picture of a label never printed

IN THE HOMES of hundreds of thousands of listeners the letters WOR are the initials of an old and trusted friend.

Since its founding in 1922, WOR's unique personalities and intimate methods of programming have increasingly cultivated this confidence and warm friendship among the people who dial it into their homes.

This faith of thousands in the things that WOR says, is no less an asset to WOR's hundreds of sponsors than it is to the station itself. It is as tangible and valuable a mark of added approval as if each advertiser's message and product were to bear the label shown above.

It is such belief in WOR that helps sponsors not only to make sales, but to build added public goodwill for their companies and themselves.
MARKET NEWS means money to WLS listeners. From central Illinois, a listener writes, "We had a lot of hogs ready for market. We heard your broadcast early yesterday morning, took our hogs in right away and got top price of the season."

This is service that counts... all over Midwest America.

WLS broadcasts 56 different market reports each week in 44 regularly scheduled farm programs. From the market center of the nation, home of the world's largest stockyards, WLS presents such experts as Bill Morrissey, Dave Swanson and F. C. Bisson in reliable, on-the-spot market reports.

Most farm families in the WLS four-state area—69% to be exact—get their market news from WLS, according to a government survey.

This practical help to the farm family is only one of many services through which we fulfill our obligation to the farms and small towns of the Middlewest. Our deepest concern is to maintain this program of constructive service for farm people, that we shall continue to merit their confidence—a confidence that extends also to advertised products associated with our name.

MARKET REPORTS Each Week

WLS broadcasts daily reports on the livestock, poultry, hog, fruit, vegetable, butter, egg and grain markets, weekly reports on cheese and wool... also a daily summary of all markets.

A Clear Channel Station

CHICAGO 7

BURRIDGE D. BUTLER, President; GLENN SNYDER, Manager. 50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY
Affiliated in Management with KOF, Phoenix, and the ARIZONA NETWORK — KOF, Phoenix * KTUC, Tucson * KSUN, Bisbee-Lowell-Douglas
WHEN YOU HAVE INS, you don't have to stand pat on the news cards first dealt you...You can draw more cards...You can improve your hand...All the news is yours. Radio stations get exactly the same reports as newspapers—not just a skeletonized selection made by some editor in a distant city without knowledge of, or regard for, your local needs. With INS you can keep on drawing until your newscast becomes a royal flush.

INTERNATIONAL NEWS SERVICE
BROADCASTING... at deadline

Upcoming

Nov. 26-30: NAB Sales Managers Executive Committee, Roosevelt Hotel, N. Y.


Business Briefly


BORDEN PLUGS SHIFT • Series of 20, 30, and 40-second spots recorded as gag announcements in connection with switch of Borden Co. program County Fair from American to CBS, Dec. & spots are in addition to 4½-minute recording of excerpt from program, Agency, Kenyon & Eckhardt, New York.

ASSOCIATED LOAN

LOAN of $150,000 to $200,000 to Associated Broadcasting Co., newest wire network, with option of purchase control was negotiated late Friday by Leonard Versilis, Associated president, with Floyd Odium, industrialist and president of Atlas Corp., New York investment house.

The loan, it was learned by Broadcasting, is for about five months, during which time Mr. Odium and his associates will determine whether they want to acquire control, presumably for the amount of the loan. Mr. Versilis and certain of his associates, it was understood, would retain a minority—probably less than 25%—if Mr. Odium exercises his option. Associated began operation last September as a wire network and has sought financial backing for some time. Mr. Odium was a bidder for the Blue network several years ago.

45 FM Stations Granted Conditionally

ADDITIONAL grants for 45 new FM stations were announced late Friday by FCC. Additional 11 applications for FM stations in Boston were set for hearing. Commission action brought total number of FM grants to 174, representing estimated expenditure of $8,609,216. Still to be acted on are 522 FM applications.

Commission revealed it has pending total of 1,523 applications—674 for new AM stations and changes in facilities, 707 for FM stations, and 142 for television. Of total of 463 applications for new AM outlets, 240 have been set for consolidated hearings staggered over next four months.

Action on group of about 50 AM applications from communities without stations will be taken in next two weeks. Another 19 applications involving breakdown of clear channels will be deferred until clear-channels hearings, set to begin Jan. 14, have been held. Remaining 415 AM requests will be processed “with as much dispatch as public interest will permit,” Commission said, with expectation that “considerable number” can be granted without hearing.

Commission stated that because of excess of applications over channels assigned in 12 metropolitan areas, 80 applications for television stations will be designated for consolidated hearings when final rules and standards, soon to be issued, are promulgated. Remaining 52 TV applications will be processed “due diligence.”

Applications for FM stations in Boston designated for hearing are CBS; Yankee Network Inc.; Unity Broadcasting Corp. of Mass.;

(Continued on page 94)

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(Continued on page 94)
THE SMART SET WHO DINE AT ANTOINE'S

OR THE SMART HOUSEWIVES WHO SHOP AT THE CORNER GROCERY

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

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

Represented Nationally by The Katz Agency, Inc.
WHEN a city has the smallest population in a group of twelve and ranks fourth in the group in per capita income, we say that city "stacks up."

That's the story of Shreveport, 12th in size among America's twelve cities with populations between 115,000 and 125,000, and FOURTH in the group in per capita yearly income for 1944.

That's the reason men who know the nation's buying markets look toward Shreveport, capital of the Ark-La-Tex area—one of the nation's richest areas...completely covered by 50,000-watt KWKH.
Lest you accumulate any undue concern, you geometric on a superior public service record of aion period of years.

And for tripping such programs as “School of the Air” to Charlotte and surrounding cities.

City of Charlotte
North Carolina

October 5, 1945

Mr. E. M. Hartsell
Superintendent of Schools
Charlotte City Schools
Charlotte, N.C.

Dear Mr. Hartsell:

Mr. Hartsell, Superintendent of Schools, has brought to my attention your splendid cooperation in scheduling “The American School of the Air” to conform with our change of school hours. The idea of broadcasting this program at 4:30 P.M. by means to me an excellent one, and I feel sure you will serve a substantially larger audience of school children by doing so.

Let me congratulate you and your associates on a superior public service record of a long period of years, and for bringing such fine programs as “School of the Air” to Charlotte and surrounding cities.

Sincerely yours,

Mayor

[Signature]
to another

...but an awful lot happened in between!

It all began with a letter from Superintendent H. P. Harding of Charlotte's City Schools. The change to Eastern Standard Time led the school commissioners to start Charlotte's schoolday a half-hour earlier. So he wrote: "I believe it would be to the advantage of the school children who will be listening at home if your American School of the Air program were moved up to 4:30 P.M....(to) conform with the change in the school program." That was October 1.

WBT looked at its schedule, then at The Briarhoppers' rating in that half-hour spot...a runaway 70% share of audience*, Monday through Saturday. Frankly, it presented a tough problem.

But WBT had made a promise. When the Southeastern Broadcasting Company bought WBT in September, its pledge to Southern citizens was in the true WBT tradition: "WBT is and will remain—your station—dedicated to your home, your community, your family, your school and your church."

It could only be one way. We moved The Briarhoppers (with the approval of their equally civic-minded sponsor) to 3:30-4:00 P.M. — had American School of the Air transcribed from the CBS network lines each day and are rebroadcasting it from 4:30 to 5 P.M. the next afternoon.

It wasn't long before WBT received another letter. This time it came from Mayor H. H. Baxter of Charlotte, dated October 5. It said: "...splendid cooperation...Let me congratulate you on a superior public service record of a long period of years and for bringing such fine programs as School of the Air to Charlotte and surrounding cities."

Mayor Baxter's letter is representative of how people in the Carolinas regard WBT's services. They show their thanks with solid loyalty—even changing their listening habits when, for important reasons of public service, it becomes necessary to switch one of their favorite entertainment programs to a new time period. They know and appreciate that, at WBT, public service comes first.

*CBS Listener Diary (Spring, 1945)

The South's Pioneer Station

WBT

CHARLOTTE • 50,000 WATTS
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
My Impression of Europe

By COL. HARRY C. WILDER
President, WSYR Syracuse
(Eleventh of a series by members of the U. S. Mission to ETO)

IN ONE important respect, occupation of Germany at the end of World War II is far ahead of the occupation setup I knew as the military governor of a Rhineland district at the end of the First World War.

In 1918, we occupied Germany with virtually no carefully trained military government administrators. In 1918-1919 the military governor was the unit commander assigned to the area. He was judge, administrator and everything else and all these tasks were piled on his shoulders in addition to his normal command duties.

But in 1945, we are occupying in a more intelligent way, and with a highly trained cadre of officers, prepared and capable of doing the administrative work of the occupation efficiently. The unit command no longer has to take over

(Continued on page 18)

Sellers of Sales

TO NORMAN BOGGS, red-haired sales manager of WGN Chicago, one thing will always be true of radio. Radio is still in its infancy and doubtless always will be because of its unsuspected developments.

"Who can say that FM or technicolor television will be the last word in radio communications?" he says.

He entered radio in 1932 as salesman for WAAF Chicago, and has been with WGN since 1937. Before taking over in February as sales manager, he held a similar position with the station's New York office. He has a lot of questions written on his memo pad which he and a great many other radio executives would like to have answered. Among them, what will FM do to commercial billing? How will it affect time rates? Will there be a marked change in types of products sponsored? WGN has already taken steps to take full advantage of FM development when it comes, by filing applications for FM stations in Milwaukee, Port Wayne, Grand Rapids and Peoria, in addition to its Chicago FM station, WGNB.

Norman and his staff believe the selling end of radio will need to keep pace with the technical advances.

He was born Sept. 21, 1903, at Connorsville, Ind. He married Claire Henderson. In 1923, when he was an undergraduate of the U. of Illinois, he helped pay his way through school by pounding piano for a college dance band.

When the chance came to play in a band aboard a boat bound for the Orient, he jumped at and on it. The trip was exciting and not without adventure, but it cured him of his wanderer's itch.

When he got back, any job looked good and Norman became a space-seller for trade journals. Radio was wide open and his next job was with WAAF. He recalls with some amusement his first attempt to make a sale. A Chicago credit-clothier put him off for six months but finally agreed to buy a quarter-hour which sold for $35. Within six months he had increased his radio budget to $600 a week and his business boomed until he had to move to larger quarters.

After five years with WAAF, the last three as commercial manager, he joined the sales staff of WGN. Three years later he was appointed sales manager of the New York office, a post held until going to Chicago last February. In the 13 years Norman has been in radio he has found one thing to remain an inflexible rule for producing results—give the public what it wants, even if it costs you money.

Baskin Furs of Washington, D. C., was the advertiser... WWDC was the radio station.

It's an unusual story too.

You see, Baskin had bought spots in almost every time bracket. Then one day they decided to try the WWDC all-night show.

We didn't think it was a good spot for fur coats. But they did.

So did the listeners. Baskin got orders for 15 fur coats the first night.

We knew we sold goods on our all-night show... but that floored us.

It's just another proof that WWDC delivers... around the clock.

WWDC

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

Represented nationally by WEED & COMPANY
WWSW believes in balance

... A balance that favors public service more than any other 250-watt station in the country.

... Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

... WWSW is public service conscious because only by serving the public can a station be useful to its community.

Some WWSW Public Service Programs—

Junior Town Meeting
Let's Explore Music
OPA Round Table
Major League Baseball
Radio News Reel
Composer's Clinic
Football Games
Meet Your Neighbor
Foreign Policy Ass'n
National Achievement Club
Professional Hockey
Basketball, Golf
Something About a Soldier
Golden Hour
Deshon Hospital Diary
Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company
15 kinds of sponsors

...one kind of comment... on U.P.'s

ONE MAN'S DESTINY

Banks, dairies, optometrists—lumber and auto part and moving companies—newspapers, creameries, department stores—sheet metal contractors, haberdashers, furniture dealers—tire distributors, men's clothiers and electrical appliance houses sponsor the United Press radio feature, "One Man's Destiny".

And on the show these 15 kinds of sponsors make only one kind of comment. A song-title sums it up: "Good! Good! Good!" A few specific quotations appear above.

"One Man's Destiny" is a 15-minute transcribed dramatization of the careers of the men who are making the biggest news of today and tomorrow—the authentic, thrilling life stories of the living great. For public service presentation or sponsorship, it's a station standby. The U. P. bureau nearest to you has complete information ready.
it's simple as 1-2-3

Adelaide Hawley's sales success on WEAF has been as simple as that. In her first year she was terrific... in her second even better... and now, starting her third full year on WEAF, she offers alert sponsors one of the most potent sales voices in the world's greatest market.

Adelaide Hawley is known to millions—as a lecturer on the seven lively arts, as a speaker at important gatherings, as women's commentator for MGM's News of the Day. Adelaide Hawley has been going places for years... and wherever she goes she always finds something of interest to report.

Every Monday through Saturday at 9:30 A.M., Miss Hawley brings intimate word-pictures of trends and events to the tremendous WEAF audience. Her frequent air visits with the great, the near-great, and the little known give her program true timeliness and vitality.

Yes, sales results are simple when a personality like Adelaide Hawley combines forces with the voice of WEAF. And it will be simple for you to garner a rich segment of WEAF's 10-billion-dollar market when Adelaide Hawley sells your product to her intensely loyal audience.
On December 8, 1941—while the fires were still burning at Pearl Harbor—our own Ewie Blain marched into an Army recruiting office and enlisted as a buck private. Assigned to the Artillery, Ewie Blain rose fast and traveled far. He was with MacArthur all through New Guinea and the Philippine Campaigns—ended up the War on Honshu, wearing a Captain's double bars and commanding his own Battery. But now Ewie is on his Terminal Leave—on December I will rejoin F&P, in the New York Office.

Before the War, aside from two years in general business and seven years in a major radio station (WFBL), Ewie Blain was for three years a highly successful Account Executive at F&P. His return is something for which we have definitely "watched and prayed". Welcome home, Ewie, you old *#!!*—we can't wait to see you in your civilian clothes!
New FCC Allocation of TV Expands Service

More Stations Are Available; 28-Hour Schedule Set

By JACK LEVY
(TV Rules Report, page 52)

MORE TELEVISION stations for the nation's largest cities were provided by the FCC last week under a new allocation plan carrying out objectives of the Television Broadcasters Assn. proposal, but without requiring use of directional antennas.

Deciding policy on the most controversial of the rules to be adopted for sight-and-sound broadcasting, on which oral arguments were heard six weeks ago, the Commission:

1. Gave New York, Chicago and Los Angeles seven channels each, assigned 33 other cities additional channels, eliminated community stations from 24 cities but provided each with at least one metropolitan facility.

2. Set a minimum of 28 hours a week and of two hours in any one day for the operation of television stations, but said it would consider different requirements for different types of stations. Commission's original proposal for a 42-hour week has been opposed by CBS, Bamberger Broadcasting Co., and several other television operators as too high.

Multiple Ownership

3. Held generally to language of its proposed rule on multiple ownership restricting control of more than one station in some area by a single licensee and limiting networks or other groups from owning more than five stations. Both NBC and CBS had objected to this rule.

4. Made network regulations for standard networking applicable to television.

5. Adopted rule originally proposed to require television licensees to share use of their antenna sites where other sites are not available to prospective licensees.

6. Required that announcement must be made of the use of mechanical reproductions except where used for background or incidental effect.

7. Ruled that television stations must identify themselves to their audiences at least once an hour by either aural or visual means and by both aural and visual announce-

ments in signing on and off the air.

8. Deferred its decision on question of requiring that television channels be shared by two or more licensees or buffered to consider applications for voluntary sharing arrangements.

FCC allocation plan provides for a total of 405 television stations, 389 of which would use metropoli-

tan channels and the remainder community. The channels made available for the various cities, the Commission pointed out, will be re-

vised in accordance with the demand for stations.

Under new allocation schedule, New York gains three stations, Chicago two and Los Angeles one over the number designated in the

Commission's original proposal of Sept. 20 (BROADCASTING, Sept. 24, Oct. 8). Detroit, Boston, Cleveland and Indianapolis are each allotted five stations instead of four, while Los Angeles and Portland, Ore., are given five instead of four; Philadelphia, Chattanooga, Buffalo, Cincinnati, C-

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ANA Votes to Establish Radio Council

Separate Division Will Advise Members On Radio Matters

BY BRUCE ROBERTSON

To keep its members abreast of developments in radio, to study government regulations, network policies, union problems and the like, and to advise members of the Association of National Advertisers on their radio problems, the ANA at its 36th annual meeting held Nov. 18-20 at the Hotel Pennsylvania, New York, voted to establish an ANA Radio Council as a separate division within the framework of the association.

Paul E. Ellison, director of advertising and sales promotion of Sylvania Electric Products Inc., was elected chairman of the board of ANA, succeeding C. Carr, director of public relations of the Aluminum Co. of America. Thomas H. Young, director of advertising, H. S. Rubboly Co., and William N. Connelly, advertising manager of S. C. Johnson & Sons, were elected vice-chairmen.

