HOW WLS HELPED Frank Volz Bale His Hay

“Within one hour we received offers of enough wire for 11,000 or 12,000 bales!”

Hay was ready on the Frank Volz farm in Wisconsin, but the baler stood idle. The reason: no bailing wire and neither manufacturers nor dealers could supply any. Mr. Volz called WLS; Art Page mentioned it on his “Dinnerbell” program for farmers.

The result: within an hour of the WLS broadcast, Mr. Volz received six telephone calls from Wisconsin and Illinois farmers, offering enough wire for 11 or 12 thousand bales!

Here is one of many examples of the kind of help WLS gives Midwest farm people. They come to us for help... they get it immediately. Such friendly, neighborly services, added to frequent WLS market, weather and news reports, and to daily inspirational and entertainment programs, have made WLS like one of the family throughout Midwest America.

A Clear Channel Station

BURLINGTON, The Weekly News of Radio Broadcast Advertising

SEPTEMBER 24, 1945

PRICE 15 CENTS

HOW WLS HELPED Frank Volz Bale His Hay

"Within one hour we received offers of enough wire for 11,000 or 12,000 bales!"

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A Clear Channel Station

BURRIDGE D. BUTLER, President; GLENN SNYDER, Manager. 50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix, * KTUC, Tucson * KSUN, Bisbee-Lowell-Douglas
Yes, for you
there could very well be a citation
which would read
"For distinguished service
to the American people..."
... that is, there could be
if the nation only realized
as well as we,
who have worked with you,
what a splendid job you have done
as a radio engineer
during the emergency

If they only knew
how you overlooked the word overtime
and how an eight-hour day
lost its meaning
when we most needed
to be informed and entertained.

If they only knew
how you coddled and repaired
the irreplaceable tools
of your trade
so that not even one
valuable broadcasting moment
was lost in wartime.

If they only knew
how the station remained awake
each twenty-four hours
because of your personal effort.

... Well, perhaps they don't realize
to whom the thanks belong,
or their tongues don't give voice
to their feelings...

but in their homes and hearts
there has been mute appreciation
for the privilege you extended to all,
the privilege that could not
have been forfeited easily,
the privilege that is used so casually,
the privilege of switching on the radio.
FLASH! Through Yankee's 23 "home-town" stations, your sales message reaches every nook and corner of this rich New England area. It's EFFECTIVE . . . it's COMPLETE . . . it's locally-accepted.

EFFECTIVE Coverage — in a fertile territory where people have above-the-average money to spend.

EFFECTIVE Coverage — because Yankee's local stations enjoy the confidence of their own community.

EFFECTIVE Coverage — not born over night, but built through a quarter-century of service . . . of winning friendship . . . of gaining confidence — until today Yankee offers you the most EFFECTIVE, most responsive "home-town" coverage of all New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

**Upcoming**


Oct. 4: FCC Hearing en banc on proposed TV rules.

Oct. 10-11: RCA-Canadian RMA Joint meeting Westchester Country Club, Rye, N. Y.

**Bulletins**

A 30-PAGE document covering FM Standards of Good Engineering Practice is to be released by the FCC this week. Engineering standards along with FM Rules and Regulations [BROADCASTING, Sept. 17] will complete Commission documentation comprising the basic FM regulatory policy.

OTIS WILLIAMS, Mutual account executive in New York, named manager of WBYN Brooklyn by Edward A. Foote, president of station and North Jersey Radio Inc., Newark News subsidiary. With lifting of FCC freeze, WBYN is applying to remove station to Newark with an increase in power from 1,000 w day, 500 w night to 5,000 w fulltime on 1430 kc.

MOSES KOENIGSBERG, 67, former president and general manager of King Features Syndicate and International News Service, died at his New York home Friday of a heart attack.

FOR THE FIRST time a Canadian station is permitted to solicit American network evening commercial programs not already going into Canada. CKEY Toronto, through CBC, has contracted with NBC, American and MBS for nighttime commercials until CJBC Toronto goes to 50 kc. CKEY also permitted to duplicate American sponsored network programs carried on CFGB, key station of CBC Dominion Network.

**ATLANTIC REFINING STARTS BIGGEST GRID SEASON**

ATLANTIC REFINING Co., Philadelphia, marketing on Eastern Seaboard and west into Ohio, last Saturday started its heaviest schedule of college, high school and professional football. The company is sponsoring a total of 180 games on 78 stations, a record for its 10 years of grid sponsorship.

Navy home games are included for the second season. Lineup includes complete schedules of Penn, Duke, Virginia, Georgia Tech, Temple, Pitt, Ohio State, Cornell, Syracuse Brown, Dartmouth, F&M. Princeton is back on the list after a year’s absence. For the fifth year Penn games will be televised on WPTZ Philadelphia. Largest lineup for a game is the 52-station hookup Oct. 20 for the Pitt-Notre Dame game. Pro teams on list include the Eagles and Steelers. Atlantic season ends Dec. 9 with Eagles-Yanks pro game.

**Business Briefly**

**EMERSON ON 187** Emerson Drug Co., Baltimore (Bromo-Seltzer), starts sponsorship Sept. 24 of minute transcribed spot announcements for 52 weeks on 187 stations of Keystone Broadcasting System. Campaign directed at small town audience, exceeds 2,000 announcements per week. McCann-Erickson, New York, Agency.

**P&G BUYS 'QUEEN'** Procter & Gamble, Cincinnati (Dus), has bought the latter quarter-hour of Queen for a Day, Monday through Friday, 2:30-3 p.m. on full Mutual network effective Dec. 3. Contract for 52 weeks placed through Compton Adv., New York.


**ARVEY SPOTS** Arvey Corp., Chicago (R-V-Lite window material), Oct. 15 starts three spots weekly, 10 weeks, on WHAM KONY WRVA WWYA WSYA WLW KSKX WCDO WHO KWTO KFTR WXAM KAFB WIBW WAAG-WABP, KCLG KLZ KUTA KVI KGO KFI KOH KJY KWN FBK. Agency, Burlingame & Grossman, Chicago.

**WINERY TO USE RADIO** Bisceglia Bros. Corp., Chicago, names Ollin Adv. Co. for Paradise wine. Radio will be used.

**TREASURY LOAN DISCS NEAR COMPLETION**

TWO FEATURE programs slated for transcription by Treasury Dept. War Finance Division for use in forthcoming Victory Loan, Treasury Salutes and Music for Millions, are almost completely set with all stars and other personnel, according to Lt. David Levy, USNR, chief of WFD Radio Section. Special program for kick-off show, for use by local stations, is scheduled for recording next week.

Greatest transcription network is expected during Victory Loan. Orders to date for discs: Music for Millions, 750 stations; Hedda Hopper’s Hollywood, 583 stations; sports series, 517 stations; industrial leaders’ series, 517 stations. New high for Treasury Salutes is already at new high, 923 stations, with more coming.

**EUROPEAN radio ears must have burned last Wednesday, President Truman conferred, separately, with Ed Murrow, CBS’ dean of European news analysts, and his own radio adviser, J. Leonard Reinsch, recently returned from a radio mission to ETO. Both must have stressed importance of an authoritative American radio voice in Europe.**

**REP. EMANUEL CELLER (D-N.Y.)** who erupts periodically about radio, may be getting set to write his own version of a new Communications Act. He says he doesn’t like some of the things that go on both at FCC and in the industry.

**W/FH resignation of Charles B. Brown, crack advertising executive, as advertising manager of RCA Victor, John West may fail heir to job with attendant heavy campaigns on television exploitation. Mr. Brown has not announced future plans, but they’ll probably be in TV.**

**NOW IT CAN be told. Before Japs capitulated, brand new fully equipped radio ship, Spindle Eye, was being fitted out at Seattle to relay radio, facsimile, etc. and other communications on the planned D-Day invasion of Jap mainland. All past mistakes were being caught up, based on phenomenal success of Lt. Col. A. A. Schechter, then radio officer for MacArthur, who devised original Pacific radio-press communications on converted ship Apache. Col. Schechter now runs news and special events for Mutual.**

**NOW IT should be told: Radio Berlin, which was to have been operated by Kommandatura, comprising military heads of four Allied governments occupying Germany, actually is run by Russians [BROADCASTING, Sept. 3]. Brig. Gen. Samuel Thomas, Signal Corps officer in Berlin, is nominal American on radio control board. He accompanied broadcasters’ mission to ETO on its inspection of the station last month, revealed it was first time he had set foot inside.**

**SELECTION by motion picture producers of Erle A. Johnston, U.S. Chamber of Commerce president, as successor to Czar Will Hays, serves to recall that Johnston was considered for NAB presidency a few months ago. Mr. Johnston wanted approximately $100,000 a year, plus a half-dozen top assistants at about $40,000 each. Too rich for NAB’s blood.**

**EXPECT more fireworks on FCC’s FM allocations. All four networks are chafing over secondary coverage assignments given them as against New York independents. May be protested before Sept. 25 deadline with hearing demand.**

**KENTUCKY POLITICAL TALK: FCC Chairman Paul A. Porter being groomed for the gubernatorial race in 1947, with an eye on the Senate come 1949. State Democratic (Continued on page 90)**
Shortstop to second to first . . . split timing . . . faultless handling . . . right position. Double plays are a pitcher's godsend . . . but no accident they . . . tedious practice and endless polishing are the only answer.

And in radio . . . .

The strong listener loyalty marking these stations is no accident either. Endless diligence and flaring ingenuity under experienced management makes the difference.

---

**BASEBALL**

---

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICG</td>
<td>Bridgeport</td>
<td>MBS</td>
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<td>NBC</td>
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<td>CBS</td>
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<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAP</td>
<td>Ft. Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>KGKO</td>
<td>Ft. Worth, Dallas</td>
<td>ABC</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
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<tr>
<td>WJR</td>
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<td>CBS</td>
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<td>ABC</td>
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<td>NBC</td>
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<td>Lincoln</td>
<td>ABC</td>
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<td>WHAS</td>
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<td>WLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
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<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
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<td>Providence</td>
<td>MBS</td>
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<td>CBS</td>
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<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
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<td>Shreveport</td>
<td>NBC</td>
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<tr>
<td>KHQ</td>
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<td>NBC</td>
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<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
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<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
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<td>ABC</td>
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<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

* * *

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO

---

**BROADCASTING • Broadcast Advertising**

* * *

**THE TEXAS QUALITY AND YANKEE NETWORKS**
Containing 40% of the potential water-power resources of the United States, the Pacific Northwest is a highly electrified industrial region, using 9 1/2 BILLION kilowatt hours in 1944. Immense dams have already harnessed 5 million horsepower. Permanent industrial activity has been attracted by this boundless power, available at rates as low as 2 mills per kilowatt hour.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle and the Pacific Northwest.
Radio is like polo: you have to "ride off" the opposition if you are to score sales-making shots in every chukker. And when you use WSIX you've got a ten-goal man on your side—because WSIX has the best daytime operating of any Nashville station. WSIX makes even a "nearsise forward shot" seem easy because it offers top shows of both AMERICAN and MUTUAL—gives wide coverage of middle Tennessee with a million potential buyers of your product. No wonder WSIX has stepped up its all-day average Hooper 81.5% in the two years ending last January!

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City

5000 WATTS
980 KILOCYCLES
RADIO SELLS RADIO

- It’s “on the air”... over NBC stations from east to west... the most intensive, effective, ingenious and dramatic “radio sells radio” promotion ever devised.

For the entire 1945-46 NBC Parade of Stars campaign was *jointly planned* ... the first time in the history of Radio’s greatest year-round promotion drive ... planned in a series of coast-to-coast meetings between the National Broadcasting Company and (a) local stations, (b) radio stars, (c) advertising agencies and (d) sponsors!

Recorded station breaks in the voices of the stars—entertaining 1-3 minute star recordings together with scripts building complete fifteen-minute programs—recorded fifteen-minute shows complete for broadcast—a series of all-star, coast-to-coast network programs scheduled for peak listening periods—and a continuing system of telegraphed timely spot announcements—all add up to radio’s greatest selling campaign for radio.

... ...

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 that continue to keep NBC "the network most people listen to most."

National Broadcasting Company

America’s No. 1 Network
My Impression of Europe
(Second of a series by members of the U. S. Mission to ETO)
By MARTIN CAMPBELL
Managing Director, WFAA, KGKO Dallas

EUROPE has had a sample of the American version of radio, and likes it. The operators of European broadcasting realize this fact, and don't like it.

There you have my primary impression gained as a member of the radio executives group recently returned from an inspection tour overseas.

We were taken behind the scenes and given a fleeting glimpse of European radio as it is today—a few short months after the close of hostilities. As a result, I brought back with me many and varied views on radio in Europe as the multifarious radio services it was my privilege to observe. I offer these views as impressions only.

Opinions or conclusions reached upon superficial observation could—and probably would—be erroneous.

The great diversity of radio operations is shown in this way: The British have their own services, home and overseas; the French have their home and a limited overseas service; the Italians have their home service, and the Germans have to listen to what the Allied military governments tell them—and there doesn't seem to be any unified thought or action among the several "services" to the German people.

Finally, there is the tremendously successful American Forces Network, designed to bring American radio to our servicemen overseas.

Just as there is very limited basis for comparison between a Jeep and a Rolls Royce, so there is very little basis of comparison between the British broadcasting services and our own. In England, radio is a monopoly supported by a direct tax upon the listeners. This tax, varying in amounts from

(Continued on page 38)

Sellers of Sales

BACK in 1889 Henry Tritschler got his first job. He was an after-school office boy for the Nelson Chesman Advertising Agency. After 56 years with the same firm he is still going strong, having placed orders for over $15,000,000 worth of Chattanooga Medicine Co. advertising.

He can quote instantly from memory the rates of hundreds of newspapers and radio stations. His memory and his uncanny gift for mental arithmetic were what got him that first job. While he was finishing St. Louis Polytechnic High School, he "graduated" into head bookkeeper with the Nelson Chesman office in that city. He was still so small he had to stand on a box to reach the high desks of that day.

It was no easy task to keep the records straight then. There were no printed rate tariffs and one had to either dig out previous bills or remember the figures. Henry soon became the walking rate card of the agency.

When the agency expanded, Henry was made space buyer. In 1910 he was sent to Chattanooga to open a branch office there to service the Chattanooga Medicine Co.’s account, which was already one of the agency’s oldest ones, the first insertion order for them having been sent out around 1895.

That was a temporary assignment. It has lasted 36 years. The campaigns for the Medicine Co. have been his outstanding ones, but he has also had other successful ones including Buster Brown Hosiery for ten years, Chattanooga Brewing Co., and City of Chattanooga for five years. Under way are campaigns for the Double-Cola Co., Fleetwood Coffee Co., the Lookout Mountain Hotel.

Henry has served as chairman for the South of the AAAA. He and Mrs. Tritschler live in Look-Mountain where they are members of the Fairland Club and Fairland Golf and Country Club. Since 1899 when Comisky played first base for the St. Louis Browns, he has been a ball fan, but his principal hobby is bridge.
Mr. Seymour Berkson  
General Manager  
International News Service  
235 East 45th Street  
New York, New York

Dear Mr. Berkson:

May I, on the behalf of Mutual, express our thanks and appreciation for the swell service that you rendered to us during the recent excitement. We have an ad in the current issue of Broadcasting Magazine and it will also be on the back cover of an early issue of Advertising and Selling in which we publicly express our thanks.

But in the meantime I want to say thank you to you and your fine organization over my own signature.

Sincerely,

[Signature]

Edgar Kobak

MUTUAL BROADCASTING SYSTEM Inc  
1140 Broadway · New York 18, N.Y.

OFFICE OF THE PRESIDENT  
August 21, 1945

INTERNATIONAL NEWS SERVICE
ARE YOU "PLAYING TO" THE OUTSIDE AUDIENCE

on the Pacific Coast, too?

The Outside Market represents approximately half of the more-than-8-billion dollars in retail sales on the Pacific Coast, as well as half the radio families.

THE OUTSIDE AUDIENCE is well worth "playing to" on the Pacific Coast, but you can do it by radio only if you use the Don Lee Network. Don Lee is the only network giving complete coverage of both the outside and inside markets of the Pacific Coast.

The reason? Mountains! Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee, however, has 39 strategically-located stations, one in each of the important mountain-surrounded markets. (The other networks have 7, 12 and 8 stations respectively.)

Audience ratings prove Don Lee effectiveness in "outside" listening. A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations! (See example below.)

The effectiveness of Don Lee's complete coverage of the Pacific Coast is best illustrated by the fact that Don Lee carries almost as much Pacific Coast regional business as the other 3 networks combined.

Be sure you "play to" the outside—as well as the inside—audience on the Pacific Coast. Buy Don Lee, the only network that can reach both outside and inside markets. Don Lee, remember, has more than 9 out of every 10 radio families living within 25 miles of one of its stations!

Example from Special C. E. Hooper Survey

EUGENE, OREGON

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>Don Lee Station KORE</td>
<td>56.9%</td>
</tr>
<tr>
<td>Most popular out-of-town station</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

Other examples to follow.

The Nation's Greatest Regional Network
Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.
“Sure, your piccolo program idea went over with a bang! Like this!”

Suppose you wanted to do some spot broadcasting in Syracuse, Charleston and Tulsa: what would you give 'em in the way of entertainment?

Quite possibly you wouldn’t need any advice. But if you'd like to know what sort of programs have proved popular in those markets—what sort have flopped, or been over-done, or are now in use by your competition . . . F&P either knows or can darned quickly find out!

Such service is just a small part of F&P's unfailing effort to make spot broadcasts successful. Let us show you how we work!

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

EXCLUSIVE REPRESENTATIVES:
WGR-WKBW . . . . . . . . . . . . . . . . . . . . . . . . . . . . . BUFFALO
WCKY . . . . . . . . . . . . . . . . . . . . . . . . . . . . . CINCINNATI
KRDAL . . . . . . . . . . . . . . . . . . . . . . . . . . . . . DULUTH
WQAT . . . . . . . . . . . . . . . . . . . . . . . . . . . . . FARGO
WJIE . . . . . . . . . . . . . . . . . . . . . . . . . . . . . INDIANAPOLIS
WJEZ-WKZO . . . . . . . . . . . . . . . . . . GRAND RAPIDS
KMAC . . . . . . . . . . . . . . . . . . . . . . . . . . . . . KALAMAZOO
WAVE . . . . . . . . . . . . . . . . . . . . . . . . . . . . . LOUISVILLE
WTCN . . . . . . . . . . . . . . . . . . . . . . . . MINNEAPOLIS-ST. PAUL
WNBD . . . . . . . . . . . . . . . . . . . . . . . . PEORIA
KSD . . . . . . . . . . . . . . . . . . . . . . . . . ST. LOUIS
WFBZ . . . . . . . . . . . . . . . . . . . . . . . STRATFORD
WBBY . . . . . . . . . . . . . . . . . . . . . . . . DES MOINES
WHO . . . . . . . . . . . . . . . . . . . . . . . . DAVENPORT
KENA . . . . . . . . . . . . . . . . . . . . . . . . SHENANDOAH
WCBM . . . . . . . . . . . . . . . . . . . . . . . . BALTIMORE
WCSB . . . . . . . . . . . . . . . . . . . . . . . . CHARLESTON
WIS . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . COLUMBIA
WNET . . . . . . . . . . . . . . . . . . . . . . . . . . . . RALEIGH
WBDJ . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ROANOKES
WKO  . . . SOUTHWEST
KEW . . . . . . . . . . . . . . . . . . . . . . . ALBUQUERQUE
KLE  . . . . . . . . . . . . . . . . . . . . . . . . . . . . BROWNSVILLE
KKG . . . . . . . . . . . . . . . . . . . . . . . . . . . COEUR D'ALENE
KEYX . . . . . . . . . . . . . . . . . . . . . . . . HOUSTON
KOKO . . . . . . . . . . . . . . . . . . . . . . . . . . . KANSAS CITY
KTCU . . . . . . . . . . . . . . . . . . . . . . . . . . . TULSA
KOMT  . . . PACIFIC COAST
KRON  . . . . . . . . . . . . . . . . . . . . . . . . PORTLAND
KQED  . . . . . . . . . . . . . . . . . . . . . . . . SEATTLE
K mortality . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . WRIGHT-SONDON, Inc.
FCC Reverses Field In Television

143 Cities Covered In 'Downstairs' Proposal

By ROBERT K. RICHARDS

PROPOSED ASSIGNMENTS of TV Channels and Number of Applications for Stations in 10 Major Markets:

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.*</th>
<th>Channels Applications Proposed</th>
<th>Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>11,890,520</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Chicago</td>
<td>4,499,126</td>
<td>5</td>
<td>5</td>
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*Population figures from U. S. 1940 census.

By ROBERT K. RICHARDS

THE number of television stations to be immediately available in metropolitan markets is going to be cut to a bare minimum in order to provide "downstairs" frequencies for community outlets throughout America, if a new plan of allocation proposed by the FCC is adopted.

The plan, adopted Thursday, sets forth proposed distribution of the 13 channels in 143 metropolitan markets.

The FCC will specify a new requirement that FM applications be filed by Oct. 7, reeled under the informal meeting also an Oct. 4 deadline on the television proposals.

The plan would limit community TV stations to 1000 w power with 500-foot antenna height (above the average terrain) and would put a power ceiling of 60 kw on metropolitan stations, with the proviso that 500 feet would be the minimum standard for tower height.

Hard-pressed broadcast engineers and attorneys, burning lamp light these days to meet the Commission's requirements that FM applications be filed by Oct. 7, reeled under the committee's plan, found that the proposal would be assigned to community stations, with Channels 2 through 6 and 7 through 11, inclusive, going to metropolitan outlets.

There is implicit in the proposal the Commission's desire that TV move as quickly as feasible from the lower bands into the frequencies above 400 mc. The Commission makes available space between 480 and 920 mc for experimental television, pointing out that in this area "more space exists and color pictures and superior monochrome pictures can be developed through the use of wider channels." Of special interest, and some puzzlement, to video engineers was the fact that a ceiling as high as 1 kw is permitted under the community station proposal. On the other hand, metropolitan stations are limited to 60 kw power, a ceiling far short of the potential.

"This Is a . . ."

JUST exactly what station managers might say when identifying video productions on film puzzles the FCC. The Commission invites comment on the desirability of requiring an appropriate announcement when motion pictures, or other mechanical reproductions are telecast. FCC also would like advice on frequency and method of station identification when sight is combined with sound.

Concern was expressed that by such sharp limitation of facilities in those listening areas of the nation comprising the majority of the audience would impel more rigid regulation by the FCC than has been contemplated by the most pessimistic.

FCC officials, explaining this latest major order in the barrage which has been flowing steadily from the Commission for six weeks, said that the hearing date was set only two weeks ahead in an effort to speed up the development of TV.

Theory behind the FCC disposition: to spread the pattern of TV on a nationwide basis in the early days of its development is that by this manner only can it meet the requirements of 307 (b) of the Communications Act. This section provides that an equitable distribution of broadcast facilities should be made to all areas, right or wrong.

There is evident also in the TV plan a further move toward leveling off the power available to outlets, with a multiplicity of smaller outlets an eventual goal. Anyone

(Continued on page 83)
Woods Resumes Direction of American Net
LaRoche Inactive; Robinson, V-P, Resigns
By BRUCE ROBERTSON
MARK WOODS, president of American Broadcasting Co., last week resumed active direction of the network's operations, while Chester L. LaRoche, vice-chairman and for the past year executive head of the network, dropped all executive activities. Simultaneously, Hubbell Robinson Jr. resigned as vice-president and head of the network's program department.

LaRoche has been executive vice-president of American Broadcasting Co., who has been executive head of the company, will no longer continue to be active in an executive capacity. He will continue as a director to American. [In January 1944, a few months after Mr. Noble had purchased the network from RCA, Mr. LaRoche purchased 12 1/2% of the company's stock for a reported $500,000.]

Wheeler Urges Station Sale Control
Plans to Offer Bill to Specify FCC Power Over Transfers
By BILL BAILEY

LEGISLATION giving the FCC control over the sale prices of stations and authority to determine to whom stations shall be sold will be introduced this session of Congress, according to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee.

The proposal, legislation, as now visioned by Sen. Wheeler, would forbid the licensing of stations to corporations whose chief interests are in businesses other than broadcasting. Sen. Wheeler said he plans to confer shortly with FCC Chairman Paul A. Porter on the Commission's views for legislation as outlined by the FCC in the Crosley-Aviation Corp. transfer opinions [Broadcasting, Sept. 10].

Wants Power for FCC
"I think it's time for Congress to take some action to bring the Communications Act up to date," said Sen. Wheeler. "I don't want to see broadcasting in the hands of a few monopolies and holding companies. That's bad for the country. It squeezes the little fellow out."

Sen. Wheeler said he felt that the FCC should have the authority to say whether a manufacturing corporation should go into the broadcasting business. He felt, too, he added, that the Commission should have the power to determine whether sale prices of stations are too high.

He contended that with the high prices at which stations have been pegged, only large corporations with money can afford to buy them, whereas local interests are unable to compete. Sen. Wheeler feels that broadcasters should stress local service over network presentations.

He thinks, too, that something should be done to enforce provisions of the present statute which place program responsibility squarely in the hands of licensees. "The advertising agencies control programs in this country," said the Senator from Montana, whose son, John Wheeler, is a third owner of KPPY Spokane, Wash.

"I understand that most of the big network programs are produced exclusively by the agencies. The people out in Montana get what the New York agencies think they should hear," Sen. Wheeler said he had been advised that certain small independent stations had been literally forced to take programs they felt were not up to local standards because the agencies placing them threatened to withdraw other business if the objectionable programs weren't accepted.

"What I want is that there should not exist in a free America," he declared, "I intend to go into the entire picture with Chairman Porter. I want his views. Then I think we can pass some intelligent legislation."

Time for Action
Sen. Wheeler said numerous independent broadcasters had told him the network regulations were a godsend to the "small fellow." If the Commission doesn't have the power, under the present Act, to "protect the little fellow" and "keep the monopolies out" it's time, said the Senator, that Congress act.

Sen. Wheeler declared that unless Congress takes steps to keep large corporations out of the broadcasting field, monopolies will result and "then we'll have Government ownership. I don't want to see that and I don't think anybody else does," he asserted.

Chairman Clarence F. Lea (D-Cal.) of the House Interstate & (Continued on page 7)
Motives in Sale of WINS Are Questioned

Equal Opportunity Issue Raised By FCC

By JACK LEVY

WHY DID Hearst sell WINS New York to Crosley rather than to Marshall Field?

This was one of the principal questions which the FCC asked Charles McCabe, publisher of the New York Daily Mirror and president of Hearst Radio Inc., at hearings last week on the application of WINS to transfer ownership of the station to Crosley Corp. for $2,100,000, of which $400,000 would be in trade.

The Commission also wanted to know why Crosley wanted a station in New York and was told by James D. Shouse, Crosley vice-president in charge of broadcasting, that the idea of a Manhattan outlet at the source of big radio talent, to tie in with WLW programming, developed when it was decided to dispose of WSAI under the FCC duopoly rules.

Putting the testimony of Mr. McCabe and Mr. Shouse together, it turned out that Hearst sold WINS to raise money for FM and television stations and that acquisition of the New York station fitted in with Crosley plans to reinvest the money it received from the sale of WSAI.

Hearings on the transfer application lasted two days and were held Wednesday and Thursday, with P. W. Seward, Commission examiner, presiding. Hearst Radio was represented by Thomas P. Littlepage, Jr. of the firm of Littlepage & Littlepage. Crosley Corp. was represented by William J. Dempsey and William C. Koplovitz.

Mr. McCabe revealed that during negotiations last January with Mr. Shouse, he was approached by Clem J. Randau, directing head of Field Enterprises Inc., who said he heard WINS was for sale. Mr. McCabe said he was “very noncommittal” but Mr. Randau made an offer of $1,200,000 cash. He was given no encouragement.

Raising Figure

Later, he testified, Mr. Randau raised the figure to $1,500,000 and subsequently to $1,500,000. When last amount failed to attract interest, Mr. Randau stopped bidding. Significant in view of the Crosley-Ace decision in which the Commission proposed a new policy on station transfers, Leonard Marks, assistant to the FCC general counsel, sought to determine whether “equal opportunity” had been given Mr. Randau in his efforts to purchase WINS.

“If Mr. Randau or his principals had raised the figure to $2,100,000 would they have had equal opportunity?” Mr. Marks asked.

“That is a hypothetical question,” Mr. McCabe replied.

“Had he offered that amount would you have considered it?”

“I would have submitted it to the board of directors.”

When asked what reason he had for not telling Mr. Randau of the Crosley offer, Mr. McCabe replied that negotiations with Mr. Shouse were too far advanced and that giving such information would serve no purpose.

The Commission was interested in other information regarding WINS in considering the application for transfer. Other witnesses were questioned on:

1. The value of the physical assets of the station.
2. The going-concern or goodwill value of the station.
3. The various factors entering into determination of purchase price.
4. Whether any consideration is being “paid for the frequency.”
5. What part of the purchase price is attributed to the outstanding construction permit for 50 kw power.
6. Plans of Hearst Radio Inc. for accumulating additional capital for FM and television expansion.
7. Whether sale of WINS involves “trafficlicensing” in licenses.
8. Whether the agreed price for sale of the station will adversely affect the purchaser’s ability to operate it in the public interest.
9. Whether the 10-year cooperation period, under which $400,000 of the purchase price is paid in broadcast time for news periods for the Daily Mirror, would be consistent with the obligation of the purchaser to operate the station in the public interest.
10. Plans of the purchaser to broadcast the same programs over WLW Cincinnati and WINS.
11. Type of program service proposed by the purchaser.
12. Possible effect approval of the sale would have on competition in chain broadcasting and other broadcast service.
13. Whether the public interest would be served by transfer.

Mr. McCabe also disclosed that (Continued on page 76)

WBT Goes Under Operating Control Of New Owner, Southeastern Company

WBT Charlotte, 50 kw outlet acquired from CBS by Southeastern Broadcasting Co., went under operating control of the new owner Sept. 23, with Charles H. Crutchfield as general manager following his incumbency as acting head since resignation of A. D. Willard Jr. to become NAB executive vice-president on Oct. 1.

