 Option time. — No license shall be granted to an FM broadcast station which is the result of a station's program, any time subject to call of the network beyond the first call in its primary service area upon the programs of the network organization.

§ 3.235 Right to reject programs. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another FM broadcast station serving substantially the same area from broadcasting the network programs, which prevents or hinders another FM broadcast station serving substantially the same area from broadcasting the network programs for the whole time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time. This regulation shall not apply, however, to situations in which the network organization and the applicant have entered into agreements which satisfy the requirements of the Commission.

§ 3.236 Network ownership of stations. — No license shall be granted to a network organization or to any person, partnership, or corporation owned or controlled directly or indirectly by a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) as to prevent the Commission from making an assignment to a person, partnership, or corporation in which any of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.237 Dual network operation. — No license shall be issued to an FM broadcast station affiliated with a network organization which maintains more than one radio network. Such a license shall be issued only if the network programs offered pursuant to an affiliation contract, prevent or hinders the station from receiving the broadcast network programs which otherwise satisfy the requirements for which such license is granted, or, if such broadcasting programs are broadcast in another FM broadcast station in substantially the same area, from substituting a program of outstanding local or national importance.

§ 3.238 Authority of Commission. — The Commission may grant or refuse an affiliation contract, or an extension thereof, or refuse to renew an existing affiliation contract, in whole or in part, or refuse to renew an existing license or renewal thereof, or grant an extension of time for payment of license fees, or any other relief or order under common control 1 of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) as to prevent the Commission from making an assignment to a person, partnership, or corporation in which any of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.239 Use of Common Antenna Sites. — No FM license or renewal of an FM

- Form FCC No. 701.

1 The word "control" as used herein, is limited to full control but includes such a measure of control as would substantially affect the availability of the station to other network organizations and may not prevent or hinder the station from opting or selling any or all of the time covered by the option, or other time, to other network organizations.

2 As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from broadcasting the network programs for any part of the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

3 These segments are to be determined for each station in terms of local time at the location of the station, and will be measured beginning the year regardless of shifts to or from standard to daylight saving time or vice versa.

4 The Commission may in its discretion, discount the station's program for transmission in a network of programs with the same principal network in which the station shall be utilized.

5 The "term" of a network organization shall be measured in terms of years, and not in terms of months.

6 The word "control" as used herein, is limited to full control but includes such a measure of control as would substantially affect the availability of the station to other network organizations and may not prevent or hinder the station from opting or selling any or all of the time covered by the option, or other time, to other network organizations.

7 These segments are to be determined for each station in terms of local time at the location of the station, and will be measured beginning the year regardless of shifts to or from standard to daylight saving time or vice versa.
license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for FM broadcasting in a particular area and (1) which is not occupied by an FM broadcast station; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of FM broadcast stations that can be established in such an area or would unduly restrict competition among FM stations.

3.240 Additional transmission equipment shall be installed and operated in accordance with the applicable part of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

1. The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

One FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by other persons, shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing to the Commission that competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services.

RULES RELATING TO EQUIPMENT

§ 3.251 Transmitter power.—The rated power and operating power range of transmitters shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.252 Transmitter power.—The licensee of each FM broadcast station shall be in operation at the transmitter an approved frequency monitor indicative of the frequency control of the transmitter. For detailed requirements therefor see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.253 Modulation monitor.—The licensee of each FM broadcast station shall have available at all times a modulation monitor showing the quality of the transmission of the transmitter. For detailed requirements therefor see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.254 Required transmitter performance.—The construction, installation, operation, and performance of the FM broadcast transmitter shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.255 Auxiliary Transmitter.—Upon showing that a need exists for the use of an auxiliary transmitter in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation in case of emergency.

(1) The transmission of the regular programs upon the failure of the main transmitter.

(2) The transmission of regular programs during maintenance or modification work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

1 This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as set forth in the pertinent paragraph of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

(3) Upon request of the duly authorized representative of the Commission.

(4) The auxiliary transmitter shall be authorized to determine the frequency of the transmitter, and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section, no license is required to be obtained for the operation of a substitute transmitter in the event of the failure of the main transmitter, or to put into immediate operation in case of emergency, as provided in this section.

(5) The auxiliary transmitter shall be operated in such a manner as to produce the best signal and to be used only in the emergency of the failure of the main transmitter, and no such emergency shall be considered unless it is manifest.

(6) The auxiliary transmitter shall be equipped with satisfactory control equipment which will maintain the frequency of the frequency emitted by the station within the limits prescribed by these regulations.

(7) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitter, but in no event shall it be greater than such power.

§ 3.256 Alternate main transmitters.—The licensees of an FM broadcast station may be licensed for alternate main transmitters provided that a technical need 1 for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Each transmitter shall be in place, under the same operating, installation, operation, and performance requirements of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.257 Transmitter and antenna system.—Licensees of FM broadcast stations shall observe the following provisions with regard to changes in equipment and installation.

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning FM Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 322) therefore, is required for a change in service area or for any of the following of the transmitter:

(1) Changes involving an increase or decrease in the power rating of the transmitter.

(2) A replacement of the transmitter as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

§ 3.258 Change in location of main studio, if it is proposed to move the main studio to a different city from that specified in the license.

§ 3.259 Change in frequency control and/or modulation system.

§ 3.260 Specific authority, upon filing informal request therefor, is required for a change in the authorized power rating, except as above provided.

§ 3.261 Time of Operation.—All FM broadcast stations shall be licensed for unlimited hours of operation per day, subject to and in accordance with Section 3.263,4 and Section 3.264,4 and in such form as the Commission may prescribe.

§ 3.262 Experimental Operation.—The period FM broadcast station shall be 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

§ 3.263 Changes in antenna system.—No additional FM broadcast station shall be made available for public use by a licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

§ 3.264 Changes in transmitting equipment.—No additional FM broadcast station shall be made available for public use by a licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

§ 3.265 Operating power; how determined.—The operating power, and the requirements concerning the transmission of FM broadcast signals, shall be determined by the methods prescribed in the Standards of Good Engineering Practice covering FM broadcast stations.

§ 3.266 Facsimile broadcasting and Multiplex transmission.—Transmission of facsimile broadcasting or multiplex transmission by an FM broadcast station, or such person as may be authorized in accordance with the Standards of Good Engineering Practice on facsimile may be permitted, upon showing to the satisfaction of the Commission that the use of such facilities is not required to be devoted to aeronautical or other services and that the transmission of facsimile or other signals is incidental to the aural broadcast, does not reduce the quality of the aural program and that a filter or other additional equipment is not required for the protection of the aural broadcast.

§ 3.267 Operating power; how determined.—The operating power, and the requirements concerning the transmission of FM broadcast signals, shall be determined by the methods prescribed in the Standards of Good Engineering Practice covering FM broadcast stations.

§ 3.268 Licensee, posting of.—The original of each station license shall be posted in the transmitter room.

§ 3.269 Licensee, posting or.—The original of each station license shall be posted in the transmitter room, or in a conspicuous place in the engineered and modified broadcast station, or such person as may be authorized in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.270 Inspection of transmitters and apparatus.—The licensee of each FM broadcast station shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing to the Commission that competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services.

3.256 Operational hours of.—The period FM broadcast station shall be 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

3.256 Time of Operation.—All FM broadcast stations shall be licensed for unlimited hours of operation per day, subject to and in accordance with Section 3.263,4 and Section 3.264,4 and in such form as the Commission may prescribe.

3.260 Experimental Operation.—The period FM broadcast station shall be 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

3.262 Experimental Operation.—The period FM broadcast station shall be 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

3.265 Operating power; how determined.—The operating power, and the requirements concerning the transmission of FM broadcast signals, shall be determined by the methods prescribed in the Standards of Good Engineering Practice covering FM broadcast stations.
§ 3283 Logs, by whom kept.—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log (a) each time that its station identification announcement shall be made available upon request by an authorized representative of the Commission, or (b) each time that the filing of suits upon such claims has been barred by statute limiting the time of limitation of such claims.

§ 3284 Log form.—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if properly defined in or attached to the log. Such log shall be kept at the station where the entry shall strike out the erroneous portion, initial the correction made, and write in the corrected data.

§ 3286 Rough logs.—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and available upon request.

§ 3287 Station identification.—(a) A licensee of a FM broadcast station shall make station identification announcement (call letters and location) at the beginning and at the termination of each broadcast transmission, and (b) either the half hour or the quarter hour following the conclusion of an entertainment program. Provided, that an announcement within 5 minutes of the times specified in subdivision (a) or (b) of this section will satisfy the requirements of identification announcements.

§ 3288 Mechanical records.—Each program broadcast which consists in whole or in part of mechanical reproductions shall be so recorded that the manner and extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of mechanical reproductions, shall be identified by an appropriate announcement at the beginning and at the conclusion thereof.

(b) Each such program of longer duration than 5 minutes and in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program;

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by an appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical reproduction is used for background music, sound effects, or other purposes, the proponent of the program shall be so identified by an appropriate announcement which shall be as follows: Identification of the program or its sponsor. Provided, that an announcement immediately preceding the conclusion of such program shall be made.

§ 3289 Sponsored programs, announcement of.—(a) In the case of each program for which compensation is to be paid, either directly or indirectly, to or charged to, or received by, any radio broadcast station, the program shall be identified by an appropriate announcement (name of sponsor and duration) of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(b) Such announcement shall not be prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt to identify any program by the name of any propagation broadcast by mechanical reproduction consists of live talent.

§ 3290 Broadcasts by candidate for public office.—(a) Definitions.—A "legally qualified candidate" means any person who has published or announced that he is a candidate for nomination by a convention of a political party for political nomination or for election in a primary, special, or general election, municipal, county, state or national and who meets the qualifications prescribed by the applicable laws to hold the office for which he be, that he may be voted for by the electorate directly or by means of delegates or voters, and (1) has qualified for a place on the ballot or (2) is eligible under the applicable law to be voted for by the electorate, or (3) is a member of a party or other group which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination and/or office, as the case may be. (b) General requirements.—No station licensee is required to permit the use of its facilities for the purpose of broadcasting in whole or in part, any message, announcement or announcement for the same public office.

§ 3291 Rebroadcast.—(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.1

1 As used in this section, program includes any complete program or part thereof broadcast station or studio.

(b) In case a program is transmitted from its point of origin to a broadcast station electronica, the facilities and equipment of such station, and the transmission and rebroadcast of this program is not considered a rebroadcast.

(c) The licensee of an FM broadcast station may, without further authority of the Commission, rebroadcast under the provisions of this paragraph (i) a program of any United States standard, FM or noncommercial education broadcast station, provided the Commission is notified of the beginning, or the conclusion of such rebroadcast and the station failing to receive the licensee of such program, or the charges made, if any, are requested in writing.

§ 3292 Rebroadcast.—(d) The term "rebroadcast" means reception by radio or by any other means of any program broadcast by any other station and simultaneously or subsequently transmitted by such station to such station in connection with the broadcasting of such program.

(Provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made at the beginning or conclusion of the program. An announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such rebroadcast is transmitted, and of the nature of the goods or services referred to in subsection (b) hereof are furnished. Where an agent or a representative of such candidate or such group appears on the air in the capacity of a speaker,ANNOUNCEMENT OF THE PROGRAM, the identity of such agent or representative shall be given.)

§ 3293 Other programs.—(a) No broadcast station shall broadcast (i) any commercial announcement which has been made both at the beginning and conclusion of such program on which such material or services are used that such record or transcription, and (ii) any program involving the discussion of newsworthy events, where the public interest, safety or welfare is or may be affected, or (iii) any program where the principal part is taken from a production in which the speaker's voice is heard and is not in the public interest, safety or welfare, or (iv) any program involving the discussion of newsworthy events, the Commission, the rebroadcast of programs originating for that express purpose by United States Government radio stations.

Appendix to Rules on page 96.
Pope Pius XII Message to Radio Men

(Vatican City, Sept. 5, 1945)

"We welcome this occasion, gentlemen, of greeting you in our Vatican City State. Among you are executive officers of American radio companies; and this occasion affords us the opportunity of expressing personally our sincere appreciation of the many courtesies extended by American broadcasting systems to our Vatican Radio Station.

More than fourteen years have passed since our predecessor of happy memory inaugurated in person the Vatican Station. At the time he was accompanied by Mister Marconi who himself had designed and supervised its construction; and his first words were of thanksgiving to God who had given man the power of discovering and perfecting the mechanism whereby the human voice is carried to the uttermost parts of the earth and heard by men of every nation and people and tribe under the sun. That inaugural program was heard throughout your country thanks to the ready cooperation of an American broadcasting system; and the same ready cooperation has been shown again and again through the years following. We are grateful for it.

The radio has now become so common that men cease to marvel at what it means to the world. Yet who will count and weigh its benefactions to mankind? We think at once of prisoners of war removed thousands of miles from home and country, of the sick and invalids in hospitals, of missionaries and their flocks in far-off isolated villages, of those who sail the treacherous ocean, of courageous explorers of yet uncharted lands and seas. Verily the radio has been as an angel of protection and solace and charity to unknown thousands. May it continue to carry on that mission of good-will.

Like every human invention the radio can be used as an instrument of evil as well as good. It has been used, it is used to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace within nations and between nations. That is the abuse of a gift of God; and it is for responsible directors, as far as possible, to check it and eliminate it. Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal worthy of men's best efforts; and it is our fervent prayer, as we beg God to bless you and your dear ones at home.

ALDRICH FAMILY LEADS RATINGS

Most popular program with West Coast listeners in August was Aldrich Family, with a rating of 14.3, according to the Pacific Network Hooperatings report for August. Walter Winchell was second with 12.4; Crime Doctor third with 12.3.

Best of the first 15 programs were: Take It or Leave It, 11.7; Can You Top This?, 11.5; Adventures of the Thin Man, 10.9; The Whistler, 10.4; One Man's Family, 10.3; Vax Pop, 10.2; Adventures of Bill Lance, 10.1; Dunnigan Show, 9.8; Dr. I.Q., 9.8; Mr. District Attorney, 9.7; Breakfast in Hollywood, (Kellogg), 9.7; People Are Funny, 9.7; Michael Shane, 9.7.

Report shows an average evening audience rating of 6.2, a drop of 0.2 from the July report and also 0.2 down from August 1944. Average evening sets-in-use were 24.2, down 0.8 from July and down 1.7 from a year ago. Average evening available audience was 69.5; down 28.5 from July, down 3.0 from a year ago.

Average daytime audience rating was 4.5, up 1.2 from July, up 0.9 from August 1944. Average daytime sets-in-use was 18.2, up 5.7 from July, up 5.1 from last year.

John P. Wagner, President of the Milwaukee Yellow Cab Co., Helps Ben Wolff, radio's oldest active time salesman, celebrate his 78th birthday by signing a renewal for the 4th consecutive year on WEMP. Mr. Wagner is also a world-famous breeder of German Boxers; he knows thoroughbreds; he knows value!

WEMP Milwaukee

AMERICAN BROADCASTING COMPANY

C. J. Lanphier  Howard H. Wilson & Co.,
General Manager  National Representatives

September 17, 1945  Page 29
Tonal Range Preference of Listeners

Results of Study Show Liking for Narrow Reproduction

By PHILIP EISENBERG and HOWARD A. CHINN

CBS Research and General Engineering Departments

PROBABLY no study has ever been made to determine whether or not children like candy, because everybody assumes that they do. Possibly for the same reason, this is the first study to seek out the tonal range preference of radio listeners. Everybody has assumed that people would like the most nearly perfect tonal reproduction that radio could give them.

Radio engineers can—and have—built laboratory-type sets that reproduce all the overtones and harmonics of the highest and lowest pitched voices and instruments. In their research, these engineers have accurately charted the frequency range of the human ear, and how it varies with age. They have measured the audible frequency ranges of musical instruments and of speech. They have even checked on how sharply the ear can differentiate between one frequency and another. In short, they have made a very thorough analysis of the measurements of sound and hearing.

Pleasing Qualities

Nobody had yet bothered, however, to find out what qualities of sound are most pleasing to hear.

The engineer had asked—and had usually asked fellow engineers—whether or not they could detect the difference between methods of reproduction. The psychologist wanted to ask—and to ask all kinds of people—what kind of reproduction they found most pleasant to listen to. This is believed to be the first study in which psychologist and engineer have joined forces on a research problem of interest to them both.

This study consisted of six different experiments, in each of which the participants were presented with 10 passages of speech and 10 passages of music. (Preliminary tests showed that fatigue or boredom might influence judgment in longer sessions.) Each passage was of one minute duration and was reproduced so that it alternated every 10 seconds between two different tonal ranges or between two different volume levels. A pair of signal lights told listeners when changes in sound and quality occurred, in order to help them identify their preferences.

The listeners were not told which light corresponded to which type of reproduction. On the contrary, they were told that there were no right or wrong answers; that they were simply to indicate after each passage which one of the two kinds of reproduction they found more pleasant to hear. Forms on which the subjects entered their choices provided space for a "No preference" or "Equal" vote. In all, 498 listeners were represented with 498 sets conducted for the various experiments, in which 498 respondents registered over 10,000 individual listening preferences.

Three tonal ranges used in this study were designated as narrow, medium, and wide. "Narrow" approximates the reproducing capacity of any set that has yet been marketed. "Wide" is well above the capacity of any set that has yet been marketed. "Medium" is halfway between the two. Volume levels were designated as low, moderate, and high, and ranged from 50 to 70 decibels above the acoustical reference level.

Precautions Taken

During the course of the study every possible precaution was taken to avoid error and to eliminate prejudice and misunderstanding. A room simulating living room conditions was used for all tests, with a loudspeaker located so that all respondents would receive the same volume and quality of sound. Instructions to the listeners were recorded so that all tests groups would hear them in the same sequence and with the same emphasis.

Since it was felt that program content might influence listeners' preferences, the test material covered a wide variety of content, including male and female speech, mixed drama, solo speech, classical and popular music, and piano solo music. As a further safeguard, the passages were transcribed on special "master" type recordings, and a new set of recordings was used in each test in order to avoid any possibility of change in quality through repeated playing. As a matter of fact, the excellence of the recordings was such that few, if any, of the listeners realized the nature of the program source. In addition, one experiment was conducted using live talent, instead of recordings, in order to make absolutely certain that the use of recordings did not affect listeners' preferences.

Special groups, such as FM set owners and persons with much musical experience, were also obtained to ascertain whether their tonal range preferences differ materially from those of ordinary radio listeners.
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the ninth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system — including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE VICTORY BONDS

9. THE FILM SCANNER

The idea of broadcasting motion-picture entertainment by television, as a means of adding variety to television programs while reducing programming costs, was, of course, an obvious conception. RCA has been and is a principal factor in developing sound-motion-picture studio and theatre equipment, as well as in the development of television equipment. The wedding of the two is also largely an RCA achievement. The arrangement that allows standard motion-picture films (24 frames) to be televised over a 30-frame, interlaced television system was devised by RCA engineers. The illustration shows the RCA pre-war Film Scanner, which used this system.

The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
Tonal

(Continued from page 30)

dio listeners. Additional tests were consequently set up with FM set owners and professional musicians as subjects and the results compared to those of the other listeners.

Preferred Range

The most significant finding of the study is this: Although preferences were rarely expressed in overwhelming fashion, at no session did the majority of any listening group cast its vote for a wide tonal range of sound reproduction. This fact carries even more weight when it is remembered that both cross-section and special-listening groups were included, and that a wide variety of program content was heard both through transcriptions and live broadcasts.

An interesting and rather unexpected exception to the general-
Announcing A NEW RADIO SERVICE
Geared for NEW-DAY ACTION

A group of seasoned station representatives with outstanding reputations for creative selling—as radio craftsmen and merchandisers—have joined together to form Lewis H. Avery Inc. Conveniently located offices in Chicago and New York are now in full operation.

LEW AVERY says... "It is our aim and objective... to bring the business of station representation out of the dol-
drums of passivity into the realm of aggressive activity

... to see that advertising agency and client receive complete and specific data regarding stations, markets, time periods and programs available—careful attention to every detail—and a con-
stant personal follow-through once the order is obtained

... to give radio stations, agencies and advertisers alike, service geared to the new world at peace, with its many-sided new com-
petition."

LEW H. AVERY
A pioneer in commercial radio and today one of the best known authorities in the radio broadcasting in-
dustry. Thoroughly familiar with the problems of both sta-
tion and advertiser, as he has worked for the advertiser, the agency, the station and as station representative.

For two years Lew Avery was an announcer on one of America's leading pioneer 50,000 watt stations—two years assistant advertising manager of a public utility—three years associated with a large agency—seven years commercial manager of two leading Buffalo stations—nearly three years with a major radio station representative—and the last three years Director of Broadcast Advertising for the National Association of Broadcasters.

B. P. (TIM) TIMOTHY
Probably the best known radio station representative in Chicago. Tim has had nineteen years of experience cov-
ering all the major media—from the adver-
tiser's side of the desk as well as the selling of advertising. One year on a national mag-
zine, four years as advertising and sales pro-
motion manager for a large advertiser—11 years as national advertising representative for a large newspaper—and three years with a major radio station representative.

LEW H. AVERY INC.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
Plaza 3—2532

333 No. Michigan Ave.
Chicago 1, Illinois
Andover 4710

BROADCASTING • Broadcast Advertising

September 17, 1945 • Page 33
(Continued from page 32)

all judgments were of the "No preference" variety in the tonal range tests, as few as 2% and never more than 27% were unable to make up their minds in the volume level tests. Listeners preferred a peak sound intensity level somewhere between "moderate" and "high". The most preferred combination, within the limits of this study, seems to be a narrow tonal range and a 60 to 70 decibel acoustical level.

Both tonal range and volume level preferences of the respondents were analyzed by age, sex, education, musical training, and whether or not the subjects played an instrument. In general, the analyses showed no differences between the various groups. Listeners over 25—the age at which the average person begins to suffer hearing loss—showed no difference in preference from younger listeners. Moreover, the special tests conducted with professional musicians and FM listeners provided further evidence that group differences have no bearing on tonal range or volume level preferences.

Prestige Factor

At the conclusion of each session, listeners—who had been making selections solely on the judgment of their ears—were told they had been hearing "low" and "high-fidelity" sound reproduction. They then heard two more passages, knowing, as they listened, which one was high-fidelity and which was low-fidelity. This was done to test the effect of suggestion on the choices.

Under these conditions, the majority of the cross-section and of the musicians still preferred the narrow band, or "low-fidelity" range. Preference for the wide range increased a little, but mainly from among those listeners who had previously had no preference. The only group who reversed their decisions were the FM listeners.

When they were not informed of conditions, they preferred the narrow-to-medium range like everyone else. But when they were informed, most of them changed their choices to the wide range. It would seem from this that FM set owners have been susceptible to the statements that have been made stressing the high quality of FM reproduction.

Conclusions

It has been suggested that the widespread preference for restricted tonal range is the result of years of experience in listening to a narrow band on the radio and on recordings; that with new experience, listeners will overcome their initial dislike and discover fresh enjoyment in wide range. This is a theory, however, with no published evidence to support it. Actually, all of us have had extensive experience with wide range in speech. We hear it every day in ordinary conversation, and we hear a relatively wide range in sound reproduction whenever we attend the movies.

It is admitted that these experiments do not furnish conclusive evidence to settle this question one way or the other. The findings, however, lend support to an alternate hypothesis: That a narrow tonal range is preferred because it sounds better, rather than that listeners' tastes have been spoiled. The factor of suggestion is also an important consideration in this connection. Although listeners do not prefer a wide tonal range, it is also true that the entire matter of range is probably not as important to them as is volume level. When volume level was constant and tonal range varied, choices were not made with great confidence. Listeners could not discriminate as well between differences in tonal range as they could wish with volume levels.

Because of these facts, and because tonal range is generally a matter of no great concern to most listeners, it was possible to influence some listeners to change their minds simply through the suggestion that is implied in the words "high fidelity". It is unlikely that verbal suggestions would have influenced listeners to choose volume levels which they had originally said they disliked.