Board Members

Board members elected are: Mr. Carr; D. B. Stetler, Standard Brands; H. W. Hitechee, Packard Motor Car; H. C. Johnson; J. F. Johnson & Johnson; A. H. Boylan, Drackett Co.; F. S. Ennis, America Fire Insurance Group. Paul B. Draper was elected first vice-president.

Radio council, which will operate under the guidance of the executive committee of ANA, will serve as an industry guide to problems heretofore handled individually by advertisers. It will be headed, the ANA stated, by "a competent radio specialist," who, according to Mr. Stetler, chairman of the ANA radio committee, has not been chosen but will be the best man the ANA can secure.

Proposal for the ANA radio council was made by Mr. Stetler Tuesday morning during the radio session of the convention, where the tax idea was unanimously approved. In addition to Mr. Stetler's discussion of radio affairs, the session included a report by Hugh Feltis, BMM president, on the progress of the bureau in preparing for its first national survey of station audiences and of the reports on its findings that the bureau will furnish to advertisers. A. W. Lehman, president, and George Allen, secretary and general manager of the Cooperative Analysis of Broadcasting, discussed recent developments in this cooperative service of measuring program audiences.

At a media session of the ANA meeting, held Monday afternoon, Marion Harper Jr., vice-president in charge of research, McCann-Erickson, discussed some of the specific ways in which radio research can help the advertiser spend his radio appropriation most efficiently. One of the responsibilities of radio research, he stated, is to isolate the factors contributing to a varying cost per reactions; another is to point the way toward eliminating the high mortality in new network programs, half of which do not last through the year and less than a third of which survive two years.

Describing the Lazarsfeld-Stanley program analyzer, which has been extensively used by McCann-Erickson to measure minute-by-minute audience reactions to what they hear, Mr. Harper said that by studying such an analysis of his program the program producer can learn not only what parts listeners liked or disliked, but the reasons for those reactions.

He suggested that the commercial writer should work in close cooperation with the program producer, since the audience reaction to the program item immediately preceding the commercial will have a definite effect on the acceptance of the commercial message. In this connection, Mr. Harper pointed out that regular listeners to a program tend to have a more favorable attitude toward its commercials than do infrequent listeners.

Most important of all radio research techniques, he declared, is the careful analysis of the selectivity of various types of programs. Frequently, he concluded, "it is not radio that fails, but the advertiser's use of radio."

More than a quarter of the American public think that the United States will follow Britain into socialism and nearly half think that the national government can do a better job of straightening out after the war than either business leaders or union leaders, according to a public opinion survey made in October in 123 cities and towns by the Psychological Corp. for the ANA. This survey comprising 5,000 personal interviews also showed that 39 per cent of the people interviewed think the government should set limits in price on wages and salaries and 51 per cent think that top retail prices should be set by the government in peace as well as in war.

More Prosperous

In spite of the abrupt end of the war and of many war industries, 83 per cent reported that they were as prosperous or more so than they were two years ago. Queried about postwar buying plans, only 8 per cent said that they were going to cash in their war bonds to buy things they wanted, with 45 per cent planning on paying out of current earnings and 32 out of cash in the bank. Optimism on postwar prospects was indicated by majority opinions that the next couple of years will see as many or more jobs, with wages the same or higher and taxes lower.

Report on the survey was given Monday morning by Mr. Ellison, who announced that the ANA has authorized a new specialized survey on advertising to determine the actual sales value accruing to products of an advertiser from a public service type of advertising campaign. This survey may also check on the intelligibility of such advertising, whether people generally understand what the advertising (Continued on page 77)

Statistical Service Will Be Extended

Bureau Plans Expansion To Aid in Reconversion

EXTENSION of statistical services to business is proposed by the U. S. Census Bureau to aid reconversion and postwar adjustment. It will combine the whole bureau program, according to Director J. C. Capt.

Much of the bureau's work was suspended during the war when major censuses and population counts were made in October. In the past these have not been enough to meet business needs because of rapid market and population changes. The new plan will provide both comprehensive censuses and coordinated current reports.

Market Study

Program will concentrate on manufacturing, distribution—including wholesale and retail and economic analysis of the size, location and conditions existing among producers, distributors and consumers in each of the major sectors of the business.

Most important proposal is to conduct a nationwide population census every five years instead of every decade. This will be supplement to special studies and reports to show year-to-year trends. In the distribution field the bureau plans a complete census covering all wholesale, retail and service establishments (including contract construction) for 1946. Data will show price and conditions and permit integration with manufacturer's census statistics. At present a business census is provided by law every 10 years, with the next one to be taken in 1950 to cover 1946. Data will be developed for more frequent counts, resulting in special censuses financed from emergency funds. These differed in scope and content, determining the size, location and conditions existing among producers, distributors and consumers in each of the major sectors of the business.

Further, the bureau proposes to gather monthly data on important (Continued on page 91)

"Hold up that flash about the building being on fire until we get a confirming bulletin!"

Drawn for Broadcasting by Sid Hickerson
Favorable Report From Committee Before Holidays Seen
By BILL BAILEY

A FAVORABLE report on a bill (HR-4737) by Rep. Clarence F. Lea (D-Cal), to make demands of broadcasters by James Caesar Petrillo, president of the American Federation of Musicians, a felony, is expected from the House Interstate & Foreign Commerce Committee before Congress adjourns in mid-December.

Outgrowth of hearings held last February on the Senate-passed Vandenberg Bill (S-63) and HR-1648, a companion measure introduced by Rep. George A. Dondero (D-Mich.), has resulted in Petrillo's bill on the Interlochen (Mich.) Music Camp broadcasts, the Lea Bill was introduced last Monday. At the same time Rep. Dondero introduced a second measure embodying identical language of a portion of HR-4737 to prevent interference with the broadcast of noncommercial educational or cultural programs.

The Lea Bill would make it a felony to (1) force a broadcaster to hire a greater number of employees than necessary; (2) compel broadcasters to pay "tribute" for use of transcriptions; (3) interfere with the broadcast of cultural or educational programs in which musicians donate their services.

Charging that demands of Petrillo's AFM are on the "moral level of racketeering and extortion," Rep. Lea, chairman of the House Committee, asserted: "This measure originates because of certain demands upon broadcasters made by Mr. James C. Petrillo as head of the American Federation of Musicians. Compliance with these demands for tribute without the performance of service has cost the broadcasters millions of dollars in the last few years." He declared a "self-respecting Government cannot afford to permit such practices to prevail."

Some Fees Unlawful

Standby fees where performing musicians donate their services in the interests of culture or education (such as the Interlochen, Mich. Music Camp or other school bands), would be unlawful under the measure. Penalty is a maximum prison sentence of two years or a $5,000 fine, or both. No violation of the "moral level" statute.

Rep. Lea enumerated several instances in which the AFM has made demands on broadcasters. One compels the broadcasters to pay financial tribute to the AFM for broadcasting transcriptions "where no service whatever is performed by members of that organization," he said. Another involved a local which announced it would not permit its members to "make programs of any kind, including transcriptions," except under such restrictions and conditions as the AFM executive board should deem "best calculated to end for all time the menacing threat of canned music competition!"

In another demand where stations were not permitted, "under penalty of boycott," to broadcast "musical, educational or cultural programs," except on payment to the AFM "an amount equal to the compensation which would have been paid had members of the organization performed the service, even though they performed no service whatever."

"These and like demands made by Petrillo in behalf of the Association of Musicians are not within the legitimate rights or police organization," said Rep. Lea. "Carrying as they do threats of reprisals if not complied with, they are on the moral level of racketeering and extortion.

Congressman Lea said an AFM demand is now pending to require that where a station simultaneously broadcasts musical programs through two outlets (AM and FM) it shall employ two sets of musicians. "In such cases," he added, "the extra set of musicians would presumably be able to sell their services to other broadcasters over the broadcasting station."

He said the first part of his proposed bill, introduced as an amendment to the Communications Act, would make it unlawful for the AFM or anybody else to deny networks or stations the privilege of duplicating AM programs on FM stations. Mr. Lea said that his proposed amendments, coupled with the "broad language" of the Communications Act, would cover the AF-M situation.

Several other labor bills are pending in both Houses of Congress, latest of which is a bill (HR-4884) introduced early this month by Rep. F. Edward Hebert (D.-La), making officers, agents or representatives of labor organizations subject to provisions of the restraint of trade section of the anti-trust laws. Labor organizations are exempt from prosecution under the present anti-trust laws.

Rep. A. S. (Mike) Monrooney (D.-Okla.), also has Pending a bill (HR-4961) which would make unlawful many of the demands of the AFM on broadcasters. Rep. Monrooney's bill covers overall labor organizations and would be applicable to all industry, including radio. The Hebert and Monrooney measures are in Judiciary Committee.

Rep. John L. Lea (D-Iowa) said the Lea Bill are not necessary, the author said, inasmuch as the Committee last February held extensive hearings on the Vandenberg and Dondero bills. Rep. Lea has been confering

Regulation of Commentators Sought in Wood Legislation

TIGHTER Government control over radio with Federal jurisdiction over news commentators is provided in a bill (HR-4775) introduced last week by Rep. John S. Exidet (D-Calif.) and referred to the House Committee on Un-American Activities, following recommendations of Ernie Adamson, Committee counsel [BROADCASTING, Nov. 19].

The Wood Bill, which was referred to the Interstate & Foreign Commerce Committee, would compel

(1) "Clearly separate and distinguish programs consisting of news items" from those involving the commentator's personal opinion or propaganda.

(2) Identify "by full and proper announcements" every person "broadcasting opinions and propaganda." Stations would be required to maintain "for public inspection" a statement setting forth the name, place of birth, nationality and political affiliation of its commentators. Mr. Adamson said some commentators assumed names and the public has a right to know their "true identities."

(3) File with the FCC a set of rules governing opinions broadcasted on radio.

(4) Maintain a legal agent in every state within a radius of 500 miles of the station against whom legal action can be brought in local court by anyone who feels he has been injured by a broadcast.

Rep. Clarence F. Lea (D-Calif.), chairman of the Interstate & Foreign Commerce Committee, said the public might well consider the bill until sometime after the holidays, because of other pressing business. He added that the Wood measure and several others pending on radio legislation probably would be taken up when the Committee considers overall radio legislation.

Rep. Ellis E. Patterson (D-Calif.) already has announced his intention of fighting the measure on the grounds that it violates the Constitution and would tend to curb free speech. Other Congressmen also have indicated they would oppose any measure to regulate news broadcasts.

BROADCASTING

November 26, 1945 • Page 1

Petrillo Extending Union AM-FM Band

Affiliated Unions Are Served Notice Through AFM Paper

EXTENSION of the AFM ban on dual AM-FM mutual broadcasts, applied several years ago to the networks, has been extended to individual stations operations. A notice to all locals, appearing on the front page of the November issue of International Musician, official union journal, reads:

Notices to Locals

All locals are forthwith advised that the American Federation of Musicians has not been able to consummate an agreement with the radio networks, namely, National Broadcasting Company, American Broadcasting Company, Columbia Broadcasting System and the Mutual Broadcasting System, covering the services of musicians for FM (frequency modulation) broadcasting.

Under the circumstances, the networks have been advised that they are not permitted to feed chain programs played by orchestras on AM stations (amplitude modulation or the present standard of broadcasting) to FM stations.

Therefore, the locals are further advised that the above order, which applies to the networks stations, is equally applicable to local broadcasting stations. This means that local musical programs, emanating from local stations, are not permitted to be duplicated

(Continued on page 87)
NAB Tells RFC Radio Can Help Sell Surplus

Agency Budget for Ads May Top $4,000,000

By J. FRANK BEATTY

The biggest storekeeper in history — Reconstruction Finance Corp. — is now selling goods and property at the rate of $33,000,000 a month and devising ways to advertise its merchandise as the successful sale of its properties goes on. At the most, the un-radio minded salesmen-extant, but the NAB has set out to show RFC how it can peddle the $2,600,000,000 in salable goods and property now on hand, plus the other $30,000,000,000 expected by next July, faster and more efficiently.

While RFC isn’t radio-minded, it is highly advertising conscious. To date it has spent almost $800,000 for advertising, cataloging and display in selling surplus property totaling $10,000,000. Of the $800,000, about $500,000 has been spent in newspapers and trade journals.

NAB knows that radio can move goods for the RFC. Frank E. Pellegrin, NAB's broadcast director, has started a campaign to convince RFC that radio can help move the 32 billion dollar inventory.

In the works for RFC is a budget of over $4,000,000 for advertising, cataloging and display. Of this about $200,000 is earmarked for electronics items (see separate story).

Bulk of this advertising will probably be placed through its advertising agency, Fuller & Smith & Ross, which maintains an office at RFC’s surplus property unit in Washington. Where extreme haste is necessary in advertising out of RFC field offices the placement may be direct, but such cases will be exceptional.

RFC has had three radio experiences to date. Of special interest is a type of program developed by its Omaha branch. Edward F. Mullen, of that office, has sent sample transcriptions to Washington headquarters. These are designed to stimulate new uses for surplus property. A small amount of time was bought by RFC’s Boston branch but the item hasn’t received official attention.

Results from Radio

What caught the eye of RFC’s advertising and publicity executives was the successful sale of all the construction materials on hand at the unoccupied Ordnance Works plant No. 2, Charlestown, Ind. Anxious to peddle it in a hurry, RFC new Gustav A. Schwarz, assistant director of Materials and Supplies, and J. C. Haidinger, chief of construction Materials Section, to Louisville.

They met with Army engineering and local RFC officials, cataloged the material, and went to work.

News releases were distributed to broadcasting stations and newspapers. According to RFC many stations carried broadcasts telling about plans for the sale and the material offered. Many inquiries were received as a result. But the massed advertising, placed through Fuller & Smith & Ross, was confined to large-size newspaper copy in 31 cities within 500 miles of Charlestown.

That’s the story of RFC’s radio life but NAB has a plan to show it the way to a new manner of living.

At present RFC is inexperienced in its tremendous storekeeping function. Basically a financing agency for Uncle Sam, RFC admits it is green but points out that it is learning rapidly.

Unfortunately RFC has to work so fast that it hasn’t time to sit down and map out a coordinated advertising program. One of its main goals is to sell enough capital and producers goods before another eight months passes to give the whole reconfiguration effort a shot in the arm — and a good one, too.

That’s why RFC hasn’t been able to take the long-range view. It knows the billions of stuff in the warehouses and soon to come in deluges must not be peddled so fast and so cheap that normal trade channels are upset. Further, it knows that when the market becomes saturated with a commodity, private industry suffers and then the Government is seeking itself on the chin because business drops and tax receipts reflect the situation.

Right now it’s a seller’s market. Heavy demands have piled up for many of the items RFC sells or plans to sell. So RFC is using catalogings and direct mailings.

Only One Transmitter Listed
In U.S. War Electronic Surplus

ELECTRONIC and communication equipment that cost Uncle Sam $100 million dollars has been acquired by the Reconstruction Finance Corp. for sale as war surplus. Little hope is held, however, for transmitters — AM or FM — or other items that broadcasters need at the moment.

One exception is a 50 kw RCA 50E standard broadcast transmitter, soon to be offered for sale by the Richmond branch office of RFC. This transmitter was bought new by OWI during the war and assigned to Office of Strategic Services, which recently declared it surplus. It was to have been used in South America.

While the transmitter has never been used it has suffered slightly from the rigors of wartime shipping. Some official agency raided the packing cases for speech input equipment but nothing critical has been taken. Two insulators were damaged in handling and some routine servicing may be necessary.

Original cost is understood to have been $135,000, with present declared cost placed at $102,000. RFC will sell it direct instead of through one of its 200-plus sales agencies — private manufacturers who handle, warehouse, inspect and sell electronic surplus for RFC on a 10% commission basis.

RFC almost had another broadcast transmitter — the 50 kw Western Electric transmitter acquired from KSL Salt Lake City by a group headed by Ed Craney, of Z-Bar Network, and later taken over by Office of War Information. It was hopped-up to 130 kw by OWI and installed on the freighter Triton Maria as a war propaganda transmitter [Broadcasting, Nov. 6].

OWI has no further use for the ship, now parked in San Francisco Bay, and the big transmitter, along with a 1 kw output and miscellaneous equipment, were offered to RFC as surplus. RFC isn’t interested because there is a cloud on (Continued on page 81)
Deep water stuff

There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of brands—and now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost-per-dollar-spent . . .

And if you'd like to do that job in the country's 6th largest city . . .

And you plan to use radio . . .

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H delivers the most listeners-per-dollar-spent in this big five-station town.

Glad to show you the facts.

W I T H
BALTIMORE, MD.