President of Southeastern, a subsidiary of Jefferson Standard Life Insurance Co., is J. M. Bryan. Head of Jefferson Standard is Julian Price, North Carolina philanthropist, with Mr. Bryan as vice-president. Maj. Edney Ridge, director of WBIG Greensboro, is Southeastern secretary-treasurer. WBIG is a Southeastern operation.

Check for balance of the $1,500,000 purchase price for WBT, was turned over to CBS in New York last week by Mr. Bryan and Maj. Ridge.

Mr. Bryan said the new management will maintain the community service policy responsible for WBT’s national status and added that Mr. Crutchfield was assigned a free hand in selection of personnel. "We are keenly aware of the vital contributions made by WBT to the Carolinas and the South in general," said Mr. Bryan, "and are most anxious that this public service be expanded to even greater proportions in its future operation. Under WBT’s new general manager we feel that the people of this section will continue to receive the most whole-hearted cooperation in every radio activity.”

Mr. Crutchfield has lived in Charlotte 12 years. Born in Hope, Ark., in 1912, he went to Spartanburg, S. C., with his parents in 1920. There he entered radio as an announcer at WSPA while attending Wofford College. Later he was employed at WBIG. In 1933 he joined WBT as announcer. Two years later he became program director. Station has fed many programs to CBS in last decade, developing such groups as Golden Gate Quartet, Four Knights, Johnson Family Singers.

September 24, 1943 • Page 17
School Must Stop Contract Payments

WGST Proposal Would Cut Management Group Out

By J. FRANK BEATTY

IF GEORGIA School of Technology wants to keep its Atlanta station, WGST, on the air it must stop making payments to a group that formerly had a management contract to run the station, according to a proposed decision handed down last Wednesday by the FCC.

The latest step in the tangled WGST case may bring a series of new legal complications. Since it is a proposed decision for both the school and the holders of the former management contract (formerly Southern Broadcasting Stations but now members of that firm—Sam Pickard and Clarence H. Colthoeh) may exceptions.

Mr. Pickard, a former member of the Federal Radio Commission and once a CBS vice-president, Mr. Calhoon is an Atlanta attorney.

Contract Illegal

The proposed decision simply that the school's 1943 contract to pay Southern 15% of net profits until January 1950 (date at which contract was to end) was illegal. Renewal of the WGST license therefore would not serve the public interest, it continues, and should be denied.

Then the decision goes on to say that the denial should still give the station an opening to apply within 90 days for a CP and license to operate on the same frequency. But the FCC says all of that is definitely firm, that the no further effect is given to the agreements of Southern, which had been found in a 1936 decision to be contrary to public interest.

Southern assumed management of WGST in 1930 under a management contract. In 1943 the FCC ordered withdrawal of Southern from any part in management of WGST. Thereupon the parties signed the contract by which Southern would receive 15% of WGST net profits until 1950.

FCC's proposed decision holds this 15% obligation "raises grave doubts that future operation of the station in the public interest is possible." The school's defense is that the station is operated without the burden of State taxes since it is a unit of the State of Georgia.

The Commission points out that net worth of Southern, whose stock was purchased by the school, has not been determined. Even ownership of the station equipment is in question, it is pointed out. Moreover, the contract arrangements "would jeopardize the licensee's financial ability to conduct the future operation of the station" in the public interest, it is added.

A contract provision makes the 15% clause apply also to "all new broadcasting equipment and installations, including FM and television," it is stated, and this might restrain the school from entering these new fields.

The 15% payments, it is further decided, "raise grave doubt as to the part of the parties to give further effect to the agreement by which control of WGST had been illegally transferred to Southern." The proposed decision continues that Southern "does not now have and never had any legal interest in the operation of the station." No little credence is given to Southern, estimated to total over $300,000, are "far in excess of that corporation's legal interest, if any, in WGST."

Since May, 1943, when a prior license renewal for WGST was sought, the station has operated under temporary license extensions.

The Commission, and the Board of Regents of the University System of Georgia has operated the station. WGST operates on 920 kc, 1 kw N, 5 kw LS.

Fetzer Praises Broadcasters War Job

By John E. Fetzer
Assistant Director In Charge of Broadcasting, The Office of Censorship

I wish to take this belated opportunity of expressing my own personal thanks and the deep appreciation of the United States Government to the Broadcasters of America for the excellent and unquestioned support given voluntary censorship, throughout the nearly four years of war.

That this one percent cooperation to the part of the industry was a major contributing factor to our military success cannot be denied. Broadcasters were called upon to do their job and, as usual, they delivered.

I think I should point out here, that there were those, high in government circles, who said that radio did not operate under voluntary censorship. Time and again efforts were made to break down this operation and force a more stringent censorship on the industry. However, the record was such that criticism could not be justified and these "men with a mission" were turned back.

Many before has radio been called upon to do such an important job. This self-administration of censorship therefore would not serve the public interest, it continues, and should be denied.

Then the decision goes on to say that the denial should still give the station an opening to apply within 90 days for a CP and license to operate on the same frequency. But the FCC says all of that is definitely firm, that the no further effect is given to the agreements of Southern, which had been found in a 1936 decision to be contrary to public interest.

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Radio Week Plans Made By Networks

PROGRAMING and promotion plans of the major networks for National Radio Week Nov. 4-10 were outlined in New York Wednesday by network officials, who met with William J. Egolf, NAB public relations director.

The Radio Week will climax observance of Radio's 25th Anniversary during 1946. Clearing house for observance is the NAB Public Relations Committee, headed by Mr. Egolf. Local station plans should be correlated with those of the networks, he said.

During Radio Week these networks will originate programs of national and international interest, carrying the anniversary theme throughout the entire week's schedule. Special programs and means of working the theme into established shows, both sustaining and commercial, were considered at the Wednesday meet.

At Wednesday meet

Attending the Wednesday meeting were: American, H. B. Summers, Adrian Samish, Norman J. Ostby; CBS, George Crandall, Douglas Coulier, Paul Hollister, William Marriner; Mutual, William L. Sweetzey, Phillips Carlin, Edgar James, Francis Zuzulo, Robert A. Schmid; NBC, William S. Hedges, C. L. Menzer, Easton Woolley, James Craven.

A feature of the observance will be presentation of a commemorative statuette by the Radio Manufacturers Association to stations.

First of a series of mass meetings held in various parts of the country this fall as a part of NAB's anniversary plans will take place in Hollywood Bowl Sept. 29, according to Dorothy Lewis, NAB coordinator of Listener activity, William B. Ryan, NAB district director and chairman of the Radio Division, who will be working on the project for several months. Committee on Hollywood meeting is composed of Sidney J. Upton of the Bowl committee; Don Searle, American; D. W. Thornburgh, CBS; Lewis A. Weiss, Don Lee Network; R. O. Reynolds, KMPC Los Angeles.

Hollywood event, highlighted by the radio industry, will also salute 60,000 Victory Chest volunteers. Some of radio's top talent, including Eddie Cantor, Bob Hope, Dinah Shore and others, Gov. Warren will present Citations of Merit. Justin Miller, NAB's new president, may participate.

Another meeting will be held later in Minnesota at which several network shows will originate. Local stations and the Minnesota Radio Council will join in the celebration. Program will pay tribute to radio leaders.

On Nov. 4, members of Assn. of Womens Directors will devote their programs to the anniversary theme, network officials also plan to address local women's clubs and service groups.
New type lifebelt

Here's a close-up of that air-inflated lifebelt you've been hearing so much about. See that small cylinder?

It's the same type of charger used to charge soda water for your highball. These belts can keep a man afloat until he's picked up... but if the charge should leak out it can be blown up with lung power.

Quite a development. It works fast... and is dependable.

If you're looking for an emergency belt operation for pre-testing a copy appeal... that works fast and is dependable—we've got just the thing for you.

It's a radio station in the country's sixth largest city.

It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

Most time buyers will recognize that this advertisement could only be signed by one station... but in case you haven't heard... it's W-I-T-H in Baltimore.

Tom Tinsley, President

WITH

BALTIMORE, MD.

Represented Nationally by Headley-Reed

September 24, 1945

Page 19
Miller’s Inaugural Dinner to Be Oct. 2

Capital Accepts Invitations To Affair at Statler Hotel

CAPITAL officialdom will turn out Oct. 2 to welcome NAB President Justin Miller at the inaugural banquet in Washington to be tendered the new association executive. Acceptances to invitations sent leading figures in government have come in quantities, according to C. E. Arney, NAB secretary-treasurer, who is handling arrangements for one of the largest social functions of the season. Toastmaster will be Don S. Elias, executive director of WWNC Asheville, N.C., and NAB director-at-large, famed for his story-telling talents. Three speakers are scheduled—Paul Porter, FCC chairman; J. Harold Ryan, interim NAB president, who will deliver his farewell address; and Mr. Miller, who will deliver his inaugural address. A. D. (Jesse) Willard, new executive vice-president, will be introduced.

No Broadcast

No broadcast will be permitted from the ballroom hall, Mr. Arney said. This policy is based on the belief that it would be lead radio to pick up a speaker because of the difficulty of running off banquetts on schedule during the war period. No broadcast pickups will be permitted outside the ballroom hall if they do not interfere with the program, he added. Attendance of about 500 is planned for the affair, to be held in the Presidential and Congressional rooms of the Statler.

The Oct. 1-2 NAB board meeting will hear Mr. Miller’s report on the recent Broadcast Mission to the European Theater. Hugh Felts, Jr., (Continued on page 81)

Subscription Radio Moves Into State

Subscription Radio has been folded by William Benton and his associates, the new Assistant Secretary of State advised FCC Chairman Paul A. Foster. A letter dated Sept. 14 and released last week by the Commission.

Mr. Benton and Donald S. Russell were confirmed Sept. 14 by the Senate in the Assistant Secretary of State. Mr. Benton, who has been assistant to the president, U. of Chicago, and head of Murzak Corp. and Subscription Radio Inc., will have charge of the newly-created Office of International Information & Cultural Affairs, Secretary of State Byron, last week.

The new agency will be charged with the coordination and direction of formulation of policy and taking action in the field of international information and cultural affairs; development of policies and programs promoting freedom of information among peoples; furtherance of international exchanges of persons, knowledge and skills with other countries; coordination of the programs and activities of other departments and agencies in the international interchanges of persons, knowledge and skills with other countries.

A MEETING of technical radio experts representing nations of the North American continent will be held in Washington probably in early December to develop an interim agreement governing broad-casting in Canada and Mexico on an international band to eliminate inequities, particularly as they may apply to Cuban assignments. This was the outgrowth last week of informal discussions relating to the NAB-Canada and Mexican Class I-A and regional frequencies. The decision was reached that nothing could be done in Rio to clear up the matter because of the complexity of the engineering studies required. Then the unanimous vote was given for the December meeting, with the date to be determined. The meeting was animated, it was reported, by the desire to cooperate. The U. S. delegation pointed out, that it could not agree to any substantive proposal now in advance of engineering studies.

AFRA GIVES OKAY TO NEW CONTRACTS

NATIONAL BOARD meeting of AFRA in New York approved collective bargaining contracts which had been negotiated with WOOD KGB, KJAN, WAOR, WESB, WIBC, WSM and WSBC. Board also received a report on the Masquerade Show to be sponsored on CBS by Campbell Soup Co. with a top guest fee of $2,000 and disclosed possible conflict of this policy with an AFRA rule that no guest star be paid less than his normal fee, but no action was taken.

AFRA members will get a 10 per cent increase covering the 1944 sustaining and commercial contracts, retroactive Nov. 1, 1944, with the effective date for pay-ments Sept. 20th, due to the relaxation of production controls effective four days after V-J Day.

Engineers Meet in December To Revise NARBA Allocations

A meeting of technical radio experts representing nations of the North American continent will be held in Washington probably in early December to develop an interim agreement governing broadcasting in Canada and Mexico on an international band to eliminate inequities, particularly as they may apply to Cuban assignments. This was the outgrowth last week of informal discussions relating to the NAB-Canada and Mexican Class I-A and regional frequencies. The decision was reached that nothing could be done in Rio to clear up the matter because of the complexity of the engineering studies required. Then the unanimous vote was given for the December meeting, with the date to be determined. The meeting was animated, it was reported, by the desire to cooperate. The U. S. delegation pointed out, that it could not agree to any substantive proposal now in advance of engineering studies.

RESOLUTIONS recommending governmental action to secure for radio the same freedom that is now enjoyed by the press, to aid and extend the exchange of programs between the American nations and to prohibit the pirating of programs were adopted by the third Inter-American Radio Conference in Rio de Janeiro which concluded last week, according to a radiogram received Friday by James F. Brooks, NBC director of news and special events.

Outside of the official conference meetings, Mr. Brooks reported, “Broadcasters from 15 countries met in extra session and formed an Inter-American Broadcasting Congress dedicated to raising the level of broadcasting in the Western Hemisphere through an exchange of ideas and information. First meeting of the Congress was set for Havana, March 15, 1945. A preliminary committee on publicity and organization will meet in Mexico early in the year.

Vote Apiece

“As tentatively planned, each country will have one vote in the Congress, irrespective of size. Idea of the Congress was promulgated throughout the conference by Senores Lorenzo F. Sico of El Imparcial, Mexico; and Dr. Jose Luis Fernandez Camara, MEXICANA Radiodifusora, Mexico City, who were named president and secretary, respectively.”

Conference is winding up with completion of the various resolutions and expects the final plenary session about Sept. 25. Mr. Brooks concluded, adding that he expected to report back in New York today (Sept. 24).

Resolutions adopted were:

1. On freedom of information, recommending to American govern-ments promulgation of such neces-sary measures as to give expresssion of thought on radio same ef-fective guarantees of freedom which press enjoys, and providing for transmission and multiple re-copieion of press and radio news messages.

2. (Article 19). With the purpose of prompting closest possible relations between people of American region, contracting governments shall extend further the exchange of programs to the extent of their respective possibil-ities to facilitate and extend re-transmission and continued recip-rocal interchange of culture radio-telephonic programs of an artistic, scientific and historical nature. Information concerning such broadcast shall be furnished with as much publicity as possible in order to assure maximum publicity and dissemination.

3. Providing that contracting governments shall take appropriate measures to ensure that no program transmitted under this convention may be transmitted or utilized in whole or in part by any other station without previous authoriza-tion of the station of origin.

Representatives of U. S. broadcasting, communications, press, amateur and other interests at the conference included, in addition to Mr. Budlong, G. F. Leydorf, Croxley, Bunyan, Cooke, Press Wireless; H. L. Carroll, Raytheon Corp.; James Miller, UP; Chandler Diehl, Rio manager, AP; Victor Hawkins, Rio manager, INS; Col. Thomas, vice-president and general manager, RCA Communications; A. L. Budlong, American Radio Relay League; R. D. Campbell, radio engineer, and L. E. Busnac, vice-president, AT&T; Kenneth Mc- Kim, vice-president, IT&T.

RIO CONFERENCE AIMS TO INSURE RADIO EQUAL FREEDOM WITH THAT OF PRESS

Rio Conference Acts to Insure Radio Equal Freedom With That of Press
In the West it's KSL

KSL • Salt Lake City, 50,000 watt clear channel station • CBS
IN THE WEST IT'S KSL

The West is big. In this land of vast spaces, radio must be big too. It must leap the mountains, span the rivers, and fly the deserts. In the West it's KSL. This tradition is by no mere accident. KSL can be heard most everywhere. This has been so for years, and people have come to depend on KSL. To serve such a vast area of America from the busy industrial cities of the Intermountain country to the lone sheep herder on the high prairie is a challenge. But Westerners know KSL and KSL knows and interprets the spirit of this rugged, robust West.
Dilley Looks at Broadcaster;
Is He Schizo or Is He Phrenia?

The Psychiatric Side of Radio’s Birth as Seen By
One Who Deeply Resents It

September 14, 1945.
Mr. Sol Taishoff
Broadcasting Magazine
307 National Press Bldg.
Washington, D. C.

Dear Sol:

I think the attached exchange of correspondence will provide you with at least one laugh. The life of a busy broadcaster is such that little incidents like this one can always be accommodated.

WWJ—The Detroit News.
General Manager
HARRY BANNISTER
1528 Pacific Ave.
San Francisco, 9
Aug. 21, 1945

Station WWJ,
Detroit, Mich.

Gentlemen:

I read your advertisement telling us it was you who started radio 25 years ago. I feel compelled to let you know that I, for one, do not share your enthusiasm over this fact. In my experience, radio has meant just 25 years of increasing hell. However, maybe it was pretty brave of you to acknowledge your responsibility.

You loosed on the world a flood of loathsome gibberish formerly confined solely to lunatic asylums. You have poisoned and undermined the natural joy of decent living everywhere. You have misled and drugged and debauched the tastes and sensibilities of a whole people. And embittered me.

The few possible advantages of radio have been swamped and nullified in the noxious mess that pours out of these boxes day and night. I wouldn’t have boasted about having started this thing. It would have been more seemly of you, I think, not to have mentioned it. Silence is still golden (in principle, at least).

PERRY DILLEY.

Sept. 4, 1945

Mr. Perry Dilley
1528 Pacific Ave.
San Francisco 9, Cal.

Dear Mr. Dilley:

You probably didn’t know that when yours of Aug. 21 was written that it would inevitably end up at my desk, I being head man at WWJ. Nor did you know that because I am a schizophrenic my reactions to your letter would be highly mixed. I will now answer you in two parts, one for each of the diametrically opposite sections of my split personality.

As Schizo, I deeply deplore the intemperateness of both your thoughts and language. It is quite apparent to me that you are really a frustrated radio announcer, vent-

ing your spleen upon those who happily can forget their hallucinations, via the ether.

As Phrenia, pal, I think you’ve got something!

HARRY BANNISTER

Sept. 9, 1945

Dear Mr. Bannister:

Thank you for your reply to my letter. I was unprepared for it, especially the part where you lay bare your soul. My only comment on this frank revelation is that the mental hazards of working in a radio station must be very great.

Glad you haven’t suffered anything worse.

But you’re wrong when you infer that I, too, am a schizophrenic. I am quite whole and total, I assure you, in my prejudices; I have never felt the slightest ambition to join the diabolical fraternity of announcers, to torture the ears of helpless humanity; I don’t even own one of the things. No, it must be something else that’s wrong with me.

Psychiatrists agree that many a neurosis, instead of being a true pathological condition, represents actually the efforts of a healthy organism to maintain its integrity against overwhelming evils in the environment. In such case society is neurotic, the individual normal, though his thoughts and language appear unusual, or even intemperate. Radio today has all the earmarks of a mass neurosis.

I appreciate your graciousness in taking the bother to write me.

Regards to Phrenia,

PERRY DILLEY

From: SOL TAISHOFF
To: ROBERT K. RICHARDS
Date: Sept. 17, 1945
Subject: LETTER FROM MR. BANNISTER
ATTACHED is a letter from Harry Bannister of WWJ, with some interesting enclosures. Will you look into this matter.

Sept. 17, 1945

Ed Murphy,
Broadcasting Magazine
San Francisco, Cal.

CAN YOU ASCERTAIN POSITION HELD BY PERRY DILLEY, 1528 PACIFIC AVENUE, SAN FRANCISCO. WOULD LIKE INFORMATION BY RETURN WIRE.

ROBERT K. RICHARDS

(Continued on page 61)
All of the big guns on Navy ships and a majority of their smaller guns are directed by radars designed by Bell Telephone Laboratories and made by Western Electric.

Bell Telephone Laboratories and Western Electric were "naturals" for the leading part they played in the radar program. For years they've worked as a team in developing and producing complex electronic equipment.

Here are some unadorned facts about what their teamwork made possible.

Up to the end of the war, Western Electric had furnished the Army, Navy and Air Forces with more than 56,000 radars of 64 different types, valued at almost $900,000,000.

In 1944 alone, Bell Laboratories worked on 81 different types of radar systems and Western Electric produced 22,000 radars of 44 different types — of which 20 were new in production that year.

Western Electric was the largest producer of the cavity magnetron and other essential vacuum tubes for radar. Number of tubes required for Western Electric radar systems varied from less than 100 to nearly 400 per system.

Complexity of radar manufacture is indicated by the fact that even a simple type may require 4,000 labor hours to manufacture and the larger types as much as 40,000 labor hours.
From the very beginning, ground radars made by Western Electric played an important role in all theatres of war.

Did for RADAR

Bell Laboratories developed more than 100 different radar test sets. In 1944, Western produced over 40,000 test sets of 68 types.

The same team is working for YOU!

The unique combination of brain power and manufacturing facilities that made Bell Laboratories and Western Electric the nation's largest source of radar, is now devoted to bringing you the best in communications equipment for a world at peace. In peacetime off-shoots of radar—and in FM, AM and television broadcasting—in radio telephone equipment for every type of mobile service—this team can be counted on to lead the way.

A school to train military personnel to operate and maintain radar was established by the Laboratories. Over 100 courses were given to some 4,000 officers and men.

Western Electric built up a Field Engineering Force of more than 500 specialists. They served with all branches of the Armed Forces on all fighting fronts.

Bell Telephone Laboratories
World's largest organization devoted exclusively to research and development in all phases of electrical communication.

Western Electric
Manufacturing unit of the Bell System and nation's largest producer of communications and electronic equipment.
Westinghouse Enlarges Engineering Section to Develop Stratovision Units

ENLARGED engineering section has been announced by Westinghouse Industrial Electronics Division to develop and produce first Stratovision units for airborne television and FM transmission, according to Walter Evans, Westinghouse vice-president in charge of radio.

Head of the section is Charles E. Nobles, 27, radar specialist, who devised the Stratovision plan. The enlarged unit will devote full time to airborne field tests to be made in cooperation with Glenn L. Martin Co., co-developers of the system. Active development, delayed by military radio and radar production, will bring speedup of development and flight tests may start before winter.

A high-altitude plane is sought from surplus war stocks for the first tests. Martin tentative designs will be revised if need is shown. Plane tests will be conducted by Martin test pilots, Mr. Evans said, referring to a flood of applications from war fliers.

Stratovision could employ eight planes, each carrying four television and five FM transmitters, to form a coast-to-coast network. Six more planes would extend coverage to 51% of the nation's area, 78% of the population.

Seven Vets for KALL

SEVEN ex-service men will be on the roster of KALL Salt Lake City when that station takes the air Sept. 30 as a Mutual outlet. Bruce Thornton, KALL special events director, served with the Army Air Forces, as did Announcer Ted Turner and Operator Milt Jones. Announcer Mel Standige is a Navy veteran, and Operator Bill Miller was with the Merchant Marine. Annunciators Harold Cunningham and Jon Duffy are both Marine Corps combat veterans.

GREETINGS TO KALL, new Salt Lake City station to take the air Sept 30, were extended by (1 to r), James Mahoney, MBS western representative; Gus Backman, Salt Lake City C. of C.; George Hatch, KALL and Intermountain Net general manager, who received greetings; Lewis Allen Weiss, Don Lee v-p and MBS executive v-p. Ceremony took place in KALL studios. That's Mike Mutual in the middle.

Morris Represents

WM. MORRIS AGENCY, New York, is representing Lee Wallace Teleshows, New York, producers of package shows for television. Firm established by Lee Wallace, former television actor, has consumer quiz shows, human interest and headline dramas, package shows and one-minute time and weather announcements ready for sponsorship. Bob Emery, WOR director and executive producer of WOR television, is directing the Wallace dramatic programs.

General Foods Show

GENERAL FOODS Corp., New York (Post's bran flakes and raisin bran), is sponsoring Kate Smith Talks on CBS Mon.-Fri., 12-12:15 p.m. Effective with Oct. 1 broadcast, 69 stations dropped from network in 1944 will be added, bringing total CBS stations carrying program to 135. Agency is Benton & Bowles, New York.

NABOB TEA RENEWS IN WESTERN CANADA

FOR THIRD successive year Kelly Douglas & Co. has renewed its Harmony House on CBC's Western Trans-Canada Network (Mon., 8:30-9 p.m. (PWT) for its Nabob Tea. Cash prizes over $200-$ are given each week for Nabob Question of the Week to four stage contestants.

Highest Elliott-Haynes rating was 20.9. Originating point is Vancouver's Orpheum Theater, with 20-piece orchestra and vocalists. Program was first network commercial out of Vancouver on 39-week contract at time of first airing. Agency is Stewart-Lovick, Vancouver.

CBS Will Buy Script Offered by Employee

IN AN INTER-OPFIC COMMUNICATION Douglas Coulter, CBS vice president in charge of programming, explained CBS policy toward paid employees with creative ability. CBS, according to memo, will pay employees (other than writers directors and producers who are employed for their creativeness) a fair price for any other program ideas or scripts for network use. Amount of payment, would be that of the customary prices paid on the open market. Formal release will be given to those ideas and scripts which the network does not wish to use so that they may be sold elsewhere by the creator.

DON'T BE STRUTHIOUS!

When considering your post-war sales plans, consider well the Station which had practically 100% renewals in 1945... for that's our story!

* The dictionary says—"Ostrich-like"

Represented Nationally by Geo. P. Hollingbery Co.
"We'll buy it in Holdrege" is a common phrase used by people living within 50 miles of this flourishing midwestern town. Holdrege is a typical trading center for thousands of people who reside in the KFAB territory.

Holdrege is progressive. Located in the heart of the 36 million dollar Central Nebraska Public Power and Irrigation District, Holdrege is assured of unlimited electrical energy for processing the ever-generous yields of crops made possible through irrigation.

And when folks go into Holdrege to do their buying, they naturally ask for products they've heard about over KFAB, THE BIG FARMER STATION.

"The Big Farmer of the Central States"

KFAB's Primary Area Contains 102 Similar Trading Centers

Retail buying in the vast KFAB territory is done in 102 trading centers similar to Holdrege, Nebraska, and 14 major cities in Nebraska, Kansas and Iowa, as shown on the map below. Hundreds of thousands of rural families...all loyal KFAB listeners...turn to these centers for their daily needs.

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA
BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

September 24, 1945 • Page 27
Interest in News Programs Continues High on West Coast Despite War's End

CONTRARY to general prediction that there would be a slackening of interest in news broadcasts with war's end, record shows five new clients have joined ranks of newscast sponsors on Pacific Coast network basis since Sept. 1.


Campbell Buys Alcott


Plough Inc., Memphis (Penetro), effective Oct. 1, renewed on 52-week basis its thrice-weekly sponsorship of Fulton Lewis jr. on 37 Don Lee stations, and on Nov. 1 adds two additional network stations. Agency is Lake-Sproul Sherman, Memphis.

The Knox Co., Los Angeles (Mendace), concurrent with opening of Associated Broadcasting Corp. on Sept. 16 started weekly sponsorship of Graeme Fletcher, news analyst, on all stations of that network. Placement is through Raymond R. Morgan Co., Hollywood.

George H. Phelps

GEORGE HARRISON PHELPS, 62, vice-president of Maxon Inc., New York, died Sept. 15 at Doctor's Hospital in New York. Mr. Phelps organized the George Harrison Phelps Inc., advertising agency in 1921, and ten years later became president of Dorland International. Two years later he became a partner in Fenner & Beane, Miami investment brokers. In 1939 he returned to the advertising field as president of George Harrison Phelps Ltd., of London, and later became vice-president of Maxon Inc. He served as special envoy to Europe for the Yachtmen's Assoc. of America and in 1930 was special commissioner of U. S. Department of Labor in Europe. He was chairman of the American Committee for the Paris International, Colonial and Overseas Exposition in Paris, 1931, and six years later served on the American committee of the Paris International Exposition. He was awarded the Legion of Honor by the French Government. Surviving are his wife, Mrs. Laura S. Phelps, and two sons, William Erland and Harrison S. Phelps.

Grid Broadcasts

WIND Chicago is broadcasting exclusive play-by-play of 12-game season of Chicago Bears professional football team. First game was Sept. 11.

Folks

Turn First to—

50,000 Watts
Clear Channel

NEW ORLEANS

50,000 Watts
Clear Channel

WVL

NEW ORLEANS

BROADCASTING • Broadcast Advertising
Weekly Program Schedule

September 2nd to 8th

Right now this familiar weekly schedule is on the desk of many men in many cities... men charged with the responsibility of buying time for clients who demand the most economical way to reach new listeners and make them respond.

Back of the 126 hours per week within the schedule, are many times 126 hours of work in program planning and program promotion because strategy in station operation is as important as strategy in advertising.

For example: We block our programs as to type and mood. Two hours and a half of music and news each weekday from 6:00 to 8:30 a.m.

Another case: The Gene Emerald Show—an hour and a half of music and entertainment every day from 3:30 to 5:00 p.m.

At *12:00—6:00 and *10:00 p.m., each of our own newscasts is followed by network commentators; Baukhage at 12:15 p.m.; Swing at 6:15 p.m.; and Fulton Lewis Jr., at 10:00 p.m., in that order.

We've set ourselves to the task of programming this station for the listener. And the special ingredient is friendliness.

Every day we advertise this schedule. Our musical programs... our own personalities like Betty Wells, Wynn Hubler, Gene Emerald, Jon Hackett... our network programs... like the Breakfast Club... Breakfast in Hollywood... Glamour Manor... Ladies Be Seated... America's Town Meeting... Blind Date... all are promoted in every way possible.

KRNT has won national prizes for such promotion—we've won lots of listeners, too.

It all adds up—this strategy of operation. It fits our clients' strategy of advertising, giving them an economical way to reach new listeners and make them respond.

*Ask your Katz man for ratings—they tell the tale.
It happened on NBC

Clue 1
Bristol-Myers, in behalf of Vitalis, undertook the sponsorship of a year-round "crime does not pay" story—Mr. District Attorney—over 51 stations of the NBC Network.

Clue 2
Mr. District Attorney was shooting his way ahead fast. The first winter season average Hooper rating was 14.8.

Clue 3
Mr. District Attorney rounds out the winter crime season with an average Hooper rating of 23.2—well up among the ten highest rated programs on the air.

Clue 4
Mr. District Attorney notched his gun with a peak Hooper rating of 28.3—by far the highest rating ever earned by a program of this type.