This first psychological-engineering approach to a common problem has been beneficial for both sides. It has given engineers reason to reconsider some of their concepts and practices. And it has provided psychologists with new information about auditory perception. At CBS, such joint research is continuing on other problems of sound reproduction.

Texas Statistics

Maine, Pop. . . . . 782,200*
Rhode Island, Pop. 694,500*
New Hampshire . . . . 453,300*
Total 1,930,000
WOAI Daytime Primary Area
Pop. 1,916,500*
*Copr. 1945. Sales Management Survey of
Buying Power. Further reproduction not licensed.

If you are looking for profitable postwar markets, you'll be interested in these "Texas statistics." WOAI's daytime primary area is the home of almost as many progressive Texans as there are inhabitants in the states of Maine, Rhode Island and New Hampshire combined! Yes, it's a mighty market . . . and a market in which WOAI has been the dominant radio voice for nearly 25 years.

So . . . it is only natural that—year after year—WOAI continues to sell more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TON

GE Constructs

CONSTRUCTION of buildings at "Electronics Park", General Electric Co.'s headquarters plan for its electronics department, will begin immediately at Liverpool, five miles from Schenectady, N. Y., Dr. W. R. G. Baker, vice-president in charge of the department, has announced.

Wire Recorder

ARMOUR magnetic wire sound recorder will assume a place of importance in the fields of marine and aircraft radio telephone communication and amateur short-wave radio by broadcasting as a result of licensing agreement granted to Hallcrafters Co., Chicago, recently. Under terms of contract, Hallcrafters also plans to manufacture the wire recorder for use in conjunction with home radio receiving sets, especially in the amateur field. This addition brings the total number of companies licensed by the Armour Research Foundation of Illinois Institute of Technology to more than twenty.

GE This Ability to Build for Industry
THREE TIMES DAILY THIS POPULAR NEW YORK QUIZ SHOW BUILDS ITS OWN AUDIENCE . . . . .

AMONG the most popular of all WOV broadcasts, is “People Know Everything”, a telephone quiz show on the air once every weekday morning and twice in the evening, WOV listeners submit questions by mail. At the time of the broadcast the announcer audibly telephones a number and if the person who answers the phone knows the answer, questioner and questionee split the money on deposit. “People Know Everything” builds its own audience . . . listeners with ears glued to their radio receivers.

Glen D. Gillett Reopens His Offices After 3 1/2 Years’ Service in War Effort

GLEN D. GILLETTE, consulting engineer, has reopened his offices at 120 National Press Bldg., Washington, after 3 1/2 years as a civilian consultant on duty with the armed forces, where he served with the assimilated rank of colonel.

Mr. Gillett closed his offices March 1, 1942, to join the National Defense & Research Council. He was assigned to Fort Trumbull, New London, Conn., at the Navy’s Underwater Sound Laboratory operated by the Columbia U. Division of War Research. Most of his staff accompanied him to New London.

At Fort Trumbull Mr. Gillett was a development supervisor, designing and developing antisubmarine sound equipment for surface craft. Having been interested at one time in mechanical design, he took an active part in turning out in 1943 the production models put into widespread use.

Developed Training Aids
Later he was in charge of a group that developed mechanical training aids for submarine control parties and groups, paralleling for submarine warfare the part played in aviation by the Link trainer. He installed at Midway in the fall of 1944, the first mechanical training facilities outside the continental United States. At Midway he spent some of his spare time at a lathe, turning out pieces from mahogany.

Returning just before Christmas 1944, he worked with the laboratory until early February. His second son, Sgt. David Gillett, had been killed in Italy Sept. 16, 1944.

Determined to see the war through, he joined the Operations Analysis Group attached to the 20th Air Force, serving as a civilian consultant and analyst. After two months in the U. S. he was sent to Guam, remaining from May through August. At Guam he worked on electronic gear as an analyst. Projects included studies designed to increase the communication efficiency of bombers over Japan. Another project involved a formula to increase the accuracy of high-precision bombing in bad weather. Here his pre-war experiments at W4IMM, the Gordon Gray FM station atop Mt. Mitchell, not far from Winston-Salem, N. C., proved useful in developing multiplex FM communications channels.

With Mr. Gillett in the reopened offices will be Henry Riblet, associated with him before the war. Other staff members are to rejoin the firm when they are released from the service.

Expand ‘Tracy’
SWEETS Co. of America, Hoboken, currently sponsoring Dick Tracy Mon.-Wed.-Fri. 5:15-5:30 p.m. on American, is adding Saturday evening half-hour Dick Tracy series for adult audience, starting Oct. 6, new series will be broadcast Saturday 7:30-8 p.m. over coast-to-coast network much larger than 38 station hookup for juvenile series. Agency is Ivey & Ellington, New York.

PW Shanghai Circuit
DIRECT two-way radiotelegraph communication between Shanghai and Los Angeles-New York has been set up through Press Wireless, according to J. W. Chaplin, PW communication director. Voice transmission is being arranged. Service ceased with capture of Shanghai by the Japanese in 1941. At that time WP staffmen left through a rear door as Japanese entered the office. Most escaped through Japanese lines to Chungking. J. B. Powell, comptroller at Shanghai, later was captured and suffered injuries to his feet while imprisoned. After release he received treatment for a year in a New York Hospital but is permanently crippled.

Split Fee
DURING the Mutual board meetings in New York last week, Lewis Allen Weiss, vice-president and general manager of Don Lee Network, Hollywood, took a cab from his hotel to the meeting at the Ambassador Hotel. Arriving at his destination Mr. Weiss handed the cab driver a one dollar bill to pay the 30 cent fare, exclaiming, "Let's split it". The driver tore the bill in half, returned one half to Mr. Weiss and kept the other in agreement of the split. Needless to say Mr. Weiss thought the incident so amusing he returned his half to the cabbie.
"ATOMIC BOMBS!" The KGW crew was FIRST with a nation-wide broadcast a few hours after the atomic bomb was announced, direct from the atomic bomb plant at Richland, Wash.

Science has made great strides in the 23 years KGW has been serving the Pacific Northwest. KGW has never rested on its past achievements, but has kept pace with all developments. No wonder this station delivers such a large and loyal audience to the radio advertiser!

It looks funny now, but this photo, dated April 11, 1925, is of the FIRST remote pick-up amplifier used in the city of Portland. This installation was at the Presbyterian church.

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

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FM does it with the CIRCULAR ANTENNA

More coverage for the same power

- FM can increase your effective radiated power and coverage to give more listeners better reception. General Electric FM makes this improved service possible with high-gain antennas that multiply your effective radiated power output many times.

- This is why.

- Conventional antennas designed for standard broadcast frequencies produce no signal gain; for on standard broadcast frequencies, high-gain antennas are impractical to erect because of physical limitations. With FM, however, high-gain antennas have practical dimensions and are easy to install. Antennas of this type can give one kilowatt the effectiveness of eight; five kilowatts the effectiveness of forty—at no increase in transmitter, tube, maintenance, or power costs!

- Outstanding performer among high-gain antennas is the G-E circular antenna which produces higher signal gain per bay and gives substantially equal coverage in all directions. And for those installations where other than circular radiation patterns are required, G-E circular antennas of special design will be available. Compare these facts:

<table>
<thead>
<tr>
<th>NO. OF BAYS</th>
<th>POWER GAIN*</th>
<th>COVERAGE**</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1.70</td>
<td>10,600 sq. mi.</td>
</tr>
<tr>
<td>4</td>
<td>3.63</td>
<td>13,250 sq. mi.</td>
</tr>
<tr>
<td>6</td>
<td>5.50</td>
<td>14,500 sq. mi.</td>
</tr>
<tr>
<td>8</td>
<td>7.24</td>
<td>15,400 sq. mi.</td>
</tr>
</tbody>
</table>

* Compared to a standard half-wave dipole.
** At microphone-per-meter contour.
Transmitter power output: 10 kw.
Average antenna elevation: 400 feet.

- Today, G-E circular antennas are proving themselves in many of the nation's leading FM broadcast stations where they are giving greater coverage per watt and more effective radiated power per station dollar.

For complete information on General Electric FM circular antennas and on FM broadcast equipment, write Electronics Department, General Electric, Schenectady 5, N. Y.

Establish a priority on delivery of your FM equipment.

Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
An exclusive development of General Electric, this horizontally polarized circular antenna—often called the "doughnut"—is capable of giving substantially equal coverage in all directions with power gains of 7 or more. Lower coupling between bays make this antenna non-critical and easy to tune.

G-E FM circular antennas are simple in design, rugged in construction, withstand high wind velocities and provide high efficiency over the entire FM broadcast band. Sleet-melting units are available where required.

**FM DOES IT—**
- FM increases your effective radiated power with the G-E Circular Antenna.
- FM triples your tone range and adds a new dimension to your programs.
- FM gives your audience programs with virtually no static or man-made noise.
- FM multiplies your effective coverage day and night.
- FM minimizes station interference.
- FM gives your programs vivid naturalness with greater dynamic sound range.
- FM contributes to the economy of your broadcast system.

Use G-E Electronic Tubes in your station for maximum dependability and finer performance.

---

53 FM broadcast stations are on the air; over 400 applications are pending.
List of Pending Applications for FM Broadcast Stations Sept. 12

**KANSAS CITY**

- **PIONEER FM STATION IN THE KANSAS CITY AREA**

**MARKET**

**PORTER BLDG., KANSAS CITY, MO.**

**EVERETT L. DILLARD**
General Manager

**ELIZABETH WHITEHEAD**
Station Director

Ask for Rate Card

---

**ALABAMA**
- Birmingham...
- Mobile...
- Montgomery...

**ARIZONA**
- Tucson...

**CALIFORNIA**
- Los Angeles...
- San Francisco...
- San Diego...
- Santa Barbara...

**COLORADO**
- Denver...
- Colorado Springs...

**CONNECTICUT**
- Hartford...

**DELAWARE**
- Wilmington...

**DISTRICT OF COLUMBIA**
- Washington...

**FLORIDA**
- Jacksonville...

**GEORGIA**
- Atlanta...

**ILLINOIS**
- Chicago...

**INDIANA**
- Indianapolis...

**IOWA**
- Des Moines...

**KANSAS**
- Topeka...

**KENTUCKY**
- Ashland...

**LOUISIANA**
- Baton Rouge...

**MARYLAND**
- Baltimore...

**MASSACHUSETTS**
- Boston...

**MISSOURI**
- St. Louis...

**NEBRASKA**
- Omaha...

**NEVADA**
- Las Vegas...

**NEW HAMPSHIRE**
- Manchester...

**NEW JERSEY**
- Newark...

**NEW MEXICO**
- Albuquerque...

**NEW YORK**
- New York City...

**OHIO**
- Columbus...

**OKLAHOMA**
- Oklahoma City...

**OMAHA**
- Omaha...

**PENNSYLVANIA**
- Philadelphia...

**RHODE ISLAND**
- Providence...

**SOUTH CAROLINA**
- Columbia...

**TENNESSEE**
- Nashville...

**TEXAS**
- Dallas...

**UTAH**
- Salt Lake City...

**VERMONT**
- Burlington...

**WASHINGTON**
- Seattle...

**WEST VIRGINIA**
- Charleston...

**WISCONSIN**
- Milwaukee...

**WISCONSIN**
- Madison...

**WYOMING**
- Cheyenne...

(Continued on page 42)
I heard one of 'em say he's from WJW's merchandising sales staff. Boy, radio merchandising must be big business!

BIG BUSINESS is right! In the first year WJW's merchandise sales representatives have made 17,196 SALES PRESENTATIONS on products advertised over WJW.

SALES presentations is right! These 17,196 sales presentations resulted in 5,427 INDIVIDUAL SALES TO RETAIL DEALERS. That's a record for results!

Sales RECORD is right! Actual ORDERS comprising 31% OF ALL PRESENTATIONS proves the point!

And MORE to the point! 4,490 OF THESE SALES WERE TO NEW ACCOUNTS—proving that WJW not only delivers the radio advertising coverage that stimulates dealer interest, but also supplies detailed merchandising cooperation that assures maximum distribution to back up air-vertising's demand!

DO YOU NEED MORE DISTRIBUTION IN WJW'S NORTHERN OHIO COUNTIES?

BASIC
ABC Network
CLEVELAND, O.

WJW
850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
Successful Clothing Firm Has Depended on WMBD For More Than a Decade

Today The B&M is One of Peoria’s Leaders

The B & M was one of the first Peoria firms to advertise over WMBD, starting more than 15 years ago. In 1935, they introduced a new daily fashion program called “The B & M Messenger.” This program proved so successful they have continued it ever since...ten years now without interruption. Along with “The B. & M Messenger,” this leading firm today sponsors an impressive schedule of spot announcements as well as an evening musical program.

Mr. Fred Bloom, President of the B & M, says: “We feel our consistent use of WMBD has played a vital part in the steady prosperity of our business. WMBD has proved to us it packs real sales influence.”

WMBD Has More Listeners Than All Other Stations Combined!*  

*Conlon Metropolitan Peoria Survey February, 1945

MR. FRED E. BLOOM President of B & M

Applications  
(Continued from page 10)

KENTUCKY (Continued)

LEXINGTON

American Broadcasting Corp. of Ky.  
Louisville Courier-Journal & Louisville Times Co.  
Louisville...WAVE Inc.  
Minneapolis Northside Broadcasting Corp.  
Lafayette Owensboro WAVE Inc.  
Petersburg Paducah Broadcasting Co. Inc.  
Winchester...WAVE Inc.

LOUISIANA

Alexandria Alexandria Broadcasting Co. Inc.  
Alexandria...James A. Noe  
Lake Charles...James A. Noe  
Monroe...The Times Picayune Pub. Co. New Orleans  
Geo. A. Mayoral, Wm. Cortada & Ramon Cortada  
New Orleans...Loyola University  
Shreveport...James A. Noe

MAINE

Augusta...Gannett Publishing Co. Inc.  
Bangor...Portland Broadcasting System Inc.  
Bar Harbor...Portland Broadcasting System Inc.

MARYLAND

Baltimore...The A. S. Abell Co.  
Baltimore...Baltimore Broadcasting Corp.  
Baltimore...The Baltimore Radio Show Inc.  
Baltimore...Hearts Radio Inc.  
Baltimore...Maryland Broadcasting Co.  
Baltimore...The Monumental Radio Co.  
Hagerstown...Hagerstown Broadcasting Co.  
Olney...Edw. Armstrong, Jansky & Bailey,  
Salisbury...The Peninsula Broadcasting Co.

MASSACHUSETTS

Boston...J. Anthony & Sons Inc.  
Boston...Fidelity Broadcasting Corp.  
Boston...Columbia Broadcasting System  
Boston...Matheson Radio Inc.  
Boston...Worcester Telegram Pub. Co. Inc.  
Boston...Worcester's Television Inc.  
Fall River...Fall River Broadcasting Co. Inc.  
Greenfield...Record Publisher Corp.  
Greenfield...John W. Haigis  
Haverhill...The Haverhill Gazette Co.  
Holyoke...The Hampden-Hampshire Corp.  
Lawrence...Hildreth & Rogers Co.  
New Bedford...E. Anthony & Sons Inc.  
North Adams...James A. Hardman  
Pittsfield...Eagle Publishing Co.  
Pittsfield...Moore & England  
Waltham...Raytheon Mfg. Co.  
Worcester...Worcester Telegram Pub. Co. Inc.

MICHIGAN

Ann Arbor...Washtenaw Broadcasting Co.  
Battle Creek...Federated Publications Inc.  
Battle Creek...Bay Broadcasting Co. Inc.  
Benton Harbor...The Palladium Publishing Co.  
Dearborn...Herman Rodger  
Detroit...UAW-CIO  
Detroit...James F. Hopkins Inc.  
Detroit...King-Trendle Broadcasting Corp.  
Detroit...WEA, The Goodwill Station  
Escanaba...John P. Norton  
Fenton...UAW-CIO  
Grand Rapids...Fetzer Broadcasting Co.  
Grand Rapids...Grand Rapids Broadcasting Corp.  
Grand Rapids...Grand Rapids Broadcasting Corp.  
Grand Rapids...Midwest FM Network Inc.  
Grand Rapids...Leonard A. Vershube  
Jackson...WIRM Inc.  
Lansing...WJIM Inc.  
Muskegon...Ashbaker Radio Corp.  
Pontiac...Pontiac Broadcasting Co.  
Port Huron...The Times Herald  
Saginaw...Saginaw Broadcasting Co.  
Wyandotte...Wyandotte News Co.

MINNESOTA

Minneapolis...Minnesota Broadcasting Corp.  
Minneapolis...Columbia Broadcasting System  
Mankato...F. B. Clements, et al, d/b as Southern Minn. Supply Co.  
Rochester...Southern Minn. Broadcasting Co.  
St. Paul...WMIN Broadcasting Co.  
St. Paul...KSTP Inc.

(Continued on page 44)
Here is a frame containing Comb Foundation—a thin piece of beeswax hexagonal indentations each the exact size of a bee cell. Upon this the bees will build their waxen home of cells in which they raise their young and store honey. When completed, this will be the familiar honey comb, so uniform and strong in construction that one pound of comb without the frame will support 25 pounds of honey!

It will take thousands of bees working together to fill this comb efficiently. Likewise the Beeline, working in the group principle, represents one of the most efficient coverage units in radio broadcasting. The Beeline with its 41 primary counties is the only combination of stations that can cover properly the Central California Valleys plus Western Nevada.

WHAT THE Beeline IS... Not a regional network but a group of long-established key stations, each the favorite in its community... combined for national spot business. See the McClatchy Beeline rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
TERRIFIC TIMING....

On Monday, August 6, the world first heard of the mighty Atomic Bomb... on August 8 a waiting world listened to “The Human Adventure” and heard the dramatic story behind this astonishing development... a WGN origination broadcast over the Mutual network.

Terrific timing, yes, but it didn’t just happen. WGN, ever alert, is equipped with the production facilities, personnel and experience to make such a broadcast possible. Between Monday noon and Wednesday evening a complete new show was born on a subject long kept a super-secret... working in close collaboration with the University of Chicago faculty the script was written... passed the censor in Washington... was cast, rehearsed and produced... and Wednesday night the timely story of the Atomic Bomb was aired.

In considering this feat Radio Daily was prompted to say: “... another triumph for a program that already has a long string of successes to its credit in educational radio. The Human Adventure’s dramatization of the Einstein theory, to name one, is still without equal.”

A Clear Channel Station
Goodman Places ‘Well’
HARRY S. GOODMAN, New York, transcription and radio package agency, has taken over distribution of The Wishing Well program owned by Mary Paxton, to sell to one local store in each city. Program has been sponsored by Carson, Pirie, Scott & Co., Chicago, for five years on WBMM and WGN Chicago. Format includes latest fashions related between musical records and prize awarded best letter plus $5.00 merchandise check to four runner-up letters. Agency has sold quarter-hour show to Gladding & Co., Providence; three-weekly effective Sept. 15 on WJAR Providence; Stewart & Co., Baltimore, five-weekly Sept. 15 WFBR Baltimore; Miller & Rhoads, Richmond, five-weekly Oct. 1 WLEE Richmond; Sherrers Dept. Store, Worcester, Mass., Oct. 1 five-weekly WTAG Worcester; J. N. Adams & Co., Buffalo, which has not scheduled station or starting date.

Applications
(Continued from page 44)

WISCONSIN
Green Bay...Green Bay Newspaper Co. La Crosse...Eudora Broadcasting Co. Madison...WBRI Inc. Milwaukee...Wisconsin Broadcasting Co. Milwaukee...Heard Radio Inc. Milwaukee...Myers H. Johns Milwaukee...Milwaukee Broadcasting Co. Oshkosh...Oshkosh Broadcasting Co. Racine...Racine Broadcasting Corp. Sheboygan...Press Publishing Co. Waukesha...Record Herald Co.

WYOMING
Cheyenne...Frontier Broadcasting Co.

MAJ. NUNN BACK
AFTER 28 MONTHS

MAJ. GILMORE N. NUNN last week was released from the Army where he has served three years in the Air Transport Command, twenty-eight months of which have been overseas. He returns to Lexington, Ky., to resume his duties as president and operating head of the Nunn Stations, comprising WLAP Lexington, WCGM Ashland, Ky., - Huntington, W. Va., WBIR Knoxville, Tennessee, and KFIR Amarillo, Texas.

Maj. Nunn also served six months as Vice Consul to Portugal during early 1942 and later with the Air Transport Command was in charge of traffic and priorities for the Port of Cairo. He also served in India, China, Burma and Casablanca and for the past few months has been in head-quarters in Washington.

During his absence The Nunn stations were directed by J. Lindsey Nunn, his father, who says he is now going to look after his personal business, a part of which is his farm just out of Lexington in Fayette County where he has a small herd of registered Herefords and thoroughbred brood mares.

Station Help Asked
IN ORDER to insure smooth operation of the Christmas activities in service hospitals this year, the Red Cross is asking stations to aid in telling what sorts of gifts are needed, and how they can reach the hospitals. Because there has been misdirected giving in years previous—a book sent to a blind boy, slippers to an amputee—the Red Cross feels the public would want to know what type gifts would be most appreciated. Red Cross camp and hospital councils are coordinating community effort for the service hospitals.

One Man Sales Force for 171 Different Sponsors

FULTON LEWIS JR.

One of America’s most listened-to news commentators...he leads the entire field as America’s No. 1 salesman with local sponsors on 171 Mutual stations.

A few choice availabilities are now open to help you get set for “this peacetime business” everybody has been talking about for so long.

Originating from WOL, Washington, D. C.

✓ Write, Phone or Wire at once to—

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.
Peter Doelger Brewing Corporation, brewers of Lambic Lager and Peter Doelger Quality Beer, must have complete coverage in America’s fourth largest market. So, from a modest beginning in 1943 the Peter Doelger Brewing Corporation has steadily increased its “spots” until today, at the start of its third straight year, PDQ is heard on WAAT 84-times per week, because they know:

WAAT delivers more listeners per dollar in America’s 4th Largest Market* than any other station—including all 50,000 watters!

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT
970 KC
NEWARK, N.J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Sustaining Schedule of WNEW
Highlights 26 New Programs

The fall and winter program schedule of WNEW New York will highlight 26 new feature presentations which will make their debut during the week starting Sept. 17. WNEW believes that this new sustaining schedule sets a new high in independent station programming. Programs are characterized by a wide variety in content.

Among programs to be ushered in during the week of Sept. 17 are: Mr. Words and Mr. Music, a quarter-hour program of life stories of famous composers and their music; Balancing the Books, a half-hour discussion of news books between the authors and the studio audience; Manuel Komroff Programs, in which the author reads from his own works; The Newspaper Game, dramatizations of stories behind the headlines; New York and a New World, quarter-hour series treating a different country each week.

Postwar Home Program
Also beginning the same week are: Candles in the Dark, in which members of three principal religious faiths answer question sent in by listeners; Your Home Tomorrow, discussions of new materials and inventions for the home; It's a Crime, dramatic mystery-story with a break in the script to propound questions for the audience; Take My Word, stories by Joseph Nathan Kane on the origin of words; I'll Take Romance, weekly series of romantic comedies.

Other programs starting are High School Hour, designed for New York and New Jersey students and their activities; Story of a Band, a musical biography of top bands; History of the Movies, a behind-the-scenes account of the film industry; Record Collector's Exchange, a swap shop for record fans; Crime on our Hands, a puzzle program for mystery fans.

American Negro Theater is a series of dramatic programs to be presented by members of the American Negro Theater; Assignment on Broadway presents Barns Mantle to tell theatrogoers current happenings on Broadway; Music in the American Theatre; a half-hour program with music from the movies and dramatic account of the Metropolitan since its inception.

International Newsreel gives recorded news and views of localGI's overseas; The Perfect Program, is a half-hour show in which national and international personalities select their favorite music to be played on records; and Off the Beaten Path dramatizes a series of radio experiments.