Tom Tinsley, President  Represented Nationally by Headley-Reed

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Cannon Demands Government Ownership

Congressmen Show Great Interest In Radio Profit

GOVERNMENT OWNERSHIP of radio was demanded by Rep. Clarence Cannon (D-Mo.), chairman of the House Appropriations Committee. At hearings on the 1946 fiscal year deficiency appropriations, it was to be disclosed today when the Committee reports out the deficiency bill.

Cross-examining FCC Chairman Paul A. Porter on Oct. 22, Rep. Cannon praised the British system of Government ownership, derided the American system and advocated that FM channels be retained by the U. S. and operated in a manner similar to the British Broadcasting Corp.

Chairman Cannon contended that under the American system private industry generally feels that it is a "gracious gift" worth millions of dollars and that the Federal Government gets nothing. Mr. Porter reminded him that radio pays heavy corporate and excess profits taxes as well as individual taxes.

"Why take taxes when we can take it all?" demanded the Missourian. Chairman Porter told the Committee that radio was an "enormously profitable industry," that its profits were 200% of depreciated plant value.

"It's a great natural resource and if it were oil in the ground, or coal or uranium, or anything of that sort, and we were to transfer it to some private company, the Government would get payment for value received," insisted the Congressman who hails from President Truman's home state. "But here we transfer to the taxpayers, who have nothing but a little machinery, a very valuable right, and they suddenly become multimillionaires because the United States Government has transferred to them gratis a channel on the air which belongs to the American people."

"Do you not think that this frequency modulation gives the United States Government an opportunity to take over the channel?" he demanded. Rep. Cannon told about visiting BBC, how the English Government receives 20 million pounds a year, or 20 million dollars (he couldn't remember which) a year from the radio industry, while "our Government receives nothing."

"Why isn't our Government as well treated by the radio industry as the British Government?" demanded the Congressman. Mr. Porter explained that the American industry had several years of development on an entirely different basis than that of Britain, that the listening habits of Americans differ from those of the British.

But Rep. Cannon replied: "Their system is that the Government gets the money and our system is that the private firms come in and are given a monopoly as a free and gracious gift and get the money."

"Furthermore," he continued, "these private systems come in and litter the air with continual advertising, commercials, plug-uglies as some of the newspapers call them. You cannot turn on your radio at any time without hearing about somebody's beer or pills."

Rep. Raabut interposed, "And you are forgetting soap."

"And vitamins," chimed in Mr. Porter: "And vitamins."

As for Federal ownership, he said: "Why not keep them and let the Government have the revenue instead of these private firms who are in the business to make money out of it? Incidentally, I'll relieve the American people of this constant din in our ears, people who are selling something over the air? Many parents do not want their children continually importuned to patronize many of the vendors who cry their wares over the radio. There is the greatest contrast when you turn on England and you get a program without interference from somebody trying to sell you something."

Rep. Witnesses challenged Chairman Cannon, demanding: "What do you get when you turn that program on?" He defended the American system, said that advertisers make possible the "wonderful talent we get on our radio here." Mr. (Continued on page 80)

Labor Unions Request 16 FM Stations

By RUFUS CRATER

LABOR Unions have applied to FCC for at least 16 FM stations and are prepared to spend upwards of $1,000,000 to set them up and thousands more to get them financially on their own.

This was revealed last week in a study of FCC files. Some other unions, including locals, are stockholders in other organizations seeking FM outlets.

International Ladies Garment Workers Union (AFL) is applying, as Unity Broadcasting Corp., seeks stations in New York, Philadelphia, Boston, and Chattanooga [BROADCASTING, Oct. 15].

International Union United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO) has applied for stations in Los Angeles, Chicago, Flint, Detroit, Chicago and Newark [BROADCASTING, Dec. 4, 1944].

Amalgamated Clothing Workers of America (CIO) is seeking stations in New York, Rochester, Chicago, and Philadelphia. The latter two applications were not actually on file; probably, according to FCC officials, because they are incomplete in some detail.

National Maritime Union (CIO), in the name of NMU Broadcasting Co., Inc., has applied for a New York station.

Chicago Federation of Labor, which has operated WCFL Chicago since 1926, is applying for an FM outlet in Chicago.

In addition, United Electrical, Radio and Machine Workers of America District 4 and various locals of International Union of Electrical Workers have applied to the stockholders of Peoples Radio Foundation Inc., which has applied for a New York station.

All these applicants, except Chicago Federation of Labor, plan to sell time, the percentages ranging from 40 to 55%. ILGW spokesmen said their stations would sell time enough to make themselves sustaining and estimated this would be less than 50%. Chicago Federation said in its application that it would have no commercial programs at the start.

All the applications are for metropolitan stations.

Most of the applicants are affiliated with CIO, which through the CIO Political Action Committee has been particularly vocal in urging labor groups to take advantage of opportunities in radio. CIO-PAC has issued a Radio Handbook to explain to labor its rights to radio time, how best to use it, and "how to assure that the radio is used as intended, namely, to serve the best interests of the people."

Labor's proposed station, operating with a maximum of 10 kw, would be on the air at least four hours daily and four at night, with 55% commercial and 45% sustaining. Schedule would include information of special interest to merchant seamen; experimental programs to entertain and educate children; programs to educate labor groups on responsibilities and duties of citizenship and to inform the community of labor's cultural, social and patriotic activities, and to aid public institutions.

Cost Estimated at $31,000

NMU estimated total cost of installing the station would approximate $31,000 and monthly operating costs would be $2,500. Monthly revenue was not estimated.

Amalgamated Clothing Workers' applications estimated the total cost of installing a New York station would be $35,500 and of the Rochester outlet $61,300. New York station was expected to cost $4,500 monthly operation; Rochester, $3,500. Income was not estimated.

Programming in both cases would be between 40% commercial to 60% sustaining, with "well-rounded" programs including entertain- ment, educational, social, and news. The applications said "outstanding public service programs" would be transcribed for inter-
POWER TO PERSUADE

1. Within the 26-county Oklahoma City market more men, women and children read The Oklahoman and Times than read any other newspapers.

2. No farm paper, state, sectional or national goes into as many farm homes in the Oklahoma-North Texas area as The Farmer-Stockman.

3. Survey after survey, made by impartial and recognized authorities prove the right to WKY's use of the slogan, "The station most Oklahomans listen to most."

4. Agencies in 109 Oklahoma cities and towns make Mistletoe Express Service the state's most powerful factor in keeping dealers' stock fresh the state over.

MISTLETOE EXPRESS

When action is required and demanded, in the city . . . on the farm . . . over the air . . . in the dealer's stockroom, The Oklahoma Publishing Company has a specialized way of getting results. Through the state's greatest newspapers, the area's most-listened-to radio station, the Southwest's favorite farm paper and the most unique statewide express service in America merchandisers have found a single-handed way to do a four-fold job.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOE, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY
Returning

VA Radio Director Says
Broadcasters Can
Guide Veterans

By JOSEPH L. BRECHNER
Director, Radio Service
Veterans Administration

DURING each day of broad-casting, over 55,000 servicemen and
women leave separation centers returning to civilian life. Usually,
before the night is over, and certainly within a day or two, the
veteran is pulling his "civilian" clothes from closets and airing years of
experience in camp on his way home. His room is a festive place: the radio's
alive with his favorite programs. Visitors drop in frequently to wel-
come back the returnee. There are parties, home-cooked food and,
even more delicious, sleep.

Then, in a quiet moment, he

opens that brown envelope he car-
rried back with him from service.
He sees his discharge certificate and the various forms and papers
that testify to his separation from
the service and he wonders,
"What's next?" "You're free!" replies an inner voice. "Oh yeah!"
comes the prompt reaction. "What
about all those things they told me
about just before I left? Let's see,
what was I supposed to do about
my insurance? My education? My
pension? etc., etc."

He remembers he was given
counsel on all these matters. There
was a handy pamphlet—"Where is
that damn thing?" Some things he
was supposed to do are clear in
his mind, others are confused.
Having passed through a separa-
tion center recently, I can testify
that the counselling service is ex-
cellent. But there's too much to
learn in too brief a time. There
was the whispered advice, "Don't
complain—don't ask questions—or
they'll hold you longer." At that

Meet
Bud LYNCH!
our
SPECIAL EVENTS
DIRECTOR

- Formerly a member of our staff, Bud enlisted
  in the Canadian Army, rose to the rank of Captain
  and was a casualty in the Normandy Invasion,
  ETC. After his recovery he filled major radio
  assignments for the Army until his honorable dis-
  charge two months ago. Capt. Lynch will direct
  all CKLW special broadcasts in the interest of
  on-the-spot special events, public service and wel-
  fare, and wherever this station can be an instru-
  ment of good for the community.

In The Detroit Area, it's

5,000 Watts
at 800 kc.
day and night

CKLW

J. E. CAMPEAU, Managing Director
ADAM J. YOUNG, Jr., INC., Nat'I Representative

GIs Need Radio's Aid

RADIO'S "next big job", says
JOSEPH L. BRECHNER, director
of Radio Service, Veterans Admin-
istration, is to help guide veterans
in their return to civilian life. In
this article he makes suggestions
for accomplishment of this task.
During the war Mr. Brechner, for-
merly a free-lance writer and at
one time with Harwood Martin
in the Radio Branch, War Dept.,
AAF. When discharged, he was at
the Office of Radio Production,
Headquarters, AAF, during which
time he supervised eight AAF net-
work shows and was foreign editor
of "Your AAF".

NOTE AGENCIES and
ADVERTISERS: Long noted
for our ability to impress people
through constructive program-
ing, Capt. Lynch's appointment
is further evidence of our desire
to keep ahead of the trend in
this, America's Third Market.

MR. BRECHNER
stage of the game a serviceman's
only interest is to get out. As a
result of his impatience and mis-
conception, he misses much help-
ful advice and must start over
again. Now he has a thousand
questions and he needs a friendly
voice to answer them.

And that's radio's next big job.
Congress has directed the Vet-
"era Administration to inform
every veteran fully of his or her
rights and benefits under the GI
Bill of Rights (Public Law No.
346) and other laws affecting vet-
"erans. This involves more than 15
million veterans and their families.
To accomplish this mission, an ade-
quate public relations organization
is now being established in the
Veterans Administration. It will
distribute information through
radio, television, newspapers, mag-
zines, and advertising. It is

VA Radio Unit
To assist broadcasters, a radio
service has been established in the
Central Office of Veterans Admin-
istration in Washington. Experi-
ced radio personnel will also be
available to the stations and their
local offices.

The VA's radio unit will service
network broadcasters and writers
with complete background infor-
mation for use in preparing their
programs. Fact sheets, prepared
scripts and transcriptions will be
made available to local stations.
VA spokesmen will be made avail-
able for broadcasts. Touring pro-
grams will be invited to entertain
at VA hospitals.

The Veterans Administration al-
ready is co-operating with Colu-
mbia Broadcasting System in de-
veloping a new veterans network
radio series scheduled to be aired
this winter. Meanwhile, top VA
officials already have appeared on
both network and local broadcasts.
A straight-from-the-shoulder series
is being developed for broadcast
over the Armed Forces Radio Ser-
vice for the benefit of men still in
the service.

Throughout the country, many
radio stations have developed spe-
cial veterans' broadcasts, seeking
to answer the many questions in
(Continued on page 74)
HOOPER

The Test
That Tells
The Tale

Ask your Katz Man about the Des Moines JULY-AUGUST Hooper Ratings. They tell a tale of

... aggressive station management, plus ...

GOOD PROGRAMMING PROMOTED RIGHT.

REPRESENTED BY

THE

KATZ AGENCY

500 Fifth Avenue
New York City
557 North Michigan Avenue
Chicago

2270 North Spring
San Francisco

550 West 6th Street
Los Angeles

Broadcasting • Telecasting

November 26, 1945 • Page 23
When you gun the same field year after year ... the gunning must be good!

And when scores of smart advertisers use the same Station to sell their merchandise year after year—as scores of WIP advertisers do—the "bag" of profit must be good!

Yes, there are a few availabilities, but they're being "winged" quickly. Better "set your sights" now!

FIRST BRAILLE radio logs from WSAM are presented to Sam Chelenets (1) by Bob Phillips, WSAM manager.

WSAM's SPECIAL SERVICE TO BLIND
Station Undertakes Printing of Program Logs
-In Braille; State Institutions Aid-

A REAL PUBLIC service has been started by WSAM Saginaw, Mich., in printing Braille program logs for the blind.

The idea was born when Bob Phillips, WSAM manager, drove to the Saginaw branch of the Michigan Employment Institute for the Blind to deliver some Victory Bonds the institute had purchased through the station.

He happened to ask Sam Chelenets, purchaser of the bonds and sightless supervisor of the rug-weaving department, how he was able to tell what programs were scheduled. "I have a boy come in and read them to me from the paper once a day," Mr. Chelenets explained.

Immediately Mr. Phillips contacted Dr. Edward L. Collins, blind superintendent of the institute, and suggested the use of Braille presses at the institute for making radio logs.

Dr. Collins enthusiastically approved, and by Nov. 9 the first log appeared, in time to celebrate the 25th anniversary of the radio industry.

"To WSAM's knowledge," Mr. Phillips says, "this Braille edition of their radio program schedules is the first to be printed. Copies will be distributed in cooperation with the Michigan State Institute for the Blind, under the direction of Miss Stella Mackie to all blind men, women and children in the WSAM-serviced area."

Any station wishing information on the service is invited to write Mr. Phillips.

United Nations Program Planning on Workshops

NEXT THREE sessions of the American Association for the United Nations' workshops will deal with the do's and don'ts of radio as aids to chairmen planning programs in the interest of the United Nations. Begun early in October, workshops are held each Tuesday afternoon from 3 to 5 p.m. at 40 E. 85th St., New York.

Dorothy Lewis, co-ordinator of Listener Activity, NAB, and Mrs. Frances Wilder, CBS consultant on day-time programs, discussed "How to Utilize Existing Radio Programs" at the Nov. 20 session. Techniques for setting up new broadcasts will be explained Nov. 27 by Grace Johnson, director of Women's and Children's programs for American. Dec. 4, Charles S. Monroe, staff editor of the program writing department of CBS, will speak on "Writing a Radio Script".

Would Enter Radio

RADIO and electrical appliance businesses top requests to Dept. of Commerce by veterans and others who seek information on how to establish businesses of their own. Many personal interviews have been granted by the department's Washington and field offices, supplementing prepared material. Other types of business command interest are restaurants, filling stations, grocery stores, dry cleaning, building contracting and foreign trade. The department has prepared an outline for a course in small business management which has been supplied college business schools and economics departments.
During the past ten years KLZ has succeeded in developing a distinctive local flavor to its newscasts, a flavor which is especially pleasing and recognizable by listeners in the Denver region.

KLZ gets this flavor by maintaining a staff of four full-time news editors and a string of 23 state correspondents in the Colorado towns shown at the left. Now that the news interest of listeners has shifted from foreign battlefronts to political and economic developments in their own communities, KLZ is prepared to satisfy this interest while, at the same time, giving them unequaled national and world coverage through both the AP radio and INS newspaper wires.

KLZ has tailored its service to fit the Denver region in so many ways that KLZ today would fit no other market; and, likewise, no other station fits the needs of this region so well as does KLZ. Advertisers have recognized this fact to such an extent that more of them, local and national, buy more time on KLZ than on any other Denver station.
How Advertising Helped Stabilize Employment

After Procter & Gamble began its uninterrupted advertising of Ivory Soap in 1882, it became apparent consistent advertising produces consistent sales. This knowledge, later applied to the Company's other advertised brands, brought about a revision in marketing policies, and was followed in 1923 by a Guaranteed Employment Plan. Procter & Gamble's regular hourly-wage employees are guaranteed a minimum of 48 weeks' employment per year. Ivory Soap offers one of the first and most notable examples of the stabilizing influence of advertising on our social order.

In the DISTRIBUTION DECADE advertising must again be a stabilizing force!

Now comes the Distribution Decade. And with this era will come responsibilities aplenty . . . and new opportunities for Advertising.

There is ample manpower, money, materials and production facilities to produce goods. There is purchasing power to consume them. But on Advertising will rest a large measure of the burden of quickening the flow of merchandise between producer and consumer, if we are to avoid widespread and disastrous unemployment.

Doing a straight "selling" job will not be enough. Advertising must not only create demands, but it must also help stabilize our economy by regulating these demands to meet our national production potentials.

Agency men with an eye to the future are perfecting plans for the Distribution Decade—now. So are we here at the Nation's Station. When you are ready, we will have much of interest to tell you of the great 4-State market that is WLW-land.