Clue 5
Mr. District Attorney, now broadcast over 130 NBC stations and reaching an estimated weekly audience of 20,000,000 listeners, has completed five strikingly successful years on NBC under Bristol-Myers' sponsorship.

The idea for Mr. District Attorney is 281 years old. It was in 1664 that rogues were first prosecuted in the Court of General Sessions of the County of New York. In those days the District Attorney's job consisted merely of trying such pickpockets, firebugs, horse thieves, and occasional cutthroats as the police brought in. Today the D. A. must dispose of the same old crimes—and in addition he must unravel such things as stock frauds, bucket shop deals, false insurance claims, forgeries, and most important of all he must constantly direct the attack on the vast organized underworld structure of crime and racketeering.

During his five years on the air, Bristol-Myers' and NBC's Mr. District Attorney has exposed more than 250 different rackets and successfully brought their perpetrators to justice.

In the course of this five-year crusade against organized crime, gangsters, gun molls, policemen, and one or two innocent bystanders have been
"And it shall be my duty as District Attorney, not only to prosecute to the limit of the law all persons accused of crimes perpetrated within this county, but to defend with equal vigor the rights and privileges of all its citizens."

bumped off in a variety of ruthless manners. Victims have been shot, stabbed, drowned, asphyxiated, killed in automobile crashes, pushed from the tops of buildings, and otherwise annihilated, exterminated and noisily rendered inaccessible to the world of the living—all with the amiable aid of NBC’s crew of expert sound technicians.

Nor has Mr. District Attorney escaped unscathed. A mad scientist once walled him up in a sarcophagus, a killer attempted to hang him while he was sleeping peacefully in his bed, and another maniac tried to blow him apart with a well-placed bomb. None was successful.

The verdict? Crime Does Not Pay. But ask Bristol-Myers, sponsors of this energetic series, and they will tell you that given the facilities of the NBC Network, the vast jury of the NBC audience and the association of other great NBC programs—Mr. District Attorney DOES PAY, week after week, in constant and increasing listener interest.

National Broadcasting Company
America’s No. 1 Network
FCC Vet Aid

FCC has confirmed the announcement that it would consider issuance of conditional construction permits for FM facilities to men now in military service, afording period of 90 days to such applicants to file engineering data on proposed operations. Commission urged servicemen to submit their applications promptly and added that it would consider extensions of time if needed in individual cases to submit necessary engineering details in applications.

Wildroot Signs

Wildroot Co., Buffalo, N. Y., starts sponsorship Oct. 13 of a half-hour musical show featuring Woody Herman & His Orchestra, Thursday 8-9 p.m. on full American network. Contract for 52 weeks was placed through BBDO New York.

G. E. WILL HAVE 10 CHRISTMAS MODELS

GENERAL ELECTRIC Co, Schene- cady, expects to have 12 radio models on the market in time for Christmas buying, with first table model line production starting Oct. 1, and others following at approximately one week intervals, according to Paul L. Chamberlain, sales manager of the receiver division.

Company will start manufacturing more standardized and lower priced sets, with production of its full radio line starting early next year. Although all plans are contingent upon availability of materials and components, by Christmas it is expected 12 models will include an AC-DC battery portable, a radio phonograph console incorporating new G. E. electronic reproducing system, and 10 table models of wood and plastic.

Expanded FMIB Program Planned

Board of Directors Meeting Tuesday Will Get Outline

A PROGRAM for the future operation of FM Broadcasters Inc., calling for expanded activities as a service organization will be proposed to the FMIB Board of Directors, meeting Tuesday (Sept. 25) at the Waldorf-Astoria, New York.

An executive committee, named Aug. 14 by President Walter J. Damms, WMFM Milwaukee [BROADCASTING, Aug. 20], to recommend the organization's future policy was to meet in New York Monday to draw up a final draft of its proposal. The committee are Wayne Coy, Washington Post, licensee of WIXN Washington and applicant for W3X0, the Jansky & Bailey FM outlet in the Nation's Capital, chairman; Cecil Bailey, general manager, WNB-FM Binghamton, N. Y., and Gordon Gray, president, WMIT Winston Salem.

Majority Opposed

Although Mr. Coy declined to discuss his committee's recommendations, pending final decision by the full group, the majority of FMIB members opposed an invitation of the NAB board to merge with NAB [BROADCASTING, Aug. 19]. With allocations finally out of the way and FM on the verge of starting its full growth, it is understood that the executive committee will emul- cate a strong policy for future operations.

This policy will include the expansion of the organization's Washington office and establishment of several departments to provide full service to members and liaison with the FCC and Congress, the latter where legislation is involved.

FMIB members are understood to feel that the Commission's allocation plans and its Rules & Regulations [BROADCASTING, Sept. 17] will not permit the development of FM to its full technical possibilities. A dearth of channels will make for more rigid regulation, it was pointed out, and such regulation by necessity will restrict the technical development of this improved method of broadcasting.

The status of Myles L. Loucks, managing director of the FMIB Washington headquarters, and Philip G. Loucks, general counsel, remained unchanged last week. Both men have tendered their resignations, but it is understood the executive committee will recommend that the Loucks brothers continue. Philip Loucks was managing director of the NAB prior to Neville Miller's election in 1935.

Publisher Buys

WILLIAM H. WISE & Co., New York (direct mail book publisher), starts sponsorship Sept. 22 of Galen Drake, Saturday 10-10:15 a.m. on 63 American stations. Series is contracted for 52 weeks thru Huber Hoge & Sons, New York.
Energy radiates from standard quarter-wave antennas at comparatively high angles. Sky waves are of little practical use in a station's normal service area.

WKY's antenna was designed to squash down sky waves and use this energy to push farther out along the ground. This effect has been achieved with amazing success.

If all the power shot into space by the average radio station could be concentrated along the ground, its effective coverage could be substantially increased.

To achieve this effect, WKY invested nearly $250,000 in new transmission facilities and built a 915-foot Franklin double half-wave antenna especially designed to squash down useless skywaves and concentrate them along the ground.

This daring experiment has proved an astonishing success. Field strength tests, now being made, show a marked increase in WKY's primary coverage.

This means, of course, better radio service for more Oklahomans and increased selling power for WKY advertisers.
ON THE SERVICE FRONT

American Troops Hearing Broadcast From Mobile Units

AMERICAN occupation troops in Japan are already hearing AFRS broadcasts from five mobile stations activated in Tokyo, Nagasaki, Osaka, Aomori, and Keijo (Korea). Stations, mounted in trucks originally used for Ordnance Repair, were reconstructed with sound-proof studios, specially fitted controls and carry their own generating equipment. With installation of permanent facilities, the "air-on-wheels" studios will be taken to other areas. Scheduled for Japan are 17 AFRS stations.

Supplied with two months entertainment, backlogged, of transcribed programs from AFRS Los Angeles, permanent stations will soon be placed on regular circuits flown by the Air Transport Command. Two AFRS San Francisco shortwave transmitters are beaming news, special events, and sports programs to the mobile stations for rebroadcast.

Concept of mobile stations was blue-printed several months ago by Col. Ken Dyke, Lt. Col. Ted Sheride- man, Maj. Graf Boepple and Capt. Harmon Nelson. Original homeland invasion plans called for mobile stations to be landed between D-Day and D plus 15, and were scheduled to go into operation on beachheads within 30 minutes after landing.

Station personnel including one officer and six enlisted men for each station unit, were also trained as Infantry troops.

The "Right Combination"

✦ 550 Kilocycles
✦ 5000 Watts
✦ 704-Ft. Self-Supporting Vertical Antenna
✦ Highest Soil Conductivity
✦ Top NBC Programs
✦ Local Programs with Listener Appeal

TOGETHER ... Your Key to Sales Success in the Northwest!

Write Direct or Ask any JOHN BLAIR Man

SHORT SNORTER gets a going over by this group of radio writers, directors and producers before taking off for Atsugi Airfield near Tokyo in their tour of the Pacific. They include (l to r): Lt. Col. Jack Harris, radio officer for Gen. MacArthur; Edwin L. Dunham, NBC producer of the Army Hour; Milton Wayne, editor of Cavalcade of America; Les Mitchell, director of Stars Over Hollywood; Lindsay MacHarrie, producer-director of We the People; Joseph T. Ainley, director of Grand Hotel, Guiding Light; Burr E. Lee, director of Bachelor's Children; Nate Tufts, supervisor of Jack Benny, Bob Burns, Dick Haymes and Mayor of the Town shows; Hobart Donavan, writer of Buster Brown Gang and Life of Riley; Capt. Peter McGovern, who conducted the tour.

AFRS Filmed

HIGHLIGHTS of production and activities of Armed Forces Radio Service, Los Angeles, as a combined operation of War and Navy Departments, are being filmed by Navy Photographic Services. Production is being handled by Navy Dept. Services Division headed by Capt. Gene Markey. Lt. Don Cameron, USNR, is script writer, with Lt. Ross Winnie, USNR, director. Lt. (j.g.) Jules Epstein recently completed story outline while on temporary assignment from Washington.

Symphony Sympathizers?

IN SPITE of the fact that Sgt. Milford "Red" Werner has had only one request for a classical number by a GI in two years of record programs on AFN, T/5 Bill Davies, former announcer, newscaster and producer for WCBA and WSAN Allentown, has enough faith in symphony sympathies of GI's to run a program of classical music three hours a week on AFN-Frankfort. Cpl. Davies feels that the lack of response can be explained by the fact that symphony lovers aren't the kind of people to write to stations. He is, however, urging classical fans to write to him so he can prove his point to Sgt. Werner.

Strobing Free Again

Sgt. Irving Strobing, the Brooklyn boy who tapped out the last message from Corregidor before the surrender to the Japanese,

(Continued on page 38)
ELECTRONIC TELEVISION
IS AN RCA DEVELOPMENT

This is the tenth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—\textit{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.

10. THE VIDEO TRANSMITTER

The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA. Wartime requirements stopped production of this equipment, but RCA engineers have continued to increase their knowledge and experience in this field by building many types of equipment for the military services. Moreover, a close relationship with NBC engineers regularly engaged in television broadcasts provides RCA engineers with a constant flow of data derived from experience in the practical use of the equipment. Such information is translated by these engineers into detailed plans for product improvements. Thus the RCA Video Transmitter of the postwar period will maintain RCA leadership in the television field.

\textit{The Fountainhead of Modern Tube Development is RCA}
Service Front
(Continued from page 34)
isan again. He has been a prisoner of the Japanese, where "it was work or starve. Or probably both. You filled your ten cars of rocks every day or you missed your food and your rest periods."

A corporal when he was taken, he is now a sergeant. It was he who sent the famous message, "They are not here yet. We are waiting for God knows what. How about a chocolate soda?"

"We've got only an hour and twenty minutes." Then after a long silence, "only 55 minutes now. They are breaking up the rifles. Gen. Wainwright is a right guy. We are going to go on for him." Finally there was complete silence. It lasted for three hours.

AAF Band Featured
NEW AAF series started last Friday on Mutual, 12:30 p.m. Titled Army Air Forces Band, program will originate from Bolling Field, Washington, and in addition to the band, includes wire recordings from overseas. Led by Capt. George S. Howard, the band has just returned from a tour of England, Scotland, and France. It uniquely features 60 symphony musicians and 40 dance band musicians. S./Sgt. Glenn Darwin, formerly of the Metropolitan Opera Co., is vocalist. Script is written by Sg t. Jerome Layten.

Maj. Tidwell to L. A.
MAJ. EDGAR L. TIDWELL, after 37 months overseas, has been placed on duty with the broadcast service section of AFRS Headquarters in Los Angeles. His last previous duty was managing the AFRS station in Manila. Before entering the service, Maj. Tidwell was with the Don Lee outlet in San Diego, KGB. Just returned from England and also placed with Broadcast Service is Lt. John Nelson, USNR. He was a radio producer with Raymond Morgan agency before the war. Captain Frank G. King, officer-in-charge of the New York office for AFRS, has arrived for a month's temporary duty. Capt. King was an account executive with Blackett, Sample and Hummert.

Baruch Released
MAJ. ANDRE BARUCH, in charge of radio branch of Army Service Forces, Bureau of Public Relations, in New York for four years, was discharged Sept. 18. He expects to return to radio as director and producer.

Award Winner
WILLIAM GEORGE WESTON, staff announcer of WFCI Pawtucket, R. I., has been chosen one of the annual winners of the Doctor Christian Radio Drama awards. His play, The Wolf Called Navy Blue, will be presented on CBS Doctor Christian program Sept. 28.

McLeod Sees Television
As Boon to Advertising
TELEVISION may prove revolutionary in the field of sales promotion, William H. McLeod, vice-president of Wm. Filene's Sons Co., Boston, said in an article in the September Promotion Exchange, monthly publication of National Retail Dry Goods Assn.

"In our promotions to date," Mr. McLeod said, "we give our customers sound over the radio, illustrations in newspaper advertisements, and color in our windows, interior displays and fashion shows. But in television, all these things combined will come to life—a neatly wrapped up advertising package—deposited in the customer's lap.

"None of us is particularly proud of the way department stores have made use of the opportunities of radio," Mr. McLeod continued. "The coming of television offers a new challenge, and many publicity people with whom I have talked voice the opinion that department stores should see to it this time that they do not fumble the ball. They have certainly muffed it in the broadcasting field."

WPEN Reorganization
NEW ADDITIONS to staff of WPEN Philadelphia include: Jeff Radley, former production manager of WFIL Philadelphia, who will assist in production; Norman Land, to supervise all musical programs; John J. Kelly, former WIP Philadelphia publicity director and recently with American Red Cross, as new publicity and promotion director for WPEN. New announcers are Ed Starr, formerly of WBAQ Memphis; Bob Johnson, formerly with WINS and WENF Milwaukee, and Allen Gray, new to radio.

Announcer Jack Cleary has been shifted to WPEN accounting staff, reorganized under supervision of John Banzhof, office manager. Kay Conlin, former WIP traffic manager, joins WPEN in same capacity. Celia Seltzer, from WFIL, will assist in program building. Tom Corcoran will be in charge of studio maintenance. Four new engineers are Horace Fowler, from KYW Philadelphia; Guy McGill, from WITC Baltimore, and Hank Mayo and Bob Myers, new to radio.

Franklin T. Woodward
FRANKLIN T. WOODWARD, 63, consultant attorney and for the past eight years general patent attorney for Western Electric Co., New York, died Sept. 17 at the Holly Hotel, New York. He leaves a widow, two sons and two daughters.
To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's "listener habits" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
North Carolina farmers aren’t refugees from “Tobacco Road”. North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to 1945 Sales Management estimates, gross farm dollars in North Carolina exceed 635 millions, more than doubling the average for all nine other Southern states, and outranking the next Southern state by more than 250 million dollars. Isn’t this kind of prosperity that you’re looking for?

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

50,000 WATTS — NBC RALEIGH, N.C.

Free & Peters, Inc., National Representatives

**Campbell**

(Continued from page 10)

$7,000,000 to $10,000,000 a year, supports a vast organization, administrative and engineering, pays for the technical equipment and development, and for the talent. This amount would not support our American system for one month! Our top radio talent is paid more for a single broadcast than the best English entertainers get for a whole year. How can it be compared, except to the detriment of our overseas friends? Who can say that given as much money as we have, they couldn’t do as good a job in the home service?

The British overseas service is subdivided into two parts, one directed at the dominions and the other at the non-British world. Because of the unreliability of short-wave signals, overseas service, British or otherwise, is not dependable and therefore not particularly effective.

The French and Italian home services may be dismissed as heroic attempts to do the best possible job with what little they have. Radio Diffusion Francaise is the official French radio service. Before World War II its service was part “commercial” and part tax-supported. Now those in charge are going all out in their effort to make post-war radio wholly tax-supported. They are doing this while admitting that commercial radio, which provides greater revenue, undoubtedly would provide better programs.

Radio Roma is in about the same poor financial state as is the French radio. The Germans either carried off or destroyed as much equipment as possible when they were driven out, and neither the French nor the Italians have the money to replace it, even if they could get the materials. They will come back, of course, but it will be a long time and the return trail will be clogged with many disillusionments and disappointments.

Just as during the war every allied nation was shooting propaganda at the Germans, now every nation is sending “information” to them. Note that during the war it was admittedly propaganda; now it is called information.

Our wartime Psychological Warfare Branch has become now the Information Service Branch. From Radio Luxembourg and other powerful transmitters we are telling the Germans what we want them to know and to do. Our news services are, insofar as it is possible, straight news reports. But beyond that, radio is playing a tremendous part in the re-education and re-orientation of the conquered peoples within the American zone of occupation.

Just what the British and the Russians are doing, I don’t know. We learned at Hamburg that the British operations within their own zone were going their own merry way. The director said quite frankly that he had no idea what we or the Russians were doing. In Berlin broadcasting house—the largest in Europe thanks to Propagandist Goebbels’ early recognition of the power of radio—Russians operate the broadcasting services formerly used by the Germans. Perhaps the idea is diplomatically naive, but I have the feeling that some sort of common policy and objective should be set up among the Allies with regard to radio services.

The American Forces Radio Service is just one of the many "extras" Uncle Sam has provided for the boys and girls in uniform. Ever since our service men have been overseas in any force, they have had their American radio programs brought to them over their own radio stations and the American Forces Network. There are enough stations to carry their radio to more than 85% of them.

Many of the popular programs of the four American networks are sent overseas. "Names" in the entertainment world are now in uniform, playing a tremendous role in trying to keep the boys happy. "Commercial" are deleted from the programs, not because they are objectionable but because many of the products advertised, particularly on some of the finer programs are not available to overseas listeners. But the boys get their sales talks just the same; they are sold bonds, safe driving, measures, and the many things it is important for headquarters to get over to them in a hurry. But this does not mean censorship in its meanest form. Subject only to military necessity the stations’ programs are in the hands of the G.I. Joes themselves, most of whom were radio men back home before the war.

In England especially, because of the common language, the American Forces programs were gaining in popularity. It was estimated that at the peak of our operations in England, 5,000,000 Britishers listened to the American services. The American programs, especially musicals, likewise are very popular with the natives of the other countries. Language differences were overcome in many instances when the more important programs were announced bilingually.

Altogether, it is rather tragic to see the futility of the efforts the European home radio services are making to compete with American imagination and talent, backed up by the Yankee dollar.

**Servicemen Invited**

FIRST of a series of national ads was placed by WMT Cedar Rapids—Waterloo, Iowa, in the Army Times, inviting returning servicemen to make Iowa their future home. The ad shows the state as the "land of opportunity", explaining the many economic and social advantages to be found there.
SAME OLD LATCH-STRING

The houses look new. Many of the faces are new. But the same old latch-string is in easy reach, if you travel to it over the clear-channel, 50,000-watt signal of WSM’s frequency. Twenty years of consistent friendship and true understanding have put WSM permanently on the list of welcome guests in this area of five million people who are mighty choosy of their guest-list.

THE STATION THAT’S HIGH ON AN EXCLUSIVE GUEST-LIST

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
152 COUNTIES AROUND
SHENANDOAH, IOWA

THE MEANING OF MAIL

- What does radio mail indicate, regarding listnership?
- What are the listener writing-habits you must look out for?
- How does audience mail indicate station coverage?

You can’t really give an authoritative answer to any of these $64-questions until you check your copy of the 1945 Radio Mail Study—which is yours free for the asking!

For the second straight year a firm of certified public accountants has analyzed the complete mail response of KMA over a 12-month period. The 488,434 pieces of commercial mail received in 1944 were analyzed for you. New and current facts throw light on questions actually submitted by advertising men themselves.

To get your copy, just drop a card to Research Director, Station KMA, Shenandoah, Iowa. But do it now, please, while copies are still available.
Nobody knows results like a retailer. His advertising dollar stacks up against the harsh but accurate measure of daily sales figures. He has to buy on a results-per-dollar basis. Evans Fur Company, long noted as one of Chicago's most intelligent advertisers, figured things out this way and chose the New WJJD to carry an important part of its 1945 campaign. Naturally we're proud. The New WJJD likes to be measured on a results-per-dollar basis.

That's where we show up best!

SPECIAL: Post-baseball programming is opening up a few choice availabilities. Better check your fall schedules and make your reservations now!
Sponsors

(Continued from page 40)

Chester, has signed 50-week contract for<br>rites of station breaks effective Oct. 2,<br>Penney is Mitchell Faust Adv., Chicago<br>ter John's Medicine Co., Lowell<br>has, (patent medicine), has placed 50th<br>weekly contract for sta<br>breaks effective Oct. 1 thru John<br>7, Queen Co., Boston.<br>ylors Ltd., Hamilton, Ont. (food<br>product), is starting weekly transcribed<br>quarter-hour program "Magic Detective"
for 52 Canadian stations, twice daily<br>on CKC Hamilton and a half<br>hour weekly French program on CKAC<br>(Montreal) and CHIC Quebec. Account<br>aced by Russell T. Keely Ltd., Hamil<br>ton, and James Fisher Co., Toronto.<br>
(TATIONAL Toiletries, Paris, Tenn.<br>Medina W asleep cream), begins sponso<br>ship Sept. 24 of chain breaks six<br>days weekly on WSB WAPT WALK<br>ARK WMZ WMWS WMBS WJBY KDMD<br>FMW KMTR KTRA WACO WMHO<br>fore stations will be added. Contract<br>to approximately 15 weeks placed by<br>soe. Williams & Cleary, Chicago.<br>AUTZ MOUNTAIN Products, New York<br>on Sept. 24 starts quarter-hour "Canary<br>et show" Sunday on KOKO Ft. Worth.<br>Bex, thru George H. Hartman Co., Chi<br>cago, Davis Hnt Co., Dallas thru Grant<br>Adv., Dallas, has signed for Saturday<br>quarter-hour "Early Bird" program on<br>WFAA Dallas. Dr. Rees & Clark Inc.,<br>ashland, O., has placed 30-month schedu<br>of announcements on KROK thru<br>N. A. Ayer & Son, New York.<br>ALTER BREWING Co., Eau Claire.<br>W, has started quarter-hour "Man On<br>the Street" program three-weekly on<br>Wau Claire.<br>
DAYTON SPIRE Mills, Dayton, O. (Old<br>Reliable coffee), Sept. 24 started transcribed<br>program featuring Stilin' Sam and Charlie<br>Magnani orchestra on<br>WMAT WKRC WING WSPD<br>WISH WWO MOT WWA WSAZ<br>
FRANK KENNA, president of Marlin<br>Firearms Co., New York, is to be award<br>the gold medal of the Adv. Club of<br>New Haven at a dinner to be held at<br>New Haven in November.<br>
CONTIDENTAL Can Co., New York.<br>Sponsor of CBS show "Report to the Nation,"<br>begun Sat. 10:15-10:45 p.m. to<br>on 142 CBS stations, is revamping format<br>of show to place future stress on enter<br>tainment rather than news. Initial ex<br>panded was tried Sept. 12.<br>HARTFORD TEXTILE Co., Hartford<br>(plasticized fabrics), now sponsor<br>Arthur Feldman. American corresponden<br>at London. In news commentary,<br>Sun. 8:30-9:30, on WJS New York.<br>Agency is Hirschhorn-Ostfeld, New York.<br>
MARYLAND PHARMACISTS, Sept. 24, 1945<br>Baltimore, Md., has scheduled series of<br>scripts for three WGN Chi<br>cago programs sponsored by Peter Hand<br>Brewing Co., Chicago, for Meisterbrau,<br>is Billy Sauders, radio director at<br>Mitchell Faust Adv., Chicago, with<br>(1 to 1) Ed Kahn, producer of "Mystery<br>House" and "Crime Files of Madison!"<br>Fred Levings, producer of "County<br>Sheriff," and George B. Anderson, who<br>writes all three scripts for the sponsor.<br>14 announcements weekly for Rem on<br>Excelsior, with contract thru Joseph Katz Co., Baltimore. Iodent<br>Chemical Co., Detroit (toothpaste), has<br>placed a series of 16 one-hour spots weekly<br>for 15 weeks on KTW through<br>Universe Foods Co., New York.<br>NEW YORK (Herb-Ox Bouillon Cubes), is<br>issuing that weekly participation in<br>Ruth Kennedy's women's program on KTV<br>(26 weeks) thru A. H. McLean Co., New York.<br>S. Gumpert & Co., New York.<br>(Bouillon Cubes), thru John<br>KWY spotting but in contracting for<br>three-quarter-hour periods weekly of<br>Hallway Card.<br>GENERAL FOODS Corp, New York<br>through Flatiron-Golden), placed sponso<br>ship Sept. 10. the Yiddish Art The<br>ater of the Air" starring Maurice<br>Levings, "Blonde from Hollywood."<br> For 16 weeks. Ruthrauff & Ryan, San Fran<br>cisco.<br>
PARAMOUNT PICTURES Inc., New<br>York, in a pre-selling campaign, will use<br>radio along with other media, spending<br>more than a million dollars to adver<br>tses and promote four films, "Incendiary<br>Blonde," "Love Letters," "You Came<br>Along" and "The Lost Weekend."<br>Agency is Buchanan & Co., New York.<br>
CARTER PRODUCTS, New York (Arild),<br>for 24 weeks. Agency is Small & Seltzer.<br>New York.<br>
AMERICAN CHIROPRACTIC Assoc.,<br>Los Angeles, has appointed The Tullis Co.,<br>Los Angeles, to handle its advertising<br>and on Sept. 25 started weekly quarter<br>hour "Crazy Test" telephone quiz pro<br>gram on KFIL Hollywood. Contract is for<br>52 weeks. Agency is Small & Seltzer.<br>New York.<br>
UNITED DRUG Co., Toronto (Retail<br>stores), has started three-weekly five<br>minute transcribed programs on a num<br>ber of Canadian stations. Account<br>placed by Ronalds Adv., Toronto.<br>GAVIN ICE & FUEL Co., Vancouver,<br>has started half-hour "Hollywood Ra<br>dio Theatre" weekly on CKWX Van<br>ouver, Account placed by Cockfield, Brown & Co., Vancouver.<br>OGILVIE FLOUR MILLS Co., Montreal<br>(cereals), has started three-weekly spots on<br>a number of Canadian stations. Ac<br>count placed by J. J. Gibbons Ltd., To<br>ronto.<br>SUPERTEST PETROLEUM Inc., Lon<br>dond, Ont. (gasoline), has started "Com<br>mand Performance" transcribed pro<br>gram on 16 Ontario and Quebec sta<br>tion. Account placed by Harry E. For<br>ster Agencies, Toronto.<br>FOREMAN & CLARK, San Francisco<br>(men's clothing), has started daily quar<br>ter-hour newscast on KFAB San Fran<br>isco for 26 weeks. Contract placed by<br>Botsford, Constantine & Gardner, Los An<br>geles.<br>INDUSTRIAL Management Co., Air<br>brush Laboratory division, Los Angeles, has<br>named Lockwood-Shackelford Adv., Los<br>angeles, to handle campaign for new<br>DDT product, Insecto-Bits.<br>
THE PERFEX Co., Shemondock, 1a.<br>has started a series of "Sunday<br>announcements on KMXX KOTA<br>WKD WBOY WTVX KJBL. Similar<br>schedules starts Sept. 24 on WOC Daven<br>ton, Ia., now being used on WOOC Minneapolis. Agency is Bucha<br>nan & Co., Dallas.<br>ATLAS BREWING Co., Chicago, Sept.<br>21 begins sponsorship of Thursday and<br>Saturday quarter-hour sports analysis on<br>WMAB Chicago and Sept. 22 started quarter<br>hour program on WCFI Chicago<br>following football games. Agency is<br>O'Sullivan Adv., Chicago.<br>COLONIAL DAMES Inc., Hollywood<br>(cosmetics), Sept. 22 starts twice-weekly<br>participation in "Charm School of the Air"<br>on WGN Chicago. Firm is also using twi<br>week announcements on KWSI Chicago. Contracts for 3 weeks<br>placed thru Ahlstrom Kimball Co., Los<br>angeles.<br>BALLARD & BALLARD, Louisville (Obe<br>lisk Flour), has started "Hymns of the Month" program thru Saturday 8:15-8:30<br>a.m. for 52 weeks on Tobacco Network<br>(WNCO WPNC WOTM WWCN WOTC<br>WHIT).<br>CBS is changing operating schedule of<br>WCBW, its video station in New York.<br>to Tuesday, Wednesday and Friday even<br>nings effective Oct. 1."

Loyalty... in Philadelphia

WDAS Audiences Have Been LOYAL<br>For More Than Twenty Years

All because Philadelphia's Outstanding<br>Independent radio station has been giving<br>Philadelphians what they want since 1922... a variety of popular programs... the latest news on the hour every hour... and three hours of classical music every day.

With "Loyalty" like this, it's no wonder 78 percent of this station's sponsors renew regularly.
A novelty among sister-teams... Judy and Jen are sisters. This devoted pair have won a deep place in the affections of audiences in the WOWO Tri-State area, by their daily broadcasts and frequent personal appearances.

These versatile sisters are equally at home in ballads, popular songs, folk-songs, and hymns. Their popularity is evidenced by the heavy volume of their request-mail. They defer to the audience and take unusual pains to sing the songs requested... an accommodation which endears them to their large and loyal following.

Two Judy and Jen programs are heard daily... at 7:30 in the morning, and at 2:15 in the afternoon. They are currently available for sponsorship on either period... ideally timed to reach the housewife. You will find their complete story in the WOWO Cradle of the Stars Audition Library. You may hear them at the NBC Spot Sales office nearest you.
Brantley in Hospital

J. CARSON BRANTLEY, head of the Salisbury, N. C., advertising agency bearing his name, is improving at Rowan Memorial Hospital, Salisbury, although he will be confined for several weeks. Mr. Brantley was suddenly stricken Sept. 7 with stomach hemorrhages, necessitating five immediate blood transfusions. He has had several transfusions since. Definite cause of his illness has not been determined.

are to remain on the West Coast for two weeks to supervise start of several network programs produced and serviced by agency.

JAMES A. BERG, former assistant advertising and sales promotion manager with Bacardi Imports Corp., New York, has joined the Detroit staff of Geyer, Cornell & Newell as assistant account executive.