Band, a musical biography of top bands; History of the Movies, a behind-the-scenes account of the film industry; Record Collector's Exchange, a swap shop for record fans; Crime on our Hands, a puzzle program for mystery fans.
Pioneers to the Texas Panhandle
"Got Out of a Rut" and....

BUILT AN EMPIRE

Literally true, as the deep ruts made by the wagon trains "moving in" on the prairies of West Texas gradually gave way to good roads linking towns and sections into one great area—Texas Panhandle. In short, these hardy men and women planted the seeds of development—in reality they "got out of a rut" and laid a firm foundation for an empire.

Carrying on in the same resolute and aggressive spirit as their predecessors the Panhandle's populace of today has built one of the most progressive trade areas in the Southwest. Amarillo's modern and impressive skyline stands as a constant reminder of the work done by both the builders of yesterday and today.

KFDA will give you the needed coverage—in the basic populous area of this busy, growing market. Write for the real facts—today.

Amarillo, Texas

REPRESENTED BY THE JOHN E. PEARSON CO.

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

NUNN STATIONS

KFDA, Amarillo, Tex.

WLAP, Lexington, Ky.

WBIR, Knoxville, Tenn.

WCMI, Ashland, Ky.

Studios: Huntington, W. Va.

—Owned and operated by Gilmore N. Nunn and J. Lindsey Nunn.

September 17, 1945 • Page 49
46% of N.Y. Housewives Intend to Buy Radios

SPECIAL survey of New York housewives conducted last spring and just released by The Pulse Inc. reveals that 46% of them intended to buy new radios after the war. This was the highest percentage planning to purchase any of six common household items. Second was vacuum cleaners, which 40.8% of the women planned to buy. Electric toasters were third, 33.4%. Then followed electric irons, 26.5%; washing machines, 22.2%; electric broilers, 16.9%.

Of the 1500 homes covered by the interviews, only two were not already equipped with radios. Of the others, sets were reported in good working order by 76.1%; working but in need of repair by 20.5%; not working and needing repair by 3.1%, and beyond repair by 0.3%.

Wainwright TV

NBC motion picture cameraman photographed Gen. Jonathan M. Wainwright upon his arrival in Washington, D. C., Sept. 10, and presented the film at NBC's television station WJBT New York that evening. Film was flown to New York and immediately processed to go on the air that evening. First television films of Japanese surrender were shown Sept. 9 by WJBT.

PART of Bell System caravan of cable-laying equipment moving south from Washington, D. C., drops eight-coaxial conduit on 400 mile Washington-Charlotte link of AT&T national network of new class of lines. Eight coaxials, largest to date, also are being laid now between Shreveport and Dallas. Plow proceeds about 30 miles a month. Washington-Charlotte link was started Aug. 7. Shreveport-Dallas Aug. 14 (Broadcasting, July 9). Cable is buried about three feet underground. Plow goes straight through rock, roots and rushing rivulets.

CANADIAN FREEZE HAS BEEN LIFTED

CANADIAN STATIONS can now go ahead with construction of new studios, transmitter buildings and other construction plans without hindrance from wartime controls, it was learned by Glen Bannerman, president of Canadian Assn. of Broadcasters, while at Ottawa last week the freeze on construction as well as broadcast equipment and replacements had been fully lifted.

Stations still must apply to Dept. of Reconstruction & Supply for a building permit primarily so that Ottawa can keep check on what building is going on in the Dominion to meet labor and material controls. Local offices of the department will take applications for building permits and can issue permits for construction.

Spots for Paramount

APPROXIMATELY $1,000,000 will be spent by Paramount Pictures Inc., New York, on advertising and promotion campaigns for four pictures: "Incendiary Blonde"; "Love Letters"; "You Came Along" and "Lost Weekend". Newspapers, magazines and radio will be used extensively. Chain breaks of 55 stations across-country will be used. Agency is Buchanan & Co., N. Y.

Campana Switch

CAMPANA Sales Co., Batavia, Ill., which had planned to start Grand Hotel on CBS Oct. 6 as Saturday afternoon series (1:30-2 p.m.) instead will sponsor First Nigher in 7:30-8 p.m. Saturday period on same network beginning Oct. 20. Evening time was formerly occupied by America on the Air sponsored by the Wm. Wrigley Jr. Co. Campana agency is Wallace, Ferry, Hanley Co., Chicago.

24 years of profitable peach fuzz... Each year over 2 million bushels...10% of all the peaches produced in the whole South...picked in Spartanburg County alone!
During this period of reconversion, it's full steam ahead here! There's work to be done, and plenty of it. There will be no interruption in the operation of the 44 insurance companies with home offices in Hartford. Many familiar made-in-Connecticut products will become generally available again. Farming in the Connecticut Valley, and the financial and governmental activity in Hartford, Connecticut's capitol, will continue. It's this broad base of employment that assures the remarkable stability and prosperity of The Hartford Market. CONNECT IN CONNECTICUT by using WDRC. Write William F. Malo, Commercial Manager, for availabilities.

Shown above is an incomplete list of many of the famous names you'll find in WDRC's Primary Area—Connecticut's Major Market!
WCKY
THE POWERFUL VOICE OF OHIO VA
DOING THE REAL JO
50,000-WATT
THE GREAT
LEY
FOR THE ADVERTISER
L.B. WILSON
CINCINNATI
NABET's Blunder

MILLIONS of listeners were deprived of usual network service from NBC and American for a short period last week because of a walkout of NABET technicians. The independent union has approximately 400 members at these networks. The walkout was unexpected because the union had given the customary 30-days' notice on bargaining over wages and operating conditions and it was assumed negotiations promptly would get under way. The strike terminated Thursday night and negotiations were begun again. Operations had been previously resumed without NABET men.

The whole situation is an outgrowth of James C. Petritto's struggle on radio. Because the AFM cza's powers are unchecked as yet, NABET alleges that the networks are stalling over terms of a contract for fear of Petritto reprisals. Jimmy in the past has made no bones about threatening to pull his musicians off the networks. He has done it before and probably would do it again, litigation notwithstanding.

Broadcasters generally have been disposed to look with favor upon NABET. NABET members have been restive. When the 30-day notice was given last week, union officials evidently couldn't or didn't seek to control their members. They walked out. That appears to be an unwarranted action which places NABET much in the same position as AFM.

The platter-turner jurisdictional issue has been decided against AFM. Petritto still has until November to note an appeal to the Supreme Court. NABET has won its case so far. Certainly it could afford to wait another few weeks (it has carried on for more than a year) without disrupting essential radio service.

NABET risked prestige with all in radio because of this hot-headed move.

GI Mr. Joe

BROADCASTERS who made the month tour of ETO learned many things. They learned about modern warfare and the part radio plays in it. They saw at first hand the results of psychological warfare, with radio in the stellar role. They saw radio men at work.

Among the memorable impressions: many of those kids who worked around stations or networks or agencies as apprentices or scripters or announcers are grown, matured men now. They were given responsibilities that meant the lives of men. They acquired the responsibilities of leadership.

Employers of those men (and girls) shouldn't think of them as youngsters who are equipped simply to pick up where they left off before the shooting began. There's many a competent executive among them capable of assuming management responsibilities and of thinking for himself.

The veteran who returns to radio shouldn't be sold short. All of them won't be able to become department heads or executives. But all should be given the chance to show what they can do.

OWI's Swan Song

AFTER SITTING on one of the hottest spots in Washington for more than three tempestuous war years, Elmer Davis returns to private life. His was one of the toughest assignments in wartime government. President Truman put it mildly when, in accepting the resignation of the OWI chief, he commented: "As part of your reward you received more than your share of brick-bats."

Elmer Davis is a tired man. He's going to take a rest before he makes up his mind on his new work. We hope he returns to radio, where his prowess as a news analyst earned for him the respect and confidence of more listeners than any other man on the air.

Mr. Davis probably doesn't feel that his job was well done. Those sitting on the lid in Washington, however, can assure him that the job was done as well as it could have been done by any mortal being. It was just one of those thankless tasks of wartime operation where a fellow couldn't win.

From the radio standpoint there isn't any real complaint about OWI. The Domestic Radio Bureau which set up in collaboration with the medium, the network and spot allocation plans, worked nearly to perfection. It brought order out of the radio chaos that had existed when every Government agency besieged stations and networks for time—all in the name of the war effort.

With the OWI's abolition, there is danger of return to disorder in clearance of Government time—now geared toward restoring a normal peace-time economy. That is recognized by Government and medium alike. Plans have been announced for a new network allocation system covering all media through the War Advertising Council which should preserve the best aspects of the OWI-formulated procedures.

In bidding adieu to OWI, there's one individual who all to often has been overlooked. He is Edward Klauber, former executive vice-president of CBS, who came out of voluntary retirement to do a war job and to give his friend, Elmer Davis, a lift. That was in November, 1943—after Mr. Davis had gone through 18 months of Washington torment. From that day, Mr. Davis' troubles began to wane. That was because Ed Klauber, never one to get in the limelight himself, is a genuis at organization and in personnel relations. Ed leaves too. He says he will return to the retirement interrupted by the war.

To Elmer Davis, Ed Klauber, George Ludlam, who now leave the Washington scene, and to those other soldiers in civvies who served at OWI to help radio contribute itsmite, all in radio voice a hearty thanks and Godspeed.

REMEMBER when the word "classified" cropped up in a young man's conversation, you deduced he was talking about his draft status. Now it signals his interest, perhaps, in the free classified ads being offered by various journals to help the serviceman get back into business. Broadcasting offers the service—two insertions, 50 words maximum.

Our Respects To—

IRVING EMERSON ROGERS

THERE aren't enough hours in the day for Irving E. Rogers, president of WLAW Lawrence, Mass., and the Eagle-Tribune Publishing Co.

From early morning until late night he keeps close watch on WLAW operations. Across the street at the newspaper plant he directs publication of the morning Eagle and the evening Tribune. To keep these operations on one requires frequent hops from radio station to newspaper office, and back again. Any day now Essex Street may come up with a groove, won by the Rogers' brougues.

Publishing is an interesting and time-compelling business for Irving, but he generally can be found around WLAW. Radio to him is both a challenge and a hobby.

Special events are his specialty. The bigger and better they are, the more he likes them. Biggest of all was the tragic accident to the submarine Squalus at Portsmouth, N. H., in May 1939. WLAW got national fame from its coverage. With the only microphone at the scene, WLAW alone told the nation about one of the worst marine disasters in history.

Irving is a native of Lawrence. He was born Aug. 20, 1902. He attended Phillips Andover Academy, class of 1921, and was a member of the class of 1925 at Dartmouth where he belonged to Psi Upsilon fraternity. Before entering journalism, the profession of his father and his grandfather, he attended the U. of Wisconsin journalism school.

In 1927 he was named managing editor of the Eagle, and a year later took on added duties as associate business manager and associate publisher. In these capacities he served as assistant to his father in directing the Rogers enterprises.

WLAW was dedicated Dec. 19, 1937, on the eve of the elder Rogers 40th year as a newspaper publisher. Starting with 1,000 w daytime on 860 kc, the station has increased to 5,000 w fulltime. On June 15 it became a basic American network station. An application has since been filed for 50 kw.

Since the death of his father in 1942, Irving has been president of WLAW. He has adhered to the elder Rogers' public service pledge in operating the station.

Irving is a director of the Lawrence Cooperative Bank; trustee of Broadway Savings Bank; incorporator of Lawrence Morris Plan Bank; director of YMCA; director of Salvation Army; past noble grand of Lawrence lodge, I.O.O.F.; publicity chairman Victory (Continued on page 56)

BROADCASTING • Broadcast Advertising
Kudzu

As you may have read in “Time,” “Reader’s Digest,” “The Land,” and other national publications, the KUDZU vine has become nationally recognized as one of the South’s most important agricultural developments. Responsible for the growing popularity of Kudzu—and the 100,000 Georgia acres it now covers—is WAGA’s farm editor, Channing Cope, who conducts the WAGA Farm Hour directly from his Yellow River farm each morning.

Another example of PUBLIC SERVICE and PROGRESSIVE PROMOTION which has made WAGA one of the South’s LEADING RADIO STATIONS.

WAGA

ATLANTA

5000 Watts on 590 Kcs. · Blue Network · Represented by Headley-Reed
ASCAP to License Industrial Music Plan Probably Will Be Based On Number of Employees

MEETING of ASCAP executives with representatives of manufacturers and users of industrial sound systems and recorded music for use in industrial plants, held last Monday at the Society's headquarters in New York, concluded by requesting ASCAP officials to draft a formula for licensing such use of its music. When the draft is finished, group will reconvene.

Culled by ASCAP, meeting was attended by representatives of RCA, Musak Corp., Fairchild Camera & Instrument Corp., Executone Inc., Rauland Corp., Stromberg-Carlson Co., Continental Mfg. Co., Standard Radio, National Assn. of Manufacturers, Canadian Performing Rights Society, John G. Paine, general manager of ASCAP, who presided, said that during the war ASCAP had charged plants desiring to use its music a token fee of $1 yearly.

Just Beginning

Now that the war is over, he said, a standard licensing system should be put into effect, and he asked the meeting to advise ASCAP as to the proper basis for such licensing. The Society recognizes, he said, that the use of music in industry is just beginning, and that there are many other factors for a plant owner to consider when he is installing a sound system than music alone. ASCAP wants to encourage, not destroy, the use of music in industry.

Mr. Paine concluded, but it wants its rights recognized in the process.

After some discussion, meeting agreed tentatively to a licensing system based on the number of employees reached by any installation. This would follow the theater licensing plan of ASCAP, based on the number of seats in each theater.

It was also decided that licenses should be drafted for five-year terms, to avoid trouble with continual renewals. When the ASCAP plan has been approved by the industry representatives, it is presumed that similar plans will be presented by BMI, SESAC, Associated Music Publishers, and other music licensing organizations.

Symphony Renewed

ALLIS-CHALMERS Mfg. Co., Milwaukee (farm machinery), will sponsor second half of Boston Symphony Saturday night concerts on American this year, sponsor's third with this program which returns to the air Oct. 6. New broadcast time is 9:30-10:30 p.m. (EDT) instead of 8:30-9:30 as previously. Series is placed by Compton Adv., New York.

CBS script for "Service to the Front" broadcast on the atomic bomb has been published by the Syracuse University Press in honor of network's handling of epic story.

IT'S LIKE THIS, says Lew Avery (1), NAB director of broadcast advertising, to Lt. Col. Frank E. Pellegrin, who returns to the job he left in 1942 to enter the Army. Col. Pellegrin expects release from the Army shortly. Mr. Avery left NAB Sept. 15 to open his own station representative offices in New York and Chicago.

Commercial

Signs NBC Series

INTERNATIONAL HARVEST-ER, Chicago, starts sponsorship Oct. 7 of half-hour series on full NBC network, Sunday 2-2:30 p.m., starring Raymond Massey as narrator. Howard Barlowe and his 70-piece orchestra with Lynn Murray Chorus plus guest vocalist each week will also be featured on program originating in New York under production of Russ Johnston, vice-president in charge of radio production for McCann-Erickson, New York, it was announced by Lloyd O. Couler, vice-president in charge of radio for McCann-Erickson, agency handling account.

Add Mutual Series

R. B. SEMLER Inc., New York (Krell hair tonic), Sept. 20 added 27 stations to Mutual lineup carrying Gabriel Heatter, Mon.-Fri. 9-9:15 p.m. Zonite Products Corp., New York (Fordham's toothpaste), Sept. 11 also added 27 stations to Mutual lineup for Heatter, Tues.-Thurs. 9-9:15 p.m. Agency for both sponsors is Erwin, Wasey & Co., New York.

KCMO Card

RATE card No. 12, effective Oct. 1 has been issued by KCMO Kansas City, 5,000 w commercial, carrying affiliate on 1480 kc. Program structure has been completely rebuilt in line with power and policy advancements. Termined "easy to read", card lists basic Class A one-hour of $240.

Broadcasting * Broadcast Advertising

Page 58 - September 17, 1945
How a "local" Public Service Program Can Enrich Tomorrow's Musical World

On August 20, 1945 a new singing star was introduced to the musical world. Under the distinguished leadership of Leopold Stokowski, Phyllis Moffet made her debut before thousands of music lovers at Hollywood Bowl, and there is little question but that her beautiful lyric soprano voice will bring joy to millions in the years ahead.

The KFI-Hollywood Bowl Auditions is only one of several public service programs designed to inspire higher ideals among the youth of Southern California. From 317 young people auditioned, 33 aired their talents during a 15 week series of Monday evening half hours. Phyllis was the winner.

KFI...NBC for LOS ANGELES
50,000 WATTS - CLEAR CHANNEL - 640 KILOCYCLES

This outstanding musical event is just another way of expressing KFI's firm conviction that public service is "an obligation, a privilege and an opportunity."
G. L. Sutherland Named As Manager of WILM

GEORGE L. SUTHERLAND, formerly production manager of WIP Philadelphia, last week became manager of WILM Wilmington, Del. He has been in radio for 21 years. WILM is operated by the Delaware Broadcasting Co. and was purchased as a result of the duopoly order of Jan. 11. Alfred G. Hill is president of the company.

Mr. Sutherland was program manager of WFCT Pawtucket, R. I., for three years prior to joining WIP. Previously, he was production manager for two years at WIP Cincinnati, sportscaster for three years at WBEN Buffalo, production manager for two years at WLW Cincinnati, and manager for three years of WPTF Raleigh. He also held positions at WXYZ Detroit, WHK Cleveland, and WZB Springfield, Mass. He was recently married to Mary Downey of Blackstone, R. I.

Altschuler’s Son Leads Cavalry Band in Tokyo

IT WAS a big thrill for Stanley Altschuler, director of foreign language programs for WJBD Detroit, to read the news stories out of Tokyo giving his son, W/O Morton Altschuler, enthusiastic mention as leader of the First Cavalry Band. The band was chosen by Gen. MacArthur to lead the conquerors’ parade in Tokyo.

Under the younger Altschuler’s direction, the First Cavalry Band has been praised not only by Gen. MacArthur, but also by Mrs. Eleanor Roosevelt, who heard it on her visit to the Pacific two years ago. W/O Altschuler was the subject of a feature article in the Detroit News Sept. 5, and was featured in a front page story in the paper the following day.

MBS Board Meeting

MEMBERS of the Mutual Board of Directors held their quarterly meeting at the Ambassador Hotel in New York last Monday and Tuesday with all but Willet H. Brown, Don Lee Broadcasting System, present. Financial report meeting was attended by the following: E. M. Antrim, WGN; Cheeser Campbell, WGN; H. K. Carpenter, WHK; Benedict Gimbel Jr., WIP; J. E. Campeau, CKLY; Edgar Kobak, Mutual president; Alfred McCosker, T. C. Streibert, WOR; John Shepard 3d, Linus Travers, Yankee network, and Lewis Allen Weiss, Don Lee.

Respects

(Continued from page 54)

Drive Committee, Region 5; member advisory board, Massachusetts Committee on Public Safety.

He married Martha Buttrick at Andover Mass., June 16, 1928. They have three children, Irving Emerson Jr., Allan Buttrick and Alexander H.

W. E. Report

WITH many of its war contracts cancelled outright and others reduced, Western Electric Co. had on hand last week only 40% as many unfilled war orders as it had Aug. 1. C. G. Stoll, company president, said. Western Electric’s working force was reduced about 15,000 in that period and now totals about 70,000. Reconversion is now going on at full speed and the company believes that the Bell System’s $2,000,000,000 postwar construction program, for which Western Electric will furnish most of the material, plus other business, will give the company a volume of business greater than any peacetime year in its history.

Song Requests

WNHC NEW HAVEN news department, through a special arrangement with Western Union, has installed a ticker in the studio by which listeners may make requests for songs by calling Western Electric. Although the service has been in operation only a few days, many telegrams already have been received in advance of the scheduled programs featuring these requests.
DIXIE B. McKEY
ROBERT C. SHAW

— standard broadcasting
— high frequency communications
— television
— antenna design
— field surveys

CONSULTING ENGINEERS

in partnership

ANNOUNCE

Establishment of their Washington Office

1108 16th Street N. W.—Suite 405
PRODUCTION

GROVER GOLIGHTLY has been named acting program director of WBPA-Simmons Broadcasting Co., Inc. He has been chief announcer and sports director.

DOUG OLIVER, announcer-musical director of WJFW Jacksonville, Fla., is father of a boy born Sept. 4.

JACK DAILY, m.c. of "Queen for a Day" on Mutual, Monday thru Friday 7-9:30 p.m., has been signed by the network to an exclusive five-year contract. United Artists studios are starting production of movie "Queen for a Day" to follow format of radio show. Production is set for August 1949.

GENE CONRAD is new member of announcing staff of WHIO Dayton, O. He formerly was with WIXE Springfield, O.

MARGARET W. SIMPSON, for two years continuity writer for WNNC Asheville, N. C., has resigned to marry GUY KINGSMUND, radio and film actor recently released by Army.

IVA LEE GREEN is new writer and editor on staff of WNNC Asheville, N. C.

JOE TONKIN, formerly with agricultural staff of WOWO Fort Wayne, Ind., has joined the department of Office of Supply, Commodity Credit Corp., Dept. of Agriculture, and has been appointed to succeed AL BOND in radio section of Office of Information. Bond is now farm director of KIRO Seattle.

J.P. KENN MARTIN, former announcer for WMCA New York and freelance with 50 year old New York, now conducts program on AFN-Munich every morning called "Morning Report," in which he stages a contest between popular dance tunes and hill-billy music.

BILL HUGHES, formerly of CJAT Trail, B. C., has joined the announcing staff of CKWX Vancouver.

KEN MILTON is new member of announcing staff of CKXO Brandon, Man.

MILBRED LENORE BOYERS, operations manager, has been added to the program staff of WJOZ-Jacksonville, Fla., where she is now a local announcer.

SECRETs of radio are explained for the housewives of America by these guests on the full NBC Mary Margaret McBride program (1 to 4). E. W. Enstrom, director of record of RCA Lake Dr., is now a member of the BBDO staff.

Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Herson is Washington's No. 1 morning personality. For spot availability see NBC Spot Sales.

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. - it's another "First" for WRC.

First time members of Congress have been informally interviewed in their homes - over the breakfasttable. Herson presents "little-known" facts about "well-known" lawmakers, in an ad-lib friendly chat with Congressmen and their families.

"FIRST REALLY DIFFERENT PROGRAM WITH A CAPITAL HILL FLAVOR TO COME OUT OF WASHINGTON"

... so says VARIETY

Dave Nowinson, writer of KFI Los Angeles, is father of a girl born Aug. 20.

John Dunkel, for two years CBS Pacific Coast director of program writing, has resigned to freelance. He retains assignment as editor of CBS "The Whistle.

Ivan Dittmars has been assigned musical director of "Heidi Hopper's Hollywood" on American stations.

Jules Ross, from CKWS Kingston, to announcing staff of CKFY Toronto.

Don Clark has been assigned Hollywood producer for BBDO on CBS "This Is My Best.

Art Brown, former veteran early morning announcer with WOL Washington, is now conducting on WBN New York 7-9 a.m. morning variety program.

Alice Lane, after five months with WWIN Washington, has returned to WWDC Washington to conduct evening women's variety program.

Ernie Courtene, former announcer of CKVY Val d’Orc and CFCH North Bay, has been discharged from the Canadian Army after being a prisoner of war in Germany, and is now with the production staff of CKWS Kingston.

Fred Smith, from WIRE Indianapolis, to announcing staff of WOWO Ft. Wayne, Ind.

Neil Robinson, formerly the production staff of WSSA York, Pa., has returned after 3 1/2 years foreign service with intelligence section of Troop Carrier Command.

W. G. Woodfield, formerly account executive of WIP Philadelphia, has been named general manager of Jessie W. King Dramatic School, FRED KNIGHT, announcer, has been added to faculty as instructor in radio.

Mort Green, former top radio announcer of WIP Philadelphia, has been named assistant secretary of Jessie V. King Dramatic School, FRED KNIGHT, announcer, has been added to faculty as instructor in radio.

