HE STORY of WLS reflects the truth of these words. The 21-year history of WLS is crowded with records of services rendered. Many are dramatic, affecting large communities, such as the annual Christmas Neighbors Club . . . tornado and flood relief. Others, more numerous, are little things done for individuals in a vast family of listeners. No problem is too small for these friendly listeners to bring to WLS—and they get prompt attention.

Take the case of a Wisconsin farm family:

They wrote that neither their local stores nor the mail order houses were able to furnish overalls—nor had been for more than a year. What they had were worn thin—patched, mended and repatched beyond further use.

The farm wife had noted that pictures of the WLS National Barn Dance showed some of the entertainers wearing overalls. "Would any of these folks be willing to sell a pair? Please add to the price for your trouble. If you can help me, thanks a million . . . Your WLS Listener and Prairie Farmer Reader."

We went shopping for her—and found what she needed. They were promptly mailed . . . a present from the "WLS Folks" to their farm friends.
Wilmington, Delaware

Sells
because of its
Outstanding
Listener Loyalty

1. NBC Basic Network
2. Programmed for News Leadership in its prosperous trading area.
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—a section rich in industry and agriculture.

5000 WATTS
DAY AND NIGHT

Represented by
RAYMER
WHEN the postman, making his daily rounds, greets you with a "Hi, Joe" and store clerks inquire for your family — that's New England "home-town" friendliness.

It's this same friendliness that's characteristic of The Yankee Network's local outlets . . . each an integral part of this prosperous New England market.

Only through Yankee can your products and services enjoy the sales-response of 23 effective, locally-accepted stations. It's direct sales impact in each market. It's all-over coverage, PLUS the intimacy and acceptance of this tremendous, responsive six-state audience.

The exceptionally high ratio of year-in, year-out contract renewals proves — in New England, Yankee Network's claim of friendly acceptance is NO dream.

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.
FORGET REPORTS FCC Chairman Paul A. Porter leaving anytime soon to enter Kentucky politics. Incidentally, he has turned down at least four offers to enter private industry in last several months.

LOOK FOR return to FCC of Lt. Col. George O. Gillingham as director of information about first of year. He has been public relations officer of Chemical Warfare Service for nearly four years and is a veteran of both World Wars. Earl Minderman, present interim director, expected to undertake heavy assignment of writing FCC's war history, including Board of War Communications, which will likely entail year's work.

NEW AND radical departure in "freedom of expression" sphere will erupt at American Civil Liberties Union session in New York Nov. 13. Morris Ernst, left-winger attorney and general counsel of ACLU, expected to pop his plan against "duopoly" in newspaper, radio or motion picture operations, wherever properties may be located, on ground that they should be competitive because they control marketplace of thought.

SLATED for new job at FCC (w 9,000 salary) is Charles S. Hyenman, former director of Foreign Broadcast Intelligence Service, now a controversial subject in Congress. Civil Service Commission approved new setup last week.

IF EX-SENATOR D. Worth Clark, of Idaho, is appointed Secretary of the Interior early next year (and prospects are better than even), radio for first time will have an ownership voice out of Cabinet. Sen. Clark, close friend of President Truman, owns 10% of KJBS San Francisco.

MOST chaotic outfit in Washington, Surplus Property Administration, is about to become an important marketing agency. Naming of board for new War Assets Corp., surplus war property sales agency, means improvement of consumer, capital and producers goods will get under way. RFC, present disposal unit, planned extensive advertising campaign and had money to spend when desirable goods became available. WAC is expected to dispel confusion and tackle job of moving billions of property, trying not to upset present production and distribution.

THERE'S talk again about change in the White House secretariat. Charles G. Ross, news secretary, who hasn't been too well, may return to his chief correspondent's post with the St. Louis Post-Dispatch which owns KSD. He was loaned to the White House for two years when President Truman took office.

THERE IS new "Junior Commission" setup at FCC. Every Monday morning sharply at 8 a.m., all FCC, public and private, and their chief assistants meet with Chairman Paul A. Porter to discuss week's work. Regular attendees: General Counsel Rosel Hyde and (Continued on page 106)
Early dawn . . . reedy marsh . . . fine gun . . . expert marksmanship . . . and the ducks coming in. Yes, it takes perfect synchronization of many factors to bring those ducks home to the table.

And in Radio . . . .

Adequate facilities . . . prime market . . . local listener loyalty . . . expert management . . . and established programs on the air. Yes, in radio too, it takes real know-how by station operators to produce sales successes for the advertiser.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

SPOT RADIO LIST

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<th>Station</th>
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THE TEXAS QUALITY AND YANKEE NETWORKS
More Seattle homes have electric ranges than any other city in the world! Over 80% of them have electric refrigerators! Well over 99% of them are wired for electricity! Because of high average incomes... high standard of living... and exceptionally low rates for electricity... the average domestic consumption of electricity is almost three times the national average! Here is a major city where the average family is able and accustomed to live well... to buy and enjoy conveniences to a degree undreamed of in most parts of the United States.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle and the Pacific Northwest.
WSIX Offers:

1. Top shows of two popular networks—AMERICAN and MUTUAL.
2. An excellent share of the radio audience in Tennessee's only A-1 postwar market where there are more than a million potential buyers for your product.
3. An unusually low cost for each radio listener.

AMERICAN • MUTUAL

There is only one city in Tennessee with an A-1 postwar rating and that is NASHVILLE... Here is a city that is teeming with opportunities for more business. Its location is ideal from the standpoint of service to more than a million prospective new customers for your product... As proof, we point to Radio Daily's good word about its solid gains in population, per capita income and RETAIL SALES!

Yes, indeed. It will well pay you to include Nashville... with its rich Middle-Tennessee market, and Radio Station WSIX in your sales and advertising plans!

WSIX
The Voice of Tennessee's Capital City

NASHVILLE  TENNESSEE
5,000 WATTS
980 K.C.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
The People Of Connecticut Have Their Say, And Say It, On WDRC

Connecticut's delegation in Congress is heard every Sunday on REPORT TO CONNECTICUT, a WDRC "first" originated in Washington. On the HEADLINERS CLUB Thursdays, local and state political leaders and celebrities speak up. The man-in-the-street has his say on MAIN STREET HARTFORD, daily sidewalk interview show. WDRC's RADIO VOICE OF RELIGION brings the local clergy of all faiths to the microphone on Sunday. Throughout its schedule, on these and other programs, WDRC is the voice of the people of Connecticut. Such public service has made Connecticut's Pioneer Broadcaster a vital and respected part of this state.
Since the first of this year, five of the nation's top ten radio advertisers (those who, according to P.I.B. records, made the largest investments in network broadcasting time during 1944) have become clients of the Mutual Network.

Greater programming, facilities, and economy seem to have interested the majority of these leaders: Four of the five are sponsoring programs developed by Mutual...and four of the five advertisers use the full Mutual Network.
My Impression of Europe

By ROBERT D. SWEZEY

Vice-President and General Manager, Mutual Broadcasting System
(Tenth of a series by members of the U. S. Mission to ETO)

IT WAS a great trip, but—

We were dined all over Europe. We had interesting meetings with Eisenhower, Patton, Clay and our other able generals. We saw the BBC in operation and Radio Diffusion. We had a most cordial audience with the Pope. We did and saw countless other things. Sure, it was a great trip! But Sol Taishoff has asked me to write about that which interested me most on the trip. It wasn't a person; it wasn't a place; nor anything that happened. It was a state of mind—my own state of mind.

It all began in Greenland. Greenland—isolated, cold, gaunt and gray with heavy fog settling down over the ice-pack. I thought to myself “Good God! what a place to be stationed!” Yet our boys were there—ever last one of them hating it and wanting to go home. The war—the bloody war! There my depression began and with practically everything we saw it deepened.

The bomb-devastated slum district of London with its crude, cold temporary housing added a layer.

(Continued on page 90)

Sellers of Sales

WHEN you’re a sales manager of a California radio station you don’t just sell time, you sell California, its weather, its geography and its people. So when Frank Coumond, sales manager of KCRA Sacramento, dropped in on NBC central division officials in Chicago he brought with him the latest statistical information about “the most wonderful town in the most wonderful state in the union” as well as aerial photographs of California’s Capitol and data on KCRA’s role in serving the community.

Frank says before KCRA went on the air as an NBC affiliate last April, Sacramento was the only city of over 100,000 population to have only two radio stations. Since then Sacramento stations have increased to four, with all networks represented, and the city has really become radio conscious.

Today KCRA, owned and operated by Central Valley Broadcasting Co., with 250 w on 1340 kc, boasts of 65% of its commercial business sponsored locally, with many advertisers on the air that had never used radio before. Some, Frank says, had never even been approached. One sponsor told him he was the first radio salesman to call on him in 16 years.

As for national business, Frank throws a heavy barrage of facts and figures such as: Sacramento leads the nation in per capita spending with $746 as compared to the U. S. average of $519. This is due largely, Frank points out, to the great fruit and vegetable markets within KCRA’s 60-mile primary area. In case you don’t know it, and this is Frank still speaking, 82% of all processed fruits and vegetables in California are canned within 100 miles of Sacramento. The largest canneries in the U. S. are in or near Sacramento. And 82% of Sacramento’s people own their own homes. There are no war plants in Sacramento but several army installations have swelled both popular and local cash registers.

Frank believes KCRA’s popularity depends on its public service as much as any one feature. He cites frequent remote from near-

(Continued on page 90)
Kresge-Newark, one of America's finest department stores, must have complete coverage in America's fourth largest market. So, in September 1944, Kresge-Newark bought six 30-minute periods, weekly, over WAAT. The "Kresge-Newark Magazine of the Air", originating from the store, immediately won customer acceptance. So only six months later, time was increased by 3 additional 30-minute evening periods! Now starting their second year over WAAT, Kresge-Newark sponsors "Your American Music" on Monday and Friday nights, and "Junior Town Meeting of the Air", Wednesday evenings. Of course the daytime broadcasts have also been renewed, because they know:

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

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

WAAT

(970 KC)
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

BROADCASTING • Broadcast Advertising
During the initial broadcast of the Army Hour, April 5, 1942, Henry L. Stimson, then Secretary of War, said:

"The main purpose of the Army Hour will be to keep you in touch with our soldiers, our sailors and our Allies . . . we shall establish a firm link between those stationed in faraway places and those of us who remain here at home to carry on our part of the battle. All America will hear these programs as well as our fighting forces and our allies everywhere."

Throughout 189 broadcasts from April 5, 1942, to November 11, 1945, the Army Hour was true to its purpose. More than a radio program, it was a military mission of the Army of the United States to bring to the people back home the sounds of war—to tell them how their men were living in battle stations throughout the war. Now that mission is accomplished.

Niles Trammell, President of the National Broadcasting Company, expressed the sentiments of all who shared in the operations of the Army Hour when he wrote Major General A. D. Surles, Director of Information, War Department:

"It has been an extraordinary privilege and a source of great pride to NBC and its affiliated stations to broadcast this splendid program uninterruptedly for three years and seven months. You and your able staff have earned the gratitude of the American people for bringing the Army close to them each week in a vivid and human presentation."

In saluting an outstanding veteran of the first war in which modern radio broadcasting was called upon to serve, NBC hopes to have further opportunity of serving the War Department—to help preserve the peace so valiantly won by our fighting men.
Announcing the Winners of the WOV "Key To Two Markets" Contest

* FIRST PRIZE—$500.00
VICTORY BOND
ALAN SCOTT
Michigan State College
East Lansing, Mich.

$25.00 VICTORY BONDS
HERB WELCH
33 N. Main St., Columbus, Ohio

MYRON A. MAHLER
220 West 57th St., New York City

ALLEN GLASSER
1665 Grand Concourse, Bronx, N.Y.

JAMES A. DICKSON
55 Sheridan St., Brantford, Canada

ROBERT COLLINS
30 Rockefeller Plaza, N. Y. C.

AS the result of giving listeners the kind of programs they want to hear, WOV has built a continuous, well balanced, around-the-clock audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., 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.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Meet our "Mr. Facts"—

Richard M. Allerton!

So you think that Free & Peters' work is "just selling", do you? Well, meet Mr. Richard M. Allerton, whose past experience is listed beside his photograph, above. Now a full-fledged "F & P Colonel", Dick heads up our research and market data activities—which means that his job is equally to help you find radio-advertising opportunities, and to help you avoid radio-advertising pitfalls. Incidentally, we'd like to say that Dick is a top-notch man in anybody's language, and a very swell fellow as well.

Whether for executive, research or sales work, F & P has during its entire pioneering life-time devoted a considerable part of its efforts to securing the best men available, in or out of radio, for doing the work you entrust to us. We have found and trained many of the top men in our industry, and intend to continue that record so long as there's breath in our bodies! For that, we believe, is the real secret of our success, here in this pioneer group of radio-station representatives.
Tax Cuts Will Help FM-TV Development

Savings for Radio May Aggregate 20 Million

By BILL BAILEY

DEVELOPMENT of FM and television and expansion of standard broadcasting will be given financial aid in 1946 when the corporation excess profits taxes are eliminated.

Radio next year should have 20 million dollars more to help make much-needed improvements, expand staffs and pioneer in TV, FM and facsimile. That estimate was based on broadcasting's tax-saving income for 1944.

It will be but a drop in the bucket of radio's contemplated expansion in the next year, however. Estimates based on a survey by Broadcasting indicates that radio plans to spend $11,000,000,000 for improvements to AM and development of FM and television [Broadcasting, Oct. 8]. Of that amount 38 million alone is for AM construction and expansion. For FM the estimate is 42 million and for TV 30 million. The networks alone will spend over 20 million for new studios and equipment in key-station cities [Broadcasting, Aug. 20].

It is not possible to compute the exact savings to radio from repeal of the excess profits tax and the capital stock tax and elimination of the declared value excess profits tax. Each corporate owner presents a separate picture, according to Alvord & Alvord, Washington tax attorneys retained by the NAB. Many stations are owned individually or by partnerships. They require different returns from corporations.

Conservative estimates are that at least 65% of radio income is subject to excess profits tax under the present law. It was pointed out that a 250,000-listed station might be subject to a greater excess profits tax in proportion than a 50-kw clear channel outlet. Invested capital plays an important part in tax returns.

According to FCC figures, released in September, radio's over-all taxable income for 1944 was $90,272,851. Total revenue was listed as $275,298,611 [Broadcasting, Sept. 24]. It is estimated that this year's gross will exceed $300,000,000.

The taxable income was broken down by the FCC as follows: Networks, including 10 key stations of networks, $20,142,500; 22 other managed and operated network stations, $5,838,066; 843 independent stations $64,071,379.

Other than the 10 key network stations, which were figured in the overall network incomes, the FCC disclosed that clear channel stations had a total taxable income of $25,145.

Radio's 110-million-dollar expansion program in 1945 will be given some help in repeal of the corporation excess profits tax, effective Jan. 1. Estimates place amount of potential savings at 20 million dollars, although actually it's anybody's guess, inasmuch as each corporate taxpayer presents a different problem. Estimates were based on radio's taxable income for 1944 and the assumption that 65% was subject to excess profits taxes.

145,431. Of that figure 41 50-kw unlimited network affiliates paid taxes on $20,346,138. Three part-time 50-kw network affiliates were taxed on $916,655.

Clear channel stations of 5-20 kw were broken down as follows:

22 network affiliates, unlimited, $9,982,089; 6 unaffiliated unlimited, $469,971; 2 unaffiliated part-time, $256,691.

Regional stations paid taxes on a total of $34,942,651 as follows:

260 unlimited affiliates, $30,709,705; 28 unaffiliated unlimited, $1,087,001; 22 affiliated part-time, $592,388; 37 unaffiliated part-time, $1,244,716.

In the local category 346 full-time network affiliates were taxed on $8,581,795; 87 unaffiliated unlimited outlets, $1,209,261; 4 part-time network affiliates, $14,423; 16 part-time unlimited outlets, $264,784.

For Public Benefit

Of 865 commercial stations reporting taxable income of $69,430,946, only 68 had time sales of less than $25,000, the Commission data showed. A total of 807 commercial outlets reported gross revenue of $193,182,726 and taxable income of $68,356,960.

Applications on file at the Commission give indication that the estimated 20 million savings in Federal taxes next year will be used to benefit the public and not station owners. New transmitters, new studios, other equipment, additional talent all will be possible. During the war the only improvements possible were those of emergency nature, because of construction freezes.

Under the new tax law, which President Truman has signed, scores of personnel in radio will effect savings in individual taxes as well as their respective employers. Executives, too, will have a few more dollars.

For returning war veterans all income taxes on service pay of enlisted men from 1941 on is entirely exempt. Officers are given an exemption of $1,500 on their service pay, in addition to regular exemptions allowed civilians. Officers also are given a three-year extension for payment of tax on service pay while both enlisted men and officers are granted a three-year extension on pre-service income earned in 1940 or 1941 if the tax fell due after induction.

Social Security tax on employer (Continued on page 95)

Radio Tax Refunds Near $200,000

Two Regional Networks, Eight Stations Get Relief

EIGHT STATIONS and two regional networks have been granted tax relief aggregating nearly $200,000 for taxable years from 1940-43, according to the Federal Register. In each instance the refunds were brought about through readjustment of excess profits taxes.

For the fiscal year ending June 30, 1945, the Bureau of Internal Revenue granted relief totaling $124,370.21 to six stations and two regional networks whose claims were based on the taxable years 1940-43, it was announced last week.

Relief to Two in 1944

In the fiscal year ending June 30, 1944, the Federal Tax Commissioner granted relief of $47,412.51 to two stations and in the fiscal year ending June 30, 1942, the re

March 1, 1942, Broadcasting Co., licensee of KXON San Antonio, was allowed relief totaling $3,070.30.

WJJD Inc., Chicago, was allowed total refunds of $4,233.32 on income taxes for years ending Dec. 31, 1941, 1942, 1943.

Maryland Broadcasting Co., licensee of WITH Baltimore, for

TAX RELIEF totaling more than $190,000 was granted eight stations and two regional nets through readjustment of excess profits taxes, Internal Revenue Bureau disclosed. Refunds covered taxable years 1940-43 and ranged from $1,128 for small station to $92,249 for Yankee Network.

Dec. 31, 1942, Arizona Broadcasting Co., licensee of KVOA Tucson, was allowed relief totaling $3,070.30.

South Bend Tribune Co., licensee of WSBT, was granted relief totaling $24,542.63 for the taxable year ending Dec. 31, 1940. Taxes covered both newspaper and broadcasting business of the Tribune Co.

Iowa Broadcasting Co. (now Cowles Broadcasting Co.), licensee of KSCI-KNIT Des Moines, before selling KSCI, was given relief of $46,288.90 for the taxable years ending Dec. 31, 1940, 1941, 1942.

Radio Service Corp., licensee of KSEI Foscato, Ida., benefited by $1,123 through readjusted excess profits taxes for the taxable year ending Dec. 31, 1942.

Yankee Network Inc., Boston, received relief amounting to $92,249.98 for the years ending Dec. 31, 1940, 1941, 1942.

Yankee Service Corp., Tenessee, also a regional, for the year ending Sept. 30, 1941, was refunded $2,444.07.

November 19, 1945 • Page 15
Armstrong Attacks FCC Data on FM

Inventor's Letter to The Editor

EDITORS OF BROADCASTING:

There has appeared in the public press under date of November 9 reports of propagation tests made by the Zenith Radio Corp., comparing the old and the new FM bands over distances of 75 miles.

On the same day, the FCC released a report of similar comparisons made by its engineering laboratory, which it stated established the exact opposite of the Zenith tests. These tests were made over a distance of 20 miles at Laurel, Md.

Every competent engineer knows that transmission over the two distances cannot be compared, for at distances of 20 miles the tropospheric difficulties experienced at 75 miles do not appear. The attempt to refute the accuracy of measurements made at 75 miles by citing measurements made at 20 miles shows a lack of engineering integrity that is impossible to understand. It is the more inexplicable in view of the fact that the engineering department of the Commission has in its possession measurements made at Andalasia, Pa., over the same distance as the Zenith tests, namely, 75 miles, which confirm the result of the Zenith tests.

What explanation may be offered for the publication of the Laurel tests over 20 miles, rather than the publication of the Andalasia tests over 75 miles, I do not know, but for the good of the radio art the Andalasia measurements should now be made public without delay.

EDWIN H. ARMSTRONG

Walker Sees Bright Prospect For U. S. In FM Development

EXPECTED development of FM in the next few years should have important social and economic implications for the American people, FCC Commissioner Paul A. Walker told the Oklahoma City Chamber of Commerce last Friday.

Referring to estimates that FM stations will approach 2,000 by 1947 and as many as 5,000 in the next few years, the Commissioner said this means fuller employment, more purchasing power, and availability of adequate radio service to an additional 10,000,000 people.

Commissioner Walker said "limitless possibilities" for FM in contributing to education. By systematic planning, he pointed out, the 20 channels allocated for noncommercial educational FM broadcasting, could easily accommodate 1,000 new stations. A large number of schools and colleges are planning to apply for stations and most states are planning state-wide educational networks, he said.

Progress in Other Fields

Reviewing progress in other fields of radio, Mr. Walker said the use of the higher frequencies may provide as many as 29 channels for television in addition to the 13 now authorized. This means not only better black and white pictures, he predicted, but also that "we are likely to have the finest pictures in natural colors and perhaps in the third dimension."

Developments in "pulse-time modulation," through which separate pulse-like signals are recognized in the receiver as a continuous sound, make possible transmission simultaneously of as many as 24 messages on a single radio channel, the Commissioner said. Initial use of the system will be in point-to-point communication but it may eventually lead to broadcasting of multiple programs, he added.

Mr. Walker predicted that facsimile will have many applications and may permit farmers far removed from cities to receive news directly recorded in their homes. He said Telefax apparatus may be placed in office buildings, hotels, railroad stations and other public places where messages can be inserted and transmitted to Western Union offices for relay to their destinations.

The Commissioner said it would not be long before many walkie-talkies are in use by farmers, doctors, milk drivers and others for communicating over short distances. Rules for the licensing of the service will be formulated by the Commission as soon as possible, he declared.

Commissioner E. K. Jett forecast earlier in the week that 25,000 walkie-talkies would be in use by the summer of 1946 and that the figure would reach a quarter million a year later. He said the instruments would range in price from $50 to $100 a set. He added that the rules would be approved in two or three months and would permit anyone to obtain a license.

Closing up shop, Byron Price leaves his office at the Apex building where, for nearly four years, he directed the nation's censorship operations. Mr. Price recently returned from Germany where he investigated public relations under military occupation for an assertion to the President. Office of Censorship's existence officially ended last Thursday.
The Byrnes Burn: Whys and Wherefores

Penmasters Benton, Coy, Kesten, Porter

Joust on Tandem Pickup Policy

THE ISSUE: Secretary of State Byrnes, returning from the London Conference of Foreign Ministers Oct. 5, that the American people were always felt to the American Broadcasting System. Wayne Coy, vice-president of WINX Washington (an independent outlet owned by The Washington Post), protested at that time an alleged "exclusionist" policy which prevented his station from carrying the public statement (BROADCASTING, Oct. 15). Mr. Coy's protest was sent to William Benton, Assistant Secretary of State, among others, although addressed originally to Justin Miller, president of the National Assn. of Broadcasters. Mr. Benton forwarded it to Paul Kesten, executive vice-president of CBS, for the latter's comments. Copies were sent also to Paul A. Porter, chairman of the FCC. Should there be exclusive broadcasts of a statement by any public office holder? Herewith BROADCASTING presents on that subject letters from four of the most facile pens in public and radio life today.

THE PRINCIPALS: Paul A. Porter, Chairman, FCC; William Benton, Assistant Secretary of State, former partner with OPA's Chester Bowles in the advertising agency, Benton & Bowles; Paul Kesten, executive vice-president of CBS; Wayne Coy, vice-president, WINX, and assistant to the publisher of The Washington Post, formerly special adviser to the late President Roosevelt.

October 19, 1945
Mr. Paul Kesten,
Executive Vice-President, CBS
Dear Paul:
You have doubtless seen Wayne Coy's letter which I am attaching. Would you give me your views on it—and on State Department policy? How many speeches, even the President's, would you rate as comparable in importance and interest to this one?
I am sending a similar letter to Niles Trammell.
Sincerely yours,
WILLIAM BENTON
Assistant Secretary of State

Kesten to Benton
New York, N. Y.
October 25, 1945
The Honorable William Benton,
Assistant Secretary of State.
Dear Bill:
I welcome the opportunity to give you my views on four-network hook-ups versus single network broadcasts by government officials. The matter comes up, as your letter pointed out, through a protest by Station WINX in Washington, which is not served by our network and which therefore did not share the broadcast by Secretary Byrnes which Columbia had the honor of carrying.

To be entirely frank about our viewpoint, let me say that it is composed of one part of what seems to us at least to be pure democratic principle—and another part of sheer practicality. The pure democratic principle counsels as follows: One of the bulwarks of a free American radio is the "freedom to listen," as some have called it. It strikes us that the public on the networks, and this fact alone, it seems to me, removes any alleged taint of totalitarianism from the practice of four-network hook-ups for these broadcasts.

Now for the wholly practical side of it:
Once you accept the premise that government officials should not pre-empt every radio capacity in the United States for their utterances, you can't make exceptions. I agree that the occasion of Secretary Byrnes' recent speech was both dramatic and important. But if his words had blown out all other programs on the air, where would you draw the line? Shouldn't any other Cabinet member have the same privilege? If Cabinet members, what about the high prerogatives of the Congress? Should the senior member of a Senate committee be denied four-network hook-ups if the executive arm of the government secures them?

CBS broadcast last year approximately 200 talks by Congressmen, Senators, Cabinet members, and other important government officials. Many of these talks were initiated by us as a service to listeners, and for this purpose we maintain a large staff who are constantly bringing speeches before our microphone with issues of the day or timely special events. I dare say the other networks did much the same kind of public service.

The policy of broadcasting one speech over one network had the tremendous advantage of creating four times as much opportunity for government spokesmen as would have been the case if each one had used all four networks. And it did this while it preserved the American listener's freedom to choose what he wants to hear.

In the case of almost any speech, the hour chosen for the broadcast would probably have an important bearing on what network or networks carried it. Very often one or two networks have free time while other networks have sponsored programs in a given hour. It is not generally understood that when a network cancels a sponsored program for a government talk it does not only re-purchases the time from the sponsor, but also reimburses the sponsor for the entire talent cost of the program that is thus cancelled. On the recent occa-

(Continued on page 81)

In Summary

Analysis and Solution as proposed by Paul A. Porter, Chairman FCC

Honorable William Benton
Assistant Secretary of State
Washington, D. C.

Dear Bill:
I have the Kesten correspondence which I read with great interest.
We at the Commission have been properly very reluctant in even expressing opinions in this field. For example, I have not commented on the fact that three networks carried the Navy-Notre Dame football game last Saturday afternoon simultaneously for more than two hours.
Certainly there is merit in Wayne Coy's point that no network should bottle up an important public speech if somebody else wants it. The choice, as you point out, is not between giving a program exclusively to one network and requiring all networks to carry it. The true alternative is making the program available to anybody who wants it, and making arrangements to insure that at least one network carries it.

The last paragraph of the Kesten letter seems to suggest an extremely sensible policy—namely, that the State Department announce in advance all speeches available for broadcasting, and make such speeches available to all takers. But this, so far as I can see, is exactly what Coy wants, too; and if so, why all the fuss?
Let's talk about this sometime at our mutual convenience. It may be that open discussion of the question would advance the ball some.

Sincerely yours,
PAUL A. PORTER,
Chairman

November 19, 1945 • Page 17
NAB Strengthens Small Market Plan

J. Allen Brown Named Pellegrin Assistant
In Expansion

EXPANSION of NAB operations, promised with advent of Judge Justin Miller as president and A. D. Willard Jr. as executive vice-president, got under way last week. President Miller named J. Allen Brown, general manager of WFOY St. Augustine, Fla., assistant to Frank E. Pellegrin, director of broadcast advertising. Working in consultation with the NAB's new public relations counsel, Edward M. Kirby, revision of departmental functions at Washington headquarters was started, with Willard D. Egolf, director of public relations, appointed special legal counsel, effective Nov. 15 [Closed Circuit, Nov. 12].

Mr. Kirby is making a thorough study of all phases of the NAB public relations activities. He has taken temporary quarters at the NAB Washington office.

Radio Veteran

Mr. Brown, a 12-year radio veteran. He reports to the NAB Dec. 1 and will be assistant director of broadcast advertising. The acquisition brings an extension of NAB activities directed toward small market stations and he will serve as secretary of the Small Market Stations Committee headed by Marshall Pengra, manager of KKNR Roseburg, Ore.

In addition he will work on development of additional retail radio advertisers, a major 1946 activity on the program of the broadcast advertising department.

Commenting on the appointment, Mr. Pellegrin said: "The addition of Mr. Brown to our staff is the first move in an expansion plan authorized by President Justin Miller to render increased service to small market stations. He will help develop further the field of retail radio advertising."

"Further additions are planned but the most urgent need is for filing and operating new stations in the small markets classification; numerically these represent nearly half the radio industry."

While all NAB departments have been serving the needs of these stations in sales, research, engineering, etc., it has long been felt, that there should be an experienced executive on the NAB staff to work particularly with this group and coordinate the work of all other NAB departments in the solution of their problems.

Mr. Brown's first radio job was as producer-announcer at WJBY Gasden, Ala., also serving as promotion man. In 1938 he moved to WHMA, new station in Anniston, Ala., where he became sales manager. The next year he was named general manager of KXXO Sweetwater, Tex., which he launched. He returned later to WHMA as general manager going to New Bern, N. C., in 1942 to open WHIT where he established a record by going on the air with 100 weekly sponsored programs of news and news features.

WFOY Success

Later in 1942 he became general manager of WFOY and the station within 30 days enjoyed a 94% increase in news program sponsorship, and increases of 150% to 250% annually in general business. (Th., Mo., Neb.). In 1944 he was associated at WFOY with Frank King, president of Florida Broadcasting Co. and former NAB director, and Glenn Magruder, president of Youth Broadcasting Co. and member of the NAB Small Market Stations Executive Committee.

Mr. Egolf joined NAB in February 1943 as assistant to the president and later as public relations director during the service of Col. Kirby as chief of the Radio Branch, Bureau of Public Relations, War Dept. He is a member of the American Bar Assn., Oklahoma State Bar Assn. and Federal Communications Bar Assn. During his NAB service he actually served as special counsel. By his knowledge of the duties of public relations director he will have more time for legal matters.

He prepared the revision program which resulted in adoption by the NAB board Aug. 7 of the present Standards of Practice. No successor has been named for the vacancy created by resignation of Harry T. Rumble, director of research (see story page 34). Mentioned for the post has been Paul F. Peter, its former occupant and now executive secretary and assistant director of Broadcast Management Bureau.

NAB Finance Committee will meet in early December to consider the 1946 association budget, now in preparation. John E. E. Arney Jr., secretary-treasurer.

Mrs. Helen Harper Shultz has become temporary secretary to Mr. Willard who has been without a secretary since the resignation of Mrs. Collins Nov. 4. Mrs. Shultz has been working with Gladys Hall in assisting Capt. Harry C. Butcher, Naval aide to Gen. Eisenhower, in preparation of his forthcoming book. She was Mr. Willard's secretary when he was general manager of WSJV (now WTOP) Washington and later was traffic manager of WTOP.

NAB to Elect Eight New Directors;
Second Meeting Series in March-April

EIGHT NAB districts will elect directors at the two series of district meetings scheduled to start Jan. 7 in Los Angeles. The first series (Broadcasting, Nov. 12) will conclude Feb. 8.


Schedule of the second section of district meetings, likely to start in mid-March, is being drawn up by C. F. Russell, president of Foundation of treasurer, in consultation with district directors. Arrangements are complicated by difficulty of making hotel reservations at suitable times.

Guy della-Cioppa, Taylor, Rejoin CBS

DAVIDSON TAYLOR and Guy della-Cioppa, both returned to CBS after service abroad under Col. William S. Paley, CBS president, and are appointed directors of programs and assistant to the president, respectively. Douglas Couleir, vice-president formerly in charge of programs, was given the newly created post of director of commercial program development.

Announcement of these changes does not nullify the possibility Mr. Paley will assume the titular position of chairman of the board, turning the presidency over to Paul Kesten, executive vice-president, who ran CBS during the more than two years that Mr. Paley was overseas in war service. Instead, the new appointments indicate that Mr. Paley intends to take an active part in CBS operations, especially in the network's programming activities.

Couleir to Study Needs

As director of commercial program development, Mr. Couleir will be a week away studying the program needs of advertisers and advertising agencies, and to work with them on problems of the selection, development, and improvement of their individual programs and of the overall program structure of the network. He will also serve as program counsel to account executives in the CBS sales department and will have charge of the sale of programs produced by the network's program department.

Mr. Taylor, who was Mr. Couleir's assistant until entering government service in 1943, assumes executive responsibility for the network's program operations, including executive planning and administration of both sustaining and commercial programs. Coming to CBS from WHAS Louisville in 1933, he was successively announcer, director, producer, script editor, director of serious music and assistant director of programs. In Europe, Mr. Taylor succeeded Mr. Paley as chief of radio of the Psychological Warfare Division of SHAEF and later was chief of film, theater and music section of the Information Control Division, U. S. Forces, ETO.

Mr. della-Cioppa was a member of the CBS program department (Continued on page 38)
Do you really know
WHAT YOUR IOWA
RADIO-TIME
IS WORTH?

This brand-new book gives you
a scientific yardstick on Iowa values!

If an early-morning quarter-hour on Iowa's Station X costs
$40—what is the same time worth on Station Y?
The 1945 Iowa Radio Audience Survey does not answer that
or any similar question directly—
—but using the 1945 Survey, any agency or advertiser
can easily compute the comparative listenership of any
stations heard in the State—for any period of night or
day, and for any type of listener—and can arrive at the
most nearly scientific evaluation that has ever been pos-
sible in radio...

FACTS YOU SHOULD KNOW
Dr. Forest L. Whan, well-known researcher of the Univer-
sity of Wichita, has interviewed one out of every 83
families in Iowa—divided as to urban, village or farm
residence, and following accepted "sampling" procedures.
In these interviews the people of Iowa told Dr. Whan's
staff what stations they hear regularly—what stations they
"listen to most"—what hours they listen—at what point
they change the dial—what they think of Iowa radio,
radio service, radio shows, radio commercials—what
news programs, farm programs and general programs
they prefer—the whole story of Iowa's listening habits
and preferences.