KENNETH BERT, former advertising manager of Zoor division of Armstrong Cork Co., and associated with Montgomery Ward Co., has joined Fuller & Ross, New York, in merchandising department. GILBERT MORRIS, former vice-president of Rickard & Co., has joined Fuller & Smith & Ross to do copy account work.

MYRON P. KIRK, radio director at Arthur Kudner Inc., New York, has left for California to look over new talent and package shows. Mr. Kirk expects to return in six weeks.

WILLIAM J. PATTERSON, released from the Marine Corps after three years service, has returned to R. B. LaQuatte Inc., New York, in an executive capacity involving contact work.

DORENIUS & Co., New York, advertising agency and public relations counsel, has reopened London office with MAJ. WALKER G. SMYLY as managing director. Office was originally opened in 1928 but became inactive in 1939 when Maj. Smyly entered the British Army. Office is located in Bush Lane, Bush Lane E. 3, London.

GRAEME McLEOD, former copy chief at Warwick & Legler and Young & Rubicam, New York, has joined the copy staff of Arthur Kudner Inc., New York.

ROBERT E. MASON, formerly with Los Angeles agencies, has joined Gray & Rogers, Philadelphia.


JIM BISHOP, formerly public director of Los Angeles Junior Chamber of Commerce has joined Bixson-O'Donnell Adv., Los Angeles, in similar capacity.

BEAUMONT HAS MONEY TO SPEND ... NOW! -- LATER!

.Embed image

DAIRYING

Conditions in KFDM's area are such as to permit DAIRYING to be greatly expanded by the location of Milk Condensing and Drying Plants, Good Pasturage, mild climate, water, grain, forage and silage crops. And DAIRYING is only one of many industries contributing to KFDM's $85 million dollar effective buying income market.

Cowan to Open New York Office; Leaves OWI Post

LOUIS G. COWAN, who resigned last week as chief of the New York office, Overseas Branch, Office of War Information, will open a radio production office in New York, suggesting that he was not parting with his Chicago firm, Louis G. Cowan & Co., but following an extended vacation.

Originator and producer of the Quiz Kids, Mr. Cowan said he plans to expand his activities into the non-theatrical motion picture production field. He took a leave of absence from his firm in 1941 to become consultant to the Radio Branch, War Dept. Bureau of Public Relations. On formation of OWI Mr. Cowan was loaned by the War Dept. to OWI to help organize its overseas branch. He later was named chief of the New York office.

Thomas A. Malley, deputy chief under Mr. Cowan, will head the New York office of Interim International Information Service, successor to the OWI Overseas Branch.

No Ads in Britain

AMERICAN advertising interests who hope Britain will adopt commercial radio may as well save their breath, according to Edward R. Murrow, CBS European director, who was writing of advertising in the New York Post. "That's one thing that is not going to happen," he wrote.
GOOD NEWS FOR BROADCASTERS

REL 88-108 Megacycle Band

FM BROADCASTING TRANSMITTERS IN ASSEMBLY

Place Your Order Now!

These REL broadcasting transmitters can now be ordered . . . to meet or exceed present FCC requirements.* Entirely new . . . with important design advancements in the Armstrong Modulator . . . providing simple, stable . . . even more efficient performance than ever before!

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<tr>
<th>Power Output</th>
<th>Cat. No.</th>
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<tr>
<td>250 watt</td>
<td>549 ADL</td>
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<tr>
<td>1000 watt</td>
<td>518 ADL</td>
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<tr>
<td>3000 watt</td>
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Note: Future REL advertisements will give you information regarding transmitters of higher power. Watch for them!

Wire or write today for technical data, prices and delivery . . . or better yet . . . do as other broadcasters have already done—send your order, subject to later confirmation, thus assuring early delivery.

* All REL FM Transmitters are guaranteed to meet or better the FCC standards of good engineering practice for FM Broadcast stations.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation Radio Engineering Labs., Inc

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
$500.00 VICTOR

For an illustration and

“WOV IS THE KEY TO

READ THESE SIMPLE RULES

1—The contest is open to everyone except employees of WOV, its advertising representatives and advertising agency.
2—Submit as many ideas as you wish but each idea must be confined to 100 words and include headline for advertisement and suggestion for photographic illustration.
3—All entries must be received or postmarked no later than midnight, October 15, 1945 and should be addressed to Contest Dept., Station WOV, 720 Fifth Ave., New York 19.
4—All entries become the property of WOV and contestants relinquish all rights to any suggestions they submit. No entries will be returned. Winning entries will be selected solely on the basis of their value in clearly and accurately stating WOV's story.
5—Duplication of ideas used in former WOV advertisements will not be accepted.
6—The names of winners will be announced in this publication during the month of November, 1945.
7—Prizes to be awarded are as follows: First prize, $500.00 Victory Bond; second to fifth prizes inclusive, $25.00 Victory Bond. (Amount of prize is maturity value.) In case of ties duplicate prizes will be awarded.
BOND FOR AN IDEA

headline that will tell the story of how

TWO NEW YORK MARKETS”

FOR close to two years, full page advertisements have appeared in this magazine, describing WOV’s coverage of two great metropolitan New York markets. These pages have explained how WOV offers a continuous, around-the-clock audience. And now we need some more ideas for illustrations and headlines with which we can continue to advertise the story of WOV’s night and day coverage. There’s a $500.00 Victory bond waiting for you if you come through with the idea you like best. And there are $25.00 Bonds for the next five winners. Here are the facts upon which your illustration and headline should be based. As the result of giving listeners the programs they want to hear, WOV enjoys a continuous, balanced audience from early morning 'til midnight. In the daytime, WOV overwhelmingly dominates metropolitan New York’s Italian-speaking market of 520,000 radio homes. And, in the evening, during Hooper checking hours, WOV delivers one of the largest metropolitan audiences of any New York independent station, at less than half the cost of the next ranking station. That’s the story. So get busy and send us an idea (or as many as you want to). Illustrations and headlines reproduced here and which have been used in previous advertising may be of help. It will be fun. And it can be profitable to you. Read the simple rules and start jotting down your ideas now.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat’l Rep.
The Crosley-Avco Case

The Crosley-Avco decision issued a fortnight ago finds the FCC majority in sharp disagreement with the minority and the minority in dissonance among its own membership on matters of grave issue to all broadcasters. The problem is of pertinent and immediate concern for it finds the Commissioners divided among themselves not only on the narrow question of general administration, but on a broad principle concerning the extent of its power.

Numerous conclusions can be drawn from the 44-odd pages of discourse penned by Messrs. Porter, Jett, Denny and Willa for the Commission. Walker, Wakefield and Durr for the minority. But the most obvious, and the most provocative, is that the Commission has reached a vital crossroads in regulation and, blind to any guide signs which will indicate its future policy, has turned to Congress for help.

Never perhaps in the history of American broadcasting has an affirmative action taken on any issue before the FCC been attended by such profound apology and regret. The majority regrets granting the application for transfer of Crosley radio properties to Avco. The minority regrets it. Yet a grant has been made because, as shown in careful delineation by the majority, no point in law nor in the philosophy of regulation prevents it.

Incidental conclusions find the Commission proposing that in the future no broadcasting property should be sold by a licensee to a bidder unless the amount of the bid is made public for 60 days and all aspiring bidders are given an opportunity to match the bid and be considered for the facility. The Commission also seeks Congressional direction as to the extent of its power in determining a fair price for a facility.

Throughout the decision there is apparent on the part of the majority and the dissenters alike a desire to tighten Federal control over licensees. To the latter the Commission has the hope that it can establish an open-bid method of transferring licenses. The Commission observes that in the absence of such procedure a licensee controls the destiny of his outlet.

By terms of the Commission's proposal, Licensee A would, let us say, be offered $200,000 for his property. This price remembar, is for the property with its attendant goodwill, not for the frequency which the law specifically states cannot be owned. The Commission and the licensee are, under the Commission proposal, to publicize this bid for the station over a period of 60 days, during which other applicants may file for the facility on the same contractual terms. At the end of that interim, the Commission will consider all applicants and grant to the transferor who, in the Commission's opinion, is best qualified.

What if, in such event, the Commission chose an applicant other than the one with whom the licensee originally proposed to do business? What if this applicant, who seemed unanimously satisfactory to the Commission, was not satisfactory to the licensee? What if he tells the Commission flatly, "I won't do business with the applicant of your selection."

The Commission presumably has not established that Applicant A CANNOT operate in the public interest; it has concluded only that Applicant B can do a BETTER job, a process that might get down to hairsplitting.

The licensee, under such circumstances, would be qualified to withdraw his offer, the FCC states. He is himself not on trial for his ability to operate in the public interest, for he already holds a license. And if he withdrew and announced that he would not, under any circumstances, sell his station, then what would happen? The property would pass to individuals of his own selection upon his death and, the FCC purposes, there would be no open bidding on the facility in such an event.

In other words, all a broadcaster has to do to transfer his station on his own terms to a qualified licensee is die.

What, in such event, happens to the FCC's determination that a licensee should not under any circumstances control the disposal of his facility to the extent of selecting the new owner? Stations could be held in the same families for years. Does such a theory encourage the competitive spirit in license transfers which the FCC acknowledges is sought?

And furthermore, does the Commission presume, in the instant case, that Powel Crosley Jr., to whom WLW is in many ways a living monument, would for gain alone pass its ownership to an entity which would operate it on the general principles of a hock shop?

This is not to argue that broadcasting stations should be operated as sidelines to other endeavors. Broadcasting stations are so constituted, and occupy such a unique position in relation to the public good, that their management should be in the hands of men who are morally and financially able to improve them.

The Commission proposes, also, to seek Congressional general authority to fix prices at which transfers can be made. Such action, of course, is directly contrary to the proposition that broadcasting stations are not public utilities. Congress did not intend that they should be. The Supreme Court, in the celebrated Associated Press case, emphasized the public nature of the newspaper business. Is a newspaper operated theoretically any less in the public interest than a broadcasting station? Would there be a Government body to fix prices on newspapers, too?

The question is not price. The question is public service. To that extent, the minority's opinion is far more to be commended than that of the majority.

But of the myriad questions propounded by this Commission decision, the most important is that of new legislation. The Commission wants it. The broadcasters want it. Congress, as Senator Wheeler says (see p. 16), desires it.

This is a time of reconversion, and none more propitious may present itself in which to draft new legislation—a law that will define sharply the limitations of America's most valuable and cherished medium, and mark as well the boundaries of transgression within which broadcasters must operate.

Our Regards To...

JACK in his familiar groove is John Hymes, who joined Blow Co., New York, Sept. 17 as business manager of the radio department. He left OWI as station relations chief to re-enter radio as sales executive at WNEW New York.

Now he has returned to the agency field, carrying with him a wartime record that will prove of tremendous help. For John Hymes probably knows more station managers than any other man in the timebuying field. This acquaintanceship was formed during his days with the OWI when he constantly made flying trips around the country, covering 38,000 miles. During his pre-war days managers came to him and he was known as never having gone west of Hoboken. However he knew the call letters and location of every station in the country and always won the contests on this subject.

In 1942 as chairman of the timebuyers committee of the AAAA and former president of the Radio Executives Club (1940-41), he was selected, when the Advertising Council was formed, to serve on the radio advisory committee. This was the beginning of the path which led him to the OWI. His first taste of Washington came in January 1942 while operating with the Office of Facts and Figures. While with the Advisory Committee he was one of the planners and creators of the first Network Allocation Plan which was "sold" to the AAAA and the ANA and handed over to the OWI and is still one of the major plans in use with participation by more than 95% of all network advertisers. At the same time he was also on the radio advisory committee of the Coordinator of Inter-American Affairs. Thus it was natural that in June 1943 he was asked to become chief of station relations of the OWI Domestic Radio Bureau. Later he acquired the additional title of deputy chief of the bureau, replacing Bill Spire in April 1944.

John's policy while with the OWI always was to insist that Government agencies treat radio the same as other media. He opposed giving free time on radio while newspapers and magazines were being paid for delivering the same messages. During the now famous WAC controversy, John cancelled all WAC radio allocations and made the War Dept. buy time, similar to their purchase of newspaper space. He also eliminated other campaigns to which the stations objected on a commercial angle such as the cases of the railroads, telephone company and others who were buying space but getting free time. He also made the one-minute transcribed announcements avail-

(Continued on page 50)
Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network
Your 1946 Yearbook Questionnaire is now in the mails. Please answer every question promptly and accurately. It will assure you a correct and satisfactory listing in Radio's complete, indispensable reference volume.

1946 BROADCASTING YEARBOOK
ANSWERS ALL YOUR AM-FM-TELEVISION QUESTIONS

Respects
(Continued from page 48)
able to stations for sponsorship by cutting them to 45 seconds, allowing 15 seconds for the sponsor. Introduction of 20-second transcribed announcements too, came under the Hymes regime.

While attending Haverford College, Pa., from which he was graduated in 1930, John was president of the radio club which was running the first college station in the country, WABQ. Previ-ously, he had learned the technical side of radio as a ham. The school later sold the station but retained an hour a week for the Haverford Hour which he produced. John paid for 90% of his schooling by working as manager of the school's co-op store and as business manager of the college magazine.

His first job was in the research department of the N. Y. Telephone Co. in 1930. From 1931 to 1933 he worked with his uncle, John Golden, as treasurer of the Golden Theatre where along with routine business he got in a few licks as stage manager. From 1933 until 1935 he was with the Columbia Artists Bureau of CBS, handling dance orchestra bookings. One summer he made a coast-to-coast tour of one night stands with the then famous Paul Tremaine band.

Lord & Thomas gave John his first professional start in radio production in 1935. With them he did some writing and produced the Cities Service Concert, Sophie Tucker for Roitain cigars, Jasmine in Lilac Time for Pinaud and Here's Looking at You for Barbara Gould cosmetics. From production he drifted into timebuying, eventually becoming head of that department for L & T, buying time for Lucky Strike, RKO, RCA and many others. In 1942 Fote, Cone & Belding offered him a similar post and he stayed with them until joining OWI.

Born in New York City, Aug. 30, 1907, John was practically brought up in the theatre. He has seen every play on Broadway ever since he can remember. He was married in 1939 to Elizabeth Keith. They live in Manhasset, L. I. with their two children, Libby H. and John D. Jr., 4½ and 2½ respectively.

AFN Changes
SGT. FORD KENNEDY, former announcer and newscaster for WCCO and WDGY Minneapolis, has been named new editor of AFN, T/5 Jack R. Milling, former announcer for KTSM El Paso and KAVE Carlsbad, is staff announcer for AFN in London, and Sgt. John Lyons, former writer and actor for stations WFIL WCAU KYW Philadelphia, has been named continuity chief of AFN in London.

Santo Domingo Circuit
MACKAY Radio & Telegraph Co., New York, has opened a new high-speed direct radiotelegraph circuit between New York and Ciudad Trujillo, Santo Domingo. Distant end of circuit will be operated by Santo Domingo government.

Sobol Presides
EDWARD SOBOL, television producer for NBC television station WNBY New York, will preside at the initial panel discussion group meetings of the American Television Society, Sept. 26, in New York.

WHO
is "Listened-To Most" in
79 of Iowa's 99 Counties!
(in 80 counties, nighttime)
30,000 Watts - Des Moines
Free & Peters, Representatives
The Magic Empire of the Rio Grande Is One Big City Dominated by KRGV

Think only of KRGV's $650.00 per capita income market, totaling 165 million dollars effective buying power, as a PERMANENT MARKET. In this area some type of commercial crop is grown every month of the year, making it possible to keep money rolling in constantly. Through KRGV you can attract these magic dollars to your product, because KRGV is the standout station in the "VALLEY."

Affiliated With N.B.C. • Member of Lone Star Chain Voice of one of the Richest Permanent Markets in America

1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE
Durham

North Carolina's third largest city. (1940 U. S. Census) City-county are one compact unit with present estimated population of 100,000.

tobacco

Durham makes 25% of all the nation's cigarettes. Add up 94 other steady industries, rich surrounding farm land and famed Duke

University and you can see what a grand market this is. To control it, one station does the job at surprising low rates.

WDNC

Owned By
Durham Herald-Sun Papers

Represented by Howard H. Wilson Co.

Page 52 * September 24, 1945

Gen. Surles Given DSM For BPR Achievements

MAJ. GEN. ALEXANDER D. SURLES, director of the War Dept. Bureau of Public Relations, was presented with the Distinguished Service Medal last week by Secretary Stimson, in recognition of his outstanding services as BPR head.

In charge of the bureau since August 1941, Gen. Surles had the responsibility of "weighing the value of releasing information against the possibility of its affording valuable intelligence to our enemies," according to the citation. Under his direction, the Radio Branch, headed by Col. Ed Kirby, has performed its service to radio listeners before, during, and now, following the war.

FULL transcripts of the testimonies of two CBS executives, Paul W. Kesten, executive vice-president, and Frank Stimson, vice-president and general manager, have been published in book-let form by CBS as they were read into the record hearings on Radio last July. Booklet is being distributed to CBS stations, public officials, libraries, schools, and similar organizations.

WALTER VAUGHN, assistant secretary of Central Broadcasting Co. (WJO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport), has been selected secretary of Quad-Cities Control of Com- mercial Broadcasting.

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MAJ. GEN. I. R. LAFLECHE, former minister of National Defence and Canadian government, under whose jurisdiction radio licensing is made, has been appointed to a position in the American Broadcasting Co.

Mr. Travers was named Chairman of the State Radio Committee.

Walter Vaught was named secretary of Central Broadcasting Co. (WJO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport), has been selected secretary of Quad-Cities Control of Commercial Broadcasting.

Dr. H. M. Patridge

DR. HERMAN M. PATRIDGE, 4th director of broadcasts at New York U. and vice-president of the Hilldale, N. J., Board of Education died Sept. 11 at Exeter Hospital New Hampshire from a heart ailment. He joined NYU in 1926 as instructor in chemistry, became specialist in radio communication and was named director of broadcasts in 1938. He taught classes in communications and the technical problems of radio broadcasts in addition to chemistry. Patridge developed the method of producing local, rare light metal, on a commercial scale in large quantities and published a paper on his discovery in 1929. He also wrote extensively on electronics. Surviving are his wife and two daughters.

WILBUR EICHELBERG resigns as account executive of Mutual New York and will return to the Pacific Coast in mid-October as partner in the Eichelberger & Hill Broadcasting Co. Before joining Mutual in March 1943, Mr. Eichelberger had served for two years as a captain in the Military Corps where he had been sales manager of Don Lee Broadcasting. Before that general manager of KPBC San Francisco.

George A. Provo, commercial manager of KDYK Salt Lake City, is on business trip until Oct. 1 to New York and Chicago.

CAROL HOLLAND, formerly with the KALP, is now addition to the staff of KGVO Missoula, Mont., since joining VELOMA ROUSE, who resigns to be married.

HOWARD HAYWARD, former AAP field editor for WPIC New York, has joined Los Angeles staff of Paul H. Raymer Co., station representative, as account executive. He succeeds WALTER MILES, resigned.

RICHARD HIGMAN has been added to the sales department of WMOR Honolulu.


KATHRYN NAGEL is new addition to the staff of WRFD Toledo.

IRVING RASPIN, account executive of New York, who won the Broadcast ing Bowling League of Chicago’s Chicago Metro-Bowl last year, was captain of WIN 1944, which will compete against NBC MBS WEFAP WCAR WSMC.

Dr. H. M. Patridge

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"... Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities..."

"The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press..."

Harry S. Truman
President of the
United States of America
GILBERT CHASE, supervisory musician for NBC—"University of the Air," has returned to New York after 2½ months in Latin America as special music consultant for the music division of the Library of Congress.

LEONARD HOLE, manager of CBS television operations until he entered the Navy as lieutenant three years ago, has rejoined CBS attached to department of editing and cooperation as staff editor and as liaison for television activities.

ED SOBEL, NBC television producer and 1944 winner of the American Television Society award for best production, will lead a panel discussion on "Production" at the October meeting of ATS at the Hotel Sheraton, New York, Sept. 26.

EUGENE JELESNIK, violinist and band conductor, has been appointed music director of KDYL Salt Lake City.

ELISE REAM, former home economics editor of WIBC Indianapolis, has been appointed to station program department and now appears daily on morning women's program, "EXPERIENCE HOWARD," released from the Army where he did radio public relations work in the U. S. and overseas and formerly with WPFA WTAR WRC WCHS, has been named chief announcer. JAMES W. SIDDI, former continuity editor for WGL Port Wayne, Ind., and writer for WOVO Port Wayne, is new continuity editor at WIBC. MARGARET (Milk) UPBIRD, writer-announcer at KUSB Vernon, S. D., is new member of the continuity staff. DAVE LEE, formerly with WHJN WGL WOWO WCTY, joins announcing staff.

As result of recent NBC-UCLA Radio Institute at network's Hollywood studios, seven attending students have been placed as announcers. Included are: WARREN WEEKS to KECA Los Angeles; FRANCIS McLaurin to KOMG Albuquerque, N. M.; SANFORD WOOLF, to KFRC Fresno, Cal.; MORSE FERGU- SON to KGB Albuquerque; ARTHUR ROBERTS on KFRC San Francisco; JIM STOVIN to CJOR Vancouver, B. C.; JACK SIMMONS on KWEK Shreveport, La.

HELEN KANDEL, script writer, CBS educational department, is to be married Sept. 20 in New York to Herbert Hyman, psychological consultant for the War Dept.

BILL WESTON of announcing staff of WPIC Pottsville, Pa., is one of winners of annual CBS "Dr. Christian" radio drama script writing awards.


ROBERT DEAN, former announcer of WKB Kansas City, to WABC Hollywood.

GEORGE FISHER, Hollywood movie-commentator, has started weekly quarter-hour "Diesel" panel discussion on Associated Broadcasting Corp. stations.

BILL GOODWIN, Hollywood announcer, has been named for detective role in Universal Pictures Co., film, "Murder Mansions."

IVRY MAMET, released from the Army, has joined announcing staff of WXYZ Philadelphia.

LARRY SHERWOOD is new addition to announcing staff of WIP Philadelphia.

OCTAVUS ROY COHEN, short story writer and author of Florian Slapinsky series, will create plot outlines for weekly NBC "Amos 'n' Andy show" which resumes Oct. 2.

Written by FREEMAN GODSEN and CHARLES CORRELL ("Amos 'n' Andy"). radio scripts will be based on Cohen's story ideas.

JOE BARE, film comedian who substituted for MARY BOLAND on the two broadcasts of NBC "Dine Show," has signed for a featured spot on weekly program.

As result of his NATO appointment as Hollywood deputy chief of former OWI domestic radio bureau, has been assigned to Treasury Dept. War Advertising Council for Vie Department Drive and other government allocations.

PAUL MARTIN, staff director at NBC, has resigned to freelance.

CORP. RUSSELL NAUGHTON, former announcer at WDBR Hartford, Conn., is member of 50th Composite Group which dropped atomic bombs on Japan.

EUGENE KING, daytime program director of WOR New York, has started to direct an evening course in radio technique for convalescent servicemen at St. Albans Hospital.

ANGE ROUX has resigned from program department of KYW Philadelphia to return to Moravian College, she is succeeded by ALICE HUNT.

WILLIAM McGOVERN, announcer, from ETA San Francisco to KHOW Oakland.

GARRY C. SIMPSON, former producer of special events department, has resigned his wartime position with Sperry Gyroscope and re-joined NBC video staff in the production department.

ROY LOCKWOOD, in charge of NBC productions from America to Britain, has relinquished his full-time engagement with NBC's New York studios to produce General Mills "Lights of the World" program on Monday thru Friday.

RICHARD MAXWELL is featured on "Rynms You Love," program started Sept. 17 on Mutual, thru Sunday, 12-6:30-thru 4 p.m.

JONATHAN SNOW, WBBM Chicago production manager, resigns Sept. 26 to enter real estate business with his brother in Detroit.

HUGH DOUGLAS, WCFL Chicago staff announcer, replaces TOM MOORE as narrator on American Broadcasting's "Smoke Dreams" program Sunday 1 p.m. (EDT)

ROBERT DAY of KSFU San Francisco, has been named chief announcer replacement ROBERT LUE, resigned. LEE GALOD, program director of KSN San Francisco, has started weekly quarter-hour "San Francisco Calling," feature news, on Associated Broadcasting Corp. stations.

WORTHINGTON MINER, CBS manager of television, will discuss video-production aspects of television industry.

(Continued on page 56)
SHIP CAPTAIN--
FAR FROM THE SEA

Lora Price's Home Forum on Denver's KOA brings all the world to Denver housewives

Yup, Mrs. Mary Converse's the only woman captain in the U.S. Merchant Marine. And strangely enough, she's from Denver—a thousand miles from any sea. Denver women know all about her because Lora Price interviewed her on KOA's Home Forum.

Celebrities vie with famous products on the Forum. And not only Denver women, but women all over the Rocky Mountain West love 'em both. Because these women listen...and these women buy.

That they listen is proved by floods of mail and contest entries (figures on request). That they buy we know from dozens of success stories from satisfied sponsors. (It's a participating show and it's nearly always sold out, but we'll discuss it with you if you're interested.) KOA's Home Forum sells its head off.

--No wonder KOA's FIRST!

First in PROGRAMS
First in LISTENER LOYALTY
First in COVERAGE
First in POWER

and, for all these reasons...
FIRST IN DEALER PREFERENCE
(Ross-Federal figures prove it)
PRODUCTION

(Continued from page 55)

tions of fashions and home furnishings and their effect on colors, modeling, make-up, etc., Sept. 26 in a task before monthly luncheon of the fashion group at Hotel Baltimore, New York.

THOMAS F. PARSLEY, manager of orchestra personnel for WOR New York, resides as of Nov. 10.

C. G. (Tiny) RENIER, for eleven years program director of KMOX St. Louis, and at one time CBS New York producer-director, has joined KMPC Hollywood as program director. He succeeds DON OTIS who recently resigned post to devote full time to several record shows on that station.

ED MEISNER, program director of radio programs while serving with Army Special Services at Camp Lee Virginia, is new announcer with WOR Port Wayne, Ind.

WALTER KLAVUN, WIOO Bridgeport, Conn., announcer for three years, has resigned. LOU L. HAYE, former AAP sergeant, returns to station as senior announcer.

GEORGE THOMAS, formerly with WTAG Worcester, Mass., and WOL Washington, to announcing staff of WHED Hartford, Conn.

IRVING RELLAND, formerly of KVOX Moorhead, Minn., and WLIST Lafayette, Ind., is new announcer with WEAU Sau Claire, Wis.

ERWIN MILLER is new member of announcing staff of WMOR Hamilton, O.

HILL BUNCH, recently released from AAP, is new director of Procter & Gamble Co. "Truth or Consequences" show, originating from NBC-Hollywood, Bunch is former NBC studio director and radio copywriter at J. Walter Thompson Co., Chicago.

JOHNNY JACOBS, former merchant Marine for three years, has returned to announcing staff of KMOX St. Louis.

EARL STEELE is new KMOX announcing staff member.

BYNG WHITTEKER, after two years in England with the BBC North American Service and on Radio Overseas, has returned to Canada and rejoined the announcing staff of CBC Toronto.

L. E. MURPHY, WNBC, former producer manager of KFRC San Francisco, is the father of a boy.

HAROLD VOLTZ, new to radio, has joined WOR New York as a sound effects man.

MILDRED GAME, former research worker in CBS education department, is now writing scripts for "Gateways to Music," one of CBS American School of Air programs. JOHN ALLEN WOLF has been assigned announcer on five-weekly School of Air series beginning Oct. 1.

VICTOR BAYSON, announcer of WSON Binghamton, leaves staff Oct. 1 to resume studies at U. of Alabama.

MERRITT COLEMAN, former assistant to JAMES M. SEWARD, CBS director of operations, has joined CBS television station WCXW New York in charge of television operations.

FRED KEA, announcer at WMAL-Washington, is new announcing staff of KJBS San Francisco to resume radio courses at U. of Washington.

BOB KENNY, associate producer manager of American's cooperative program department, and Marion Jones, Middletown, Conn., were married Sept. 15.

JOHN A. McTADY, Ashland City, Tenn., has been named agricultural director of WSM Nashville.

ROY DE GROOT, since Pearl Harbor anniversary of writer-producer-staff producer of radio bureau of OVERSEAS Branch, has joined promotion department of New York Times as radio specialist.

Throughout the week, Monday through Saturday, WJW delivers more daytime dailiers per dollar—23 to 33 percent more than any other Cleveland regional station.

WILLIAM L. SHIVER, CBS commentator, is to leave the U. S. Sept. 26 for a trip of Europe. Mr. Shriver will first visit London to observe the new labor government, cover the French elections in Paris starting Oct. 1 and observe the Nuremberg trials of Nazi war criminals.

IRVING WAGNER, new commentator at WBBM Nashville, Tenn., has returned to the station from Tokyo. He witnessed Japanese surrender aboard the Battleship Missouri.

WINSTON BURDETT, CBS correspondent in Italy, was one of nine reporters cited for their part in covering the Italian campaign. In ceremonies held at Rome, Burdeitt and the other correspondents were presented the European-African-Middle Eastern campaign ribbon for "performance of duty during combat.

H. V. KALTEMBURG, CBS commentator, has received from Berlin the original of an Italian flag on which his anti-Nazi orientation is documented. Card shows that German propagandist minister followed his keen interest and calls him "a notorious Germanizer." Kaltemburg received card from an American in Berlin who gained access to the Gestapo files.

WALTER (Red) BARBER, who broadcasts Brooklyn Dodgers baseball games on WHN New York, will cover football for WDRC NBC video station, this fall, supplying commentary needed to clarify and explain what the viewer sees on the screen of his set.

New MBS Co-op

NEW COOPERATIVE program featuring Erskine Johnson, Hollywood movie commentator, has been sold on 137 Mutual stations starting Oct. 15. Becoming one of widest sold co-ops on air, program will be broadcast Monday through Friday 4-4:15 p.m. Sponsors include two West Coast companies, Purex Corp. and C. G. Cal., and Bold-Off Mfg. Co., Glendale, Cal., and Bathawood Corp., New York. Because World Series broadcasts on Mutual will disrupt afternoon schedules early in October, starting date of the program has been postponed from Oct. 1 to Oct. 15.

W.D.R.C.