W. G. Woodfield, formerly account executive of WIP Philadelphia, has been named general manager of Jessie W. King Dramatic School, FRED KNIGHT, announcer, has been added to faculty as instructor in radio.

DICK TUCKER is new member of senior announcing staff of WEDM Fitchburg, Mass.

Jack Stanley, announcer at WGL, of Philadelphia, has been married to Katherine Al- man at Huntington, Ind., Aug. 17.

James Vocalis shifts from announcing staff of WGBA Gainesville to WMAD Mason, O.

George Michael is new addition to announcing and production staff of WQPM Scheenectady, General Electric FM station. Formerly with WEJR WORC WOCW, he has been released recently from Canadian Army, in which he enlisted following service in U. S. Army.

Winston Williams, announcer at WMT Cedar Rapids, Sept. 7 is to marry Ruthie Fuller of Cedar Rapids.

William Houser, former freelance in radio and music fields, has joined KETR Hollywood as manager of transcription division. He replaces Lyman Smith, to KFI Los Angeles (BROADCASTING, Aug. 27).

Del Shabutt, New York announcer, has shifted to Hollywood to handle assignments on CBS "Bequest Performance" and CBS "Jack Carson Show," both sponsored by Campbell Soup Co.

Linn Burton, announcer and program man-in-chief of music for WAIT Chicago for five years, has resigned to freelance.

Mort Green, former freelance writer, and Bill, formerly of Les Weintritt & Assoc., Chicago, have joined the WNEW New York station staff.

Bob Bright, conductor of WPAT Paterson, N. J., "Bob Bright's Bandstand," also in cooperation with the ABC network, has become narrator for Paramount Newsreel.

William Bohack, chief announcer of WPAT Paterson, N. J., and WICR, station receptionist, have announced their marriage. Wedding is set for May 18, 1946.

Donald F. Seldon, former student of the Broadcasting Cal College, has been appointed personnel manager of ...
MAKING TRANSCRIPTION HISTORY!

THE NEW KENNY BAKER SHOW

Sincerely - Kenny Baker

AMERICA'S FAVORITE TENOR!

WITH

★ DONNA DAE
Famous Fred Waring Vocalist

★ JIMMY WALLINGTON

★ BUDDY COLE
And His Men of Music

★ A great new transcribed show...planned for quarter-hour frequency, day or night. Currently produced in Hollywood on a 5-per-week basis. Enjoy the lilting rhythms of Little Miss Rhythm herself, lovely Donna Dae...the colorful emceeing of Jimmy Wallington...the smart music of Buddy Cole and his men...and the glorious voice of our singing star, Kenny Baker. Setting a new high in talent and production for local and regional sponsors.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

OTHER CURRENT ZIV SHOWS: BOSTON BLACKIE • EASY ACES • PLEASURE PARADE • THE KORN KOBBLERS • CALLING ALL GIRLS • SONGS OF GOOD CHEER • MANHUNT
SAMUEL MITCHELL, national advertising director of I Miller & Sons, New York, has resigned to
organize his own advertising agency, Davis McMichel & Co., New York. NORMAN S. GUILBER, for-
merly assistant director in Madison Aven-
ue, will be public relations counsel for
new firm.

GEORGE PERREAULT, account executive, is now member of Joseph Maxfield Co., N.Y. M. ELOISE EICH-
LER joins copy department.

JOHN HYNES, former sales executive with WNEW New York, joins Bis-
Agencies

WHO SAYS INFLATION? All day long
W-I-N-D delivers 79% MORE AUDIENCE PER DOLLAR NOW IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D Chicago
5000 WATTS • 560 KC

24 HOUR NEWS SERVICE AP • INS • UP

THE BIGGEST oil well fire in several years started in Oklahoma City recently. Friday morning to late afternoon the flames were roaring and each effort of fire fighters was reported by WKY.

Two expert oil well "shooters" were flown in from Houston. They landed a quarter of a mile from the well, at one of the municipal airports, and were immediately rushed to the scene.

Then crew went into action. Follow-
ing along was WKY's mobile unit with E. D. Harvey, special events director, at the mike. Finally the fire was quenched—just at the right moment to serve as a climax for Harvey.

But the broadcast was not completed then for Harvey spotted a wierd anti-climax. A man with a lighted torch ran toward the well, heaved the flame head into the stream of oil. And up shot the well on fire again.

The experts glibly explained that the well was fired again so the oil couldn't blow over the country side all night.

DEMONSTRATION exhibit by KDBY Salt Lake City at Utah State Fair of "What Television Will Mean in Your Home" was awarded a first prize. KDBY engineers are now composing units for an experimental TV transmitter to be located on city's tallest building.


CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), Sept. 8 renewed Les Alouette Everyard on 10 CBC stations. Mon. 11:15-11:30 a.m. Agency: Locke-Johnson, Toronto.

Net Change

STERLING DRUGS, Windsor, Ont. (Phillips Milk of Magnesia), Oct. 5-6, 1945 released from WBN in Buffalo. Mon. 9:30-10:9 p.m. Fri. on 24 CBC Trans.

A new business in marketing.

HEALTHAIDS, Jersey City (Serutan, vitamin beverage), Sept. 10 started Letters to Lindlahr division of Coca-Cola Co., Windsor, Ont. thru Tues. 12:30-12:45 p.m. with tran-

SALT LAKE CITY, Mr. Case, former producer-director for CBS Chicago, is now a member of radio department of DePulls-Pedlar & Goode, Salt Lake City. Abbott in New York, has been released from the Army as capt.

Network Accounts

New Business

WELFARE day is now being observed in Madison Avenue, Chicago.

NEW YORK REPRESENTATIVE JOHN E. PEACOCK Co.

Page 62 • September 17, 1945

A new package show is now being marketed by CAMPANA SALES Co., Chicago, as part of the new product promotion campaign of the company's board of directors.

Mr. Case, former producer-director for CBS Chicago, is now a member of radio department of DePulls-Pedlar & Goode, Salt Lake City. Abbott in New York, has been released from the Army as captain.

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Network Accounts

New Business

WELFARE day is now being observed in Madison Avenue, Chicago.
FOR FULL COVERAGE OF HAWAII

POPULATION --- 502,122
Estimate by Territorial Board of Health, July 1, 1945

1944 RETAIL SALES --- $386,426,009
Based on Sales Tax Collections

23 YEARS OF CONTINUOUS BROADCASTING SERVICE

NBC IN THE PACIFIC SINCE 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.
WESTERN AUTO SUPPLY Co., Los Angeles (chain auto appliance and hardware stores), has appointed Arthur W. Stowe Adv., Los Angeles, to handle advertising, in eleven states and in a package deal on Sept. 17 starts four-quarter programs daily on KHJ Hollywood. Programs include Advertising-Art Direction; The Prof., "36 the Story Come" and "Bite and S spite". Contracts are for 52 weeks. Firm will use spot announcements by quarter-hour newscasts on KMFM EFOX KXEV KFMB. Agency is Robert F. Den- nis Inc., Los Angeles.

PETER HAND BREWING Co., Chicago (Melasterbrau), firm on Sept. 10 began sponsor- ship of six-weekly quarter-hour "Brauer" Aces" on WGN Chicago, Goodman and Jase Ace, writers and radio producers of "Bon- tmade their radio debut over WGN 52. Early Hunziker, long-time featured member of the show, is a for- mer WGN receptionist. Contract signed thru Mitchell-Faust Agency, Chicago.

ALEXANDER'S Dept. Store, Bronx, has interested Alexander's Quaintions Cams" to WMCA New York as a Friday evening half-hour. Quiz program features high school seniors and junior college students as prizes. This year competition will be open to all high school seniors in New York City. A New York agency is Jerome Bernstein Inc., New York.

DR. W. B. CALDWELL Inc., Montecillo, Ill. (proprietor), on Sept. 27 starts five-week spot announcement schedule on KMSP Minneapolis, Co. for 52 weeks placed thru Sherman & Mar- quee, Chicago.

J. B. COBERLY, Los Angeles (used car dealer), Sept. 9 started weekly quarter- hour broadcast series side of the State's Fair on KFJ Los Angeles for 52 weeks. Smith, Bull & McCready Adv., Hollywood, has account.


WESTERN PALISADES BALLROOM, Santa Monica, Calif., in 13-week camp- aign starting Sept. 10, will use total of 678 transcribed announcements per week. Agency is Howard Co., New York.


INTERNATIONAL SHOE Co., Boston (Sun Dial Shoes), has placed schedule of five-spot weekly for 13 weeks on WFTL Philadelphia, thru Badger & Browning, Boston.

FOWLER BROS., Knoxville, Tenn., has consolidated 26 consecutive semi-weekly newscasts over WNOX Knoxville on same time spot. Programs started in 1937.

WEST COAST CROWERS & PACKERS, Fremont, Calif. (football), has started quarter-hour program six times per week on KMEX Hollywood. Contract is for 13 weeks. Placement is thru Robert Frank & Co., Hollywood.

BARBASIL Co., Indianapolis (shaving cream), now sponsors Paul Schubert, (Continued on page 66)
This is the second in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers.

Next: THIRST QUENCHERS
news analyst, on WOR New York Mon.-Wed.-Fri. 4-6:15 p.m. Snow & Kade, New York (Pertusius), is Tues.-Thurs.-Sat. sponsor. Program started Sept. 3. Agency is Erwin, Wasey & Co., New York.


BKO RADIO PICTURES Corp., New York ("Back to Bansen"), is sponsoring half-hour announcements weekdays on following New York stations: WEAF WOR WNEW WMCA WIN WJZ. Agency is Foote, Cone & Belding, New York.

CHARLES WILSON Ltd., Toronto (Wilson's ginger ale), has started spots six-weekly on number of Ontario stations, thru A. J. Douis & Co., Toronto. LAVOLINE PRODUCTS Co., Toronto (cleaner), has signed for three-weekly spots on group of Canadian stations. Agency is F. H. Hayward Co., Toronto.

NORTHWAY & SON, Toronto (clothing department store), has started weekly "Calling All Girls" on CFRB Toronto. Agency is J. J. Gibbons Ltd., Toronto.

CEDA Products, Rochester (Valse de Fleurs perfume), is sponsoring announcements on WMCA and WQXR New York. WNEW features Bing Crosby Sunday 12-12:15 p.m. and WQXR has 2-minute classical program Saturday 12-12:00 p.m. Agency is Bedfield Johnstone Inc., New York.


LEWIS HAT Co., New York, has started three-weekly quarter-hour musical programs on CKXO Toronto. Agency is Bernstein, Casteel & Pierce, New York.

BEAUMONT Co., Toronto (Fourway cold tablets), has started daily transcribed spots on number of Canadian stations. Account placed by Baker Adv. Co., Toronto.

P. S. HUSTIN DRUG Co., Toronto (coldcap), has started daily transcribed spots on group of Canadian stations. Account was placed by F. H. Hayward Co., Toronto.

JENSEN & PILEGARD, Fresno, Cal. (feed, seed), placing direct, has started schedule of three-weekly chain break announcements on KMJ Fresno. Contract is for 32 weeks.


JOYS, Nashville, Tenn. (forte), Oct. 1 expands weekly quarter-hour "Old Dirt Dog" to quarter-hour Monday thru Friday. Contract is for 52 weeks.

MARBALL FIELD & Co., Chicago, has appointed Foote, Cone & Belding Chicago, to handle national advertising for retail stores. Radio will be considered. Account was formerly handled by Abbott-Kimbil, New York.

ROYAL CANADIAN TOBACCO Co., Toronto (Tartan cigarettes), is using 14 lines nightly for one on 13-week calendar. Account is placed directly.

CAMPBELL SOUP Co., Toronto (soup), has started yearly campaign on Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.


PEOPLE'S CREDIT JEWELERS (national chain), has signed for spots six-weekly on number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

POTTER DRUG & CHEMICAL Co., Toronto (Culitrum), has started transcribed spots twice-daily on Canadian stations. Agency is Atherton & Currie, Toronto.

GARRETT & Co., Brooklyn (Virginia Dare wine), began sponsorship Sept. 10 of a fall spot campaign on following Illinois stations: WIND WIND WIEC WABC WCRB WBOY WRMN. Few more spots will be added. Agency is Ruthrauff & Ryan, Chicago.

PROCTER & GAMBLE, Toronto (Chipsop), has started 10-weekly transcribed spots on CKXO Toronto. Agency is Pedlar & Ryan, New York.


EXPORT Ltd., Toronto (Bob Martin pet food), has started spots six-weekly on number of Canadian stations. Agency is McKim Adv. Co., Toronto.

STAFFORD MILLER of Canada, Toronto (Allenin), has contracted for spots on Canadian stations six-weekly thru McKim Adv., Toronto.


Industry Speakers
AMONG industry representatives heard on Industry Leaders Speak, transcribed Treasury series being prepared for Victory Loan use, is F. A. Caudill, president of Lever Bros. Co.; James S. Adams, president of Standard Brands; Clarence Francis, General Foods Corp. president; and Benjamin Abrams, president of Emerson Radio & Phonograph Corp.

Substitute
CHARLES F. MCCARTHY, WEFAX New York newscaster, replaces Lyle Van on the 6:00 p.m. news show Monday through Friday, while the latter is recording. Mr. Van will return on Sept. 24. Substituting on Saturday for him will be Kenneth Banghart on the 11 p.m. newscast.

GATES RADIO CO.
Quincy, Ill.
YOU MAY BE ABLE TO PITCH A BALL 127 MILES AN HOUR*

- BUT — YOU CAN'T THROW AN "OUTSIDE" SALES TALK INTO WESTERN MICHIGAN!

Possibly you know about the queer local condition of fading prevalent in Western Michigan. Listeners here seldom can tune in outside stations with satisfactory results—not even the 50,000-watt giants in Chicago and Detroit! Only broadcasts originating within the fading wall can be regularly and dependably received.

A real combination—WKZO in Kalamazoo and WJEF in Grand Rapids—now offers complete coverage of all Western Michigan, with ever-clear signals, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. Together they do the job these two big markets deserve.

Let us send you all the facts—or just ask Free & Peters.

* Testing machine at West Point in 1930 showed "fireball" pitcher's delivery attained that rate of speed over distance from box to plate.

WKZO
CBS—FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS—FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

September 17, 1945 • Page 67
MORE BULLSEYES PER ADVERTISING DOLLAR

MERCHANDISING & PROMOTION

PROGRAM

Allied Arts

MORE BULLSEYES PER ADVERTISING DOLLAR

MORTIMER A. NUSBAUM has resigned as radio account executive for Fox, Central Phone, New York, to open his own public relations and publicity office at 175 Broadway—Organization expects to concentrate largely on personalities of radio, stage and screen. Prior to Mr. Nusbaum's affiliation with 20th Century-Fox, he was associated for four years with WSB, Rochester as station manager.

ADAMS-ERICSSON, Boston, has been appointed distributor of Stromberg-Carlson postwar line of radio, FM and television receivers for greater Boston area.

WILLIAM SMITH, formerly of Feldman-Bloom Corp., Hollywood talent service, has joined 20th Century-Fox Corp. as radio liaison executive.

NEW TALENT added to cast of Frederic W. Ziv Co. transcribed "Pleasure Parade" series includes VINCENT LOPEZ and DICK BROWN.

CAPT. JERRE NEISLAR has been placed on inactive duty by AAF and returns to Magnavox Co., Fort Wayne, Ind., as southwestern sales manager.

KENNETH C. GUNTER, former general manager with Anderson, Davis & Platt, New York, has joined Pan American World Airways, New York, as advertising manager.

ADMIRAL CORP. has turned over its branch plant to Appliance Distributors, separately owned distributor of Admiral products for the Chicago area. Main office will be in its former plant, 3800 W. Courtland St., Chicago.

STANLEY H. SILVERMAN, former chief of special events section and member of the radio executive board of overseas OWI, has joined the Edward L. Bernays organization, New York, as assistant to Mr. Bernays.

JOHN G. PAINE, general manager of ASCAP, HERMAN FINKLESTEIN, attorney, and WALLACE DOWNEY, South American representative of the society, were scheduled to leave New York Saturday for South America. LESLIE BOOSEY of Boosey & Hawkes, English music publisher, chairman of the board of Performing Rights Society of England, has joined ASCAP trio on trip during which performance rights problems will be discussed with Latin American publishers.

HOFFMAN Radio Corp., Los Angeles (see and equipment, formerly with Exportadora Inc. as export agent.

JOAN MICHAELS, formerly with Ward Wheelock Co., New York, has joined Frederic W. Ziv, Co., New York, as a director for package shows.

WALLACE F. POWELL, former manager of apparatus sales for General Electric Supply Corp., Philadelphia, has joined Casco Products Corp., Bridgeport, Conn., as assistant sales manager.

YES

Here's How to Write a Radio

Commercial, It Says Here

By Ralph B. Austrian, Executive Vice-President, RKO Television Corp.

FIRST secure a supply of paper and a typewriter, or you may stick to longhand if you wish. Second write the word "yes" followed by a comma. Now pause, lean back in your chair, draw a deep breath and relax. You have made the correct start. That is very important. Don't ever attempt to write a commercial without starting it with the word "yes" and freely interspersing the same word throughout the commercial. These "yessers" must flash past just as telegraph poles snap by the windows of a railroad coach. In order to understand thoroughly what I mean, stop writing and just listen for two or three days—you will hear something like this:

"Yes, you can now buy Buzzo in the new large economy size."

"Yes, the time to act is now."

"Yes, you will admit our new package is more handy, in fact it is 33 and 33/100% more handy than the old one."

"Yes, the new Ticke wrist watch is the most beautiful one we have ever made."

"Yes, mother you can now have smooth white hands if you use Swoomo."

"Yes, friends you can now buy El Ropes again."

On and on it goes. You will begin to feel that if one more "yes" comes out of the loudspeaker you will scream, and you will. One of these days I know an announcer is going to say, "Yes, this is Station W—of the Cosmopolitan Network."

Yes, I really think that it could happen.

RCA last week began accepting radio-telegraph messages to Hong Kong, where the terminal of the circuit had been inoperative since shortly after Pearl Harbor.

KSOO
SIOUX FALLS, S.D.
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

RENE ELECTED DISC
ASSOCIATION HEAD

OTIS RENE, president and general manager of Excello Record Co., Los Angeles, has been elected president of newly organized Pacific Coast Record Manufacturers Assn. At Hollywood meeting on Sept. 6, membership also elected Jack Gutshall, Los Angeles distributor, vice-president.

Eight-man board of directors for the association of independent record manufacturers and distributors, comprises two representatives appointed from producers, manufacturers, distributors groups and miscellaneous category. Board members are Leon Rene, Cliff McDonald, Bill Moffet, Joe F. Bard, Lou Goldberg, Charles Eckhart, H. P. Fine, Howard Courtyard.

Organization plans monthly meetings to discuss trends in the record business and to meet competition from major firms as well as to build a strong coast group with an eye to business in this area.

ARRANGEMENTS have been made by WREX Jersey City and Rutgers U. for broadcasting of all Rutgers football games.

KWKH
CB5 * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Brankham Co.
Ever since 1933 when WCAU entered the field of women's programs, it has endeavored to increase the audience and make it more productive for the advertiser. WCAU has always taken great pride in the top position it has held in this field. Now WCAU announces another innovation: A man talking to the women listeners of our participation program "For Women Only." Creighton Stewart really knows how to talk to women, and how to sell them. In our long experience with women's programs, we have never heard a more convincing "talker-to-women." If you have a product you want sold to America's Third Largest Market, this man-to-woman program is your opportunity.

**COVERAGE + PROGRAM = SALES**

**WCAU**

50,000 WATTS * CBS AFFILIATE

**PHILADELPHIA'S LEADING RADIO INSTITUTION**
**POST WAR TEXARKANA IS READY**

For availabilities, write Frank O. Myers, KCMC, Inc., Texarkana, U.S.A.

Agriculture, oil, dairying, stock raising, fruit growing and manufacturing all contribute toward a balanced and prosperous postwar Texarkana.

Reach this vast market of over 339,000 people via KCMC.

---

**KCMC TEXARKANA U.S.A.**

**AMERICAN MUTUAL**

1230 Kc

---

**HARVEY**

**is taking orders for the newly improved REK-O-KUT RKD-16 DUAL SPEED 16-INCH RECORDING MOTOR ASSEMBLY**

To essential users, HARVEY now supply the famous RKD-16, with new features that materially increase the life and performance of the unit.

3-week delivery, $148.38

---

**Features of the REK-O-KUT RKD-16**

- Lathe turned, 25 lb. cast iron turntable, balanced, with disappearing drive pin and rubber turntable pad.
- Turntable fitted with inch diameter polished steel shaft, with special oil groove for force feed lubrication when operating. Rotates on a single ball bearing at the bottom of the turntable well.
- 1/20 H. P. General Electric constant speed motor
- A positive repeat speed change of all times.
- The turntable attains full speed in less than one revolution.
- Easy alignment of the REK-O-KUT overhead mechanism with the turntable.
- Improved lubrication system.

*A-A-S Priority or Better!*

**NOTE:** Since our monthly allotment is subject to WPB regulations, we suggest that you send your order without delay.

Telephone: LONGacre 3-1800

---

**COMMENTARY ON COMMENTARY**

KFEI Program Praises and Attacks Other Commentators; Gets Large Listener Response

IF AN IDEA now in the final stages of metamorphosis at KFEI Denver ever is re-created on a nationwide scale, it "will put long pants on news commenting," according to its originator, Commentator B. S. Bercovici.

Slightly Steinaeusel, the idea follows the present pyramidizing tendency, being a commentary on a commentary. It aims to criticize critics and go by the title of Assault and Flattery.

Mr. Bercovici got the idea when he reviewed the panorama of commentators and columnists and decided they act too much like a mutual admiration society. He believes that what journalism needs are more professional foods which would cut down on sniping at the traditional scapegoat—the administration in power.

Originally intended as a daily column, Assault and Flattery was turned down by newspapers as being too ungentlemanly, Mr. Bercovici says, the contention being that you can slap the President or Ike or Stettinitus, but you are no gentleman if you slap down a slapper. Radio, too, has offered similar objections during the eight years he had been trying to sell the idea.

He first offered it to New York stations whose owners, he says, would take one look at the famed NAB code decorating their walls and would mumble, "See the code. It says no controversy." Mr. Bercovici holds the code doesn't stop commentators, so it can't apply to him.

The first tryout was without remuneration on WINS New York and a chain of 10 stations stretching along the Hudson river to Buffalo. After a year WSAY Rochester became attracted, took over and a local department store sponsored the program. Three months later Mutual started carrying the program, but no national sponsor could be found.

After leaving Mutual, Mr. Bercovici worked for WHN New York and WLW Cincinnati, but neither could be persuaded to use the program. Dropping radio, he started lecturing before service clubs. One assignment took him to Grand Junction, Colorado. On his way back, he stopped off in Denver to have a chat with Gene O'Fallon, owner of KFEL.

Mr. Bercovici described Assault and Flattery and was received with, "Sure, let's try it."

Now on the air for nine months, the program reportedly has the whole town talking and receives great volumes of mail. Some few of the writers are not flattering, but the mail is in the main favorable.

One correspondent wrote, "Who do you think you are to take away Mr. Lewis' right to speak his opinion on the air?" To which the reply was, "I would be the last one to ever attempt to rob Mr. Lewis of his right to speak his mind, for if I succeed, I would have no one to assail or flatter, and Assault and Flattery would be self-liquidating."

Another wrote, "Who do you think you are, assaulting Mr. Close?" Mr. Bercovici responded, "If that's all you want to know, the only thing I say is, who do you think Mr. Close is?"

The program requires constant activity day and night by Bercovici and staff. The broadcasts of the nation's commentators, round tables, and forums are transcribed by his staff and copies are turned over to him and also placed in a bank vault in case of claims of misquotation.

The basis for the program, Mr. Bercovici claims, is that he started business life as a ch rosette. He spent a number of years looking into test tubes where you are either right or wrong, but no matter what, you've got to pay close attention to analysis."