THE ANSWERS are faithfully tabulated in the 1945 Iowa
Radio Audience Survey—tabulated as to totals, then
broken down by residence (urban, village, farm) age,
sex, educational background, etc., etc., etc. It is a complete
picture of radio in Iowa. If you have any stake in Iowa
advertising or selling, it is a book you MUST read. Get
your copy now. The coupon will bring it to you—without
obligation.

WHO for IOWA PLUS!
Des Moines . . . . 50,000 Watts
B. J. PALMER, President J. O. MALAND, Manager
FREE & PETERS, INC. . . . National Representatives

THE 1945
IOWA RADIO
AUDIENCE SURVEY

by Dr. F. L. WHAN
University of Wichita

Station WHO
914 Walnut Street
Des Moines 7, Iowa
Gentlemen: Please send me, without obligation, my FREE copy
of the 1945 Iowa Radio Audience Survey.
Name ..................................................
Company ...........................................
Street ................................................
City ................................................. State .................
Porter Says AFM Edict Restricts FM Transmission

PauL A. PORTER, chairman of the FCC, was on record this week in an interview with WBCA's Mr. Petrillo in his editorial office. Personally, he felt it "very seriously" restricted employment opportunities and called for a renegotiation of the consent decree regarding FM stations. He stated that the "confusion" over the FCC's interpretation of its own policies was causing a breakdown in communications between the FCC and the industry. He also expressed concern that the FCC's regulations were causing undue restrictions on the development of FM radio.

On the Meet the Press program, Mr. Porter was interviewed by Al Warner, head of the WOL Washington bureau; Ben Gross, radio editor; New York News; Robert U. Brown, executive editor; Editor and Publisher; Ed Levin, radio editor, FM; Sol Taishoff, editor and publisher, BROADCASTING. 

 nasty enough to gather their round of laughter, his reply, "I cannot say that I am glad you asked me that question." 

On the day that he voiced his personal belief on the air, he sent the following telegram to Leonard L. Asch, president of the Capitol Broadcasting Co., who sought FCC assistance when Mr. Petrillo refused to modify his demand so the company's FM station, WCBA, could carry a special Victory Loan broadcast: "I think you must know that the matter of the necessary arrangements for broadcast material is the function of the licensee. I do not see that there is anything that I can do in response to your request." 

Mr. Asch, who does not operate an AM station, questioned whether the networks were wholeheartedly interested in developing FM as speedily as possible. He said it is true that they are interested in FM development but "it is surprising that this interest has never urged them to give fulltime service in FM." 

"It might be asked whether it is also a coincidence that with the Petrillo ban the major FM stations were not called up by their networks immediately, and that will be the case for at least a year indefinitely for technical repairs, whereas a small independently operated station continues to maintain a 24-hour schedule as we have since July 17, 1941, without the necessity of interrupting the public service, convenience and necessity for which we have been licensed."

Mr. Asch said the networks' contention that they do not charge for transmission of commercial programs over their own FM stations is "a fine method of putting an independent operator, such as ourselves, in the position of trying to compete against national advertisers who now, or in the future, can obtain the medium through another source without charge." 

He contended that their income from standard operations makes it possible for "the prosperous clear-channel network stations" to disparage FM economically. "A minor set manufacturer who is continued, may envision a double market by selling first standard and then FM sets."

Meanwhile, the Fredericksburg Va. post, Veterans of Foreign Wars, which tried but failed to get AFM approval for a group of Marine Corps musicians to participate in a radio broadcast service, adopted a resolution denouncing circumstances which prohibit or discourage the use of service musicians at patriotic, noncommercial events. "We feel that such prohibition is an insult to our deported comrades in arms and that the English language has no words by which we can fully express our indignation and resentment of such arbitrary, callous and contemptible regulation," the resolution declared.

Other veterans' posts in the state were asked to adopt similar resolutions. 

On the Meet the Press broadcast, Mr. Porter was interviewed by Al Warner, head of the WOL Washington bureau; Ben Gross, radio editor; New York News; Robert U. Brown, executive editor, Editor and Publisher; Ed Levin, radio editor, FM; Sol Taishoff, editor and publisher, BROADCASTING. 

FCC Fund Return Voted by Senators

REVERSING action of the House, the Senate Appropriations Committee last week recommended that the FCC's 1946 fiscal year budget be increased to include the Foreign Broadcast Intelligence Service and Radio Intelligence Service be continued.

Recommendation was made in a report on the Recession Bill (HR-4407), in which the Senate committee voted to restore a total of $1,409,035,666 to various independent executive departments, Army and Navy. Regarding the FCC appropriation, the Senate committee held that the State Dept. had testified as to the importance of FBIS reports and that the RID was necessary for policing the spectrum. 

For the Office of War Information (now Interim International Information Service, State Dept.), the Senate committee recommended a reduction of $5,000,000 instead of the $10,662,556 passed by the House.

FBIS Reports Needed

Testifying before a subcommittee on Oct. 30, Donald Russell, Assistant Secretary of State, said the FBIS reports were necessary to the State Dept. He added that in some cases "the radio is a much safer guide than the newspapers are to the policy of that country" because of that country's own and control and exercise more effective control over more than over newspapers.

FCC Chairman Paul A. Porter, in a brief statement, urged restoration of the $930,000 cut. Sen. McKellar (D-Tenn.), acting chairman of the Appropriations Committee, took issue with Mr. Porter that monitoring of foreign countries is now unnecessary. Sen. Hay- den thanked the chairman for his thorough questioning of the Commission and its request, declaring that RID activities actually are normal peacetime functions and that Con- gress might have put "too much money" in an inappropriate position on the theory that RID was specifically a wartime operation.

Assistant Secretary of State William Benton said the State Dept. now operates 18 transmitters under lease for $925,837 from CBS, General Electric, NBC, and others, and monitors the entire country outside the continental United States. He urged continuance of international shortwave broadcasts under State Dept. supervision.

The Senate is expected to act on the committee's recommendations this week. Then the bill will go to conference. Indications on the House side last week were that the House will insist on termination of the program and that continuation of RID as a peacetime function is expected.

Chairman Porter already had told the House Appropriations Committee that the FBIS would terminate as of Nov. 2 [BROADCASTING, Oct. 29].

Hearings Begin on AM Cases; Consolidation Policy Affirmed

SCHEDULING of the 231 AM applications designated for hearing by the FCC since resumption of normal operations was continued last week. The first of 61 consolidated proceedings, comprising five applications for a new station on 1240 kc in the Rochester area, will be heard today (Monday).

Other applications are being advised that their cases will be scheduled, it was learned, and it will give them definite dates within the next few weeks. For the most part, the hearings will be held in the order in which they were listed by the Commission [BROADCASTING, Oct. 29].

Denies Separation

With the scheduling of the first of the consolidated hearings, the Commission also disclosed that its policy of grouping applications whatever possible will be adhered to regardless whether some of the applications have already had proceedings. That policy was reaffirmed in its refusal to separate two applicants from a group designated for hearing.

In denying motions by Capitol Broadcasting Co. and Nashville Radio Corp. for severance of their applications for stations in Nashville, for other applications with which they are merged, the Commission is understood to have taken the position that the existence of a record in the case is not a justification for preferred consideration.

The fact that hearings have been held on an application should not put an applicant who was unrepresented at an earlier hearing, at a disadvantage, an official explained. He added that applications would be consolidated "wherever we see the opportunity."

Locality Main Factor

Attorneys for the two applicants claimed that they should be given separate treatment because their clients are applying for the frequency 1450 kc while the other four applicants are asking for 1240 kc. They pointed out that other cases consolidated for hearing involve conflicts of frequencies.

However, the Commission was not persuaded that this argument should be given weight as it involved all applications for the same locality, regardless of the frequency requested.

The Commission originally consolidated four Nashville cases for hearing during the week to determine whether additional service was needed in the area, the other applicants being Tennessee Broadcasters and J. W. Birdwell. The two new applicants are Tennessee Radio Corp. and Murfreesboro Broadcasting Service.
Mimi's got the right idea

Mimi is a Rhesus monkey. They rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swings around her cage.

Jungle wariness and survival may not be an exact analogy for business and the battle for brands that's just ahead. But it's close.

If your plans of not letting anybody get near "your baby" call for radio, we'd like to tell you about W-I-T-H in Baltimore.

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

These are the facts to clutch on to. Glad to show them to you.

WITH
Baltimore, Md.

Tom Tinsley, President · Represented Nationally by Headley-Reed
New Mexico’s License Law Challenged by NAB Aids

A LOCAL station well in the interior of New Mexico, KGFL Roswell, is serving as the technical guinea pig by which a three-judge U. S. District Court determined whether the State of New Mexico has the right to license broadcast stations and impose a 2% gross sales tax on them as operations in interstate commerce [Broadcasting, Nov. 12]. NAB is joining the Nov. 19 legal battle, acting as a friend of the court, in an effort to have the tax declared unconstitutional. Twenty-nine other States have sales taxes which might be aimed at broadcast stations should the New Mexico impost be upheld by the Court.

State-Sponsored KULC

All last week Howard S. Frazier, NAB director of engineering, toured New Mexico and neighboring states in a car equipped with KMTR receivers. Frazier found that for the first time, as measured by KMTR findings, a station will be presented to the court to show that a station’s signal, even if a 100-watt power inside a state’s borders, penetrates state lines lines, transcends state borders, and sets up interference to other stations inside or outside the borders. New Mexico’s gross sales tax law was passed in 1935. U. S. State Revenue Bureau ruling held broadcast stations exempt as instruments of interstate commerce, a position supported by the Fishers Blend Station Inc. U. S. Supreme Court decision in 1936. The present state attorney general reversed the ruling, held the stations in the state subject to the tax, and even made it retroactive to earlier years.

Brief presenting NAB’s story to the court was prepared by John Morgan Davis, NAB general counsel, and is based on data collected by the general counsel. They went to New Mexico to participate in the hearing. Other New Mexico stations are plaintiffs in similar suits.

KGFL was deliberately selected by NAB and the New Mexico broadcasters because it is well over 100 miles inside the New Mexico border and has only a 100-watt signal. It was felt that no possible claim could be made by the state that broadcasters were picking a border station that obviously would have listeners in an adjoining state.

NAB Brief

The New Mexico attorney general contended that a local station of low power served only the near-by territory and was not an interstate operation.

After reciting the history of Federal radio regulation, based on the premise that broadcasting is essentially a medium of interstate commerce, the brief reviewed court decisions applying to the New Mexico case. All point to the basic interstate character of broadcasting as a business and the engineering fact that a radio signal is no respector of state lines. Power of Congress is supreme, NAB points out, in explaining that where operations in interstate commerce also have purely local effects on interstate commerce, the power of Congress extends to every operation of interstate commerce which is inextricably bound with operations in interstate commerce.

The Fisher’s Blend Station case held that a state occupation tax, measured by the gross receipts from broadcasting by stations within the state, is unconstitutional. NAB stresses that interstate and intrastate transmission of radio waves admit of no distinction, and that whether programs originate locally or in other states, the crossing of state lines by radio communications clash with, interrupt and distort the waves coming from out-of-state stations.

In its conclusion, NAB argues that the power to regulate broadcast transmission is an exclusive one to Congress, and to allow any state to place an excise tax on broadcasting is an infringement of that power. Power of Congress to regulate the industry is not to be impaired by any New Mexico government, must be protected, it is argued.

Washington-New York coaxial Cable Line Opens in January

Army-Navy Game Telecast Forerunner of New Link; Facilities Offered to All TV Interests by Bell

FORERUNNER of regularly scheduled intercity broadcasts by coaxial cable between Washington and New York, the Bell System will inaugurate its Philadelphia-New York coaxial cable on Dec. 1 when NBC televises the Army-Navy game in Philadelphia for broadcast over its New York station, WNBC. Keith S. McHugh, vice-president of AT&T, who last week announced the coaxial system, described the Army-Navy transmission as “a preview of long distance television by cable.”

Already AT&T has arranged to make its Washington-New York coaxial cable available to CBS, NBC and the Allen B. DuMont Labs. for exchange of telecasts between the two cities. Each telecaster, to use the cable two nights a week during the experimental stages. AT&T will make the coaxial available also to others interested in TV, including motion picture producers and enter- tainers, when they have facilities available.

The Bell system has been using coaxial cable to carry telephone conversations over some intercity routes for several years. Present construction contemplates a network of coaxial and radio relay facilities extending from coast-to-coast and from north to south. In 1946 the new network will be extended south of Washington to Charlotte, N. C., and between Atlanta and Dallas. In 1947 the Bell System will also complete the coaxial cable from New York to Los Angeles. Plans call for construction of up to 1,600 miles of coaxial cable a year for the next few years.

The coaxial cable is suitable for transmitting television signals or 480 simultaneous telephone messages.

An experimental radio relay system is being built by the Bell System between New York and Boston. When the development is finished the Bell System plans to use radio relay, coaxial cable or other means—whichever is most advantageous—to extend its television and telephone lines throughout the country.

Faust Returns to WBBM As Assistant to Roberts

NEWEST additions to WBBM, CBS Chicago station, include Dudley Faust as assistant to W. Donald Roberts, western sales manager of CBS, and Tom Rooney, formerly with KOXO St. Louis, as WBBM promotion manager, replacing Jonathan Snow who resigned several weeks ago. Faust, discharged last week from Marine Corps, as a first lieutenant, went to WBBM in 1937 as salesman and in 1941 was transferred to CBS network sales.

Bill Edwards, of CBS radio sales department, New York, will head the Chicago office of radio sales, instead of head of WMBS sales department as erroneously reported in Broadcasting, Nov. 12. Ernie Schno is WBBM sales manager.

New Army Campaign

U. S. Army has asked the Advertising Council, to aid in a campaign to maintain prestige of men in uniform. Newest Army assignment is entirely separate from paid advertising campaign to secure peacetime enlistments placed through N. W. Ayer & Son, Philadelphia. Agency, however, will serve as volunteer task force for Council’s campaign in order to coordinate two programs.
TIME was when wattage was the time-buyer's criterion. Then came the discovery that frequency has infinitely more to do with station coverage than pure power.

Now that WKY's revolutionary antenna experiment has proved such an amazing success—more than doubling WKY's effective power—a new factor, antenna design, enters the time-buying picture.

The performance of WKY's new Franklin double half-wave antenna has attracted the attention and interest of radio engineers throughout the country. High-gain antennas of this or other design are the most important thing in AM radio today.

The effect of WKY's new antenna is to squash down wasted skywaves and concentrate them along the ground. WKY's signal today is 58.5% stronger (at 1 mile) than can be produced by a conventional quarter-wave radiator. The practical effect, as far as time-buyers are concerned, is that WKY is being listened to today by a greater audience than ever before in Oklahoma.
LA GUARDIA PRAISES RADIO HIGHLY IN N.Y.

“RADIO has contributed more in the last twenty-five years to good government than the daily newspapers in the last fifty or sixty years,” Mayor Fiore La Guardia of New York told 400 guests at a luncheon Nov. 10 at the Roosevelt Hotel in New York. Representatives of press, music, theater, religion and labor acclaimed radio’s 25th anniversary [Broadcasting, Nov. 12].

The mayor said there should always be a “healthy rivalry of truth between press and radio” and he was opposed to any affinity between them. He averred that newspapers often intentionally “colored news by their headlines.”

“Of course I like radio. I can talk to a mike and I can’t talk to some publishers. The mike has contributed a great deal to the American public,” he stated. “It has entirely changed the techniques of political campaigns. Government executives should be quick to use it, no one in public affairs should be afraid to use it.”

Sylvania Booklet
SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa., manufacturer of electronic and radio equipment, has issued a booklet, “20 Years of Achievement in Radio,” tracing the company’s growth from its small beginning at Emporium in 1924 to its present large-scale production, with plants in eight American cities. Book is dedicated to Sylvania’s founder, B. G. Erskine, who died June 23, 1945.

Sterling Report
NET EARNINGS of Sterling Drug Inc. and subsidiary companies for nine-month period ending September 30 totaled $7,093,689 after consideration of all charges, preferred dividends and Federal and foreign income taxes. Highest net earnings ever reported for such a period, figure equals $2.21 per share on 3,749,456 shares common stock outstanding. This compares with adjusted figure of $2.454,759 for same period in 1944. Net earnings for quarter ending September 30 totaled $2,359,937, or 63 cents per share.

WFIL Policy Change
WFIL Philadelphia is eliminating all participating announcements from 5:45 a.m. through 7 a.m. The new schedule starts with Wake Up and Sing, a quarter-hour of popular music, followed by Farmer’s Market, quarter-hour of informational segment for rural listeners; Songs of the Plains, 15 minutes of western music; and Breakfast Music, 20 minutes of popular favorites. LeRoy Miller, morning m.c., follows five minutes of news, and takes up participating announcements from there. Jesse Rogers, cowboy singer, moves from his daily early-morning show to 3:15 p.m. under the new ruling.

KGVO News

NEWS and news features equivalent to the content of a 17-page daily newspaper were broadcast daily by KGVO Missoula, Mont., according to research by the station’s news bureau during a month-long printers’ strike which suspended publication of the city’s two daily newspapers.

WMBD V. D. Programs Aided Citizens’ Drive
WMBD Peoria’s 10-program series on Know the Facts About V.D. Control, part of a successful campaign to close “red light” districts and control venereal disease, is credited with a big share in educating the public on the subject.

Health department’s V.D. Clinic said nine persons reported for treatment after one broadcast. Many families said they made the programs “required” family listening. Business and professional men said the broadcasts convinced them of the need for suppression of prostitution.

Programs were written and produced by Ivan Harnew of WMBD and Sam Belfer, chairman of the Peoria Citizens Committee which coordinated activities to combat V.D. after a nearby Army camp threatened to make Peoria out-of-bounds unless the diseases were controlled. Broadcasts included round-table discussions, dramatics, and speeches including one by Dr. Morris Fishbein, editor of the Journal of the American Medical Association. Transcriptions of the series have been presented to the Federal Security Agency, Chicago. WMBD and FSA are making copies of scripts available.

Specialists Available

SPECIALISTS of WPB Region 2, New York State and northern New Jersey, are now available to private industry, according to John A. Warner, regional director. Included are specialists in radio and radar, accounting, advertising and marketing, electrical engineering, dry goods and department stores, labor relations, personnel and publicity. Region 2 employers interested should contact Regional Director, WPB, Empire State Bldg., New York 1.

UOPWA Forum
RADIO GUILD, United Office and Professional Workers of America, New York, is sponsoring a series of forums entitled “Radio—Its Past, Present and Future,” to be inaugurated Nov. 21 and continued on alternate Wednesdays in the auditorium of the UOPWA’s center in New York. Radio topics will be discussed by prominent industry figures.
In November, 1945, the Art of Broadcasting attained its Twenty-fifth Anniversary.

Broadcasting has gone a long way in a mere 25 years, but its furious pace of accomplishment has seen every moment used to further expand its Service to the People. On the other hand, this has been but a brief period in human experience. The evaluation of its Services must be on a perpetual basis, as each day sees further expansion and improvement.

Who is there among us to hazard a guess... to prophesy what the next quarter-century will bring... with the added services of Television, Frequency Modulation, and a host of other recent Technical Developments?

With unblushing pride, Westinghouse looks back over the years, and at the Art it nurtured, but shares this pride with great names who have lent to the Art of Radio their talents and labors... unceasingly... from their initial work in Broadcasting, either at KDKA, or one of the other Westinghouse Stations.

WESTINGHOUSE RADIO STATIONS Inc. KDKA - KYW - WBZ - WBZA - WOWO - KEX
Clergy Attend Radio Workshop Dealing With Religious Shows

Group Studies Problems of Raising Standards Of Present Church Broadcasting Methods

REPRESENTATIVES of the nation's clergy, attending a five-day Radio Workshop, Nov. 11-16 in Chicago, conferred with commercial broadcasters in an attempt to raise the general level of religious broadcasting. They were shown, through practical demonstrations, the importance of music, production and drama in the preparation of radio sermons.

Sponsored by the joint committee of the Congregational Christian, Methodist and Presbyterian U. S. A. Churches, with Rev. Everett C. Parker, director of the committee and Miss Elwin Inman, broadcasting director, CBS; religious programs, as co-chairman, the workshop covered all phases of religious broadcasting, with delegates preparing scripts, making voice recordings and listening to criticisms of production standards by Chicago radio executives.

Small Stations Criticized

While many network religious programs were singled out as examples of merit, small stations were criticized by several religious broadcasters as "failing to give religion its proper share of public service."

Members decried the practice of "using the air-waves" to solicit funds for "studio parsons," referring to religious broadcasts paid for by non-sectarian individuals who "in many cases" are "unlicensed."

Speaking before the group Monday, Nov. 12, Harold McCarty, radio director of the U. of Wisconsin, said that radio's efforts at international understanding, based on past performances, have been "pretty feeble."

"Radio must give more than diversion," he said. "It has a moral and civic obligation that can be accomplished only when non-commercial organizations see in radio an opportunity to further unselfish aims."

He described plans of the U. of Wisconsin which include operation of seven FM stations, two of which have already been applied for. "It is our hope to provide the kind of educational programs which are so desperately needed today," he said.

Freedom With FM

Regarding FM, Mr. McCarty said the promise of FM is not freedom from interference, but freedom from "the restraints of present band limiting the number of available frequencies."

The schedule of events during the five-day meeting included:

Nov. 11: Demonstration of religious programs and attendance at Quiz Kids and Human Adventure broadcasts.


Nov. 14: "Dramatic Writing," by William J. Murphy, manager, script division, NBC. "Producing Your Program," by Homer Heck, production director, NBC.


Nov. 16: "Utilizing Radio in Religious Education," demonstration of CBS School of the Air series.

HEAVY AIR SUPPORT FOR VICTORY LOAN

BROADCAST stations provided "good support" to the Victory Loan during the first week, according to a Treasury report to Arthur Stringer, NAB promotion director. Broadcasters and their programs and spots are "doing a job," Mr. Stringer said in announcing the amount of support that had been given, exclusive of network programs.

Station originations in support of the loan for the first week follow: The Treasury, 3,658 originations; Music for Millions, 2,766; Sing for Victory, 1,570; Diary Personalities, 1,404; Crosby record, 2,786; Gibbs record, 1,154; Wayne record, 1,102; Sports Personalities Speak, 1,976; Industrial Leaders Speak, 1,651.

Regular spots during the week totaled 11,118, along with 1,716 two-minute and 239 three-minute spots.

Programs originated follow: Five-minute, 426; 10-minute, 281; 15-minute, 936; 25-minute, 10; 30-minute, 416; 40-minute, 42; 45-minute, 10; 50-minute, 21; hour, 45; 1 1/2 hours, 20; 2 1/2 hours, 41; 3 hours, 22.

Raytheon Equipment

BY JANUARY 1, the transmitter division of Raytheon Mfg. Co., Chicago, expects to release its first AM equipment since completing its war contracts. The transmitter division is now in the process of manufacturing 250-watt transmitters, a studio console monitor, a remote amplifier and a volume limiter.

Luscious is the word for Utah peaches being picked here by Miss Carol Ohmart, Utah State Fair Queen. The yearly fruit and vegetable crop is worth approximately $12,000,000 to Utah farm families. That's just one of the diversified basic sources of wealth which build dependable buying power in the Utah market.

Local Advertisers Know

KDYL Brings Results

On-the-ground experience has amply proved to local (and national) advertisers that KDYL's showmanship, combined with top-ranking network programs, bring results. This is the station most Utahns listen to most.
A radio station is known by the Companies it keeps

Consolidated Biscuit Co. sells Crackin' Good Crackers on the New WJJD

Do you have Crackin' Good crackers in your house? If you're a Chicagoan, your answer is probably a determined "yes." Consolidated Biscuit Company, makers of Crackin’ Good Crackers have a big hold on the Chicago Market. And the New WJJD has been helping them tell their story to Chicago for well over a year. When you remember that 3,234,059 radio homes are clustered within the primary coverage area of the New WJJD, you see another good reason why practically everybody in Chicago knows about Crackin' good Crackers. The New WJJD, winging along on 20,000 watts of SELLING POWER, talks to lots and lots of Chicagoans every day. Shall we leave a message for you?

20,000 WATTS OF SELLING POWER

THE NEW WJJD
1160 ON YOUR DIAL
CHICAGO

A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

BROADCASTING • Broadcast Advertising

November 19, 1945 • Page 27
D. C. Zoning Hearing

HEARING on petitions of RCA and Chesapeake & Potomac Telephone Co. to amend District of Columbia zoning regulations to permit antennas in residential areas will be held Nov. 21 by the District Zoning Commission. Limited right to build towers has been granted television and FM.

TV in Polio Fight

EMPLOYING television to promote 1946 Sister Kenny Foundation fund appeal to fight infantile paralysis, a Tele-Cine production, *Not All Your Tears* will be made available to television stations nationally. Announcement was made by Patrick Michael Cunning, named drive chairman of television division by Bing Crosby, national chairman. Original story is based on script by Marcia Drake. Mr. Cunning is director-producer. Drive opens Nov. 22.

Raibourn Thinks That Television Will Prove Most Effective Advertising Form

PAUL RAIBOURN, president of Television Productions Inc., told a meeting of the AAAA in Los Angeles, Nov. 14, that television has a field in sponsored advertising that is as large as the dreams of its enthusiastic promoters.

"There is an immense amount of money—$3,000,000,000 per year—spent on services with which television will be competitive," he said. "This money is now put up about 50% by the public, 50% by sponsors.

"Although radio and sound broadcasting is a more inexpensive and faster growing advertising medium to reach the general public than any other, television can cost considerably more than radio sound broadcasting and still not exceed the costs to sponsors for the same effect obtained by magazines and newspapers, since it combines sight, as they do, with the attention value of sound and action, which they do not.

"Advertising experts estimate the ratio of television to radio all the way from three to ten times the selling value. In 1929 when radio sound broadcasting sets cost over $150 apiece, over 4,000,000 sets were sold, although at that time only $42,000,000 was spent on broadcasting operations and programs combined."

In conclusion, Mr. Raibourn demonstrated that "it costs the sponsor less than 0.2 cents to have a customer hear his message, interspersed with more interesting material, for one quarter of an hour." A comparable job in newspapers would cost 0.7 cents, in magazines 0.25 to 0.3 cents.

WASHINGTON, D. C., POP. 817,000+
BUFFALO, N. Y., POP. 363,000+
RICHMOND, VA., POP. 224,000+
SPRINGFIELD, MASS., POP. 150,000+
CANTON, OHIO, POP. 120,000+
TOTAL 1,916,500+

WOAI Daytime Primary Area

"Cpr. 1942, Sales Management Survey of Buying Power, further redistribution not licensed.

BEAUTY METHODS

Demonstrated on TV Show

By Chicago Store

BEHIND-THE-SCENES shots in a beauty pastiche were televised this month in the first video program produced by The Fair Store, Chicago.

Hector Suyker, president of The Fair, said the store was experimenting with television to get experience in this type of merchandising and that plans are being made for expanded use of TV as the number of receiving sets increases.

The show, presented on WBKB Chicago at 3:45 p.m., promoted the Rose Laird line of cosmetics and brought a score of complimentary letters. Miss Laird, 79-year-old beauty expert, gave a demonstration on proper makeup and beauty care, using two teen-age girls as models. Scheduled to run 15 minutes, the show was allowed to run 12 minutes overtime.

While the program was The Fair's first major production, the store previously had sent slides of window and counter displays to WBKB for use as station breaks. There are approximately 400 video receiving sets within range of WBKB.

TV Programming

EXPERIENCE in the techniques of television program production is reviewed and evaluated by Richard Hubbell in his illustrated book, *Television Programming and Production* (Murray Hill Books, New York; $3). Mr. Hubbell says that "by analyzing the fundamental nature of television, by evaluating the progress made, and by suggesting practical ways in which the techniques of television may be improved" he has attempted to furnish a foundation on which broadcasters, advertising men, writers, directors, actors, designers, students, technicians, and radio, theatrical and motion-picture people may build their television plans and projects "more rapidly and astutely." Mr. Hubbell, production manager and television consultant of Crosley Corp., Broadcasting Division, is the author of 4000 Years of Television. He was with WOR and WQXR New York for several years and was with the original television group at CBS for three years. He has been a television consultant for private clients and for magazines and advertising agencies, a motion-picture director, a magazine editor, and a writer and reader director for an advertising agency. He was co-ordinator of the first Television Seminar sponsored by Radio Executives Club of New York.

STUDIO of Dramatic Arts, New York, has added a 16-week course in television acting, which started Nov. 7 under the direction of Dr. John Reche, professor at New York U. and former director at WCBW New York, CBS video station.
Meet Some Folks Who Are Having A Good Time On The Air

You know a lot about the advertisers on this page.

But there's one thing about them that maybe you hadn't realized: these big names all have franchises on ABC. This just didn't happen, you know; there are good reasons for it.

One reason is that we were able to offer them good time periods—and at low cost...(Network A costs 43.7% more than ABC per evening half-hour; Network B costs 28.7% more.)

How To Get More—For Less

What does an advertiser get for his money on ABC?

First of all, he gets good national coverage. On ABC's 194 stations, the potential audience of 22 million* radio families have about 92% of all spendable income in the United States. These 22 million families, most of them located in highly concentrated areas, include practically every major buying market.

Thus, an advertiser can put his program on ABC at a good time...and for less money...and reach a rich, compact audience. This is why we honestly believe that an advertiser has greater opportunity to do outstandingly economical advertising on this network than on any other.

This opportunity is reflected in such ABC shows as The Quiz Kids, Blind Date, Breakfast in Hollywood, Walter Winchell, and CounterSpy. They are prime examples of how an advertiser on ABC can get a high rating at reasonable cost. And there are plenty of others that an ABC representative can tell you about.

7 reasons why ABC....

American Broadcasting Company is attracting America's Leading Advertisers

1. ECONOMICAL RATES—Network A costs 43.7% more than ABC per evening half-hour; Network B costs 28.7% more.

2. REACHES 22,000,000 FAMILIES...who have 92% of the nation's spendable income.

3. EXPERT PROGRAM SERVICE available if and when you want it.

4. EFFECTIVE AUDIENCE PROMOTION which builds bigger, more loyal audiences.

5. GOOD WILL through public service programs that give an unbiased, complete picture of vital issues.

6. ENTHUSIASTIC COOPERATION of the 194 member stations for the benefit of advertisers.

7. PRACTICAL TELEVISION—program building on an economical basis.
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories — world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. During the war this company was the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment has been proved daily on land, at sea, in the air, under every extreme of climate. No other company supplied so much equipment of so many different kinds for military communications.

Western Electric

Today's world is a world of sound. How different it would be without the telephone, radio, public address systems, aids for the hard of hearing, talking pictures!

For many years, Bell Telephone Laboratories and Western Electric — working closely as research and manufacturing teammates — have led the way in building this world of sound.

In the course of their sound-transmission work, these teammates...
A powerful Western Electric public address system spreads sound evenly throughout New York's huge Madison Square Garden which seats more than 18,000 people.

equipment leads the way!

have also developed scientifically accurate instruments for measuring and analyzing sound and vibration. These instruments have many important uses today—will have still more tomorrow.

Through their lifetime of pioneering in this field, Bell Labs and Western Electric have gained a unique knowledge of sound and how to handle it. Count on them for the finest equipment for measuring sound or spreading it around!

knowledge in all of these fields

MOBILE RADIO  HEARING AIDS  SOUND MOTION PICTURES  VACUUM TUBES

Buy all the Victory Bonds you can... and keep all you buy!
On The Service Front

Hainline Acclaims Pacific Area Radio

JOE HAINLINE, NBC foreign correspondent, returned from the Pacific acclimating the technical radio facilities throughout the area.

He said the U. S. S. Iowa carried a T. D. H. Collins 3000 w transmitter so powerful that often commentators could broadcast directly to San Francisco from 100 miles off Tokyo instead of relaying first to Washington.

Mr. Hainline, who had been discharged from the Army in January 1945, when a gun went off in his face, affecting his ear drums, met his original Army outfit as they embarked at the dock in Tokyo. He had beat them by three weeks. Now that he has returned to the States he expects to work at WTAM Cleveland for six weeks and then join the new staff of WRC Washington.

**KTUL Old Home Week**

IT WAS LIKE old home week at KTUL Tulsa when the station received transcriptions made by three ex-announcers now in service. Glenn Condon, KTUL news chief, cabled Sgt. Jack Morris of the AAF at Natal, S/Sgt. Eddie Nebling on Iwo Jima, and Marine Cpl. Eddie Lyons on Okinawa, asking each for a recording. They were played on Oklahoma Salutes program.

Each man reminisced about Tulsa, and described his surroundings in the far-off posts. There were also featured voices of other Tulsans in the area. After flying 100 miles to Recife, Brazil, for recording equipment, Sgt. Morris got unexpected leave and arrived in Tulsa with the recording. He's now on terminal leave, working at KTUL.

**Bluejackets Permanent**

STARTING about Dec. 1, the Great Lakes Bluejacket Choir becomes a permanent organization, made up of all ships' Company men. Choir is heard on CBS, through WBBM facilities Sunday, 10:05-10:30 a.m. (CST). Although the first CBS Bluejacket Choir broadcast was in early 1943, personnel has changed continually each week, with men going to other Navy duty and being replaced by new recruits.

**Radar Set Revealed**

WAR DEPT. is now telling the story of the SCR-584, a highly improved radar set tried for the first time at Anzio, with outstandingly good results. The radar set not only searched out its targets, but also tracked it down, and with the aid of proximity fuse projectiles, brought the Nazi planes to destruction. The SCR-584 is installed in a truck trailer which contains all the components but the power.

Checking Script for a show to go on WVTC Biak, of the AFRS Far Eastern Network, are (1 to r): Mr. Bertha Perkins; T/Sgt. Ray Burke, former announcer with WDOO Chattanooga and WNOX Knoxville; and Sgt. Hallie Phillips, from WPTT Raleigh. All are stationed at the AFRS outlet in Netherlands West Indies.

Using a narrow band, approximately 20 degrees, the set can scan the sky completely in about one minute. The set was used for ground work, too, often detecting enemy patrols in the dark. It was used in many operations following its success at Anzio.

**AFRS Appointment**

LT. JOHN V. ZUCKERMAN has been appointed acting chief of shortwave operations for AFRS, Los Angeles. Grace Clark, formerly of CBS Hollywood, has been named his assistant. Lt. Zuckerman succeeds Maj. Carter J. Hermann, who has been inactivated.