"Music-off-The-Record"
3 to 4 p.m.
Monday thru Friday

W.D.R.C.'s popular all-request record show. Setting new high for mail pull, able in blocks of time, Write Wm. Molo, W.D.R.C., for descriptive folder.
The sponsor said....

"WE WANT MORE"

And to WLAC, it was especially important, because this particular sponsor was a newcomer to radio.

A year ago, the Joy Floral Company, one of the South's largest and oldest florists, purchased a single quarter-hour program, once a week. Long before the contract expired, they expressed amazement over its excellent results, and they asked for a fifteen-minute strip five days a week. They said, "We want the 'Old Dirt Dobber'".

That's what they're using to-day. Joy's is a local account, sponsoring a WLAC-built show, and doing the sort of job that makes many clients say to WLAC .... "We want more!"

Represented by the Paul H. Raymer Co.

"GATEWAY TO THE RICH TENNESSEE VALLEY"
That's typical of Knoxville and its new sister city of Oak Ridge. Knoxville is proud of the fact that Oak Ridge, home of the Atom Bomb, is located just 18 miles to the north. The 75,000 people at Oak Ridge who made such a vital contribution to victory have also helped make retail sales jump in Knoxville.

**RETAIL SALES UP**

Knoxville retail sales have consistently lead the country in percentage of gain. Retail sales during 1945 will exceed $100,000,000, making Knoxville one of the nation's leading markets—the third market in Tennessee. OAK RIDGE is located within WBIR's effective coverage area. Ask a John E. Pearson man.

**Up and Atom!**

**Promotion**

Promotion Personnel

BOB WILSON, former night publicity man at WBIR New York, joins Mutual New York press staff Sept. 24 in charge of exploitation. He succeeds GL BABB, who is joining Dave Riman organization as publicity and production man. LARRY BELL has also left the Mutual publicity staff.

RUDY BLOOM, assistant publicity director at WCAU Philadelphia, and Barbara Rubin were married Sept. 20.

HOWARD STANLEY, assistant director of promotions for CBS, was married Sept. 15 and later Freddie Hampton of Washington.

LOLA WOURSELL, formerly publicity director of WOG New York, has joined the publicity staff of American Broadcasting Co., New York, as trade news editor.

GLORIA BIZARI of American Hollywood press department has been shifted to network's music rights division as assistant to MARY HUBBELL, BARBARA KRAFT, formerly of KGO San Francisco, has taken over Miss Bizari's former duties.

**CBS School Manual**

TO HELP the family audience get the most out of the 16th series of CBS "American School of the Air" broadcast this year for the first time as a late afternoon program, the network's advertising division has published a 16-page, pocket-size calendar manual. In addition to an outline of each program, and a bibliography for further study if desired, the book contains introductory material on each group of broadcasts written by Carl Van Doren, OlinDownes, Edward Weeks, Harlow Shapley, Harry Carmen.

**TV Questionnaire**

ACCOMPANIED by letter from John T. Williams of NBC's television department explaining that the network is planning to expand its video program schedule, questionnaires have been sent by NBC to television set owners in the New York area asking make, age and conditions of the set; composition of family viewing habits and likes of each member, and telephone, automobile, refrigerator and home ownership.

**WOL Letters**

CURRENT promotion letters distributed by WOL Port Wayne, Ind., to local listeners cover General Motors NBC "Symphony Notes" and "Life of Riley." Letter was mailed to telephone book listings of Rileys. Copies of WOL Program Policy and Working Manual have been sent to city school superintendents, civic group leaders, department store heads, etc.

**E-Booklet**

TITLED "We Did It This Way," booklet prepared by Western Electric Co. tells in series of short anecdotes the progress of technology in communications during the war. In free, story-type booklet, explanations problems faced by research engineers and manufacturers and how they were solved.

**Soap Tissues**

SOAP tissues adorn new promotion folder of WIEB Topka, Kan., which states there may still be a shortage of soap in your home" on cover and conclusion "but there's never a shortage of selling effectiveness when you sell Kansas thru WIEB!"

**WBHO Scholarship**

THOUSAND dollar scholarship in music is being awarded by WBHO Greenboro, N.C., to a young woman in the area. To cover a four-year study period, scholarship will be awarded in cooperation with Greenboro Sutlerie Club.

**KUTA Fair Winner**

BOOTH of KUTA Salt Lake City at Utah State Fair won first prize for the best at fair. Station originated many programs on events from fair for which it supplied all public address equipment. Some 20,000 program schedules were given away.

**WOPJ Booklet**

ILLUSTRATED booklet on 40th anniversary and dedication of new studios of WOPJ Bristol, Tenn., has been prepared by the station. Photos and copy cover facilities, personnel, talent and service features. Letters to correspondents and organizations aided by WOPJ are included.

**WFIL Folder**

FOLDER on established program. "This Week in Philadelphia," has been issued by WFIL Philadelphia. Although sold before piece was received from printer, attractiveness is said to sell WOPL showmanship and names similar availabilities.

**WGST Day**

SEPT. 5 was WGST Atlanta, Ga., special day at local amusement park. Promotion tie-in featured broadcasts, quizzes, contests. WGST都市 sponsored prizes. Rides were half-price with tickets given free by station.

**Programs**

**KQV Steel Series**

JONES & LAUGHLIN Steel Corp., Pittsburgh, has used the 7-7:30 a.m. spot Monday through Friday on KQV Pittsburgh to present promotional advertising and employ-relations program. Titled "Jal-Time," program will first be used to recruit new workers and will eventually replace firm's house organ. Music variety is planned together with weather, news and items of interest to J & L workers. Both labor and management will be able to present their views on program.

**Auditions**

WITH time open to anyone with a pet peeve or anything else to say, "You Want to Be on the Air" has started on WHAB Brockport, Conn., as "Blind" afternoon hour feature which presents auditions of talent by audience instead of management. Listeners are invited to write comments. Best performers of the week will be given another program as reward.

**Industrial Outlook**

PRESENTING West Coast industrial outlook for postwar era, weekly quarter-hour public service series has been started by KSFQ San Francisco. Under title "Pacific Payroll," representatives from aircraft, communications, navigation, railroad and banking industries, as well as leaders of civic enterprises, utilities, agriculture, and education give the views.

**On-Spot Story**

BEHIND-SCENE story of re-conversion of automotive industry was presented by WCNO Chicago in a series of programs developed in Detroit and featuring representatives of many major manufacturers. Programs were fed to WGN by special line.

**About Veterans**

PRESENTING facts about Miami veterans still in uniform with emphasis on potential discharge and service record, new five-week program has been started by WBIS Miami.

**CKX Amateurs**

CKX Brandon, Man., in conjunction with the Associated Canadian Travellers of Brandon, has started a talent search program Saturday night as "Radio Amateur Contests."
# Broadcast Revenues, Expenses, and Income of 865 Standard Broadcast Stations, 1944

By Class and Time; Segregated Between 689 Stations Serving as Outlets for Major Networks and 176 Stations Not Serving as Such Outlets

### Stations Serving as Outlets for Major Networks

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<tr>
<th>Item</th>
<th>Unlimited</th>
<th>Part-time</th>
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<tbody>
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<td>Clear channel - 50,000 Watts</td>
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<td>Stations with time sales of $25,000 or more:</td>
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<td>Number of stations</td>
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<td>Revenues from the sale of station time:</td>
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<td>Network time sales by:</td>
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<tr>
<td>Total sale of chain broadcast time</td>
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<td>Non-network time sales to:</td>
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<tr>
<td>National and regional users</td>
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<td>2,086,976</td>
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<tr>
<td>Local and other users</td>
<td>7,787,815</td>
<td>135,651</td>
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<td>Total sale of station non-network time</td>
<td>33,600,436</td>
<td>1,578,706</td>
<td>6,065,456</td>
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<td>Deductions from the sale of station time:</td>
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<tr>
<td>Commissions to brokers and brokers</td>
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<td>2,268</td>
<td>102,882</td>
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<td>Commissions to regularly established agencies, representatives and brokers</td>
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<td>Revenues from incidental broadcast activities:</td>
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<tr>
<td>Talent</td>
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<td>Commissions, fees, and profits from obtaining or placing talent</td>
<td>498,781</td>
<td>39,749</td>
<td>21,150</td>
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<td>Sundry broadcast revenues</td>
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<td>Total broadcast revenues</td>
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<td>2,712,234</td>
<td>8,407,777</td>
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<tr>
<td>Total broadcast expenses</td>
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<td>6,499,771</td>
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<tr>
<td>Broadcast income (or loss) before Federal income tax</td>
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<td>916,655</td>
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<td>All commercial stations:</td>
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<td>Federal income tax</td>
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### Stations Not Serving as Outlets for Major Networks

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<td>Stations with time sales of $25,000 or more:</td>
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<tr>
<td>Major networks</td>
<td>$31,900</td>
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<td>80,958</td>
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<td>Regional networks</td>
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<td>Other networks and stations</td>
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<tr>
<td>National and regional users</td>
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<td>Deductions from the sale of station time:</td>
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<td>Commissions to brokers and brokers</td>
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<td>Commissions to regularly established agencies, representatives and brokers</td>
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<td>Total deductions from the sale of station time</td>
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<td>Balance, net time sales</td>
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<td>Revenues from incidental broadcast activities:</td>
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<td>Commissions, fees, and profits from obtaining or placing talent</td>
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<td>Total broadcast expenses</td>
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<td>Federal income tax</td>
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<td>Broadcast income (or loss) before Federal income tax</td>
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<td>All commercial stations:</td>
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<td>Broadcast revenues</td>
<td>$8,402,700</td>
<td>$715,653</td>
<td>$5,854,612</td>
<td>$5,423,283</td>
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<td>$5,695,460</td>
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<td>145,962</td>
<td>4,464,374</td>
<td>4,117,158</td>
<td>4,609,125</td>
<td>694,676</td>
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</table>

Note: Figures represent the net result of revenues and expenses for the station as a whole and are not intended to indicate the returns to the station's stockholders or to the individual station owners.
BROADCAST REVENUES, EXPENSES AND INCOME

(Continued from page 53)

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<tr>
<th>Stations with total sales of $25,000 or more:</th>
<th>All Commercial Stations</th>
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<tr>
<td>Number of stations:</td>
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<tr>
<td>Total broadcast revenues</td>
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<td>Deductions</td>
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<tr>
<td>Balance, net time sales</td>
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<th>Revenues from incidental broadcast activities:</th>
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<td>Talent:</td>
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<tr>
<td>Commission, fees, and profits from obtaining or placing talent</td>
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<td>Swell broadcast revenues</td>
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<td>Total revenue from incidental broadcast activities</td>
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<td>Total broadcast revenues</td>
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<td>Total broadcast expenses</td>
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<td>Broadcast income or (loss) before Federal income tax</td>
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<th>All commercial stations:</th>
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<td>Number of stations</td>
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<td>Broadcast revenues</td>
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<td>Broadcast expenses</td>
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<td>Broadcast income or (loss) before Federal income tax</td>
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<tr>
<th>Mutual Football</th>
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<tbody>
<tr>
<td>MUTUAL started its football season Saturday, Sept. 22, with the broadcast of the U. of Minnesota-U. of Michigan game at Minnesota Stadium, Minneapolis, with Russ Hodges giving a play-by-play description, and Tom Slater describing the events of the game. Each Saturday throughout the season Mutual will broadcast a top game, followed by the Sports Parade, which moves up from 5:50 p.m. to 5:15-5:45 p.m. and gives a complete list of football scores of games all over the nation.</td>
</tr>
</tbody>
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<tr>
<th>Vinylite Releases</th>
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<tr>
<td>FIRST vinylite phonograph records for public use were released last week by Arch Records, New York, with RCA Victor scheduled to issue its first vinylike discs Oct. 10. Arch release, embracing five 12-inch platters, is recording of Prince Igor, made in USSR by the Bolshoi State Theater. They sell for $2.50 each, with album retailing at $13.50. Records, unbreakable and noiseless, were manufactured by Clark Phonograph Co., Harrison, N. J. RCA vinylytes will retail at $2 each.</td>
</tr>
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<table>
<thead>
<tr>
<th>Shake hands with</th>
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</thead>
<tbody>
<tr>
<td>EDDIE Kohn, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area. For further details on WFPG-write EDDIE Kohn, ATLANTIC CITY, N. J.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>WTPV WFPG WJPA WKKNY</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEUBENVILLE, O. ATLANTIC CITY, N. J. WASHINGTON, PAL. KINGTON, N. Y.</td>
</tr>
</tbody>
</table>
You no longer have to be satisfied with mere planning for better market coverage! Johnson engineers are now ready to tackle your directional antenna problem and to get the Phasing Equipment you need into production.

Phasing equipment by Johnson can be found successfully operating in more than 50 broadcast stations and is backed by over 20 years experience in the manufacture of radio transmitting equipment. All major components used in Johnson Phasing and Antenna coupling equipment are designed and manufactured by Johnson, assuring the best material and workmanship. The quality of the equipment is under control of Johnson engineers at all times.

Shown at right is one of the Johnson installations designed to match existing equipment. A Johnson Phasing Unit can be made to exactly match your present equipment and thus become an integral part of your station.

Orders for Phasing and Coupling equipment will enter production in the order received. Contact us without delay, directly or through your consulting engineer.

Write for Brochure -
"Some considerations in Directional Antenna Design"
— By Johnson

E. F. JOHNSON COMPANY, Waseca, Minn.

JOHNSON
a famous name in Radio

E. F. JOHNSON COMPANY • WASECA • MINNESOTA
Low FAX Band Urged
PRESENT allocation of facsimile in the 470-480 mc band may restrict its development, according to a summary of the FAX situation by WELD, Columbus's first FM station which has operated W8XUM as an experimental facsimile station since 1938. A lower assignment, as indicated by the temporary 106-108 mc allocation, is advocated. FM service in the 106-108 mc band will be degraded, WELD believes, arguing that multiplexed operation will require filters in FM service. Permanent assignment is sought since WELD does not wish to encourage public investment in equipment subject to allocation change. Further experimentation and study are advised before standards of speed and definition are established.

WULTING new Cobra pickup arm in action at WMFM Milwaukee are Dan Dellerup (1), technical broadcast supervisor for WTMJ-WMMP, and Henry Kalms, physicist and engineer for Zenith Radio Corp., Chicago. Invented by Kalms and developed by Zenith, the extra light weight arm is reported to be latest advance toward reduction of surface noise on records and prevention of excessive wear. First tested at WMFM, FM station now has full compliment of the new style lightweight pickups.

"SURE SHE'S SOUND!
I DON'T DEAL WITH GYPS!"

No dealer can delude his fellow townsmen permanently about the quality of his goods. Nor can a radio station long "get by" with local advertisers unless it produces results!

So WDAY lists with pride its long-loyal Fargo clients. One such is Haggart's Tire and Auto Service. For fifteen years, five days a week, every week, we've broadcast its program to the Red River Valley. Seventeen other year-round local advertisers have been with us, steadily, from 10 to 23 years!

A pretty good record, we'd say. Wouldn't you?

WDAY, INC.
N. B. C.
FARGO, N. D.
970 KILOCYCLES . . . 5000 WATTS
FREE & PETTERS, INC., NATIONAL REPRESENTATIVES

J. B. COLEMAN, former chief engineer of the engineering products department of the RCA Victor Division, Camden, N. J., has been appointed assistant director of the division. M. C. RATSELL, former chief engineer at the RCA Victor plant at Indianapolis, has been appointed to succeed Coleman as chief engineer of the products department.

ROY NUS and FRANK CARVER, with field engineering service of Westinghouse Electric & Mfg. Co. at Baltimore, for more than a year, are joined engineering staff of KTW Philadelphia.

MAX P. BALCOM, vice-president and treasurer of Sylvania Electric Products, Emporium, Pa., has been appointed associate judge of Cameron County and also president of the Emporium Trust Co., filling two vacancies caused by death of B. C. ERKINE, board chairman and one of the founders of Sy-vania. H. WARD ZIMMER, general manager of operations, Sylvania Radio Divi-sion, was elected vice-president of the trust company, post vacated by Mr. Balcum.

JAMES TISDALE, chief engineer of WIP Philadelphia, is in Ocean City, N. J., General Hospital, with a broken ankle.

JAMES FRANKLIN LAKES has joined engineering staff of WMCM Hamilton, O.

JOHN PAVLICK, NBC New York engineer, has been transferred to network's Hollywood division and assigned to "Truth or Consequences" program.

JOHN PALMCUR, assistant to chief engineer of Don Lee Broadcasting System, Hollywood, has resigned to join RCA as liaison man between sales and engineering divisions.

PAUL H. THOMSEN, for seven years consultant with National Radio Institute, Washington, D. C., and vice-president of Air Track Mfg. Corp., College Park, Md., has been named chief engineer in charge of special electronics for Hoffmex Radio Corp., Los Angeles radio set and equipment manufacturer.

Format Change
FORMAT of Texaco Star Theater, sponsored by Texas Co. on CBS Sunday 9:30-10, is being changed to include Annamary Dickey, opera singer, as permanent member of program which stars James Melton. David Broekman's orchestra replaces that of Al Goodman; Lynn Murray Chorus has added plus guest star each week. John Reed King continues as announcer. Series placed through Buchanan & Co., New York.
It will probably AMAZE you to learn that DICK GILBERT, the original singing disc jockey, attracts more listeners* for one solid hour than any of the fine programs offered by the four competing 50,000 watters in the New York Area . . . the world's Number One Radio Market!

<table>
<thead>
<tr>
<th>Time Block</th>
<th>Station</th>
<th>Rating</th>
<th>% of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 to 5:15 p.m.</td>
<td>DICK GILBERT...WHN</td>
<td>3.7</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Key Net Station A</td>
<td>3.0</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>Key Net Station B</td>
<td>1.3</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Key Net Station C</td>
<td>1.3</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Key Net Station D</td>
<td>1.0</td>
<td>6</td>
</tr>
<tr>
<td>5:15 to 5:30 p.m.</td>
<td>DICK GILBERT...WHN</td>
<td>3.7</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Key Net Station A</td>
<td>3.0</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Key Net Station B</td>
<td>1.0</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Key Net Station C</td>
<td>1.3</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Key Net Station D</td>
<td>1.0</td>
<td>6</td>
</tr>
<tr>
<td>5:30 to 6:00 p.m.</td>
<td>DICK GILBERT...WHN</td>
<td>3.3</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Key Net Station A</td>
<td>3.3</td>
<td>16</td>
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<tr>
<td></td>
<td>Key Net Station B</td>
<td>1.3</td>
<td>6</td>
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<tr>
<td></td>
<td>Key Net Station C</td>
<td>1.0</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Key Net Station D</td>
<td>1.7</td>
<td>8</td>
</tr>
</tbody>
</table>

Dick Gilbert constantly AMAZES sponsors with his uncanny sales-ability. AMAZING results are habitual with the AMAZING DICK GILBERT.

For complete AMAZEMENT, wire or call today.

*Pulse of N. Y., Aug. 1945
Air Express

Now Serves

all major U.S. towns and cities direct by air — with fastest air-rail service to more than 23,000 other domestic points. Service direct by air to and from scores of foreign countries.

FOR FASTEST DELIVERY, phone for pick-up of your shipment as early in the day as possible. Early shipment often means same-day delivery to points from 500 to 1,000 miles away.

RATES REDUCED. Express rates today are an average of 10 1/2% less than prewar, making it a better business buy than ever.

WRITE TODAY for interesting “Map of Postwar Town” picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

Dilley

(Continued from page 23)

Sept. 18, 1945

Robert K. Richards,
Broadcasting,
Press Bldg., Washington, D. C.

PERRY DILLEY 728 MONTGOMERY STREET AN ARTIST UNDERSTANDS PUTS ON PUPPET SHOWS.

MURPHY

Sept. 18, 1945

Mr. Perry Dilley
1228 Pacific Ave.,
San Francisco, Cal.

HARRY BANNISTER, WWJ,
DETROIT, HAS FORWARDED TO BROADCASTING MAGAZINE CORRESPONDENCE BETWEEN HIMSELF AND YOURSELF. INTERESTED KNOWING FOR STORY WE ARE HANDLING ON YOUR AMUSING AND PROVOCATIVE COMMENTS ON RADIO WHETHER YOU ARE SAME PERRY DILLEY WHO IS PUPPETEER FORMERLY OR NOW RESIDING 728 MONTGOMERY STREET. WILL YOU WRITE ON THIS ?

PERRY DILLEY

r

YES I AM THE PUPPETEER YOU MENTIONED.

Robert K. Richards
Broadcasting Magazine
Wash., D. C.

THANKS.

Robert K. Richards

WBKB Expands

WBKB Chicago television station will expand its broadcasting facilities by remodeling space in the State Lake Bldg., formerly occupied by the U. S. Navy radar school. Plans are now being made to convert the space for studio audience programs and large production broadcasts, according to WBKB officials. Coincidental with the signing of the lease by Balaban and Katz, station owners, is the announcement that William E. Eddy, recently discharged from the Navy as head of the radar school, will return to WBKB in charge of production. Mr. Eddy is now in New York with John Balaban conferring with Paramount and Allen B. DuMont Labs. for purchase of new television equipment and negotiations with the motion picture company for television rights to screen productions, some of which, it is reported, will be filmed so that they can be presented in episodes for television broadcasts.

APTED 85 years of operation under the name of Detroit White Lead Works, the corporate name of the organization has been changed to Detroit Paints. There will be no change in personnel or organization. There are extensive plans for expansion.

CHNS

The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York
The excellence and consistent quality of Master Audiodiscs gained wide acceptance for them prior to the war. Now, the demand for these recording blanks, from which pressings are made, has increased more than fourfold. And here are a few of the reasons:

1. They give fine results with either the gold sputtering or silvering process.
2. Like regular Audiodiscs, the thread throws well, and there is no annoying static.
3. Cut under good recording conditions there is no audible "background scratch."
4. It is easy to ship them safely from recording studio to processor.
5. Especially important—there is no increase in surface noise from recording time to processing—be it a few minutes or many months.

Master AUDIODISCS are manufactured in three sizes on stretcher leveled No. 2 aluminum recording sheet—12", 13\(\frac{1}{4}\)" and 17\(\frac{1}{4}\)" for 10", 12" and 16" pressings.

AUDIO DEVICES, INC.

444 MADISON AVENUE

NEW YORK 22, N. Y.

they speak for themselves audiodiscs
TO ASSIST CORPORATIONS:

To secure additional capital
To merge with or purchase other businesses
To sell one or more divisions of their businesses
To solve all their financial problems.

MANAGEMENT PLANNING'S

Fiscal Counsel

In cooperation with your bankers and your attorney

PROVIDES

The Unique Service
of a Staff of Experts
Specializing In—

1. Finance
2. Corporate taxes
3. Estate planning
4. Financing by insurance companies
5. Engineering
6. Economics
7. Negotiation
8. Washington relations

All Welded Together Into
One Complete, Correlated and Harmonious Mosaic

IT ALSO ASSISTS:
1. Managers who wish to become owners or part owners, and
2. Stockholders who wish to change unmarketable holdings into readily marketable securities.

MANAGEMENT PLANNING, INC.

20 Pine Street
New York 5, N. Y.

McCann-Erickson Adds To Minneapolis Staff

SIX new members have been added to the Minneapolis staff of McCann-Erickson Inc., Jackson Taylor, vice-president and manager, announced. The appointments are Algot Swanson, account man; William Nordquist, traffic department; Karl Vollmer, copy department; Vance Higgs Jr., assistant director of public relations; Monte Johnson, art department, and William Cragie, production department. The latter four are former servicemen.

Don Allen, with the agency's art staff for two years, has been promoted to assistant art director. Mr. Swanson formerly was in the Minneapolis office of BBDO and Mr. Higgs was affiliated with H. W. Kastor & Sons and KMOX St. Louis. Former copywriter with Young & Rubicam, Mr. Vollmer spent three years in the Army writing radio shows for the War Dept.

INTERVIEW following release from Jap prison was given by Gen. Jonathan M. Wainwright to Capt. Bernard C. Kelly, attached to Headquarters USAF, Middle Pacific, PRO. NBC carried shortwave broadcast. Capt. Kelly was Schwimmer & Scott producer in Chicago.

S-C Radios Out

FIRST civilian radios, plastic table sets, to roll off the assembly lines of Stromberg-Carlson, Co., Rochester, N. Y., since Pearl Harbor, are being distributed throughout U. S. and Hawaii this week. Large-scale production of radio-phonograph combinations got underway last week as Dr. Ray H. Manson, Stromberg-Carlson president, declared his firm will enter its greatest production schedule. Construction on a $300,000 addition to Stromberg-Carlson factory has begun and work is expected to start within 90 days on Rochester Radio City, to house WHAM, WHFM and television station of manufacturing firm.

Third Wanamaker Show

JOHN WANAMAKER, Philadelphia department store, has purchased another program on WIBG Philadelphia. Latest series is a daily women's program featuring Zella Drake Harper, Monday-Friday 2:30-2:45 p.m., starting Sept. 24. Miss Harper is director of women's programs on WIBG. Other Wanamaker shows now on WIBG include a series of organ music from the Grand Court of the store, and 20 station breaks daily.

MISSISSIPPI'S CURVE CONTINUES UPWARD

Crops are growing tall—pine forests rising green—tall oil derricks daily increasing—and construction in Mississippi, at the half-year point, showed an increase of 148 per cent over the same period in 1944!

WJDX — the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing, improving market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

SPARTANBURG, SOUTH CAROLINA
Home of Come Croh
5000 watts Day, 1000 watts Night
150 kilocycles, Ken. by Hollingber
WTAM is close to the people. About twenty-five percent of its time is given to public service features. Clubs, community gardens, churches, schools and civic projects look immediately to WTAM for cooperation...and get it. It is this close and constant association with the PEOPLE that gives WTAM a greater percentage of listeners than any other Cleveland station,

*MORNING...AFTERNOON...and EVENING.

*Hooper Listening Index...June-July 1945

FIRST IN CLEVELAND

WTAM

50,000 watts

Represented by NBC SPOT SALES

SALT and PEANUTS...down to earth daily on WTAM.
Personal appearances nightly over WTAM'S primary area

LEE GORDON, TOM MANNING and CHET ZORN of WTAM
"front" for Ringling Bros. calliope

Cited for "courtesy" by WTAM, Mrs. CLARA FIELDS wins "Truth or Consequences" Award

Sound effects from IN ANOTHER WORLD...
drama series by Western Reserve students

September 24, 1945 • Page 67
RADIO'S TESTING TIME IS NOW
CBS's Murrow Visualizes Broadcasting
As 'Mirror' for Truth of World

Following is Sept. 16 broadcast of Edward R. Murrow, chief of CBS's European Bureau, delivered over CBS while in this country on leave.

I HAVE been listening to the radio. Some of what I hear I don't like. Maybe you feel the same way. But there is something altogether unique about this American system of broadcasting. There is nothing quite like it anywhere else in the world ... and that is because this country isn't like any other country in the world. I believe that what comes out of the loudspeaker is the most honest and accurate reflection of what goes on in a nation.

Our system is fast, experimental, technically slick ... it is highly competitive and commercial ... often it is loud ... occasionally vulgar ... generally optimistic ... and not always right. But the man who is wrong has his chance to be heard. There is no conspiracy to keep the listener in ignorance and government does not guide the listening or the thinking of the people.

Volume is Not Authority

The presence of a microphone does not guarantee objectivity, often it endangers humility ... a loud voice which reaches from coast to coast is not necessarily uttering truths more profound than those that may be heard in the classroom, bar or country store ...

You have a broadcasting service which is more purified than any in the world ... less subject to government control. It has reached out to the far corners of the world to bring you news of the greatest news adventure in the history of this nation. Those of us who have been engaged in that aspect of radio are fully conscious of the inadequate job we have done ... for words are puny things and a poor substitute for personal experience.

Power of the Medium

But it is my opinion that the future will present even greater problems. In vast areas of the world liberty has become a luxury ... here in this country we have many luxuries ... and we have great power ... and our only hope of using that power with wisdom and tolerance is that the people shall be informed ... informed of affairs here at home and abroad.

During the last nine years, I saw something of what radio can do when it is used to tell the people what to think, when it is used to dull the critical faculties ... when the right to listen is denied.

If you doubt that radio is a powerful medium you should see how it can warp men's minds when it becomes an instrument of national policy.

I do not believe that American radio is perfect. But I am persuaded that the listener in this country is better served than is the listener in any country with which I am familiar.

I believe that radio in democracy must be more than an industry, more than a medium of entertainment, more than a source of revenue for those who own the facility. Radio, if it is to serve and survive, must hold a mirror behind the nation and the world ... if the reflection shows racial intolerance, economic inequality, bigotry, unemployment or anything else ... let the people see it, or rather hear it. The mirror must have no curves and must be held with a steady hand.

One of the oldest things about radio is its reputation of youthfulness. I have seen many very young men age rapidly during the last few years, because they were engaged in a most serious and testing undertaking.

I believe that the testing time for broadcasting and broadcasters is just beginning and youth was never acceptable as an excuse for those who flinched when the going was tough.

And now with Norman Corwin's permission, I shall go back to listening to the radio. So far, I find it interesting, entertaining and at times, encouraging.

Correction

In the August 27th issue of this magazine the copy for the first paragraph of our 2-color, full page ad stated: "Mark up another jackpot for the WNAX Sunday Get-Together. Army Goods Distributors used seven quarter-hours on this program to sell Surplus Army Commodities. Cost, $75 a broadcast or $525 total. Sold, more than $10,000 in merchandise ... including 456 raincoats at $2 each, 1221 pairs of army shoes at $4 each; and 222 army pup tents at $20 each. Advertising Cost, less than 1/2 of 1 per cent."

And proving that the advertising profession is always on its toes ... we were called from far and near on our percentage figure. We stand corrected, gentlemen; our copy should have read: "ADVERTISING COST, 5¼ PER CENT. Guess we'll just have to blame it on some gremlin that moved our decimal point over one notch too far.

It's still a whole of a success story; $525 of program time selling $10,000 in merchandise "DIRECT" at an advertising cost of 5¼ per cent. That's certainly hitting the jackpot in anybody's language.