---

MR. BERCOWICI

WILLIAM Wrigley Jr., Co., Chicago, will sponsor quarter-hour program starring Gene Autry in Sunday 5:30-5:45 p.m. spot on CBS beginning Sept. 23, coincidentally with reduction of Prudential Insurance Co. program from 45-minutes to half-hour. Wrigley show is placed by J. Walter Thompson Co., Chicago; Prudential program by Benton & Bowles, New York.

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**Americana on TV**

TWICE-A-MONTH series of stories of Americana started on CBS television station, WCBW New York, Sept. 11, with Milton Bacon, CBS story-teller as narrator. He will broadcast at irregular intervals, illustrating his tales with films, photographs, maps, and drawings.
If fortunately located, you can buy

H.V. Kaltenborn

Locally

OTHER IMPORTANT NBC NEWS PROGRAMS AVAILABLE

News programs with wide appeal and ready-made audiences are constantly building prestige and sales volume for dozens of local products on NBC stations everywhere. Important live talent programs currently broadcast cooperatively include:

Harkness of Washington, Monday through Friday, 11:15 to 11:30 p.m. E.T.
Morgan Beatty, Monday through Friday, 1:45 to 2:00 p.m. E.T.
World News Roundup, Monday through Saturday, 8:00 to 8:15 a.m. E.T. (Sundays 9 to 9:15 a.m.) E.T.
News from NBC, Monday through Saturday, 11 to 11:15 p.m. E.T.

ASK YOUR NBC STATION FOR DETAILS

DEAN OF AMERICAN COMMENTATORS NOW AVAILABLE IN A FEW SELECTED CITIES

Here’s a big-time ready-made radio program with an extensive, loyal audience from coast to coast... now available for local sponsorship in a few choice localities.

Kaltenborn’s network program, sponsored by Pure Oil Company in the 25 states where Pure Oil’s products are sold, is now in its seventh year. Exciting opportunities for local sponsorship exist outside the network sponsor’s sales territory... opportunities to buy the nation’s most consistently highest rated Commentator at remarkably small local costs.

A few more... but only a few more... local tie-ups are available.

If you buy Kaltenborn locally, you become his sole sponsor locally—for each of his Monday-Wednesday-Friday night broadcasts provides time for full opening and closing commercials—adequate opportunity for your own sales messages and your own identification with this noted news analyst.

The rate is surprisingly reasonable. Consult your NBC station.

National Broadcasting Company
America’s No. 1 Network
How to Test Your Purchase of Radio Time -

First, you want a market that is able to buy. Second, you want a medium that is able to reach and sell that market.

The Richmond market is permanent and stable with industrial plants that work steadily, peacetime or wartime. Richmond enjoys the greatest industrial growth of any large American city of similar size during the pre-war decade.

The average buying power of a Richmond family is $2,140 nearly double that of the average family in the nation. WRNL has the listening ear of these people who have the money to spend. WRNL can do a selling job for you.

Affiliated with the American Broadcasting Company

AL WARNER HEADS WOL NEWS BUREAU

COL. ALBERT L. WARNER, formerly of the Army where he has headed the War Intelligence Division of the Bureau of Public Relations, joined WOL, Cowles Washington outlet, Sept. 15, as head of the news bureau.

Prior to 1942 when he was commissioned, Col. Warner was chief of CBS Washington news bureau. He has been president of both the White House Correspondents and the Radio Correspondents. During his years in the Army, in addition to his duties as War Intelligence chief, BPR, he was the official spokesman of the War Dept. every Sunday, on the Army Hour, and on a special news series for troop areas.

He has just returned from Germany where his duties concerned the Army's cooperation with authorities on public relations at the Potsdam Conference. His tour took him to all parts of Germany from the Rhineland to the Alps.

In line with expansion of the WOL news department, the station has added two new newsmen in addition to Col. Warner. They are Russell Turner, former assistant editor of the UP Washington Bureau, and Loren Pope, ex-political writer for the Washington Star.

3 MBS Co-Ops

THREE More Mutual programs have been made available to affiliated stations for local sponsorship. Inside of Sports, Monday through Friday, 7:45-8 p.m., is available to all stations not used by Bayuk Cigars, effective immediately. Captain Midnight, Monday through Friday, 5:30-5:45 p.m., will be available Sept. 24 to all stations except those used by Wender Co., or Hankins Johnson, Hollywood commentator, Monday through Friday, 4:45-5 p.m., will be available to all Mutual stations beginning Oct. 1.
...another important new NBC *Thesaurus* program — exclusive to subscribers

Last November . . . when we inaugurated our 5-Point Plan . . . we promised NBC Thesaurus subscribers a musical program service more comprehensive, more specifically styled for radio than ever undertaken before. From the enthusiastic acceptance and response to this plan with its highly popular "The Music of Manhattan," "Slim Bryant and His Wildcats," and "Music Hall Varieties," we know that radio men are endorsing it wholeheartedly.

Now, another step . . . further fulfillment of that Thesaurus promise! It's THE SALON CONCERT PLAYERS with a salon orchestra in every sense of the word . . . not the abbreviated conception of a salon orchestra so often heard in hotel dining rooms . . . but one with the rich, full-sounding instrumentation found in the courtly Continental salon orchestras. 25 handpicked network musicians bring new magnificence to such glorious favorites as Der Rosenkavalier Waltz, Dance of the Russian Doll, Ballet of the Flowers. Max Hollander . . . featured violinist . . . adds the genius and brilliance that make him a nation-wide favorite as first violinist with Toscanini and as a soloist on innumerable network programs.

THE SALON CONCERT PLAYERS has everything you want to identify your station in your community with outstanding and exclusive programs . . . and it's another example of why NBC Thesaurus is America's Number 1 Musical Program Service.
McKEY AND SHAW FORM NEW FIRM
DIXIE B. McKEY and Robert C. Shaw have formed a consulting engineering firm, McKey & Shaw, with offices at 1106 16th St. N. W., Washington. They will operate in all branches of broadcasting and television.

Mr. McKey Mr. Shaw

FIRST public demonstration of the Antennalyzer, a magic brain for quickly performing mathematical computations necessary in determining location and arrangement of radio towers, was given by Dr. George H. Brown of RCA Laboratories last Monday night before the Washington, D. C., section of the Institute of Radio Engineers.

Engineer Demonstrates Antennalyzer

An overflow audience of more than 200 engineers attended the meeting. Employing 52 electronic tubes, the device duplicates all characteristics of a projected antenna, providing a pattern of light on a cathode ray tube identical with the desired pattern of transmission of the broadcast station. According to RCA, it "adds and substracts angles, multiplies, looks up trigonometric functions, adds, multiplies, squares, and finally takes the square root of the whole to produce the desired answer, which the engineers must have to accurately locate a directional radio antenna."

Engineers attending the meeting said the device would save weeks formerly devoted to field tests and calculations and thought it would prove very helpful in the design of transmitters and antennas.

This, and all other BMI services, is yours without additional cost under your BMI license.

Your Favorite PIN-UP...
- There are blonde pin-ups, brunette pin-ups, and just pin-ups...all have their special appeal.
- But one PIN-UP—a favorite every time—is the BMI PIN-UP SHEET you'll find in your station's music library.
- It's the only other special service to broadcasters—program directors, musical directors, disc jockeys—to all who use music, recorded and transmitted.

The BMI PIN-UP SHEET is a monthly bulletin—a convenient and timely reference to the current song hits and tunes coming up which are licensed by BMI.

Well oversubscribed. The Washington section has contributed approximately $17,000. Fred W. Albertson, vice-president of the Washington section, presided.
first in the morning!
first in the afternoon!
first in the evening!

first on the dials of Ohio Valley listeners

WSTV is still SURROUNDED, but not INVADED, by some mighty potent network competition. Stations A and C on the chart below each pack a wallop of some 50,000 watts. There must be good reasons why Steubenville folks and OHIO VALLEY listeners continue to prefer WSTV’s friendly 250 watts!

OUR LATEST LISTENERS INDEX SHOWS

<table>
<thead>
<tr>
<th>TIME</th>
<th>WSTV</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>OTHER STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING 8:00 AM-12 N Mon. thru Fri.</td>
<td>45.7</td>
<td>18.8</td>
<td>9.1</td>
<td>22.8</td>
<td>3.6</td>
</tr>
<tr>
<td>AFTERNOON 12:00 N-6:00 PM Mon. thru Fri.</td>
<td>47.9</td>
<td>24.6</td>
<td>9.3</td>
<td>13.8</td>
<td>4.4</td>
</tr>
<tr>
<td>EVENING 6:00 PM-10:30 PM Sun. thru Sat.</td>
<td>38.3</td>
<td>31.6</td>
<td>11.1</td>
<td>15.7</td>
<td>3.3</td>
</tr>
</tbody>
</table>

MORNING LISTENING - UP 15%
AFTERNOON LISTENING - UP 15%
EVENING LISTENING - UP 52%
OVER 1944 SURVEY

WSTV
Steubenville, Ohio
Mutual Network

For more details on WSTV and other Friendly Group Stations, write, wire or phone SPOT SALES, NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES.

WSTV | WFPG | WJPA | WKNY
---|---|---|---
Steubenville, O., Atlantic City, N. J., Washington, Pa., Kingston, N. Y.
Promotion Personnel

Paul Forrest, CBS Hollywood merchandising manager, recently struck by a hit and run motorist, is confined to his home with a fractured hip.

A. E. (Tony) Schaefer has been appointed director of public relations for WLW Cincinnati under succeeding Roger Baker, who now holds office account executive. Schaefer, who will have supervision of all listener audience promotion, has been assistant to J. D. House, vice-president of Crosley Corp. in charge of broadcasting. He formerly was secretary of Ohio State public relations.

Jean Stout Brown, member of publicity staff of WMT Cedar Rapids, will teach a course in radio writing this fall at State U. of Iowa.

George Scherer, former publicity manager for American cooperative program department, joins KJROW Kansas City as publicity director.

Don Rich, publicity director of WJZ New York, is hospitalized with intestinal flu.

Ralph Gleason has resigned as trade news editor of American Broadcasting Co. and is currently completing manuscript for book on hot music to be published next spring.

NBC Promotion Kit

NBC advertising and promotion department last week presented promotion kit for all NBC commercial programs to the network's 15 affiliates. Kits include complete campaign of on-air promotion, newspaper advertising, news releases, publicity letter, and other displays, transportation advertising, outdoor advertising, direct-mail, house organs, stunt displays, exploitation and contests. Included is 64-page working manual on how to use material for 1946-47 Parade of Stars promotion. Stations will receive individually prepared masthead announcements and short entertainment items by NBC artists for local broadcast, ranging from 12 seconds to 4 minutes.

London Postcard

POSTCARDS announcing American Broadcasting "Theater Guild of the Air" promoted by WOIO Fort Wayne, Ind., to members of local Civic Theater, prior to program debut. Scale model of guild hall also has been prepared and is on display in theater lobby. Placard tells of coming productions.

Durante-Moore Card

POSTCARDS with a picture of Jimmy Durante and Cary Moore checking their watches against a sundial were sent out to announce return of team to the air Sept. 14. Program is sponsored by CBS United Drug Co. for Retail merchants. W. Ayer & Son, New York, is agency.

Fair Coverage

FIFTEENTH consecutive year of coverage by WCOL Columbus, WZTV Indianapolis, and WWSV Cincinnati, Fair Aug. 31-Sept. 3 was covered in service program including continuous all-day stage show, amusement rides, and other attractions.

Safety Slogan

KTDC Tucson, Ariz., public service program currently ties in with local safety campaigns by use of CBS affiliation announcement slogan of "Caution before starting the car. It further explains reasons for driving care.

KVOE Brochure

FILE size promotion folder has been prepared by KVOE Santa Ana, Calif., to be present in conversational style data and facts on coverage and market. Rate information is included.

Guest Folder

SOUVENIRE illustrated folder of WLW Cincinnati facilities is presented visitors to Crosley Square. Space for autographs is provided.

CBS Coast Brochure

BACKING UP statements with Hoover In. figures, CBS Pacific Coast brochure. "It's 1946-47 at a West Coast Habit," presents statistics on programs designed for Pacific Coast regional advertisers and also table of first fifteen among all shows heard on the West Coast.

Department Moves

Mutual publicity department is moving from its former location on the 20th floor of 1440 Broadway, New York, to the 14th floor of the building, adjoining the newly enlarged news and special events department. Job, begun last week, ought to be finished by the end of this week.

Programs

Street Quiz

NOVELTY quiz show, "What Did I Say," stars on WOR New York Sept. 17. Sidewalk interviews conducted by Ken Powell will be heard Monday-Thursday 11-11:30 a.m. Passersby who answer correctly will be given free tickets to a WOR broadcast.

Format Change

FORMAT of five-weekly "Petticoat Partstine" program heard 1:02-12 p.m. on WHA Cincinnati changes Sept. 17 to feature stars of the sponsor participation show the "members" of the Partyline attending the broadcasts. Sponsor is National Life and other prizes will be given to attendees and participants.

Returned Vet Tribute

SERIES of programs paying tribute to returned local servicemen who have gained recognition for their part in the war has started on WNBC New Haven.

Art Review

SERIES of programs to stimulate public interest in art exhibitions around New York started Sept. 19 on WNYC New York regularly scheduled weekly art symposiums are discussion "Talk About Art". Each week program reviews different exhibits.

KBI Money Quiz

SPINNING OUT numbers on a wheel, telephone quiz show titled "Tell Me Why" started on KBIH Hollywood Sept. 10. Quiz masters dial telephone numbers and contestants answering correctly receive cash prizes.

New Music Series

FEATURING nationally known popular songwriters and their compositions, a new 24-hour transactional quarter-hour series titled "Hollywood Tune-Time" is being produced by On-The-Air Inc., Hollywood, and is being considered.

Safety Show

WEEKLY "Safety Party" variety program, currently being produced by KVOO Tulsa to emphasize campaign by Tulsa Safety Council, of which KVOO Manager W. B. Way is president.

Negro Tribute

PAYING tribute to contributions by the Negro race to the arts, weekly half-hour "Judy Name It Joe Adams" has been started on KFWB Hollywood.

When you think of Heinz - you think of KROW

For here this famous food company has two plants—a mammoth and beautiful factory in Berkeley, a little more than three miles from the KROW studios—and an office and warehouse in Oakland. Both are illustrated. When you think of Heinz you naturally think of KROW.

And when you think of KROW you think of the thousands of growers who supply the raw foods that are processed at the Heinz factory—all of whom are within easy range of the KROW airwaves. Something to think about, isn't it?
need a
TRAVELING
SALES MAN?
FOR KAMOLAND — THE 4-STATE OZARK REGION

KANSAS
MISSOURI
ARKANSAS
OKLAHOMA

1,220,958 prospects for your products. More than 205,000 Radio Families hear this strong, clear voice in the states of Kansas, Arkansas, Missouri and Oklahoma. Be sure he's selling your wares, too. He's available for YOU... so investigate his all-round possibilities NOW.

KUOA
5,000 WATTS

"He" calls on every store and home in this area — every day!
Yes, in this great 4-state area "Mr." KUOA is a household word in every home and store... on every farm and in every factory. On his "customer list" are more than

Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

The Voice of...
KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company
ARGUMENT with EINSTEIN

No quibblers, we... let Einstein have his own way with his theory of relativity. But when Einstein says, "I never think of the future. It comes soon enough"—that's where Sellevision picks its argument. We're not physicists. We're just radio folks trying each day to make a good station better. So, Einstein notwithstanding, we believe in thinking about the future. Yes, and doing something about it, too! That's why Sellevision, KSTP's concept of station betterment... a far-sighted policy which, for more than four years, has been manifesting itself concretely in continuous audience promotion throughout our coverage area. Summing up our argument with Einstein, we think you'll agree with us that Sellevision—the eyes to the ears of tomorrow—makes KSTP a better buy.

State Dept. to Have Communications Experts in All World Capitals Soon

IN RECOGNITION of the growing importance of communications in world affairs, the State Dept. is throwing into high gear its plans for telecommunication attaches. Within six or eight months the State Dept. hopes to have full-time communications experts in capitals throughout the world.

Posts scheduled to be filled are Cairo, Chungking, Moscow, Rio de Janeiro, Bogota and other cities as the plan expands. Present communications attaché in London, John Ordway, is scheduled for a post as foreign service officer in Buenos Aires, leaving his communications post in London to be filled.

John Plakias of the State Dept.'s transportation communications division, has been handling communications in the American Embassy in Paris for six months.

Industry Experience

Getting away from "white collar diplomacy", the State Dept. is planning to use men with industry experience as a prerequisite rather than men with experience in the diplomatic world.

"It has been taking a long time to get the plan in operation", a State Dept. spokesman told Broadcasting last week, "because we are insisting on only the best man for each job." He said that a knowledge of the language of the country for which the man is assigned is of great help, as well as a "prerequisite approach" to problems, but the prime requirement is "experience and a good working knowledge of radio, especially in the technical line."

Files of the Communications division of the U. S. Commercial Co., operating in South and Central America, have been turned over to the State Dept. to supplement the files of the department on Latin American communications. These will be available to the telecommunications attaches as well as to interested U. S. commercial companies.

The duties of the telecommunications attaches include reporting on communications equipment, number of stations, their operations, and any other data of interest to broadcasters. They will participate in negotiations on communications taking place in their territories.

Ultimate aim is to get all the communications information on every country in the world, so that the information in turn can be made available to American broadcasters, according to the State Dept. Attachments will not remain at their desks in the cities to which they are assigned, but will be on "roving assignments" covering in some cases, half a continent. As more men are sent out, and more are now becoming available through the release of men from the armed forces, coverage of the world will be made smaller, with more specialized reporting possible.

"In the old days", said the State Dept. spokesman, "an attaché was a letter box through which messages and certain information was sent. Now we want men who understand the field, and can interpret developments, and advise those who request advice."

Canadian Awards

FORTY-TWO nominations for the annual awards of the Assn. of Canadian Advertisers have been received to compete for the 1945 awards of one gold and three silver medals to men and women making the most meritorious contributions to Canadian advertising. The ACA awards committee, headed by Lee Trenholm of Underwood Ltd., will make presentations at the annual ACA meeting in Toronto, Nov. 9.

The committee represents all Canadian media, agencies and advertisers. The Canadian Assn. of Broadcasters is represented by Jack Cooke, CKEY Toronto; the Canadian Assn. of Advertising Agencies by H. M. Tedman of J. J. Gibbons Ltd. Toronto.

Time Petition

SUPPORT by Florida Congressmen for return to standard time on Sept. 30 is requested in a wire sent last week to Washington by James LeGate, president of the Florida Assn. of Broadcasters.
50,000 watts is no guarantee that a clear channel can't become muddy. For sensitive, faithful reproduction is the product of transmitter design that balances skillful circuit plan with stable, unfailing dependability.

Such a transmitter is the new Westinghouse 50 kw that offers every advantage for clear channel service. More than 12 important design features are included in this unit. Fidelity, for example, is strengthened by an equalized audio feedback in the audio and modulation circuits. No special, complicated circuit adjustments are necessary.

Metal-plate rectifiers are an important contribution to program continuity. Their life is virtually unlimited and program outages caused by tube failure are eliminated. Tube transfer in the power amplifier and modulator is instantaneous.

Your nearest Westinghouse office can give you all the facts on 50,000 watt transmitters. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
NAB Report Finds Local Stations Alert To Serving Wider Interests of Children

A DISTINCT change in the pattern of children's programs on local radio stations since 1940 has been noted in an NAB report, "Program Pattern for Young Radio Listeners," compiled by Dorothy Lewis, coordinator of listener activity for the NAB, and Dorothy L. McFadden, president of Junior Programs Inc., and chairman of the children's program committee, Radio Council of New Jersey.

The authors point out that while adventure stories, fairy tales, legends, and children's classes are still popular, other programs dealing with science, invention, hobbies, aviation, and subjects in which children can express and exchange ideas, characterized by the forum type of program, are becoming increasingly popular with the younger listeners.

Local Stations in Vanguard

These widening interests of children have been especially realized by local stations in the last five years. The authors hope the end of the war will bring nationwide programs with a more broadening educational value to young listeners.

A comparison of network programs in 1940 with those of 1945 shows a reduction in network children's shows from 40 in 1940 to 27 in 1945, due to an increase of wartime broadcasts.

The average American child listens to the radio 14 hours a week. To justify this time, networks should give more variety and value to juvenile listeners. Stories from real life, hobbies, vocational guidance, and thrilling episodes from world history should be emphasized, the report suggests.

Emphasizing program planning, rather than production, the authors believe that television will add to the enjoyment as well as the educational value of children's programs.

Communities Should Organize

The authors feel that the responsibility of building bigger audiences for children's programs lies with interested groups in the community, who should organize to shape the listening habits of children. This may be accomplished by adults listening to the programs, boosting the best, and sending their comments to the radio stations.

Variety and balance and keeping the children's many interests in mind should be foremost in the planning of all children's programs, according to the report. After-school programs should be planned for the intellectual benefit of the child as well as for his entertainment.

The authors recommend that every local station devote at least a half hour every day between 5-6 p.m. to children's programs, with more time scheduled for weekends; that more transcriptions be used since they are easily available in all localities at any time; that all scripts be carefully edited; and that suggestions be sought from listeners.

The booklet contains 22 patterns for suggested types of radio programs which have been used widely.

KCOK Starts

KCOK, new Tulare, Cal. station will start operating Oct. 1 on 1240 kc using 250 w, as an outlet of Mutual-Don Lee. Owned and operated by Herman Anderson, station will be managed by his son, Sheldon W. Anderson, former chief of KPFE Fresno. Richard Wegener is sales manager, with Harold Sparks program director.

WHBQ

Memphis, Tennessee

WHBQ's latest Hooper shows a gain morning, afternoon and night.

Wire for availability

ENGLISH JEWISH - ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD - 117 West 66th Street, New York, N.Y.
When you address an inquiry or a comment to GATES, you're sure to reach a man who knows Radio Transmitting Equipment—because there's no other kind here! Our business is devoted exclusively to the manufacture and sale of Transmitting Equipment. As a result, there are no diversions or interruptions to pull us off our objective—the building of better and better products for your needs!

You get sounder advice from a doctor who specializes in your ailment. You'll get better service from GATES—specializing in your requirements.

For Transmitting Equipment that's good looking, dependable, rely on GATES.

Write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

The New GATES Communications Transmitter
FOR MILITARY • AERONAUTICAL • POINT TO POINT EMERGENCY • COASTAL MARINOR • RELAY BROADCAST FORESTRY • OTHER SERVICES

All of the features you are looking for are combined in this transmitter. You will find that it possesses Engineering, Reliability, Simplicity, Efficiency, and Serviceability—plus maximum Compactness. The tuning is preset at the factory, but quick, easy changes of operating frequency are possible. The Transmitter has complete metering and protective circuits, and features rapid frequency changes.

WRITE TODAY FOR DETAILED BULLETIN

GATES RADIO CO.
QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922
NEW COVERAGE MAP IS ISSUED BY FMBI
FM BROADCASTERS Inc., Washington, has issued a map showing the status of FM broadcasting in the U. S. Map indicates number, location and approximate coverage of FM stations.

Lists of stations and owners are included on reverse of map. According to FMBI, applications are increasing at such a rate that by the time the release was sent out, 32 additional FM applications had been received by the FCC, bringing the total number past 800.

Commercial and developmental FM stations, as well as applications, are indicated on map, with coverage areas shown in color. However, according to the release, "people residing outside the areas shown in color will be able to hear FM from the stations shown on the map with a degree of satisfaction diminishing with distance."

Walkie-Talkie was used by Joe Tucker (right), WWSW Pittsburgh sportscaster, to interview Byron Nelson during golf tournament. During tournament Tucker, Fred Joyner, Fred Robinson and Ed Kroen covered tournament with 38-pound walkie-talkies and jeeps. Army provided technical supervision from Holabird Signal Depot.