Penfield to USFET

LT. ADDISON P. PENFIELD, former announcer with WSB Atlanta, has been assigned to the radio section, Public Relations Division, U. S. Forces, European Theater headquarters working under Maj. Ted Steele, officer in charge.

**AFN Shipboard Net**

INAUGURATION of the shipboard "Stem to Stern" network started by AFN on troop ships sailing from Le Havre to this country has been a huge success, according to reactions of 5,500 GIs aboard the S.S. Argentina, first ship to try out program. Programs were conducted on board ship similar to those of the AFN overseas, furnishing troops with radio news and entertainment.

Network, which operates from noon to 8 p.m. daily, combining transmissions, news, live talent shows, and radio interviews, was under direction of Cpl. Sig Smith, AFN sports announcer, who conducted program on its maiden voyage on the Argentina.

Highlight of the trip was a quiz (Continued on page 72)
LET'S TALK TURKEY

... about tomorrow!

This is not just a picture of a boy back from the fighting front. This is an American youth in the process of reconversion.
And he's not alone!
Now that "atomized" Hiroshima and Nagasaki have become legend, all America has turned its efforts toward reconversion to peace-time pursuits.
People are hungry for the products they were deprived of during the war years. And, industry is speeding forward with new methods, improved products and ever-better ways of meeting this demand.
New products, better products—require new and better methods of marketing, selling and distribution.
WSPD felt this quickening pulse and geared its facilities for your future needs.
WSPD, whose ability to "Imagineer" lucrative sales campaigns as proved throughout its 24 years of operation, offers you a "bonus value" of over 2,000,000 listeners in the rich industrial market of Northwestern Ohio and Southern Michigan.

JUST ASK KATZ

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FUND INDUSTRY STATION
YOU CAN BANK ON IT
WALL IS BACK AT NBC IN FINANCE POSITION

CHARLES A. WALL, Col., AUS, has returned to NBC as administrative assistant to John H. MacDonald, vice-president in charge of finance, after an outstanding Army career. Mr. Wall was business manager of NBC's program department when he was ordered to active duty as a captain in May 1941. His new duties will include handling special financial, personnel and service assignments as well as assisting in supervision of the network's business operations.

In military service Col. Wall first served on Governor's Island, developing plans for the internal security of the New York area. After an assignment in the personnel division of the general staff in Washington, he was named assistant chief of staff, G-3, of the Amphibious Force, Atlantic Fleet, at Norfolk, serving there for 15 months.

Going overseas on special assignment in January 1944, Col. Wall landed on Omaha Beach, Normandy, on D-Day, with initial assault elements of the provisional engineer special brigade group. Regularly assigned to 12th Army Group headquarters, Col. Wall was G-3 liaison officer between that organization and other Allied armies through the France, Belgium, Luxembourg and German campaigns. Early this year he was made chief of the G-3 operations section of 12th Army Group headquarters in Germany.

Col. Wall holds the Legion of Merit, Bronze Star, American Defense Medal, American Theater Medal and the European Theater Medal with five battle stars and invasion arrowhead. He also has decorations from the British, French, Luxembourg and Belgian governments.

Dyke Brigadier General

KENNETH R. DYKE was promoted to brigadier general, as of Oct 26, the War Dept. announced last week. Before entering service, he was NBC advertising and promotion director. He is now chief of the Civil Information & Education Section with U. S. Forces in Japan. [Broadcasting, Nov. 5].

Button to NBC

MAJ. ROBERT E. BUTTON, former assistant commercial program manager of the Blue network when it was a part of NBC in 1940, has rejoined NBC as assistant to Thomas McCray, eastern program manager. In 1939 he joined the NBC guest relations department and has been on military leave since 1941.

Pearl Bites Back

TWO years ago Bob Davis, NBC trade news editor, ate an oyster, bit into something hard, found it was a pearl and was gratified with his good fortune. Last week, Bob wound up a long series of dental treatments minus the tooth that bit the pearl of whose value, he says, was much less than the amount of the dentist's bill.

RUMPLE QUILTS NAB FOR NBC RESEARCH

BARRY T. RUMPLE rejoined NBC last Wednesday after a four-month term as NAB research director (Closed Circuit Nov. 12). He became manager of the NBC research department under Hugh M. Beville Jr., who returned to NBC some weeks ago as director of research. Mr. Rumple takes the post he held before joining NAB last summer. At NBC he will be directly responsible for all research department operations.

On leaving NAB Mr. Rumple expressed his regret that he could not remain with the association. He was unable to find a place to live within commuting distance of Washington.

He first joined NBC in 1930 as a statistical clerk, being sent to Chicago in 1934 to organize and supervise a branch of the network's statistical department. In September 1936 he returned to New York to become assistant chief statistician and later chief statistician under Mr. Beville. When the latter joined the Army in 1942 he was named research manager. He is a graduate of Rutgers U. where he majored in economics and statistics.

Rocky Mountain Council Reports on Year's Work

ROCKY MOUNTAIN Radio Council, Denver, broadcast 419 programs for 19 educational and civic organizations in the year ended July 31, 1945, according to a summary booklet submitted by Council Director Robert B. Hudson to officers and members.

Eighteen stations carried Council broadcasts, which altogether totaled 2,139—or 553 hours 10 minutes of broadcast time. Council membership includes colleges, universities, women's groups, library organizations, medical society, and farm groups. Besides planning and producing programs, with member agencies, the Council aided other organizations in preparing material for broadcast.
A Revolutionary
NEW CIRCUIT for
FM BROADCAST TRANSMITTERS

Telephone your G-E broadcast sales engineer at once for the most significant news in broadcasting since the introduction of crystal control.

W. C. JAEGER
Boston, Mass.
140 Federal St.

J. D. COMER
Atlanta, Ga.
187 Spring St., N. W.

N. P. FOSTER
Kansas City, Mo.
106 W. 14th Street

F. D. MORTON
Denver, Colorado
660-47th Street

H. L. PERDUE
New York City, N. Y.
570 Lexington Ave.

P. R. WALKER
Cleveland, Ohio
4966 Woodland Ave.

F. P. BARNES
San Francisco, Calif.
235 Montgomery St.

C. G. PIERCE
Los Angeles, Calif.
212 N. Vignes St.

J. E. HOGG
Seattle, Wash
710 Second Avenue

M. L. PRESCOTT
Washington, D. C.
800-13th St., N. W.

S. W. POZGAY
Chicago, Ill.
840 So. Canal St.

J. H. DOUGLAS
Dallas, Texas
1801 N. Lamar St.

Other offices are located in all principal cities.

GENERAL ELECTRIC
Engineer Finds Magnetophon Superior

German Recorder Combines Economy, High Fidelity, Compactness

By DON V. R. DRENNER
Chief engineer for AFN and Radio Luxembourg

Copyright 1945, by Broadcasting Publications, Inc.

BROADCASTING'S first story on the Magnetophon appeared Sept. 3, datelined Berlin. Since then, a few of the machines have been brought to this country where they are being examined by the Signal Corps and the Dept. of Commerce. The accompanying exclusive story is by DON DRENNER who worked with the Magnetophon in Europe. Mr. Drenner has an interesting background. He started at KGGF Coffeyville, Kans. Beginning in 1941 when he enlisted in the RAF as radar engineer, his accomplishments have included: running a studio for BBC, chief engineer for AFN, chief engineer on construction work with ABSIE with OWI, chief engineer for Radio Luxembourg, chief technical officer to SHAPE Mission to Netherlands. He has erected the transmitters at Cherbourg, Frankfort, and supervised construction of transmitters throughout Europe. Discharged from the service, he is back at KGGF, announcing, engineering, "writing a couple of novels, publishing some poetry, and trying to finish a symphony started overseas."

RRG programs were recorded on Magnetophon tape and then played on the RRG senders, during the entire war; an obvious security measure, but one which, even to the best ear, went undetected.

Functions of Magnets

The tape is fed over three "heads," or magnets. The first head performs the pre-magnetizing. In the earlier models, and in the current portables, this pre-magnetizing was done at D.C. potentials. (One exception to this is the small air-borne model for use in bombers, which utilizes a high-frequency oscillator, as in the latest large models.) According to current theory, this premagnetizing arranges the molecules of iron in a certain pattern.

MAGNETOPHON in operation (v), with the tape about two-thirds played. It is winding on the left-hand plate. Below (1), machine in foreground was used for sign-on and station breaks at Radio Frankfort. Picture at lower right shows the two Magnetophons installed at Frankfort. The U. S. Army sergeant was formerly with George Davis, Washington engineer.

The second head is for recording. In both the D.C. and the later high-frequency models, this head is of circular laminations of high-permeability high-frequency steel, with dual winding cross-connected to cancel stray currents. In the D.C. model the magnetizing source is a medium voltage (about 80 v.) supplied from a small power supply, and the recording current about 1.2 MA supplied by the recording amplifier. In the A.C., or high-frequency, model, the pre-magnetizing source is fed at 40 kc, at about 120 MA, and the recording current remains 1.2 MA, superimposed on an alternating current provided by an oscillator at 80 kc. Hysteresis losses are less, and the response is much improved with the high-frequency method.

Play-Back Head

The third head is the play-back head, and is similar in construction to the recording head in that it is also of circular laminated steel possessing the same high-frequency characteristics, and two windings. The electrical characteristics differ, however, and the output voltage from this head is much greater than the recording head.

In earlier models the three heads were arranged in a circle, and the selection of which head was brought to bear upon the tape was controlled by the selection of the appropriate action, "recording" or "playback," etc. In later models the three heads are "in line" and the tape runs over their faces at all times. This increases the wear on all heads, two of which are obvi...
harvest time
is "cash-in-the-hand" time

Now is the time to sell in the heart of the corn belt

kglo and WTAD
QUINCY, ILLINOIS
MASON CITY, IA.
Lee STATIONS
SPENDABLE INCOMES ARE HIGH . . . With larger crops bringing higher prices and industries employing thousands, the listeners have greater “buying power”. There have been no reconversion problems facing the food producing and processing industries in this area.

DOMINANT STATION IN THE MARKET . . . Both KGLO in Mason City and WTAD in Quincy have top dial preference among listeners in their areas according to recent independent surveys.

THE RIGHT MARKET FOR THE PRODUCT . . . The listeners served by KGLO, Mason City and WTAD, Quincy, Illinois are about half urban and half rural families. Home ownership is at an all-time “high”.

STATION COOPERATION is available to every advertiser. This includes personal calls and letters to dealers, newspaper publicity and care in handling the account to make sure that every advertiser gets his “money’s worth”.

Lee Stations . . . the right stations for Sales Action

**KGLO Market Data**

**Mason City, Iowa**

Coverage: 57 counties in the “Heartland” area of Iowa and Minnesota are served by KGLO. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.


Retail Sales: $634,828,000 in 1944 (Sales Management estimate).

Farming: More hogs were raised in this station’s Primary Area in 1944 than in any other whole state during 1944. These millions of hogs have sent farmers’ cash incomes up to an all-time record. Farmers are working and spending towards even greater production during 1946.

Industry: Six big modern meat packing plants, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. Eighmey, General Manager

**WTAD Market Data**

**Quincy, Illinois**

Coverage: 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri and Keokuk, Iowa.


Retail Sales: $262,780,000 in 1944 (Sales Management estimate).

Farming: This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U.S.

Industry: Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

Walter J. Rothschild, General Manager

**NATIONAL REPRESENTATIVES** — Weed & Company

New York, Chicago, Detroit, San Francisco, Boston, Hollywood
WICKOFF REELECTED BY ELECTRICAL ASSN.

I. WALTER WICKOFF of Pilot Radio Corp. was reelected president of Electrical Manufacturers Assn., trade organization of manufacturers of radio sets, parts and electronic equipment in the New York metropolitan area, at its annual meeting last week. Arthur Freed, Freed Radio Corp. and A. P. Hirsch, Micamold Radio Corp., were elected vice-presidents; L. A. Mitchell, United Transformer Corp., secretary and S. J. Novick, Electronics Corp. of America, treasurer.


Moses Shapiro, attorney and labor relations consultant, was appointed general counsel of EMA to handle all labor relations problems affecting the association and its members.

CEREMONY symbolizing official separation of KOMO and KJR, Seattle stations, is directed by (1 to r) O. W. Fisher, president of Fisher's Blend Station Inc., operator of KOMO; Marion Bush, his secretary; Miss Jean Wylie, secretary of Birt F. Fisher (r), new owner and manager of KJR. Birt F. Fisher has been secretary-manager of KOMO for 19 years and secretary-manager of KJR for 12. Fishers are not related.

COLTON, FOSS OPEN ENGINEERING FIRM


Gen. Colton's retirement is in process after 35 years service in the Signal Corps. For the last two years he had been chief of research and development. Previously he had been acting chief signal officer. Last January he was transferred to Air Forces as electronics officer. Mr. Foss was a consulting engineer up to 1941 when he became chief of the international division, Army and Navy Electronic Production Agency. He was transferred to Air Forces in 1943, becoming chief of program control, Division of Air Communications Office. He joined RFC Electronics Division Sept. 18.

SEPARATION OF KJR AND KOMO EFFECTED

SEPARATION of KOMO and KJR, Seattle stations, became official Nov. 1.

Birt F. Fisher, for 19 years secretary-manager of KOMO and for 12 years secretary-manager of KJR, is now sole owner and manager of KJR. Both stations formerly were owned by Fisher's Blend Station Inc., headed by O. W. Fisher [Broadcasting, Dec. 11, 1944; Oct. 15, 1945]. Mr. Birt Fisher exchanged his one-third interest in both stations for control of KJR, no money being involved in the transaction.

Associated with him in operation of KJR will be Arthur E. Gerbel Jr., commercial manager, who has had 10 years' executive experience with him in Seattle radio; Homer Pope, program director, who has been engaged in radio production and operation in Seattle for 18 years; Bill Mosher, agricultural director, widely known as a radio farm editor.

The two stations will continue to share studios until materials and equipment are available for KOMO to establish separate headquarters.

Bert Pearl
AND THE HAPPY GANG
Sign with Carter!

STAND BY AMERICA!

Here it is, Canada's Top Show

As appealing as tomorrow's breakfast—now holding a top day-time national rating of 14.2 over such big American shows as 'Big Sister', 'Ma Perkins', 'Road of Life', 'Breakfast Club'—etc. Yes! Above them all (see Oct. 15th "Broadcasting" page 30), and it's now available on Transcription for American sponsors who want action.

Now in its 6th year coast-to-coast—Monday through Friday—for Colgate-Palmolive-Peet Co. Get the facts on this famous group of Happy-Go-Lucky entertainers from Garry Carter of Frontenac, Canada's most progressive Radio Advertising Agency.
A SIMPLE STATEMENT
That means so much!

Talent PLUS Showmanship

- FREDDY MARTIN
  DUKE ELLINGTON
  HAL McINTYRE
  RAY NOBLE
  JACK TEAGARDEN
  JOE REICHMAN
  BOYD RAEBURN
  SHORTY SHEROCK
  BILLY MILLS
- DENNIS DAY
  CASS DALEY
  JACK SMITH
  CURT MASSEY
  NORA MARTIN
  JIMMIE NEWILL
- SPIKE JONES
  DINNING SISTERS
  KING’S MEN
  DON COSSACK CHORUS
- AND MANY MORE
MORE STATIONS USE THE STANDARD LIBRARY

... than any other!

★

✓ FOR FM OR AM

it's Showmanship

THAT COUNTS

Standard Radio

HOLLYWOOD • CHICAGO • NEW YORK • DALLAS
New York Broadcasters Oppose Clearance Group

DECEIION not to replace the OWI regional setup in New York but rather for each station to handle individually requests for time from Government agencies and other public groups was reached Monday at a meeting of New York station executives, called by Arthur Hull Hayes, general manager of WABC and former OWI regional consultant. Feeling was that since the war's end there is less pressure for time and it seemed desirable for stations to make their own decisions on requests rather than to continue the wartime allocation setup.

Morris Novik, director of WNYC, municipal station, was named interim head of the group, with the responsibility of calling another meeting in two months for further discussions. Wartime New York City Radio Committee, which Mr. Novik headed, no longer functions. Attending last week's meeting, in addition to Messrs. Hayes and Novik, were: Mrs. Eleanor Sanger, WQXR; Henry Greenfield, WEDV; Ted Cott, WNEW; Robert E. Button, NBC; Paul Killiam, WOR; Leon Goldstein, WMCA.

ECA Employment

ELECTRONIC Corp. of America, New York, is now operating at 100% normal employment level, according to Samuel J. Novik, company president, in a report to ECA's labor-management committee. By being prepared for production of items made from noncritical materials, the company was able to go immediately into new production with a minimum of layoffs. Even the small number of employees laid off have been recalled, and the plant is on full scale production and employment.

Canadian Meeting

MEETING was held recently at Toronto of the programming, technical and commercial staff of stations operated by Northern Broadcasting & Publishing Co., CKGB Timmins, CFCH North Bay, CJKL Kirkland Lake, CKWS Kingston, CHEX Peterborough. The meeting dealt mainly with power increases, programming ideas, news, religious and educational broadcasts, sponsored shows, and public service. Roy H. Thomson president of Northern Broadcasting & Publishing, S. P. Chapman, sec.-treas., Managers — Harvey Freeman, CKGB; Clair Chambers, CJKL; Roy Hoff, CKWS; Cliff Pickrem, CFCH; Hal Cooke, CHEX. Program directors — Bob Hart, CKGB; Jas. Kirkpatrick, CJKL; Phil Clavton, CFCH; Karl Monk, CHEX; Charles Millar, CKWS. Commercial managers — Claude Irvine, CKGB; Harry Edger, CKWS; Keith Packer, CFCH; Chet Sutherland, CJKL; El Jones, CHEX. Jack Davidson, supervisor of stations, was chairman.

Davies TO DO SERIES FOR AMERICAN NET

ELMER DAVIS, former director of the Office of War Information, will return to his prewar profession of radio commentator Dec. 2, when he starts a thrice-weekly series of news analyses on American. He will broadcast Sunday, 3-3:15 p.m., and Tuesday and Thursdays, 8:15-8:30 p.m. Programs will be presented as sustaining broadcasts at first, but Mr. Davies is now being offered by advertisers at a fee of $1,500 for one broadcast a week, $2,500 for two and $3,000 for three. The combination rates apply only if the same advertiser sponsors all three broadcasts.

Mutual Adds More Newsmen to Staff

MILTON BURGH, recently discharged after three years of Army duty, has joined the New York news staff of Mutual, working in an executive capacity under A. A. Schechter, director of news and special events, whom he served as news editor at NBC before the war. Jack Fern, lately a captain in the AAP, and formerly with the NBC news and special events staff and with KOA Denver and WTAM Cleveland, has been appointed director of news and special events for Mutual in San Francisco.

Albert L. Warner heads the Mutual news and special events staff in Washington. Additional space has been made available for the network's newsroom in that city. William Hillman, news commentator; Jack Paige and Karl Bates, Presidential announcer, complete the Washington roster.

Of the overseas staff, Jack Mahon and Bob Brumby, both lately back from Tokyo, are awaiting reassignments in New York. Arthur Mann, in charge of Mutual's London office for eight years, will soon return to the States for discussions of future European operations.

BLAW-KNOX puts through the Call!

There are a hundred-and-one pieces of apparatus necessary to electronic operation but, finally the voice or picture goes out into space via the antenna.

Whether it's FM, Television or VHF you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION of Blaw-Knox Company

2038 Farmers Bank Bldg., Pittsburgh, Pa.

BLAW-KNOX Vertical RADIATORS
Earmarked for Automobiles!

DETROIT FIRMS BUILD

96% OF ALL PASSENGER CARS MADE!

The hundreds of thousands of well paying jobs which the production of 15 million new cars creates is but one of the factors that make Detroit America's number one market for the sales manager. Virtual insurance of good jobs for a long time to come, backed by more than THREE AND ONE-HALF BILLION DOLLARS in bank savings and War Bonds! That makes a market indeed!

Still more, the building industry is just getting started on the greatest construction program in the city's history. In addition to tremendous industrial construction, authorities have estimated that Detroit will need 30,000 new homes each year for ten years! Think what that will mean for furniture, appliances, heating equipment, radios, rugs, carpeting — for all sorts of goods for the home!

In this great market WWJ has been the preferred radio station for more than twenty-five years!

WWJ
America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 Kilocycles—5000 Watts
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

A BUYING POWER BACKLOG OF MORE THAN $6,500 FOR EVERY DETROIT FAMILY

According to the Federal Reserve Bank of Chicago report, savings deposits in Detroit banks totalled $765,000,000 on September 30, 1945. And a report from the Detroit office of the U. S. Treasury Department stated that the purchases of War Bonds through August 31, in Wayne County (which is largely Detroit) totalled $2,797,300,000. This makes a tidy sum of $3,562,000,000 in ready money — an average of more than $6,500 for every family in Wayne County!
Communication Rights
POLICIES adopted at the 32nd National Foreign Trade Convention, sponsored by the National Foreign Trade Council, New York, at Waldorf Astoria Hotel on Nov. 12, 13 and 14, included the recommendation that “American communication companies have the right, equally with the communication companies or administrations of any other country, to establish communication facilities with any country. And that rates and routings in the international field which discriminate against American users of international communications be eliminated.”

JOINT BROADCAST in observance of National Radio Week was presented by managers of the five Denver stations, who accepted Radio Manufacturers Assn. invitations to speak on aims of broadcasters at Jubilee Building Program. Colorado Governor John C. Vivian (l) made presentations to (1 to r) Lloyd Yoder, KOA; Duncan Pyle, KVOD; Al Meyer, KMYR; Eugene P. O’Fallon, KFEL; Hugh Terry, KLZ.

OFLC CALLS MEETING ON SURPLUS ABROAD
TO DETERMINE the extent to which American companies are interested in acquiring fixed communications installations in Italy, declared surplus, for use abroad, the Office of the Foreign Liquidation Commissioner will hold a meeting Nov. 26, in Room 5127 B, New War Dept. building, 21st and Virginia Avenue, N.W., Washington, D.C.

The installations are largely telephone, telegraph and airway and will be sold only to companies operating abroad, as the law prohibits importation of surpluses into this country. OFLC said there may be “some” Signal Corps transmitters among the surplus equipment but emphasized that unless buyers are actually interested in setting up a radio station in Italy there would be no point in attending the meeting.

Firms desirous of attending should write the office of George P. Adair, chief engineer of the FCC, Washington 25, D.C., (telephone Executive 3620, branch 145) as soon as possible.

Radio by Art
NEW RADIO and television installations are included among plans for proposed $10,000,000 diamond jubilee building program for New York Metropolitan Museum of Art. By means of a broadcasting and television studio which museum officials hope to have installed in upper floor of new auditorium, Metropolitan’s art exhibits may be broadcast into every home in the future.

Porter Meets Press
WHEN Paul A. Porter, FCC chairman, faced a battery of five newsmen Nov. 9 on the Mutual Meet the Press program, it was his first “press conference” since he assumed office nearly a year ago. When Mr. Porter was sworn in, he said he would have press conferences only when occasions warranted. He has never called one.

WOL PRESENTS ‘LIVE’ NEWS QUOTATIONS
DIRECT statements rather than news quotations were presented by WOL Washington on the General Electric Voice of Washington newscast, 11 p.m. last Tuesday. Al Warner, chief of the WOL news bureau, said station plans to do more “direct reporting”. Reactions of three Senators and three Representatives to Prime Minister Clement Attlee speech before a joint session of Congress (carried by all networks) were recorded from the House radio gallery immediately after adjournment and aired on the Voice of Washington.

Heard were Sens. Wiley (R-Wis.), Hill (D-Ala.) and Austin (R-Vt.), members of Senate Foreign Relations Committee, and Reps. Gordon (D-Ill.) and Wadsworth (R-N.Y.) and Edith Nourse Rogers (R-Mass.) of the House Foreign Affairs Committee.

Following the congressional reactions WOL presented direct wire-recorded statements by J. B. Derrick, president of the Maryland-Virginia Milk Producers Assn., and John F. Gismon, Office of Price Administration milk division director, on Washington’s milk shortage during District Assignment, public service newscast conducted by Lou Brott.

WMAL Spot Coverage
Of Pearl Harbor Probe
SPECIAL COVERAGE of the Pearl Harbor Congressional Investigation has been arranged by WMAL Washington, American affiliate. Station has set up broadcast facilities in an office near the caucus room in the Senate Office Bldg., from which American news reporters and commentators may broadcast hour-by-hour developments of the investigation, started last Friday.

Newsmen stationed there handle pickups on regular scheduled news programs and also interrupt with bulletins when the situation warrants. Service is used by both WMAL and the network. John Edwards is handling the bulk of investigation news, with David Wills, Martin Agronsky and Earl Godwin also participating.

Air Freedom Forum
FINAL lineup of participants in American Forum of the Air debate Dec. 4 on “How Can We Keep Radio Free?” are FCC Commissioner Clifford Durr; Elmer A. Benson, executive chairman, National Citizens PAC; Sidney M. Kaye, BMI general counsel; and A. D. (Jesse) Willard Jr., NAB executive vice- president. Program, to be broadcast before expected audience of 12,000 at St. Paul Auditorium, will climax celebration of 25th anniversary of radio. Session is being conducted jointly by NAB and St. Paul Institute.
Rossini, the gourmet is not as well known as Rossini, the composer of "The Barber of Seville," although biographers tell us that it was this musician's daily habit to create new dishes as well as new operas. His affection for the knife and fork closely rivalled his skill with the baton. On one occasion he exclaimed, "A disappointing fowl is the turkey! It is too big for one person to dine on, yet not big enough for two."

If you, like Rossini, seek "just the right size," WCBM and Baltimore are sure to interest you. This station has consistently proved its ability to cover the Baltimore market completely, without waste. This is due to a local habit as strong and as regular as Rossini's, for time buyers have learned from profit-yielding experience that WCBM is "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM
Muir Drug Chain Plans Radio Spots

As Basis for 1946 Merchandising Drive

MUIR Cut Rate Drugs, operating a retail drug chain in Michigan, Ohio, Indiana and Wisconsin, has worked out for 1946 a complete 'merchandising package' based on radio co-op advertising.

Officials said results already indicate sales increases up to 86% in Muir stores alone, discounting increased distribution and sales of co-op items among the approximately 3,238 drug stores in the area covered by Muir radio advertising.

Spots are used exclusively, selected in relation to programs of preferred audience, and are aired daytime and evening, Monday through Saturday. Live announcements primarily are used, with occasional short transcriptions.

Store identification with the spots is given in the introductory musical theme "The Campbells Are Coming" which provides continuity with Muir's newspaper advertising logotype and displays: "At the Sign of the Thrifty Scot".

Boyce K. Muir, president of the firm, said the merchandising package work was out to believe that "really progressive and cooperative merchandising, selling and advertising" are necessary to replace the sales impetus of the war boom days. The plan, he pointed out, is based on the already established radio response combined with tie-ins of supporting newspaper, window and counter displays, and direct sales promotion.

Wallace-Lindeman, Inc., Grand Rapids, is advertising agency for Muir. Stations using Muir spots include:

WHFY WELH WHIO WING WGBF WEOW WKBZ WIBM WZKO WKMO WJIM WOMT WLBC WOOD WHLS WRKH WSAM WJBL WIZE WPAG WFIN WOSH.

CHAS. BASKERVILLE
NEW HEAD OF WFLA

CHARLES G. BASKERVILLE, 39, just retired as lieutenant commander after three and a half years in the Navy, has been appointed manager of WFLA Tampa, Fla., succeeding Walter Tison, who resigned to purchase an interest in WBRC Birmingham [Broadcasting, Oct. 22].

Mr. Baskerville, in 1930 with WDAE, Tampa, Mr. Baskerville later transferred to WFLA, then owned by Florida West Coast Broadcasting Co. In 1936 he joined the Tribune Co., present owners of WFLA, as assistant to Truman Green, officer in charge of the company's radio operations.

During the war Mr. Baskerville served in the New York Office of Censorship and saw service in the Pacific on the staff of Adm. Nimitz in Guam and Japan. The Tribune Co. was one of the first 64 applicants granted FM construction permits late last month [Broadcasting, Oct. 29].

CANADIAN STATIONS
CAPAC PAYMENT SET

CANADIAN radio stations will be asked to pay in 1946 $140,728 to the Composers, Authors and Publishers Assn. of Canada Ltd., plus 2% on total commercial broadcasting revenue according to tariffs filed with the Dept. of Secretary of States for Canada at Ottawa. BMI Canada Ltd., has filed for a quarter of these fees, or at the wartime rate of one cent per licensed set if CAPAC receives eight cents per licensed set by the Canadian Copyright Appeal Board. The rate set by CAPAC is based on the wartime rate of eight cents for each of the 1,750,100 licensed radio receivers in Canada.

In addition to the $140,728 CAPAC has filed for, it has also filed for a tariff of 2% from the "sale of broadcasting facilities" by persons, firms or corporations operating one or more radio stations. Formerly CAPAC had endeavored to get an increase in rate to 14 cents per licensed receiver, but this has not been granted in the past, and now a new attempt is being made through a tariff based on commercial time sold.

Hearings will be held by the Canadian Copyright Appeal Board at Ottawa sometime next month or early January, after appeals have been registered with the Board.

WFLA Philadelphia has purchased more than 300 acres near one of the local country clubs for the site of the station's new transmitter if its 5000 w application is accepted.
260,000 COPIES

This Booklet Contains a Complete Directory of All Programs in THE NBC PARADE OF STARS and Other Popular Programs Heard Regularly Over KSD 550 ON YOUR DIAL Use It the Year 'Round for the Utmost in Fine Radio Entertainment

October 15, 1945

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

KSD
ST. LOUIS • 550 KC
Owned and Operated by the ST. LOUIS POST-DISPATCH National Advertising Representatives FREE & PETERS, INC.

This is one of many KSD promotion activities designed to increase the "yield" of advertising dollars invested in KSD.
MUSIC—AN AUDIENCE BUILDER
Competent Musical Director Should Supervise
Programs on Smaller Stations

By BOB ATHEARN
Music Director
WHEB Portsmouth, N. H.

MUSIC, an art whose substance is the gamut of human emotions, could be the backbone of small station programming rather than a convenient time-filler. Its value as an audience builder and holder is unlimited. Yet too often it is merely used for an occasional theme or background, or to fill the time between commercials.

As a result music, even on the networks, shows too frequently the results of haphazard arrangement and poor planning. The choice of music played, especially by small stations, is often dictated by the personal preference of some executive whose bookkeeping ability far exceeds his knowledge of music.

Danger of Prejudice

Personal preference is also the chief factor in those periods when the management permits an announcer, ignorant in matters musical, to select his discs at random from the station's collection. This attitude evidences a short-sighted business policy.

Intelligent music programming which appeals directly to the taste of the widest possible segment of the listening public, will in the long run pay the biggest dividends. Such programming calls for the services of a competent and impartial music director.

The only basis upon which a sound programming policy can be devised is a comprehensive poll of listener taste, arriving at a pattern of preferred musical types upon which programming could be based. Such a poll should be taken for each individual station's listening area.

Once the basis for the station's over-all music programming policy is established, there is the choice of the music itself. There are several sources of information upon which the music director can draw. These should be checked with the musical knowledge and taste of the director and the tastes of listeners. Requests that come in by mail and phone do not necessarily represent the preferences of the average listener and other music must be employed to determine those preferences.

There is great room for improvement in arranging and balancing programs. All the principles of dramatic art should be employed to keep the listener in a state of delighted expectancy not only within the framework of each program, but throughout the day's and week's programs. Details of musical production in the actual airing of the program should be supervised by the musical director.

Ethridge in Moscow

MARK ETHRIDGE, vice-president of WHAS Louisville and publisher of the Louisville Courier-Journal and Times, conferred with Soviet officials in Moscow about Sunday's national elections in Bulgaria. Secretary of State Byrnes announced last Wednesday. Mr. Ethridge, who is President Truman's special envoy to the Balkans, will return to Washington in the next few weeks to make a detailed report of his studies, Mr. Byrnes added.
KEEPING our armed forces supplied with baseball bats was just one of our wartime jobs. Immediately after Pearl Harbor we completely converted our golf club plant to the production of gun stocks and tank pins. We are proud of our war production record.

We are still manufacturing bats under Government contract, but will also be able to furnish our dealers with a complete line of Hillerich and Bradsby bats in the near future.

We have a few reconversion problems in the golf club plant. All Government-owned machinery has to be reconditioned and shipped. This will take only a short time. We are getting into production of golf clubs as rapidly as possible, and expect to be in full production of all lines by early spring. When we reach full capacity our employment will be increased approximately 30% over our wartime peak.

There is definitely a ready market for baseball bats and golf clubs and we are making all necessary plans to supply this demand.

J. A. HILLERICH, President

T. P. Taylor & Co., Inc. plans...

FOR several years T. P. Taylor & Co., Inc., operators of Taylor Drug Stores in greater Louisville, have been working on postwar plans and I am happy to announce that we are now ready to launch our expansion program.

Our plans call first for complete modernization of our present eleven stores in metropolitan Louisville.

Second, we have purchased property for the addition of two new stores which will be community centers. Each will have a large-size Taylor Drug Store and other stores. There will be ample parking space of the drive-in type and an adjoining parking lot. Both of these locations are on busy suburban streets where there is need for modern, up-to-date shopping centers. Plans have been drawn for these properties, and bids will be let as soon as building conditions permit.

Third, we are going to construct a new building for general offices and warehouse purposes. This building will be ultra-modern in every respect, with air-conditioned offices and the latest equipment of all types in the other departments. The other departments include a commissary, ice cream plant and kodak finishing. All equipment installed in the commissary and ice cream departments will be subject to the approval of the combined health departments. In addition the food departments will have tile walls and ceilings that can be kept clean and sanitary. Ground has been purchased and plans are now being completed for the building, which will be 124 x 130 feet. Bids will be let at the earliest date possible.

T. P. TAYLOR, JR., President

No. 6 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."
It was just 20 years ago that the first stars of grand opera and the concert stage made their appearance on the radio in a continued series of Sunday evening broadcasts. The series was the Atwater Kent Radio Hour, conceived and organized by A. Atwater Kent, of Philadelphia, whose 150-acre radio factory and studios have place in radio manufacturing.


MacNamee Announced

Announcer for the series was the late Graham MacNamee. When the Atwater Kent Sunday evening radio concerts were first heard over the air, NBC had not yet organized, nor had any other broadcasting company. The first radio concerts of the series were broadcast from old Station WEAF, which occupied a few rooms in the American Telephone and Telegraph Co.'s building on lower Broadway, New York.