Guild Thanks KSD

THANKS of the St. Louis Newspaper Guild (CIO) and the Interunion Conciliation Committee went to KSD for its "fair and objective" presentation of news about the recent St. Louis newspaper strike. KSD is owned and operated by the St. Louis Post-Dispatch, one of the papers involved in the strike. "May I congratulate you and the members of your staff upon the attainment of such a high degree of journallistic objectivity," wrote Adolph J. Rahm, president of the St. Louis Newspaper Guild in a letter to KSD.

AP

WPDO, Jacksonville, Florida

"That Telescript, 'Washington Today' is a good broadcast already sold."

Robert R. Foggins
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.
In tube manufacture all small details are large to Federal.

From slender filament to anode block... all tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals... after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, molybdenum or tungsten... they all are subjected to the same exclusive treatment and put through the same searching scrutiny... assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power... they have a reputation that is deserved because they are built to stay.

Federal always has made better tubes.

Federal Telephone and Radio Corporation

Newark 1, N. J.
WILLS RECOVERATES FROM HEART ATTACK

COMMISSIONER William H. Wills of the FCC is recuperating at his Washington apartment following a heart attack suffered earlier in the month. The attack was a recurrence of a heart condition suffered two years ago.

Gov. Wills became ill Sept. 6 after he had spent virtually a full day at the Commission calling on members of the staff to acquaint himself with their work. He had covered nearly all of the departments and divisions of the Commission in the new Post Office Building and had over-taxed himself. Gov. Wills' tour caused considerable favorable comment among staff members.

Since then, the commissioner has been confined to his apartment, but his office reported last week that he is well on the road toward recovery and is expected back at his office shortly. Chairman Porter called on him Sept. 15 and reported to his colleagues that he was much improved. Gov. Wills, 63, assumed office at the FCC on July 23 for a seven-year term.

Sets Near Ready

UNITED STATES Television Mfg. Co., New York, expects to release its first postwar radio and radiophonograph sets the latter part of October. Firm is scheduled to have its television sets on the market sometime in January. Company's president is John S. Hope of Huber Hope & Sons, advertising agency.

Fletcher Joining Scott Law Firm

Mr. Scott    Mr. Fletcher

FRANK D. SCOTT, Washington radio attorney, last week announced that Frank U. Fletcher, former FCC attorney, has become associated with him in his law practice. Mr. Scott, congressman from Michigan from 1915 until 1927, has specialized in radio practice since his retirement from Congress.

Mr. Fletcher, a native of North Carolina, joined the FCC law staff in 1934, remaining until January 1939. He was engaged in practice before the FCC until 1942, when he joined the staff of the Alien Property Custodian. After being commissioned in the organized reserves of the Army, Mr. Fletcher was called to active duty in September 1942 and served for three years with the Ordnance Department in Washington and San Francisco, working in a legal capacity in connection with ordinance procurement.

Mr. Fletcher graduated from Wake Forest (N.C.) College in 1922 with an LLB degree cum laude. He is a member of the North Carolina Bar and has been admitted to practice before the U.S. District Court, Court of Appeals for the District of Columbia and Supreme Court.

Mutual Shift

ADVENT Oct. 1 of new Serutan program, Letters to Lindlahr, in 11:45-12 noon spot on Mutual shifts Cliff Edwards five-minute show from 11:55-12 noon to 2:25-2:30 p.m., curtailing Jane Cowl program from a quarter-hour to ten minutes. Edwards is sponsored by Beaumont Labs. on Monday, Wednesday and Friday.

BLAW-KNOX vertical RADIATORS

Tonight when you tune in, it's highly probable that your favorite programs will emanate from stations equipped with Blaw-Knox Radio Towers.

These Vertical Radiators have been specified by major broadcasting systems because they are both electronically and structurally sound — providing clear signals and maximum range . . . It is of note, too, that Blaw-Knox Directional Radio Beacons are used to guide all air transport service in the United States.

F U N D A M E N T A L  C O N C E P T S !
Off-Air Video Show Demonstrates TV
Progress of Service Viewed
By WTMJ-WMFM Officials

RESULTS of 760 hours of television experimentation were demonstrated on Sept. 12 to 20 WTMJ-WMFM and Milwaukee Journal executives in the first showing of a complete off-the-air television show.

The demonstration, one of a long-range series of projects planned by the Journal stations to prepare their staff, advertisers and agencies for the entry of the newspaper-radio management into television, was highlighted by the voluntary organization of a WTMJ-WMFM employees' television club. Staff members worked hand in hand with engineers, painting, studio and production, and even handling technical equipment, during off-duty hours.

Telecast to Studio

First show, lasting 45 minutes, was produced and directed entirely by WTMJ-WMFM staff members and was telecast from Radio City television studio and transmitted to a receiver located in a separate studio. Nine acts were presented without interruption, representing different types of possible television entertainment and public service programs.

The Radio City Television Club is composed of 55 WTMJ-WMFM staff members representing all departments of the W. J. Damm stations. The club idea was originated by staff members and the Journal cooperated in providing the Radio City television studio and equipment for experiments. First program meeting of the club featured a television skit, with members acting, announcing and handling production and technical details. The Journal plans to extend its demonstrations to public groups, but no actual transmission will be put on the air until a program schedule has been perfected which will justify the average Milwaukee family's investment in a receiving set.

DONATED radios are repaired for use at Army hospital by (1 to r.) Karl O. Wylie, general manager of KTSM El Paso, Willard Kline, commercial manager, and Virgil Hicks, program director. They have collected 100 of the sets themselves and repaired another 150 at home workshops.

Beer Periods

SCHOENHOFEN Edelweiss, Chicago (Edelweiss Beer), is all set on three of the four periods they were reported contracting for (BROADCASTING, Sept. 10). On WENR Chicago sponsor starts Edelweiss Hour Glass, a variety show with commentary, beginning Sept. 18. Program will be heard Wed. 8:30-8:35 p.m. CWT and 10 to 11 p.m. CWT Sunday. Show will feature records and comment starting Sept. 28. On WBBM Chicago Grand Jury, informative program based upon actual cases, started Sept. 15 and to be heard Saturday 10:15-10:45 p.m. CWT. Deal is not yet set with WMAQ on the 11:15 to 12 midnight period. All contracts are 52 weeks through Olian Adv.

CJBC to 50 kw

CJBC Toronto, 5 kw key station of CBC Dominion network, is to be increased to 50 kw during 1946, it was announced following Sept. 15 meeting of CBC board of governors at Montreal (BROADCASTING, Aug. 20). This will give Toronto two CBC 50 kw stations, CBL and CJBC, and will necessitate CJBC moving from present 1010 kc location which it shares with CFCN Calgary, 10 kw; WINS New York, with construction permit for 50 kw; KLRA Little Rock, 10 kw; and KWBU Corpus Christi, 50 kw. While no definite frequency has been announced, it is reported CJBC will move to 860 kc, now held by CFRB Toronto with 10 kw, and shared with KTRB Modesto, Cal., with 1 kw, and WSON Henderson, Ky., with 900 w.

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

<table>
<thead>
<tr>
<th>WJAC</th>
<th>NBC</th>
<th>WFBG</th>
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<tr>
<td>JOHNSTOWN</td>
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<td>ALTOONA</td>
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A GOOD TIP FROM NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Associated Latin American Broadcasting System
P. O. BOX 1324 • MEXICO, D. F.

BROADCASTING • Broadcast Advertising

THANKS, VARIETY-AGENCIES AND AUDIENCE THINK HERSON IS FIRST TOO!

Bill Herson's

"COFFEE WITH CONGRESS"

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

... so says VARIETY

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 breakfast table, 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 availabilities see NBC Spot Sales.
Eau Claire Dream

LORAIN and Warren Isaacs had a favorite song during their marital days. It was "Deep in a Dream". But they drifted apart and last year were divorced. Recently they happened to meet in Cumberland, Wis. At that crucial moment a nearby radio played forth with "Deep in a Dream" coming from WEAU Eau Claire. The Watsons were brought together, and wrote WEAU about it. WEAU sent them a special recording of the number and hoped they would live happily ever after.

Aid Acknowledged

TIME valued at $15,000 was donated by WBOW Terre Haute for 291 broadcasts presented by Indiana State Teachers College during the academic year 1944-45, according to the annual report of Dr. Clarence M. Morgan, director of ISTC's radio division. On behalf of the college, Dr. Morgan expresses appreciation to Lt. Martin Leach, manager of WBOW, on leave to the Navy, to George Jackson, present manager, Leo Baxter, program director, and other members of WBOW for their cooperation. Staff of the ISTC radio division, in addition to the director, consisted of Wanda Ramey, Marian Snyder, Marjorie Wheat, Mrs. Patricia Young, and Will R. Davies, student assistants, and Virginia Harrell, secretary.

New Net Studios

ASSOCIATED Broadcasting Corp. is leasing space for Hollywood headquarters at 6000 Sunset Blvd. According to Van C. Newkirk, West Coast vice-president, two-story building is being remodeled to house recording facilities and an audience studio. Occupation is expected within four days. Dick Ross, released from AAF, has been named production manager to coordinate West Coast production activities. He is former program director of KMO Tacoma, Wash., and more recently night supervisor of Don Lee Broadcasting System, Hollywood.

Gill and Freeman to S&H

SAM GILL, research director of the Blow Co., has joined Sherman & Marquette, New York, in the same capacity. Also new to S & H is Stanley Freeman, appointed assistant art director. He was with Hirsch-Garfield.

Kenmuir Joins Agency

R. C. KENMUIR has joined the sales staff of O'Brien Gourlay Ltd., advertising agency of Vancouver, B. C. Mr. Kenmuir served overseas with the Royal Canadian Air Force as Squadron Leader with the Demon Squadron.

RAY ELLIS JOINS RAYTHEON AS V-P

RAY C. ELLIS, former director of the WBP radio-radar division, has been appointed vice-president of Raytheon, New York. From 1930 to '41 he was with General Motors Corp., becoming general manager of the Delco Radio division in 1936. He joined WBP (then OPN) in 1942 to start the mobilization of radio and radar production facilities.

In 1942 he was named director of the WBP radio and radar division. In addition, he made extensive trips to England and Russia, assisting countries in scheduling and producing electronics equipment. Recently, Mr. Ellis was chairman of the Foreign Economic Administration Committee to suggest plans for the demobilization of German electronics manufacturers, and also was associated with Johns Hopkins U. in production of highly classified military apparatus.

Series Kick-off

SPECIAL Kickoff broadcast of the World Series from hotel suite of Baseball Commissioner Chandler has been scheduled by Mutual on eve of first game, Oct. 2. During the broadcast Ford Frick, National League president; Will Harridge, head of American League; Sen. Chandler; J. P. Spang Jr., president, who is spending time in England; and Tom Spang Jr., president, who is spending time in England; and Tom Spang Jr., president, will interview.
Installation of our studios is an achievement that gives us the largest and best equipped facilities and production acoustics in the South. When we built our new studios, more than four years ago, poly-cylindrical diffusers as dispersive elements in acoustic control were installed, making us pioneers in practical use of them. Ever since the first hour WFAA's signal went out from a 50-watter, down through the present days of 50,000 watts, we've been utilizing every new and practical advancement in radio to give our listeners the clearest reception every minute we're serving them. And, with FM coming along, we'll be 'way up front on programs with our advanced facilities.

Being first in use of poly-cylindrical diffusers as dispersive elements in studio acoustical control, was the practical application of an arrangement and development of Dr. C. P. Boner, of the University of Texas. Dr. Boner designed our studios and his radically-improved arrangement makes them more "live," with greater frequency response, and with reproductions more natural sounding.

_WFAA Dallas_

Martin Campbell, General Manager Ralph Nimmons and Ray Collins, Asst. Mgrs.

_NBC and Texas Quality Network Affiliates_

820 K.C... 50,000 WATTS... A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by THE DALLAS MORNING NEWS

September 24, 1945 • Page 73
NAEB Urges FCC to Weigh Public Service vs Coverage in AM Licenses

A RESOLUTION calling for consideration of the educational broadcasters’ service to the public where conflict exists with AM stations’ “secondary” areas was drawn up for submission to the FCC, by members of the National Assn. of Educational Broadcasters, meeting at the LaSalle Hotel, Chicago, Sept. 17-18.

The closed sessions conducted by NAEB also featured a discussion of means to purchase surplus electronic and radio communications equipment from the Surplus Property Board, with representatives of GE and RCA as guest speakers.

Public Service Foremost

The resolution asked that the FCC, in its review of evidence submitted at the forthcoming clear-channel hearings, consider the “unique public services rendered by the educational and non-profit radio stations of the country”.

The association asked the FCC to make future AM allocations on the basis of service rather than power, along lines similar to FM allocations. Powerful stations, it contended, provide no public service in isolated areas far beyond their primary areas and educational stations on the same frequencies are seriously discriminated against when forced to suspend operations during evening hours.

The resources of America’s leading educational institutions should be available to all, the NAEB declared, yet broadcast facilities of these stations at present “are so limited in terms of power, frequency and hours of operation” that only a “portion of the available public service is being broadcast”.

The NAEB called on the FCC, in its resolution, to revise rules regarding clear channel operation.

“Revision should be such that full-time operation, sufficient power and improved facilities be made possible in order to provide adequate service to listeners in those areas which the educational stations should rightfully serve,” it concluded.

Frank E. Schooley, assistant director of WILL, U. of Illinois, was re-elected president; Allen Miller, director of KOAC, Oregon State College, vice-president; W. I. Griffith, director of WOI, Iowa State College, treasurer; A. James Ebel, chief engineer, WILL, executive secretary.

Members elected to the executive committee are: Carl Menzer, WSUI, U. of Iowa; R. J. Coleman, WAKR, Michigan State College; M. S. Novik, WNYC New York; John W. Dunn, WNAD, U. of Oklahoma; James Miles, WBBM, Purdue U. and Richard Hull, WOI.

Morris S. Novik, director of WNYC, New York municipal station, said educational stations face their greatest challenge with advent of FM. He advised management of educational stations to convince their institution directors of the need for adequate operating funds or else quit their jobs rather than carry on an unsatisfactory operation.

The FCC, he said, should not grant an FM license if the broadcaster has not done a good public service AM job.

RADIO TRAITORS ARE CONDEMNED

TWO radio commentators who employed the power of radio as a weapon against the United Nations were sentenced to death last week.

They are William Joyce, Brookyn-born Nazi radio announcer, known as Lord Haw Haw, and Jean Herold-Paquis, chief news commentator for the Paris radio during the Nazi occupation.

Joyce was sentenced to die by hanging in London’s Old Bailey Wednesday after a jury of ten British men and women considered his case for 20 minutes.

The 5-foot-4 defendant, who is 39, claimed as his defense that he was an American citizen. Prosecution said he had gone to Germany originally under a British passport obtained by posing as a British subject.

Herold-Paquis, who once proposed that England would be destroyed “like Carthage,” was condemned to death last Monday by a Paris court—convicted on the evidence of his own words: records of discussions broadcast during the Nazi occupation of Paris. He will be hanged.

NAEB urges FCC to weigh public service vs coverage in AM licenses.
NAB to Get Plans For Radio Course

RADIO News Committee of NAB, meeting jointly with the NAB Council on Journalism in Chicago Sept. 17-18, adopted several resolutions regarding college courses in radio journalism which will be submitted to the NAB for adoption, providing they seem feasible after a waiting period, according to Arthur Stringer, NAB public relations director.


New Stations Granted In Mississippi, Nevada

ACTING under its Aug. 7 policy of granting stations in communications with or without the FCC last Thursday approved applications for outlets in Boulder City, Nev., and Monroe, Idaho.

The Boulder City station will operate on 1450 kc with 250 w unlimited. It will serve 7,000 persons at night, 15,000 daytime. Licensee is a Boulder City Broadcasting Co. The Monroe grant is for 1400 kc 120 w unlimited, serving 2,280 persons at night, 20,187 daytime. Licensee is Mississippi Broadcasting Co.

Harrison Rejoins AT&T

MAJ. GEN. WILLIAM H. HARRISON has rejoined American Telephone & Telegraph Co. as vice-president in charge of operation and engineering, post he held prior to 1940 when he was granted leave of absence to become head of WFB production division. In 1942 he entered the Army as assistant general, subsequently becoming major general in charge of the Signal Corps Procurement and Distribution Service. He was later named vice-president of Pacific Telephone & Telegraph Co., has held positions during his absence, becomes president of the four California companies serving Maryland, District of Columbia, Virginia and West Virginia.

Call Letter Changes

WSTN, new outlet in Staunton, Va., was given FCC permission Sept. 18 to change its call letters to WTON. WCLS, Joliet, Ill., was granted right to change its designation to WJOL.

Broadcasting * Broadcast Advertising

September 24, 1945 * Page, 75

CAB to Inaugurate A Speed-Up System

COOPERATIVE Analysis of Broadcasting has announced a new speed-up system in City Reports which reputedly eliminates much of the delay in checking, editing and printing of large reports. Data are released city-by-city immediately upon calculation of returns. A combined radio and newspaper report is provided for each of Set 12 set of monthly reports, and each city analysis is on a single loose page. The 12 set of City Reports forming the first release include representation in all nine standard U. S. census geographic areas, all of the four city size groups repre- sented and in Set of 201 and over and also include cities of two-net- work, three-network and four-net- work opportunity.

Cities covered in the initial issue are New York, Philadelphia, Boston, Wash- ington, Wilmington, Jacksonville, Milwaukuee, St. Louis, Duluth, Birmingham, Little Rock, Denver and San Francisco. CAB City Reports will be issued monthly on or about the 81 CAB cities.

U. S. Shows Lead

AMERICAN network shows led in popularity with the first fall national evening rating report of Elliott-Haynes Ltd., Toronto. September reports show a big increase in sets in use with most popular networks now reaching a rating of 22.6, showing 36.1 sets in use rating. Charlie McCarthy and Edgar Bergen came second in pop- ularity with 21.5 and 21.3. The ten most popular programs with Canadian lis- teners were Victor Borge show, Bing Crosby Music Hall, Treasure Trail (Canadian origination), Radio Reader's Digest, Album of Familiar Music, Waltz Time, Green Hornet (Canadian origination), and Big Town.

Sponsor Identity

HIGHEST sponsor identification index, 87.1 on the Sept. 15 Hooper Report, goes to Take It Or Leave It, as the King of the highest lis- teners per listening set, with 3.02. Average evening audience rating is 6.4, up 0.3 from the last report, down 0.4 from a year ago. Average evening sets-in-use hit 22.5, an increase of 1.1 over the last report, 0.5 less than a year ago. Average evening sets-in-use hit 22.5, an increase of 1.1 over the last report, 0.5 less than a year ago. Average evening sets-in-use hit 22.5, an increase of 1.1 over the last report, 0.5 less than a year ago. Average evening sets-in-use hit 22.5, an increase of 1.1 over the last report, 0.5 less than a year ago.

FCC Legal Promotions

TWO appointments in the Legal Department were announced yesterday by the FCC. Hugh B. Hutchinson is promoted to chief of the New Broadcast Service Section of the department. He joined the FCC in 1938 as junior attorney. Samuel Miller becomes chief of the new FM Facili- ties Section. He joined the department in 1940. For a period in 1942 he was secretary to Commissioner Wafekide.

‘Yearbook’ Estimate of 1944 Revenue Only 0.9% From Figure Given by FCC

(See table on page 59)

TOTAL time sales for major and regional networks and 875 broadcasting stations during 1944—with agency, representative and other related compensations as selling expense—amounted to $287,642,747, according to the FCC’s annual industry report [Broadcasting, Sept. 17].

WABD OFF THE AIR DURING TRANSITION

WABD, DuMont video station in New York, will go off the air from Sept. 29 to Dec. 15 while shifting its transceasts from the old Channel 4 (78-84 mc) to the new Channel 5 (76-82 mc). Permission for the move was granted WABD last week. About eight weeks will be needed to complete changes in antennas and transmitter, with the remainder of the time used for field tests before resuming normal operation on the new channel.

During this latter period also, DuMont is making arrangements to assist set owners in returning receivers. Company hopes to complete the installation of three studios in the John Wanamaker Department Store, New York, during the interim period, so that when transceasts are resumed, both these new studios and the present DuMont studios can be used.

West Coast Radio Groups Meet for Joint Session

MORE than 100 Oregon-Wash- ington broadcasters and members of their families attended Sept. 13-14 joint session of the Oregon and Washington Broadcasters Assns. at Gearhart, Ore., which featured talks on current equipment situation by Jim Wallace of Graybar Electric Co., Jack Frost of RCA and Madge Case.

Meeting was presided over by Glenn McCormick, general manager of KSLM Salem, Ore., and Tom Olsen, owner-operator of KGY Olympia, Wash., who is Washington Assn. president.

T&T Finance Report

INTERNATIONAL Telephone & Telegraph Corp. had a consolidated net income of $4,231,278 for first half of 1944 compared with $4,735,122 for same period 1944. Gross earnings of company were $27,394,693 this year as against $26,186,346 for last. Col. Sosthenes Behn, chairman, is also president of the corporation. Company is paying financial report to stockholders, said that six-month results are not particularly indicative of results for a full year, particularly since several of the dividend-paying subsidiaries ordinarily declare all or a major portion of their dividends in the later months of the year.
WINS
(Continued from page 17)

WINS was already set to operate with 50 kw power and had its transmitter installed when former FCC Chairman James L. Fly, acting in his capacity as chairman of the Board of War Communications called upon Hearst Radio Inc. to surrender the equipment to the government for a highly secret war purpose. WINS complied, he said, and the government loaned the station a 5 kw transmitter, promising the first 50 kilowatt which would become available.

Later, Mr. McCabe testified, he was informed by Elmer Davis, former OWI director, that it was the WINS transmitter which was used in connection with the invasion of North Africa and subsequently for broadcasting surrender directions to the Italian Navy, resulting in the fleet steaming into Allied ports.

Mr. McCabe said that factors which entered into the price set for WINS were the possession of a 50 kw permit, operation in a large city with a large market, expenditure of large sums for promotion of operations at 50 kw, and the potential market which 50 kw operation would provide.

He said Hearst was selling a 50 kw station temporarily operating at 10 kw.

Asked whether Crosley had inspected WINS facilities prior to making its offer, Mr. McCabe replied: "Not to my knowledge". He added that he had found that Mr. Shouse "knew more about the station than I did" and had engineering maps, contour data, etc.

Questioned on Price

Questioned as to how he had arrived at a price for the station, he said he had fixed the figure of $2,000,000 in his mind as what he thought the station was worth.

Mr. McCabe related that in the late 20's William Randolph Hearst first decided to acquire radio stations as an adjunct to news distribution. Mr. Hearst recognized at this time, he said, that radio advertising had grown to the point where it supported station operations. Among the stations originally acquired and later sold to bring Hearst in "a more liquid position" were KOMA, Oklahoma City, WACO Waco, Tex., KNOW Austin, Tex., and KTSA San Antonio.

He said that at no time was it the intention of Hearst to buy a station for resale. His sole desire was to acquire facilities which complemented newspaper operations, he said.

He said the station sacrificed potential profits in turning over its 50 kw transmitter to the government and read a letter from Elmer Davis which acknowledged the sacrifice it was making and declared it was "impossible for the government to recompense WINS for its potential losses".

Asked for his opinion on the value of WINS as a 10 kw station, he said he has never thought of it as anything but a 50 kw station and could not formulate its value on a 10 kw basis.

Questioned regarding the losses sustained by WINS in its operations, he said it was because of the "unsettled state" of the station resulting from the surrender of its 50 kw transmitter for war use and the necessity to shift operations from 0 kw to 5 kw and then to 10 kw. He said the station lost good will when it was not able to go through with its advertised plans to operate on 50 kw.

Independent Appraisal

He said he could see nothing in the contract with Crosley which prevents the purchaser from selling time to any other newspaper besides the Daily Mirror, which receives $400,000 in time under the terms of the sale.

Leonard Kapner, general manager, Hearst Radio Inc., and president and general manager of WCAE Pittsburgh, testified regarding FM and television plans of Hearst. He said he was in no position to revise the estimated costs proposed for FM stations planned in New York, Pittsburgh, Milwaukee, and Milwaukee but thought the estimates were low.

He estimated that the four FM stations and two television stations planned for these cities would involve an outlay of about $2,000,000. He estimated expenditures for Baltimore at $575,000, for Pittsburgh $500,000 to $600,000, and Milwaukee in excess of $600,000. He said New York expenditures would depend on the disposition of WINS.

Edwin J. Ellig, assistant secretary and assistant treasurer, Crosley Radio Corp., testified that Crosley would hire an independent appraiser to compute the value of physical assets of WINS and that when this figure is subtracted from $1,700,000, the balance would be regarded as the good will value of the station.

Operating Company

Questioned by Mr. Marks, he said that Crosley would have one company for operation of stations but that stations would be operated as separate units financially. He said that the equivalent of two months' accounts receivable would be set aside as working capital to operate WINS.

"We do not intend to let WINS continue to lose money," he said in response to questions by Mr. Marks as to how Crosley would charge off losses of the station.

Mr. Marks said that Crosley purchased WINS because it wanted to get into the New York market and that acquisition of the station fitted into Crosley plans requiring financial clearance for sale of WSAI Cincinnati under FCC duopoly regulations. He said Crosley considered purchase of other New York stations but none of those available appeared to have the potentials of WINS.

Availability of talent in New York and use of this talent for WLW was an important factor in purchase of WINS, he said.

Had WSAI not been sold, we would have been forced eventually to put studios in New York, for Crosley said, it explained. Ability to tap the talent resources of New York for WLW would give WLW a competitive advantage, he said.

Questioned by Mr. Dempsey as to how he reached his decision on the price paid for WINS, Mr. Shouse said that when Powell Crosley, Jr., asked him what would have to be paid for a 50 kw station in New York he was hopeful that he could buy a station for $1,500,000 if he could find a "willing seller". He said he had valued a sister operation to WLW in New York City as worth $150,000 a year. He said the operations of the two stations can complement each other. He explained that material from the WLW Washington bureau could be fed both stations.

Reasonably Good Return

He stated that WINS can be managed to carry a reasonably good return in three to five years, but said he did not believe it would be a "big moneymaker". Saying it did not want to reflect on the Hearst management of the station, he explained that Crosley would have the advantage of the supplementary services of WLW and would build up

(Co Continued on page 78)
ED (Archie) GARDNER says:

"Dumont Television will Glamify Duffy's Tavern"

"Perish forbid me casting poils before ersters but leave us face it: I'm so enameled by television I clean forgot to hit Duffy for me salary this week. This new art's nutritious! And, incidentally, here's a perm to remember: we'll be at our superfluous de luxe on Dumont Television."

Yes, Ed, and DuMont's Television Station WABD, New York, is pioneering the pattern of things to come...is helping hundreds of advertisers to pre-test program ideas and "telesale" techniques for peacetime use.

Now is the time to preview your product or service on the air! Consult your advertising agency. Visit Station WABD...write our Sales Manager for appointment.

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY, TELEVISION STUDIOS AND STATION WABD 515 MADISON AVENUE, NEW YORK 22 N.Y.
WINS

(Continued from page 76)

the station by allowing returns to stay within the station.

As asked by Mr. Dempsey what value he placed in the WINS frequency and its 50 kilowatt authorization, he said no separate values were placed on separate elements. He said the price paid for WINS will not in any way interfere with the operation of the station. The "only protection for the investment is good operation," he said, adding that adequate finance is available for good operation.

He said that the station that spends the most money will render the best public service. The same principles which have made WLW successful will be applied to the operation of WINS, he added.

He said that Crosley recognized that the length of time it would take to build up WINS would depend on having newspaper facilities available, and that it was this thought that entered into the 10-year agreement with the Mirror.

He said that at present Crosley has no intention of changing the rate card of WINS. He explained it would be necessary to live with the station for a while before determining what should be done toward improving WINS. It is impossible, he said, to tell from Cincinnati what 8,000,000 listeners in New York want to hear.

He testified he intended to retain the present operating staff of WINS but said it would take some time to determine what reorganizations should be made in the personnel of the station. He said Crosley has no plans for network affiliation or operation in New York. FM plans would depend on FCC action on transfer of WINS, he added.

He said that operation of a clear-channel station presents many problems. In the main, he said, nothing is presented on WLW which is not of interest to rural as well as Cincinnati listeners.

He explained that if the proper care is given, a station can be operated so that its commercialism is not obtrusive. WLW, he pointed out, is very careful about length and frequency of commercials, adhering to standards which govern networks.

Shouse Cross-Examined

Under cross-examination by Mr. Marks, Mr. Shouse testified that Powell Crosley Jr. first became interested in acquiring a New York outlet at the end of 1943 when the FCC duopoly regulations were adopted, making it necessary to dispose of WSAI and to give thought to reinvesting the proceeds.

Asked how the $500,000 received from the sale of WSAI to Marshall Field would be used in the event the transfer is approved, Mr. Shouse said the proceeds would be invested in FM and television stations.

Questioned by Mr. Marks on how Crosley intends to put WINS on a paying basis, Mr. Shouse expressed confidence that if a sufficiently good job of programming is done on the station "it will come out all right." He said he would sell more time on the station but does not contemplate an immediate increase in rates.

"Normal" Expectancy

Pressed for details, he said he felt that WINS should yield a return of 10% on its investment in a few years, or a net income of $170,000. To accomplish this, he explained, it would be necessary to do a gross business of $970,000. However, he added, Crosley would not take out $170,000 a year from the station until its sales reached $1,200,000 annually.

The figure of $1,200,000 in time sales, he testified, is based on "normal" expectancy. He was asked to point out, in consideration, he said, the probability that broadcast time would not be as easily sold when other media had more space for advertising.

What would Mr. Shouse do with the station if it didn't make money by three or five years, Mr. Marks asked.

"I would not give up on the station in three years and probably not in five," he replied.

Asked how he intended to raise the revenues of WINS from $400,000 to $800,000 a year, Mr. Shouse said this increase can be achieved by improving the caliber of programs to the point where the listening audience is doubled, resulting in a substantial increase in rates.