ARNOUX SPEAKER AT RICHMOND MEET
SPEAKING before the Richmond Junior Board of Trade, on the observance of the 50th anniversary of both radio and the U. S. Chamber of Commerce, Campbell Arnoux, general manager of WTRAR Norfolk and director of the Fourth District, NAB, told the group that the only curb on freedom "should be imposed by a sense of responsibility for what is spoken or written."

"Heroic sacrifices . . . down through the ages found vindication in our American Democracy," he said. "Even then this freedom, which is our priceless heritage, was bitterly contested. It is still contested. It always will be." For that reason, he added, "vigilance shall not be relaxed."

Praising Byron Price in assuming the tremendous task of directing the Office of Censorship, Mr. Arnoux expressed the opinion that because of the trust placed in them by Mr. Price, broadcasters and editors "vindicated his trust in them by maintaining a voluntary censorship."

"To the everlasting credit of Censorship," he added, "and to the radio and press and the American people, free speech in America is as uninhibited now, after the war, as it was before the war."

There, he pointed out, is "the answer to the questions of any doubting Thomas as to whether the American system of Free-Speech-with-responsibility works."

Val Clare is our News Editor . . . recently returned from a six months tour of the European battlefronts. Val's inherent "news sense" both on and off the air is the guide to CKLW's alert news-programming 24 hours a day. The fact that we, and Val, know that NEWS is so important today, is evident in the smart way we spot it across the program schedule . . . and reason, too, why so many dials in the Detroit Area are kept permanently parked at 800.

Knowing what the listeners want in this, America's Third Market, and delivering it, is a gilded formula. Our listeners and advertisers like it a lot!

J. E. CAMPEAU, Managing Director
In The Detroit Area, it's
CKLW
5,000 Watts
at 800 kc.
day and night

ADAM J. YOUNG, Jr., INC., Nat'l Representative

Sniper Clark
A RUSSIAN sniper medal is being worn by Katherine Clark, WCAU Philadelphia commentator, who just returned from a two-month tour of Europe. While abroad, Katherine was invited by a group of Russian soldiers to join them in a hunting trip on the estate of Herman Goering. She bagged a 14-point buck deer and the soldiers honored her with the medal, a red enamel star with a gold hammer and sickle.

Val Clare
Mr. Price, broadcasters and editors "vindicated their trust in them by maintaining a voluntary censorship."

ALBERT L. THURAS
ALBERT L. THURAS, 67, research engineer on acoustics for the Bell Telephone Labs., New York, on leave with the Navy Lab., died Sept. 9 in New London, Conn. Mr. Thuras joined the Bell Telephone Labs. in 1920. He specialized in the study of acoustics and in 1928 helped develop a loudspeaker that was able to project the human voice a mile without distortion. When World War II was declared Mr. Thuras was given a leave from the Laboratories to go to New London where he was assigned to the Defense Research Committee. A few months ago he was assigned to the Navy Lab. He leaves a brother, George, and a sister.

Dial Placements
DIAL Programs, New York, has sold its 15-minute transcribed series, Reminiscein' With 'Satin' Sam, starting Sept. 3 for 52 weeks, 5 times weekly to the following stations: WTAM WISH WOWO WWVA WHKC WKRC WSPD WSZ WMOB WAGE KMPC KGA. Dial Programs is owned by Lawrence Golden and Pat Williams, general manager of WING Dayton.

NBC Scoop
FIRST news that Vidkun Quisling had been found guilty was brought to the world Monday morning by NBC reporter Bjorn Bjornson, stationed in Oslo, who was heard on NBC on World News Round-up. Bjornson received and broadcast the verdict the moment it was announced.
Letter to the Editor

EDITOR, BROADCASTING:

Noting your little piece of this week concerning resumption of Standard Time, we here at WBT would like to propose that all radio stations, throughout the nation, standardize themselves with regard to this phase of operations.

In other words, let's get together and by common and unanimous consent agree to run radio on Standard Time the year round. Let's put an end to the inconvenient and unnecessary annual routine of shifting a great majority of stations back and forth from Standard to Daylight Saving Time. As you know, this adds up only to one persistent headache for the entire industry.

Our reason for this suggestion is not selfish. We make it only to help the pressure that is forced upon practically all program directors, traffic departments, station managers, sales managers, and advertising agencies every summer, not to mention the expense involved. As Daylight Saving Time approaches, these aforementioned departments must make arrangements to change the broadcast time of almost all of their programs. This, in itself, might be tolerated, although such a problem is unnecessary. But merely changing from one system of time to another (and this takes weeks) does not end the headache. Hundreds of long-time local programs, throughout the country, must give up their regular broadcast periods, or, more tragic still, even be forced off the air entirely because of this Daylight Saving monster created by a Frankenstein in the form of a small group of stations in large Metropolitan areas.

Such a change in time observance means that both program and sales departments have to work night and day for a period of weeks making these compulsory revisions in schedules. And, when this is finally accomplished, the matter is by no means settled. Come fall and the switch again to Standard Time and once again broadcasters have to go through the same period of agony. Thus, the question: why should a goodly portion, 90% I should say, of American broadcasters be pushed around because of a whim of the minority?

The railroads of the United States have never recognized Daylight Savings Time. Why should radio? I believe, and think you will agree, that the country can become accustomed to following Standard Time in their radio habits as easily as they can manage to catch their trains on time.

CHARLES H. CRUTCHFIELD, General Manager, WBT Charlotte

Sept. 6

KPO's original studio from which our first broadcast originated in 1921. The thing that looks like a horn on the piano is an early version of a microphone.

KPO's Studio "A" in 1945. Several hundred guests are in the audience for a favorite San Francisco broadcast. Quite a difference in just 24 years.

SO BIG...SO FAST!

bet you never dreamed radio would grow so rapidly

This year marks the twenty-fifth anniversary of radio. Twenty-five years ago, if you were one of those early radio "Bugs," you heard the sounds that marked the birth of a great new industry. Twenty-three years ago, just two years after the birth of the industry itself, KPO first put its own sounds on the air... sounds that have been growing steadily in volume, clarity, and listener interest throughout every year since, to make KPO the foremost broadcasting station in Northern California.

On its own twenty-third birthday, KPO salutes the twenty-fifth anniversary of a young and vital industry.

KPO's the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

BROADCASTING • Broadcast Advertising

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Pepsodent Contest

PEPSODENT Division of Lever Bros. Co., Chicago, sponsors of the Bob Hope show, Tuesday, 10-10:30 p.m. on 126 NBC stations starts its first major postwar contest with 20 new jeeps as grand prizes to the persons answering most satisfactorily the sentence, "We should not cash in our War Bonds because...". Contest will be launched by Bob Hope early in October and will end Nov. 11. Jeeps awarded on the show are the postwar model recently announced by Willys-Overland which can be used for sport, station wagons or general use. Agency is Foote, Cone & Belding, Chicago.

WMZA WILL START OPERATING OCT. 1

WITH American affiliation, WMZA Massena, N.Y., owned by the Watertown Daily Times (WWNY), is expected to start broadcast operations on Oct. 1.

Thomas R. McHugh, for the past three years promotion manager of WWNY and a member of its sales staff, has been appointed manager of the new station. He is a graduate of Syracuse U. and worked on the Times before becoming affiliated with its subsidiary.

Program director of WWNY, James W. Higgins, has been named assistant manager of WMZA. Michael R. Yonkovig, also from WWNY, will be chief engineer.

WHY FORK OUT JACK FOR JACKS FORK (KY.)?

What Jacks Fork picks up we couldn't say, but it probably isn't WAVE! Our destination is a far more bountifully-spread table than Jack's—it's the Louisville Trading Area where people spend more money for food (and everything else) than is spent in the rest of Kentucky combined. Seriously and no joke—write us (or ask Free & Peters) for the actual figures. Do that and you'll want to do your spooning via WAVE!

DISTRESS SIGNAL

WHEN Chief Aviation Machinist's Mate Albert H. Butt found himself in distress early this month in true Navy style he turned to radio—WCPD Cincinnati—to send an SOS. The chief was all set to get married when his bride's brother, who was to be best man, was shipped out to sea. Even an appeal to the local Navy recruiting office could find no Navy man of the same religion to stand up for him. So the chief went to WCPD to find a crew. Arthur Reilly, top WCPO commentator, broadcast an appeal and the chief not only found a best man but two ushers and many potential replacements.

SPONSORSHIP BOON TO TOWN MEETING

SPONSORSHIP has been a great boon to America's Town Meeting of the Air Program, according to George V. Denny Jr., president of Town Hall and founder of the forum. In the 12 months since the beginning of sponsorship by the Reader's Digest, Denny said, the program rating has more than doubled and audience mail has increased more than 50%.

Town Meeting will be continued under its present sponsor until Nov. 29, when contract expires. Digest has not renewed contract since they are starting a program of editorial expansion, including foreign countries, and feel that a national radio program will not fit in with present plans.

Cancel Translux News

AFTER lining 4,150 newscasts into the Translux theatre in Philadelphia without missing a single show, WCAU is withdrawing its hourly newscast service to Philadelphia's only newscast theater on Oct. 10. The diminishing of the importance of quick news was given as the reason.
NEW PROGRAMS ON WNEW

ALL STARTING WEEK OF SEPTEMBER 17th!

Talk about your postwar programs. Here's 27 of 'em...all brand new...hitting the air for the first time week of September 17th. So informative...so down-right entertaining...that you can tune your radio to 1130—and let 'er percolate. Never even touch your dial!

Judging by listener surveys...that's just about what happens in tens of thousands of New York homes week in, week out. These studies show that—

WNEW is listened to by more people than any other non-network outlet in the country.

You've got to be good to win and hold an audience like that. And this coming season WNEW—with 27 sparkling new programs—will hold its listeners more closely than ever—besides adding thousands of new ones.

Isn't that the kind of station you need to build your postwar sales—fast?

WNEW
NEW YORK 22, N. Y.

TEN THOUSAND WATTS—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

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FM
(Continued from page 18)
ments for existing FM stations, the Commission noted that all but two of the 83 are for metropolitan stations. The exceptions are WMIT Winston-Salem, N. C., and WMTW Mt. Washington, N. H., both of which are rural stations. The former is authorized to operate with 200 kw power, the highest power assigned, and the latter with 10 kw. As set forth in its rules for FM regarding power limitations of metropolitan stations, the Commission authorized a wide variation of antenna heights in accordance with power permitted. Thus, WEAP-FM New York is permitted an antenna height above terrain of 2858 ft. (Empire State tower) with power of only 1.6 kw, the lowest assigned. Conversely, WBBM Rochester uses an antenna height of only 261 ft. but employs the maximum power of 20 kw. In the future, it was pointed out, a minimum antenna height of 500 ft. above average elevation will be required unless it can be shown such height is not feasible.

With respect to its assignments of metropolitan frequencies in area II, the Commission said that it recognized that some of the metropolitan stations will be able to serve a greater area beyond their protected contours than others. "Nevertheless," it pointed out, "while not all of the facilities are equal in coverage, it has been possible in each city in Area I (with one exception) to assign frequencies of substantially the same coverage to all existing stations in that city. "These facilities, moreover, are amongst the most desirable in each city from the point of view of service beyond the 1000 uv/m contour. The one exception is New York City where it has not been possible to find 11 frequencies for the 11 existing stations with substantially the same coverage."

N. Y. Alternatives
The Commission explained that it had two alternatives in assigning frequencies in New York, the first being to make its allocations in the new band in approximately the same order as in the old, the second involving a choice among existing licensees on the basis of the best information available. Under the first method, it found, some networks would be given facilities considerably better than others; some of the pioneer FM stations (including the inventor of FM) would receive the least desirable assignments; and the latecomers would fall heir to the best.

While it recognizes that it would be better to make its choice of plans after a hearing, the Commission observed, it "is of the opinion that public interest requires FM broadcasting to get started as soon as possible, and hence some authorizations without a hearing are necessary if FM broadcasting is not to be handicapped at the outset." It added that stations still have the opportunity of filing objections by Sept. 25 to specific assignments.

Assignments involving the maximum service area beyond the 1000 uv/m contour were given to existing stations in New York, the Commission said, "since these stations are the pioneers in FM broadcasting". To networks, the Commission endeavored to assign "substantially equivalent facilities". Consequently, the Commission declared, the facilities given to the "network pioneers" have a somewhat smaller service area than that given the "non-network pioneer" FM stations. The result will be that listeners living beyond the 1000 uv/m contour of the network-owned station can receive network programs from an affiliate of the network in whose 1000 uv/m contour they reside and all networks may compete for affiliates in this area. As far as non-network stations in New York are concerned, the Commission pointed out, their programs are not available from other stations.

"Thus," concluded the Commission, "the listening public gains by making available to the non-network stations the frequencies which have a maximum service area beyond the protected 1000 uv/m contour."

Text of the Commission's Sept. 12 release follows:

The Commission today made public a list of assignments for present FM licensees or permittees. Any licensee or permittee desiring to object to the assignment made by the Commission must do so on or before September 25, 1945.

All of the assignments which were made today are for Metropolitan stations with the exception of Station WMIT at Winston-Salem, North Carolina. WMIT is located in Winston-Salem, New Hampshire, both of which are rural stations. WMIT is authorized to operate on the frequency 97.3 megacycles (Channel No. 42) with power of 200 kilowatts and WMTW is authorized to operate on the frequency 97.9 megacycles (Channel No. 50) with power of 500 kilowatts. All rural stations will be authorized upon a proper showing. Making the allocations for the Metropolitan stations, the Commission has provided in both Area I and Area II for an effective radiated power of 20 kilowatts and an antenna height of 500 feet for the areas assigned. Where existing antenna heights are in excess of 500 feet the Commission has required a reduction in effective radiated power so that the service area of such a station is substantially similar to what it would be with an antenna height of 500 feet and effective radiated power of 100 kilowatts. Where the existing antenna heights are less than 500 feet the Commission is authorizing 20 kilowatts power but such stations in the future will be required to conform with a minimum antenna height of 500 feet above the average elevation unless a showing is made that such an antenna height is not feasible.

The basis on which the Commission made its assignments is set forth below. In Area I there are sufficient frequencies so that all existing licensees have moved to tunes so that all existing licensees have moved to tunes so that all existing licensees have moved to tunes so that all existing licensees..."
NABET  

(Continued from page 16)

Petrillo will call out his musicians in the event that the companies entered into a contract with the union."

In May, 1944, NABET filed a petition asking the National Labor Relations Board to name it as collective bargaining agent for all technical employees of American and NBC, including platter-turners. The same month, NABET also filed a 30-day strike notice, but acquiesced to a War Labor Board request that the status quo be maintained and did not strike.

Jurisdiction Upheld

After hearings, NLRB certified NABET as bargaining agent for the platter-managing all-network owned stations except in Chicago where AFM members had done this work for some years. AFM President James C. Petrillo thereafter notified NABET which he did not consider this ruling as binding on AFM and threatened them with a series of "wildcat" strikes if they made a new contract for this work with NABET.

NABET then took the matter to the U. S. Circuit Court of Appeals, which upheld the NLRB ruling and last month ordered the networks to negotiate new contracts with NABET.

To Prepare Disc

NAB Sales Managers Executive Committee meeting in New York Sept. 11-12 approved in subcommittee recommendation to prepare transcribed presentation of pros and cons regarding establishment of an agency recognition bureau for industry. Disc would be played at NAB district meetings and would be followed by an opinion questionnaire. Action stems from article by Harold A. Soderlund, subcommittee member and sales manager of KPAB Lincoln, Neb., in June 15 Broadcasting, May 3, editorial. Proposed bureau, fully staffed, would cost only $25,000 per year, it was stated. Staunton P. Klettenberg, general manager of WMMN Fairmont, W. Va., is chairman of subcommittee.

Fanning Chicago V-P

THOMAS J. FANNING, having headed operations of Grant Adv. in Argentina, Brazil and west coast of South America, since their inception, has returned to the J. S. as executive vice-president in charge of agency's Chicago office, it has been announced by Will C. Grant, president. Before joining Grant, Fanning was associated in executive capacities with Kenyon & Eckhardt, Berg & Co. and J. Walter Thompson Co. Willard Y. Stocking, formerly of Grant international division, headquartered in New York, succeeds Fanning as vice-president and head of Grant Buenos Aires office.

FLASH of a collision in mid-air between two P-47 fighters about a half-mile from its studios was put on the air while the planes were still falling by WMBG Richmond whose announcer interviews an Army officer on the story. Part of a flight of six, the planes collided at about 4,000 feet and the wings of both appeared to disintegrate instantly. One pilot escaped.

FCC GRANTS WSOO LICENSE RENEWAL

SATISFIED that the station has been making substantial progress in emerging from financial difficulties, the FCC last week granted the application for renewal of license of WSOO Sault Ste. Marie, Mich. The station had been cited for failure to file annual reports or respond to notices requesting information.

At a hearing held March 13-14, the Commission said, it was testified that the station had become affiliated with the American (then Blue) network, had improved its schedule and installed its transmitter. "The improvement in the station's financial position," an opinion and order stated, "coupled with the further fact that there have been no complaints as to the program service or the quality of the station's equipment is quite strong evidence that the station is making some progress."

Sidelights  

(Continued from page 16)

79 of its men were involved: 40 in New York (WJZ), 24 in Chicago (WENR) and 15 on Coast (KECA Hollywood, KGO San Francisco).

ONLY program to be withdrawn by its sponsor because of the walkout was a talk scheduled for Thursday evening on WJZ New York by William O'Dwyer, Democratic American Labor candidate for mayor of that city. American Labor Party, which had purchased a quarter-hour on WJZ, asked that the broadcast be postponed until after the strike had been settled.

* * *

LOGS of American and NBC for Wednesday evening show that WEAF New York was off the air about 15 minutes, WJZ New York about 35 minutes.

* * *

NBC got back to normal programming with the Chesterfield Supper Club at 7-7:15 and stayed that way until 8:30. Neither Brown & Williamson's Gay Mrs. Featherstone (8:30-9) nor Bristol-Myers Time to Smile (9-9:30) were heard in New York, but from 9:30 to closing at 1 a.m. there were no further losses. First regular program on American after the strike was The Man and Abner at 8 p.m. from Chicago.

NABET pickets made their appearance at 3 p.m. Thursday at the Merchandise Mart in Chicago headquarters of American.

Meanwhile, NBC replaced 35 NABET engineers with three of its engineering department executives. -H. W. Luttgens, chief engineer, central division; Theodore Shreyer, operations supervisor, and Walter Lindsey, chief transmitter engineer. Luttgens arrived in Chicago at 4:30 p.m. Thursday from New York and immediately reported to the network.

A similar condition existed at American, where all 20 NABET engineers were on strike. They were replaced at control rooms and transmitters by Ed Horstman, chief engineer of ABC station WRC, R. Luttgenfeld, assistant general manager of ABC; Ken Christiansen, traffic supervisor, central division; Bill Joyce, ABC producer; Charlie Butler, producer, and Helen Hawthorne, secretary to Mr. Horstman.

* * *

IN Washington, D. C., Chief Engineer, William R. and Asst. Chief Engineer, Donald Cooper kept WRC operations on schedule Thursday despite a walkout of 27 NABET engineers Wednesday evening. The strike left the NBC outlet with but one engineer on duty, Donald Cooper. However, the station lost only one minute (6:01 p.m.) when a needle "cut over", causing a repeat on the turntable.

Repeal of War Time Will Have Little Effect on Broadcasters at Present

EXPECTED repeal of war time Sept. 30 will have little effect on broadcasters at this time. First of the prewar time juggling headaches will come next spring when networks and stations will face the problem of adjusting schedules to local time changes which may be effected in the meantime.

Congress action to repeal war time proceeded last week when the House passed one of the 59 bills introduced to abolish daylight saving. The House on Wednesday approved the bill (H-3874) introduced by Rep. Boren (D-Okl.). Since the Senate was not in session Thursday, it did not receive the measure until Friday. Early Senate approval was expected.

Sarcely any opposition to war time repeal was voiced in the House. Strong farm sentiment for repeal was cited. Rep. Gwynne (R-La.) referred to a statement by Hugh Muncy, farm director of KKXL Waterloo, that letters to the station indicated overwhelming de-to-

sire for standard time. He also said A. G. Woolfries, farm service director of WMT Cedar Rapids, had reported a farm audience poll showing 600 to 1 favoring return to standard time.

Moving up the clock an hour will involve little disturbance in operations. Some Ohio communities have local option and at least one is back on standard time already. Arizona is now operating on Mountain Standard Time and likely will remain on it.

Looking ahead to the annual spring program snarl, Robert T. Bartley, NAB director of government relations, is working on a plan to re-zone the United States. It would be based on the 75° degrees either side of the 75, 90, 105 and 120 meridians. The Interstate Commerce Commission would be empowered by legislation to declare standard time in these zones. The idea will be discussed at a meeting of the NAB Legislative Committee to be held Oct. 3.

Unions Seek An Election Among CBS Employees

THREE UNIONS met Thursday at a hearing called by National Labor Relations Board to start proceedings toward an election to determine whether the CBS white collar workers want a union and which one of the three United Office and Professional Workers (CIO); International Brotherhood of Electrical Workers (AFL) or International Alliance of Theatrical Stage Employees to represent them [Broadcasting, Sept. 10]. Both UOPWA and IBEW want to represent an overall unit of the workers, both unions being certified to submit the matter to election. IATSE, however, objected because they wish to organize only the white collar television studio workers as a separate unit. At the present time, they have not reached an agreement and a formal hearing before the board will be held sometime next week.

CBS press department has authorized the UOPWA to represent it and will join the screen publicists guild which will change its name to include the radio section.

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FM
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in any city can be given facilities provid-
ing substantially the same coverage and
this has been done. In Area 1 somewhat
different situation exists. The Commission’s Rules and Regu-
lation provide that Metropolitan sta-
tions in Area 1 shall be limited to a max-
imum effective power of 250 kilowatts
and an antenna height of 500 feet so that the service area of
such stations will not be protected be-
"ond the 1000 uv/m contour is considered.
Accordingly, all the Metropolitan frequencies
in any city in Area 1 will be substan-
tially equal so far as the 1000 uv/m
contour is concerned. However, it is
recognized that Metropolitan stations
will be able in many instances to serve
beyond their protected 1000 uv/m con-
tour although this additional unpro-
tected service area will undoubtedly
be cut down. Additional stations
are licensed— and that some of the
Metropolitan stations will be able to
serve a greater area beyond their
1000 uv/m contour than do the others.
To this extent channels may be
considered more desirable than others,
although so far as the protected con-
tours are concerned all channels will
be equal. Nevertheless, while not all of
the facilities are equal in coverage, it
has been possible in each city in Area 1
(with one exception) to assign frequen-
cies of substantially the same coverage
to all existing stations in that city.
These facilities, moreover, are amongst
the most desirable in each city from the
point of view of service beyond the
1000 uv/m contour. The one exception
is New York City where it had not been
possible to find 11 frequencies for the
Metropolitan stations with substantially
the same coverage.
Alternative plans were available to the
Commission. In making the as-
signments in New York City. Under the
first alternative, stations would be al-
located in the new band in approxi-
mately the same order as they are in the
present FM band. Under this method, some of the existing networks
would be given facilities which initially
would be considerably better than
any of other networks, and thus an unequal
competitive situation would result.
Moreover, under this system, some of the
independent stations would be left
out in the cold. The first alternative
would therefore seem to be the
better.
Under the second alternative plan
the Commission would be
able to make a choice among exist-
ing licensed stations in the best facili-
ties presently available to the Commis-
sion. The Commission recognizes that
it will be better to make such a choice
after a hearing. However, the
Commission is of the opinion that pub-
lic interest requires FM broadcasting
to get started as soon as possible,
and hence some authorizations without a
hearing would be necessary if FM broad-
ing is not to be handicapped by a slow
start. Moreover, as has already
pointed out, stations will be given an
opportunity to object to the Commis-
sion’s assignments.
In making the assignments in New
York City, the Commission has decided
to assign the frequencies with the maxi-
mum service area beyond the 1000
uv/m contour of the existing stations since
these stations are the pioneers in FM
broadcasting. In making assignments
in New York City to the networks, the
Commission has endeavored to assign
substantially equivalent facilities for
all the networks. As a result, the fa-
cilities assigned to the network
pioneers have had somewhat smaller service areas
beyond the 1000 uv/m contour than in the
existing size of the network group
FM stations in New York.
This should result in maximum service to listeners
in the New York area. The programs of the
network stations are available either
from the network-owned sta-
tions or from their affiliates. Hence, lis-
teners live beyond the 1000 uv/m
contour of the network-owned station will
have an opportunity to receive network programs from an affiliate of
the network in whose 1000 uv/m con-
tour they reside, and all networks will
have the opportunity to compete
for affiliations in this area. So far as
non-network stations in New York are
concerned, their patterns are not avail-
able from the other stations in the
same network system. Thus, the
listening public gains by making avail-
able network facilities some
frequencies which have a maximum
coverage but are not available
from the network-owned stations.