Many of the Atwater Kent artists "came high." For instance, for singing three or four songs on one of the concerts, Beniamino Gigli, the Metropolitan tenor, demanded—and received—$6,000. It was not out of the ordinary for Mr. Kent to pay artists from $1,000 to $3,000 for singing a few songs on the air.

The Atwater Kent radio concerts continued from 1923 to 1931. After that, Mr. Kent sought new and undiscovered voices through his National Radio Auditions, in which he gave $5,000 each year in prizes to the ten finalists who sang on a nationwide broadcasting network out of New York.

Some of the young singers he thus discovered “made” the Metropolitan Opera Company and others have made names for themselves on the radio and on the concert stage, for example: Donald Novis, the young man winner of the second audition, and Agnes Davis, the first young woman winner, who later sang with the Met. Other outstanding audition winners were Josephine Antoine, now in concert; Wilbur Evans, appearing in "Mexican Hay Ride," in New York; Ross Graham, popular in radio; Hazel Arth, artist; Genevieve Rowe, Carol Dics, Joyce Allmand, Thomas L. Thomas, and others who are singing for various sponsors.

When Mr. Kent retired from business, several years ago, he sold his big radio factory and is now living in Los Angeles. He has not, however, lost his interest in music.

Earle Gluck Back as WSOc President

Earle J. Gluck, released from the Navy as commander, has returned to WSOc Charlotte, N. C., as president and general manager, a position he has held since 1933. He was called to active duty in April 1941 and served first as assistant District Communications Officer of the Sixth Naval District at Charleston.

In 1942 he became District Communications Officer on the Sixth Naval District Commandant's staff. A year later he was transferred to the staffs of the Commander of the Caribbean Sea Proctor and Commandant of the Tenth Naval District, with headquarters in San Juan, P. R. There he served in the same capacity, in charge of radio, visual and wire communications, Naval Postal Service, coding, and confidential service publications.

WINS Coverage

WINS NEW YORK recorded proceedings at opening of first Australian Consulate General in the world from Rockefeller Center, New York, Nov. 18, and broadcast recordings that evening in half-hour program conducted by Henry Milo, WINS foreign news commentator. Speakers were Dr. Herbert V. Evatt, Australian Minister for External Affairs; Sir Frederick Grant-Mitchell, Australian Minister to the U. S., and Hon. Cedric Kellway, Australian Consul General in the U. S.
napping between 7 and 9 A.M. That's the time he's wide awake and filling WHN air lanes with a morning "wake-up" show that makes sales charts "wake-up" and head upward. ART BROWN built a terrific reputation with 10 years of successful early morning selling and entertaining in Washington . . . now, although new to Metropolitan air lanes, he has already garnered a big slice of WHN's primary (15,398,401) coverage.

His program is packed with bubbling fun, laughter and cheer . . . with ART BROWN playing the electric organ, singing, giving news, time signals, weather reports and jovial chatter.

Commercial sponsorship of ART BROWN is available on a participating basis.
COL. J. HALE STEYMAN, president of Mason-Dixon Group of radio stations and of Lancaster Newspapers Inc., was named the winner at a testimonial dinner in Lancaster Nov. 12 in recognition of his 25 years of service to WPSR's legal and publishing division. Hosts were publishers of Pennsylvania newspapers.

WILLIAM BURKE MILLER, on leave from the Army, was war program manager and manager of public service department, returned to the U.S. last week. Mr. Miller consulted with the Stateside Division of the Section of Intelligence, New York, for the past six months overseas in military duty. Formerly with Psychological Warfare Division of SHAEF, Mr. Miller is chief of radio for the SHAEF District Information Command which operates Radio Struggle and is part of the Information Control Division of USFET.

GAYLE V. GRUBB, former manager of WTVI Oklahoma City, recently appointed to succeed F. B. (Bud) PALMER as manager of KOKO San Francisco, will be guest of honor at a luncheon of station and agency representatives Nov. 20 at the Fairmont Hotel in San Francisco. DON SEARLE, American Broadcasting vice-president, will preside at the luncheon. Mr. Palmer, now manager of technical operations for WTVI and Divco of America, was honored Nov. 14 by a staff farewell party and at a press club reception arranged by San Francisco station and agency executives.

COMDR. FRED M. THROWER Jr., vice-president in charge of sales at American, before entering the Navy, was to rejoin the network after his discharge from the service, expected in the near future. Comdr. Thrower will work with MERRITT SCHOFIELD, recently transferred from Chicago to special sales assignments, reporting to C. P. JAEGER, vice-president in charge of sales for American.

FORD BILLINGS, former midwestern station manager who for three and a half years has been in industrial engineering work with suppliers to Army and Navy Ordnance Dept., has become general manager of WHOL, American Broadcasting Co.'s outlet at the South Bend, Ind. Before the war he was general sales manager and station manager of WYEW Cleveland, WJAC Pittsburgh, WOR New York, and was previously with Hanes on the West Coast.

THOMAS F. CLARK, head of Thomas F. Clark Co., newspaper representative, and HAROLD J. WANDLER, head of H. J. Wandler & Co., South American newspaper representative, have formed a new company, Clark-Wandler Co., radio station representative, with offices at 621 and 623 Exchange, New York. Company will represent following stations: WJJD New York; WBCN Boston; WJZ Baltimore; WMAR Washington; WMUR Manchester; WGBH Boston; WTTW and WAMM Chicago; WMOR and WAMC New York; and WBBF and WBBH Detroit.

HARRY PATTERSON, former production manager, is now account executive of KMNY of Times-Chicago. CHARLES CAL- VERT has taken former post.

WILLIAM M. JOYCE, recently discharged from AAF and currently managing the American Broadcasting & Television Corp. Midwest sales manager for Texas Network and assistant Chicago manager of World Broadcasting System, has left the Chicago sales staff to join the Chicago sales staff of the delay.

GEORGE BOLLING, New York manager, is completing a tour of stations represented by that firm.

HARRY PATTERSON, former production manager, is now account executive of KMNY of Times-Chicago. CHARLES CAL- VERT has taken former post.

WILLIAM M. JOYCE, recently discharged from AAF and currently managing the American Broadcasting & Television Corp. Midwest sales manager for Texas Network and assistant Chicago manager of World Broadcasting System, has left the Chicago sales staff to join the Chicago sales staff of the delay.

THOMAS F. CLARK, head of Thomas F. Clark Co., newspaper representative, and HAROLD J. WANDLER, head of H. J. Wandler & Co., South American newspaper representative, have formed a new company, Clark-Wandler Co., radio station representative, with offices at 621 and 623 Exchange, New York. Company will represent following stations: WJJD New York; WBCN Boston; WJZ Baltimore; WMAR Washington; WMUR Manchester; WGBH Boston; WTTW and WAMM Chicago; WMOR and WAMC New York; and WBBF and WBBH Detroit.

GARY LINN, for 20 months in Pacific area with Navy, has returned to post as traffic manager at WYXJ Philadelphia. He served with Navy public relations on Guam and as flag announcer of U.S. Pacific Fleet.

BILLY RILEY, sales manager of WEAR and WOR Syracuse, will manage firm's new Detroit office effective Nov. 19. Riley has spent a year with WOR for eight years. NEIL WEED takes over as active sales manager in Chicago.

JACK R. REED and STEWART LEE, head of the armed services. Reed was released from the Army as captain after serving for nearly three years in China.

The MUSIC BUILDERS
A weekly half-hour musical presentation.
Production: A. O. Coggeshall
Direction: E. A. Rice
Arrangements: Frank D'Armond
For complete details write WGY, Schenectady, New York, or your nearest NBC Spot Sales Office.
50,000 watts - NBC-23 YEARS OF SERVICE Represented Nationally by NBC Spot Sales
napping between 7 and 9 A.M. That's the time he's wide awake and filling WHN airlines with a morning "wake-up" show that makes sales charts "wake-up" and head upward.

ART BROWN built a terrific reputation with 10 years of successful early morning selling and entertaining in Washington . . . now, although new to Metropolitan airlines, he has already garnered a big slice of WHN's primary (15,398,401) coverage.

His program is packed with bubbling fun, laughter and cheer . . . with ART BROWN playing the electric organ, singing, giving news, time signals, weather reports and jovial chatter.

Commercial sponsorship of ART BROWN is available on a participating basis.
COL. J. HALE STEINMAN, president of Mason-Dixon Group of radio stations and of Lancaster Newspapers Inc., was honor guest at a testimonial dinner in Lancaster Nov. 12 in recognition of his wartime service as chief of WFB periodic al and publishing division. Hosts were publishers of Pennsylvania newspapers.

WILLIAM BURKE MILLER, on leave from the Army, was war program manager and manager of public service department, returned to the Business section of the Western Pennsylvania Press, in charge of marketing.


GAYLE V. GRUBB, former manager of WXYK Oklahoma City, recently appointed to succeed T. B. (Bev) PALMER as manager of KKO San Francisco, will be guest of honor at a luncheon of station and agency representatives Nov. 29 at the Kiwanis Club of San Francisco. DON SEARLE, American Broadcasting vice-president, will preside. Mr. Palmer, now manager of technical operations for West Coast division of American, was honored Nov. 14 by a staff farewell party and Nov. 15 at a press club reception arranged by San Francisco station and sales executive.

COMDR. FRED M. TISSIER JR., vice-president in charge of sales at American before entering the Navy, is to rejoin the network after his discharge from the service. He will return in near future. Comdr. Tissier will work with MERRITT SCHROEDER, recently transferred from Chicago on special sales assignments, reporting to C. F. JACOBS, vice-president in charge of sales for American.

FORD BILLINGS, former midwestern station manager who for three and a half years has been in industrial engineering work with suppliers to Army Ordnance Dept., has been granted general manager of WHOT, American outlet in South Bend, Ind. Before the war he was general sales and station manager of WXYK Clubs Cincinnati, WOWO and WCMF, Wayne, and previously was with Hearst on the West Coast.

KENNETH W. STOWMAN, former traffic manager and sales manager of WCAU Philadelphia, receives release from Navy Nov. 11 as lieutenant commander and joins WFIL Philadelphia as assistant to ROGER W. CLIFF, president and general manager of station.

WILLIAM C. GITTINGER, CBS vice-president and manager of WMCO and WNBZ St. Louis, and ALD W. THORNBURGH, CBS vice-president in charge of New York City division, have both celebrated silver wedding anniversaries during National Radio Week. Surprise honor presentation was made to both executives at second annual meeting of officials of CBS O & O stations.

ADRIAN SAMISH, vice-president in charge of programs for American, has accepted co-chairmanship of the 1946 March of Dimes national radio division, sponsored by the National Foundation for Infantile Paralysis Inc.

W. ALLEN CAMPBELL, secretary and general manager of WXYZ Detroit and the Michigan Network, was a caller at the White House last Tuesday, and conferred briefly with President Truman. He was accompanied by HARRY WISMER, sports director of American, and Arthur Coates, president, Coates Steel Products Co., St. Louis.

ENS. CHARLES J. WRIGHT Jr., vice-president of WPFR Battenburg, Miss., is father of a girl, Diane Elaine. ENS. Wright expects to return from the Navy in near future.

with Chinese troops. He rejoined Chicago office of Headley Reid Nov. 1. He was transferred to the Chicago office of Seattle Nov. 1, 1943, and moved to Los Angeles as station manager.

FRED MUELLER, sales manager of KLZ Denver, has been elected director of the Kiwanis Club of Denver.

G. NORRIS MacKENZIE has joined the program division of all-Cana Radio stations, Toronto, Ont., Canada. He was formerly with CJOA Edmonton, CKXW Vancouver and CFCF Montreal.

BRUCE FINE, sales manager of CKSB Regina, is on an extended business trip in eastern Canada.

WILLY SLATTER, son of Jack SLATTER, manager of Toronto Office of Radio Representatives, has joined the firm after three years in New York, part of which was overseas. He previously had been with CCKL and CPFB Toronto.
GEORGIA

In Georgia, Stone Mountain is a permanent fixture of nature — a part of Georgia's make-up and tradition. Like historic Stone Mountain, WAGA has become a tradition in the South's most responsive market... Atlanta.

WAGA's 5000 watts on 590 kilocycles assures dependable coverage of half of Georgia's radio homes, and half of its retail sales. For your 1946 list investigate WAGA — it has made more progress than any other Atlanta station in the past two years.

WAGA
ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Needley-Reed.
business
Baltimore

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Great Shipbuilding Center
- A Great Port with a Great Future

WBAL, Baltimore—50,000 Watts—NBC Network
One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Straws in the Air

IN THESE COLUMNS Sept. 3 there was noted an inordinate desire on the part of the British Broadcasting Corp. to spread the influence of state-operated radio. At that time Broadcasting called special attention to developments on the European continent. Now, it appears, the British lion is stalking in other preserves.

As late as last week it was again emphasized, coincident with the visit of Prime Minister Attlee to Washington, that BBC will not "go American" by accepting commercially-sponsored programs when the BBC charter expires in 1946. It was learned, too, that the British Labor Government favors nationalization of all industry, including radio and communications. Indeed, nationalization of communications in Britain was announced only a few days ago. Under the British plan even newspapers would be subject to nationalization. It was revealed, if there is a tendency toward monopoly in control.

The BBC has cut back its transcribed productions. It has kept the cost of these productions at a minimum. In New Zealand and in Australia, where at one time listeners received through their broadcasting stations many transcribed features shipped from the United States, schedules now are dominated by BBC releases.

This fact has caused some concern in both of these countries, and most emphatically in Australia. The Listener In, a radio publication in Australia, reported October 5, 1945: "The Listener In suggests that the Parliamentary Standing Committee on Broadcasting might with advantage review the circumstances which have brought about the present regrettable diminution of production activities by the Australian Broadcasting Corp. and its apparently growing tendency to become a mere echo of the British Broadcasting Corp."

In New Zealand, where both the commercial and non-commercial stations are controlled by the Government under a Director of Broadcasting (who is pro-BBC, by the way), the BBC is meeting with increasing success. Commercial stations in Australia have been holding out against this influence, but it is questionable how long they can do so.

American production firms which export programs to these countries can compete in quality with the BBC program fare, but they cannot compete in price because of the AFRMA foreign distribution fee, because of the shortage of dollars in foreign radio and for various other reasons.

The BBC has spread its "state-owned" philosophy on the Continent, where such commercial stations as Luxembourg and Normandie controlled vast audiences through good programming before the war. It is conducting now a program barrage against commercial radio in Australia and New Zealand.

We mention these facts for the benefit of our neighbors to the North, and for the thoughtful consideration of all broadcasters in the United States.

Aimless Palaver

THEY'RE at it again on Capitol Hill. From the House Un-American Activities Committee, which yields to no group for its headline hunting proclivities, comes new talk about legislation to gag radio.

The Committee doesn't like certain radio commentators or analysts or perhaps those performers who masquerade as news reporters. We don't like several of them either.

All columnists can't be Walter Lippmans, and all analysts can't be Elmer Davies or Ed Murrows. By the same token all legislators can't be Thomas Jefferrons.

It should be obvious then the House Committee can't do what it proposes legislatively without running counter to the Bill of Rights.

These performers are popular with the public because they have something the listener wants. The public taste may change. We hope it will as to certain types of news commentaries, and there are signs of it already. Men who have served overseas just don't like to be shouted at or lectured.

Many people don't relish the outpourings of certain members of Congress. Because it's the democratic way, Americans express dislikes. But we don't know of any suggestions that these men be "muzzled". Congressmen enjoy an immunity when they hurl invective on the floors of Congress. Their remarks are published in the Congressional Record, reported by the news associations, and carried on the air. The newsman gets no such immunity.

Radio asks no special privileges. It seeks only to enjoy that freedom of expression guaranteed it in the Bill of Rights. The people can discern right and wrong.

Government Pay

ANY BUSINESS is as good as the men who run it. The same goes for Government.

The FCC is among the busiest of the post-war agencies. It has a backlog of some 1400 applications in the broadcast services. It is shorthanded. The postwar economy squeeze is on in Congress with a view to cutting all Government appropriations horizontally.

The FCC is having a tough time keeping its specialized personnel because of induce- ments from the outside. This is particularly true of engineers and lawyers. The Government just doesn't pay enough to hold key people.

A member of the FCC gets $10,000 a year—the standard stipend for members of Congress and top officials in most of the independent agencies. Even Canada is paying the Chairman of the Canadian Broadcasting Corp. $15,000 a year. It's difficult to find men, no matter how public-spirited, to make a career of Government service when they don't earn enough to support their families at a level in keeping with their public positions. That's particularly true of the younger men, who might well earn five to ten times as much outside.

Irrespective of what we may think of the FCC and, more particularly, of the leftist thinking of some of its members and functions, we certainly feel it should be accorded adequate appropriations to perform its assigned licensing functions. And we feel that stepping up of salaries, from bottom to top, would result in more efficient administration and perhaps in the retention of well qualified men in key positions.

Our Respects To —

ADOLF NATHANIEL HULT

WHEN ADOLF NATHANIEL HULT was about eight or nine he used to bump into a slight, studious boy on his way to school in what is now downtown Chicago. It would be nice to say that he and the slight, studious boy grew to be lifelong friends. But it wasn't until a good many years later, after a meeting of the board of Mutual Broadcasting System in New York, that Edgar Kobak, as president of the network, discovered that Ade Hult, vice-president in charge of Midwest operations, was the same tow-headed kid who lived around the corner from him in Chicago.

It has been so long since Ade recalled any-body addressing him by his Christian name that he has to think twice to remember it himself. He was named after his father, Adolf, with the Nathaniel being thrown in for good measure and depriving him of the privilege of being called Junior. Ade's parents were of Swedish descent and his father taught for many years at Augustana College, Rock Island, Ill., as a professor of theology. His hobby was music, and he composed innumerable hymns and other sacred music which are still in wide use today. Dr. Hult hoped his son would follow in his footsteps and when Ade graduated from high school, he matriculated at Augustana with majors in languages and music.

It is, of course, typical that a fond parent's hopes fail somewhat short of fulfillment. Ade was no exception. With a gift for classical languages, cultivated from life with a most widely read and cultured parent, Ade made immediate use of this gift upon graduation by becoming a reporter on a Moline, Ill., newspaper. The glamour of newspaper life captured his fancy a year earlier when his contributions on college activities found their way into print. A great many readers, particularly the staid and more spiritually inclined, found difficulty in understanding how a fine gentleman like Dr. Adolf Hult, whose column on matters of the soul was a weekly feature of the Moline paper, found time or inclination to cover prize-fights, train wrecks, bank-robberies and other colorful news events that appeared under the Hult byline. The answer, obviously, was that the younger Hult had no less a fondness for his name in print, to the considerable embarrassment of the father.

Ade's interest in newspaper business waxed about a year later, largely due to the monotony with which the same figures appeared on his pay check. When a friend suggested he enter the sales field as a representative of the National Lock Company, Rockford, Ill., he said a

Page 56 - Nov. 19, 1945

BROADCASTING • Broadcast Advertising
Showmen and advertisers with vision and imagination echo Hildegarde’s rapturous superlatives! For supersalespowered television has demonstrated: (1) attention-holding power up to and exceeding 10 times that of any other medium, (2) continuously applied salespower without interruption of entertainment, and (3) multisalespower—the capacity to sell the many items of a complete line simultaneously! “Teleselling” is only beginning to show its tremendous mass-sales potential.

For more than two years at DuMont’s Television Station WABD, New York, hundreds of advertisers have been testing “telesales” techniques. Teleskill—acquired now is certain to pay off handsomely. If you would like to preview your products or services, consult your advertising agency. By all means visit Station WABD. Our Sales Manager will gladly arrange details.
not too sad farewell to the fourth estate. This was in 1926 and marked a turning point in his career, which has been devoted from that time to the art of barter, selling at various times locks, space and time. Ade left the lock company to work for an architectural publication until 1930, a bad year for bankers and stock-brokers but definitely a good time to get into radio.

It was certainly not an opportune year for full-page ads in a publication catering to home builders, and a chance to become a salesman on WGN Chicago seemed a better choice. For one thing, radio sales was not only virgin territory but closely related to newspaper business. Ade stayed with WGN until 1934, when that station and WOR New York and WLW Cincinnati held a pow-wow over the possibility of organizing a tri-station network. It was only a matter of time until Ade's interest in selling time on all three stations began to show a sizeable increase in billing. He refers to himself during those years as a "handy man," serving sponsor, agency and station as idea man, salesman, and program director for midwest operations. Some of his early accounts were Lamp 'n' Abner and the famous vocal trio, Tom, Dick & Harry.

From 1934 until March of this year, when Ade won a well-earned promotion to vice-president of MB, his career was one of quiet, concentrated effort to help the network assume its rightful place in the national radio picture. He shuns the media of predicting the future of broadcasting as an industry, but he believes whole-heartedly that American competitive and commercial ingenuity will not fall down because of technical advancement, either in FM or television.

He admits with candor that his home life is closely related with his job, since his wife, Marion, is herself a well known figure in radio, having worked for many years with various agencies in Chicago. He says people who insist they don't talk shop at home never were thoroughly interested in the radio business. His hobbies are his two sons, Adolph, III, 15, and Richard, 9, and an 80-acre farm in Wisconsin where he retreats on weekends. But even there he's likely to be found listening to the radio instead of replacing a hinge on the barn. One important contribution to his success, and he will be the first to deny it, is his gift for getting along with people, particularly his employees, who are loyal to a degree not frequently found. The admires his devotion to his job, his quiet manner and the sincere affection he has for those he works with.

As a salesman, the only pressure he applies is in finding out what

AT A COCKTAIL PARTY to introduce Miller C. Robertson, new sales manager of KSTP Minneapolis-St. Paul, to public officials and members of the trade, are seen (1 to r) Mr. Robertson, former assistant sales manager of KMBC Kansas City and at one time director of Tenth District Advertising Federation of America; Stanley E. Hubbard, president and general manager of KSTP; Kenneth M. Hance, KSTP vice-president and treasurer; Hubert M. Humphrey, mayor of Minneapolis.

Labor Relations Import Stressed by Management

TOP management today ranks labor relations at least as high as sales, production and financial activities, John H. MacDonald, NBC vice-president in charge of finance, said Nov. 13 at the American Management Assn.'s Office Management Conference at the New Yorker Hotel, New York, in a talk on "Top Management Appraises the Office".

Urging office managers to coordinate their labor policies with those of the factory and to keep management informed of important inequalities between factoy and office wages and working conditions, Mr. MacDonald said that while aware that it must continue to provide profits for the stockholders, top management recognizes that these must be consistent with its increased responsibility to labor for employment and to the public for better goods and services.

Baltimore Seen as Fifth City With Network Video Prediction that Baltimore, before the end of 1946, will be the fifth United States city to have network television, was made Nov. 15 by Paul Mowrey, manager of the television division of American, at a luncheon meeting of the Baltimore Advertising Club.

"There are already two network services running through Baltimore," Mr. Mowrey pointed out. "The city has the advantage of an AT&T coaxial cable connecting it with television origin points in New York, Washington and Philadelphia, and a Philco relay station that will transmit signals from the latter city. These three cities and Schenectady, with the General Electric station, WRGB, must be conceded the first four important television centers in the U.S., but Baltimore will be a close fifth, preceding Chicago and the Pacific Coast in network service."

Students Hear Concert

MORE THAN 6,000 students from Chicago public and parochial high schools as well as suburban schools will be special guests of the Chicago Title & Trust Co., during the forthcoming broadcasts of the Chicago Symphony Orchestra each Wednesday from 8:00-9:00 p.m. CST, over WCFL Chicago. Arrangement marks an additional step in the trust company's plans to encourage public enthusiasm for fine music, Holman D. Pettibone, president, declared.

a client wants and then doing his level best to get it for him.

Ade was born in Chicago on Jan. 16, 1904, one of three boys and a girl in the Hult family. He's lived in Chicago since 1926 and thinks even more can be done in Chicago radio than has been done to date.
YOU MAY BE ABLE TO GAIN 2 MILES AGAINST "PROS"*—

BUT—YOU CAN'T BUCK INTO WESTERN MICHIGAN ON AN "OUTSIDE" BROADCAST!

The strongest opposing line will occasionally open, but not the wall of fading which cuts Western Michigan off even from 50,000-watt stations in Chicago and Detroit! Is that why you haven't been getting good radio results from Western Michigan?

The only way to reach this rich market is to use stations inside the barrier.

A proven CBS combination—WKZO in Kalamazoo and WJEF in Grand Rapids—offers complete coverage of Western Michigan with bell-clear signals and at a bargain rate. Let us give you all the facts—or just ask Free & Peters!

* Clark Hinkle, Green Bay Packers, gained 3,860 yards during 1932-1941 ten-year period.

WKZO
CBS—FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS—FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY
FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Graham Poyner, Navy lieutenant and district radio officer for office of the Public Information at Charleston Navy Yard, following release from service on Sept. 25, has joined WLCY in Palm Beach, Fla., as program director.

William W. Weeks has been appointed manager of American Broadcasting's Armed Forces stations.

J. O. Bennett, formerly with KWWL, is now with WAFG, Atlanta, as program director.

Laurence Samuel, former Jerusalem station manager, has returned to the United States as director of foreign broadcasting for NBC.

Ernest C. Daulton, formerly with WDAF, Kansas City, has been appointed manager of W شخص.

Glen Walker, AAP instructor, has joined WSB, Atlanta, as program director.

Winfred Graves, formerly with WKBZ, Boise, Idaho, has been appointed manager of WJDY, Duluth, Minn.

H. E. Neville, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Lawrence E. Neville, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

P. B. Stone, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

M. D. Egan, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

G. C. Kline, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Shirley Black, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Hugh Finney, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Russell Baer, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Bob Harsey, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Herb Wicker, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Ralph Klein, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

Basil G. Adlam, former program director of WLS, Chicago, has been appointed manager of WOR, New York.

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"Fastest Growing Afternoon Audience in Indianapolis"

Now is TOPS

As announced, in Broadcasting for October 8, WIBC has been climbing fast, gaining each month in its share of the Indianapolis afternoon listening audience. Now it is TOPS—with 29.2%, as shown by the Hooper indexes for the full five month period, August–September, as shown on the chart below.

| Sets in Use          | WIBC | Station "B" | Station "C" | Station "D"
|----------------------|------|-------------|-------------|-------------
| Average – Dec., 1944, thru April, 1945 | 16.3 | 18.4        | 19.5        | 34.2        | 17.0        |
| April-May            | 15.4 | 21.4        | 18.5        | 34.1        | 16.0        |
| May-June             | 15.7 | 21.7        | 19.7        | 35.6        | 14.6        |
| June-July            | 13.9 | 22.0        | 18.6        | 36.3        | 13.7        |
| July-Aug.            | 16.0 | 29.3        | 18.7        | 39.6        | 14.8        |
| Aug.-Sept.           | 16.4 | 29.2        | 18.8        | 29.0        | 14.6        |
| Average – May thru Sept., 1945 | 15.4 | 25.3        | 18.8        | 32.8        | 14.5        |

Still Further Proof that WIBC is Your "Best Buy" in Indianapolis

Owned and Operated by the Indianapolis News
Sylvan Eaplner, for two years with AFBS and prior to that production manager for "Bob Hope Show," has joined Weiss & Geller, New York. His major duties include supervising "Dave Elgin Comedy Hour" on WOR, New York. He has been transferred from WOR, New York. Eaplner, 29, attended Rockland College.

Ellen McCorkle, formerly with Newell-Kennon, New York, has joined the engineering staff of WABC, New York, in the transmitting department. McCorkle, 30, attended Fordham University.

Heinz Johnson, formerly with American-Red Cross and before that in the press department of CBS and one-time director of internees' public-relations program for WOY, New York, has joined Kenyon & Richard, New York. He will handle publicity on the "County Fair" show sponsored by the National Committee for United War Work.

Michael Raulis, formerly with Gallo in New York, has joined KPFA, Berkeley, California. Raulis, 28, started with KPFA in the late summertime and has worked there ever since, first in the newsroom and later in the sales department.

Grady L. Langer, formerly with Monmouth University, New Jersey, has joined ABC Radio, New York, as a liaison officer between radio and public relations departments.

New York. radio program package organization, as manager of program production, has been appointed to the position. His new job began last week. He will be based in New York.


Raymond Lynch, formerly of the traffic department of McCann-Erickson, and prior to serving in the Army, has been named production manager of Hatman Adv. Co., New York.

Raymond Wasey, after 43 months service in Naval Aviation and released from service, has returned to Erwin, Wasey, & Co., New York, as account executive.

Graham, formerly with McCann-Erickson, four years in USNR, has also been appointed agency in production department.

New York.- In Cairo, on Oct. 13, the CBS newsmen in England were discharged to the Army. However, three newsmen were drafted for service in the Army. The three are: George Walsh of Wash. D.C. (Army); William J. Rabin of Philadelphia, Pa. (Army); and Robert L. Brown of New York, N.Y. (Army). The Army has also drafted George Baugh of New York, N.Y., for service in the Army. The Army has also drafted George Baugh of New York, N.Y., for service in the Army.

George Walsh has returned to Wash. D.C. as a visitor. He has been in Washington for two years and has returned to his former residence in the District of Columbia.

Winston Burdett, CBS correspondent, has moved from his office in Cairo to cover current disorders in Cairo and other Middle Eastern countries.


Leonard, sportscaster of WPMJ, Youngstown, Ohio, is father of a boy.

Bob Harris is a new member of special events staff of KUKY, Seattle. Before three and a half years with the Seafair, he had been a vice-president of the new bureau of KUKY-Missoula, Mont.

Capt. Elmo Israel, former production manager of WBBM, Chicago, produced and directed show for Air Technical Command, "Caffeine Theater," that will be broadcast for American from the Pacific theater.

Ed Stevens, former Moscow correspondent for the Christian Science Monitor, has joined American as its Moscow correspondent. He will leave New York shortly to return to Moscow. He has been asked to come back to Moscow to take over "News and Comment" show. "News and Comment" is to be broadcast for American from this city.

Robert McConnell, war correspondent, has been assigned to 50 business clubs and organizations since his return from Tokyo Bay with group of correspondents to witness surrender ceremonies abroad the USS Missouri.

George Baugh of Washington, D.C., has been drafted for service in the Army. He has been in Washington for two years and has returned to his former residence in the District of Columbia...
IT'S THE STATION
THAT KNOWS HOW
TO SAY GOODNIGHT

Not just another
late hour filler,
"Sleepy Serenade"
is a top production,
a WGAR nightcap
of music and poetry
which thousands of
Clevelanders have
learned to enjoy
seven nights a week.
We are fussy
about "off-hours"
because our audience
has learned to expect
good listening on WGAR
at all hours.

Cleveland's
WGAR
THE FRIENDLY STATION
FREE SPEECH
"MIKE"
RADIO'S XXV ANNIVERSARY
WCMI makes those Advertising Dollars work three ways!

- It's only 8.5 miles from the WCMI transmitter to the center of population in Huntington, West Virginia... only 7.0 miles to Ironwood, Ohio.
- WCMI reaches a sales responsive audience in the industrial tri-state, on a low cost per listener basis. For specific data write us—or see a John E. Pear son representative.

Triple Coverage where it counts!

WCMI
A Nunn Station

Joseph B. Matthews, Mgr.
Ashland, Ky.
Huntington, W. Va.

Nunn Stations WCMJ Ashland, Ky. WCMI Huntington, W. Va. WLRP Lexington, Ky. WNOH Keokuk, Iowa. KDKA Amherst, Tex. Owned and operated by Ollier N. Nunn and J. Lindsay Nunn.

Page 64 • November 19, 1945

PROGRAMS

MARTIN Horrell, McCann-Fricker, producer of "Grand Central Station", broadcast Saturday on CBS from the station's own studios. The show, which included interviews with executives of the station's clients, was scheduled to air at 8:30 p.m. EST.

Women's Features
TALKS for women are scheduled for Monday, Tuesday, and Thursday nights on NBC network stations across the country. The talks will be presented by various guests, including Dr. Helen H. W. Hoyt, who will discuss "The Nature of Women's Work".

Newspaper's Features
NEWSPAPER features are scheduled for Tuesday, Wednesday, and Friday mornings on NBC network stations. The features will be presented by various guests, including Dr. Helen H. W. Hoyt, who will discuss "The Nature of Women's Work".

Famous Orchestras
FAMOUS ORCHESTRAS are scheduled for Saturday nights on NBC network stations. The orchestra will perform a variety of music, including classical, jazz, and popular compositions.

State Series
STATE SERIES are scheduled for Tuesday evenings on NBC network stations. The series will feature interviews with state officials and leaders, discussing important issues affecting the state.

Stories of Sea
STORIES OF THE SEA are scheduled for Wednesday nights on NBC network stations. The series will feature interviews with sea captains and explorers, discussing their adventures and experiences.

Rackets Exposed
CAMPAIGN against racketeering is a series of reports on various racketeering activities across the country. The series will be presented by various guests, including Dr. Helen H. W. Hoyt, who will discuss "The Nature of Women's Work".

Science Dramas
SCIENCE DRAMA SERIES is a series of live dramas on NBC network stations. The series will feature popular science fiction and fantasy stories, with special effects and costumes.

Music News
MUSIC NEWS is a weekly series on NBC network stations. The series will feature interviews with popular musicians and composers, discussing their latest work.

Industry Plans
PHILADELPHIA INDUSTRIAL LEADER is a series of reports on the growth and development of various industries. The series will be presented by various guests, including Dr. Helen H. W. Hoyt, who will discuss "The Nature of Women's Work".

Clues to Be Annual
CBS PROGRAMS will be annual in 1945. The series will feature interviews with various guests, discussing important issues and events of the year.

The Largest TRANSCRIPTION LIBRARY

TO FILL ALL REQUIREMENTS

AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL
Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world... and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

Go-getting merchandisemen promote the retail outlets right to the last customer. Tested types of promotion are used to insure the WXYZ advertiser the best possible results.

"Throw Your Voice Where It Will Do the Most Good!"

WXYZ

BROADCASTING • Broadcast Advertising

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDEL BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.
L. COMDR. RICHARD M. MATHEWS, USNR, released from active duty in Naval Bureau of Ships, has joined Pacific Telephone & Telegraph Co. at San Francisco as chief engineer and plant manager. With him is Lt. W. G. H. FINCH, president of the company. Both are current members of the flood control committee, in developing and designing the new electronic apparatus for use by Navy ships and aircraft. Matthes had been with RCA laboratories engaged in the developing of floodlight equipment and related research since 1925.