He said he doubted that he would sell 100% of the time on WINS if advertisers could be found. That's rather a "high" figure, he remarked. He said he thought it "possible" for a station to perform a public service job with a 100% commercial schedule but he said that certain programs cannot be sponsored, such as presidential talks, sermons, and public events.

Increase Commercials

He said that he would increase commercial programs on the station throughout the broadcast day but he does not propose to operate WINS on a 100% commercial basis.

To other questions, Mr. Shouse declared:

That the lack of secondary service coverage of WINS is unimportant from a commercial standpoint.

That Crosley would be able to compete with the clear channel stations in New York City.

That the principal physical asset of WINS was its antenna system, valued at $57,000.

That the WINS studios would be adequate for two years, after which Crosley could plan better in the light of FM development.

That at the time of the transaction for the purchase of WINS about 50% of the saleable time on the station was sold.

That WINS is perhaps nine in rank among the 13 New York stations in number of listeners.

That he would rate WINS after the five 50 kw stations in New York.

That Crosley planned to originate programs in New York for the WLW audience and that in some cases programs would be carried on both WLW and WINS.

That he would use the facilities of WLW to broaden the program structure of WINS, making available to New York listeners the programs by the Cincinnati Symphony Orchestra and other WLW special features.

That the 10-year cooperative agreement to carry Daily Mirror news was a protection against WINS being "left out in the cold" on news coverage in New York. That WINS would not be called the Daily Mirror station.

That WLW earns $1,200,000 to $1,400,000 a year on an investment of $2,000,000.

That he had made no other offers for a station in New York.

Record Open

James S. Pruitt, vice-president and general manager of Avco, testified that acquisition of the Crosley Corp. and WINS will be included in the prospectus of a $15,000,000 loan to be floated by Avco, application for the security issue to be filed with the SEC.

G. O. Markuson, vice-president, Hearst Radio Inc., testified that proceeds from the sale of WINS, if approved, would be used for expansion of FM and television.

At the conclusion of testimony, Judge Seward agreed to suggestion of counsel that the record in the case be kept open until Oct. 1 to admit certain relevant documents. Thereafter, if it is decided, the record will be closed with the reservation that proceedings may be reopened if a prospectus to be filed by Avco with the SEC next month contains statements requiring further scrutiny.

in Cincinnati

NIGHT time

is WCPO time

according to latest Hooper reports

WLPO has twice as many listeners as one Cincinnati station • half again as many as another Cincinnati station.

SEE JUNE - JULY HOOPER RATINGS FOR CINCINNATI

REPRESENTED BY THE BRANHAM CO.

Page 78 • September 24, 1945

BROADCASTING • Broadcast Advertising
TV Rules & Regulations

The FCC order promulgating Rules and Regulations and Standards of Good Engineering Practice for Commercial Television Broadcast Stations follows:

WHEREAS, The Commission on June 21, 1945, issued its final report allocating frequencies for television broadcasting;

NOW, THEREFORE, IT IS ORDERED, This 20th day of September, 1945, that a hearing be held before the Commission at Washington beginning at 10:30 a.m., October 4, 1945, for the purpose of considering the promulgation of rules and regulations defining standards of good engineering practice concerning television broadcasting should be promulgated as soon as possible.

WHEREAS, The Commission has heretofore considered the need for a conference for the purpose of discussing technical matters involved in standards of good engineering practice for television broadcasting;

IT IS ORDERED, That a conference be held at Washington, D.C., on October 6, 1945, to which all interested may be invited for the purpose of discussing the technical matters involved in the promulgation of rules and regulations concerning television broadcasting. The conference shall be held at 10:30 a.m., October 6, 1945, at the Commission's headquarters. Any interested party desiring to be present at the conference shall notify the Commission thereof not later than 5:00 p.m., September 23, 1945.

THE UNITED STATES

FEDERAL COMMUNICATIONS COMMISSION

T. J. Stowers,

Secretary

APPENDIX

(1) Minimum Operating Schedule. - No television broadcast station shall maintain a regular program unless it is authorized, by a finding of the Commission, to maintain a standard television signal for a total of 6 hours per day. In addition, commercial stations may operate for 24 hours per day, but the minimum operating schedule shall be more or less than 6 hours per day and the operation of such station shall be permitted if the Commission shall find, upon the record of the proceedings, that such operation is consistent with the public interest, convenience or necessity.

(2) Multifaceted Ownership.—No person (including all persons under common control) shall, directly or indirectly own, control, or operate more than one television broadcast station, except upon consent of the Commission. Such consent shall be granted only if it is found that such consent, together with existing and potential broadcast ownership, operation, or control would not result in control of a significant portion of the effective audience for television broadcast service and would be consistent with the public interest, convenience or necessity.

(3) Metropolitan Stations.—No television license or renewal of a television license shall be granted to an owner of a television broadcast station, or owner of a group of television broadcast stations, who controls in excess of one television broadcast station, unless such owner has filed with the Commission an undertaking that it will not renew or exercise the license or leases, or controls a particular site which is peculiarly suitable for the transmission of a television broadcast signal, in a particular area in which no comparable site is available to the applicant, or where the use of such site by the applicant or licensee would unduly limit the minimum number of stations that can be authorized in a particular area or would result in unfair competition among television stations.

(4) Announcement of Mechanical Reproductions.—It is required of TV stations to announce their reproductions in the same manner, by video means, or both and to announce such announcements shall be made.

(5) Station Identification.—It is required of TV stations to announce to the public the name of the station, the call letters, and the ownership of the station. The announcement may be made during any program of such station.

(6) Assignment Plan.—The assignment of stations for television broadcasting shall be divided as follows:

(a) Community Stations.—Any community shall be designated as a community station, and only one such station shall be permitted in any community.

(b) Metropolitan Stations.—Metropolitan stations shall be authorized in those areas where a special showing and to which there is evidence of the probability of such stations being located in the future.

(c) Rural Stations.—Licensees of metropolitan stations or applicants who desire to qualify as licensees of rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that the use of the channel will not cause objectionable interference to other television stations. The Commission may defer the assignment of any other television stations where there is evidence of the probability of such stations being located in the future.

In determining service areas for particular communities, the Commission will give consideration to population distribution, terrain, trade area, economic factors, and other pertinent factors. There shall be several zones and recognized authorities on small trading areas or consumer trading areas of the area covered by the application may prepare its showing and to which the Commission will give consideration in making its determination.

Among these recognized authorities are the following: J. Walter Thompson, (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas),Rand McNally Map Co. (Trading Areas), and Hartman Map Co.'s Four Color Retail Trading Area Map.

As a guide, the Commission will consider the additional area involved in the service area of a metropolitan station which may be served by another station if it can be served within the 250-mile or contour line of rural in character if at least 50 per cent of the population of the也不可能 be served within that service area. The person making this computation, cities of population 10,000 or more, and not less than 300 miles. Except to this rule will be made to the conclusion that due to conditions of terrain or local factors the proposed service area is possible by licensing rural stations, or that due to conditions of terrain or local factors the proposed service area is possible by licensing rural stations, or that due to conditions of terrain or local factors the proposed service area is possible by licensing rural stations, or that due to conditions of terrain or local factors the proposed service area is possible by licensing rural stations.

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS IN METROPOLITAN DISTRICTS IN THE UNITED STATES

Note: This table applies only to the 18 television channels available for commercial television. In addition, applications may be filed for experimental television stations on 218 and 220 megacycles. (Continued on page 80)

<table>
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<tr>
<th>Metropolitan District (U.S. Census 1950)</th>
<th>Sales Rank</th>
<th>Population</th>
<th>Channel No.</th>
<th>Population</th>
<th>Total Stations</th>
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</table>

Broadcast Advertising

(Continued on page 80)
Transcription Turntables

We are now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest — the GATES CB7.

GATES RADIO COMPANY
Quincy, Illinois
Florida Radio Covers

Listeners Kept Informed Of Progress, Intensity of the Storm

By MARY ZURHORST

AS THE 150 miles per hour hurricane swept Florida last week, Florida stations made an all-out effort to keep their listeners informed of the storm's progress.

Credited with saving hundreds of lives and valuable property through advice on safety measures broadcast before the storm struck, most of the stations went on full time operation, with staff members putting in 48 hours or more continuous duty. Stations kept listeners informed of weather reports, Red Cross activities and plans for evacuation of the Keys.

On Sept. 10, 48 hours before the storm approached, Miami WQAM started broadcasting warnings to the Bahamas, Windward and Lesser Antilles Islands. As the hurricane approached, Miami engineers "bumped" on what to expect. The station put up a special broadcast to newcomers to acquaint them with such details as the "full" in the dead center of the storm, followed by increased velocity of the winds. Many deaths resulted in the 1926 hurricane because of ignorance of this fact.

Town Storm Tight

By Saturday noon, Miami and surrounding area were made storm tight. There was nothing to do but wait. Power failure silenced radios in many homes in Miami, but because ample time had been taken to issue the warnings, there was little cause for concern.

• From Friday midnight, WIOD Miami was on the air continuously until midnight Sunday, with a 30-second break to switch to the emergency transmitter when a hurricane warning went off. Weather reports were broadcast every half hour, with pick-ups from the U. S. Weather Bureau every two hours. A total of over 500 public service emergency announcements were made during the danger period.

Blance Estrella, WIOD Spanish commentator, brought reports to the Latin-American residents of the area. The station reported many listeners used battery sets during the height of the storm when power was off. Two engineers were marooned at one of the transmitters in Biscayne Bay when the catwalk connecting the towers was swept away. When James Le Gate, general manager and chief engineer, went there on inspection, the only way to reach the transmitter was to swim across. So they stripped to their trunks and swam.

Because WJNO West Palm Beach was the only East Coast station from Dade County to Tampa that was on the air during the intense part of the blow, it was used by the Civil Air Patrol for alerting the statewide CAF, the new installations, completed in January, withheld the winds and the station was on the air continuously for 65 1/4 hours. WJNO installed lines in the Miami Weather Bureau and set up a regular series of broadcasts handled by Ernest J. Carson, chief of the Miami Weather Bureau. The American Red Cross put the station "up" as its communication headquarters.

WFYO St. Augustine, in northeast of state, wanted more "on the spot" coverage than it had been instilled through connecting the reports and weather bureau, so General Manager J. Allen Brown finally got a telephone call through to WGBS Miami. (WGBS is an AM station in Miami, owned by CBS.) The two-way conversation, describing the winds then hitting Miami, was recorded, with WGBS telling of how it was marooned in 4% feet of water. Biscayne Bay. Also described was the $10,000,000 Richmond fire where 57 Navy personnel were reported injured.

Phone Pick-Ups

When the path of the storm took a westward turn, at 2 a.m. Sunday morning, WFYO called Wink Fort Myers in the southwest part of the state. The recorded telephone report from Ronald Woodyard, president and general manager of WINK, described conditions there, and was of importance because it told of the storm's decrease in intensity. Later pick-ups by phone were made from WSPB Sarasota, WDAE Tampa, WKAT Miami General Broadcasting Co., operating on its auxiliary power unit, WMBC Ocala, WJNO West Palm Beach.

The hurricane entered the Atlantic Ocean near St. Augustine with winds up to 65 miles per hour. WJAX Jacksonville was on emergency power because of failure of electricity there. The station had its weather bureau with the control room for the hurricane season, and when the storm hit, set up remote equipment in the bureau offices. Several telephone lines were created from there, with the chief and assistant forecaster taking the air.

WPDJ Jacksonville remained on the air throughout Saturday and Sunday until storm danger was passed. Station lost one minute broadcasting time through a break in a telephone line.

WMFJ Daytona Beach started hurricane warnings Saturday and Sunday until storm danger was passed. Station lost 24 minutes of air time through three power failures, but maintained local traffic after time. Station alerted the area, Naval Air Station, Welch Convalescent Hospital, schools and other agencies. According to Ray Clancy of WMFJ, "Between answering an average of 100 phone calls an hour and swabbing the lower deck and offices of rain driven in by high wind through waterproof walls, we were kept busy—and at times hungry.

More than 100 gallons of gasoline had been stored at the WKT Miami Beach transmitter for auxiliary power. The transmitter is located with the studios, towering above the control room and officeless offices. They were on emergency power from 9 a.m. Saturday until 6 p.m. Sunday, in constant danger of being hit by snipping the transmitter tower.

When the giant blimp hangars caught fire at Richmond, a few miles southwest of Miami, authorities were unable to contact either the police or the fire departments. Somehow, WKT was contacted, and Col. A. F. Kettzentine, owner of station, went on the air immediately with the report. His voice was heard by the fire department and assistance was rushed to the blaze, which took the life of the Miami fire chief.

Networks in general had news coverage only of the storm. American had nine pick-ups from WGBS Miami, with Irwin Johnson describing hurricane's progress. WOR, New York Mutual key, put Benjamin Parry, N. Y. Weather Bureau head, on air Monday, 6:30 to quell rumors of storm's hitting that area.

Benton

(Continued from page 80)

Radio Board to Meet

BOARD of Television Broadcasters Assn. will meet Sept. 27 in TBA New York office. Decision on convention this year is major item on agenda.

TO THANK all of its local clients in advertising sales, the association in August airmed a radio station in Chicago of which two weeks, WGBS is at broadcast bureau and of the J. F. S. Hulten, former associate professor of advertising and of Oregon and Stanford U., who has been assistant director of OWI.

Following is text of Mr. Benton's letter to Chairman Porter:

Dear Mr. Porter:

My appointment as Assistant Secretary of State forces upon me and my associates the necessity of abandoning our present plans for the development of Subscription Radio, and of Joseph L. Weiner, my legal counsel, had been working for some time on an application for three radio frequencies in New York City. This application was completed and ready for subpoena before the Adjournment of the Senate Committee, and a Board of Directors' meeting had been called for Sept. 7, to approve the application, and our plans were to submit it to the FCC within the next 30 days.

We have spent much time and effort on developing a programming schedule for the third wave band. Apart from the time of my own, and that of Mr. Rumi, who are the other directors of Subscription Radio, and apart from the considerable amount of time and effort of other executives connected with its work and the Encyclopedia Britannica—those two companies have incurred substantial out-of-pocket expenditures in their investigation and study of Subscription Radio. Of course, the interest of the Muzak Corp., of which I and my family are the owners of the common stock, goes further back to two years to the experimental license granted in 1941.

However, the plans for the future revolved to a major extent around my personal background in the business of radio, education, and around my personal faith in the potential opportunity for Subscription Radio. Without my active participation it seems to the other directors and their advisors and associates unwise and unsound to launch the venture. Furthermore, my official duties in the next few years to cooperation with all media of communication and I feel that neither nor corporations which I control should enter into such a new venture in broadcasting.

I feel that I owe this explanation to you and to your associates in view of the courteous and extended consideration which you have given to the matter.

Very sincerely yours,
/s/ Wm. Benton.
YOU can buy the Gates CB7 Transcription Turntable at any of these Gates Authorized Distributors:

Specialty Distributing Co., 425 Peaches Street, N.E., Atlanta, Georgia.

223 East Broughton Street, Savannah, Georgia.

554 Mulberry Street, Macon, Georgia.

709 Chestnut Street, Chattanooga, Tennessee.

Houston Radio Sup. Co., Inc., 910 Calhoun Avenue, Houston, Texas.

Radio Specialties Company, 1956 S. Figueroa Street, Los Angeles, California, and Phoenix, Arizona.

Manufacturers Sales Terminal, 222 Columbia Building, Spokane, Washington.

Westinghouse Electric International Company, Forry Wall Street, New York, New York. (EXPORT ONLY)

Canadian Marconi Company, Montreal, Quebec, Canada.

GATES RADIO CO.
Quincy, Ill.

DECISIONS

ADMINISTRATIVE BOARD ACTIONS

SEPT 17
WJR Detroit, Mich., granted license renewal for period ending 2-1-46.

WPAT Paterson, N. J.—Granted license renewal for period ending 2-1-47.

NEW-1450 kc Boulder City Broadcast- ing Co., Boulder City, Nev.—Adopted memorandum opinion and order granting new standard station 250 w. Conditions.

WKBW New York City, N.Y.—Granted license renewal for period ending 2-1-47.

NEW-1450 kc Boulder City Broadcast- ing Co., Boulder City, Nev.—Adopted memorandum opinion and order granting new standard station 250 w. Conditions.

Network Accounts

New Business

PUREX Corp., South Gate, Cal. (bleach- ing plant), on Oct. 1 starts Erskine John- son, movie commentator, on 114 Mutual stations including full Don Lee network, Tues. and Thurs. 4-4:15 p.m.


BORDEN Co., New York (Memos), Sept. 28 starts “Ginny Simms Show” on 144 CBS stations, Fri. 7-8 p.m. Agency is Kenyon & Eckhardt, N. Y.

CANADIAN MARCONI Co., Montreal (receivers, tubes), Sept. 16 started Stardust Serenade on 30 CBC-Canadian stations, Thurs. 7-8 p.m. Agency: Cock- field Brown & Co., Toronto.

Net Renewals

THE BORDEN Co., New York (dairy products), Sept. 14 renewed for 52 weeks Country Fair on American stations. Tues. 7-8:30 p.m. (West Coast repeat 7-30-8 p.m. PWT). Agency: Kenyon & Eckhardt, N. Y.

ARMSTRONG CORK Co., Lancaster, Pa. (Igloolite), Sept. 29 renewed Armstrong Theater of Today for 52 weeks on 110 stations, Sun. 12-12:30 p.m. Agency: BBDO N. Y.


DR. PEPPER Co., Dallas (carbonated beverages), Sept. 30 renewed for 52 weeks Darter for Dough on 136 American stations, Sun. 4-4:30 p.m. Agency: Tracy- Locke, Dallas.

STANDARD

MILTON MILLS, Minneapolis (sawmills), Sept. 15 started New and Betty Crocker from Fri. 10-10:45 a.m. to Mon.-Fri. 10-10:30 a.m. on full American Network. Agency: Dancer-Fitzgerald & Sample, Chicago.

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting & Gear Systems

6100 N. E. Columbia Blvd. Portland 11, Oregon

C. H. Fisher, Agent Phone FR 7303

BUY VICTORY BONDS

Page 82 • September 24, 1945

BROADCASTING • Broadcast Advertising
such as the ICC, FTC and FCC.

While Congress studies measures to authorize President Truman to reorganize the executive branch, several changes in its present functioning place in Cabinet departments. Secretary of Commerce Wallace on Thursday disclosed plans for a vast reorganization of his department which would bring about: (1) a complete population census every five years instead of 10, covering housing, labor and agriculture to provide a basis with information on local markets; (2) full-scale census of manufacturers, mining industries and business every five years; (3) surveys of consumer income and buying power. He plans also to ask Congress for three additional assistant secretaries, making four in all, to head departments of Air Commerce, International Trade, Industrial Economy and Small Business.

Meanwhile President Truman abolished the Office of Strategic Services on Thursday, transferring its major wartime functions to State Dept. and other activities to War Dept. At the same time he created the Interim & Intelligence Service, to function until Dec. 31. Secretary of State Byrnes is authorized to "take the lead in developing a comprehensive and coordinated foreign intelligence program for all Federal agencies concerned with this type of activities."

New WJZ Rate

WJZ, New York, key station of American, has reclassified 6-7 p.m. period as Class B time instead of Class A effective Oct. 1. Programs, minutes and chainbreaks all are affected by change, which reduces base hour rate from $1,200 to $900. Advertisers can economize by using time between 6 and 7 p.m. will have rates adjusted as of Oct. 1.

SERIES of weekly broadcasts by the U. S. Naval Academy Band will start Oct. 9 on Mutual. 7:30 to 8 p.m. Programs mark second series of concerts by Navy Band on Mutual, first having been held in February, March and April this year.

Ohio's 3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY REED

WFMJ

YOUNGSTOWN OHIO

BROADCASTING • Broadcast Advertising

Television

(Continued from page 15)

who takes the FM Rules & Regulations and studies them in concert with the latest plan for TV can see developing a firm FCC philosophy of broadcast pattern on a base upon which all future action can be taken. It is known that Chairman Paul A. Porter has dropped the lack of such a regulatory foundation and has been striving since his incumbency to build one.

As in the case of FM, the FCC proposals that will be common antenna sites. No person, says the FCC, while the FM can be the owner, or controls a site which, because of its favorable nature, would prevent the introduction of other stations in the area. Provision is made against dupl-


do- ploy ownership of video outlets, and the Commission would consider as working against public interest, convenience and necessity the ownership of more than five outlets by any one entity. In FM, the limitation is placed at six. Network regulations also would apply to TV.

Hope in Proposal

Only possibility that major markets will get more than the assigned number of metropolitan TV stations is found in frequency limit for new radio licenses in the FCC's qualified proposal that community station licenses can be granted in metropolitan markets.

Such community licenses, states the FCC, can be granted upon a showing that "this would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there". This pursues, too, the tenor of the FM rules.

The problem of rural stations is treated sketchily. It is noted that licenses of metropolitan stations or applicants who desire to qualify as licensees of rural stations must make a special showing that they propose to serve an area more extensive than that served by a met-

ropolitan station and that the addi-
tional area to be served is pre-
dominantly rural in character (if those tests are successful, some within 500 millivolt contour living in rural areas or in cities under 10,000 population).

Inclination of the FCC to pass over the rural question lightly doubtless stems from its conviction that TV below 300 mc never can adequately serve the nation. The proposed plan contains the state-

ment, paraphrased from the FCC report of May 25, 1945, that "the 13 television channels which are available for television below 300 mc are insufficient to make possible a truly nation-wide and competitive television system".

Indication that the Commission might move speedily toward wiping out all TV below 300 mc was found in discussions with some officials. It is known that the FCC awaits only results of higher frequency tests by CBS, Dumont and others. If those tests are successful, some visualize TV moving up stairs with the most optimistic setting a Christ-
mas deadline. In such event, the 13 channels below 300 mc will be assigned to other services, with FM doubtless getting some of them.

Technical proposals seek to es-


tablish minimum 90-mile separa-
tions in the case of community stations on the same channels and 45 miles on adjacent channels. For metropolitan stations, it is proposed that the 160-mile separation for same-channel outlets, with 75 miles on adjacent channels.

Only comment from industry leaders available as BROADCASTING went to press was from W. Kesten, CBS executive vice-presi-
dent. Mr. Kesten said:

"The Commission's new rules and regulations for low-definition television, on the lower frequencies, reveal a very skilful handling of a very thorny problem. The result is a commendable effort to make a pocket handkerchief cover a dinner table. The Commission recognizes and faces this difficulty frankly in pointing out in its report that there are not enough frequencies in the lower band to provide "a truly nationwide competitive television service"—and just as frankly points to the higher frequencies as the solution to this problem."

"How near at hand this solution is we at CBS have good reason to know. Almost single-handedly we have pioneered the development of full-color high-definition television in the higher frequencies and plan to demonstrate it with a complete broadcasting system from pickup tube to receiving set before the end of this year. The moment the public knows that vastly superior television, in full color, is an accom-

plished fact, the cruder pictures in the lower frequencies should be instantly outmoded."

WGNB Shifts

WGNB, FM station owned and operated by WGN Chicago, will begin test operations on newly-assign-
ed frequency of 99.9 mc, announced G. William Lang, chief engineer. Programming on the new allocation will begin Jan. 1, although the station will continue to be heard indefinitely on its pres-

ent frequency, 45.9 mc.

DeMille Speaker

CECIL B. DeMILLE, Hollywood producer forced off the air because he refused to pay a $1 AFRA assessment, was to explain his side of the controversy before the Execu-
tives Club at the Sherman Hotel, Chicago, Sept. 28.

New WTMJ Policy

WTMJ Milwaukee inaugurates a new public service policy October 7 with a 90-minute sustaining Sunday afternoon series of "Paul Reip" programs. More than 25 religious denominations will participate. An inter-faith committee has been formed in Milwaukee to represent the religious groups and supervise series.
Weldon and Carr Start Partnership
Open Consulting Engineering Firm in Washington

JAMES O. WELDON, chief of the Bureau of Communications Facilities, OWI, resigned last week to form his own consulting engineering firm in Washington in partnership with Lester H. Carr, former CBS engineer and until recently technical advisor with the Bureau of Ships, Navy Dept.

Weldon & Carr will be ready for business this week with offices at 1605 Connecticut Ave. The firm plans to offer a complete service to existing and prospective broadcasters in AM, FM and television, from preparation of applications through design and installation of station facilities.

Outstanding Engineer

One of the nation's outstanding radio engineers, Mr. Weldon was responsible for the development of the extensive network of powerful shortwave and medium wave broadcast stations which carried the Voice of America into four continents, facilitating the invasions of Italy and France and contributing to the breakdown of German morale. Under his direction, 24 shortwave stations were built in the U. S. to augment the 14 which were in existence, in addition to stations in Africa, Italy, France, Belgium and Brazil. Saipan, the last a 50 kw medium wave installation which he personally supervised.

Prior to joining OWI in August 1942, Mr. Weldon was identified with the design and construction of some of the highest-powered stations in North America. He was in charge of the installation of the 500 kw transmitter for XERA Villa Acuna, Mexico, and a 100 kw station at Mexico City. As consultant for the Federal Telephone & Radio Corp., he designed the 50 kw transmitter for WABC, key station for CBS in New York, and the CBS shortwave transmitter at Brentwood, Long Island.

Mr. Carr was a civilian consultant for antenna design and systems in the Navy Dept. and also completed assignments designing radar and electronic navigational aids for airplanes and ships. Before the war, he was engineer in charge of the WBBM-CBS Chicago transmitter division and performed most of the transmitter engineering work for the CBS central division. Out this, Frank F. fourteen, was then chief engineer.

Previously, Mr. Carr was chief engineer for KSTP St. Paul, where he served as general consultant on the Minnesota Network. While at KSTP, he collaborated in original work on wave tilt measurement, which served to develop a fast accurate method for determining ground conductivity from which optimum transmitter sites can be determined.

EXECs TELL CLUB
NEWS HERE TO STAY

NEWS SHOWS are just as important to the public today as they were during the war, and there will be little or no slack in audience listening if a zeat and a new slant is given the newscasts. That is the opinion expressed by all the speakers at the weekly meeting of the Chicago Radio Managers Club, Sept. 19.

Speakers were Program Managers Gene Russe, American central division; Buck Gunn, WGN Chicago; Walter Preston, WBBM Chicago; and Roger Morton, national spot and local sales manager, NBC central division, who filled in for Jules Herbeufaux, NBC program manager, unable to attend.

Tinney to WCAU

COMDR. JOSEPH L. TINNEY, former director of public relations for the Fourth Naval District, with headquarters in Philadelphia, joined WCAU Philadelphia as assistant to the president. The first reserve to be called to active duty in the Philadelphia District, in 1939, Comdr. Tinney formerly served as executive director of the Pennsylvania Highway Safety Council, and was also executive of the Continental Distilling Corp. of America.

All CBS Stations Now in BMB Fold
American Also 100%; Total Membership Numbers 549

WBBM Chicago and WTOP Washington, CBS-owned stations, have been added to the list of BMB subscribers. With these newcomers, all stations owned by CBS are now BMB members.

All four stations owned by American—WJZ New York, WENR Chicago, KGO San Francisco—also are signed up with BMB. WEAF New York is, however, the only NB-owned station to join BMB to date.

Other new BMB subscribers include WSSV, Petersburg, Va.; KGEZ Kalsispel, Mont.; WNOE New Orleans; WLS Chicago; WDAD Indiana, Pa. (not yet in operation); KTNZ Tucumcari, N. M.; WCAF Ashbury Park, N. J.

MB total is now 849 subscribers.

Network Plan Received

BMB last week reported a good reaction to the announcement of its network participation plan [BROADCASTING, Sept. 17]. In ess- ence, the network now gives broadcasters and users of radio a single standard of audience measurement for individual stations, for regional and for national networks, all stabilized on the same basis and each comparable to the other.

The decision to drop the term "circulation" and to replace it with "BMB index of station audience" also has met with approval, particularly from advertisers and agencies who feared that the long-established use of "circulation" to mean physical distribution of copies of a publication might lead to confusion if the word were applied to reported station listening. BMB officials hope that the disadvantage of the cumbersome "BMB index of station audience" phrase will, in time, be circumvented by the adoption of simply "BMB", much as network audience program ratings are commonly referred to in the industry as "Cros- leys" or "Hoppers".

"Remember, no more swing when we start the broadcast over WDFD Flint."
Daylight Time Worries to Start Again

The end of War Time Sept. 30 Begins Old Trouble

AR TIME passes into history 2 a.m. Sept. 30. The Senate Thursday passed without opinion the Boren Bill (HR-3974) which restores the country to standard time next Sunday morning. The House previously had passed the measure. President Truman was expected to sign the measure.

Radio's time headaches, which have been comparatively few since in time was adopted Jan. 20, 42, again loom beginning next month when the eastern part of the country, including New York, expected to revert to its prewar custom of adopting daylight saving time.

Meanwhile, Chicago broadcast stations face a double schedule problem: that city under local option, will remain on daylight saving time until Oct. 29. Schedules must be shifted Sept. 30 when the 2 a.m. return to standard time again on Oct. 28 when Chicago goes back to central standard time.

Chicago Problem

Unless Chicago's City Council, before Sept. 30, Chicago network affiliates face four weeks of that one program director terms a "sheer mayhem." Sponsors are unwilling to give up choice day-night hours with established stations and agencies point firmly contracts agreeing to set times for broadcasts. Chicago stations are calling on everyone from mayor Kelly to NAB and the "CC for help."

In the case of WGN, most seriously concerned since it originates locally sponsored programs, action executives find themselves in a double dilemma. Not only must they try to satisfy local accounts but must do so knowing that the Chicago Tribune, representing the front office, is well satisfied with daylight saving.

Too, WGN, as well as other network affiliates, will be forced to put on farm programs, children's shows and Chicago broadcasts at odd hours when audience shifts and set-in-use vary greatly.

All stations point out that if Chicago remains on daylight saving time until Oct. 25, Hooper ratings, which are based on a three-month period, will mean nothing at all.

Walter Preston, WBBM-CBS program director, said "it's going to be a mixed up mess for us after Sept. 30." As far as he is concerned, and most radio executives agree, networks and stations want universal time.