Dead Air
STAN SHAW, WJZ New
York all-night disc jockey,
announced he had a new rec-
ord which he would play on
his program one night if
enough listeners requested it.

ASKING for 10 telegraph re-
quests, Stan received 15,
and the record turned out to be
"Silence." Two and a half
minutes of dead air—studies of
all sound from WJZ
from 5:51:30 to 5:54:15 a.m.

IRE Winter Meet Is Set Jan. 23-26
Firms to Show New Equipment
At New York Sessions
ANNUAL winter technical meet-
ing of Institute of Radio
Engineers will be held at the Astor Hotel,
New York, Jan 23-26, 1946. It was
announced Wednesday by Edward
J. Content, engineer at WOR New
York and chairman of the meeting
commitee.

With the end of war, restrictions
on information of a technical na-
ture have been relaxed, so that many
papers, posters and other de-
velopments may be read. Approximately
150 electronic and radio companies
are to have commercial exhibits dis-
playing their first postwar civilian
conductors.

General committeemen who will
assist Mr. Content in details of meeting
include: Austin Bailey, AT&T; Howard Gutter, director of
engineering, NAB Washington;
William B. Lodge, director of gen-
eral engineering, CBS; Stuart L.
Bailey, Janesky & Bailey, Washing-
ton; Don Kester, vice-president
and executive secretary of IRE; E. Halley,
IRE office manager.

Sub-committee chairmen in
charge of various activities are:
Frank Marx, American arrange-
cments; C. M. Lewis, RCA, banquette;
H. F. Scarf, Western Electric Co.,
exhibits; Raymond F. Guy, NBC,
finance; Will Whitmore, Western Elec-
tric Co., publicity; A. E. Harris-
son, Sperry-Gyrcoope Co., papers;
Norman D. Israel, chief engineer,
Emerson Radio & Phonograph,
printed program; Harold P. West-
man, ITT & registration; Don H.
Miller, Electronics Co., special fea-
tures; George B. Hoadley, profes-
sor of electrical engineering, Brook-
llyn Polytechnical Institute, sec-
tions committee activities; William
H. Crew, IRE, technical commit-
tees activities; Philip F. Schuy, RCA,
hospitality; Helen M. Stok, IRE,
women’s activities; George T. Roy-
den, Federal Radio & Telephone
Corp, standing committee activi-
ties.

service area beyond the protected
1000 uv/m contour.

The complete assignment of frequen-
cies made by the Commission is set
forth in the attached table.

... in this fertile GREAT LAKES’ market

Geographic conditions make
WMAM the only station plainly
heard at all times in Northwestern
Wisconsin and Upper Michigan.
Located at 570 on the dial (a time
buyer's dream), this station delivers one of the
strongest signals of any 250 watt station
county-wide! You virtually receive 250 watt
coverage at 250 watt rates! You can’t cover
Upper Michigan or Northeastern Wisconsin
with any other one station! Our Hooper survey
proves that—send for complete information.

Marinette
WMAM Wisconsin
BRANCH STUDIOS: Iron Min., Mich. • Sturgeon Bay, Wis.
JOSEPH MACKIN: General Manager

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood
August 28, 1945

Mr. Seymour Berkson
General Manager
International News Service
235 East 45th Street
New York, New York

My dear Mr. Berkson:

I want to congratulate you for the fine news service your organization supplied up to and through the day of Japan's final surrender. It was fast and accurate throughout, and our news room found it of great help in supplying fullest Radio coverage of the occasion.

As always, your staff offered friendly help and cooperation.

Cordially,

Frank McCall
Manager
News and Special Events
Buffalo
(Continued from page 18)

the renewals, the Commission added the action is taken “without prejudice” to further proceedings which in its judgment would rectify conditions. Failure of Buffalo Broadcasting to make full disclosure in its reports of its agreements with Churchill “indicate a lack of candor and care in the preparation of the report,” the findings stated. But the Commission added it did not conclude the omissions were so serious—particularly in view of the fact that one of the basic agreements was before the Federal Radio Commission—as to require the applicant to be deprived of the value of the stations which it had successfully operated for more than 15 years.

"Nor do we conclude that for this reason the applicant should be found disqualified to ever again operate a radio station," the Commission said, explaining it was predating its proposed denial solely upon the illegal arrangements with Churchill.

The Commission said it would permit the filing by Buffalo Broadcasting of an application for consent to transfer either WKWB or WGL, "provided it is affirmatively shown that any agreement for transfer does not in any way give further effect to the leases and agreements between the applicant and the Churchill Tabernacle which we have here found to be violative of the Communications Act". This would be in compliance with the duopoly provision, prohibiting ownership by a single interest of more than 25% of the stations in the same community.

The Commission said it also would permit filing of a new application looking toward the licensing of Buffalo Broadcasting of the present facilities of either station, provided it is shown that if the application is granted, Buffalo would have the "exclusive use and control of the station".

Finally, the Commission said it would grant the applicant temporary licenses for three months, provided that 10 days after its decision becomes final, Buffalo files a statement which "establishes that applicant has full control over the operations of the stations and no further effect is being given the agreements here found to be illegal."

ACTION of James C. Petrillo in barring an AFM organizer from participation on a television broadcast of Rosch Hashana (Jewish New Year) by WKBK Chicago stirred up a whirlwind of protests from various persons connected with the religious program.

Difficulty arose when the International Council of Religious Education contacted Rabbi Lewis Binstock of Chicago's Sholem Temple for permission to use a choir directed by Max Sinzheimer, an AFM member. Jerry Walker, radio director of the Council, said he had received permission from AFM Local 10 for Sinzheimer's appearance but was notified the day before the broadcast (Sept. 6) that Mr. Petrillo, who had written Samuel Kassel, musical director of Sholem Temple, that no AFM member could participate in any video program "regardless of type" because it was "in contradiction with the policy of the AFM."

Since the council, according to Mr. Walker, was perfectly willing to pay the union scale for Mr. Sinzheimer's appearance no question of working conditions or salary was involved.

"I can only say I am bewildered," Mr. Walker commented. Rabbi Binstock said he understood the program was "not for profit" and that he was "surprised" by Mr. Petrillo's action.

Question of whether or not the AFM action was a direct violation of religious freedom was studiously avoided. Meanwhile, officials of Local 10 said they would abide by Mr. Petrillo's policy and that no AFM members could play for or television program "religious or otherwise."

An instance in which union musicians are permitted to appear on video program, even though they are in the armed services, is the Treasury Show, produced over WKBW by Buss Wells of the War Finance office, which resumes broadcasts Sept. 19 after a month's absence.

Benton, Russell Report

NOMINATIONS of William Benton and Donald S. Russell to be Assistant Secretaries of State (Broadcasting, Sept. 10) were submitted favorably to the Senate Thursday by the Committee on Foreign Relations. Mr. Benton, former partner in Benton & Bowles advertising agency, is now U. of Chicago vice-president. Mr. Russell, part owner of WSPA Spartanburg, S. C. served as an assistant to Judge Byrnes when he was Director of War Mobilization.

Petrillo Ban on Chicago Video Program Raises Religious Issue
Since 1935, the engineering staff of Times Telephoto Equipment Inc. and its predecessor company has been engaged exclusively in developing and producing facsimile communications equipment.

Times Telephoto's long experience in this new and revolutionary field of communications, its leadership in design and practical application, will be invaluable to the postwar user. These facsimile sets are used for sending and receiving written and printed matter, photographs and maps. They are standard equipment of the U. S. Signal Corps, Army Air Forces, Navy, the Office of War Information and some commercial companies and foreign governments.

When all military needs have been met, Times Telephoto Equipment Inc. will be ready to supply facsimile communications equipment especially designed to meet your particular requirements. Write today for your copy of the booklet, "Elements of Facsimile Communications."

TIMES TELEPHOTO EQUIPMENT INC.
A Subsidiary of The New York Times
229 West 43 Street
New York 18, N. Y.
Truman  
(Continued from page 18) version of the news, Mon., Wed., Fri., 11:15-11:30 a.m. 

Among features scheduled are Your Opinion, U. of Denver program from KMYR Sunday afternoon; Ray Schmidt sports show from WMV, weekly becoming daily later on; Music From Beyond the Blue Horizon, across the board, from San Francisco; U. of Minnesota football games. A news contract has been signed with United Press.

Opening broadcast was arranged by Ira Walsh, program director of WWDC. Associated is selling dance band pickups to night spots at $250 per week, guaranteeing one-quarter hour out of three on the full network. The plan is being well received, the network says, and several contracts have been signed.

Hooper  
(Continued from page 20) radio listening, the audience size reports obtained by the diary technique will be reported on the same coincidental base. That is, Mr. Hooper explained, if the coincidental telephone survey of a city gives a certain program a rating of 10—the program's average audience expressed in terms of total homes—and the diary rates it at 15 inside the city and 20 outside, the inside-outside ratio of 1 to 1 1/3 will be applied to the coincidental rating of 10 and the outside audience will be rated at 15.

Qualitative information on programs, of the type indicated in the five numbered points above, will be furnished on their original unadjusted base as secured from the diary reports, however. To avoid any confusion, Mr. Hooper said, the diary measurements will be reported in terms of "index" and not "rating" which will continue to mean a coincidental measurement.

Because each station area differs from all others in size and shape, all area listening reports will be tailored made for the subscribing stations. However, Mr. Hooper explained, if three stations in a city cover the same seven counties and all subscribe to this service, then the cost of measuring those three counties will be split three ways. If two of the three also cover the same dozen additional counties, that measurement cost will be split two ways. Any station with unique additional coverage will of course pay the full bill for its measurement.

Other Service
Another new service for stations, designed for use in presenting applications to the PCC for increased power or improved frequencies and for use also in dealing with network management, is based on direct questioning of listeners and analysis of their receiving equipment. This technique will produce qualitative information on station and program service to the public and detailed information on interference, static and fading that make tuning in some stations difficult, Mr. Hooper said.

Preparations have been made to supply listening reports on FM and television programs, Mr. Hooper reported, stating that the inherent coverage limitations of these new forms of broadcasting call for "reporting by districts of individual cities in terms of the prescribed coverage areas or of neighborhoods of known concentration of FM or television set ownership." These reports will be made as soon as there is FM or TV set ownership in significant quantity in individual localities, he said, with these reports directly comparable to the station listening index reports now current on AM stations in 161 communities. Stations broadcasting network programs simultaneously by both AM and FM will receive continuous comparative records of listening by both means, he said.

All services of the new station service division will be furnished directly to the station or network subscribers for distribution as they wish, Mr. Hooper reported, adding that the question of "disclosure" is "of course subject to evolutionary change in the opinion of the broadcasters themselves." He reported that a poll of the 229 station subscribers to City Hooperratings Reports, just completed, on the subject of disclosure of those reports, showed 61.1% of those responding favoring direct distribution to advertising agencies and 25.2% neutral, and 13.7% opposing such distribution.

HOOPER DISAGREES 
Declares Katz Article on Diary Technique Wrong

IN ANNOUNCING the inauguration of a new Hooper service based on the diary technique, C. E. Hooper took issue with an article by Eugene Katz, secretary, The Katz Agency, in the July 23 issue of Broadcasting. Mr. Katz said: "It should be borne in mind that the diary technique produces higher sets-in-use figures than the coincidental telephone method. Higher diary sets-in-use figures are attributable to these factors: The diary includes small town and rural listening which is in greater volume than urban listening; the diary includes non-telephone as well as telephone homes."

"That statement does not hold," Mr. Hooper declared, stating that it is typical of the confusion that exists about the diary technique. There are three reasons, he said, why diary figures tend to be higher than coincidental figures:

1. The diary method measures total listening; the coincidental method measures average momentary listening. That is, a diary rating includes everyone who heard any part of a program while the coincidental rating includes only those who were listening at the time they declared.

2. Coincidental ratings are based on all homes, whether equipped with radios or not. Diaries are not placed in non-radio homes. Since the base figures for diary listening are smaller, the ratings must inevitably be larger.

3. The mere presence of the diary hanging on the front of the receiver during the week that the family is recording its listening is an inducement to more normal listening.

These, Mr. Hooper said, are the real factors that raise the figures obtained from the diary technique in comparison with coincidental figures, and not the addition of rural or non telephone homes.

SPECIALIZED PROGRAMS FOR A LARGE GROUP OF NEW YORKERS
NEW YORK'S WLIB 1190 ON THE DIAL—CLEAN CHANNEL
NORTH CENTRAL BROADCASTING
ANNOUNCES
THE CHAMPION OF THE WORLD

JOE PALOOKA

By HAM FISHER

now available as a Radio show
to all American radio stations and to
their clients.

YES, here's an air show you don't have to sell! Your clients will be eager to put Joe on the payroll, selling milk, bread, good-will—and almost every other commodity and service you can think of.

Joe will be a rating-lifter for your station and a sure-fire salesman for your sponsor . . . Every day, all over the United States more than 50,000,000 Americans . . . young and old . . . pick up a newspaper to read about Joe Palooka. They will be just as eager to hear Joe's voice, and the voices of those other grand real-to-life persons in Joe's circle of friends!

For audition records, options and details, wire, phone, or write . . .

NORTH CENTRAL BROADCASTING SYSTEM, INC.
360 NORTH MICHIGAN AVENUE   STATE 0361   CHICAGO, ILLINOIS
Universal Broadcasting Company

Universal Broadcasting Co., 6757 Hollywood Blvd., Los Angeles, California, 90028, Mark Hopkins Hotel, San Francisco, Esbrook 4567

HUNTING FOR MORE BUSINESS IN IDAHO?

KSEI
POCATELLO - IDAHO

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director

{| CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia |
| Joe Weed, New York City |

RICHMOND

COVERAGE AT

PETERSBURG

RATES

WIRE • WRITE

WSSV

Petersburg, Virginia

Universal Network

Universal Broadcasting Company

(Continued from page 17)

owed formation of the Radio Bureau.

While this new Government-WAC function takes care of advertising and their spreading of U.S. information messages in various media, it does not include the Station Announcement Plan and Special Assignments Plan. The Network Allocation and National Spot Assignment station covered sponsor contributions on more than two stations.

OFA started its own station contact plan Sept. 12, pending adoption of some formula for all U.S. offices. Under this plan OFA sends three weekly announcements to NAB which runs the packet through its mailing list.

Chester Bowles, OFA Administrator, in a letter to station managers, asked their continued backing in the station allocation service is working. With his letter were the first three OFA spots, with an anti-inflation appeal. He referred to the Announcement Plan as having successfully proved during the war that many stations have suggested a similar system be used for the remaining time that radio services is functioning.

In the meantime, he pointed out, continued support is needed on anti-inflation messages. “Your use of these spot announcements,” he wrote, “will be directly valuable in reminding the American people that the end of the war did not end the danger of inflation. In your position you know you realize this. Likewise, you know the only way to get public cooperation is through public understanding. The part radio can play in achieving this is immeasurable. That’s why your help is so vital and why I have no hesitation in asking you for it. I take this opportunity to thank you again in aid you gave your country during the war. I know we can count on you now in the big job of readjusting to peace.”

Temporary Unit

While the domestic activities of OFI are going through this temporary period of readjustment, the Overseas Branch operations are continuing as a temporary unit known as the Interim International Information Service under jurisdiction of the State Dept.

Actually, the whole overseas set-up is marking time until Mr. Benton takes office and has a chance to study the matter and recommend future policy. This operation has conducted the international propaganda broadcasting activity, working through shortwave stations in this country and both shortwave and medium wave stations outside the U.S.

Action by the State Dept. is not expected for several spot weeks. Meanwhile, the U.S. international stations operated by private broadcasters are continuing their broadcasts to foreign countries. They are working under contracts subject to 90-day termination. Operations are at the same level as the war-end period. Eventually the stations will go back entirely into the hands of the private operators who have worked under OFI contracts for some years.

The shortwave stations are giving all possible cooperation to the State Dept. Prediction was made by one shortwave station operator that a partial subsidy for Government international information programs will be granted, just as a sponsor buys time on domestic facilities.

Another Overseas Branch activity, operations of stations outside the U.S., is continuing under State Dept. jurisdiction. This includes stations operated in Luxembourg, Algiers, Bari, (Italy), Honolulu and Saigon. About completed were two 50 kw transmitters in the Philippines.

Business As Usual

Acting Director Ken Fry of the OFI’s international shortwave radio operations, San Francisco, said it probably will not be known for several weeks whether the West Coast OFI functions will continue until the end of the year.

“We are at present conducting business as usual,” he said.

“We are cutting operations to a peacetime level, dropping some of our overseas facilities and some of the longer programs to areas where they are no longer needed. This has, of course, reflected in personnel cuts, too, although we have the problem of operating seven days a week on a 40-hour week basis. Also, resignations are coming in. In the last two weeks our personnel has dropped from 860 to about 700.

“Indications at the moment are that we will continue to operate, on a reduced scale, at least until the end of the year.”

Dropped with the expiration of OFI was its distribution to U.S. agencies of reports covering the activities of monitoring of foreign stations. These reports, incidentally, are of much valuable information gleaned from broadcasts of enemy countries, were distributed to Government agencies on a regular schedule.

Hyde to OWMR

ANTHONY HYDE, former director of information for the Committee for Economic Development, has been appointed deputy director for Information and Reports of the Office of War Mobilization and Reconversion. Mr. Hyde was with the OWI for the period, before which he was a copywriter with Lord & Thomas and Young & Rubicam, New York.

Paramount Spots


In addition to advertising’s number one job of moving merchandise from the factory to the consumer for expensively and in large quantities as possible, the industry was urged last week to take the second task “to maintain and increase the growing confidence of the American people in American industry,” by Paul B. West, president of the Assn. of National Advertisers.

Speaking a few days to the Pittsburgh Advertising Club, Mr. West declared that the people’s confidence in industry will lead to faith in their own security. “This confidence—this faith—will have more to do with product sales than all the figures on pent-up demand and dammed-up savings,” he stated.

He pointed out that industry today has “reasonably good standing with the public” and urged advertising men to keep on now helping “business to continue the same high order of statesmanship, the same patriotic interest for the welfare of the country which it demonstrated during the war.”

“If industry should turn its back on our country, if we become so busily obsessed with our competitive struggles that we have no time to demonstrate our interest in the public welfare, what then? We ask. “Don’t worry, there are plenty of other candidates for the leadership of public opinion. There’s the plan being considered by the so-called commission on the freedom of the press for the establishment of a radio TVA by putting government into the business of operating a radio network to serve as a yardstick by which private radio can be judged.”

Here is the CIO issuing bulletins, pamphlets and its monthly economic outlook, showing that the government has made a profit of $24.8 billion during 1944—but not saying that this profit becomes $6.5 billion after taxes, of which only $4.3 billion was paid to stockholders, the rest being kept as a reserve for expansion or maintenance of employment and other proper purposes.”

Keep Confidence, Paul West Urges
Radar is not new to the Blaw-Knox Company

Blaw-Knox engineers, in close cooperation with the United States Army Signal Corps, developed and designed Radar Towers and Buildings in 1938, resulting in the construction of a complete operating unit in 1939.

Since then, many Tower Structures have been designed for different types of Army and Navy Radar service and produced in quantity.

As a result of these developments the Engineering and Manufacturing personnel of Blaw-Knox have gained an unparalleled experience which is now available to the Broadcast and Communication Industries.

Whether it's FM, AM, or Television, you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators and Radio Towers.
Kirby
(Continued from page 10)
any system on any continent.
American broadcasters for the first time as an official group had opportunity to look into the state-

In Southern New England People are in the Habit of Listening to WTIC

They Run the Place
Listeners have the "boy" when it comes to WAIR program policies. That's why this "most popular radio station is the stand-by of every age and class in this big-money market.

W AIR
Winston - Salem, North Carolina
Representative: The Walker Company

Sell More in LOUISVILLE
with
W INN
AMERICAN BASIC STATION
BROADCASTING COMPANY
HARRY M. MCNINOE, General Manager

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

APPENDIX
(To FM Rules and Regulations on pages 28A, 28B, 28C, 28D)
Table Showing Origin of Rules and Regulations
Contained in Subpart B of Part 3 of Commission's
Rules and Regulations

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D. C. Broadcasting Opinion Reversed
Law Declared Not Applicable To Female Radio Workers
REVERSING its opinion of Aug. 11, 1944, on the District of Columbia Female Eight Hour Law, as it applied to women in D. C. radio stations, the Corporation Counsel has declared that "the broadcasting business, as distinguished from any mechanical devices it may employ, is entirely different from the telegraph or telephone business," and not subject to the law.
The decision may set a precedent for future similar action. The Counsel removed broadcasting stations from the classification of common carriers, and compared them to the theater or newspaper field. "While telegraph and telephone companies are engaged in transmi-
tial of messages, the broadcasting business is akin to a combina-
tion of newspaper work and theatrical work," the opinion read, "in that news is gathered and entertain-
ment acts assembled for wide dissemination."

Original opinion of Aug. 11, 1944, with reference to the case of the Capital Broadcasting Co. (WWDC), held that the D. C. law was applicable to women working in D. C. stations. Had the opinion been upheld, it would have resulted in tremendous cost and inconve-
ience to the six stations in Wash-

KBTM Stock Shift
CONSENT was granted by FCC last week to shift of 49% interest in KBTM Jonesboro, Ark., from Jay P. Beard, sole owner, to his wife Veda F. Beard as a gift. No money is involved.

TERMINATION DATES OF LICENSES FIXED
ORDER 110-A, fixing termination dates for licenses of international broadcast stations extended Dec. 30, 1942 under Order 110, was adopted by the FCC last week. Under new order, license term will end either April 1, 1946 or on first day operation of station ceases to be controlled by OWI, OIAA or other agency, whichever is earlier.

Order also suspended until further order the relative portion of Sec. 4.3 of FCC Rules & Regulations which set normal license term of one year for international stations.

Eckstein to Hallcrafters
PAUL H. ECKSTEIN, former as-
sistant sales manager of the radio receiver division of Westinghouse Electric & Mfg. Co., has been ap-
pointed sales manager of the Echo-
phone division of Hallcrafters Co., division handling the output of home radio receivers. Previously, Mr. Eckstein was with Grigsby-
Grunow and General Electric.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Page 06 • September 17, 1945

BROADCASTING • Broadcast Advertising
The wire you see with the parachute on the end of it is a telephone wire, being payed out from a C-47 cargo plane.

Bell Telephone Laboratories, working with the Air Technical Service Command of the Army Air Forces, developed this idea. It will save precious lives and time on the battlefield.

A soldier throws out a parachute with the wire and a weight attached. The weight drops the line to the target area. From then on, through a tube thrust out the doorway of the plane, the wire thrums out steadily — sixteen miles of it can be laid in 6 2/3 minutes. Isolated patrols can be linked quickly with headquarters. Jungles and mountain ranges no longer need be obstacles to communication.

This is in sharp contrast to the old, dangerous way. The laying of wire through swamps and over mountains often meant the transporting of coils on the backs of men crawling through jungle vegetation, and in the line of sniper fire. It is reported that in one sector of the Asiatic theater alone, 41 men were killed or wounded in a single wire-laying mission.