D. R. T. RAY, president of Allen B. DuMont Labs., was main speaker at a luncheon meeting of the Newark Ad Club on Nov. 22. NEW BOOK, "Television Programming and Production," by RICHARD HUN-BELL, television consultant, WYD-WLW, Cincinnati and The Crosley Corp., is now being used as basic text for television courses of New York U., Yale U. School of Drama and Fine Arts, and U. of California.

RAY WOLF is new addition to engineering staff of WHTF, Philadelphia.

JACK BEEBE has been placed in charge of manufacturing and distribution of field transmitters made by Swaim Nelson Co., Glenview, Ill., radio, electronics and photographic equipment manufacturer. He formerly was with the engineering department of Thordarson Electric Mfg. Co.

STEVEN C. GARCIA, released from Navy at 26, has been hired by engineering staff of WBBR, New York.

BILL HOWARD, released from Royal Canadian Navy, has joined engineering staff of WKBZ, Chicago.

JOHN MITCHELL, in Army service since June 1943, has returned to WLW and been named as Arthur N. Johnson.

ROBERT H. SIMISTER, engineer of WPRG Providence, R. I., Nov. 18 was named chief engineer of WRGB, Utica.

TRELL SHARPE, Jim SPECK and PauL Bostaph, following discharge from the AAF service, have been named to engineering staff of WPAA-KXKO-Dall. Fort Worth.

Bert sather, in Army for four years and CBI veteran, is now engineer with the Naval Buoy Board.

NATIONAL radar design especially for the merchant Marine and approved for use by all shipbuilders, a complete design has been announced by National Mfg. Co., Walla Walla, Wash. Called "Raytheon Raydar," equipment comprises three units, antenna, transmitter-receiver and indicator, and is designed to operate from shipboard

Pointless Elk

EMPLOYED at WBMB-CBS, Chicago, had their meat problem solved for them the other day by a faithful listener. Mrs. Nellie Severance Karski, Montana ranch owner, and fervent follower of CBS' Ma Perkins, was so pleased after meeting the cast on a visit to WBBM, that she has promised to send them elk. She neglected to say whether the elk would arrive on the hoof or ready for immediate consumption, which has "Ma" worried.

115-volt power source with an expected maximum range of 15 to 20 miles for large surface objects such as warships, 1 mile for small objects such as bell buoys. Complete installations probably will be made by Merchant Marine operators for less than $10,000, company said.

WHEN the control operator of WGBS Chicago, W. V., key station of the West Virginia Network, failed to show up to put the station on the air one morning, Charles Banks (above), station manager, was on the air over the regular peace-time hours duty until the regular operator returned. Since the station has been watching the operations for years, had always had some day to have a chance to handle them himself. Station claims he is first Negro control operator in any U. S. station.

A TOTAL of 2,000,000 stamps has been released by WABC New York for the "Stamps for the Wounded Society" which turns stamps over to the controlled veterans for therapeutic measures.

Egan is Elected President of Western Union Co.

JOSEPH L. EGAN, since January 1939 vice-president in charge of public relations of Western Union Telegraph Co., has been elected president of the company. He will take office Dec. 15, succeeding A. N. Williams, who becomes chairman of the board.

Western Union earned a net income of $7,891,953 for the 12 months ended Sept. 30, compared with $7,365,761 for preceding year. Gross operating revenues were $188,665,377 for year ended Sept. 30, 1945; $185,659,106 for year ended Sept. 30, 1944. For first nine months of 1945 gross was $141,955,502 and net $5,656,528, compared with gross of $139,195,768 and net of $5,421,967 for same period in 1944.

CBC Peace-Time Hours

Peace-time hours of operation have been resumed by the CBC Trans-Canada network. Early in the war the CBC stations reduced their time on the air to conserve equipment by 30 minutes daily. CBC networks now sign off at midnight EST instead of 11:30 p.m.

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South... picked in Spartanburg County alone!
A NEW HIGH IN TRANSCRIBED ENTERTAINMENT!

The hit show of the year!

Sincerely—

Kenny Baker

AMERICA'S FAVORITE TENOR!

Songs you like to hear—the way you like to hear them. Hear Kenny and Donna sing the songs they've made famous on stage, screen and radio! A grand new musical show currently sponsored by the biggest names in the national spot field...still available in several markets.

write for availabilities

with

★ DONNA DAE
★ JIMMY WALLINGTON
★ BUDDY COLE and his music

FROM THE HOUSE OF HITS

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, O.
NEW YORK • HOLLYWOOD

BROADCASTING • Broadcast Advertising
Sponsors

75 million bucks ain't *hay! 

Not *hay-but
$75,459,000* gross packed value in vegetables and citrus fruits was produced in nine of the eleven counties in the WIOD primary area - 1944-45 season.

How do you reach this market? ... Silly boy!

*Annual Florida State Marketing Report.

NATIONAL REPRESENTATIVES

H.C. WHOLING CO., Inc.

5,000 WATTS • 610 KC • NBC

Page 68 • November 19, 1945

BROADCASTING • Broadcast Advertising
Each week on Denver’s KOA—veterans, and the families of veterans-to-be, get the low-down on their future

One week, it’s “The Veteran’s Re-employment Rights.” Another, it’s “The Veteran and His G. I. Insurance.” Whatever the problem, KOA brings to its microphones the men who know most about it.

A real G. I. asks the questions. And veterans and their families all over the Rocky Mountain West get the straight dope.

This series, which has the cooperation of the Colorado State Veterans Advisory Council—and the active support of Denver business, government and veterans’ affairs representatives, shows what a public spirited radio station can do in bringing reliable information to the people it serves. On KOA, this is just one example of many...

--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)
CARL, SUTPHIN, former sales promotion manager of American Broadcasting Co., central division, Chicago, has returned to that post following release from the Army.

JACK WILLIAMS Jr., son of Jack Williams, president of WAYS Waycross, Ga., and editor-publisher of Waycross Journal-Herald, has been named on-air talent of the paper following return from armed services. In addition to other duties he will serve in public relations capacity for both WAYS and the paper, of which he was telegraph editor before entering the Army. Williams Jr. has served in the RTO and was awarded four battle stars.

EDWARD FEINTHAL, assistant sales manager for WAYV, New York, has been elected town clerk of Montgomery, Ohio, suburb of Cincinnati.

JOSEPHINE THOMAS has been named host of guest relations for KTIV, St. Paul, Minn.

LLOYD BROWNFIELD, CBS western division director of press relations, is in New York for home office conferences on West Coast originating programs.


DOROTHY LEFFLER, with CBS since 1942 and previously active in publicity and promotion for Harper’s Bazaar, Bobbs-Merrill Publishing Co., Elizabeth Arden, Dorothy Gray and Elizabeth Maher, has been appointed magazine division information department. WALTER J. MURPHY, publicity manager of WEZI Boston before entering the Army in December 1942, has returned to civilian status and has joined the magazine division. While in service, Murphy wrote two War Dept. training manuals, worked on War Loan drives and arranged for local and network broadcasts.

ROBERT G. SEWELL, of American’s audience promotion department, is father of a boy, Robert Gregory.

WILLIAM McGRAH,M, WNEW New York sales promotion and television director, has returned to activities in radio and television to combined radio classes at Syracuse U., Nov. 15.

Forest Lawn Folder

Using “ladies and gentlemen,” opening line “Earlannt”’t’’ broadcast from Forest Lawn folder by the same title has been prepared by Forest Lawn Life Insurance Co., Glendale, Cal., introducing Good- man and Jane Doe as “America’s Funniest husband and wife.” Booklet describes how program started in 1931 when the team unexpectedly had to ad lib for quarter-hour program on a local station. Unrehearsed program scored such success that Acts were asked to continue it as regular program.

PREVIEWING Piper Cub monoplane awarded 15-year-old Bill Behr (abent) of WILX New York for winning of Army-Navy Youngster Airplane (1 to 1) series are (1 to 1): Bob Leren and Fred Lamb, both of Knox Reeves Adv., Minneapolis; Beverly Ping- lih of WBBF, Chicago; E. I. Peterson, American Broadcasting Co. network salesman, and Russ Neff, radio director for NBC. Scheduled Wednesday night, Nov. 18, at 9:30 (11:30 EST) WILX, WKBW, WKBW, WSB, WFTY, WITM, WNYW, WIBK, WOR. Central’s Channel 10, and WSPU, WDSF, WDSF, WIBK, WOR.

CROSS, of "My Fighting Congregation," has returned to the Army and will serve in public relations capacity for both WAYS and the paper, of which he was telegraph editor before entering the Army. Williams Jr. has served in the RTO and was awarded four battle stars.

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COLLABORATIVE promotion project has been arranged by WISN Milwaukee with retail drugstores in the county for year-round merchandise and program promotion displays in windows and counters of stores. Displays are being installed in groups of 25 and cover entire area. Colored material promotes WISN and CBS drug-sponsored programs include dummies of products advertised.

Sports Calendar

SPORTS calendar promotion piece is being distributed by WENX Northwest Makers, Muskegon, Mich., for positive on bulletin boards in industrial firms, bowling alleys, schools and barber shops in area. Maps of 14 x 20 inches and printed in blue and red, calendar lists sports promotions on WENX, over local school sport schedules and other features.

WFL Availability

FOUR IMAGES “Produced by WFL” promotion piece has been prepared for the Philadelphia station to advertise six locally produced programs at special sponsorship. Programs are “Hayloft Broadcasting” in Week in Philadelphia, “Sleepy Hollow” on WABC and “Music Hall,” “Coronado Sleeking” and “Tom Moore—Sportscast.”

WNNX Station

MAGAZINE-STYLE album and fall tour program have been prepared for WNNX Yankton, S. D., for offering to listeners at 25 cents per copy. Album contains photos of all officers and staff members of station, 13 photos taken on annual Midwestern Farmer Days and pictures of stars of American Broadcast- line Co. network programs heard on WNNX.

CAB Booklet

BOOK Fever has been issued by the Cooperative Analysis of Broadcasts to outline and relate purpose of organization of its history, new experience in service and facilities, structure and operational service. Armstrong Portfolio

ARMSTRONG RUBBER Co., West- haven, Conn., has sent to its dealers throughout the country a portfolio listing cooperative advertising services which includes series of one minute radio ad- nouncements. Agency is Mason Inc., New York.

Plenty of Cards

CAR CARD competition is heavy in Los Angeles with radio stations offering more than its own in that media of advertising. Nearly every store in the city has a display of WILX RKO KNX WTMV, is using interior and/or exterior car cards to promote station and programs.
OBLIGATION

Our War Bond dollars helped to make victory possible.

It is now our obligation to bring our armed forces home, care for our wounded, maintain our occupation troops, provide veteran rehabilitation, care for the dependents of those who made the supreme sacrifice.

BUY VICTORY BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION
RATES SHOWN above include special pick-up and special delivery of shipments in major United States towns and cities — with 3-mile-a-minute speed of flight in between.

SAME-DAY DELIVERY is possible in many cases. If your shipment is moving to or from an off-airline point, rapid air-rail schedules serve 23,000 such points in the United States. Service direct by air to and from scores of foreign countries.

WHEN TIME MEANS MONEY — an order gained, a customer better served — Air Express "earns its weight in gold."

WRITE TODAY for "Jig Saw Puzzle," a booker packed with facts that will help you solve many a shipping problem.

Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask for it at any Airline or Express office.

Service Front
(Continued from page 29) contest between two generals and a colonel and three GI's. Incidentally, GI's won. Another featured contest was between nurses on board and GI's, with nurses coming out ahead. In this manner, AFRS brought together for the first time on shipboard a group of officers and men under informal social conditions.

Grateful for Radio
UNDER CONSTANT penalty of death in a Japanese prison camp, Victor Clarke Besancon and his comrades of U. S. Navy listened every night for three and a half years to Associated Broadcaster Inc. international shortwave stations KWID/KWIX San Francisco, over a stolen receiver concealed in the prison floor.

Chief Besancon, who prior to entering service 17 years ago as aviation chief radioman, was assistant engineer of KONO San Antonio, Texas, told of his experiences to KSFO San Francisco. On seeing Besancon and his arrival in the United States he came to express his appreciation for the broadcasts. Explaining that their shortwave receiver was stolen from a nearby farmhouse, he told how it was concealed under the floor with two wires leading to the earphones. Through daily KWID/KWIX broadcasts, prisoners followed course of the war, Japanese peace feelers and final news of surrender.

Pile of Junk
IT LOOKS like a pile of junk that might have been thrown together by a radio ham back in the 20's. That's what they say about KMPL, the 10-watt owned and operated by the 51st General Hospital at Fort McKinley near Manila. But the station that was built from radio parts salvaged from wrecked Jap planes and odd bits of Signal Corps equipment is furnishing daily entertainment and news to hundreds of patients and troops in the area.

Hospital personnel proudly claim that KMPL is the only station operated by and for a hospital in the Western Pacific. It was first established at Hollandia, Dutch New Guinea, growing out of a public address system. When the hospital was transferred to Fort McKinley, the station was brought along and is now set up in the basement of hospital headquarters. More than 60 receivers in the barracks, mess halls and hospital wards pick up programs seven hours a day.

It is affiliated with the AFRS and gets transcribed programs from that branch, and the Army News Service from there.

Capt. Howard M. Braunstein heads the station, with S/Sgt. Walt Knowles chief announcer. Sgt. John A. Lauro is program director and orchestra conductor, with S/Sgt. Jack Rawlinson sportscaster. Corp. Mark McClintock is chief engineer, and he also puts on some special request shows. In his regular duty time, the corporal is the X-ray repairman at the hospital.

AFTER THREE YEARS in a Japanese prison camp, Capt. Edwin Kalbfleish Jr. (r) returns to KWK St. Louis where he was assistant news editor. Ray Dady welcomes him back, after interviewing him on a broadcast. He expects to resume his KWK post after discharge.
What is MULTI-UNIT CONSTRUCTION IN FM?
In multi-unit construction

the several sections of the transmitter are standard units that can be fitted together like building blocks.

It saves you money – because

... installation is much easier and considerably cheaper

... higher-power units can easily be added at any time

... standardization gives greater value
The standard cabinet units of the new RCA FM Transmitters are only 25 inches square (by 84 inches high)

They are relatively light, easily handled by two men—they can be moved on a small "dolly" or hand truck

Easily taken through an ordinary door—carried up on a passenger elevator—arranged in other than a straight line

—and remember in RCA FM Transmitters you get GROUNDED GRID for the best FM
The new RCA 250-Watt FM Transmitter—Type BTF-250

The new RCA 1-Kw FM Transmitter—Type BTF-1

The new RCA 3-Kw FM Transmitter—Type BTF-3

MAIL THIS COUPON for details about this important New RCA Line of FM Transmitters with the GROUNDED GRID!

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new Grounded Grid.

Name

Title

Company

Street Address City and State

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION - CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal
Let's Start a Package Show Business

All You Have to Do Is Think Up Programs, Then Sell 'Em

By JOHN GUEDEL

Our first package show had its origin back in 1938, a Pacific Coast variety quiz and stunt show titled "Pull Over Neighbor," which emerged after three years as "People Are Funny." So far as I know we're the oldest outfit in Hollywood dealing exclusively in package radio shows (that is, not a talent agency) and as such have accumulated a drawer full of "Do's" and "Don'ts." First make sure you actually have a complete package when you present it. One agency executive told me a guy came to him with a package which consisted of a jingler. That's all. He had no idea of the format, size of the band, the writing, production, anything. Oh, I beg your pardon. He did have price for the package. Seven thousand dollars, a nice round figure.

Don't just put an arbitrary figure on a package without regard to the breakdown, unless you have an established commodity like Fred Allen, which causes agencies to bite the price by competitive bidding. Agencies like to see and are entitled to see a breakdown of the costs of the shows they buy.

While discussing charges, don't overlook such items as social security and other employer taxes, public liability, libel and slander insurance, accountant's fee, tips to performers, etc. Of course, if you're not directly connected with your organization, rent, telephone, telegraph, recordings of each show, secretarial work, and cost of dinners for the sponsor to cheer him on, and a hundred other things. And don't forget it takes plenty of people to handle all the details of a package.

Be sure you have a clear understanding as to whether you or the agency will handle fan mail, publicity, tickets, special contests, and commercials. Dan B. Miner, who gave me my first radio job back in 37, told me a clear understanding on all points before any deal cuts nine-tenths of the disagreements after the show is on the air.

Be sure you have your writers set for the long run, not just the audition, particularly if it's a comedy show. Too many packages have come with a month or two of such statements as "The man who wrote the audition can't write the show, but don't worry, we'll get somebody just as good.

As for selling your show, don't get discouraged if it isn't snapped up the first season you put it on wax. I tried for two years to sell a show to NBC, and finally succeeded through a lucky break. I read in a trade paper that Brown & Williamson Tobacco Corp. was dropping Captain Flagg & Sergeant Quiet and I wrote to the man whose name was listed in the article, Tom Wallace of Russell M. Seeds Co., that I had the answer to his problem. The letter piqued him and he asked for a recording. People Are Funny was on the air ten days later.

I had lucky breaks on Ozzie and Harriet, and Mary's Good Luck almost immediately after we made the audition. If the show has merit the slot will come up eventually. We've pioneered five coast-to-coast quarters-hours and eight coast-to-coast half-hours, all of which are still on the air; we have only one package we've been unable to sell. It was made in 1941 and I still have faith in it.

Fat Girl Contest

Carlton Fredericks, expert on nutrition and conductor of Living Should Be Fun on WIN New York, is conducting a search for "Miss Chubby Chub" (1946), the most beautiful fat girl in America. Contest will be on during November and December, and Fredericks has invited fat girls to send their pictures to him. The contest will be a reducing course by a physician using Fredericks' diet.

Electronics Glossary

More than 6,000 terms used in radio, television, industrial electronics, communications, facsimile, sound recording, etc., are defined in Electronics Dictionary (McGraw-Hill Book Co., New York; 1945), new book by Lt. Col. M. Cooke, USN, executive officer of the Radio Materiel School, Naval Research Laboratory, Washington, and John Marcus, associate editor, Electronics. Containing approximately 600 diagrams and circuits, the book is described by its authors as designed "to present the language of electronics in such a manner that the definitions would be of value to those who need an electronics dictionary" — engineers, those who use and maintain electronics equipment, and "particularly, the beginners who are interested in learning about electronics."

Agriculture Dept. Issues FM Primer for Guidance of Farm Organizations

FM Primer has been issued by Department of Agriculture to meet growing interest among state, county, and local farm organizations in this branch of broadcasting. Field representatives of the Department report many organizations, including Grange, Homestead, and Farmers Union, are old or interested in the idea of starting their own FM stations.

A catechism of information, the bulletin is titled "FM for You and We," written by George Rowe, special assistant to the director, Office of Information. After a detailed discussion in easy language of FM and what it is all about, the booklet goes into a series of question-and-answer sections, concluding with state radio ownership figures and a list of FM stations.

Opening pages say three main advantages of FM are clear reception, economy and opportunity for better programs. "Any program over FM sounds better than on ordinary radio," it is stated.

Cost of building an FM station varies from $20,000 to $150,000, with a $60,000 average, it is explained. "In contrast, it takes hundreds of thousands of dollars—or even millions—to buy an AM station of any size," the booklet continues.

Takes to the Air

John Barron, consulting radio engineer in Washington, last week was granted an airplane pilot's license, having spent his spare time during the year in flying instruction. Next summer, he reports, he hopes to take 25,000 hours of work looking toward making of field surveys with equipment aboard his private survey plane.

David Bernstein, 63 Dies in N. Y. Home

David Bernstein, 63, vice-president and treasurer of Loew's Inc., parent company of Marcus Loew Booking Agency, owner of WHN New York, died Nov. 10 of a heart ailment at his home in New York.

Mr. Bernstein was connected with the Loew organization for 40 years. He was a bookkeeper and became one of the top financial experts of the amusement industry. The $40,000,-000 refinancing of Loew's recently completed under his supervision is said to be the largest deal of its kind in the motion picture field. He is survived by his widow and three sons.

Correction

Jerome Sill, who left MBS where he was eastern division manager, joins American network Nov. 19 as sales research specialist, and not Associated Broadcasting Co. as incorrectly stated in the Nov. 12 Broadcasting.

Inventor Sues Bendix

Dr. Louis H. Crook, head, Aeronautical School, Catholic U. of America, Washington, and associates have filed suit for $21,000 in Washington, Del. Federal Court against Bendix Aviation Inc., charging Bendix utilized Crook invention to shield ignition systems after rejecting it when it was submitted.

Work in 1944 the advertising revenue was $281,000 per station. "The few FM stations now selling ads do not seem to be having much trouble, and most of the station's ads will be local until FM networks are built up. For an FM station starting out in a new area where there are few receiving sets equipped with FM, it may take close to two years before its advertising revenues are enough to support the station completely.

The best customers for FM are the local ones — 25,000,000 families that own AM sets — representing about 85% of the population, 95% of urban families and 75% of rural families (estimated at present).

Applicants are advised to hire lawyer and engineer in getting an FM station started.
Soldiers Prefer Their News Straight

Army Takes ETO Poll On Radio Listening Habits of GI's

SOLDIERS like popular music most and classical music least. They listen to news broadcasts but when experts sit around a table and discuss controversial issues, soldier-listeners reach for the dial. They want more and better sports broadcasts, preferably play-by-play descriptions of sports events taking place in the U.S. They prefer American to British news broadcasts. The average man listens to the radio one and a quarter hours a day.

Here and other significant soldier attitudes toward radio are revealed in the results of a survey for the American Forces Network by the Research Branch of the Army's Information and Education Division in Europe. A total of 3,950 enlisted men and 960 officers were surveyed.

Want More Sets

The survey showed that men consider more radio sets one of the first-line facilities. When they were asked to check the one which is most needed in their outfit, "more radio sets" was the second most frequently checked item, second only to "better moving pictures..." The majority of the men checked "more radio sets" as most needed, only 4% checked "better radio program".

Were asked the question, "Yesterday at what time or times did you listen to the radio?" Answers indicate clearly a morning, a noon and an evening listening peak. The morning peak is 7-7:30 and the noon peak 12:30-1 p.m. The evening peak (9-10 p.m.) is pretty much of a listening plateau which runs from about 6 p.m.-11 p.m.

The following list ranks the various programs in order of their popularity among all the men, showing the percentage who said they were very much interested in hearing them in the future. (The names of the programs were given but are withheld here.)

LAA Meeting

SPECIAL presentation illustrating radio as an advertising medium, prepared by NBC, was a highlight of the annual meeting of the Life Advertising Association at Hotel Pennsylvania, New York, Nov. 13. William S. Hedges, NBC vice-president in charge of planning and development, gave the opening address, and Charles P. Hammond, NBC director of advertising and promotion, gave a specially prepared slide film presentation on network radio. Representing NBC on a panel answering questions from the floor were C. Lloyd Egner, vice-president in charge of the radio recording division; Edward H. Hill, assistant to vice-president in charge of network sales; James V. McConnell, manager of the national spot sales department, and Mr. Hammond.

HALL & McCREARY, Chicago publishing house, has just gotten out a new edition of "Finding List of Songs and Choruses" to aid program directors, dealers, librarians, choral directors, arrangers, and others to find songs and choruses for use in radio and other public performances.

PROCEEDINGS for the first annual conference on radio and business sponsored by the School for Business and Communication of the College of the City of New York have been published by the school. The 168-page volume includes the discussions as well as the papers delivered at the conferences held in the school's auditorium May 22 and 23. Volume was edited by John Peiman, Dean of the college.
Kansas
Arkansas
Missouri
Oklahoma

Listeners
Afford
New
Dollars

from the great 4-STATE
OZARK REGION

1. Here are 47 counties of 4 states in which 1,220,958 people live — all covered by Station KUOA.

2. Here is $202,214,000 of retail buying power, based on official retail sales figures . . . in the pockets of the people of KAMO*LAND.

3. Here is a great sales opportunity for your products — and here is the best means of telling your story — KUOA.

5,000 WATTS

The Voice of... *

KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

KUOA
Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles
Carlson-Phillips Case Opinion Has Drama, Entertainment

By FRED SAMPLE

The opinion handed down by the Illinois Appellate Court in the case of Emmons Carlson, appellant, vs. Irma Phillips, appellee, surmised for sheer drama and entertainment anything to appear in The Guiding Light, the radio show which has involved the two Chicago radio personalities in litigation since August 1941.

In the 24-page opinion reversing the state district court's decision favoring Miss Phillips, Chief Justice Niemeyer not only displayed the legal knowledge which his position on the bench requires, but a flair for writing of which any radio scripter could well be proud.

Briefly, this is the background of the argument as to just who owns, and in what amount, one of radio's most successful programs. It all began in December 1936 when Guiding Light, originally titled The Good Samaritans, first went on the air over NBC with Procter & Gamble as sponsor and Blackman Advertising Inc., New York, as the agency. Earlier, in September, Mr. Carlson contends, he discussed collaborating with Miss Phillips—how to do the writing, and she to supervise the story outlines and final revised scripts, with an alleged oral agreement on an equal division of the profits.

It is at this point that Miss Phillips vehemently disagrees. At no time, she argues, did she ever agree, orally or in writing, to an equal partnership in The Guiding Light. She does admit that when the program first went on the air she paid Carlson $100 a week for 20 weeks. She maintains, however, that he actually wrote only five scripts which were aired.

The Court opinion points out that Miss Phillips entered into a contract with P&G representing herself as sole owner of Guiding Light. The Court also notes that before the sale of Guiding Light in 1936, the only show Miss Phillips had sold to a sponsor was Today's Children, which became the leading daytime serial on the air and for which NBC paid Miss Phillips $1350 a week as a package.

The Court adds that Today's Children was "substantially the same serial or 'Pointed Dream,'" which Miss Phillips attempted unsuccessfully to claim as her own in a suit against WGN in 1939.

In summing up the evidence submitted during the last four years of litigation, Judge Niemeyer had this to say:

"The credibility of the defendant (Miss Phillips) is impeached. That portion of her sworn answer that the presentation and audition script upon which the sale of the show was made were so inartificially prepared that it was necessary to make so many revisions as to amount to a totally new and different presentation... is shown to be... false.

"Her persistence in testifying she knew nothing of the plaintiff's claim to a half interest in the show until someone told her of the present suit is indefensible in the face of her admission of having received the plaintiff's letter dated June 22, 1937 (claiming such an interest) and undisputed proof of her receipt of plaintiff's letter dated December 7, 1936," the court adds.

The Court reprimanded Miss Phillips' attorneys for their manner of interrogation, during which, the Court said, they attempted to compel Mr. Carlson to give his conversations with Miss Phillips in reverse order—that is, to give the last statement of the conversation first and so on. It also pointed out that at the time Guiding Light first went on the air, Miss Phillips was not a successful script writer, with only Today's Children to her credit. Her attempts, the court found, with Miss Carlson's Patchwork Quilt, Madrquerade, Dear Diary and Black Earth had not been highly successful. The latter two had not been on the air at all, the court noted.

The defense's argument that any partnership between the two parties was terminable at the will of either party, Judge Niemeyer found, ignores the show, Guiding Light, as a literary property. Such disposition would not be permitted. It continues, he adds, "until the winding up of partnership affairs is completed. In a court of equity a partner who after dissolution of a partnership carries on the business with partnership property is liable... to account for the profits thereof."

The defense also contended that the plaintiff could not recover because he did not come into equity "with clean hands," because the alleged partnership was a "violation of his obligations to NBC," and an attempt to "palm his novice writing off on the sponsors as those of the 'leading daytime serial writer' would have been a fraud and against public policy."

The Court summed up this argument with "if the evidence support- ed this claim, defendant is in no position to take advantage of it."

The State appellate court's decision, which attorneys for Miss Phillips have declared they will appeal to the State Supreme Court, may prove an invaluable reference in future litigations by ambitious writers unaware of their property interests.

Whatever the outcome, the case of Carlson vs. Phillips is for high stakes, with both parties equally confident of victory.
A Promising Field for Engineers

With Finch Facsimile Telefax equipment, illustrated and written Faxograms can be sent at high speed between any two mobile or fixed points that can be connected by radio or wire. And illustrated newspaper supplements with printed ads, can be broadcast to homes at a cost that assures important circulation. In Facsimile, the strongest patent structure is FINCH. Write for particulars.

FINCH TELECOMMUNICATIONS, INC., PASSAIC, N. J. • 10 EAST 40TH STREET, NEW YORK 16, N. Y.

FINCH Electro-Sensitive Recording PAPERS are now available for commercial uses.
Radio Men Honored

PHILADELPHIA Chamber of Commerce and the Board of Trade played host to radio executives at a luncheon at Barclay Hotel, Philadelphia, in honor of the silver anniversary of broadcasting. Executives of all Philadelphia stations attended and donated talent for the entertainment. RCA WFIL contributed the first radio quartet heard on Philadelphia stations, composed of Hal Simonds, now a WFIL salesman; Ednyfed Lewis, advertising department of Strawbridge and Clothier department store; John Vandersloot, piano salesman; Philip Warren Cooke, voice teacher. This was their first appearance since they disbanded several years ago. They were first heard in 1922 over WFI which became WFIL in 1935, and did concert and recording work.

Message Rates Cut

REDUCTIONS in radiotelegraph message rates between New York and four leading Chinese cities have been announced by RCA Communications Inc., New York. Effective immediately, full-rate messages to Chungking, Changtu, Kunming and Shanghai are $24 a word; code messages, 16 cents; deferred messages 13; radio letters 8%. Prewar rates were 77, 48, 39½ and 26½ cents, respectively.

IN THE PUBLIC SERVICE

WINX Xmas Seal Show
AS A RESULT of letters between patients at Glen Dale Sanitarium and Jerry Strong, WINX Washington timekeeper, the station has arranged a Christmas Seal rally of local radio artists to originate from the sanitarium. Participating will be Mr. Strong, Trafon Robertson of WMAL, Russ Hodges of WOL, Gene Archer of WRC, and Mike Hunnicutt of WWDC and an orchestra from Walter Reed Hospital. Entertainment will be broadcast Nov. 19, 7:30-8 p.m., with a two-hour additional show for patients alone. Broadcast portion is under auspices of D.C. Tuberculosis Assn.

Blood Donors Secured
PLEA for Type "B" and "O" blood donors, broadcast by KGDM Stockton, Cal., in response to an emergency request of the Red Cross Blood Bank, brought six volunteers within 15 minutes.

He Got Watch
BADLY BURNED, six-year-old Tommy Habina, a patient at Temple Hospital, Philadelphia, lended for a Mickey Mouse watch. His parents, unable to find one, appealed to Stuart Wayne, conductor of the early-morning Musical Clock on KYW Philadelphia, who asked listeners to join the search. The response brought offers of 15 watches, but all lacked some detail that Tommy wanted. Mr. Wayne took them to a watchmaker who reassembled parts of half a dozen of them to make a special timepiece for the youngster.

Book Campaign
TO COLLECT English language books to help re-establish devastated libraries of the Soviet Union, Carnival Junior Legion, southern New England youth group, is presenting Sunday noon campaign program on WYTC Hartford, Conn.

WLS Christmas Drive
CHRISTMAS Neighbors Club of WLS Chicago opens its 11th annual drive Dec. 1, continuing through Christmas Day. Club has collected over $85,000 for surgical equipment for 593 hospitals and orphanages in 17 states and Alaska. This year hospital equipment will be augmented with radio sets and other morale builders. Administrative costs are paid by WLS, leaving all money contributed to go toward gifts.

CBS Affiliates Endorse Net's Color Television

FCC last week received from CBS a resolution adopted by the network's Affiliates Advisory Board which gave "unanimous endorsement" to the definition of ultra-high frequencies full-color television developed by CBS and expressed the hope that the use of ultra-high frequencies to broadcast such pictures "should be authorized on a trial and commercial license from the FCC at the earliest possible date."

Resolution, adopted Oct. 19 after the board had witnessed a demonstration of the high frequency television, reads:

"WHEREAS the members of the Columbia Affiliates Advisory Board, as representatives of 14 independently-owned broadcasting stations in the United States, have today witnessed a CBS demonstration of the broadcasting and reception of high-definition, full-color television pictures on a ten megacycle video channel in the ultra high frequency band,

"WHEREAS this better television has been accomplished many months in advance of the minimum date herebefore predicted and is of a quality exceeding the fondest expectations of the members of the Board,

"NOW, THEREFORE, BE IT RESOLVED that the members of the Columbia Affiliates Advisory Board record the unanimous endorsement of the work which Columbia Broadcasting System has accomplished to bring television, having a satisfying picture quality, to the American people with a minimum possible delay, and their gratification that the CBS prediction of this better television has been realized at so early a date, "RESOLVED that in the opinion of this Board the utilization of the ultra high frequencies wherein it is possible to achieve wide band television transmission and reception and high definition pictures in full color, represents the only real hope of successful commercial television operation, and "RESOLVED that the members of this Board express the hope on behalf of themselves and their constituent stations that high definition, full-color television pictures using these frequencies should be authorized under commercial licenses from the Federal Communications Commission as early and as soon as possible after the earliest possible date and that manufacturers of television broadcasting equipment and receiving equipment should cooperate to that end, all for the purpose of bringing to the American people the superior service which television can provide under these new standards will make possible."

"Tit-trillo"

POETIC observation on activities of AFM President James C. Petrillo was published in New York Herald Tribune on Nov. 9, over the name of Frank Lynn:

By the banks of Potomac a tit
In a tree sang "Trillo, Petrillo, Petrillo."
And I said, "Little birdie, your song used to be "Titwillow, titwillow, titwillow."

The tone was pitted, in the tones of disgust,
"Et Pluribus Usum, it can't be discussed,
We sing what democracy says that we must— Petrillo, Petrillo, Petrillo!"

Page 82 • November 19, 1945

BROADCASTING • Broadcast Advertising
"You can't argue with a PRESTO RECORDING...because Presto gives it to you straight!"

"There's nothing like a Presto Recording for honest criticism of your work," says Ray Bloch whose Orchestra and Chorus provide the musical portion of so many network shows. "Our programs are recorded on Presto equipment because we know we can depend on Presto's fine reproduction and fidelity to musical tones. When we play back the recording, we're practically hearing our own live performance!"

Major broadcasting stations feel the same way about Presto's high quality work—and add that Presto is rugged as well as efficient, remaining in perfect operating condition over long periods without adjustment. Schools, colleges and business organizations, too, prefer Presto equipment because it's so simple to operate. Write for complete information.

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N.Y.
Walter P. Downs, Ltd., in Canada
TWO TOGETHER

OKLAHOMA CITY

A MUTUAL Station
Ask the Walker Co.