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION
**NAB MUSIC COMMITTEE NAMED BY JUSTIN MILLER**


**FOUR COMMENTATORS NAMED FOR FURTHER PROBE**

SPECIFIC CHARGES against four radio commentators whose scripts were among those of seven commentators examined by House Committee on un-American Activities, will be made in a report to House shortly, Ernie Adamson, Committee counsel, disclosed Friday. Report will tell to U.S. Attorney that these commentators are worthy of further investigation," said Mr. Adamson. "And it will contain specific charges against them." He refused to name them. Committees in October requested scripts of Cecil Brown, Mutual; Johannes Steel and Sidney Walton, WINX New York; William S. Gallmor, WJZ New York; Raymond Swing, American; J. Raymond Walsh, WMCA New York; and M. J. Storey, WVOV New York. [BROADCASTING, Oct. 15].

**CCOR TELEVISION IN YEAR**

WITHIN 12 months color television in the higher frequencies (above 400 mc) should be so far advanced that lower frequency telecast will be outmoded, Paul W. Kesten, CBS executive vice-president, declared late Friday. He said the network is closely watching C.C.O.R.C.'s efforts to make "best possible use of the few television frequencies in the lower spectrum" can be "nothing more than a stopgap." Only in higher frequencies are there sufficient channels for nationwide service, said Kesten statement, which concluded: "Despite any interim action, the die is cast—hundreds of television color transmitters and millions of television sets should soon be stamped from it."

**At Deadline...**

**FCC APPROVES SALE OF KID FOR $108,000**

TRANSFER of KID Idaho Falls, Idaho, Radio Corp. for $108,000 was approved Friday by FCC. Announcing decision on application for assignment, Commission said it was satisfied new owners possess qualifications to operate station in public interest. After four years of tangible station property totaled $58,070, according to decision, and estimated replacement cost is $75,000. Purchase price is slightly higher than amount paid by Kid Broadcasting Co. (assignor) for station in 1944 from Jack W. Duckworth Jr.

Approximately 71% of authorized stock of $150,000 of purchasing corporation is subscribed by Idaho Falls residents, largest local stockholders being David Smith, president, with 30%; Dr. J. Williams, superintendent, resident, 18%. Remaining 29% will be held by Radio Service Corp. of Utah, licensee of KSL Salt Lake City, and four individuals closely connected with KSL interests.

**WEST VIRGINIA GOVERNOR IS APPLICANT STOCKHOLDER**

GOV. CLARENCE W. MEADOWS of West Virginia, 30% owner of Capital Broadcasting Co., applicant for new station on 1240 kc 250 w in Charleston, under amended application filed Friday with FCC by Spearman & Roberson, Washington counsel. He would own 30%.

Two other applications are on file for same facilities, one by James H. McKee, other by Chemical City Broadcasting Co. Three applications have been designated for consolidated hearing [C-BROADCASTING, Oct. 22]. Gov. Meadows, who took office last January, was West Virginia attorney general for five years and previously was judge of Circuit Court.

**People**

**LT. COMDR. JOHN HURLEY, USNR, out of Navy after four years, back at WRC Washington as Production Man.**

**LT. COL. SAMUEL ROSENBAUM, former president of WIPIL Philadelphia, who headed Radio Luxembourg during the entire time of operation by American forces, returned to this country last week and is on terminal leave.**

**LT. COL. DOUGLAS W. MESSERVEY, just returned from more than two years of service overseas, and Mrs. Elaine Ewing, of J. Walter Thompson Co., of Washington, were to be married in Walter Reed Chapel, Washington, on Nov. 24. Col. Ed Kirby was to be best man and Mrs. James Doolittle matron of honor.**

**COL ELROY McCaw, owner of KELA Centralia, Wash., has been discharged from AUS on active duty, returns to staff in charge of special assignments. CAPT. WINTHROP (Bud) SHERMAN, former KMOX St. Louis announcer, joins WOL after Army discharge.**

**FM GRANTS (Continued from page 4)**


Following are the grants listed by city, name of applicant, type of station and interest in standard station in that order. Types of station are indicated by initials M for metropolitan, W for for. WFR for for) for potentially Rural, and C for Community.

**CALIFORNIA**


**ILLINOIS**

Harrisburg, Harrisburg BCstg., Co., M, WBEQ.

**INDIANA**

Columbus, Syndicate Broadcasting Inc., M, INVESTMENT.

**MONTANA**

Butte, Montana Broadcasting Co., Inc., W, WBSK.

**WASHINGTON**

Seattle, Minnesota Broadcasting, Inc., M, WBEQ.

**WISCONSIN**

Morgan, Morgan Broadcasting Co., M, WBEQ.

**WYOMING**

Cody, Chicago Broadcasting Co., M, WBSK.

**WEST VIRGINIA**


**BY WIRE**

Green Bay, Green Bay Newspaper Co., M, Waubau, Record Herald Co., M.

WCPW TO BUILD

INVESTMENT of more than a half-million dollars for new studios, offices and transmitter for WCPW is announced by Cowles brothers, owners. New studios and offices will occupy 24,000 square feet on ground floor of New England Mutual Insurance Bldg. and transmitter will be located at Lexington, Mass., seven miles north of Boston. Since Cowles brothers bought WCPW last year station staff has been quadrupled. Affiliation with Virginia became official last week. Plans contemplate application for power increase in near future. WCPW operates on 1150 kc, 500 w.

**STROMBERG-CARLSON BUILDING CONSTRUCTION work on the $750,000 radio station for the city of Chicago, N. Y., was started last week by Stromberg-Carlson Co., broadcasting center, which will house company's two stations WHAM and WIFM, should be ready late in 1946, William Fay, vice-president in charge of broadcasting, stated. Project will comprise six large studios, five control rooms and auditorium seating 400 plus offices.
TV (Continued from page 15) respect to television operating schedules was a compromise between its original demand that offered by Paul W. Kesten, CBS executive vice-president, at oral arguments on the rules last month. Mr. Kesten, whose proposal was given considerable support by independent broadcasters, had declared that the plan to require six daily hours of television programming amounted to a notice to prospect broadcast ownership of sites in out of television unless they had millions of dollars to carry it. He therefore "advocated that only one hour of telecasting per day be required unless ownership of seven key stations. TBA thought the 42-hour minimum might be required after a year's operation. Neither NBC nor American objected to the 42-hour proposal.

Opposition Voiced Opposition to the rule on multiple ownership had been voiced at the hearings on the rule that would interfere with television development. NBC objected to any fixed limit on the number of stations licensed to one owner, pointing to NBC's own interest in having a viable chain of stations.

The application of chain broadcasting rules to television also was opposed by NBC as a step which "might handicap the new industry. TBA thought the rules applicable to a number of stations licensed to one owner, pointing to NBC's own interest in having a viable chain of stations.

The rule requiring use of common channels was generally favored, TBA foreseeing some local problems and NBC expressing satisfaction providing the requirement does not apply to all stations.

The Commission had not previously formulated rules governing announcement of mechanical relocations, station identification in the network, or other nuances of channels but had invited comment on these rules. Several industry spokesmen opposed any requirement to "label" use of voice in television. The rule concerning identification was given at least hourly, and available on request, and visual announcements be suggested was supported at the hearings. Sentinel toward channel-sharing was marked, with some of the larger broadcasters opposing it and the smaller ones favoring it.

Commission's action on the allocations was greeted by J. R. Poppele, TBA president, as having "awakened the door for the expansion of a television service across the nation." Expressing the view that the association was able to assist the FCC in reducing "this all-important decision," he pointed out that the assignments for the first 140 market areas are within FCC filing limits of the requirement.

"Television is ready for the American public," said Mr. Poppele. "Scores of manufacturers are expected to begin the construction of television receivers early next year, in all screen sizes and in prices ranging from $100 upwards. The employment potential in this new industry will be immense and many other American citizens trained in electronic methods and radar will find in television a made-to-order field for their talents.

New television stations are expected to air in late 1946 with a considerably larger number of stations entering the field during 1947 and 1948. It is to be hoped that by 1950 network television on a national basis may have been achieved. Certainly within a few months network television will be in regular operation between Washington, Philadelphia, New York City and Schenectady, N. Y."

DUNN TO BERMUDA; REPLACES RUSSELL IN A LAST-MINUTE change, Assistant Secretary of State James Clement Dunn replaced Assistant Secretary Donald Russell as chairman of the American delegation and chairman of the British-American telecommunication conference which opened last Wednesday in Bermuda.

Mr. Dunn, who is 52, was chosen because he is in charge of European affairs. The British requested the U. S. to provide a chairman for the sessions. He plans to remain through the conference, whereas Mr. Russell had planned to return to Washington shortly after opening the meetings, leaving FCC Chairman Paul A. Porter, chairman of the United States Broadcasting, Nov. 19. George Pierce Baker, director of the Office of Transportation & Communications Policy, State Dept., is deputy to the chairman. Delegates in addition to those listed in the Nov. 19 Broadcasting are Sigmund Timberg, Office of International Trade Operations, Commerce Dept., and Col. F. L. Lough, director of Operations Division, Office of Chief Signal Officer, U. S. Army.

Staff members, who will handle stenographic, secretarial and detail work include Mrs. Ann A. Finberg, Mrs. Margaret Kohlpep and Mrs. Virginia G. Siler, Telecommunications Division, and Theresa Michaud, Office of the Assistant Secretary for Domestic Economics.

P & G Shifts Shows PROCTOR & GAMBLE Co., Cincinnati, today (Nov. 26) moves "Booze of Life," radio serial, through P. M., 1:45-2 p.m., at the same time in Portland, Maine; Dus from 1:45-2 p.m. to 1:30-2:45 p.m. and eliminating "Meet Margaret Moore," now broadcast at that time. Agency is Compson Ad., New York.

Radio Watch (Continued from page 15) buying department, United-Rexall.

This move would be the forerunner of a nationwide service "as soon as Federal authority through the FCC would grant the right of commercial broadcasting to sell to sponsors of time at specified hours," said the application. The sponsors would be those with products "well-known to the public and readily marketable matter such as soft drink, cigarette and soap companies".

Estimated retail sales prices would be $5 for the portable (pocket) unit, $5 for the office desk set, $8 for 25 x 2, and $10 for the home set. The price range for other small portable sets which could be tuned to receive the standard band would vary from $15 to $40.

In addition to manufacture of transmitting equipment by Raytheon, Belmont Radio Co., receiving set subsidiary of Raytheon, would manufacture receiving units. United States Broadcasting comprises partiy of Liggett, Owl, United Whelan and Rexall Stores, would sell units along with other trade channels, application said. It was estimated the developmental transmitter in New York would cost $15,000, antenna and studies an additional $15,000, with overall operating and test costs for three months, $50,000.

"Raytheon and Belmont have agreed to add to manufacturing costs of the receiving set an amount not in excess of 50 cents each to subsidize the operation of the broadcasting station and further expenses of the company," it was stated.

Electronic Time Inc. would use a directive beam system located on top of New York City. Radius of reception would be about 25 miles. Station would broadcast continuously 24 hours daily, using a 2,500 watt radar frequency synchronized with Arlington time signals. Mr. Mathias, president, would be the only stockholder, holding all of its 151,000 shares.

The station would use a radio adaptation of the time and weather reports now provided in many cities by dial telephone and with courtesy sponsorship announcement.

Another offshoot of the plan would be a home alarm clock service. An electric clock, with miniature receiver built in, would be set off at a predetermined time by transmission of the prearranged clock transmission. Following the alarm would come the 15 seconds of news, time and weather, by courtesy of the sponsor.

The application seeks a new developmental broadcasting station to operate in the band between 25 and 30 mc with 2,000 w power, an A-3 (voice) emission. A Raytheon transmitter is specified.

AMERICAN LAUNCHES SEVERAL NEW SHOWS DECEMBER will usher in new programs and new program techniques on American, varying from mountain exploration features to news analyses.

Two afternoon participation shows, Al Pearce Show and Drivin' the Gentry, will start Dec. 3 from Hollywood. Programs will feature new stunts in audience participation, Elmer Davis and his news commentary starts Dec. 2 at three-thirty with anight's performance of the Metropolitan Opera on Nov. 26, four days before opening of regular Saturday afternoon series, will be broadcast on WOR for first time in 60-year history of the opera.

New sponsored programs include Drew Pearson, news commentator, for the Frank H. Lee Co., with a show for 52 weeks, marking a new era in history of men's apparel advertising, usually highly seasonal in nature. Christian Science Monitor starts quarter-hour news and comment on TV on Saturday evenings, featuring Erwin Canhan, editor of Monitor. On Dec. 1 Texas Co. resumes sponsorship for sixth consecutive Saturday matinees of the Metropolitan Opera.

WARM Transfer RESULTING from compromise reached on litigation pending for four years in Pennsylvania courts involving stock holdings in Union Broadcasting Co., licensee of WARM Scranton, Pa., application was filed with FCC last week for acquisition of control of WARM by Martin F. Memelo, WARM general manager. Settlement of suit through the compromise involves purchase by Mr. Memelo of 62 shares (40.6%) of common stock held by Lou Poller, licensee treasurer, for sum of $50,000. Mr. Memelo also owns 124 shares and 50% of stock held by James G. Scandale, brother-in-law of Mr. Memelo. Mr. Poller filed equity suit against licensee, Messrs. Memelo, Scandale and John Memelo in December 1940. The Poller stock will be held as treasury stock by Union Broadcasting.

Co-ops File for FM OHIO COUNCIL of Farm Cooperatives, in behalf of state agricultural cooperatives, Ohio Farm Bureau and Ohio State Grange, last week filed applications for FCC for four FM stations to be located in Coshocton, Lancaster, and Lebanon, Ohio.

Stiegel Rejoins WNYC SETTMOUR N. STIEGEL, discharged from the Armed Forces after four years, has rejoined WNYC New York as director of programs, same position he held prior to May 1941, when he enterred service.

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Lea Bill
(Continued from page 17)
for several weeks with members of the Federal Communications Bar Assn. Legislative Committee on an overall revision of the Communications Act. He plans to introduce a measure either late this year or early next. Meanwhile, with Pet- trillo's latest edit forbidding networks and station from duplicating advertising on FM without being a standby fee or hiring extra musicians, the California Repre- sentative said he felt Congress must take immediate action.
Pending before the new Broadcasting Standard Committee are several bills to amend the Communications Act. These include the Holmes Bill (HR-1109), a duplicate of the old Sanders Bill of 1941: the Vandenberg and Dondoro Bills; HR-3414 by Rep. Celler (D-N.Y.) giving the FCC authority over station sales, and HR-3716, introduced by Rep. Wigglesworth (D-Mass.) which would require broadcasters to make their stations available to virtually anybody who wanted to make a speech.
Chairman Lea plans to refer overall radio legislation to his sub-committee on communications early next year. On the sub-committee are Bulwinke (N.C.), chairman; Chapman (Ky.), Priest (Tenn.), Sadowski (Mich.), Harless (Ariz.), Murphy (Pa.), Sullivan (Ind), Democrats; Marcon- te (N.Y.), Republican paymaster; Party; W. M. Jones (N.J.), Holmes (Mass.), Reece (Tenn.), Hale- lce (Ind.), Brown (O.), Hall (N.Y.), Republicans.
Following is the text of the Lea Bill (HR-4787):

A BILL
To prevent control of broadcasting by coercive practices.
Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that the communications, or broadcasting, laws of the United States, as amended, is amended by inserting after section 508, three new sections, as follows:

COERCION TO COMPEL HIRING EMPLOYEES NOT WANTED BY COERCING PERSONS HIRING, EMPLOYING OR CONTROLLING SUCH PERSONS
SEC. 508. That any person who, wil- fully or by threats or by any other coercive, compel or constrains, or who threatens to hire an operator, owner or person, or person having control of a broadcasting station, or a member of his family, his property, or his business, or otherwise attempt to coerce, compel, or constrain such owner, operator or person in the enjoyment of rights or privileges, against his will, to pay or compen- sate for, to employ, hire, contract for em- ployment or hire, or to pay more than ordinary services performed, or other- wise to obligate himself for or on account of the employment or the person or persons, the performed employment or hiring of a broadcasting station, or to pay a sum of money or other thing of value in lieu of failure to employ a person or persons in excess of the number wanted by the employer for performance of such service, or to pay any money or other thing of value for services not to be performed, or to extend or to attempt to extend or money or anything of value by any means to any radio broadcasting of sound or television, shall be guilty of a felony and, on conviction thereof, punishable by imprisonment of not more than two years, or a fine of not more than $5,000, or both.

COERCION TO COMPEL PAYMENT OF TRIBUTE FOR USE OF BROADCAST MATERIALS
SEC. 507. That any person who wil- fully coerces, compels or constrains who injures or by threats attempts to injure or to reduce the value of any person having control of a broadcasting station, or member of his family, his property, or his business, or otherwise attempt to coerce, or by threats attempts to induce a broadcast owner, or person in charge of such a broadcast station, or his employee, or in charge of such a broadcast station, against his will, to pay any money or thing of value in exchange for use of such broadcast station, shall be guilty of a felony and, on conviction thereof, punishable by imprisonment of not more than two years, or a fine of not more than $5,000, or both.