"Out of Step"

NBC, through its Chicago affiliate WMAC, takes a similar view. "Broadcasters like it all one way or the other," a WMAC spokesman said. "Chicago is out of step with the nation," he added.

Arvid Hooper, WLS, said the station had sent a "bale" of letters from listeners to Sen. Lucas (D. III.) urging him to press Congress for an early end of official war time.

At WENR, American Chicago

Morrell Co. Starts Spot Campaign for Red Heart

John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), has signed contract for participating live five-a-week announcements on Martha Deane on WOR New York, Housewives Protective League on KMOX St. Louis and KNX Los Angeles, Molly Martin on WBAL Baltimore, and Ruth Crane on WMAC Washington. In addition, Henri, Hooper & McDonald, New York agency, is buying participation spots on women's programs in ten other major markets not announced.

Company has also contracted with Arthur La Fave Syndicate for exclusive advertising rights to dog character comic strip, Napoleon & Uncle Elby, which firm will use as official symbol for Red Heart products.

APPLEBY NAMED TO BUDGET POST

Paul H. Appleby, vice-president and general manager of the Queen City Broadcasting Co., licensee of KIRO Seattle, a third owner of KFFY Spokane, Wash. and applicant for a 1 kw station in Boise, Ida., last week was appointed by President Truman to be assistant director of the Bureau of the Budget, a post he resigned last fall to enter radio (Broadcasting, Nov. 27, 1944).

Mr. Appleby, before retiring last December to enter private business, had been in Government service for 12 years. He became executive assistant to Secretary of Agriculture Wallace in 1933, remaining in that post until 1940. In 1941-42 he was chief of the U.S. food mission to Great Britain and served as chairman of the International Wheat Conference. He was appointed assistant director of the Budget Bureau in early 1944. Before his Government service, Mr. Appleby was a publisher.

Mr. Appleby resigned as officer and director of the Queen City Broadcasting Co. but plans to retain his stock. Saul Haas, president of Queen City, was enroute home from Europe when President Truman named Mr. Appleby to the Budget Bureau post. Mr. Haas is Collector of Customs of the Port of Seattle.
END OF FBIS AND RID SEEN IN HOUSE COMMITTEE ACTION

Transfer of KFNF
Is Given Approval
Commission Praises Program Service Offered by Station

TRANSFER of control of KFNF Inc., operating KFNF in Shenandoah, la., to a new firm—Midwest Operating Co.—controlled by owners of Henry Field Seed Co., was approved Sept. 19 by the FCC. The authorizing decision that administrators of bankrupt to KFNF owners for failure to report all past dealings involving operation of the station.

But is not controlled by John W. Nicolson, who holds 150 of the 200 shares of Class B voting stock, and Elbert A. Read, holder of the other 50 shares, along with 100 of the 500 shares of non-voting Class A stock. Both are vice-presidents and directors of KFNF Inc. Henry Field, founder of the station, holds the other 400 shares of non-voting A stock.

The station will be cut in half reducing independent offices appropriations by $7,982,000.

The Commission’s 1946 fiscal year appropriation of $2,450,000, for KFNF, would be reduced by $930,000 under the Committee’s recommendations and the bill (HR-4103) introduced by Chairman Cannon (D-Mo.) of the Committee.

Permits Tapering Off

"The Committee’s reduction applies to both projects (FBIS and RID)," Mr. Cannon said. "It would reduce the total availability for the fiscal year to $1,500,000, which should permit a gradual tapering off and finance all liquidation costs.

"Regular appropriation for FCC is $2,554,400, excluding over-time pay.

"During hearings before the Appropriations committee, Chairman Cannon and Commissioner E. K. Jett were criticized severely by several Committee members because they asked that the Commission’s appropriation be continued because of increased work brought about by expanding communications.

"Chairman Cannon told the Committee that the radio spectrum "goes to the crux of radio regulation.

"Chairman Cannon could not understand how the Commission’s monitoring duties would increase in peacetime, rather than decrease. Neither could Rep. Taber (R-N.Y.). Rep. Cannon pointed out that all appropriation national defense activities must cease 60 days after hostilities and that date would be Oct. 14.

"Commissioner Jett testified that monitoring work of the Commission will be heavier because of the vast expansion of broadcasting. He mentioned FM, television and increased standard stations, as well as aviation communications.

"Chairman Cannon also said that the Commission was prepared to liquidate FBIS within 60 days after hostilities, but that the State Dept., UNRRA, CIAA and Federal Reserve Board had requested it be continued.

Cannon Opinion

"Here the war has ended in 1945 and we naturally expect a considerable Radio Awards your Appropriation," said Cannon. "Instead of proposing a recision, you come in with a proposed deficiency of $379,652 attributed to the new Pay Act. I see no indication at this time that we are taking any steps whatever toward complying with the provisions of the law. You are in an absolute disregard of the law, as far as you are concerned."

Rep. Wigglesworth (R-Mass.) left a note of the FCC and membre of the House Select Committee to investigate the Commission in the last session, questioned Chairman Porter about the work of Charles I. Seippman, former FCC program head (Broadcasting, July 30).

Mr. Porter testified that Mr. Seippman was employed "on a temporary basis for a review of certain Commission decisions over the past several years... He was making a review of a series of decisions in certain fields of applications and grants."

Rep. Wigglesworth demanded to know why the Commission’s own law staff couldn’t have done the work. Chairman Porter said the staff was "too short-handed.

He explained that Mr. Seippman was employed "for a period of a month making a review of the Commission’s decisions and the attempted to codify them and make a report.

In a supplemental report Chairman Porter told the Committee that Mr. Seippman (although the House Committee report referred to him as "Stedman") was paid $670.17 from July 7-Aug. 2 and was assisted by four clerks.

Seeks Contract End

KAY KYSER returned to the air on NBC Wednesday, Sept. 19, although he has been attempting to withdraw from contract with American Tobacco Co. and Colgate-Palmolive Co., Jersey City, for College of Musical Knowledge, Wednesday 10-11 p.m. Kyser is contracted for 26 more months to American Tobacco Co. and Footcone & Belding, New York, owners of the show, who have leased it to present sponsor, Colgate-Palmolive-Peet Co. through Ted Bates Inc., New York, until Christmas 1946.

KRKO Transfer Granted

TRANSFER of control of KRKO Everett, Wash., to William R. Taft and Archie G. Taft was approved Sept. 18 by the FCC. Lee E. Mudgett, 35% owner, sold his interest to the Tafts for $13,601.57. William R. Taft is president and general manager of KRKO.

Dr. S. V. Sanford

DR. STEADMAN V. SANFORD, 74, chancellor of the University System of the State of Georgia, and a member of the George Foster Peabody Committee Board, died at Emory University Hospital, Atlanta, Sept. 15. He founded the Henry W. Grady school of Journalism at the U. of Georgia, and served as dean for 30 years. He also founded the Southern Conference, intercollegiate athletic group. He is survived by his widow and three sons.
Executives of NBC Discuss Operation

Management Group Spends Week-end in Pennsylvania

HEADED by Board Chairman Brig. Gen. Edward A. Arnold and President Niles Trammell, more than 30 of NBC's top executives are at Shawnee-on-the-Delaware, Pa., for a Sept. 18-20 meeting of the network's management group. Policy and procedure of network operations were to be discussed.

Those attending included: Frank E. Mullen, vice president and general manager; Vice-Presidents William S. Hedges, John F. Royal, A. L. Asby, Roy C. Wittmer, C. L. Menser, C. L. Egan, O. B. Hanson, John H. MacDonnell, Frank McConnell (Washington), Sidney Strotz (western division), R. J. Telchner, treasurer; Harry F. McKeon, controller; Dr. James R. Angell, public service commissioner; Assistant Manager Spends

DeWitt Millhauser, director; Orrin Wood, consultant; Assistant Manager Spends

Manager, national sales; James M. Gains, assistant advertising and promotion director; Vernon Pribble, manager, WTMJ Cleveland; Lloyd Yoder, manager, KOA Denver; John Elwood, manager, KPO San Francisco; Carleton Smith, manager, WRC Washington; Sheldon Coons, assistant; Roy F. Mortensen; Francis DeWitt Millhauser, director; Orrin Dunlap, RCA director of advertising and publicity.

NEW LINEUP DISCUSSED

American Affiliates Go Into

Not Reallignment

RETIREMENT of Chester J. LaRoche, vice-chairman, from active participation in the operations of American and the reinstatement of President Mark Woods as chief executive officer, were the principal topics of discussion by members of the network's station planning and advisory committee, meeting in New York Sunday.

Otherwise the meeting dealt with purely routine matters, it was reported. Station men met Monday, executives of the network Tuesday. Attending were: H. Allen Campbell, WXJZ Detroit, chairman; William A. Riple, WTRY Troy; C. T. Hagman, WTCN Minneapolis; Henry F. Johnston, WSGN Birmingham, Ala.; Harold H. Munsen, KGKO Fort Worth; W. Duncan Pyle, KVOD Denver; Louis F. Kroeck, KTMS Santa Barbara; W. C. Bohman, WCOS Columbia, S. C.; Mr. Kroeck is a new member of the committee, replacing W. B. Stuht, KJR Seattle, who resigned from the station and from the committee.

NABET Discussions to Continue Today

NEGOTIATIONS between National Assn. of Broadcast Engineers and Technicians, independent radio engineers union, and NBC and American will resume at 1:30 this afternoon, Sept. 18, in the NBC board room in New York. Meetings were recessed Wednesday evening because of the departure of the NBC negotiating committee to attend the NBC management committee meeting in Shawnee-on-the-Delaware. Satisfactory progress was reported and it is anticipated that complete agreement will be reached this week.

On Thursday morning NABET began negotiating with WOR New York for a renewal of its one-year contract with that station. Satisfactory progress was reported here also, with expectations that this contract may be completed by the end of the month. NABET will resume its discussions with the two networks.

Network contracts will probably run for two years, WOR's for 18 months. It was learned here that salary demands at the networks are being resolved on a compromise basis with the new scale said to be very much lower than that in actual use, and it is understood that the new deal with WOR will follow much the same pattern.

CONFLICT ON ILICIT STATIONS IN HAWAII

TESTIMONY of James Lawrence Fly, former FCC chairman, before the House Select Committee to Investigate the FCC, and the Army board's report on Pearl Harbor are in conflict regarding illicit stations in Hawaii.

In its report to the Secretary of War, the Army board, composed of three generals, said: "On Dec. 7 a number of illegal radio stations interfered with the radio operations of the Army."

Appearing before the House Committee on March 7, 1944, Mr. Fly testified, under cross-examination by Rep. Miller (R-Mo.): "No illicit transmitters were operating on the Islands. At least, there was no evidence that there were. There was a complete job of monitoring being done all of the time, and the two or three newspaper stories that came out on the subject have run to the ground, and they have proved false."

Mr. Fly told the Committee that the FCC Radio Intelligence Division was charged with monitoring the spectrum of the detect clandestine stations. He said the FCC had three monitoring stations "in Hawaii prior to Pearl Harbor."

Bartlett to WGN

TOMMIE BARTLETT, released from AAF, returns to WGN Chicago and Sept. 24 starts new program featuring interviews with Chicago personalities, Monday through Friday, 3:15-3:30 p.m.

Delaney Named Successor to Lane

Mr. Delaney, Mr. Lane

JACK DELANEY, formerly assistant director of advertising, press and radio, has been named director of this branch of the Treasury's War Finance Division, succeeding Thomas H. Lane. Mr. Lane has resigned to become United Drug Co. director of advertising and sales promotion.

In announcing the resignation Ted R. Gamble, WFD manager, said Mr. Lane has done "a splendid job for our Bond program and his many friends in War Finance are sorry to see him leave."

Change is effective Oct. 16.

Messrs. Lane and Delaney have been with the War Bond program from the start. Mr. Lane had been copywriter and account executive for Young & Rubicam, New York. He set up and guided the War Bond advertising section which during the peak of the Seventeen Loan mobilized $42,000,000 in advertising support. Mr. Delaney has been with several New York agencies, including Geyer, Cornel, and Newell and BBDO. He was responsible for production and distribution of all War Bond promotion materials.


KSAN to Double Staff

In Joining Associated

JOINING Associated Broadcasting Corp., will mean the doubling of the staff of KSAN San Francisco, according to Jerry Akers, station manager. Quarters in the Furniture Mart Building, 1386 Market St., will be expanded as soon as more room is available. At least two programs will emanate daily from San Francisco. A staff orchestra, headed by Jack Beckingsham, will join the station shortly, and Lee Giroux, a commentator, will broadcast nationally from KSAN.

Ross Named

DICK ROSS, recently released from the AAF, has been named production manager for Associated Broadcasting Co. on the West Coast. Ross was shot down over Germany and held prisoner of war for nine months. After his service he was program director for KMO Tacoma and night supervisor for Don Lee Broadcasting System headquarters.

NEW YORK

IS A SMALL TOWN

When you're staying at The Roosevelt! All the beat of Manhattan is within comfortable walking distance of this mid-town hotel, known for Hilton hospitality. Rooms with bath from $4.50.
Help Wanted

Promotion copywriter. Salary.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Situation Wanted 10c per word. All others, 1¢ per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D.C.

Help Wanted (Cont’d)

Experience in radio! Experienced as program assistant, sales manager, advertising manager, program director, news director, public relations manager, etc. Excellent opportunity. Reply to Box 203, BROADCASTING.

Help Wanted

Promotion copywriter. Salary.

Situations Wanted (Cont’d)


First-class operator (Army 1st Lt.) to supervise and direct program oper- ing work in southern New England or N. Y. Experts. Two years' broadcasting experience, no operating. Lt. G. C. Berner, USNR, 911 Graydon Ave., Apt. A-3, Norfolk 7, Va.

Marine officer, married, college graduate. First-class operator position in western station. Experience includes five years radio, including operating. Announcing and copy writing. Being re- located. Replies to Box 185, BROADCASTING.

Young veteran—Wants staff announcing job with progressive station. Good voice, telephone. Experience in announcing, writing, acting, directing, booking, networking. Max Reinhardt, Asheville, N. C.

Veteran 5 years, familiar latest engineering, desires position on progressive station. All license, broadcast experience, code speed 45. Studio announcer, capable of writing, producing, operating. Desires position in western station. Will work anywhere. Experienced announcer, excellent copy writer. Send references to Box 185, BROADCASTING.

WANTED

Promotion copywriter. Salary.

Radio Construction

Men

Radio men who are interested in building radio broadcasting equip- ment can own themselves at this time of excellent opportunities. Must be able to read blue prints and do neat wiring and also must not be so technical engineer still not mandatory. Good wage, full benefits. Prefer westerner city. Wire, phone or write.

Gates Radio Company

Quincy, Illinois

Phone 522

Available

Successful Radio & Advertising Man

Background includes ten years ex- perience in advertising and sales promotion. Excellent written and spoken English and excellent sales selling ability. Gifted in advertising and sales. Desires position with progressive station. Desires 25, married, good appearance. Available immediately for permanent connection. Box 194, BROADCASTING.

STUDIO CONTROL ENGINEER

Opening available on the West Coast for an ex- perience Studio Control En- gineer. Network experience preferred. Excellent verbal communication with a major company. Answer must supply experience in detail, age and salary now received.

Box 185, BROADCASTING
Situations Wanted (Cont'd)

C. E. Johnson—desires position in Air Corps and Navy, pre-war chief engi-

er, outstanding midwest local desires

15 watt broadcast. Box 206, BROAD-

cast. Box 206, BROAD-

cast.

Sportscaster-newscaster—play by play and commentary, all sports. Two years

sportscaster and news editor 5 kw CNN. Now unemployed, offering free lance for

hour minimum. Box 207, BROAD-

cast.

Discharge—5 years experience produc-

, news, ad lib artist wants early morning or afternoon disc jockey job. Will

certainty. Phone Washington D. C. 9900 or wire S. Woodall 49 Eye St., N. W.

Radio writer-director—Top notch young

woman, network copy with well

known agency, Commercial, serials, 

program ideas, clean, cut, correct. Full time 

work, free lance, New York or west coast. Box 208, BROAD-

cast.

You'll want to investigate young, enter-

prising, imaginative writer with broad 

background including radio, industria-

copy, market research, who'd like to 

work with established Ad account.

Box 209, BROAD-

cast.

Capable local station manager in south-

er market of 60,000 stations. Alert,

promotion minded, good character, 

can make your station pay. 35 years 

old. Have been in present job six years. Wants long time arrangement. Married 

two children. Available immediately. 

Box 210, BROAD-

cast.

Salesman—50 years old, veteran. Experi-

enced in all phases of radio station 

from 4-11. $45,000 Week base. Prefer 

only. Give me a whistle. Mel Mers, 122 

Mickley Ave., General, Ill.

Veteran—To be released from hospital 

desires program or production director-

ship. Nine years commercial, two years 

APRS experience announcing and di-

recting. Reference. G.P. Nice, Staton 

down, 4720 Lake Park, Chicago.

Saleman-program director—Veteran, age 

38, married, reliable, 8 years radio 

experience, 4 years newspaper. Active in 
civic organizations, want to make 

permanent home. Have good health, 

personality, enthusiasm, ability. Minimum $3500.00. Mr. Hansan Duint, c/o Sg.

Tom Reynolds, 119 Marvin Ave., Peters-

burg, Va.

Young woman—University graduate, 
some experience, wants position as con-

tinuity writer and/or announcer with 

progressive stations. Program ideas, 
talented, industrious. Best references. 

Box 211, BROAD-

cast.

Engineer—8 years broadcasting. 3 FCC, 16 

months field engineer with large com-

pany. First class license, 37, married. 

Prefer Pacific Coast or Rocky Mountain 

spots. Box 212, BROAD-

cast.

Chief announcer now employed desires 

position as staff announcer in small t-

station. Experienced in news, platter 

shows, etc. Box 213, BROAD-

cast.

Chief engineer—Army officer, expects 

discharge shortly. Seeks position pro-

fessional. 5 years technical broad-

cast, familiar with FM, 1st class operator's license. Age 34, married. Box 

214, BROAD-

cast.

Veteran, 40, top salesman, promotion and 

contact man with sound ideas. Knowledge of entertainment field. Seeks position 

with radio station, advertising agency or transcription firm. Staff Sgt. S. D. Harris, 

USMC, 1257 North Alexander Ave., Los Angeles, California.

Veteran—Seeks connection announcer, 

program manager or television produc-

tion any capacity. Excellent background with APBS and radio stations. Refer-

ences. Contact John Davis, 1723 Clifton 

Ave., Cincinnati, O.

Veteran associated APBS with excellent 

commercial radio background, seeks 

position as staff announcer or video 

connection. Good references. Commit-

mate, Robert G. Clayton, 910 Webster 

Ave., Chicago 14.

Look-E-Mere! Honorably discharged. 

Three years' announcing experience. 

Commercials, newsmaster, copy duty. Two 

years with N. Y. station. Have 

references. Hold third class, expect first soon. Work anywhere for suitable salary. 

Morris Sheeler, 373 S. 2nd St., Brooklyn 11, N. Y.

Wanted to Buy

Executive will buy interest or full stock in 

local or regional station. Replies 
"certified indentitity. Box 179, BROAD-

cast."

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of 

Qualified Radio Engineers 

DEDICATED TO THE 

SERVICE OF BROADCASTING

National Press Bldg., Wash. D. C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., Dc. 1955

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At Deadline...

YANKEE SEEKS 4 FM OUTLETS; OTHER APPLICATIONS

APPLICATIONS for four FM stations were filed Friday by the Yankee Network to compensate for loss of coverage occasioned by the FCC assignments to existing FM stations which classified Paxton, Mass., as a Worcester metropolitan station and cut its power from 50 kw to 20 kw radiated power. The new stations are for Boston, Bridgeport, Hartford and Providence.

FM station in Cleveland is asked by WJW Inc., with 10,600 kw, ml. coverage. Robert W. Rounsaville and George M. Clark, d/b Elizabethton Bestg. Co., Elizabethton, Tenn., asks CP 1540 kc 250 w unl. Cedar Rapids Bestg. Corp., Cedar Rapids, la., seeks CP 1450 kc 250 w unl. KSKEY Dallas asks increase 1 to 50 kw. New station in Wichita Falls, Tex., 990 kc 1 kw D only, is asked by Darrold W. Cannon, executive v-p and part owner of KPDM Beaumont, Tex. He recently retired from Army duty.

AFRA PROTESTS DEMILLE

AFRA has protested to the American Legion against Wall Street Post awarding Cecile B. DeMille citation in honor of the 156th anniversary of Bill of Rights. Union has also objected to DeMille's American Network who plan to carry ceremonies, with DeMille making guest appearance. American officials agreed to give AFRA equal air time if Mr. DeMille should say anything controversial, but pointed out he appears as guest.

NCBS TO FILE

APPLICATIONS will be filed Oct. 8 with FCC for stations in Des Moines and St. Paul, to be key outlets of North Central Broadcasting System and Mississippi Valley Network. Independent Broadcasting Co. will file for a 10 kw station on 940 kc in Des Moines and Midwest Broadcasting Co. for 5 kw outlet on 580 kc in St. Paul. John W. Boler, NCBS president, has an interest in both filing companies.

Closed Circuit

(Continued from page 4)

leaders already have started beating drums and reports from Blue Grass State indicate Mr. Porter isn't averse to running.

IT WOULDN'T BE surprising if President Truman personally dedicates the new radio correspondents' broadcast room in Senate wing of Capitol. As Senator he worked hard to give radio newsmen recognition. On House side work has begun on remodeling the old file clerk's office for radio room, despite opposition from press corps. During summer recess Speaker Sam Rayburn, cognizant of radio's needs, ordered files moved elsewhere. Now broadcast booths are being fitted up to Earl Godwin, past president of Radio Correspondents Assn., Dick Harkness, present head; D. Harold McGrath, superintendent of Senate radio gallery, and Bill Vaughan, superintendent of the House gallery, for opposition to get radio recognition in Congress.

SHANNON ALLEN, chief of the radio intelligence section, information division, Interior Dept., will leave that position soon to launch a new public relations enterprise.

WILLARD K. BAILEY

WILLARD K. BAILEY, 39, manager of Kansas City office of Katz Agency, station representative and Friday morning, Sept. 21, in an Omaha hospital. In Omaha on business, Mr. Bailey had been rushed to the hospital the preceding Monday following an attack of appendicitis. Former salesman with WJJD Chicago and one time with John E. Pearson Co. and Spot Sales Inc., Mr. Bailey joined Katz in 1943. He is survived by his wife and three children.

QUICK TIME SHIFT OUT

SPECIAL committee from Chicago Radio Management Club was told late Friday by Mayor E. J. Kelly that "even if he wanted to" council could not change local option governing daylight saving time to coincide with New York time by Sept. 30. Council meeting Oct. 16 and it would take two weeks for request to become law, the mayor said, adding suggestion that group present resolution urging change to take effect next year.

J-W T NAMES JACKSON

T. CORNWELL (Corny) JACKSON, deputy chief of OWI Domestic Radio Bureau, Hollywood, has been named vice-president of J. Walter Thompson Co., and manager of the Hollywood radio division. He succeeds to office of the late Daniel Danker, which has been administered by Norman Blackburn, becomes West Coast business manager and radio talent buyer. The late change has been in New York to charge of television and commercial and industrial film.

LOCAL 'HEADLINES'

AMERICAN Network co-op program Headline Edition on Oct. 1 changes format to include one-minute and ten-second break in which stations may insert local news.

WAAB PLANS

WAAB, FM complement to WAAT Newark, will begin experimental operations about first of year and fulltime programming Feb. 1, Irving R. Rosenhaus, general manager and vice-president of WAAT, predicted last week. WAAB will operate with 20 kw on 96.1 mc.

RADIO SHELL DIVULGED

SECRET of the radio-operated fuse, called "second only to the atomic bomb" in helping win war, has just been revealed by the Navy. Known as "VT Fuse", it is five-tube radio sending and receiving station, about size of pint bottle, which fits into projectile nose. It employs radar principles in the use of magnetic waves which are reflected back to the tube by any target that gives off radio reflection, such as metal objects, water or earth. Projectile then explodes automatically within 70 feet of the target, with fragments showering the area. It has been used in both European and Pacific theaters. Of the 10,000,000 fuses from all sources, RCA Victor supplied 5,000,000, the company reported Friday.

MAJ. JAMES L. HOWE, for 3½ years with Army Airways Communications System, two of them in European and African theaters, shortly will go on inactive duty. For three years manager of WBTM Danville, Va., he plans returning to radio but probably not in Virginia.

LT. COMDR. J. HARRISON HARTLEY, on terminal leave from Navy, joins NBC television department in N. York. Comdr. Hartley was assistant director of news and special events with NBC before going to Navy in 1941, as head of the Radio Section, Public Relations. He set up Navy studios at Pearl Harbor and Guam.

LT. JAMES W. HURLBUT, released from Marine Corps where he was in charge of radio public relations, has joined WBBM Chicago in news and special events supervisory capacity. A former promotion director of WTOP Washington, Lt. Hurlbut was first correspondent on Guadalcanal.

MICHAEL KEITH, at War Dept., Washington, as consultant economist, appointed to staff of the Advertising Research Foundation, New York. He had been assistant director of market research for Vick Chemical Co.


NORMAN PAIGE, Far East correspondent for American who has been covering the occupation of Japan, has left Tokyo for San Francisco aboard the USS Iowa.

EDWIN T. JAMESON, former account executive of WABC New York, to sales staff of WNEW New York.

T/Sgt. THOMAS H. MOORE, former commercial program manager of WOR New York, awarded Bronze Star. He is program director of Armed Forces Radio Section information unit in Far East.

STANLEY PULVER, formerly with Bisw Co. as assistant business manager of radio department, prior to that with CBS nine years, has joined the radio department of Dancer-Fitzgerald-Sample, New York.

WILLIAM J. PATTERSON, recently in Marine Corps, has returned to H. B. LeQuatte Inc., New York.

ETIEL WIEDER, formerly timebuyer at Foote, Cone & Belding, New York, joins Bisw Co., New York Sept. 24 as timebuyer and assistant to John Hymes, head of the radio department.

SPOT S ALES PACT

SPOT SALES Inc. has made an arrangement with Adam J. Young Jr. Inc., whereby the latter organization Sept. 24 assumes representation of all stations heretofore handled by Spot Sales. Latter company will concentrate on the musical end of its business, continuing as exclusive representatives of Associated Transcription Library service and as operator of Radio Transcription Co. of America.

AFM DATA PLAN

PLANS to set up employment statistical bureau at AFM headquarters were disclosed by the union in letter sent locals by James C. Petrillo, national president.
The Land of Unborn Babies

In the DISTRIBUTION DECADE

Advertising Must Perform Many Public Services!

ADVERTISING'S opportunities in the postwar world will lie in public service—in educating America to a fuller, happier way of life. And Advertising's responsibilities can be defined with equal clarity.

For the postwar decade will be the Distribution Decade. We, as a Nation, will have to consume 40% more industrial production annually than ever before, if we are to maintain a "safe" employment level.

Production itself will present no problems. Money, manpower, manufacturing facilities and materials will be plentiful. But a faster, more efficient and economical system of Distribution will have to be developed to facilitate the flow of goods to consumers. And that is largely a job for Advertising.

Alert agency men are today studying not only the responsibilities but the opportunities Advertising will face in the Distribution Decade—and they're doing something about them! So are we. Here at The Nation's Station, we will have much to tell you, when the time comes, about the great 4-State market that is WLW-land!

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

---

This Advertisement
Helped
More Americans to
LIVE LONGER!

THIS is the first in the now-famous Metropolitan series of educational ads that has appeared without interruption since August, 1922. During this time, the health and longevity of Americans have increased greatly. While many other factors have contributed, The Metropolitan Life Insurance Company's pioneering in this type of education has been a material factor in America's unprecedented achievements in the field of public health.

And thousands of physically unsafe men and women occupy back seats in life, or marginally fulfil—because of the thousands and thousands of babies who have been denied the birthright of a sanitary and protective home.

So that wherever one looks—the need for better homes, a better environment—and wherever one Listen can be heard the call for such homes from the Land of Unborn Babies.

The call is being heard...
by the public and religious agencies establishing classes in homemaking and motherhood, by public nurses and other noble women who are visiting the homes of those who need help and instruction; by the hospitals that are holding Baby Clinics.
By radio and cinema that are holding Baby Weeks and health exhibits; by magazines and newspapers that are publishing articles on prenatal care.

All this is merely a beginning—
The general has lately been broken for the Nation's only safe foundation—healthy babies—each of whom must have its rightful heritage—An Even Chance—a healthy body.

The call shall not be answered until every mother, every father and every community helps to make better homes in which to welcome infants from the

Land of Unborn Babies.

Published by
METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK
Why Exacting Equipment Designers Chose RCA 9C22's For Postwar 50-KW Transmitters

Four RCA-9C22 Triodes—Two in Modulator Stage and Two in Amplifier Stage—Supersede Six Tubes Required in Previous 50-KW Transmitter Design

NO ONE has higher standards for tube performance than RCA transmitter designers; and any tube—especially a new design—has to be mighty good before these top-flight engineers will consider it.

In designing the new BTA50-F 50-KW transmitter, RCA transmitter engineers had these major objectives:

1. They wanted SIMPLICITY
   9C22's with their air-cooled radiators and high power capability reduced the number of tubes required and provided the convenience and simplicity of air cooling.

2. They wanted EFFICIENCY
   9C22's proved to be particularly suitable for a 50-kw, high-level, class-B-modulated transmitter with its attendant high efficiency. Push-pull tubes in both the modulator and r-f output stages provide conservative and efficient operation.

3. They wanted DEPENDABILITY
   The big rugged filaments of the 9C22's are built to last. Each tube in class-C telephone service is capable of a maximum output of 38 kilowatts. Therefore, operating a pair conservatively at 50 kilowatts' output provides dependability plus.

4. They wanted ECONOMY
   Four 9C22's cost less than the six tubes used in the former transmitter design and, incidentally, take less filament power.

Whatever your problem, transmitters or tubes, AM, FM, or Television, it will pay you to consult your nearest RCA broadcast specialist. Or write to RCA, Commercial Engineering Department, Section 62-101, Harrison, N. J.