Magnetophon
(Continued from page 36)
ously not in use during playback, but
minimizes an earlier fault in which the
heads wobbled and caused uneven tape
transport and resulting “wows.” The present
in-line system is mounted so that a new
head assembly can be plugged-in
immediately when necessary. Wear-
ing of the pre-magnetizing head
increases the magnetism, but wear-
ing of the recording and playback
heads results in peaking at around
2-3 thousand cycles, and an in-
crease in the drop of the high
frequencies.

Three Motors

The transport of the tape is con-
trolled by three small motors. The
drive motor, which has a steel
spindle, bears upon the tape and
applies friction to it against a rub-
er roller. This motor is the sole
driving source, and the function of
the other two is to keep the tape
tight and prevent curling, and to
maintain an even passage of the
tape across the head faces.

The drive motor is synchronous;
the others are series brush motors,
in which the speed varies with the
load. The rewind motor, loaded with
a full roll of tape, turns against the
direction of the tape, but with
reduced torque due to the intro-
duction of a suitable inductor. The
take-up motor, with little load,
turns with full torque, but loaded
against the pull of the tape as it is
fed by the drive motor spindle. As
the tape feeds upon the take-up
motor, the load becomes greater,
and the speed less as the torque
drops; and the rewind motor, whose
load is lessened by the tape un-
winding from it, tends to speed up
in the opposite direction, thus keep-
ing the tape tight and even.

Since the two motors tend to bal-
ance each other, the tape transport
is even and without curls or tan-
gles, and so long as the speed of
the drive motor spindle does not
vary (due to frequency variation,
mainly), the tape speed is con-
stant. There are several dozen
faults which can develop, however,
and in the tape transport; but with
properly maintained machines lit-
tle trouble is experienced. The
above applies to the Magnetophon
when recording or playing back a
tape.

In rewinding the tape, after it
has been played, or when editing,
the rewind motor runs at maxi-
mum speed, depending upon the
tape load. The inductor is removed
from the circuit (all these actions
electrically take place when the
proper buttons are pushed) and the
motor turns in the same direc-
tion as when recording, but with
maximum torque and such speed
that the tape is rewound in only
a few minutes. During this period
the take-up motor is not energized,
and acts as a brake as the arma-
ture is rewound.

To keep the tape from curling or
tangling when the machine is
stopped, either for editing, or at
the end of a program, the three
motors are connected with brake
shoes around the wheels. These
brakes are applied by springs,
but are removed by the action of
solenoids which are wired so that
when the motors are running in their
proper manner, the solenoids op-
erates and opens the brake shoe,
thus releasing the friction against
the fly-wheel.

When the ‘Stop’ button is pressed,
the motors are de-ener-
gized, the brakes apply, since the
solenoids are no longer energized
and the springs take control; and
the three motors stop. Since the
tape is an integral part of their
motion, the tape is also arrested
and troublesome breaks or curls
are prohibited. Of course, malad-
justment of the brakes, or improp-
er operation of the switch contacts
controlling the motor sequence can
cause tape troubles!

In normal installations the ma-
chine is covered by a shallow
glassed panel to minimize motor
noise and other studio sounds. The
amplifiers associated with record-
ing and playback are sometimes
arranged under the mechanical
portion of the Magnetophon, or mount-
ed in a standard rack alongside
the machine.

The air-borne unit previously re-
flected to utilize only one engine
and a series of gear-trains to op-
terate the drive spindle, rewind
and take-up spools. The tape times
were limited to three minutes on
this model, but slightly larger
engines, used for field recording, used
tapes of ten minutes duration.

This is only a precis of the fun-
damentals of the Magnetophon. Its
advantages are obvious. It offers a
reasonably high-fidelity method of
recording which with improve-
ments can go further; noiseless
and real-life reproduction; ex-
tended time over conventional
Piano Service

A BROADCAST appeal by
Tom Q. Smith, “The
Rambler,” on his 7:45 a.m.
news program on WIOD-
Miami under coordinated re-
sults. In response to his re-
quest for a piano for a one-
room school at Marathon,
Fla., 14 miles south of
Miami on the Florida Keys,
Frank Reed, Miami used-
car dealer, sent $175 to buy
a used piano; Turner Music
Co., a WIOD advertiser, of-
ered to sell a $225 piano
for $175 and to tune, moth-
and moisture-proof it with-
out charge; and Orange
State Oil Co., sponsors of
“The Rambler,” sent a truck
like to take it to the school.

KTUL PLAYS HOST
TO 500 AT CIRCUS

WINDING UP a campaign to ac-
quaint listeners with stars of CBS, KTUL’s
play host to 500 guests at Polack Brothers
Circus during its appearance in Tulsa.

Guests were winners in KTUL’s
“Biggest Show in Town” contest,
conducted in cooperation with the
circus management. Two tickets to
the KTUL reserved section were
offered each of the first 250 con-
testants correctly identifying six
CBS players or shows represented by
 caricatures in an advertisement in the
Tulsa World. Winners were se-
lected from the first mail delivery
following appearance of the ad, and
more than 1,200 entries ulti-
ately were received, most of
them correct.

Before the ad appeared, KTUL
broadcast more than 40 announce-
ments calling attention to the con-
test. KTUL’s woman reporter,
Margaret Smith, joined the circus’
deluxe act for the performance.

Radio Principles

RALPH ATHERTON, assistant
professor of physics, Miami U.,
covers basic electrical principle
and explains the workings of each
part of radio in his new illustrated
book, Principles of Radio for
Oper-
at ors (The MacMillan Co., New
York; $3.75), which is based on
his experience in training men for
communications work in the armed
services. Regular text material of
each chapter is supplemented by
description and details of demon-
strations and experiments, chapter
review tests, and lists of available
films for visual-aid instruction.
Mr. Atherton writes in the preface
that “The material is of such nature
as to present no great difficulty to
students of high school or college
age” but that “care has been exer-
cised to prevent it from becoming
superficial.”

dics, and better editing; economy,
in that tapes can be reused thou-
sands of times, stored and used
years later with no deterioration;
the material recorded can be “wiped”
and the tape is clean for reuse in
recording another pro-
gram. Monitoring while recording
is instantaneous, and from a ma-
ter tape as many copies as desired
can be made by “dubbing,” and it
is impossible to tell which was the
master tape when they are played
back!

The Magnetophon is no “master
machine” but in its present state it
offers possibilities above the wire-
recorder, the film, or disc record-
ing. With improvements, and a re-
duction in weight and size, the
economy alone is outstanding. And
in the future, when and where the
Magnetophon will come from for
American broadcasting is still a
question.
With production now under way, Federal will deliver 1 and 3 KW FM Transmitters early in 1946...delivery of the 10 and 50 KW following shortly thereafter...featuring the latest in design, circuits, tubes and technique for unsurpassed operations in the new 88-108 mc. band.

Available with these transmitters will be complete associated equipment—from microphone to antenna—entire FM Broadcasting Systems...supplied by one experienced and dependable source—Federal...for more than three decades a leading contributor to radio progress.

Federal engineers are ready to consult with you...help plan every step of your installation...and then stay with the job until your station is in completely satisfactory operation. And Federal assumes full responsibility for the performance of its equipment.

Call in Federal now...be among the first on the air with the finest in FM Broadcasting.

Write for brochure “Complete FM...by Federal” descriptive of Federal’s complete FM Radio Broadcast Equipment from microphone to antenna.
New Type FM Antenna Erected in N. Y. By Finch Telecommunications' WGHF

A NEW TYPE of FM antenna, bearing an uncanny resemblance to a Fourth of July skyrocket, has been erected atop the building at 10 E. 46th St., New York, in whose upper stories the transmitter and studios of a new FM and facsimile station, WGHF, is now being installed. Capt. W. G. H. Finch, president of Finch Telecommunications, owner of the station, hopes to begin testing with a temporary power of 1 kw about Jan. 1. Station will operate on a frequency of 99.7 me and is licensed to cover an area of approximately 6,840 square miles.

Capped with a domed metal top, the skyrocket antenna is over ten feet long and something less than two feet in diameter. Its tip is about 50 feet above the roof of the building, roughly 700 feet above sea level. The design of Capt. Finch, he believes this to be the first antenna of its type ever installed for either FM or AM broadcasting. He describes the antenna and its operation as follows:

"The high frequency of the new FM band together with the horizontal polarization have made it possible to achieve something new in broadcasting: a single unit antenna which has gain over a half wave. This gain is obtained by using a bent metal sheet along which the wavelength is longer than the wavelength in space so that the radiation comes from a long vertical column.

"This fact results in a concentration of radiation toward the horizon where it is desired with less power being sent to the sky and into the area immediately adjacent to the station where the signal is always more than sufficient. The WGHF antenna radiates nearly equally in all directions of the compass. The input impedance of the antenna is relatively low so that the insulation is not subjected to high voltages. Only one seal insulator is used and this insulator is protected from the weather."

Full details of WGHF's operation will be published in the January issue of Radio Engineering.

"All Clear—Now"

WHEN the airport traffic controller at Fairbanks, Alaska, heard a radio voice calling over 'Weeks Field tower': this is Boeing 133574, ready for takeoff", he glanced out over the dark field, picked up his hand microphone and replied: "O.K., Boeing 133574, you're cleared for takeoff. Nothing happened, and he tried again—and again and again. The operator never replied. The mystery was eventually cleared up by discovery that the plane at that moment actually was at Point Barrow and that the airport traffic controller heard was one of Wien Alaska Airlines' regular dramatized commercials on KFAR Fairbanks. The commercial carries the voices of a pilot and a tower operator, filtered, dramatizing the take-off procedure. The controller's broadcast receiver had been tuned up just loud enough for him to hear the familiar words.

"LEAVE IT TO CARLIN"

Mutual V-P Sends CBS V-P

When Andre Baruch made a memorable fluff by signing off a Mutual program with the word "Columbia," Phillips Carlin, Mutual vice-president in charge of programming, wrote the following letter to Douglas Coulier, his counterpart at CBS:

Dear Doug:

Attached is our bill at full half-hour network rates for CBS's participation in Mutual's Leave It to the Girls program of Saturday, Nov. 10.

Even though Announcer Andre Baruch used the mention of Columbia Broadcasting only in the closing announcement, we must charge you full per unit billing since Mutual has no network rate for spot announcements.

May I say in closing that we have been looking for just the right sponsor for Leave It to the Girls, and should your Saturday test over our facilities prove satisfactory we will welcome Columbia to our already distinguished list of satisfied clients.

The bill was for $11,630.50.

RADIO ADVERTISING START IS RECOUNTED

INTRODUCED on WINS New York as the first man to pay his own money to broadcast, Col. William H. Rankin, president of William H. Rankin Co., New York, told how he purchased 10 minutes of radio time on WEAF New York in December 1922 for $100 and gave a talk on "Advertising and Its Relation to the Public", because he believed that radio could be made a big thing in our lives.

Col. Rankin said W. L. Aronson, vice-president of Vivaudau Inc., a cosmetic manufacturer, gave the Rankin company the Vivaudau account as a result of that first broadcast, and sponsored advertising on radio started on a large-scale basis.

Comparing radio in England, from which he returned a short time but still little known in the United States, Col. Rankin said, "There is just as much difference between day and night as there is in radio in the USA and the United Kingdom, where every radio receiver has to pay a tax or rental of $2.50 a month, and also pay for the radio too, and there are no commercial radio programs. I would say if British radio as operated is worth $2.50 a month to a family, it is worth $25 a month to a home here in the United States. I sometimes think the home folks do not know this is possible only through the sponsorship of advertisers, and a greater appreciation should be shown to them and to radio stations."

DON'T DISAPPOINT HONOLULU

CABLES PETE SIMMONS, KGU

THE SHADOW

Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.
ANNOUNCING

ANOTHER FIRST FOR

COMMERCIAL RADIO EQUIPMENT CO.

WE ARE NOW

CONDUCTING EQUIPMENT TESTS OF

W3XL

WASHINGTON, D. C.

98.9 MEGACYCLES

Located in the heart of the Nation's Capitol, W3XL is the first FM developmental broadcast operation in Washington, D. C. on the new FM permanent frequency band.

We hope to pass on the experience gained by this developmental operation to our many clients who will soon be constructing their own FM broadcasting stations.

We were also first to operate FM in Kansas City—now station KOZY.

COMMERCIAL RADIO EQUIPMENT CO.
CONSULTING RADIO ENGINEERS
OFFICES IN
KANSAS CITY, MO. WASHINGTON, D.C. HOLLYWOOD, CALIF.
RADIO ARTS SCHOOL PLANNED IN CANADA
FIRST SCHOOL in Canada to train announcers, producers, writers and singers for broadcast work has been founded at Toronto by Lorne Greene, former chief announcer of Canadian Broadcasting Corp., and during the war the voice of Canada on Canadian government newsmcasts. The Academy of Radio Arts starts functioning at Toronto on Jan. 7, 1946, and is licensed by Ontario Dept. of Education.

Staff of the new school consists of Andrew Allan, CBC dramatic supervisor, to teach radio production; John Draine, actor, to teach radio acting and sound effects; Fletcher Markle, discharged from the RCA and a CBC writer, to teach radio scripting; W. H. Brodie, CBC supervisor of broadcast language, to teach speech and announcing; Lorne Greene to teach announcing, and Jack Allison to teach popular group singing. Business manager is Mrs. Edna Slater, CBC personnel supervisor. Courses are planned to take six months.

YOUNG People's Concerts of the Philharmonic-Symphony Society of New York started 1895-68 series of six Saturday morning programs at Carnegie Hall on Nov. 17, broadcast on WOR New York for third consecutive year.

Knows All
STU KENNEY, producer-announcer of CKYED Toronto, finds his morning greeting "Wake Up Ontario" on his Musical Clock program has telling effect. Writes one listener: "I have been in the habit of calling my two children during the eight o'clock news on your program, the Musical Clock. When they hear you say 'Wake Up Ontario' they know it's time to get up. On Monday they were discussing Sunday School and Norman, who is twelve years old, said to Jean, who is eight, 'Jesus knows everything'. Jean came back with 'Well, so does Stu Kenney—he even knows when it's time to get up'."

Radio's Responsibility
RADIO is the most powerful medium we have now for reaching millions of people all over the world at one time, Norman Corwin, CBS writer-producer, told high school students on the WCAU Philadelphia Career Forum.

Letter to the Editor
EDITOR, BROADCASTING: I thought you might be interested in the enclosed clips, both of which appeared recently in the Cleveland Press.

MANNIE EISNER
WGAR Broadcasting Co.
Cleveland, O.
Nov. 2, 1945.

Charges
Excerpts from an Oct. 24 column written by Progressive Citizens' Committee of Cleveland Inc.:

"Allegedly, radio stations are supposed to operate in the public interest, convenience and necessity. . . . Actually . . . radio stations today are operated for profit—period. If public service managers get in somewhere along the line, it's purely an accident.

". . . The early-morning hours are jam-packed with recordings, spot announcements and piffle . . . . Along about 9 a.m. the routine changes—the soap opera goes on the march [and continue] until about 5 p.m. . . . Then the 'children's programs start . . . At 6 o'clock, the program begins with the news and local piffle and more recordings and more spot announcements. At 7 p.m., the networks take over and there is a succession of comedy, dramatic and popular musical programs—and spot announcements. About 10:30 p.m., the stations take over locally again and fill with more news and public spot announcements."

"Now comes FM. . . . And unless the FCC carries out its avowed purpose established by law, the listening public will have to put up with the same kind of programs fed to us now. That is, Mr. Private Citizen, unless you . . . ask for more consideration of the 'public interest, convenience, and necessity'."

Reply
Excerpts from a reply by Carl George, assistant manager of WGAR:

". . . American radio has served public interest to the extent that there are 60,000,000 radio sets in the U. S., more than one for every home—something like the same number as in all the rest of the world put together, and the industry is only 26 years old. It would seem that there is more to American radio than just 'piffle'.

". . . The man who operates a private business . . . must serve the public interest, convenience and necessity. If a lot of people want fishing tackle, he will do his best to have plenty of it on hand—not to give away even at cost—but to sell at a profit. If a non-fisherman comes in and calls his name 'piffle', I doubt if he'd throw the stuff away."

"The facts show that more people . . . People listen more to the programs that are on the air today than to any other schedule that has been devised any place else in the world, and we're trying to do even better

Adnagaporp
MOST effective form of propaganda to BBC during the threatened radio revolt seemed to be a shell, Koran readings, and a microphone. So a Koran reader of Levant was located and his chante- nings were recorded on film-strips for hours, broadcast on powerful transmitters. After a week of broadcasts, BBC learned through indig- nant letters from listeners that the film-strips had been running backwards.

CBC Separate
WITH the dissolution soon of the Department of National War Services at Ottawa, the Canadian Broadcasting Corporation, which came under the department's juris- diction, will become a separate entity like the Canadian National Railways and its subsidiaries. It will be represented in Parliament by Dr. J. J. McCann, currently Minister of Native War Services and National Revenue.

Nationalization
CANADA PLANS to follow the lead of Great Britain in nationalizing communications services now operated by Cable and Wireless Ltd., London, it was announced at Ottawa by Reconstruction Minister C. D. Howe. These facilities in Can- ada are owned by Canadian Marconi Co. Ltd., Montreal, which is partly owned by Cable & Wireless Ltd. If the plans are completed, Mr. Howe stated, the government would take over the communications serv- ices of the Canadian Marconi Co. and form a government company to operate them.

Splits CBS Franchise
AFTER 12 years as sole CBS outlet in Montreal, CKAC is now splitting its franchise with new 1,000 w station CJAD. CKAC in recent years has been increasing its per- centage of French language programs, and today programming is 75% French to 25% English. On many occasions CKAC as a result has had to turn down English-lan- guage CBS shows which might come between two French-language shows and thus bring in a small English audience. CBS English shows will be carried on CJAD while musical CBS programs will continue to be aired on CKAC with French an- nexments. The two-language system is in use by CBC in Montreal, using NBC English-lang- uage programs on CMB and NBC musical programs with French an- nexments on CBF.

—to serve more people. . . . We admit we have faults and we want to correct them. . . . We believe it can best be done through individual initiative and free competition. We believe the public agrees."
COURT'S TWO DEPARTMENTS

Changes in Program, Station Relations Units Made

REORGANIZATION in the program and station relations departments of Canadian Broadcasting Corp., providing for many staff members returning from overseas service and to meet the need for peacetime programming, has been announced by Dr. Augustin Frigon, CBC general manager at Ottawa. Changes affect CBC central operations at Toronto.

Station relations division has been divided into two sections under Jack Radford, station relations supervisor. Mr. Radford will have direct control over the new broadcast regulations division, of which the station relations department will be a section under the immediate supervision of George R. Young, former CBC regional representative in the Maritimes at Halifax. In Quebec, Maurice Gourdeault will continue as station relations manager for French-language stations under Mr. Radford.

W.E.S. Briggs, former CBC announcer and producer, discharged from the Royal Canadian Navy as a lieutenant commander, will succeed Mr. Young at Halifax. His new title will be regional program director.

Program Functions

In the program division the reorganization is under E.L. Bushnell, director-general of programs. CBC Trans-Canada and Dominion program directors directly responsible to Charles Jennings, general supervisor of programs. H. J. Boyle, former farm broadcast supervisor, will program divisions Trans-Canada, and H. G. Walker will continue as program director and manager of Dominion. Responsible to Mr. Boyle and Mr. Walker will be a supervisor of presentations, John M. Kaninaw, former chief of the CBC Overseas Unit, who will be in charge of studio staff of Toronto network key stations CBL and CJBC.

A new position is supervisor of exchange programs, which combines the posts of international exchange programs and liaison for CBC International service. Charles R. Delafield, supervisor of religious and educational programs, adds the duties of supervisor of exchange programs, which covers exchanges with U.S. nets and the BBC. W. J. Dunlop, of the commercial department, discharged from the Royal Canadian Navy, will assist Mr. Delafield on religious and educational programs.

Ernest Morgan, formerly on international exchange programs, becomes producer of special musical programs. Fergus Mutrie is promoted from assistant supervisor of farm broadcasts to supervisor of farm broadcasts.
Swezey

(Continued from page 10)

few thousand feet up. And for some reason he never came back. Lovely Paris and the poor humiliated Parisians who sold their souls to save her put me down a little lower.

No, I didn’t get any kick out of seeing the bare entrails of Frankfort and Hamburg. Sure, maybe they deserved it. But what a crime that it should have to happen at all. It’s beneath the stature of man. By the time I got to Hannan I was so dyed in Indigo that I would have rated top scale as a mourner. Then the little Polish kids in the dank school-room in displaced persons camp sang their little song about the waving grain.

Bright-faced cute kids with tiny clear voices. No vestige of certainty in life for them! Where were they going? Most of them didn’t even know where they had come from. I was down for the count that time.

As I stumbled through the rubble of Berlin which to me was the last word in total destruction—I thought “You might as well be wandering over the battlefields of Gettysburg. This is all out-modeled. We do it better now—the atomic bomb.”

The succulent beef-steak dinner in the swank al fresco night club in Rome didn’t improve my spirits any. I had seen that day too many consumptive hollow-eyed kids scrounging around in the gutters.

Even on the gorgeous Cote d’Azur it hit me. You’d like to scramble along those rocks by the sea, careless and free with the sun and warm wind in your face. Sure, go ahead but “Achtung Minen!”—mines—all over the place. Right there a young nurse and some kids were blown to bits a few weeks ago. So you stick like a leech to the little beaten path.

So it grew thicker and thicker, but it was not until we were on our way home that I hit an all-time low. Sure I’d gone home and I and all the characters with me would stick our feet under desks, answer telephones, and get lost in a cloud of very very important papers; and we’d worry about Junior’s tennis and golf scores and bank accounts; and we’d get so darned busy that we couldn’t keep track of Europe any more and what our government was doing over there unless it seemed to be spending too much money at it. In short we’d forget. It’s so easy to forget—we forget a lot of things—quaint stuffy old phrases like “Eternal Vigilance is the price of Freedom”.

If we forget this time we won’t have to go on any witch-hunt for war criminals. We can just take a squint in the mirror. But maybe we can’t—it’s rumored there’s a shortage of glass around Nagaasaki.

Sure, it was a great trip, Sol.

Sellers

(Continued from page 10)

by communities publicizing harvest festivals and other civic events dear to the hearts of Californians. In Roseville, 16 miles away, KCRA presented the first remote broadcast in the city’s history, and similar gestures in other cities are paying off with large out-of-town audiences.

Before joining KCRA, Frank worked on the sales staffs of KWJJ Portland and KVAN Vancouver Wash. Born June 15, 1910, in Minneapolis, Minn., he broke into radio in front of a microphone in Spokane and ever since has been an enthusiastic booster of the West Coast. Single—radio consultant—his hobbies are hunting, fishing and swimming—and singing the praises of Sacramento.

Part of KCRA’s Service, Frank points out, is for the farm audience, and it doesn’t consist of hillbilly programs either.

“Our farmers are college men and the most prosperous in the country. You can’t look down your nose at them, and you better not talk down to them. They farm scientifically, and they are as well informed on world events as any city man. That’s why KCRA tells the national business that its farm and city audience are the same. They like the same programs and they buy the same things,” he explains.

Frank wants the world to know that KCRA had the foresight to construct its studios and equipment for a quick conversion to FM, even though it has made no application to the FCC.

“Thank’s one reason, a most many,” he says proudly, “why KCRA’s signal and reception is so good.”

After talking to Frank for an hour, you can understand why he says a lot of his national accounts get a far-away look in their eyes and ask him what the train fare is to Sacramento. In fact . . .
Letters

(Continued from page 17)

sion of Secretary Byrnes' broadcast, CBS invested in this way approximately $15,000, as we feel the privilege of carrying the Secretary's talk. In that case we felt the investment was more than justified for CBS and its independently-owned affiliated stations, and a case of the high quality of the public service inherent in the speech.

WINX implies that CBS sought this talk by Secretary Byrnes on an exclusive basis. This is entirely untrue. We advised the State Department that we would not voice a word of protest if the talk was carried on some other network instead of CBS, or even on two or three other networks.

WINX also claims that the talk, as broadcast, could be heard by only a minority of listeners. This is equally untrue. The CBS network consists of 160 stations whose night-time coverage pattern reaches into 96% of all American homes with radios. I should point out also that WINX's coverage is completely duplicated by our own Washington outlet.

It seems to me that much of the WINX letter was devoted to a wholly false premise—the fallacy that because Secretary Byrnes' original words were broadcast only over CBS they were denied either duplicate or additional circulation. They became instantly, upon his uttering them, the common property of every other broadcaster, every news service, every local newspaper. They were reprinted verbatim in the press. They were paraphrased and quoted in news stories. They formed a salient part of the content of practically every news broadcast on the networks and on local stations during the next twenty-four hours. True, these words were audible to 98% of the radio homes of the United States when the Secretary first spoke them. But this is no more relevant to the issue of free speech than if Secretary Byrnes had chosen not to broadcast and had made his talk before a group of 500 invited guests in a hired hall. The free issue of free speech might be just as specifically raised because only 500 people could sit there and the rest of the world was excluded. As long as the radio and the press were free to quote and repeat every word the Secretary said or any part of the words, the issue of freedom of speech is met surely, squarely, and beyond cavil.

Now to go on to the comments you invited me to make on State Department policy in this connection. Frankly, it seems to me that the needs of listeners have been pretty well served in the past, and the WINX letter has not impressed me with the need for change. However, if you feel differently—in cases where the State Department itself initiates the speech and is actively seeking a radio forum—a very simple equation recommends itself. Why not offer any such broadcast to all four networks and to independent stations, with a clear disavowal of any demand by the State Department that all networks or any particular one of them carry any particular talk. This would avoid any discrimination at the outset. It would also avoid any hint of government dictation to a free radio. If the talk in question is timely, important and newsworthy, I am sure that one or more radio networks would carry it to listeners all over the country. If an offer to broadcast on an exclusive basis was received, the State Department would be free to decide whether, under all the circumstances, such a broadcast would most effectively reach the desired audience.

With best regards,

PAUL W. KESTEN

Kesten to Coy

New York 22, N. Y.

November 2, 1945

Mr. Wayne Coy,

Vice-President,

WINX Broadcasting Company,

Eighth and Eighty Streets,

Washington, D. C.

Dear Mr. Coy:

After answering Bill Benton's friendly invitation to comment on the multiple network hook-up question, I realized tardily that I should have sent you a copy of my comments. So I dropped the Assistant Secretary a note today, telling him I would cover the same group of addresses who received copies of your letter, and here it is.

Sincerely,

PAUL W. KESTEN

Benton to Porter

November 1, 1945

Dear Paul:

My letter about Wayne Coy's protest wasn't intended to evoke a formal debate. You lecture me as if you were addressing a public forum or a Congressional committee.

I understand your letter better now Mr. Gammons* notifies us you'd like to publish it in Broadcasting. I wish you would for this issue needs further clarification and maybe we'll get it through an open discussion of your letter.

The issue isn't freedom-to-listen and should not be distorted into such; further, I didn't present it to you as four networks versus one (your topic sentence). The main issue is this: what is adequate coverage, in the public interest, for speech as important as Secretary Byrnes'? I don't think your point that each of the big networks is "audible" to most of the set owners is the whole answer by any means.

Incidentally, I haven't seen the figures on network coverage for years. Would you mind giving me a list of the stations which carried Secretary Byrnes' broadcast, and any figures available to show that these stations "were audible to 98% of the radio homes of the United States"?

On what basis is the State Department to choose among networks if they all insist on carrying exclusively or not at all? And if we make the Secretary's speeches available to all without any notion of exclusive, as we do with press releases, shouldn't we include independent stations like the Washington Post's? That could mean there would be no national coverage at all.

If you intend to publish in Broadcasting, I'm sure you don't object to my sending copies of our correspondence to Wayne Coy and Paul Porter, which I am doing forthwith.

Very sincerely yours,

WILLIAM BENTON

*Apparently the writer is referring to Earl Gammons, Washington director of CBS.

Benton to Coy

Washington

November 1, 1945

Dear Wayne Coy:

Do you want to comment further, in light of the attached correspondence with Paul Kesten, and his apparent intention to break forth in Broadcasting? I see no reason why you shouldn't make use of my letter attached, if you are prepared to follow through further on this issue. I would welcome any further comments from you, and to tell you the truth, I (Continued on page 92)

November 19, 1945 • Page 91
Letters
(Continued from page 91)
would like open and frank discussion of this whole issue, looking towards developing guidance on the State Department's future policy.
Very sincerely yours,
WILLIAM BENTON

Coy to Kesten
Washington November 13, 1945

Dear Mr. Kesten:
Shortly before I received your letter of November 2, enclosing a copy of your letter to the Honorable William Benton, dated October 25, 1945, I received a copy of your letter from him. He asked me if I had any further comments to make. As you will see from the attached copy of my reply to him, I do have further comments to make.

With kindest regards,
Sincerely yours,
WAYNE COY

Coy to Benton
Washington November 13, 1945

Honorable William Benton,
Assistant Secretary of State,
Department of State,
Washington, D.C.

Dear Mr. Secretary:

Of course I want to accept your generous invitation to comment further on the question of free access to official radio broadcasts. I protest, however, that I was denied an opportunity to broadcast Secretary Byrnes' recent report on the London meeting of the Council of Foreign Ministers. I feel even more strongly impelled to protest now that I have read Mr. Paul Kesten's reply to your request that he comment on my letter of October 11, addressed to the Hon. Justin Miller, Director of the National Association of Broadcasters.

In his initial paragraph, Mr. Kesten transfers the issue which I raised to one of his own choice—four network hook-ups versus single network broadcasts. As you yourself noted, this simply is not the issue, Mr. Kesten to the contrary notwithstanding.

In passing, however, I should like to deal briefly with Mr. Kesten's issue, if only because of the exceedingly curious reasoning with which it is supported. The logic of his "pure democratic principle" would lead one to the conclusion that our printed press is totalitarian because most metropolitan newspapers choose to publish in full any major address by the Secretary of State. Mr. Kesten's view, I take it, is that the Post ought not to be allowed to offer its readers the text of a public speech offered free to the public by the State Department. Suppose anyone who wishes to do so can buy a copy of the Star at any newsstand. It would follow, then, that the Department of State is ignobly limiting "freedom to read" by making its press releases available to more than one outlet in any community. Thus, press or radio freedom, according to this concept, must necessarily spell enslavement of the public.

Having wound himself into this fantastic dilemma through three pages of typescript, Mr. Kesten, at last, in his final paragraph, comes to the guts of the matter and a reasonable solution in which I heartily join. Why not, Mr. Kesten asks, speaking of situations in which the State Department is seeking a radio forum, "offer any such broadcast to all four networks and to independent stations, with a clear disavowal of any demand by the State Department that all networks or any particular one of them carry any particular talk?" Why not, indeed? As Mr. Kesten so astutely observes, "This would avoid any discrimination at the outset. It would also avoid any hint of government control to a free radio." I cannot, however, go along with his concluding suggestion that the State Department ought, under any circumstances, to consider an offer to broadcast on an exclusive basis.

Here, of course, is the real issue. And it is precisely the issue raised by WINX in the protest which precipitated this controversy. Denial to WINX of an opportunity to broadcast Secretary Byrnes' speech was just the sort of discrimination which Mr. Kesten suggests should be avoided at the outset. And in the favoritism shown to CBS, it seems to me, there was more than a hint of "government control to a free radio."avored media are never genuinely free.

Mr. Kesten tells you Columbia "advised the State Department that we would not voice a word of protest if the talk was carried on some other network than CBS, or even on two or three other networks." I fail to understand his assertion. The point is that WINX was refused the right to carry this speech, and refused it by the State Department itself—on the ground, as you explained to me over the phone, that network policy made it exclusive to CBS. WINX was also refused the right to carry the speech by the CBS-owned station in Washington for the same reasons. The network policy, I think, is itself nefarious; but Government implementation of it is far worse.

WINX—and other radio stations as well, no doubt—wants free access to public addresses by Government officials. WINX wants this access, frankly, because it is in competition with CBS and with other broadcasters for free time and the attention of the listening public. And this competition, I respectfully submit, is the very essence of freedom of the air.

There can be real freedom of the air only if official statements, like other items of news, are freely available to all who wish to transmit them—and on a basis of absolute equality. Freedom to broadcast, so far as I see it, is being inimical to "freedom to listen," is its very fountainhead. When this freedom is limited or infringed in any way, freedom of the air becomes impaired.

Sincerely yours,
WAYNE COY

ROTHROCK OPENING
CONSULTING OFFICE

HAROLD B. ROTHROCK, until Oct. 31 a member of the engineering firm, May, Bond & Rothrock, now May & Bond [Broadcasting, Nov. 12], has opened his own consulting office in Washington, he announced last week. He will be office temporarily at 301 N. Greenbrier St., Arlington, Va., telephone Ch. 2267.

Mr. Rothrock

Born in Princeton, Ind., Mr. Rothrock was graduated in 1915 from Purdue U. and took a job in the radio engineering department of General Household Utilities Co. A year later he was named engineering consultant for the Clear Channel Broadcast Service, a post he held until 1941, when he joined the consulting firm of Ring & Clark, Washington.

In January 1943 Mr. Rothrock was appointed to the technical staff of Bell Telephone Labs., remaining until July 1945. He became a partner of May, Bond & Rothrock when that firm was established in October 1944 [Broadcasting, Oct. 23, 1944], but did not become an active partner until Aug. 1, 1945, when he left the Bell Labs.

Net Shows Move

TWO MORE network shows, NBC's Smilin' Ed McConnell and Baxter Brown Gang, Saturday 10:30 a.m. CST, and World Parade, Sunday 2 p.m. CST, will vacate Chicago in December. Smilin' Ed, sponsored on over 51 stations by Brown Shoe Co. thru Leo Burnett Agency, leaves Chicago Nov. 24 and begins Hollywood orientation Dec. 1. World Parade with Lou Breeze Orchestra, Singer Phil & Company and Commentator Max Hill will originate from San Francisco Dec. 16, move to Hollywood Dec. 3 and then switch to New York in mid-January. Replacement will be Carmen Cavallaro Orchestra, with Mr. Hill as permanent commentator. Sponsor is W. A. Sheaffer Pen Co. through Russell M. Seeds Co. over 142 NBC stations.

BENNET H. KORN, recently discharged from the Army, returned last week to Broadcasting as an account executive in the sales department.

Sincerely yours,
CBS

(Continued from page 18) and director of a number of its sustaining programs before leaving for England in the spring of 1943. Following his graduation from the U. of Pennsylvania in 1937 he took a year’s apprenticeship course at CBS, during which he was permanently assigned to programming. Programs he directed included So Proudly We Hail, Report to the Nation, and the General Motors Cheers From the Camps.