Back Again -
RICHARD SANVILLE, CBS director on Cream of Wheat Corp.'s 'Let's Pretend', threw his back out of joint last week while giving a cue for the show. He did the same thing last year on the same show and in same manner.

Expanded Budget: For NAB Proposed
Larger Appropriations Needed To Cover New Activities
GREATLY increased operating budget to finance expansion of NAB functions and personnel, proposed with election of Judge Justin Miller as president, will be considered by the association's Fi- nance Committee which meets Dec. 13-14 in Washington.
While expanded activity in 1946 the association will require larger appropriations all down the line. Merger with FM Broadcasters Inc., in which FMB's stations be- came NAB members, and creation of the FM Dept. under Robert T. Bartley, added additional office space and facilities. Moreover the special activities of this depart- ment will require additional funds.
Strengthening of the Dept. of Broadcast Advertising by naming of J. Allen Brown, general mana- ger of WFOY St. Augustine, Fla., as handling of Frank E. Pellegrin, department head, [BROADCASTING, Nov. 19], will mean a material increase in funds. Mr. Brown will concentrate on small market sta- tions.
Moreover the department will enlarge its retail activity by de- veloping further the Retail Promot- ion Plan started three years ago. With conclusion of the one-year radio experiment at Joske's department store in San Antonio the de- partment will have basis for in- tensive retail promotion.
The employe relations activity of the NAB will receive attention in 1946 under a plan approved by the board of directors last summer and reaffirmed at the Oct. 1-2 meeting.

Food Firm Merger
MERGER OF HUNT Foods and California Conserving Co., two of the West's oldest food processors, was ratified by stockholders of Hunt Food Inc. at a meeting in Hayward, Cal. Nov. 19.
Wangenheim, formerly president of California Conserving Co., will become president of Hunt Foods, whose former president, Frederick R. Weisman, becomes executive vice-president of the combined or- ganization. No change in personal- or operational policies of either company is contemplated.
PROPOSED new home of WHAS Louisville, the Courier-Journal and Louisville Times and Standard Gravure Corp. is pictured above. Six-story office building and four-story building for mechanical departments are planned for completion by Jan. 1, 1947, at a cost of more than $3,000,000.

New WHAS Quarters Included In $3,000,000 Building Plans

PLANS for expenditure of more than $3,000,000 for new buildings for WHAS Louisville, Courier-Journal, Louisville Times, and Standard Gravure Corp. were announced last week by Barry Bingham, president of The Courier Journal and Louisville Times Co.

The structure, planned for completion by Jan. 1, 1947, will consist of two units—a six-story office building and a four-story building for the mechanical departments. Fronting on Broadway and Sixth St., the buildings will cover approximately 250,000 square feet and will be air-conditioned. A 165x200-foot parking area will be provided.

Mr. Bingham said plans include both frequency modulation and television facilities for WHAS.

The Courier-Journal and Times have purchased new equipment, including 24 units of Goss presses with four folders, equipped with latest facilities for printing one, two, and three colors with black, MR. Bingham announced. Standard Gravure Corp. has purchased two new presses capable of printing up to four colors.

Plans for the new structure resulted from a two-year study of radio, newspaper and gravure needs. Buildings were designed by Lockwood-Greene Engineers Inc., New York, in collaboration with Joseph H. Kobrook, Louisville. Some of the interior layout was designed by Dr. New York, in collaboration with Joseph H. Kobrook, Louisville.

As a consultant, 15,000 square feet of living space for offices, necessary to handle 2,000 employees, is included. A board of directors of the Courier-Journal and Times are invested in the new home of WHAS Louisville, the Courier-Journal and Louisville Times and Standard Gravure Corp. is pictured above. Six-story office building and four-story building for mechanical departments are planned for completion by Jan. 1, 1947, at a cost of more than $3,000,000.

WGN WINS DISPUTE OVER 'ADVENTURE' DIRECTION over who will control Human Adventure, WGN-U. of Chicago scientific drama recently dropped by Revere Copper & Brass, ended last week with WGN winning out in its argument that program should be staff produced.

Adventures will return after a two-weeks absence from Mutual at a new time, Wednesday, Dec. 5, 9-9:30 p.m. Buck Gunn, WGN program director is program supervisor, assisted by Francis Coughlin, script editor and director and Morrison Wood, producer. Both are WGN staff members.

U. of Chicago will continue to supervise research and clearance of final scripts. Now that show is again sustaining, ‘Adventure’ will return to original format of having U. of Chicago faculty member act as “host” on each broadcast. Arts, philosophies and humanities are to be stressed, rather than scientific discovery.

Freer Confirmed

RENNOMINATION of Robert E. Freer of Ohio for a third term on the Federal Trade Commission [BROADCASTING, Nov. 19] was confirmed last week by the Senate. Twice chairman of FTC, Mr. Freer, a Republican, was first appointed to the commission in 1935. Term is for seven years.

Profit much above average

Adviser is the sole owner of a thriving business in the electronic field. Present capital $100,000 with high credit rating and good banking connections. More business in sight than one can possibly handle with present resources. Golden opportunity for a few clean-cut associates who can invest upwards of $5,000 each in corporation. Principals only.

The turnover in this field is rapid — profit possibilities enormous.

Box 446, BROADCASTING
**Situation Wanted**

Wanted—Veteran first class license holder for transmitter and/or studio for Broadcasting. Include education and experience. Box 661, E. WIRELESS.

**Help Wanted**

First class operator for one kilowatt NBC affiliate Rocky Mountain area. Job offers salary, leave, and vacation. Box 486, BROADCASTING.

Maintenance engineer for network Idaho station preparing for FM in 15,000 population town with transmitters and studio. Box 488, BROADCASTING.

Help wanted—Transmitter man with first class license at a progressive Michigan station. Good working conditions. Send your qualifications and references. Box 473, E. WIRELESS.

Salesman, not to just sell time but to sell radio advertising at Rocky Mountain network station in rural area. Box 489, BROADCASTING.

Announcer—immediately. Must be thoroughly experienced in announcing, news, sports, local shows, "known" names, and be able to phrasing. Send details and references to Box 500, BROADCASTING.

Wanted—Active associate experience in newspaper work. Also, recently proposed FM station N. Y. sub-bureau in coastline. Available. Box 507, BROADCASTING.

**Situations Wanted**

Station manager—Recently discharged veteran with 8 years experience at NBC. Licensed since 1937. Unsure of qualifications in sales, program and station operation. Would make an ideal manager and general manager of 5000 watt major flagship station. Box 477, BROADCASTING.

Engineer—fifteen years experience broadcast, police and marine radio desires permanent situation. Box 493, BROADCASTING.

Two engineers available—Both have several years experience. Desires permanent situation at same station. Box 494, BROADCASTING.

Young executive seeks management experience. Eight years experience, announced executive experience. Would accept any managerial position with local in east or south. Salary, benefits, etc. Will write, announce. Knows what listeners want. Box 493, E. WIRELESS.

**Discharged Marine, Permanent**

Announced, discharged veteran 5 years network and local experience. Desires permanent position in westcoast or midwest station. Age 20, married, one child. Minimum wage, 2 years broadcasting experience. Box 502, BROADCASTING.

News editor-newscaster—young, alert, ambitious, business background and experience. Has interest in news department. Box 504, BROADCASTING.


Singer—Baritone, age 29, six years general experience. Desires contact with production station. Minimum wage. Box 507, BROADCASTING.

Ambitious, willing worker, no experience, but have training. Good anywhere. Immediately. Box 508, BROADCASTING.

Veteran Spurred Old Job! I want a better one! Announcer, writer, and producer for a network outlet before the war. Old job: Announcer, airman and soldier in the Army, my year as manager of troop stations, AFPS Forces Network in Europe with complete responsibility, selling makes me a good job as program director or production manager for web member or live wire independent. Any station that wants a family that my wife and I have been stationed in to work. Not a job, it is one of the most important is a chance to do good work. I love radio. Box 509, BROADCASTING.

Announcer—2 years experience commercial announcing, news, copywriting, voice quality excellent. Box 510, BROADCASTING.

Chief engineer—five years broadcast experience. Veteran, 30 years in the Navy. Both commercial and military experience. Immediately. Best of references. Box 512, BROADCASTING.

Need a capable, talented young man to assist your advertising, sales or promotion manager. I'm your man. Friday evening, division experience. Box 512, BROADCASTING.

Commercial manager of one of America's major stations. Reasonable commission on percentage of salary over written basic, or will buy interest. Wealth of experience in commercial broadcasting including regional network. Best of references. Box 513, BROADCASTING.

Veteran—Available January, desires position with small western or midwestern station. College graduate, second class phone, seven years experience communication business. Immediate. Immediate. Box 493, BROADCASTING.

Veteran—announcer, 10 years experience with WCBS, New York. Commercial, advertising, news, public relations. Available immediately. Box 494, BROADCASTING.

Big time stations looking for outstanding feminine voice for announcing or dramatics should listen to Dr. L. Q. coast-to-coast broadcast from Montgomery, Alabama, November 26th and December 3rd.

**Situations Wanted (Cont'd)**

Emergency release of network desiring position with independent station as chief engineer. Executive ability and experience, capable, sober. Box 518, BROADCASTING.

Announcer-program director. Discharged veteran 8 years network and local experience. Desires permanent position with progressive midwest or eastern station. Age 30, married, one child. Minimum wage, 2 years broadcasting experience. Box 519, BROADCASTING.

News editor-newscaster—young, alert, ambitious. Business background and experience. Interested good station in big city or small news department. Box 504, BROADCASTING.


VETERAN CAPTAIN—first class license holder, two years broadcasting experience, first years radio experience. Desires engineering position with progressive major network. Married, dependent, ambitious, can take responsibilities. Full qualifications in preceding box. Box 506, BROADCASTING.

Announced, experienced veteran, 2 years all round experience with local, regional stations. Do production and sales. Washington, D. C. Box 507, BROADCASTING.

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PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

McNARY & WRATHALL
Consulting Radio Engineers
National Press Bldg., D. C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. DE MARIS
ASSOCIATE
1469 Church St., N.W., Washington, 5, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in broadcast and allocation engineering
Earle Building, Washington, D. C.

LOHNES & CULVER
Consulting Radio Engineers
Munsey Bldg., District 8215
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
1422 F St., N.W., Wash., D. C.
Kellogg Bldg., Republic 3984

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg., NATIONAL 6513
Washington, D. C.

HAROLD B. ROTHROCK
Consulting Radio Engineer
301 N. Greensbrier St., Arlington, Va.

HERBERT L. WILSON
and Associates
CONSULTING RADIO ENGINEERS
1018 VERNON AVE., N. W., WASHINGTON D. C.

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St., CHICAGO 19
Triangle 4100

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71, Worfield 9089
College Park, Md.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE: MICHIGAN 4151

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7959

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. DE MARIS
ASSOCIATE
1469 Church St., N.W., Washington, 5, D. C.

GAR W. RAY
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgewater, N. J.

FRANK H. MCLINTOSH
Consulting Radio Engineers
710 14th St. N.W., ME. 4477
Washington, D. C.

R. B. WEEKS
CONSULTING ELECTRICAL ENGINEER
429 Russ Bldg., San Francisco, California

UNIVERSAL RESEARCH LABORATORIES

November 26, 1945 • Page 89
**WCKY**

In PHILADELPHIA

1st in SPORTS

10,000 WATTS DAY & NIGHT

Philadelphia's Most Powerful Independent

**WBBG**

SELLS! SELLS! SELLS!

**CHNS**

HALIFAX

NOVA SCOTIA

The Busiest

Commercial

Radio Station of the Maritimes

JOS. WEED & CO.

350 Madison Avenue, & New York

**WABC**

ST. LOUIS SNAPSHOTs

WE GETS

ALL THE BREAKs...

WE HAS A ROOM

AT THE HOTEL

**BROADCASTING**

**Teletasking**

Page 88 • November 26, 1945

**CTIONS OF THE FCC**

**NOVEMBER 16 to NOVEMBER 21**

**WCKY** (Cincinnati, Ohio) - Granted license to cover CP, change power, and stations, site, install new trans. and DA-M.

**ADMINISTRATIVE BOARD ACTIONS**

**NOVEMBER 19**

WACU WCAU Broadcasting Co., Philadelphia, Pa. -- Granted C 2nd change of controlling application. [etc.]

WBBF - Chicago, Ill. -- Granted license to cover CP, change power, and equipment of 65 MVPS.

**APPLICATIONS FOR LEASES**

**NOVEMBER 21**

ANNUAL minor modifications of CP, extension of time for amendment of application, for new station and said amendment filed with motion was accepted.

**GREATER NEW YORK AREA** -- Granted for leave to amend application for new station and said amendment filed with motion was accepted.

**CENTRAL KENTUCKY** -- Granted for leave to amend application for new station and said amendment filed with motion was accepted.

**WHDC WECN Inc., Rochester, N.Y.** -- Granted for leave to amend application for new station and said amendment filed with motion was accepted.

**Metropolitan Broadcasting Service, New York** - Granted for leave to amend application and amendment filed with motion was accepted.

**Applications**

**OCTOBER 12**


**OCTOBER 13**

NEW-AM WNOX Airwaves Co., North Little Rock, Ark. -- For new station to transmit to various combinations.

**Applications**

**NOVEMBER 14**

Amendments

E. Anthony & Sons Inc., Boston, Mass. -- For new commercial broadcasting station to transmit to various combinations.

**NOVEMBER 20**

97.3 mc

WMWT The Yankee Network Inc., Portland, Maine. -- For new station to transmit to various combinations.

**Applications**

**NOVEMBER 17**

Greater Peerless Broadcasters Inc., Portland, Ore. -- For new station and said amendment filed with motion was accepted.

**BROADCASTING**

**Teletasking**

November 21

By Comm. Wakefield

Greater Peerless Broadcasters Inc., Portland, Ore. -- Granted for leave to amend application for new station, and said amendment filed with motion was accepted.

Bradh Bradem Weber et al d/b/ Excelsior Broadcasting Co., Penascola, Fla. -- Granted for leave to amend application for new station and said amendment filed with motion was accepted.

Central Kentucky Broadcasting Co., Lexington, Ky. -- Granted for leave to amend application for new station and said amendment filed with motion was accepted.

WHEC Inc., Rochester, N.Y. -- Granted for leave to amend application for new station and said amendment filed with motion was accepted.

Metropolitan Broadcasting Service, New York -- Granted for leave to amend application and amendment filed with motion was accepted.
AFM ruling threatened last week to disrupt the program of the 15th annual Christmas party for employees of Hartford Electric Light Co. and resulted in an attack on AFM policies and description of Mr. Petrillo as “despotic.”

Planning the party, to be held in Bushnell Memorial Auditorium Dec. 18 with three professional vaudeville acts contemplated as part of the program, Light Co. President Samuel Ferguson discovered that, when professional acts appear, the auditorium automatically takes 12 musicians, members of Local 400, AFM. An organist had agreed to play for the carols and other singing, it was reported, and when the union was told that the orchestra pit would be jammed with some 2,500 gifts from the company, spokesmen reportedly replied that union members could sit out the party backstage.

Mr. Ferguson told Broadcasting last Friday that the union rule still stood but that he would not employ the 12 musicians. He said, however, he didn't know “what kind of party we will have”.

Expello Changes Name

Expello Corp., Dover, N. H., will be known as Judson Dunaway Corp. effective Dec. 1. Advertising for Expello Motha is handled by J. M. Mathes Inc. Radio may be used in near future.
Favoritism Alleged In Mich. Elections
CONTINUING its vigilance on rules requiring "equal opportunities" for political broadcasts, the FCC last week designated for hearing complaints charging WHLS Port Huron, Mich., with favoring one candidate over another.

The Commission received complaints from rival candidates for city commissioner during an election last April. One charged the station with refusing him time on the ground a script he submitted was unsuitable for broadcast. Another complaint charged the station with refusing time to "any candidate" out of fear the first candidate would cause it trouble.

The Commission order designating the hearing is based on the belief that the station granted the candidate who charged censorship, Carl E. Muir, time for a political address about a month before election. This contention has been challenged by the station. Mr. Muir won the election.

Hearing is to determine whether the station's alleged refusal to accept the script offered by Mr. Muir and to deny its facilities to any of the candidates constitute violation of Section 315 of the Communications Act.

Stations Offered Plan for Syndicated Promotion
A SYNDICATED PROMOTION service for radio stations has been developed by Noble & Swars Inc. (new name of Walter P. Burn & Associates, which was taken over by William Noble and Lawrence Swars following Mr. Burn's retirement a few months back). Mr. Swars will soon start on a cross-country tour to explain the service to station managers.