Bell Telephone Laboratories is handling more than 1200 development projects for the Army and the Navy. When the war is over, the Laboratories goes back to its regular job — helping the Bell System bring you the finest telephone service in the world.
**Actions of the FCC**

**September 7 to September 14**

**Decisions . . .**

**Actions by Commission**

**September 12**

KBTM Jonesboro, Ark.—Granted vol. assign. license change from Jay P. Beard to Regional Broadcasting Co. to Jay P. Beard and Veda F. Beard d/b Regional Broadcasting Co.

WPIC Sharon, Pa.—Denied special serv. auth. to operate 100 w or 250 w 6 a.m. EST to local sunrise for period ending 9-1-46.

Keno Las Vegas, Nev.—Granted li- cense renewal for period ending 8-1-45.

WHRN Welch, W. Va.—Granted lic- ense renewal for period ending 2-1-47.

WDBW Buffalo—Proposed findings of fact and conclusion to license stations on temp. basis for 3 months pending disposition of either station; denied.

**Administrative Board Actions**

**September 10**

William B. Still tr/ajamaica Radio Television Co., Jamaica, L. I., N. Y.—Granted mod. CP exp. TV station change frequency from old Channel 2 (230-236 m) to new Channel 13 (218-216 m).

**Actions on Motions**

**September 7**


C. M. Zinn and G. Leslie Galliday d/b Martinsburg Broadcasting Co., Martinsburg, W. Va.—Commission on own motion granted continuance hearing on old Channel 9 (131-135 m) to new Channel 9 (132-136 m).

Fred O. Grimwood, Bloomington, Ind.—Commission on own motion granted continuance hearing on old Channel 9 (131-135 m) to new Channel 9 (132-136 m).

**September 13**

WLSO Sainte. Marie, Mich.—Adopted opinion and order granting with reservations license renewal for period ending 6-1-46.

**September 11**

Williamsport, Pa.—Denied lic- ense renewal for period ending 8-1-45.

WHRM Welch, W. Va.—Increase lic- ence renewal for period ending 2-1-47.

WDBW Buffalo—Denied extension license further extended on temp. basis only for period ending 11-15-45.

**September 17**


WRBW WGR Buffalo—Proposed findings of fact and conclusion to license stations on temp. basis for 3 months pending disposition of either station; denied.

**Tentative Calendar . . .**

**September 17**

Further Hearing

**KID Idaho Falls, Ida.—Vol. assign. li- cense; to Idaho Falls Radio Corp., assignee.**

**September 19**

**WINS New York—Vol. assign. license and CP, Hearst radio, assignor; The Crosley Corp., assignee.**

**Applications . . .**

**September 7**

NEW-1240 kc Harold Thomas, Water- burry, Conn.—App. to change 1500 kw to 250 w untl. To be considered with WATS application.

1230 kc WATX Waterbury, Conn.—CP increase 1 kw to 5 kw, power 10 kw.

1480 kc KGUL Safford, Ariz.—CP change 1500 kw to 1600 kw, increase 250 kw to 1 kw.

NEW 82.1-103.3 kc Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wraithd d/b Utah Broadcast- ing & Television Co., Salt Lake City—CP new development station.

**September 13**

630 kc WÇAX Burlington, Vt.—CP in- crease 1 kw to 5 kw.

930 kw WELI Jackson, Miss.—CP change 1500 kw to 900 kw, increase 250 w to 1 kw.

KTHS Hot Springs, Ark.—CP increase 1 kw to 25 kw.

KZLB Hot Springs, Ark.—CP increase 1 kw to 25 kw.

KJIT Hot Springs, Ark.—CP increase 50 kw to 25 kw.

KFUI Boise, Idaho—CP new station.

NEW-100.5 mc WRRF Washington, N. C.—CP new fm station, 9,620 sq ml.

770 kc KOB Albuquerque, N. M.—Ex- tension special serv. authorisation.

NEW-WISR Butler, Pa.—CP new fm station, 8,600 kw; mono.

WEGO Concord, N. C.—Dismissed at request of applicant CP change 1450 kc to 1200 kc.

Wayne M. Nelson, Charlotte, N. C.—Dismissed at request of applicant CP new station 1400 kc 250 w untl.

**GOVERNOR'S HAWAIIAN TOUR**

RAY CHARLES—The voice of the 21st century

For details write to CHARLES MICHELSON

65 W. 44th St. New York, N. Y.

**TOWER SALES & ERECTING CO.**

**Radio Towers**

Bretton, lighting, painting & Ground Systems

6100 N. E. Columbia Blvd.

Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7203

**SOUND EFFECT RECORDS**

**GENNETT—SPEEDY-Q**

Reduced Basic Library Offer Containing Over 200 Individual Sound Effects

**CHARLES MICHELSON**

**67 W. 44th St. New York, N. Y.**

**KLUKE ELECTRONICS CO.**

Commercial & Industrial Equipment

1031 No. Alvarado

Los Angeles 26, Calif.

**ŞTARRING PHIL BRITO**

The voice with the 21 jewel movement

For details write to CHARLES MICHELSON

67 W. 44th St. New York, N. Y. 212-7376-7384

**SERIALITY DIRECTORY**

**THE PACIFIC NORTHWEST MEANS KIRO**

The Friendly Station

50,000 Watts 710 kc

CBS

SEATTLE, WASHINGTON

Represented by FREE & PETEKS, Inc.

**KXOK**

630 kc

ST. LOUIS

AMERICAN BROADCASTING COMPANY

5000 Watts Full Time

Represented by John BLAIR & CO.
The design of radio equipment that will come from Hallicrafters is already shaping up—determined largely by thousands of hams who, from their remote control locations all over the world, are sending advice and suggestions on new radio ideas to Hallicrafters engineering department.

Thousands and thousands of Hallicrafters pieces of high frequency radio equipment are in use in the armed services. In a high percentage of cases this equipment is used by operators with practical amateur experience. From these qualified experts Hallicrafters has received hundreds of letters telling how Hallicrafters-built equipment stands up under the most vicious battle conditions. Hallicrafters receives regularly many valuable suggestions from hams in the field and at home. From this rich deposit of "design by remote control" will emerge Hallicrafters new line—built to meet ham requirements, designed for the world's most exacting users—the radio amateurs.
Help Wanted

Wanted—Veteran first class license holder for transmitter and for studio for Rocky Mountain 1 Kw outlet. State education and experience. Reply Box 125, BROADCASTING.

Excellent opportunity offered to first class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00 per week. Reply Box 87, BROADCASTING.

Announcer for 1 kw, NBC affiliate, western station, permanent position, good working relationships. Reply Box 95, BROADCASTING.

Experienced announcers and copy writers for new permanent station opening soon. Send transcript, photo, and full details first letter. Box 123, BROADCASTING.

Announcer—Capable handling various responsibilities 250 watt network station in attractive midwestern city. State all including salary requirements. Box 138, BROADCASTING.

Operator—First class for 250 watt midwestern station. Must have right man. Box 129, BROADCASTING.

Topnotch announcer—$600 base 40 hours. Send full details references, transcription immediately. Box 153, BROADCASTING.

Progressive Texas independent wants high-class all-around man. Must be capable ad man. Write full details and ad. Handle some commercial accounts and write scripts from them. Address Box 166, BROADCASTING.

The experienced sales manager for a growing R. B. B. network station in safety and commission. Send full details references, credentials. Box 167, BROADCASTING.

Expanding radio station group needs practical manager, independent type, program director (man or woman); production department, sales. Excellent promotion opportunities with progressive R. B. B. station. Complete background first letter; starting salary expected; enclosing photo. Director of personnel, Station WBOC, Delaware, Maryland.

Two combination announcers-engineers needed with first-class license, pleasing voice, for large network station. Five per week. WCRS, NBC affiliate at Greentown, S. C.

The Columbia Broadcasting System, Inc., has permanent positions open in the Greater New York market. These positions (in New York City) for the following graduate engineers—Network Engineer who has creative ability and who is capable of designing broadcasting studio equipment; and, Project Engineer who is suitable for meeting the complex needs of network key-operators. In addition, reflect advanced thinking and original ideas. Network Engineer, primarily in the field of architectural acoustics, who is familiar with the acoustic properties of broadcasting studios and recording equipment. Will develop new methods and equipment for the purpose of improving the acoustic conditions of the equipment edge of the studio. Applicant will be responsible for design of the microphone and loudspeaker system. Applicant is well versed in the electrical, acoustical, and mechanical design of recording equipment and who is capable of designing and developing recording/reproducing platters and adjusting the electrical characteristics and filter networks associated with such equipment. Applications and request for interview should be made in writing to W. B. Lodge, Director of Engineering, Columbia Broadcasting System, Inc., 45 Madison Avenue, New York 10, N. Y.

Announcer—Two immediate openings at 5 kw CBS affiliate. Permanent positions for right men. Send full details about yourself to Merritt Miller, Manager, Prop. Dir., KGLO, Mason City, Iowa.

WCGM, Gulfport, Mississippi, has opening for transmitter operator. Permanent.

Sales manager—250 watt network station; midwestern markets. All phase expansion program. Permanent position. Excellent opportunity. Send complete résumé, education, experience with piping and valves, and income requirements. Box 173, BROADCASTING.

Help Wanted (Cont'd)

Announcer-continuity writer wanted for 250 watt independent. Single preferred. $40.00 for 40 hours. Low living costs. Reply Box 180, BROADCASTING.


Experienced announcer wanted with three class ticket. Must be capable copy writer. Box 182, BROADCASTING.

Time salesman-writer for exclusive 250 watt network station. $40.00 per week for opportunity to get aggressive man to make more. Permanent. Excellent opportunity for right man. Box 183, BROADCASTING.

Both staff announcer and salesman for permanent career positions with progressive Rocky Mountain class license affiliate in town of 15,000 suitable population. Benefits, room and board, good working conditions, metropolitancapital and high cost of living set. Reply, references, box announcing engineer, send transcription with application. Box 186, BROADCASTING.

Wanted—Slot Deed writer-broad-caster. All radio advertising post with department to be filled immediately. Salary expected. Starting salary above minimum. Excellent opportunity for career woman. All details first letter. Box 170, BROADCASTING.

Wanted—Over-all manager for three stations; must be college man thoroughly experienced in all branches of radio. Must have had several years' actual management of radio station; preferably from one. Reply, Box 171, BROADCASTING.

Wanted—Radio writer, Eight shift position open now on 5kw midwestern station. First letter, Write, Wire, Box 172, BROADCASTING.

Opening for two first class male announcers, experienced in handling commercials, news and control board operation. Salary and talent fee. Must be sober in habits. Also, opening for person qualifying as chief announcer, good opportunity for person showing the initiative, alertness, willingness and ability to get along smoothly with fellow workers.

If you meet these requirements and ready to settle down as positions are offered, permanent reply to RADIO STATION WOPB

Bristol, Tenn.

W. A. Wilson, Pres. & Gen. Mgr.

Situations Wanted

Help Wanted (Cont'd)

Radio man, 25. Five years' experience desirable, good earnings. Not looking for just a job. Want good position. Employed now as a major network announcer. Announcement of position at NBC, making $2,000. Commercial transcriptions, m.c. acting. Play-by-play sports. Also continuity editor, assistant program director. Fine references, col. Po Box 151, BROADCASTING.

Young man—BA, MA degrees, radio work experience. Recently experienced in writing and production. Eager, able and interested in position with U. S. A. Box 153, BROADCASTING.

Announcer-salesman, Age 36, seven years' experience. Follows background. Extensive newscasting-editing experience. Excellent echo skill. Knowledge of office, anywhere in U. S. Salary requirements, availability, local. Write fully Box 154, BROADCASTING.

Engineer—First telephone license. Fifteen years' experience all angles broadcasting. Has made salesmanship into a primary concern. Progressive station. Best references. All correspondence answered. Box 155, BROADCASTING.

Announcer on network commercial announcing. Twelve years' combined experience covers virtually every phase of radio work. Widespread writing and speaking opportunities present location. Desire position with first class station. Salary open. All references available. Available for full packages. Box 156, BROADCASTING.

Do your programming need a good shot in the arm? Program director with 12 years experience, successful radio station. Widespread training in copywriting and announcing. Variety of experience. Box 157, BROADCASTING.

Wanted—Network commercial announcers. Twelve years' combined experience covers virtually every phase of radio work. Widespread writing and speaking opportunities present location. Desire position with first class station. Salary open. All references available. Available for full packages. Box 158, BROADCASTING.

Situations Wanted (Cont'd)

WGCM, Gulfport, Mississippi, has opening for transmitter operator. Permanent.

Sales manager—250 watt network station; midwestern markets. All phase expansion program. Permanent position. Excellent opportunity. Send complete résumé, education, experience with piping and valves, and income requirements. Box 173, BROADCASTING.

Situations Wanted

Help Wanted (Cont’d)

WANTED—First class telephone license. All experience. Permission to operate. Minimum $1.00..

HELP WANTED—Announcers N.Y. working permanent.

WANTED—Two excellent promotion opportunities with excellent opportunity. Send transcript, photo and references. Box 165, BROADCASTING.

WANTED—Excellent opportunity to work with progressive network in good location. Box 166, BROADCASTING.

WANTED—Experienced network engineer. Permanent position. Reply Box 180, BROADCASTING.

WANTED—Announcer-continuity writer wanted for 250 watt independent. Single preferred. $40.00 for 40 hours. Low living costs. Reply Box 180, BROADCASTING.


WANTED—Need a man with first class license who can announce. MBS affiliate. Call, wire or write calling all to Don Web, General Manager, KMAS, Hastings, Neb.


WANTED—Experienced announcer wanted with three class ticket. Must be capable copy writer. Box 182, BROADCASTING.

WANTED—Radio writer, Eight shift position open now on 5kw midwestern station. First letter, Write, Wire, Box 172, BROADCASTING.

WANTED—Slot Deed writer-broad-caster. All radio advertising post with department to be filled immediately. Salary expected. Starting salary above minimum. Excellent opportunity for career woman. All details first letter. Box 170, BROADCASTING.

WANTED—Over-all manager for three stations; must be college man thoroughly experienced in all branches of radio. Must have had several years' actual management of radio station; preferably from one. Reply, Box 171, BROADCASTING.

WANTED—Radio writer, Eight shift position open now on 5kw midwestern station. First letter, Write, Wire, Box 172, BROADCASTING.

WANTED—Network position in or near New York City. Experience as program director. Reply, writer, engineer, announcer-engineer. Third class license, television training. College graduate, female, 22. Box 146, BROADCASTING.

WHERE TO FIND A JOB

RADIO STATION WOPB

Bristol, Tenn.

W. A. Wilson, Pres. & Gen. Mgr.

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Situations Wanted (Cont'd)

John D. Broughton, Jr., Aviation Chief Engineer, U.S.N., 2202 Bouton Ave, Ar- 

Kmatic. Married.

Production man. Returned veteran. New York area preference. 3 years radio experience. 

available soon as references.

years experience. Can write, di- 

Judge Raymond M. Wilmotte 

Consulting Engineer Radio Engineer 928 W. Washington, D. C.

Commerical Radio Equip. Co. 

Anneaters and Engineers 

WANTED TO BUY 

Available No. 1 Navy veteran. 29.

available for precision tuning. 

with one set spare tubes.


commercial radio background.

seek connection announcer,

several Announcers, 

Washington, D. C.

consulting radio engineers.

Announcer, 27. Married.

Consulting Engineers 

Muncy Bldg. . District 825 

Washington, 4, D. C.

For Sale 

Transmitter 250 watt AM Tecmo con- 

水准, $1750. Sales. 

instruments. Can type.

news, and produce. Wants job as an-

paper皇上's license, desires position 

Available Nov. 1st. Frank C. Bakon, Dart- 

Veteran, to be honorably discharged 

shof, desiring employment in 

curities. Excellent references.

years of operation. 

WANTED TO BUY 

Kostner, M. N. 

spokes, Ampex Engineering Co., 

For sale—SX-25 Hallicrafters receiver 

100 feet. The equipment was 

would like to sell. 

commercial radio background.

Veteran, 4 years radio, one 

Veteran, 30, married. 

Available Soon as 

student license, desires position in 

years, has operator's 

Washington, D. C.

commercial radio background.

Announcer—Naval veteran. Wishes to 

wants. 

2500 cycles. 


Commercial Equipment, New York. 

what new have been used; still 

with sound ideas.

commercial radio background.

Veteran, 40, top salesman, promotion, 

of the equipment used by W. J. W. 

in city. Transition papers receive.

years, has been used. 


Available Nov. 1st. Frank C. Bakon, Dart- 

Veteran, to be honorably discharged shortly, desires chief engineer job.

prefer mobile or far east. 

Army background. 

Announcer, 27, married, three 

Consulting Engineers 

Announcer—Recent college graduate 

Consulting Engineers 

Announcer—Recent college graduate 

Announcer—1st class license, desires position 

Announcer—First phone 2md; 

Announcer—Seeks connection announcer, 

RIGOŃ & CLARK 

Consulting Radio Engineers 

Announcer—Naval Announcer, desires position in 


Veteran, to be honorably discharged shortly, desires chief engineer job.

prefer mobile or far east. 

Army background. 

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Consulting Radio Engineers 

Announcer—Naval Announcer, desires position in 

AMERICAN BUYS TIME ON WABD FOR TV TESTS

AMERICAN BROADCASTING Co., has contracted with WABD New York, DuMont video station, for 26 half-hours, Tuesdays and Thursdays, in which American's television staff will produce video programs experimentally in anticipation of the day when it will have its own TV operations. Cost is $825 for each half-hour, including a three-hour rehearsal period. Series starts Oct. 2 and concludes Dec. 27.

Among the first performers who presented programs on station without charge to accept the new commercial terms. WOR and WNEW New York have given no indication of intentions. American deal with WABD includes cooperative arrangement whereby the network's camera crews can film special events or news programs, which station uses, without charge for time. The Exquire all-star boys baseball game and the Atlantic City Miss America contest were the first examples of this cooperative news telecasting. American video productions are under direction of Paul Mowrey.

WAR FUND SEEKS AID

NAB has supported pleas of National War Fund, OWI approved agency, for continuation of radio aid during annual drive Sept. 17-Oct. 22. Jesse Butcher is radio director of fund, which comes under War Advertising Council allocation setup (page 17).

NRDGA CONVENTION

NATIONAL RETAIL Dry Goods Assn. will hold its annual Convention during the week of Jan. 7, 1946, at the Hotel Pennsylvania, N. Y.

FCC CORRECTION

IN RELEASING its FM Rules & Regulations last week (see supplement in this issue), the FCC omitted three paragraphs from Section 3.397, governing station identification. The supplement already had been printed when FCC discovered the omission. Paragraphs follow: (d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraphs (a) of this section. (e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (3) of paragraph (a) of this section. (f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

Closed Circuit

(Continued from page 4)

requests for radio time through a clearing house. Though information men like to go direct to stations and get all time they can wangle, OWJ always had an answer when they wanted to detour regular channel. The answer: Impartial selection of U. S. stations plus ability to reach listeners (694,426,000 listener impressions for week ended Sept. 2).

FCC had its inning last Tuesday before a subcommittee of the House Appropriations Committee on emergency war agencies. Fate of PBS and old BMM depends on what will be both damned and praised, it is believed, with no indication as to whether they will continue within FCC, transfer to another agency (like State Dept.), or fold.

'MR. D. A.' MOST POPULAR IN HOOPER SEPT. 15 REPORT

MOST POPULAR program first week in September among network commercials was Mr. District Attorney with a rating of 16.8, according to the Sept. 15 report of C. E. Hooper Inc. on evening network commercial programs. Other top rating programs in descending order were Walter Winchell, 16.1; Radio Theater, 15.0; Charlie McCarthy, 13.8; Take It Or Leave It, 13.2; Your Hit Parade, 13.1; Screen Guild Players, 12.3; Lowell Thomas, 11.9; Man Called X, 11.4; Victim, 11.1; People Are Funny, 11.0; Mr. & Mrs. North, 10.9; Jack Haley show, 10.8; We the People, 10.7; H. V. Kaltenborn, 10.6.

WAC FAVORS CONTINUED VOLUNTARY COOPERATION

VOLUNTARY cooperation of advertisers, advertising agencies and media during the war years that resulted in a contribution of more than a billion dollars worth of advertising in support of home front information campaigns would be continued into the postwar era under a proposal of the War Advertising Council. Detailed plan of the plan, which has as its goal the use of at least 30 million dollars a year (10% of the annual warfare contribution) to help create public understanding of important national problems, is made in a booklet "From War to Peace—the New Challenge to Business and Advertising", to be distributed to top management, advertising people.

Business Briefly

(Continued from page 4)


ASSOCIATION SPOTS • Herman C. Morr's & Co., New York, has been placed in charge of a new fall advertising campaign for the Assn. for Promotion of International Understanding Inc., New York, publishers of This Month magazine. Some of the 54 stations which will be used. First 13-week contract was signed with WQXR.

BMB Board Adopts Seven Resolutions

BMB Board, in annual fall meeting in New York last Friday, adopted following resolutions:

1. Altered plan for supplying net audience figures, eliminating duplication where family votes for two or more affiliates of same net, and including data on affiliates not BMB subscribers. In addition to flat fee based on net time sales net would pay for nonBMB stations fee based on net payments to stations.
2. First BMB survey limited to continental U. S. and to ballots printed in English. Audience figures published without classification. . .
3. Substituted term "BMB Index of Station Audience" for "circulation."
4. April 1, 1946, deadline for subscription to first BMB study.
5. Penalty of reciprocal cooperation with Canadian BMM.
6. Station and net subscribers to BMB prohibited from becoming "party directly or indirectly to any survey purporting to incorporate method, techniques, or ballot form of BMB unless actually conducted by Bureau" or to "exert any unusual promotion to the public which might result in the same or similar result to BMB ballot. No reference to BMB ballot time of survey or survey itself shall be made in subscriber's publication advertising, broadcasts or publicity.
7. Approved technique set up by BMB; authorized duplicate samples in one or more test areas, using names from two sources, to check the accuracy of method in every possible way; ruled that stations which share time or are syndicated shall use their data reported in combined form in BMB reports but with individual data furnished each station; resolved to report audience index of FM and TV subscribers separately from report on AM stations; decided on flat fee basis; voted to extend BMB's activities in U. S. for full data if they belong to cooperating bureaux, such as BBM, otherwise by call letters only, as nonsubsribing stations.
Salute to

FOUR GREAT FARM STATIONS

Each by its own ingenuity and know-how has earned a national reputation for important contributions to farm radio. Such efforts explain in part radio's position of high regard among rural thousands. KMBC with its full-time farm department, its own developmental Service Farms, its ambitious marketcasts service has shouldered broadcasting's responsibility to that 49% of the audience in the Heart of America that is rural.

WNAX, Yankton, S. D.: Years of comprehensive farm service is climaxd by WNAX “Midwest Farmer Day”, attracting over 60,000 to select the Typical Midwest Farmer.

WLS, Chicago, Ill.: Famed for its WLS National Barn Dance—its years of friendship and kindly service to 236-County area of “Lincoln Land”.

WHO, Des Moines, Iowa: With one of the largest farm departments in radio, WHO has followed diligently a policy of heads-up, alert “go-out-and-see-them” farm editing.

WLW, Cincinnati, Ohio: The Nation's Station is known far and wide for its entirely self-supporting “Everybody’s Farm”, through which listeners share in findings—successes and failures alike.
MORE than half the power radiated by ordinary antennas is wasted in space. WKY invested nearly $250,000 to build a new radiator that would harness this lost power.

WKY's new 915-foot Franklin double half-wave antenna was designed to squash sky waves and push out signals along the ground. It is doing this now with astonishing efficiency. The signal, 646 mv/m at one mile, is 58.8% stronger than with a standard quarter-wave antenna. It would require 11,000 watts using an ordinary radiator to produce this intensity.

Field measurements are showing that Oklahoma listeners (and WKY advertisers) are profiting again because WKY had the vision and the nerve to pioneer unexplored territory.