In his first European assignment for OWI he was attached to the U. S. Embassy in London, where he helped organize the American Forces Network for troop entertainment. Later, when he held radio of SHAEF’s Psychological Warfare Division, he moved into France shortly after D-Day and followed the troops across western Europe and into Germany. His final wartime assignment was as assistant to the deputy chief of the Information Control Division, U. S. Forces ETO, post then held by Col. Poley.

SANDEBERG TO HEAD AVERY COAST OFFICE

DAVID H. SANDEBERG, for the past two years Pacific Coast manager of Paul H. Raymer Co., has been appointed Pacific Coast manager of Lewis H. Avery Inc., the fine apparel house which announced last week by Lewis Avery, president of the firm. Mr. Sandberg will headquarter in Mr. Avery’s San Francisco office, which will open in early January on the Rus Building.

Mr. Sandberg has represented several national magazines on the West Coast and in 1933 entered the radio representative business in California. In 1934 he became sales manager of KYA San Francisco, and from 1938 to 1945 served as San Francisco manager of the McCatty Broadcasting Company.

WDSU Appeal to Clear Record Turned Down by Commission

AN APPEAL by a radio station to the Federal Communications Commission which it feels has injured its reputation and will affect its standing in future proceedings was turned down last week by the FCC in a decision that WDSU New Orleans requested a withdrawal of its opinion.

Although the Commission had dismissed a charge against the station because it contained “unequal treatment” to political candidates during an election campaign [BROADCASTING, Sept. 10], the station contended that the opinion on the case “contains a reprimand which is unfair in view of the facts and circumstances” developed at the hearing on the complaint.

The petition pointed out that the Commission concluded its opinion by stating: “The facts disclosed in this record are subject to further review when an application is made for renewal of license.”

The Commission proceeded to question the station whether or not “a single iota of evidence” to support the Commission’s implication the station was used for the personal political advantage of Mr. Stephens. It asserted the station adopted policies to insure that no preference for renewal was granted and that it be accorded Mr. Stephens, who has been in political life in Louisiana for many years.

Finally, the petition declared the Commission’s opinion does not announce a sound policy for the guidance of licensees but “in effect places upon candidates for public office the responsibility for determining what constitutes ‘equal opportunities’ and makes the licensees of stations entirely subservient to their wishes and desires in the matter.”

“Opry” Goes Network

RALSTON PURINA Co., St. Louis, will become sponsor of the full-hour Opry House Matinee on MBS. The feature went on the network from 12 to 1 p.m. (EST) over 170 stations last Saturday, originating from St. Louis’ Colosseum Theater. Second half-hour of the production is sponsored by Cereal Division of Ralston Purina. First half-hour will be sustained until Jan. 15, when the Feed Division assumes sponsorship. Agency is Gardner Adv. Co., St. Louis.

Nelson to American

JOHNNY NELSON, with discharge from Navy with rating of lieutenant, has resumed production-job activities. Nelson, who started five vacations per week, is channeling Sam Bailer–Commentator, on KNTR Hollywood. Contract is for 12 weeks. Firm also sponsors Sam Bailer once weekly on 14 American Pacific Stations. Agency is Elmo J. Barnes & Associates, Hollywood.

Bartlow Named

PACIFIC INTERMOUNTAIN EXPRESS Co., Oakland (freight service), has appointed Bartlow & Sons Inc., San Francisco, to handle advertising.

Elinwood Names Pagan

ELINWOOD PRODUCTIONS, Los Angeles (garden tractors), has appointed O. K. Pagan, advertising manager, to handle national advertising.

Ulay on Express Flight

CLIFFTON ULLERY, NBC Press and Foreign service editor and foreign affairs expert, is sole radio correspondent American Airlines showed American guests first Chicago to London air express. Nov. 19th-21st. They will return the 21-hour trip on NBC “News of the World” Tuesday, Nov. 20, 6:15 p.m. (CST).

NOW TAKE SAVANNAH!

—High Spot of the New Industrial South. Here is the LAND OF THE PAYROLLS-PEOPLE. Great Today, Greater Tomorrow. Yours thru WSAV!
there might be 2,000 to 3,000 FM stations and asked whether he thought commercial possibilities would support that many or whether they would be subscribed by individual groups, Mr. Porter replied:

"I think there is a grave question as to the extent to which we can expand the radio activity in this country by four or five hundred per cent. But there will be opportunity for educational institutions, for municipalities, for foundations, and great commercial possibilities in the work of competition. And it is my hope that competition will mean that there will be the survival, a sort of competition for excellence."

Regarding the FCC's setting aside of certain FM facilities for nonprofit operations he said "the educational institutions have 20 channels . . . for FM stations and those will not be surrendered but will be used by these institutions." Asked about a complaint submitted to FCC by the National Citizens Political Action Committee relating to the conditional licensing of a number of FM stations to standard broadcasters, he answered:

"They did complain that some 100 -odd stations had been given conditional licenses, but we pointed out in our reply to them that hearings had been held, that there was an affirmative showing that these licenses would be operated in the public interest. So it was not a promiscuous handing out of FM licenses."

TV Principal Medium?

Questions about television and whether it will ever replace sound radio, Mr. Porter said "that does involve some crystal-gazing" but that "television is sound radio," combined with sight and sound. "And it is my firm belief," he added, "that within some period of time— I wouldn't want to put down a timeable—television will be the principal medium of home entertainment in this country." On color TV, he said, "I am like the Baptist preacher on total abstinence—I not only believe in it, I have seen it."

Reporting that proposals have been made to the FCC that would tend to freeze a certain set of TV standards for 10 years, he expressed the personal view that "we should never lock the door to progress. Anyone who buys a television set, just as anyone who buys a new safety razor, does so at peril."

He said, however, that he thought "you can get service and get it for nothing, you get out of any system which the Commission licenses. But that is not to say that a new system takes two years, three years or some time hence, will not be developed that will give the opportunity for a superior service." Asked whether a change in video

OFFICERS of the Advertising Club of Los Angeles at annual meeting of Pacific Advertising Association in Los Angeles included (1 to r) John R. Christie, advertising director of Citizens National Bank, second vice-president; Edward Mills, vice-president of Van de Kamp's Holland Dutch Bakeries, club president; Sidney Stroits (standing), vice-president of NBC; Fred Kerman, vice-president of Pacific Mutual Life Insurance Co., first vice-president of club. Speakers included PAA President Charles A. Storke, on tour of 29 advertising clubs in West.

Suit for $150,000 Filed Against KWK by Bennett

SUIT for $150,000 damages has been filed against Thomas Patrick Inc., operating KWK St. Louis, by Myron J. Bennett alleging the station refused to reemploy him as an announcer after discharge from the service last July. He is now employed in Cincinnati.

R. T. Convey, KWK president, in a statement denied KWK had refused to rehire Mr. Bennett or any other serviceman. He said Mr. Bennett had not applied to have his job back but had tried by long-distance telephone to involve the station in competitive bidding for his services. He added that Mr. Bennett had refused to return unless he could have the same time periods he had before entering the service, and at a substantial increase in salary.

FEATURING French-language shows produced at the station, CKAC Montreal has released an eight-page booklet with a seasonal tag, "CKAC Happy Hymns (French)." Humorous hunting drawings showing hunters, wild life and modern artillery, describe each show and cost to sponsor.

Whitten With CHML

HARRY WHITTEN, formerly with the music staff of CHML Hamilton, and program director of CKSG Sudbury, has joined CKY Toronto in the merchandising department.

Kresge on CKY

S. S. KRESGE Ltd., Toronto (chain variety stores) has started twice weekly live Santa Claus program on CKY Toronto. Account was placed direct.

Seafood Program

SUPERIOR SEAFOOD CO., Los Angeles (Honor Brand frozen foods), on Dec. 3 starts sponsoring daily early morning transmitted musical program on KPAC Los Angeles. Contract is for 26 weeks. Hillman-Shane-Breyer Inc., Los Angeles, handles the account.

transmission would not make recei

WMCA STARTS NEW NETWORK SCHEDULE

WMCA NEW YORK, which joined the Associated Broadcasting Co. network on Nov. 5, started regular network program operations on Nov. 18 with musical, commentary and public service features. Commentaries of Frank Kingdon, Tuesday through Saturday, 10:30-10:45 p.m. and J. Raymond Walsh, Monday through Friday, 7:30-7:45 p.m. as well as The Halls of Congress Sundays, 3:30-4 p.m. will head the list of WMCA shows fed to network. A quartet led by Mac Cepos, titled The Cepos, Monday through Friday 12:30-1 p.m. will be aired only on the network, and on Sundays 2:05-3:0 p.m. on WMCA and other Associated stations.

Two other programs will originate at WMCA for Associated. They are Ray Smith's Songs of the West; Monday through Friday, 2:45-3 p.m. and organ interludes, Monday through Friday, 3:05-3:15 p.m. Neither program will be carried locally by WMCA however.

WMCA will receive from the network the Monday night Adam Hats fights; name bands from the various parts of the country nightly 10:45-11:0 p.m. and a series of concerts by the Pacific Orchestras starting Nov. 20, Tuesdays 11:30 to 1:30 a.m.

Malone Joins S & H

WILLIAM A. MALONE Jr., advertising manager of cosmetic division of American Home Products, has joined Sherman & Marquette, New York, in an executive capacity.

In Black and White

REVIEWING promotion ads run regularly throughout the year in newspapers, WIP Philadelphia has issued a pamphlet, "Here It Is in Black and White," reproducing the ads. Each ad occupies a page, with the white space set off against black background of page paper. Opposite each is list of papers in which it ran.

BROADCASTING • Broadcast Advertising
KOME Expands
KOME Tulsa announced plans last week for a $75,000 modernistic studio and business building to be erected at 21st St. and Boulder Ave. as soon as materials are available. It will include facilities for television, FM and AM broadcasting. According to General Manager Harold G. Grimes, KOME said it would be the first building designed, erected and occupied by an Oklahoma station exclusively for broadcasting. Transmitter site will remain at 3800 S. Newport Ave. Studios now are at 910 S. Boston Ave.

Benson & Hedges Expand
BENSON & HEDGES, New York (tobacco, cigarettes), currently sponsoring "Symphony Hall" on WQXR New York weekly, extended its contract to include sponsorship of program five nights of every six weeks. Agency is Kuder Inc., N. Y.

Mccrady Switches
MAL MOORE, formerly N. W. Ayer & Sons, New York, has joined Sheldon, Quick & McElroy, New York, in an excess capacity.

Basch Sponsors
HERMAN BASCH & CO., Inc., New York (Broadway and motion picture), will sponsor "Cavalcade of Music" twice weekly on WQXR New York starting Nov. 20. Program was also sponsored on station last year by same company. Contract, for 13 weeks, was placed through Kelly-Nason Inc., New York.

ASCAP Loses
ASCAP's motion to dismiss the suit filed against it by Denton and Haskin and Gem Publishing Co. to determine ownership of performance rights should these be decided not to renew their membership in ASCAP at the end of their present contracts has been denied by the New York State Supreme Court. Society will appeal the decision to the appellate division.

Sealy Sponsor
SEALY MATTRESS Co., Chicago, began sponsorship of American Broadcasting Co.'s cooperative programs, "Charlie Chan effective Nov. 12. Broadcast over WENR Chicago 10:30-10:45 p.m. (CST) will run through Jan. 4 when another program will be substituted for the remainder of the 22 weeks. Agency is Schwimmer & Scott, Chicago.

Mann to CBS
PROGY MANN, formerly a free lance writer, joined the CBS program-writing division Nov. 12, replacing Madeleine Clarke Winslow, who resigned to join her husband.

Whatta Personality!
After all, radio is a very personal medium, and when almost every listener puts an OKEY on every program and product, there must be character down under and personality on top. Ready to share with you this profitiable asset is...

Gunther Hollander
Gunther HOLLANDER, 15, former Quiz Kid and nephew of Edna Ferber, was killed Nov. 14, 20 years after he came to this country five years ago as a refugee from Nazi Germany. His parents are believed to have died in a concentration camp. At 15 he was one of the youngest students to win a scholarship to the U. of Chicago.

Tax Cuts
(Continued from page 15)
remains frozen at 1% for employe and a similar amount for employe- ers. Had Congress not frozen the social security tax, it would have gone to 2% each on Jan. 1. Briefly, corporate taxation will be as follows: On incomes under $25,000—Normal tax, 15% on first $5,000; 17% on next $15,000; 19% on next $5,000 (same as present law); surtax—6% (was 10%). Earnings between $25,000-$50,000: Normal tax, $3,200 plus 31% of normal tax net income over $25,000 (same as present); surtax, $1,500 plus 22% of surtax net income, $25,000 (present law is $2,500 plus 22% over $25,000). Earnings over $50,000: Normal tax, 24% (unchanged); surtax 14% (was 16%).
**DECISIONS**

**SECTION 9**

WACP Radio Industries Broadcast Co., Atlantic City, N. J.—Adopted order denying motion to modify license for station WACP, Atlantic City, N. J., to be granted license to increase maximum permissible antenna height of 300 feet from date, to 515-46. Proceedings involve question of height of proposed antenna in Section 3.35 of FCC Rules & Regulations. If by final date applicant fails to satisfactorily show just cause for departure from stated requirements, the Commission reserves the right to modify the decision.

**SECTION 15**

ANNOUNCED adoption of proposed decision on license of WDRS, KOKO Broadcasting Co. and WQXO (Carter Publications Inc.), Fort Worth, Tex., and WFAA (A. H. Belo Corp.), Dallas, Tex., to extend licenses KOKO, WQXO, WFAA for 5 mo. from date, to 515-46. Proceedings involve question of renewal of licenses. The Commission reserves the right to modify the decision.

**SECTION 31**

ANNUCED establishment, effective 12-31-45, of Railroad Radio Service and issued related rules and regulations with provision that any interested party may be heard within 20 days and request oral argument.

**ACTION ON MOTIONS—SECTION 15**

(By Omr. Wakefield)


**SECTION 18**

PROPOSED DECISION—OPENING DATE

1590 kc New-AM Central Broadcasting Co. Inc., Waco, Tex.—Granted application for a new standard station 1490 kc 250 watt FM station, to be used for educational and cultural purposes on temporary basis only for period and further to be determined.


**SECTION 15**

KSOO Station Broadcasting Assn., Inc., Sioux Falls, S. D.—Announced adoption of order denying motion to deny license renewal application. With conditions. Filed Oct. 4, 1944. Notice: Aberdeen, S. D., to 1/4 mi. of Britton and approx. 6 mi. of Britton is the proposed site of the station to operate on same frequency. This is provided it is affirmatively shown no further action is given to agreements between Georgia School of Technology and Institute of War Problems for CP and license to operate on same frequency. This is provided it is affirmatively shown no further action is to be given to agreements.

**SECTION 15**

KGSO Station Broadcasting Assn., Inc., Spotsylvania, Va.—Granted petition for continuing hearing on application for license renewal and continuing hearing on日晚

**SECTION 15**

Voice of Marson, Marson, Ind.—Ordered continued hearing on applications for renewal of license for CP now set 11-19-45 be continued to 12-19-45.

**ADVERTISABLE BOARD ACTIONS RECORD—SECTION 15**

(Repost. 1041)

WKY WKY Radiophone Co., Oklahoma City—Granted CP move, station, Channel 49, 3.3 kw, to new location, Channel 47, 3.3 kw.

**SECTION 15**

KSLU The State University of Iowa, Iowa City—Grant mod. CP authorizing new noncommercial educational station, for extension completion date only from 1-16-45 to 7-16-46, granted subject to change in frequency assignment which may result from proceedings in Docket 691.

**TENTATIVE CALENDAR**

**SECTION 15**

Further Consolidated Hearing

To be held for all purposes in Consolidation System, Geneva, N. Y.—CP 1240, 1930 w unfl. (facilities of WAYS when vacated). Approx. 6 kw.

**SECTION 15**

Rochester Broadcasting Corp., Rochester, N. Y.—Grant to new station 1550 kc 5 kw, CP.

Seneca Broadcasting Corp., Rochester, N. Y.—Grant to new station 1550 kc 5 kw, CP.

Star Broadcasting Co., Inc., Geneva, N. Y.—CP.

WENV Elntra, N. Y.—Intervenor.

**APPLICATIONS**

**SECTION 10**

(Not previously reported)

NEW FM The Atlas Broadcasting Co., Baltimore, Md.—Request to alter station, Channel 98.1 in 17 sq. mi. coverage, 6,140 kw, to new location, Channel 98.1 in 17 sq. mi. coverage, 6,140 kw.

**SECTION 10**

(Not previously reported)

NEW FM Independent Merchants Broadcasting Co., Minneapolis—CP new FM station, Channel 98.1 mc, 1,000 kw, 6,180 sq. mi. coverage, 6,140 kw, to new location, Channel 98.1 mc, 1,000 kw, 6,180 sq. mi. coverage.

WAFB, WSB, WSYX, WOR Radio and Television Co., New York, N. Y.—Order<br>Passed Comment: Granted the application for a new FM station, Channel 119 (98.1 mc), 1,000 kw, 1,000 sq. mi. coverage, 1,000 kw, to new location, Channel 119 (98.1 mc), 1,000 kw, 1,000 sq. mi. coverage.

**SECTION 15**

(Not previously reported)

98.1 mc

**SECTION 15**

(Not previously reported)

106.1 mc

**SECTION 15**

960 kc

**SECTION 15**

98.5 mc

**SECTION 15**

93.7 mc

**SECTION 15**

94.5 mc

**SECTION 15**

96.1 mc

**SECTION 15**

98.3 mc

**SECTION 15**

106.1 mc

**SECTION 15**

107.9 mc

**SECTION 15**

108.1 mc

**SECTION 15**

108.4 mc

**SECTION 15**

109.1 mc

**SECTION 15**

110.1 mc
fibing new standard station. Also authority
to determine operating power by
direct measurement of ant. power.

Amendments

Mitchell G. Meyers, Ruben E. Aren-
heim and Milton H. Meyers, Flinch-
burg, Va.—CP new FM station on Chann-
el 73 (102.5 mc) with 12,420 sq. mi. cover-
age, amended to change frequency to Chan-
nel 62 (100.3 mc).

The Monumental Broadcasting Corp., Balti-
more—CP new FM station on 47.9 mc with 4,520 sq. mi. coverage, amended to
request Channel 79 (103.7 mc).

Fidelity Media Broadcasting Co., New-
ark, N. J.—CP new FM station on 49.1 mc
with 5,100 sq. mi. coverage, amended
to change frequency to plus 25 cm and
98 mc change trans., site, type trans.
and site.

Columbia Broadcasting System Inc., Boston—CP new FM station on 43.5 mc with 30,800 sq. mi. coverage, amended to change trans., site and ant.

E. Anthony & Sons Inc., Boston—CP new
FM station on Channel 55 (138.3 mc) amended to specify coverage 47.5 mc change
trans., site and ant.

James F. Hopkins Inc., Detroit, Mich.—
CP new FM station on 66.5 mc with 6,790 sq. mi. coverage, amended to change
frequency to 66 mc, coverage 5,090 sq.
mi. change type trans., ant. and transa.

The Radio Voice of New Hampshire Inc.,
Manchester, N. H.—CP new FM station on 43.5 mc with 31,830 sq. mi. coverage,
changed to change frequency to 43.8 mc and
5,000 sq. mi change trans., site and ant.

KWHU The Campus Radio Station, Corpus
Christi, Tex.—Special service autho-
risation to operate on 1030 kc with
10 kw PEP effective in Corpus Christi
and 60 kw from local sunrise at Bastrop,
Mass., to local sunset in Corpus Christi for
period not to exceed 6 months.

WDAD Indiana Broadcasting Inc., Indi-
nia, Pa.—License to cover CP authorizing
new standard station, and change studio.
Authority also to determine operating
power by direct measurement of ant. power.

Amendments

WKPT Kingsport Broadcasting Co. Inc.,
Kingsport, Tenn.—CP change 1600 kc
to 1000 kc, increase 10 kw to 15 kw, in-
clude new trans. and DA-N and change
trans site, amended to add change in ant.
and change trans. site.

Fred Weber, Robert P. Harnesen and
H. Talbot d/b Texas Broadcasters,
Houston, Tex.—CP new standard sta-
nion 1380 kc 50 kw D and 5 kw D
amended to increase 10 kw new trans.
and studio, type trans. equip.

Edward J. Altorfer, John M. Camp,
John H. Altforer, Katherine A. Swahn
and Timothy W. Swain d/b Illinois Val-
ey Broadcasting Inc., Chicago, Ill.—CP
new standard station 1260 kc 1 kw unl.
amended to change trans. site.

Mississippi Valley Broadcasting Co.,
last St. Louis, Mo.—CP new FM station
on 47.1 mc with 10,737 sq. mi. coverage,
changed to change name applicant to
Duff J. Johns, pron. Duff John, which
previously Johns and William F. Johns Jr.
and the late John F. Thomas,d/b/ KGBY
in Salt Lake City.

RDYL Intercontinental Broadcasting Corp.,
Salt Lake City—Change 1250 kc to
800 kc, increase 5 kw to 10 kw, in-
clude new trans. and DA-N, amended
to change requested power to 50 kw,
change type trans. and change DA-IM
and change trans. site.

OLLOWO stations files application for
license renewal. KVQZ KQO WMB
FMJ KDDO KVOQ WQTR WOLP
KCBS WHBB RHBB KHBB. station
license renewal applications were filed by
KALO WBLX WBLY WBLX WY
WFKW.

KWVY Evanston on the Air Inc.,
ilenwood, Ind.—Mod. CP authorizing
e new development broadcast station
extension completion date.

WMBW Textile Broadcasting Co., area
f. Greenville, S. C.—CPS for new FM
station in Greenville, S. C.

Amendment

WDBO Associated Press Broadcasting Corps.,
Baltimore, Md.—CP install new ant.

Railroad Service Approved by FCC

Rules Governing Use of Radio Tentatively Adopted

SATISFIED that sufficient experiment-
projective without the FCC last week
issued proposed rules any changes for the
new Railroad Radio Service.

Unless objections filed within a
20 period days of delay, the rules will be
final effective the 1st of June.

The Commission announced it
the new service, if properly
will promote safety and efficiency on the
railroad's. The rules permit
radio communication train-to-train,
caboose to engine, and train to dis-
patch or other fixed points.

Radio-equipped trains, the Com-
mission explained, can signal impor-
tant information to passing trains,
permit the conductor on the caboose of a long freight to
communicate instantaneously with
the engineer in the event of a dan-
gersous condition on a middle car,
and can bring aid to the scene of
an accident on an isolated spot.

Since the Commission reported that 129 applications to
conduct experimental work in the service have been
granted, its immediate
Radio Award committee indicates
valuable technical and safety contributions are
being made through use of radio toward
increasing efficiency of railroad travel.

Licenses granted for experimen-
tal stations in the railroad service include:
Bendix Aviation Corp.
Bendix Radio Division). Associated
Communications Co., Farnsworth
Broadcasting Corp., Raytheon
Westinghouse Radio Co.
Aireon Mfg Co., Balti-
more & Ohio Railroad, Chicago
Rock Island & Pacific Railway Co.,
Boston & Maine Western Railroad,
radio, Airline Railway, Union
Pacific Railroad Co.

WPOR in Portland

CALL LETTERS WPOR have been assigned to the Portland, Ming, sta-
tion which Murray Carpenter and
Humboldt J. Greeg hope to have on the
air before the end of the year.

WPOR will operate full time
250 w on 1450 kc as an
American affiliate [BROADCASTING, Nov. 5].

Simmons Completes Job

C. O. (Tex) SIMMONS, assistant
chief engineer of Commercial Ra-
dio Equipment Co., Kansas City,
has returned from Washington
where he installed and completed
tests for firm's FM station.

WXXL. Mr. Simmons worked under direction of
Milton Woodward, chief engineer.
FCC Reaffirms Station Control Policy; Denies WGST Renewal

IN THE third case of its kind within recent months, the FCC last week denied renewal of license to the Georgia "Tech" station, WGST Atlanta, but gave it 30 days to file a new application provided it yields itself of a contract calling for payments of 15% of its gross income.

Following the Commission's action, attorneys for the station said they would take steps to comply with the requirements of the FCC order and file within the specified period. A temporary license to operate the station until Dec. 18 was granted for this purpose.

Payments to Group

The WGST case involves payments to a group, composed of Sam Pickard, former CBS vice president and member of the Federal Radio Commission, and Clarence Calhoun, an Atlanta attorney, which formerly managed the station under an agreement previously held illegal by the Commission. Two months ago the Commission issued a proposed decision denying renewal to WKBW Buffalo because of a lease arrangement giving the Churchill Tabernacle, former licensor of the station, control of 17 1/2 hours of its weekly schedule [BROADCASTING, Sept. 17, Nov. 5].

April 1 last, the license of WCAM Camden, a municipally owned station, was denied because of a contract transferring 85% of its broadcast time to a time-selling company [BROADCASTING, Oct. 22]. The Commission's denial of renewal to WGST is based on a finding that an agreement made in 1943 by the Georgia School of Technology to purchase the stock of Southern Broadcasting Stations Inc., which formerly managed WGST for the Board of Regents, provided for payments of 15% of net billings (gross income) from the sale of time from any type of broadcasting over a period of seven years.

Based on its 1942 operations the station would be paying Southern stockholders approximately $333, 000, the Commission found, and on the basis of operations for the first months in 1943 the payments would total $366,000. For the year 1942, it continued, payments at 15% of net billings would have approximated $150,000 as compared to the station's net income before taxes of only $71,293.

"These payments," the Commission held, "are allegedly for the purchase of stock in a corporation the net worth of which had not been determined, Southern Broadcasting Stations Inc.'s only assets at the time of the purchase of stock being its contracts and the equipment of WGST, ownership of which has been questioned. Such contracts were based upon the corporation's former relationship with WGST, and do not appear to have any real asset value in the absence of such a relationship. The value of the equipment is estimated to be $50,000."

The decision brought out that the figure of 15% was reached after "horse trading" by a committee of the Board of Regents who "wanted to be liberal with the stock vendors and retain their good will, so that the former contract would cooperate in maintaining WGST's past associations and would not transfer their interests, such as the network contract, to other stations. It was also indicated that the committee "desired to reward the former stockholders for the commercial success they made of operating the station," according to the findings.

In its conclusions, the decision pointed out that while the school appears to have freed the station of previous domination by Southern Broadcasting, which the Commission had declared to be illegal, the arrangements by which it did so "raises grave doubts that future operation of the station in the public interest is possible."

"A grant of the renewal application under circumstances where a party to an arrangement found by the Commission to be in contravention of law would continue to profit from such arrangement would not be in the public interest since it would, in effect, condone corruption and thwart the Commission's efforts to enforce the requirements of the Communications Act."

NBC Advisory Group Discusses Programs

NBC STATIONS planning and advisory committee met in New York on Nov. 13 and 14. Committee discussed television and FM, present labor situation and programs, including the possible sponsorship of Fred Waring by three firms as well as The National Hour, which will be carried by all but three stations, and the new women's cooperative program, Maggi McNellis and the Victory Loan Drive. Committee also discussed the efforts of the network to broaden the appeal of holiday shows.


Surprise for Steinhauser

HIS BIRTHDAY, Nov. 15, was a big event for Ed Steinhauser, Pittsburgh Pittsburgh Press radio editor. Joseph Peters, former general manager of KDEA, invited him to the station for lunch and promptly put him "through the paces" with every gag the staff could think of on the "Brunch With Bill" program, 12:15 p.m.

War Hero Week

NBC's News of the World, 6:15-6:30 p.m. (CST), presented three of the nation's outstanding war heroes in the short space of a week.

Nov. 7, Major Arthur Wermuth, "One Man Army" of Bataan, told of his experiences as a Jap prisoner.

On Nov. 4, shortly after receiving his discharge as a Captain in the U. S. Navy, former Governor Harold Stassen announced his political plans.


Bill Ray, NBC Chicago news chief, says if it keeps up he's thinking of asking the War Department to take over the program.

COL. WILLIAM PALEY GIVEN MERIT AWARD

COL. WILLIAM S. PALEY, CBS president, last Tuesday was awarded the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service as Deputy Chief, Psychological Warfare Division, SHAEF, and Deputy Chief, Information Control Division, USPET."

Col. Paley, Brig. Gen. Robert A. McClure, PRO Chief, presented the award in New York. The citation further states: "Col. Paley was largely responsible for the preparation and implementation of the psychological warfare plans of such services. His tact, energy and remarkable background of experience greatly aided the rapid adaptation of German Information Services to the purpose of the Commander in Chief. Col. Paley demonstrated outstanding organizing ability and contributed materially to the success of the division."

Mr. Paley entered war work Oct. 6, 1943, when he went on leave from CBS to take a special OWI assignment which immediately placed him in charge of Allied broadcasting activities in North Africa and Italy. When Gen. Eisenhower was given Supreme Command of Allied Forces, Mr. Paley was given the position of Chief of Radio at SHAEF.

It March of this year, he was commissioned colonel to take over his final wartime duties under Gen. Mc Clure.

COL. WILLIAM PALEY GIVEN MERIT AWARD
NAM, C of C Period
MARK WOODS, president of American, has invited the National Association of Manufacturers and the U. S. Chamber of Commerce to share a 52-week broadcast period over the full American network starting Jan. 1, 1946, so that the viewpoint of business and administration may be presented to the nation. He also invited the American Federation of Labor and the CIO to contribute a designated series of Labor USA, Saturdays 6:45-7 p.m. on American through the coming year. Proposed time for NAM and U. S. Chamber of Commerce is 7-7:15 p.m. immediately following labor group broadcast. Present series at that time presented by Committee on Economic Development will be discontinued on Dec. 8.

LLEWELLYN CHOSEN PRESIDENT OF IRE
DR. FREDERICK E. Llewellyn, consulting engineer and member of the staff of Bell Telephone Laboratories, has been elected president of the Institute of Radio Engineers for the year 1946. Dr. Llewellyn, an international authority on vacuum tube design and inventor of the ultra high frequency oscillator tube which is basic to the wartime development in radar and other communication devices, succeeds Dr. W. L. Everitt of the U. of Illinois as IRE president.

E. M. Deloraine, president of the International Telecommunication Laboratories, was elected vice-president. Also elected were three directors: Dr. W. R. G. Baker, president-elect, General Electric Co.; Dr. Donald P. McQuaid, assistant chief engineer, General Radio Co., Cambridge; Virgil M. Graham, plant manager, Sylvia Electric Products Inc.

New Quiz Show
NEW WEEKLY quiz program called "Detect-a-Tune" starts on Mutual on Nov. 19. Three prizes of $100, $50 and $25 victory bond will be given to winners of weekly contests. Program, created by commercial program division of WOR New York.

Four Return to KOIN
OUR ex-empire show service-sweep last week returned to KOIN Portland. T. W. Fahl and WMIC and K. Vernon Koehler, Signal Corps, are back in the company's library between Dal- las and Fort Worth, issue a joint program schedule, charge the same rates, cooperate in the handling of special programs, divide revenues from time sales, and serve identical areas.

FCC Orders KSOO-KELO Separation; Proposes Sale of KGKO in Six Months
SIOUX FALLS Broadcast Assn. Inc. will have to dispose of either KSOO or KELO by March 25, 1946, under an order issued last week by the FCC giving finality to a proposed decision on denying renewal of license to KSOO. Temporary authorization to operate both stations in the interim period was granted.

In another monopoly case, the Commission issued a proposed decision setting a period of six months for the separation of KGKO Fort Worth from WBAP-Fort Worth, extending the licenses for each station until May 14, 1946. The decision concluded that the licensees of WFAA (A. H. Belo Corp.) and WBAP (Carter Publications Inc.) through their interlocking directorates fully control KGKO.

Attorneys for KSOO-KELO said that they would comply with the Commission's order and file an application to transfer one of the stations within the stipulated time. They indicated they would follow the operation of KGKO supervised by the Commission in the Aeco-Crosley decision.

Droopy Violation
Under its proposed decision of Sept. 25 (Broadcasting, Oct. 1), the Commission concluded that operation of both stations is a violation of the monopoly regulations that the stations are used to supplement each other and to eliminate competition. The Sioux Falls company claimed the regulations should not apply as KSOO is a daytime station only, operating with 5 kw on 1140 kc, while KELO operates from 10 a.m. to midnight with 250 kw on 1250 kc.

The Commission gave the licensees the choice of keeping KELO with its fulltime operation or repackaging it with an all night-time operation. An application for fulltime operation with 10 kw power for KSOO, with directional antenna to protect WRAV Rich- mond, had been dismissed in 1942 by the Commission without prejudice under the wartime freeze policy.

In its decision on the Dallas stations, the Commission found that WFAA and WBAP, which share equal time on 820 kc and operate with 50 kw power from a single transmitter, are competing between Dallas and Fort Worth, issue a joint program schedule, charge the same rates, cooperate in the handling of special programs, divide revenues from time sales, and serve identical areas.

While WFAA and WBAP maintain separate studios and offices, according to the findings, KGKO stations are handled by the WFAA staff during the hours KGKO operates from the Dallas studios and the KGKO programs originating from the WFAA studios in Fort Worth are presented by the WBAP staff. However, KGKO is affiliated with the American network and the Texas Lone Star Chain while WFAA and WBAP are both affiliated with NBC and the Texas Quality Network. In addition, KGKO maintains an entirely separate transmitter, operating on 570 kc with 5 kw power, the findings showed.

In the electrical denial the contention of the applicants that the multiple ownership rules should not apply to them because each, in effect, operates only one fulltime station in Fort-Worth and one in Dallas. It declared that no exception to the rules can be made because two stations are involved, pointing out that the primary service areas of both KGKO and WFAA-WBAP extend over both cities.

Declaring that renewal of the licenses would not serve the public interest, the decision concluded that the licensees should be afforded a reasonable time to effect a separation. Such separation, it said, "need not involve one interest losing the 50 kw station and the other the 5 kw station."

"The applicants may elect to dispose of KGKO, in which event the Commission would continue to license the 50 kw stations on a share-time basis, as at the present. Accordingly the licenses of KGKO, WFAA and WBAP will be extended for a period of six months from this date, Dec. 25, 1946." If separation has not been arranged by that date, it warned, denial of renewal of the three licenses "will be entered without further delay."

OPPORTUNITY IN FM SEEN BY CLERGYMAN
RELIGION will find in FM channels the opportunity it needs to preach the brotherhood of man which today faces extermination with the invention of the atomic bomb, Dr. Fred Eastman, professor of literature and drama at Federation Divinity Seminary, of Chicago, told members of nation's clergy in Chicago Thursday.