Production of the material will be under the supervision of Hartley Samuels, who has been a promotion executive at CBS, WHN New York, KPCO Atlantic Coast New York, KPOC, most recently, NBC; and John L. Fox, former art director of Lennen & Mitchell, New York. They will handle the overall planning and will coordinate the copy and art work.

Production Team
DAN SEYMOUR, announcer-producer, has formed a new radio program producing team, P. L. S. Productions, with Tony Leader, radio director, and Judson Phillips, script writer. Organization has offices at 10 E. 43rd St. New York. H. Philip Minis and Blake Cabot have joined the script staff, said by Judson Phillips. You Make the News a P. L. S. production started on Mutual Nov. 15, Thursdays, 10-10:30 p.m.

Zurulo Job Expanded
FRANK ZUZULO, trade news editor for Mutual, has been named assistant to Jim O'Bryan, director of public relations for Mutual. Zurulo will continue with his trade news duties.

Proximity Fuse Proves Quality Possible in Large Production

Dr. Selvidge, Mr. Diamond
ALTHOUGH THE RADIO proximity fuse is ranked by many as second only to the atomic bomb in shortening the war, its greatest importance to the radio industry probably lies in the fact that its developers proved quality control in large scale production is possible.

This point was brought out by Dr. Harold Selvidge, head of the Rugged Tube Division of the Johns Hopkins Applied Physics Labs, speaking in Washington last Monday before a meeting of the Institute of Radio Engineers. The rugged tube is the special type used in the proximity fuse made by Johns Hopkins Labs with U. S. Bureau of Standards. Harold Diamond, chief of the Bureau's Ordnance Development Division also spoke.

Big Scale Production
Dr. Selvidge revealed that production was on such a large scale that by the end of the war there were more rugged tubes produced than the entire output of the whole tube industry before the war. Each tube was tested for quality before it left the assembly lines, he said. They could not take chances with duds.

Every tube was centrifuged to test its resistance to gravity. So "rugged" was the tube in final development, that it reached from 18,000 to 20,000 G, an astronomical figure in usual terms of gravitational resistance.

The Germans had been experimenting with acoustic proximity fuses, Dr. Selvidge told the group, and were greatly interested in U.S. research along those lines. In fact, he said, when a group of German spies landed in this country in 1941, after cross-examination, they revealed that the first problem they were to solve was: "Does the U.S. have a photoelectric proximity fuse?"

This country had been working on the idea of radio-controlled fuses in projectiles for some time, according to Dr. Selvidge. In 1940, the Office of Scientific Research and Development set the project into high gear, with Army and Navy splitting the responsibility of its development. Signal Corps, Dr. Selvidge said, did the majority of Army procurement.

There were two projects on radio proximity fuses, the scientist said, one for spinning projectiles; the other for nonwhirling projectiles. The first was undertaken by Johns Hopkins; the second by the Bureau of Standards.
German Film Sound Recording System Offers Depth Illusion

FIRST technical information on operation of German broadcasting and communications equipment, based on enemy equipment seized by the United States, has been made available at the Dept. of Commerce. Publication Board of the department is compiling facts on hitherto secret devices for the benefit of America's scientists.

Production techniques more advanced than those used in this country have been revealed in many cases. The Bourgeoisial out, though, that some products and processes may also be the subject of U. S. patents and patent studies should be made before pursuing practical applications.

A film sound recording system said to offer an illusion of auditory depth is described in a report by L. H. Lee III, USNR, Naval Technical Mission, who was called the Stereophon and was developed by Dr. Carlheing Becker, of Thansauer Rosenheim, Germany.

L. Lee describes him as a capable German physicist who started development of the idea in 1938. In 1942 the Nazi government ordered him to develop a sound reproduction system using power speaker. Work on this was stopped in 1944 and Dr. Becker was ordered to make high-voltage power supplies. He has stated willingness to do this work for the Allies. He and his staff of a dozen are described as thoroughly competent, operating a well-equipped laboratory and machine shop, undamaged and ready to function.

Idea of the Stereophon is to employ several miles during recording and a like number of loudspeakers properly placed to reproduce a picture, providing a stereophonic impression. Two miles and speakers produce "great" improvement over one, it is stated; advantage of three over two is not as great, and four over three still less.

In application three sound tracks are recorded on film. Each is 7 millimeters wide, with three channels requiring a track of 2.65 millimeters, all that can be accommodated on standard film.

L. Lee describes operation of the Stereophon as follows:

The output of each microphone is fed to a low frequency amplifier capable of accurately passing frequencies from 23 to 100,000 cycles. When an amplifier, the signal passes to a pair of oppositely connected speakers, which splits the signal into plus and minus components. This signal, or "headphone," is recorded in the present system. The signal is then recorded in the present system on negative, or "negative" recording is used because it offers a very great advantage in reducing noise. Half-wave recording dates back to 1891. When it is employed in conjunction with an extended positive sound track is completely dark without resort to "noiseless" equipment.

(Continued from page 20)

Price Reports German Observations to Truman

REPORT of Byron Price, former Director of the Office of Censorship, based on his mission abroad to study relationships between German civilian population and the American Army of Occupation, has been submitted to President Truman. It will be made public in due time the President said at his Tuesday news conference.

Mr. Price discounted statements that his report was being held up because it contained "dynamite." It is thought the report may contain information on the place broadcasting takes in postwar Germany.

The solution used in this cell (intro benzene) are such as excessive electrolysis would occur if it were operated by the half wave intelligence frequencies. This it is necessary to operate the cell by a higher frequency than the modulation of wave intelligence frequencies. Accordingly, a high frequency oscillator stage provides a 170 kc signal to each of six mixer or modulator stages where the 170 kc signal is modulated by the six half wave intelligence frequencies. Adjustable gain and amplifiers are provided so that the modulators can be properly controlled.

The output of each mixer stage is passed through a band pass filter to eliminate undesired modulation products, and fed to one plate of the Kerr Cell, which is modulated by the applied signal.

The light source is a high pressure mercury lamp giving monochromatic light which is passed through a convex lens to the first of a pair of Nicol prisms in the Kerr Cell. In traversing the first Nicol prism the light is plane polarized and, if no signal were applied to the Kerr Cell, would be completely cut off by the polarizing effect of the second prism. The Kerr Cell, however, has the property of rotating the plane of polarization of light traversing it in accordance with an applied electrical field. The Kerr cell is passed by the second Nicol prism in such a way that it rotates the plane of the polarized signal. After leaving the second prism the signal is modulated by the intensity pattern of the light on the plane of the Kerr Cell. A photograph of the output is made by means of an optical system.

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With respect to the other rules and regulations which were set forth in the Commission's order of September 20, 1945, the Commission took the following action:

(1) Minimum operating schedule. All commercial television stations will be required to operate a minimum of 28 hours a week with a minimum of two hours during the evening. The Commission will carefully scrutinize this minimum operating requirement with the view of progressively increasing it so that there will be a maximum utilization of each channel. In addition, the Commission will give consideration to any proposal that different minimum requirements be established for different types of stations or for various cities of different sizes.

FCC Modifications Made in High Band Navigation Aid Improvements Affect Allocators

Within the framework of various types of equipment used as aids to marine and air navigation as considered at a recent meeting of representatives of FCC and Interstate Commerce, the new schedule of television channels will be developed to help in the development of various types of equipment. A high band television allocation for both marine and air navigation will be made, the first one being for the allocation of equipment for marine navigation and the second one for the allocation of equipment for air navigation.

Maynard Resigns

GEORGE MAYNARD has resigned from NBC's production staff, where he was a program director, because of a feeling that he had been "singled out for union activity", he said last week. Secretary of the Radio Directors Guild, which recently negotiated contracts with the networks, Mr. Maynard charged that during negotiations NBC had attempted to get him to quit and had offered a year's severance pay for his resignation. He refused at that time, he said, but "when they still wanted me to quit after the negotiations were over, I took four months' severance pay plus the return of my annuity due me as a result of the Guild contract and resigned". Mr. Maynard will do freelance production, he said. He is also teacher of a class in advanced radio production at Columbia U.
FCC policy on rules to be adopted concerning television, covering allocations, operating schedules, multiple-ownership, network regulations, sharing of antenna sites, announcement of mechanical reproductions, and station identification are contained in this report.

This report contains the Commission's decision with respect to the rules and regulations suggested by the Commission at the June 1945, and which were the subject of the report on page 11 of this issue. The text of this report is not reproduced in this document. The text of this report is not reproduced in this document.

Under the rules and regulations the Commission desires to avoid any possible inconvenience that could arise from the use of telecommunication services. The Commission has determined that it will be possible to operate 1,500 television stations without any inconvenience to the public.

The Commission has made a plan which will require the use of directional antennas. Under this plan, the Commission will determine the number of television stations that will be required by the Commission to provide service to the public.

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Here's the Answer!

You've heard it—"the coming of peace will bring collapse to war production centers."

Here's South Bend's answer to that one—gas, electric and telephone installations are still going up, and South Bend hums with wartime production.

COLUMBIA NETWORK
WSBT
960 KC
1000 WATTS

Who's leaving where? We don't know all the answers, but we do know it's not South Bend they're leaving! And we do know that our "Cooperating," always terrific, looks better than ever, too. A copy is yours for the asking.

N. Y. RADIO BUREAU TO SERVE STATIONS

ESTABLISHMENT of a New York State Radio Bureau to act as information service through the State's broadcasting stations was announced last week by Mr. P. M. Catherwood, New York Commerce Commissioner, as managers of stations and public relations representatives of various New York State departments conferred at the De Witt Clinton Hotel, Albany.

Thomas C. Stowell of Albany, long identified with radio, theatrical and newspaper work, has been given leave from his post as assistant director of the Division of Public Health Education to serve as director of the Radio Bureau.

Created at the request of the NAB Public Relations Committee for the region which includes New York, the Radio Bureau will handle information for all State departments and act as a central agency for contact with broadcasters. It will provide stations with spot announcements, transcriptions and other material of timely nature dealing with State Government activities.

Invitation of the NAB regional Public Relations Committee, officials said, was prompted by stations' desire to expand public service. Robert C. Soule of WFBL Syracuse, committee chairman, said "we are anxious to serve the State in a constructive manner." Radio Bureau will function in the Division of State Publicity, Commerce Department.

'Highest' TV Transmitter Planned for Mt. Wilson

KLAUS LANDSBERG, West Coast director of Television Productions Inc., announced last week the company would construct "the highest television transmitter in the world", at an elevation of 5,800 feet, on the summit of Mt. Wilson near Los Angeles. Television Productions operates experimental television station W6XYZ at Paramount studios in Hollywood.

Construction is to begin immediately, with operations starting about Jan. 1. At that time, Mr. Landsberg said, the station's power will be increased to 4 kw.

Company now has an application pending before FCC for a San Francisco station, to which programs from Hollywood would be relayed. San Francisco outlet would have a 25-kw transmitter on Mt. Tamalpais and studios in the Paramount Theatre Building.

The Mt. Wilson station, designed under the supervision of Mr. Landsberg and his engineering staff, will include a transmitter building with living quarters for the operating personnel; standby power plant; transmitter tower with starting height of 50 feet, plus a 28-foot antenna mast. Provision has been made to increase tower height to 100 feet.

Col. Meservey to Serve in Civil Affairs Division

LT. COL. DOUGLAS W. MESERVEY, former NBC program executive and for the last six months military governor of Bremen, Germany, was transferred to War Department headquarters last week for a six months' tour in the Civil Affairs Division. He hopes to muster out of service upon his completion of this tour.

Col. Meservey served in Europe for 29 months of his 32 months in the Army. He left NBC in 1941 to join the Office of Facts & Figures in Washington (later OWI) and resigned his post as deputy director of OWI's radio activities to enter the Army.

NOVIK RESIGNS POST AS WNYC MANAGER

MORRIS NOVIK, general manager of WNYC New York, has resigned effective Dec. 31 coincident with the termination of Mayor F. LaGuardia's municipal duties.

Mayor LaGuardia announced Mr. Novik's resignation on his regular 1 p.m. broadcast Sunday Nov. 18 on WNYC, New York's municipal station. He referred to him as "a fine official who has established New York City radio station as one of the best in the city and whose war work has been so invaluable and for which the city has been thanked and praised by the Army and the Navy and all agencies of government."

It is expected that Mayor-Elect William O'Dwyer will ask Mr. Novik to remain in his present post. However, rumor has it that Mr. Novik will become Mayor LaGuardia's radio manager, if and when the mayor accepts a radio commitment. Mr. Novik has been handling the mayor's radio assignments for the past six years.

It is also known that American Broadcasting Co. has offered the mayor the 9:30 p.m. spot on Sundays which is being vacated by Hollywood Mystery Time, sponsored by Andrew Jergens Co., which is reducing its time from 45 minutes to a half-hour.

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KWOK

ST. LOUIS 630 KC.
5000 WATTS FULL TIME
American Broadcasting Co.
Represented by John Blair & Co.
Army to Spend Half-Million for Radio
In Advertising Drive to Aid Recruiting

AT LEAST a half-million of the Army's three million dollar advertising budget for recruiting will be spent on radio, Clarence L. Jordan, director of N. W. Ayer & Son, Philadelphia, told BROADCASTING last Thursday.

"Radio may get more than that," he said, "depending on the amount of time stations can clear for us. We are trying to get every station in the country lined up for spot announcements — probably chain breaks — live and transmitted." Campaign is designed to appeal to discharged veterans, those still in the service who may reenlist, and all others. At the beginning of the drive in early November, the agency set out to buy all the football broadcasts scheduled on the networks. They purchased all games on Mutual and American.

In addition to the extensive use of spots, Mr. Jordan said that the Army may purchase other broadcasts of athletic events later in the season. Crossley ratings on the football broadcasts were in the high 30's, with a sponsor identification of over 16 million every Saturday.

"The spot announcements will be more like news items than sales talks," Mr. Jordan said. "We will try and explain the new voluntary enlistment act, how it applies, and what it offers. There is to be no high-pressure salesmanship."

N. W. Ayer & Son handled the enlistment campaigns for the Army in 1940-41-42. Francis Stiffer is account executive. Maj. Gen. Harold Gilbert, director of personnel procurement for the Army is Army supervisor.

The present budget Congress has allotted extends through June, the end of the government's fiscal year.

Informative Type

The program would be of an informative type, explaining what is to be sold and how the public can buy surplus items. An informed public, it is contended, would be less likely to seem nonexistent landals or cry to Congress about national grievances.

On the ground that radio is the most reliable means of bringing information to the public, NAB contends it can best tell the surplus story and tell the public how it can get information on what Uncle Sam has for sale.

NAB's second suggestion is a series of quarter-hour transcribed programs to tell the public about the end use of surplus property items. These could be placed strategically in desired market areas. Basic idea of the discs would be to develop new uses and new users.

Farmers, it is suggested, could be told how to buy certain machine tools for farm tasks and off-season occupations. Other examples could be cited indefinitely, NAB adds. By developing new markets, any harmful effects on existing manufacturers and merchants would be minimized. Moreover, employment and national income would be increased.

Third NAB idea is a series of spot announcements on a regional basis to be placed by RFC branch offices as they wish, depending on what they have to sell. Here radio's flexibility is most helpful. Blanket contracts could be placed for announcements, with copy furnished right up to the last minute before going on the air to provide maximum timeliness when needed.

These spots would consist of sales copy, definitely listing available items and how to buy them. They could be used to call attention to catalog listings. Still more, they could be effectively aimed at any type of audience.

That's the NAB story. But RFC is so busy selling easy-to-unload capital and consumer items that it tends to take the short-range view. It hasn't had time to do much thinking about the fine points of advertising, but recognizes that it can't go on much longer with a come-and-get-it sales technique.

SINGLETON RETURNS TO PORTLAND POST

ARLORD C. SINGLETON has completed his work at Radio Re- search Laboratory, Harvard U., Cambridge, Mass., and has returned to Portland, Ore., to resume his consulting engineering practice and his duties as chief en- gineer of KGW Portland, from which he has been on leave for nearly two years for the research work.

Mr. Singleton's consulting practice, being expanded, will include work on broadcast station problems such as directive antenna design, allocation problems, FCC applications, and marine radio and radar installation and service. Alvin Barnard, former chief engineer of KIDO Boise, Ida. and during the war consultant to the Navy for Submarine Signal Co. on sonar and radar, is associated with Mr. Sin- gleton in the consulting service.

**AN AVAILABILITY YOU CAN'T AFFORD TO MISS**

**THE MUSIC BUILDERS**

A weekly half-hour musical presentation.

Production: A. O. Coggeshall
Direction: E. A. Rice
Arrangements: Frank D'Armand

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.
Cannon
(Continued from page 20)
Cannon thought otherwise, contending that in England "they have the best talent."

Chairman Porter, admitting some deficiencies in American broadcasting, said BBC suffers from "bureaucratic ailments." It does not have the "ingenuity, the brilliant technique, and the type of program talent that characterizes the private enterprise system of American broadcasting at its best."

Rep. Cannon charged that radio is "in competition with the newspaper." He felt the Government should "protect our people from the continuous din of selling propaganda that comes in over the air." At that point Chairman Porter asked:

"Do you mean to put the Government in the business?" Rep. Cannon said, "Handle it as other nations handle it. There is a great complaint everywhere."

"I would not like to see the Government in the radio business," replied Mr. Porter.

Scrap Safety Order
TO PROTECT workers and others from effects of radium or radioactive salts the Surplus Property Administration has ordered its disposal agencies to channel all scrap or salvage containing such substances into hands of radium refining organizations or destroy it.

Two New Local Stations Are Granted; FCC Approves KOMA Increase to 50 kW
TWO MORE local standard station assignments were granted by the FCC last week—one for Chattanooga and the other for Honolulu, in addition to power increases for three existing outlets. The Commission also designated eight cases for hearing, to be consolidated into four groups.

Gordon W. Gamblin, Hubert W. Martin, Humphrey B. Heywood and R. T. Russell, doing business as Nevada Valley Broadcasting Co., became permittee for new station to operate on 1450 kc with 250 w and unlimited hours at Chattanooga. A technical condition is involved in grant. Each partner is a local businessman and holds quarter-interest in firm.

Honolulu grant covers assignment of 250 w and unlimited time on 1400 kc and was made to Aloha Broadcasting Co. Ltd. Technical qualification also was included.

KOMA Oklahoma City, presently using 5,000 w unlimited time on 1520 kc, clear channel frequency on which WKBW Buffalo has been operating unlimited hours with 50,000 w, has been granted a construction permit for increase to full power of 50,000 w, employing directional antenna at night. Installation of new equipment and move of transmitter site is included.

Likewise KVOS Bellingham, Wash., was granted power increase from 250 w to 1,000 w on present site.

Cannon, MacDonald
Forming Film Firm
COLONIAL Film Productions, Culver City, Cal., has been formed by Charles B. Brown, former advertising director of RCA Victor and NBC, and Colin MacDonald, producer-writer-composer. The firm will book, distribute and handle motion picture films for television, minute movies, educational sales training and entertainment.

Colonial controls distribution of stringless puppets, produced by Pan-A-Pictures, which is owned and operated by Mr. Brown, Mr. MacDonald, Lou Laredo and George Briggs. Colonial offices are now in Pan-A's Culver City Studios 11250-2 W. Washington Blvd. Puppets now being reproduced in the likenesses of famous American trade figures will deliver advertisers' messages in story form. Officials said several national advertisers have started projects with the firm.

Colonial's live-action units, with Jack MacOskey as producer, has compiled several travelogues for RCA Victor's World in Your Home television program. The unit also shot Admiral Halsey's Third Fleet at sea and his arrival at San Francisco, and the film, sent by plane to New York, was televised by NBC a few hours later. Colonial is now preparing what is described as television's first visual gossip column, titled This Week in Hollywood, to be offered to sponsors in January.

CBS Holiday Show
WINDING up its Thanksgiving Day special broadcasts and its features highlighting "CBS Victory Loan Day," CBS presented Drumbeats and Drumsticks, a half-hour open house show on Nov. 22. Program, conducted by Marlin Hunt and Arthur Treacher, included entertainment by such top-name stars as Frances Langford, Lauritz Melchior, Robert Alda, Chico and Harpo Marx, Tony Romano, and Ronald Colman.

"Get In On the Victory Loan"
Words and Music by
ROBERT SOUR

Sometimes you love's still overseas,
Too far to reach by plane.
If you wanna make sure he comes home fast,
GET IN ON THE VICTORY LOAN!

And when he gets home you'd like to know
That he's back home to stay;
If you wanna make sure the peace will last
BUY VICTORY BONDS TODAY!

He's got a big job to finish
That he can't do all alone,
So as long as we've got 'em good an' licked,
You gotta make sure we don't get tricked;
And this is the way to keep 'em licked:
GET IN ON THE VICTORY LOAN!*

Written especially for the Victory Loan Drive
of the request of the Treasury Department
NOW BEING FEATURED ON
"MUSIC FOR MILLIONS"
Record No. 8
Evelyn Knight and Mark Warnow's Orchestra

Eve OUR LICENSED TEACHERS 

Appointments for Individual Lessons 

Starting ONLY $4.00 a MONTH

RHYTHM, PIANO, CLARINET, 
 violation, guitar, saxophone, mandolin, 
 banjo, banjo, violin, etc.

Open the Door to the World of Music

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N.Y.
New York • Chicago • Hollywood

Copyright 1945 by Broadcast Music, Inc.
'PM' Settles Luotto Libel Suit After Jury Finds for Radio Advertising Man

AWARDED judgment against PM in his libel action, Andre Luotto, New York publisher and radio advertising executive, received settlement of court last week. Although the amount was not disclosed it was understood to have run well into five figures.

A jury in Kings County Supreme Court brought in a unanimous verdict for Mr. Luotto, but couldn't agree on the amount of damages. PM, which had used PM and Marshall Field, its publisher, after the newspaper published an article and editorial in July 1942 opposing the sale WCV New York.

R. W. Dumm in Charge

Of KXOA Broadcasts

ROBERT W. DUMM was appointed director of broadcasts of KXOA Sacramento, Mutual Don Lee station, effective Nov. 19, according to Lincoln Dollar, KXOA owner and general counsel. He is the son of Wesley I. Dumm, president of Associated Broadcasters Inc., which operates KSF San Francisco and affiliated radio stations.

Mr. Dumm, 32, released from the Navy as a lieutenant after duty in the Pacific, has 10 years' experience in broadcasting, successively as announcer, producer, sports-caster, special events director, and program director of KSFO. During the first year of the war, before entering the Navy, he also served as a program director of International Station KWID and originated many programs for overseas servicemen including the first international war, producer, sports-caster, special events director, and program director of KSF, charging that his radio advertising business had suffered because of an alleged "smear" campaign by employees of the FCC and clearing house for foreign-language station investigations. The Committee charged that the FCC refused to approve the sale of WOV in 1941 because Mr. Luotto was to have been manager for the Mester brothers.

During subsequent testimony before the House Committee, Commissioner R. Denny agreed that then FCC governor, testified that the FCC had "nothing" on Mr. Luotto and that he was a "reliable American." Mr. Dumm later issued a statement affirming his testimony [BROADCASTING, April 30].

Mr. Luotto's libel action, brought in the Kings County Supreme Court, was heard by Judge Wenzel, who directed that, the fact of libel being established, the case be sent to a new jury to determine the amount of damages. Settlement out of court made another hearing unnecessary.

SET MAKERS TO USE CHANNEL NUMBERS

EIGHT of nine manufacturers of receiving sets with FM dials will use the new channel numbering system adopted Nov. 16 by the FCC, they reported to Robert T. Bartley, director of the NAB FM Department. Bartley expects to receive additional replies to his request for manufacturer reaction to the FCC action, taken on recommendation of the NAB.

Ione refusal to follow the numbering system came from Pilot Radio Corp., New York, which said it prefers direct frequency markings on the dial scale as used for years on broadcast and shortwave bands. Companies announcing they would use channel numbers were Admiral Corp., Rayco Radio Corp., and Q-4 Televison & Radio Corp., Congdon, Spencer Co., Melisner Radio Corp., Wells-Gardner & Co.

Robin Shoes Sign MBS

For Ed Thorgersen Show

FORTY Mutual stations will be used by Robin Men's Shoes for featuring Dec. 2 and 9 as featuring Ed Thorgersen, sports reporter. Time is Sunday 9:45-10 p.m., and not Monday through Friday 5:45-6 p.m. as previously reported. Leo Burnett Co., Chicago, is agency. Local dealer tie-in is to be used.

Controversial Time

TIME ON AMERICAN for controversial issues will be sold by network only between 10 and 11 p.m. on any evening of the week, network announced last week. New ruling was put into effect in order to prevent the opposing party an equal opportunity to reply, with network showing no favoritism in its time-selling slots.

NEurnished

MILES LABORATORIES, Elkhart, Ind., has been named "Radio Advertiser of the Year" at Almanac of the Air for $22 weeks on 102 stations during the 1944 season, five days a week for one-minute broadcasts. Agency is Wade Advertising, Chicago.
Transmitter
(Continued from page 18)

the ship's title. Several governments claim rights to the ship, which was nabbed in a hurry because of war urgency, and RFC will wait until maritime law has been satisfied before it acquires the electronic items.

RFC was in a sweat because the armed forces weren't releasing great stores of electronic equipment. Surplus now is starting to come from the services in amounts that will wipe out this dissatisfaction. It figures the total may run between 2 and 3 billion dollars. The demand is heavy now, but unless the military starts unloading important storehouses of transmitters and components the market will disappear.

Within a year electronic plants will be turning out new models with many improvements not found in war surplus. About that time RFC will be swamped with stuff that will be hard to sell. It may be a buyer's market—at least a tougher market than at present.

RFC now has 100 millions of equipment, figuring on a war-government basis. Last figures compiled (as of Oct. 15) show it had $31,012,000 in acquisitions, consisting of shortwave broadcast transmitting apparatus, $1,022,000; commercial and specialized radio communication equipment, except broadcast, $7,940,000; electronic devices, except control and communication, $12,906,000; electronic tubes, $23,776,000; telephone equipment, $2,461,000; electronic equipment components and subassemblies, $37,000,000; other equipment, $1,777,000.

The Oct. 15 data show shortwave broadcast transmitter sales totaling $1,000,000, but the figure is incomplete and does not reflect actual sales because figures from private agents have not been received. The total sales figures for all electronic equipment is only $2,424,000, which also is incomplete.

Quite a few 250 w communication transmitters (Temco) have been sold but none are believed to be in use in this country for broadcast purposes, it was indicated. RFC also sold about a score of RCA ET8850 15 kw transmitters for use by communication companies.

The RFC inventory will soon show a good supply of mobile Halliwell transmitter, both truck and field units, operating from 2 to 18 mc AM and equipped with receiving units tuning 1.5 to 18 mc. They operate 400 w CW and 300 w voice.

There also is FM mobile equipment, designed for autos, tanks and talkback circuits, which are good for local police work.

Stories have been going the rounds for months that military warehouses are stacked to the rafters with broadcast transmitters. RFC only knows about what has been declared surplus by the armed services but industry rumor, probably well-founded, indicates that large quantities of 100 and 250 w AM transmitters are in storage. These could be adapted easily and at little cost for broadcast operation. In addition there are believed to be many receivers of the "moral" type.

When the military lets go of the equipment RFC will be glad to sell it, but frets over the delay.

Available from RFC are enormous quantities of components such as resistors, capacitors, transformers, rheostats, millions and millions of transmitting, receiving and rectifier tubes. Already RFC has peddled a million dollars worth of receiving tubes. Plenty of condensers are available, but none of the gang type. Power supplies, tool kits, wire and other items are available, along with headsets and portable items. Actually the RFC inventory is teeming with items useful to electronics users outside the broadcast field.

Most of this inventory is in the warehouses of 223 manufacturer agents, some of which they have manufactured themselves but haven't delivered.

Chief of the Electronics Branch, RFC Office of Surplus Property, is William L. Foss, consulting engineer up to 1941 and since then a time consultant to the armed forces.

The branch is moving quickly and efficiently. RFC has an electronics advertising fund that may reach $400,000 to tell the public what it has to sell. Some of this, of course, will be used for cataloging. It has sold items costing the Government $2,988,000 for $2,424,000, a figure much above the level at which most surplus property is moving.

Now and then the branch gets a bad break. Last week the Chicago Tribune embarrassed RFC with a story that 1,000 transmitters were sitting right out in the open a Wright Field, Dayton. RFC explains that shipping orders have been issued early this month. More over, the transmitters (100 w sit borne liaison types), were packed for overseas and could float around in the water without suffering damage.

Canadian Radio Service Starts for Overseas Vet CANADA HAS not forgotten i men with occupation units in Europe and those still awaiting shipping space to come back, a cording to a CBC list of program being shortwave to Canada's over seas servicemen. A Canadian Forces Radio Service has been o ganized and regular popular programs from each of the province of the Dominion are being sent to CBC internationally shortwave transmitter from Sackville, N. B. for rebroadcasting by the BB and the radio stations operated i the Canadian Army in Europe. In addition to the regular party programs, special shows f the servicemen as Canadian Part Johnny Home Show and F Service Show, the latter by dealing with veteran problems as weekly to the Cana ian forces overseas. The CFI will be in operation until the end of the Canadian pers onnel.

Sloan to WABC JOHN F. SLOAN, recently with WFC, White Plains, N. Y., has joined t sales staff of WABC New York, 6 Sloan served with the Signal Corps d to the war and was previously assoc iated with Macfadden publications.
ANA Votes
(Continued from page 16)

Another new type of survey, to determine how well the directors of large companies, "the men above management", understand the functions and uses of advertising, is being undertaken by the American Assn. of Advertising Agencies, Fairfax M. Cone, chairman, executive committee, Foote, Cone & Belding, told the ANA members. Elmo Roper, he said, has been engaged to conduct a study of the attitude toward advertising of several hundred directors of both heavy goods companies and consumer goods companies, and transportation and utilities companies and bankers and brokers. Mr. Roper will also interview about .0 labor leaders, Mr. Cone said.

Fabulous Sums
Too frequently, Mr. Cone reported, company directors, to whom management is responsible for profits, believe baseless stories of fabulous sums paid for advertising logos. "Then", he continued, there are the statements about how much income of radio stars. Unfortunately, these are often true. They also in many cases verge on the ridiculous. The guest star fees are worst of all.

"It surely isn't because they are crazy that it is difficult for any amateur or lawyer to understand $6,000 paid out for four or five minutes on the air to someone who as only to read what someone else written on two or three sheets 'paper. These things are no more slip to the cause of advertising than they are to advertising itself."

Mr. Cone reported that a pilot study, to test both the technique interviewing and the pattern of findings, will be completed by the first of the year. "If it indicates, as we expect it to, that the latest idea in the understanding advertising is a failure to understand the possibilities in advertising as these have been brought out, we think a plan make them known will not be difficult to prepare," he stated.

Pla for: Free Enterprise
The value of public service advertising, in addition to advertising for direct sales, has been proved during the war years, said W. Young, chairman of the advertising council, said in a talk in 1945, in his absence by Charles G. Cortine, vice-president, General Foods Corp., at the concluding session of the meeting, from 4 to 6 a.m. This session, one of the entire convention, was open to other than ANA members, including the showing of March of Time Film specially made for the occasion, "Year of Ison", revealing the need for structural thinking by business national affairs, and a talk by Horst Lippmann urging the need for an enlightened public policy on the part of business if the free enterprise system is to survive.

Reporting on some of the important new functions assumed by the Advertising Council since the end of the war, Mr. Young said: "It is now operating the various radio allocation plans, and proposes to continue them on a scaled-down basis. Neither business nor government would wish to see government continue in peace time as a trustee for these facilities. We will shortly be asking those of you who have network or national spot radio programs to continue with the plan, as a definite service to you in screening out undesirable projects, and in removing from your doorstep an increasing number of petitions for free plugs.

"So great has been the educational job done on government and private groups during the war, that were it not for some such orderly plan, I can assure you that pressures for time on your programs would be far greater than ever before. Never before have so many important people had a 24-hour course in the power and effectiveness of advertising."

KHQ Sale Notice
FCC last week published, in the Federal Register, a notice of the proposed sale of KHQ Spokane by Louis Wasmier to Spokane Chronicle Co. [BROADCASTING, Nov. 5, 1945]. Notice was identical in form to the Commission's previous notice on proposed sales of WHDH Boston and WFIL Philadelphia [BROADCASTING, Nov. 12, 1945]. Notice was published in compliance with FCC's suggestion in its Crosby-Avco decision that sales be publicly advertised in advance by both applicant and FCC. Mr. Wasmier advertised the offered sale of KHQ several weeks ago. Competing applicants, if any, are given 60 days from Oct. 30 in which to apply for the KHQ facilities on the same terms as Spokane Chronicle Co.

Program Title Changed
CONTINENTAL CAN Co., New York, on Dec. 8 will change the name of its CBS program from "Report to the Nation" to "Continental Celebrity Club", title more in keeping with the present format of the program. Agency is BBDO, New York.