In speaking at luncheon of a religious radio workshop sponsored by joint radio committee, Congregational Christian, Methodist and Presbyterian Churches, Dr. East- man declared that radio groups should pool their resources to operate own FM stations on the 20 bands open to educational organizations.

"By Chicago alone, the expense of presenting 100 different church programs in one week could more than pay for the operation of a noncommercial FM station," he said. Such FM stations must be operated by all denominations pooling funds and spiritual forces, Dr. Eastman said. In addition to FM, the church should provide funds for better talent and religious programs, he added.
Free Speech Fight in Congress Seen

House Group Proposes Bill Making Radio Public Utility

A CONGRESSIONAL fight involving freedom of speech on the air threatens to break out in the next fortnight when the House Committee on un-American Activities proposes legislation which would place broadcasting in the category of public utilities.

Ernie Adamson, Committee counsel, said last week he is working on a bill which would require (1) all stations to designate legal agents upon whom process could be served in every state in which they are heard; (2) stations to identify "purely news broadcasts" as such and label as propaganda "those broadcasts which are opinion instead of news dispatches"; (3) all stations to promulgate rules and regulations "accomplishing compliance with law." Such regulations to be filed with the FCC in the same manner that railroad tickets are required to post rules and regulations with the Interstate Commerce Committee.

Rep. Ellis Patterson (D-Cal.), who has challenged the Committee's authority to request scripts of certain commentators [Broadcasting, Oct. 22], declared he would vigorously oppose any move to regulate "what goes on the air." Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, said such legislation probably would be contrary to the present Communications Act which provides that radio is not a public utility.

Background of Commentators

"We want stations to inform the public of the name of each commentator, whether he ever had any other name, his citizenship, place of his birth and his political affiliations," said Mr. Adamson in a statement to Broadcasting. "This is necessary because the public must know something about the commentator in order to properly evaluate the opinions which he expresses.

"We also want to know whether his opinions are those of his sponsor or the station over which he broadcasts. Our desire is not to force anyone off the air but rather to have radio stations give the American people the facts. People usually are able to decide national questions correctly if they are allowed to know the truth."

Mr. Adamson denied that the proposed legislation would violate the Constitution, as charged by three of the four major networks [Broadcasting, Nov. 12]. "Nothing CONGRESSIONAL forces are preparing to battle out the question: "How far does the Constitution permit Congress to go in legislating free speech?" Ernie Adamson, counsel, House Committee on Un-American Activities, is preparing bill to require stations to (1) distinguish between news and commentaries; (2) maintain legal agents in all states heard by stations; (3) file rules and regulations with FCC. Rep. Ellis E. Patterson (D-Cal) says he'll fight it as unconstitutional.

will be put off the air," he added. "Our purpose is to curb un-American and subversive propaganda.

"I personally have driven around the mountains of Pennsylvania into little communities that have no communication with the outside world except the automobile and radio. Many people listen to those so-called news commentators and take their comments at face value because they hear them over one network and they form opinions which are quite contrary to those they hear over other networks. Frequently these people think the networks are taking sides. The trouble is, stations do not properly identify these commentators so everyone will know what is opinion and propaganda. When a station puts on the news and says, 'Now we give you the dispatches from the AP, UP or INS,' that's ok because some accredited agency is given the responsibility.

"It is my purpose to recommend to the House committee that reasonable rules and regulations be promulgated by radio stations themselves, accomplishing compliance with the law. These rules and regulations would be filed with the FCC; anyone aggrieved would require stations to formulate rules and regulations in the same manner as railroads are required to file rules and regulations with the ICC. It would give anyone aggrieved the right to file a complaint with the FCC and be heard. It would be much more protective to broadcasting stations. We've got to do something to warn the people not to take these opinions as news broadcasts.

Self-Regulation

But Rep. Patterson has other views when you begin controlling the airwaves as to what is truth and opinion and set up some inquisitorial body to determine whether it's opinion or truth, the next step is to control news dispatches," he asserted. "Then you'll have control of legislators and all Government and you'll have suppression of speech.

"There's no need for a change in the radio laws, let the proper Committee—the Interstate & Foreign Commerce Committee—do it. Not a witch-hunting committee.

"The right of free speech and free press is absolute under the Constitution. We have libel and slander laws that have been upheld in every state. If a citizen is libeled or slandered on the air he has recourse in the courts. We're the servants of the people, not the masters, who are we to tell the people what they shall hear?"

Rep. Patterson concluded that to enforce a law such as the one proposed by Mr. Adamson, a station would need a "legal staff, a researcher, a philosopher, a judge, a historian, some astronaut, astronomer and experts on atomic energy."

Speaking of the various "isms", Rep. Patterson said, "If you don't give them freedom of expression, you're going to drive them underground. Then the situation would be dangerous to a democratic America." He said he would introduce a resolution to bar the House Committee on un-American Activities.

Meanwhile, Ralph Weil, general manager of WVOY New York, denied the station's freedom of expression because the station is being "sold" by Buchanans, & Co., agency for the Texas Co.

KSN Names Young

KANSAS STATE Network, five station regional hookup, has appointed Adam J. Young Jr. Inc. a national sales representative. KSN comprises WHB Kansas City, 1,000 w days, 1,000 w nights on 1400 kc, and 980 kc, from Sherry's, 8,000 w, Dec. 1, 1945; WTVF Nashville, 5,000 w, Dec. 1, 1945; WTVN Columbus, 5,000 w, Dec. 1, 1945; and WTVR Virginia, 5,000 w, Dec. 1, 1945.

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals and glass. NO RETOOLING—NO RECONVERSION. There are 42 strewn SPOTTING PENNSYLVANIA—SELL them through WJPA.

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WSTV WFGF WJPA WKNY
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Page 100 • November 19, 1945

BROADCASTING • Broadcast Advertising
IRE Members Will Hear About Proximity Fuse

RADIO PROXIMITY FUSE, popu-
larly accepted as greatest elec-
tronic development of the war ex-
cept for the atom bomb, will be dis-
cussed at a meeting of the Insti-
tute of Radio Engineers at 8 p.m.
Nov. 19 at the National Museum
Auditorium, Washington.

Speakers will include Dr. Harner
Selvidge of the Applied Physics
Laboratory, John Hopkins U.,
and Harry Diamond, chief of the
Ordnance Development Div., Na-
tional Bureau of Standards. Fuse
is miniature transceiver which
works on general principles of ra-
dar to automatically explode free
bombs.

W3XL, FM STATION, IS SHOWN TO IRE
DEMONSTRATION of the Com-
mercial Radio Equipment Co.'s FM
Washington station, W3XL, was
given last Tuesday before the sec-
ond postwar meeting of the Wash-
ington section of the Institute of
Electrical Engineers. Sta-
tion operates on 98.9 mc. Broad-
cast was a climax of a talk on the rela-
tive merits of FM and AM, pre-
sented by Everett Dillard, gen-
eral manager of Commercial Radio.

In his talk titled "FM—Its Ad-
vantages and Characteristics", Mr.
Dillard pointed out that FM cov-
verage is substantially the same day
and night, while AM varies. FM's
success over static was also point-
ed out, along with the system's abili-
ty to discriminate against other
station and man-made noises. The
FMs compared the two systems on
a number of other points.

Meeting was second in a series
designed to explain the phases of
electronic broadcasting and the various
types of modulation employed.

Cornwall Board Member
FRANKLIN J. CORNEWELL, for
the past year advertising manager
of the Brown Shoe Co., St. Louis,
has been elected to the board of
directors. He will supervise retail
division activities of the firm's 400
independent retail stores. He is
vice-president of the St. Louis Ad-
tising Club.

Fream Renominated
ROBERT E. FREER, a member
of the Federal Trade Commis-
sion since 1935, last week was
renominated by President Truman for
reappointment to a seven-year term.
native of Cincinnati, he was at-
torney for ten years for the Inter-
carriers Commission from 1925 to
1935, and from 1935 to 1936 was
attorney for the Federal Coordina-
tor of Transportation and special
counsel to the Senate Committee on
Interstate Commerce. He was ap-
pointed to the FTC in 1935 to fill
a unexpired term and was reap-
pointed in 1935. He has been chair-
man of the Commission twice.

Television Ready, Radio Executives
Club Is Told by RCA Laboratories
Authority

"TELEVISION is ready to go,"
Dr. C. B. Jolliffe, vice-president in
charge of RCA Laboratories, told
the Radio Executives Club of New
York Thursday at a luncheon
meeting at the Roosevelt Hotel,
New York. Meeting was conducted
under the auspices of the Tele-
vision Broadcasters Assn., with
the Rev. Ralph A. Benedict, chairman and Ralph B. Austrian,
RKO Television Corp., as co-chair-
man.

He reviewed such recent develop-
ments as the Image Orthicon Tube,
remote pickup apparatus that can
be carried in a station wagon in-
stead of a pair of ten-ton trucks,
transmitters that can deliver all
the power necessary within the
band allocated to commercial tele-
vision", projection and direct-
viewing home receivers at prices
within the reach of the public, and
the two methods of networking—co-
axial cable and radio relay—both
of which he said are "ready for
immediate practical commercial
use."

"Every part of the present sys-
tem of all-electronic television can
be built and operated in conformity
with the technical standards
approved in 1944 by the FCC."
Dr. Jolliffe declared, adding that
"there is full agreement on these
standards, which embody the prin-
cipal recommendations of the radio
technical planning board ... they
have been tested and proved.
They do not represent compromise.
No longer is there any doubt that
they will make it possible to pro-
duce pictures of excellent quality
and stability."

This does not mean that tele-
vision has reached the top of its
technical development, Dr. Jolliffe
said, predicting the ultimate
achievement of "all-electronic tele-
vision as pictures in three dimen-
sions and full color", transmitted
over "world-wide networks."
How-
ever, it will be "a few years at least"
before such developments will be
ready for use, he stated.

Declaring that the "bugaboo
of quick obsolescence in television
has been overemphasized," Dr. Jolliffe
said, predicting the ultimate
achievement of "all-electronic tele-
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sions and full color", transmitted
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sions and full color", transmitted
over "world-wide networks."
How-
ever, it will be "a few years at least"
before such developments will be
ready for use, he stated.

Roblee Shoes to Launch Radio
Campaign: Dec. 2

ROBBLE MEN'S SHOES (Brown
Shoe Co., St. Louis) will start its
first radio advertising campaign
over 440 stations of MBS Dec. 2.
Outlets in California, Oregon,
Washington and Idaho will carry
the first test campaign.

Program will feature Ed Thor-
gersen, sports reporter, and will be
heard from 5:45 to 6 p.m. (EST)
Monday through Friday. Contract
for 26 weeks with Leo Burnett
Co., Inc., Chicago, agency in charge.
Closing local tie-in announcements
identify Roblee dealers in the test
cities.

BBC MIGHT PERMIT
VIDEO SPONSORSHIP

POSSIBILITY that the BBC may
permit commercial sponsorship of
its video programs, soon to be re-
sumed in London on prewar stand-
ards and as soon as possible to be
networked to regional stations in
five major cities via cable or radio
relay, is advanced in an article
written by H. Bishop, chief engi-
neer of the BBC.

"Apart from technical prob-
lems," he writes, "the overriding
question associated with television
is its cost. By and large we can say
that everything connected with
radio—programmes, equip-
ment, number of staff and so on—is
ten to fifteen times as expensive
as the equivalent requirement for
sound broadcasting. Who then is
going to pay? The BBC certainly
cannot meet the bill out of their
present license revenue, nor indeed
would it be fair to the sound lis-
tener to attempt to do so.

"The Hankey Committee (ap-
pointed to consider the future of
the television service) considered three possibil-
ities: A special television license for domestic use, a special
television license fee for cinema showing, and sponsored pro-
grammes. They were agreed that the aim should be to make television
self-supporting as early as possible, but they felt that the precise
manner by which this was to be achieved was one for further con-
sideration."

DON COOK, salesman for William G.
Rambaus Co., Chicago, is father of a
boy, Donald Robert, born Nov. 8.
Help Wanted

Wanted—Veteran first class license holder, causes and general knowledge of southern states. Willing to travel coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Continuity writer-experience. Good position with progressive station. Variety of network connection to copy writer who can produce and deliver. Good salary. Box 432, BROADCASTING.

Copywriter—man or woman—established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us. You will be on a separate salary basis. Include samples. Box 393, BROADCASTING.

Seeking permanent staff. Need salesman/ad-writer. Also two platers, one engine and one ear. We have a club, a branch and a station in a progressive community. Postwar experience a necessity. Base salary, age, experience, reference, photo, available. Box 492, BROADCASTING.

Proft much above average. Advertiser is the sole largest brand-name product in the electronic field. Present capital $100,000, with a credit rating and good banking connections. Must have a liberal and progressive spirit, be in touch with present resources. Golden opportunity for a young and aggressive salesman who can invest upwards of $5,000 each in corporation. Principals only. The turn over here is good. Many opportunities. Box 494, BROADCASTING.

First class operator for one kilowatt NBC affiliate Rocky Mountain area. Box 467, BROADCASTING.

Maintenance engineer for network Idaho station. Must have good experience in population town with abundant fishing and hunting. Box 488, BROADCASTING.

Help wanted—Transmitter man with first class license. Will go anywhere in the mountainous parts of Idaho.Permanent job. Box 495, BROADCASTING.

continuity writer-experience. Good position with a southerner. Variety of network connection for copy writer who can produce and deliver. Good salary. Box 432, BROADCASTING.


Seeking permanent staff. Need salesman/ad-writer. Also two platers, one engine and one ear. We have a club, a branch and a station in a progressive community. Postwar experience a necessity. Base salary, age, experience, reference, photo, available. Box 492, BROADCASTING.

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Decision in Ashback Case Is Heard by Supreme Court

WHETHER the FCC has authority under the Communications Act to grant application for a construction permit and designate an area for hearing when both, seeking the same, filed, before the Commission, will be determined by the Supreme Court following argument last Tuesday in the appeal of Ashbacker Radio Corp., licensee of WKBE Muskegon, Mich. Appellant asked a writ of certiorari after the U.S. Court of Appeals for the District of Columbia dismissed its appeal from a Commission decision. [BROADCASTING, March 19, Oct. 22.]

Mr. Fuchs said the FCC procedure was based on practical considerations, adding the Commission has the discretion, under the law, to grant some applications and designate others for hearing. Mr. Justice Rutledge asked if counsel meant the FCC could grant one and ultimately deny another simultaneous application without giving the applicant a chance to make a comparative showing of his ability to render a public service.

Government counsel replied that applicant had his chance in his petition to the Commission and that the FCC would receive communications at any time. No conditions were placed on the Petitioner or on Ashbacker for whom the application was designated for hearing, he added. Hearing the argument were Chief Justice Fred M. and Associate Justices Rutledge, Murphy, Frankfurter, Reed, Douglas and Burton. It was Mr. Justice Burton's first radio case since his appointment to the Supreme Court.

TV Education Meet

G. EMERSON MARKHAM, program director of WRGB Schenectady for the Educational Television Operation; Edward Stashoff of the New York City Board of Education all-city workshop in radio and television, and Kenneth G. Bartlett of Syracuse U. will participate in a symposium "Education by Television" to be conducted Dec. 1 as part of the first postwar convening of the National Education Assn. and its subsidiary, the New Jersey Visual Education Assn., in Atlantic City. Prof. Edward C. Cole, head of the Department of Education at New Jersey College of the City University, will serve as moderator of the symposium, which is being conducted by Tele- vision Broadcasters Assn., in conjunction with the New Jersey educational groups. Five students from Brooklyn Technical High School will demonstrate the use of video techniques in education during the session, under the supervision of Mr. Stashoff. Dr. Millard L. Lowery, superintendent of schools of Middlesex County, N. J., is arranging the session.

Liberty Conference

TWO members of the FCC—Commissioners Durr and Denny—and A. D. Willard Jr., NAB executive vice-president, will participate in a one-day conference Nov. 2 on "What's Ahead in American Civil Liberties?" to be held under auspices of the American Civil Liberties Union. Conference, taking place at Hotel Biltmore, will mark 50th anniversary of the Union. Freedom of the press is among problems to be discussed.

JAMES SAUTER, head of Air Feature Inc. and executive director of the United Theatrical war activities committee, and Charles R. Moskowitz, vice-president of Loew's Inc., are co-chairmen of the All Star Benefit Show of the American Civil Liberties Union to be presented Dec. 11 at Madison Square Garden, New York City.

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November 19, 1945 • Page 103
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

**GEORGE C. DAVIS**
Consulting Radio Engineer
Munsey Bldg. • District 8456
Washington, D. C.

There is no substitute for experience

**GLENN D. GILLET**
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

**JOHN J. KEEL**
Consulting Radio Engineers
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

**PARK AND BOND**
Consulting Radio Engineers
310 National Press Bldg.
Washington, D. C.

**WORTHINGTON C. LENT**
Consulting Engineers
INTERNATIONAL BLDG.
WASHINGTON, D. C.
1319 9 STREET N. W., DISTRICT 4127

**ANDREW CO.**
Consulting Radio Engineers
363 E. 78th St. CHICAGO 19
Triangle 4408

**McNEARY & WRATHALL**
Consulting Radio Engineers
National Press Bldg. • DI. 1205
Washington, D. C.

**JOHN BARRON**
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

**JOHN T. WILMOTT**
Consulting Radio Engineer
710 16th St. N.W. • NATIONAL 6477
Washington, D. C.

**LOHNE & CULVER**
Consulting Radio Engineers
Munsey Bldg. • District 8215
Washington 4, D. C.

**RAYMOND M. WILMOTT**
Consulting Radio Engineer
1469 Church St., N.W., Washington 5, D. C.
Decatur 1254

**FRED H. MCINTOSH**
Consulting Radio Engineers
710 16th St. N.W., D.C. 4477
Washington, D. C.

**HERBERT W. LISON**
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
1018 Vernord Ave., N.W., Washington 5, D.C.
NATIONAL 7161

**GOMER L. DAVIES**
Consulting Radio Engineer
P.O. Box 71
Westfield 9849
College Park, Md.

**DIXIE B. McKEE**
Consulting Radio Engineer
429 Russ Bldg.
San Francisco, California

**KEAR & KENNEDY**
Consulting Radio Engineers
Albee Building • Republic 6961
Washington, D. C.

**A. EARL CULLUM, JR.**
Consulting Radio Engineers
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

**ROBERT L. WEEKES**
Consulting Electrical Engineer
429 Russ Bldg.
San Francisco, California

**SAMPSON APPOINTED MANAGER OF WSAI**

ROBERT M. SAMPSON, for many years identified with radio stations in St. Louis, Dec. 1 becomes general manager of WSAI, Marshall Field station in Cincinnati.

Announcement was made Nov. 15, by Howard Lane, director of broadcasting for Field Enterprises Inc. Mr. Sampson previously worked for RSD and KMOX St. Louis and for 8 years was national sales manager and sales promotion manager of WKR. He was graduated in West Point in 1923 and has been a member of WSAI, after army service with tank destroyers and general staff with the rank of major.

Campbell Named KMOX Manager; Sutton Joins

WENDELL B. CAMPBELL, assistant general manager and commercial manager of KMOX St. Louis, has been named general manager, succeeding Frank B. Falknor who goes to Chicago as assistant to H. Leslie Atlas, CBS vice-president.

Succeeding to Mr. Campbell's position as commercial manager is Dave Sutton, formerly eastern sales representative for WBBM Chicago, recently discharged from the Marine Corps as captain.

**NEW RCA MODELS**

**NEW RCA MODELS**

RCA-VICTOR had its first showing of postwar radios last Wednesday when Bruno-New York Inc. New York distributors, displayed them at a meeting of franchise dealers in the Belmont Plaza Hotel with prices ranging from $19.95 to $200. The new models include four table type, one personal type, or automatic combination table unit and two automatic combination console radios. Dealers will receive samples of all models before Christmas and are expected to be in dealers' hands by March 31.

Screen Guild

STAFF MEMBERS agreeing to join, National Labor Relations Board has been asked to certify Screen Publicists Guild, Local 48 of AFL as bargaining agency for Hollywood publicists of America Broadcasting Co. Network, through attorney Don Tatum, agreed to recognize SPG if and when employees join the union. Petitioning press agents are asking for bargaining representation. It is understood that demands on the network will be made for higher wages, seniority rights and equitable distribution of work. SP will next organize publicity departments of NBC and Don Le Mutual, but with independent stations to follow. Several publicity offices of CBS KNX Hollywood to members of Screen Office Employees Guild.
Israel Proposes AM In Clear Channels

PROPOSAL that AM broadcasting be restricted to 17 cleared channel stations, with all other broadcasters assigned to FM channels in the very high frequency band of 88-108 mc, was advanced last week by Dorman D. Israel, vice-president in charge of engineering and production for Emerson Radio & Phonograph Corp.

Now, before there are any stations in operation in the new FM band, is the time to make the change, he said, and to set up "a broadcasting system that will give the most listeners the best service at the least cost."

In making his proposal, Mr. Israel stated that only about 20% of our present AM broadcast listeners have any idea what AM service is. From the public's point of view the ideal standard broadcast band condition would be 107 stations covering the k frequency of the entire band from 4 to 1600 kc each on its individual cleared channel.

"We should have only cleared channel stations in the broadcast band and must, furthermore, demand that, to justify a clear channel, each station must operate, not on high power but on super power. This may be of the order of tens of thousands of kilowatts. The location of each super-power station would be based on the public need dictates by population distribution. Receivers would make even more compact and inexpensive to the public that each room in every home could be furnished with one. The much heralded vest pocket radio would be carried by a hundred million of us. The broadcaster as well as the public would benefit immeasurably."

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FCC Notice on KHQ Sale Is Expected This Week

FCC plans this week to publish a public notice on proposed sale of KHQ Spokane by Louis Wasmcr to Spokane Chronicle Co., in conformity with the open-bid policy proposed in its Crosley-Avey decision. Washington for several years has started advertising the proposed sale in Spokane newspapers. [Broadcasting, Nov. 5].


BROADCASTING • Broadcast Advertising

STRICTLY SEAGOING is this crew from American Broadcasting Co., guests of William von Zehle, head of his own advertising agency in New York, aboard his schooner "Tondelayo" (seated, 1 to r): Jack Hamman, Humboldt J. Greig, Ted Herbert, Pete Jaeger, Bud Barry, Earl Mullin; (standing, 1 to r): Dickens Wright, Charles Palmer, John Donohue, I'or Kenway, Bob Kinnter, Mr. von Zehle, John Norton, Howard St. John, Slocum Chapin, Pete Schloss, Bob Saudek, Murray Grabhorn.

Mason Bill Would Exempt Cooperative News Gatherers From Anti-Trust Act

A BILL to exempt mutual news-gathering cooperatives, such as Associated Press, from provisions of the Sherman Anti-Trust Act was introduced last week in the House by Rep. Noah M. Mason (R-HI). His action followed the Supreme Court decision that present membership admission by-laws of the AP conflict with the Sherman Act.

"It must be clear to Congress now that a law intended to protect the people against monopoly has a result never intended when it is applied to a mutual news-gathering cooperative, such as the Associated Press," said Congressman Mason. He said he would press for passage, in view of the Supreme Court's findings. The measure (HR-4665) was referred to the Judiciary Committee.

Text of the Mason bill, intended as an amendment to the Sherman Act, follows: "Sec. 9. For purposes of this Act, the ordinary and usual operations and activities of mutual news-gathering cooperatives shall not be considered to be in restraint of, or to monopolize, any part of trade or commerce."

Hearing on FTC Charges In Radio Case Is Slated

HEARING on Federal Trade Commission charges that Nathaniel Goldberg, trading as Northeastern Radio Co., New York, and as Mid-West Service Co., New York, engaged in unfair and deceptive practices was slated to get under way in Cincinnati last Friday.

FTC accused respondent of making false and misleading claims that he operated a laboratory for radio research, that he operated a factory and manufactured radios whereas he only assembled the parts, that he was a radio engineer and employed radio engineers, and that his prices were "factory to you" prices. FTC claims he was formerly employed by Mid West Radio Corp., Cincinnati, and that when he opened his own business he circulated Mid West Radio's customers, leading them to believe they were dealing with that firm.

HOUGHTON IS MUZAK CHAIRMAN OF BOARD

HARRY E. HOUGHTON, who last June was appointed chief administrative officer of Associated-Muzak Interests, has been elected chairman of the Board of Associated-Muzak. Following his resignation as former FCC Chairman James Lawrence Flynn who announced his resignation in order to devote his entire time to his private practice.

Mr. Houghton, former vice-president of Brown Co., pulp and paper producer, was elected a director of the parent company and chairman of the three subsidiaries—Muzak Corp., Associated Music Publishers, Associated Program Service—when he joined the organization in June, at which time Mr. Flynn announced his decision of turning over the overall chairmanship over to him [Broadcasting, June 18].

Company has also announced the election of C. H. Pfenniger, sales manager of New York operation, and of Ethyl MacLean, business manager of Muzak in New York, as vice-presidents of Muzak Corp., and of Carl F. Bauer, in charge of advertising in the depart ment of Associated Music Publishers, and of Hugo Winter, assistant to the operating head of AMP, as AMP vice-president.

November 19, 1945 • Page 105
CIO TO TRY PEACEFUL ELECTRONICS SETTLEMENT

UNITED ELECTRICAL, Radio & Machine Workers of America (CIO) will exhaust all efforts to effect peaceful settlement of demands for $2-a-day increases for 260,000 members employed by General Electric, Westinghouse, General Electric's electrical division, and RCA, before resorting to strike action, James J. Matles, UE-CIO director of organization, said Friday in New York at a conference of 150 union delegates from 76 cities.

Union has rejected General Motors' proposal of 10% increase for employees, Mr. Matles said, stating that negotiations would continue there and with the other companies. UE has petitioned NLRB for a strike vote among 130,000 employees of GE and 100,000 in Westinghouse [BROADCASTING, Nov. 12] and plans similar action in RCA.

Meeting adopted a resolution calling for immediate Congressional investigation to find out why radios and other household electrical equipment are not now on sale, following a charge by Mr. Matles that electrical industry had held up production and distribution because it "hopes to take advantage of favorable tax conditions in 1946 and also hopes that price ceilings will be removed in 1946 and thus permit even greater profits to be realized at the public's expense."

NAM RECORDINGS READIED

WILLIAM S. RAINNEY, NAM radio director, returned to New York Friday after a 32-day plane trip around the country with communications, radio technicians, and portable recording equipment, with which on-the-spot recordings were made in over 50 manufacturing plants from coast to coast, covering all phases of industrial reconversion. As soon as material is correlated, recordings will be offered without cost to stations in 15-minute transcriptions entitled, It's Your Business.

NEW PACKAGE FIRM

NEW radio package firm, Featured Radio Programs, being organized as subsidiary to Air Features, New York, by Frank and Ann Hummert and Ed Fink, will supply stations with open-end transcribed programs.

Closed Circuit

(Continued from page 4)

Chief Broadcast Assistant Leonard Marks; Chief Engineer George P. Adair and Broadcast Assistant Chief John A. Willoughby; Chief Accountant William Norfleet, and representative of secretary's office or other divisions which may have special business.

FIRST government data on radio attitudes of rural listeners will probably be released this week by FCC as preliminary findings of survey being conducted for it by Dept. of Agriculture. Based on interviews with non-farm listeners in communities of less than 2,500 population, survey is designed to shed light on radio service available to rural areas—vital information required by the Commission for forthcoming clear channel hearings. Incidentally, study was an outgrowth of the Lighthouse group in Division of Program Surveys, Bureau of Agricultural Economics, which also was responsible for report on effects of strategic bombing in Europe.

LIST OF DELEGATES TO BERMUDA SUBMITTED

COINCIDENT with a Friday conference of executive officers and President Truman on British-American Telecommunications Conference opening Wednesday in Bermuda, it was learned State Dept. had submitted list of delegates to White House for formal approval.

Heading U. S. delegation as chairman will be Assistant Secretary of State Donald Russell, with Mr. Porter as vice-chairman. Deputy to chairman will be George Pierce Baker, director, Office of Transportation and Communications Policy, State Dept. Mr. Russell probably will return to Washington shortly after the Conference opens, leaving Mr. Porter as acting chairman.

Mr. Russell is a minority owner of WSPA Spartanburg, S. C., of which Walter Brown, special assistant to Secretary of State Byrnes, is part-owner and general manager on leave. He and Chairman Porter are understood to share similar views with reference to broadcast- ing and telecommunications.

Preparations will be made at Bermuda meeting for next International Communications Conference, likely to be held in 1946. It is more than likely, too, that International Conference will be conducted in Washington, or nearby.

Upon leaving White House, Chairman Porter said, he discussed with President U. S. objectives, which include encouragement of direct circuits between U. S. and British areas, reduced commercial and press rates and extension of American press of privileges of establishing own facilities at British points. President Truman expressed "earnest hope" objectives will be fully realized, he added.

Delegates awaiting formal White House approval as Broadcasting went to press are:

STATE DEPT.: Francis Colt de Wolf, chief, Telecommunications Division; Robert R. Burton, chief, Radio Information and Informational Services Section; WAR DEPT.: Maj. Gen. Frank E. Stoner, chief, Communications and Transportation Services Corps; Maj. H. M. McClelland, Communications Officer, Office of the Chief of Engineers; Lt. Col. J. H. Gossett, Jr., Public Relations, White, SC.

NAVY DEPT.: Rear Adm. Joseph H. Redman, director, Naval Communications; Capt. Charles Horn and Secretary, Henry Williams Jr., Office of the Chief, Naval Communications.

FCC: William J. Norfleet, chief accountant; John F. Bigsby, assistant chief, International Division; Common Carrier Division; Marion H. Woodward, assistant chief engineer and chief, International Division; Comdr. Paul D. Miles, chief, Frequency Allocation Section.

PRESS OFFICER: Lincoln White, executive assistant to Michael J. McDermott, special assistant to the Secretary of State in charge of public relations.

SECRETARY: Helen G. Kelly, divisional assistant, Telecommunications Division; Robert E. Read, divisional assistant, International Conference Division; assistant secretary, Norman L. Casauer, divisional assistant, Telecommunications.

RADIO ON CLIPPER

RADIO made its debut as entertainment for trans-oceanic air travelers Friday night on Pan American Clipper between New York and Madrid. It was included at suggestion of Joseph Selfeth, audience promotion manager of WJZ New York. Tests using WJZ signal in hookup with plane's movie sound track amplification system were so successful airline officials decided on fullscale trans-Atlantic test Friday. Pan American indicated WJZ would be used exclusively for initial flight test.

J. LEONARD REINSCHE, managing director of the Cox radio stations and radio adviser to the President, entered an Atlanta hospital last week for a minor operation. He will be away from his post two to four weeks.

MAJ. ROB FRENCH, former production manager of WHK Columbus, O., is new audience relations director of WAKR Akron, after more than three years in Army, assigned to Fifth Service Command Public Relations Office.

B. WALTER HUFFINGTON, former OWI regional radio director in Richmond, Va., appointed program director of WTMJ Charles-


LT. COMDR. GEORGE I. BUSFIELD, released from Navy after three years' service, rejoins BBDO New York as a vice-president.


FRANK BROWN resigns as director of publicity and promotion for Associated.

HENRI BUSIGNIE, former assistant di-
rector of laboratories of Federal Telephone & Radio Corp., appointed director. He is a leader in development of radio aids to aerial and marine navigation.

PAUL M. HOLLISTER, CBS vice-president in charge of advertising and sales promotion, speaks today (Nov. 18) before advertising and selling course of Advertising Club of New York on "The Place of Radio in Advertising."

S. C. STAMPLEMAN, chairman of board, Gillette Safety Razor Co., has notified board he will end association as officer and director next April.

GARTH MONTGOMERY, previously with BBDO as script and commercial writer, joins radio department of Geyer, Cornell & Newell, New York, in similar capacity. Hughes Wilson, out since Dec. 22 as 2d lieutenant and PRO, rejoins agency as copywriter.

MICHAEL SKLAR, on writing staff of WMA New York, and RICHARD MANOFF, special assistant to New York regional director of War Manpower Commission, are new writing team whose first collaboration, "Boom-
erang," will be broadcast as Inner Sanctum drama Nov. 20 on CBS.

J. NELSON STUART, formerly general man-
ger of Johnson & Johnson (Gas Mask Di-
vision), has been named general manager of Needham, Louis & Brorby, Chicago agency. He previously held advertising posts with CBS, Nash-Kelvinator and Delaware, Lackawanna & Western Coal Co.

HERBERT M. CLARK, year and a half with American (Blue) in European Theater, has been named chief South American Correspondent for Time Inc., with a roving assignment. Now in the U. S., Mr. Clark will leave for South America about the first of the year. He formerly strung for CBS in South America and before joining American was with the NY Herald-Tribune in South America and in Europe.

Sgt. MILLARD LAMPELL, radio and film writer, assigned by Army Air Forces to the Radio Section, War Finance Division.

BROADCASTING • Broadcast Advertising
This campaign
launched world's largest
"ALMA MATER"

Starting in 1891, International Correspondence Schools offered, through advertising, a new educational opportunity to all those whom circumstance prevented from enjoying the benefits of the world's finest educational system. This supplementary vocational training enabled hundreds of thousands to learn while they worked, to improve their earning capacity, and thus to raise their living standards. With increased knowledge and income has come increased wants, and a direct influence on the progress of all those industries making better things for better living.

In the DISTRIBUTION DECADE
Advertising Must Help Re-educate America!

TODAY, America's prosperity demands a re-education of our people on a scale never before endeavored. Much of the responsibility for the success of this undertaking will rest on the shoulders of advertising.

For the decade we are entering is the Distribution Decade. To maintain a "safe" level of employment, we as a Nation will have to consume 40% more industrial production than in any previous year. And since production itself will present no problems (there will be manpower, machinery, materials and money a-plenty!) the key to our entire economic future will be Distribution. We'll need a faster flow of goods to consumers—a more economical method of distributing the fruits of industry—a sounder education for buying!

In alert agencies all over America, advertising men are perfecting plans for the Distribution Decade. Nor are we idle. Here at The Nation's Station we are gathering much factual material that will help your clients speed distribution throughout the great 4-State Market that is WLW-land!
Last year the production of **CATHODE-RAY TUBES** by the Tube Division of RCA was approximately double that of the next-largest manufacturer.

Now RCA offers a Complete Line of Dry Batteries, Too.

*THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA.*

**BUY MORE VICTORY BONDS**