If it's a QUESTION of covering the Cleveland market the ANSWER is... WJW. Mornings and afternoons throughout the week, Monday through Friday more people listen to WJW than any other regional station. And... WJW delivers more daytime dialers per dollar in Cleveland than any other station.
Returning GI's
(Continued from page 74)
operators, confidence men, and other shady characters.
In the interest of the ex-soldier and legitimate business, radio can
warn the veteran to check with local Better Business Bureaus before
committing himself on merchandise, business propositions, or investments.
The task of the broadcaster in helping veterans is complicated by
local conditions. The local broadcaster will have to determine the interest and needs of his listeners.
Veterans in agricultural communities will be interested in buying new farms and farm equipment. Veterans in urban communities may want school, small busi-
nesses or jobs. But there are also many common problems affecting the veteran, his dependents and the veteran community to make general-
ized information extremely valu-
able.
The Radio Service of the Veter-
ans Administration will make every
effort to see that the broadcaster is
furnished with complete informa-
tion on matters that come within
its jurisdiction.
Wartime Service
During the war, radio performed
a tremendous public service. With
and without government guidance, local, regional and network broad-
casters assumed the initiative in
keeping America informed of the sometimes overwhelming variety of problems facing the nation. Never
before was a democracy as well in-
formed, as united, and as deter-
minded to resist its vicious enemies and to perpetuate its own freedoms. The good sense, responsibilities, and strength of Americans were in
the scripts, the announcements, the
speeches and the songs of radio throughout the war. These broad-
casts were a vital contribution to
our victory.
Now we must return to our nor-
mal peacetime pursuits. Through-
out the country, radio already has
taken the initiative to overcome the
problems of our postwar read-
justment. The radio industry will,
I am confident, serve the discharged
veteran just as effectively as it
served him while he was under
arms achieving our total victory.
It's radio's next big job.

Censorship Refunds
OFFICE of Censorship, which
officially closed last Thursday, returned
$4,800,000 of its 13-million-
dollar budget for this year to the
Treasury Dept. Less than 89 mil-
dollar of the over 100 million
allotted the department was spent.
These figures were brought out at a
dinner last week honoring Byron
Price, retiring chief censor.

Messhall Net
MESSHALL NETWORK, by
and for the boys, is giving the
news to GIs at Camp
Crowder, Mo. Set up last
July in the attic of a camp
recreation hall, the miniature
net was designed primarily to
provide concise news sum-
maries for some 2,000 soldiers
and their dependents in 7th Signal Training Regiment mess-
halls. Later its "programs" were expanded to include recorded music, amusement
data. When Japanese surrender
appeared imminent, the Mess-
hall mike was manned 18 hours a day. But not all of MHN's history has been
pleasant: once a group of GIs' busily berating their
officers discovered, too late,
that the mike was live and
their cutting comments had
blared into 15 eating rooms of
the regiment.

SOL PANITZ MEMBER
OF PUBLISHING FIRM
SOL PANITZ, who resigned Nov.
17 as chief, broadcast service sec-
tion, Radio Branch, War Dept.
Bureau of Public Relations, last week joined Joseph Davidson and
Ellis S. Perlman in the new Washing-
ton firm, Progress Inc., a weekly
newspaper.

Former New York freelance
scriptwriter, Mr. Panitz was ap-
pointed to the script department,
War Dept. Radio Branch, in July
1941. He subsequently served as
field producer on the Army Hour,
chief scriptwriter, and on the death
two years ago of Jack Joy, he be-
came head of the broadcast service
section. Mr. Panitz plans to con-
tinue freelance writing. He con-
tributes to the NBC Congressional
Medal of Honor and other pro-
grams. He authored Voices in the
Land, sponsored on WRC Wash-
ington for 13 weeks by the P. J.
Nee Furniture Co., Washington.

Mr. Panitz becomes associate edi-
tor of Progress, with offices in the
National Press Bldg. He plans to
produce radio shows and to serve as
consultant in the broadcast field on
a freelance basis in addition to his
duties on the weekly journal.

Frank Rowlatt
FRANK ROWLATT, 69, with F. H.
Hayhurst Co., Toronto adver-
tising agency, for 14 years, died in
a Toronto hospital as a result of
an automobile collision.

WFTC Studio
NEW STUDIO with stage and a
seating capacity of 450 is being
built by WFTC Kinston, N. C., as
part of a redecoration program.
Bob Ewing, general manager,
said the work would be completed by
about Dec. 1.

KFH • Wichita

Thousands of Farmers
are Waiting to Buy
PORTABLE
ELEVATORS

WICHITA turns from war to peace . . .
. . . FROM PLANES TO PLOWSHARES!

Those who expected the Atomic Bomb to
explode Wichita's wartime boom will find
it a dud. There's new activity in Wichita—
in addition to all the advantages that made
this Kansas' richest pre-war market. Agri-
cultural implement firms are now moving in,
at the crossroads of America. The Air-
craft industry will still be busy and impor-
tant in Wichita, but its peacetime "slack" is
fast being taken over by alert production

that solid section

KANSAS CITY

WICHITA

OKLAHOMA CITY

OF KANSAS RICHEST MARKET

KFH • WICHITA

Wichita is a Hooperated City

CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY OFFICE

Page 76 • November 26, 1945
There Is An Audiodisc And An Audiopoint For Every Recording Need

AUDIODISCS have all of the features essential to high fidelity recording. A superior lacquer is applied by a unique process that gives a flawless surface. In cutting, the thread throws well and there is no static. In playback, whether at once or in the future, there is low surface noise. Their playback life is unequalled. There are six types of AUDIODISCS:

**RED LABEL** tops all accepted quality standards for professional use. Double-sided in 6½", 8", 10", 12" and 16" diameters.

**SINGLE FACE RED LABEL** brings new economy to applications requiring but one side. 12" and 16" diameters.

**YELLOW LABEL**, Double-sided blanks of uniform quality and "wide latitude." Extra-fine adjustments unnecessary. Exact as Red Label.

**REFERENCE** permits extreme economy in test-cuts, filing and reference recordings. Double-sided in 10", 12" and 16" diameters.

**MASTERS** for choice copies (pressings) after electroplating. Double or single face in 12", 13¼" and 17¾" diameters.

**BLUE LABEL** best discs at low cost. Thin aluminum base, same recording lacquer as professional AUDIODISCS. 6½", 8" and 10".

All AUDIODISCS are manufactured on aluminum base—and glass base too, except for the 6½" and Blue Label type.

AUDIOPROJECTS, made by skilled craftsmen, are available in three types of recording styli and three types of playback points. Cutting and playback points are matched to give finest performance.

**RECORDING POINTS**

- **SAPPHIRE NO. 14**, for professionals, designed to give proper thread throw. No finer made.
- **STELLITE NO. 34**, professional type. Cuts quiet, shiny groove for several hours.
- **DIAMOND-LAPPED STEEL NO. 50**, cuts a fine, quiet groove, gives from 15 to 30 minutes actual recording time.

**PLAYBACK POINTS**

- **SAPPHIRE NO. 113**, finest obtainable. Complete fidelity and minimum disc wear.
- **BENT SHANK NO. 154**, for heavy pickups.
- **STRAIGHT SHANK STEEL NO. 151**, for light pickups.

Audio's resharpening and repolishing services give real economy in the use of AUDIOPROJECTS, Nos. 14, 34 and 113. Consult your local dealer.
local activities casting institution. -usually veterans' grams pensions, types of is no easy they are

In handling veterans affairs,

The task of these broadcasters is no easy one. There are many

types of veterans problems—and many types of veterans. The allow-

ances, the benefits, the loans, the pensions, the educational pro-

grams affect every veteran in a different way. Changing legislation

requires continued alertness on the part of these experts to insure

accuracy of their advice.

In handling veterans affairs, broadcasters must keep in mind that the needs of a veteran are

often immediate. After the brief—but refreshing—pause upon his re-
turn to civilian life, the veteran soon realizes that he'd better get

started on something. If it's a business, he may want a loan. If it's
education, there are the usual forms to fill out, the school to con-
tact, the curriculum to choose. If it's hospitalization or medical

treatment, the veteran has to loc-

ate the VA and arrange for treat-

ment. He should avoid letting his National Service Life Insurance

lapse and continue to make pay-

ments until he knows what his ci-

villian occupation and income will

be and what type of more perma-

nent insurance he needs, is quali-

fied for, and can afford.

These are only a few of the

problems about which the veteran

will require immediate assistance.

To speed its service, the VA is

undergoing an extensive decentral-

ization program. Eventually, most

large cities will have a branch, re-

gion, or area office of the VA. Most

cities and towns will have veterans centers where veterans may seek

advice and aid. Radio can help

urge the development of these local

agencies and stimulate the veteran
to avail himself of their services.

Advised the Veteran

From the veterans' point of view,
it would be a mistake to promise

them a rosy future or suggest that

their problems can be solved over-

night. The administrative task of

handling the claims and needs of

more than fifteen million veterans

and their dependents is enormous.

The recent reorganization of the

VA and the decentralization pro-

gram indicates the government's
effort to speed processing of each

veteran's application for various

benefits. Under Gen. Omar N. Brad-

ley, a soldier's soldier, the VA is

rapidly overcoming many obstacles

that delayed prompt service.

Branch, regional, and area offices

soon will operate full blast in or

near his home community to handle

the veteran's claims and applica-
tions for benefits. Hospitals will be

readily accessible. But at best,

proper handling of each applica-
tion takes time. Radio can advise

the veteran of the most direct

route, and urge him to apply for

his benefits far in advance of his

actual need.

There is still another public ser-

cvice radio can perform in carrying

broadcasts on veterans' affairs.
The nation as a whole has insisted

that the veteran receive a square

deal upon his discharge from serv-

ice. Nothing has aroused the com-

munity and nation more than mis-

treatment of or indifference to the

returning veteran. Taxpayers gen-

erally have endorsed heartily the

GI Bill of Rights and other legis-

lation enacted to aid discharged

veterans or the dependents of

servicemen who died in the service

of their country. Radio can show

the American taxpayer specifically

how the laws enacted by their Con-

gress and supported by their taxes

are being put into effect.

Wherever possible, it is highly de-

sirable to let the veteran who has

been through the mill tell of his

own experiences—how he solved his

own particular problems. New

separates will benefit greatly by

these first-hand reports from their

brothers in arms. VA spokesmen

counselling experts will also be

available to present authoritative

dvice and guidance.

Warn Against Fraud

Another service radio can per-

form is to warn soldiers about to

be discharged and new veterans

against swindles and frauds. A re-
cently published pamphlet on "Gyps

and Swindles" (Public Affairs

Pamphlet 109, by William Trufant

Foster, Public Affairs Commit-

tee Inc., 30 Rockefeller Plaza,

New York, 10c), particularly as they

affect veterans, exposes a nation-

wide threat to veterans' readjust-

ment. Flushed with back-pay, mus-

tering-out pay and perhaps a small

avings account, returned veterans

are being swindled daily by bogus

(Continued from page 76)
GATES Announces the Opening of

A BRANCH OFFICE IN

NEW YORK CITY

GATES customers on the East Coast, as well as those in foreign countries and throughout the United States, will be interested in this latest expansion by GATES. The New York office will offer engineering service, sales, and the stocking of equipment.

The new office is staffed by competent sales and engineering personnel who can answer all technical questions regarding GATES equipment. Furthermore, they will, if necessary, be able to make direct quotations on apparatus. You are cordially invited to visit this new office, and to make full use of its facilities. Make a note now of the address:

GATES RADIO CO.
9th Floor • 40 Exchange Place
Telephone: Hanover 2-0198

The office is conveniently located, just a few steps off Wall Street in Lower Manhattan. It is within a few minutes subway ride from Manhattan proper.
BELIEVING that managers of stations affiliated with American are interested in national magazine publicity efforts, breaks are in progress on Kellogg Co. “Breakfast in Hollywood” on that network, Kenyon, & Eckhardt, New York, agency for Kellogg, has started mailings of magazines carrying these stories to station managers.

“Music” magazine has already carried a story on program and layout projects planned for “Tune In” and “Radio Romances” within next few months.

WPAY Trophy WPAY Portmouth, O., will award a trophy to the most valuable football player in the area. Paul Wagner, manager, conceived the project to stimulate interest in the game as well as scholastic studies and character development.

Frost Warnings RESUMING annual frost warning service, KFI Los Angeles now gives nightly detailed account of anticipated temperatures for southern California and Arizona by direct line from government station of fruit-frost service at Pomona.

Cal. Floyd D. Young, U. S. Weather Bureau director, conducts series. Available again to growers this year is the KFI weather chart with record table and complete listing of frost damaging temperatures.

Ford Display FORD MOTOR Co, “Sunday Evening Hour” on American is currently featured in the Madison Ave. show window of Haynes-Griffin, one of New York’s largest record shops. Window spots, a 30 x 36 photo of the Ford orchestra and chorus on stage at the Detroit Music Hall, plus pictures of all performers on program. Display was set by Kenyon & Eckhardt, New York.

WOL Folder FOLDER announcing appointment of Col. Albert F. Warner as director of the newsway of WOL, Washington as well as conductor of General Electric Co. “The Voices of Washington” news programs, has been distributed by the station. Facts about WOL newsmen over the operating schedule and profile sketch of Col. Warner are included.

New York Marker PROGRESSIVE Radio Advertising Co., New York, has issued a booklet on Radio-American market of New York, for which company presents programs on WBNX New York daily 9:15 a.m. and 9-10;30 p.m. Folder includes list of programs’ past and present sponsors.

Program Schedule FALL and Winter program schedule of KGBA San Antonio, Tex., which is illustrated with photos of talent heard on station, has been distributed to 20,000 listeners in area.

Promotion Personnel JOE HAEFFNER, onetime radio columnist of Buffalo Evening News, has been appointed publicity director of the paper’s station, WHEN Buffalo. He has been released from the Army after two years service.

JO RANSON, publicity and special events director of WNEW New York, and CPL DICK PACK, former publicity director of WOR New York, now serving AAF, are co-authors of “Opportunities in Radio”, a new career book to be published early this winter by Vocational Guidance Manuals Inc. Contributions to the book include K. C. MADDUX, WOR vice-president, and J. R. FOFFELE, chief engineer of the station.

LUCILE DOLANSKY, released from the Detroit area, has joined the publicity staff of WGN Chicago.

WE’RE NOT WIZARDS at WBIG

Just because we do obtain magic results from “The Magic Circle”, don’t get the idea that we all run around in circles pulling rabbits out of hats.

We do bend over backwards, however, to do the best possible job for those who want maximum results at a minimum of expense from the Richest Area in the South.

W. Va. Network Offers Scholarship in Athletics WEST VIRGINIA NETWORK is offering a $500 scholarship to West Virginia U. to be awarded to the outstanding W. Va. senior high school athlete of this and succeeding years. Nomination will be made by a committee of sports writers and coaches.

Howard L. Chernoff, managing director of the West Virginia network, who made the announcement, said the network was opposed to “subsidization” of athletics, but that the organization felt a substantial effort would be an incentive to high school players to choose West Virginia as their university.

Two on KOVO NEW programs heard on KOVO Missoula, Mont., include a public service feature, “Civic Center Forum”, and “Sunday in Mission Churches”. Forum considers the program on new civic center building for community. Latter quarter of program, aired Saturday evening, presents religious music and conveys it to the church goes to be heard the following day in local churches of all faiths.

Citizens Forum A SERIES OF FORUM broadcast on “How the War Won the West” has been started weekly on CBC Transatlantic. Program deals with various phases of full employment, social welfare, public works projects, planning, health, community organization, war production, war exports, labor law, cartels and similar topics. Broadcasts are citizens forums and are produced in conjunction with Canadian Association for Adult Education.

Student Quiz HALF-HOUR program aimed for students of New Haven public and parochial schools on WEXI New Haven Nov. 11. Called “Test Your Knowledge”, program awards first prize of $500 to WASH New Haven’s “Quiz Game” which has been selected to represent Connecticuts in Store, on behalf of the United States.

Breakfast Date HENDERSON’S Dept. Store, Buffalo, during past year of sponsorship of WBNF Buffalo “Early Date at Henderson’s” program, Monday through Friday 8:15 a.m. has been breakfast host to more than 40,000 visitors. Early morning variety program features bag of primes, contents of which increase each time constant misses the throw of a dart at the Buffalo map on which score is indicated.

Folk Balads HALF-HOUR presentations of folk music of Europe and America started on Mutual Nov. 30 by “Songs Along the Trail”. New Sunday afternoon program features Joseph Marais, exponent of continental and American balads, supported by vocal trio and string background.

Opera Highlights NEW OPERA program entitled “Encore from Great Operas” started on WPAT Paterson, half-hour on Nov. 18. Program features popular scenes from operas with narration to enhance illusion of actual presence at performances.

Winter Concerts BEGINNING Sunday, Nov. 25, new program, “Winter Time Concerts”, started on WPLW Cincinnati. Guest conductors from the city area are featured.

CJAD Montreal postponed its opening, scheduled for Nov. 28, to late November. Station will operate on 800 kc with 1 kw.

 broadcasting • Telecasting

Page 72 • November 26, 1945
U OF PENN. STATION BEGINS OPERATIONS

WXPN, private broadcasting unit of the U. of Pennsylvania, went on the air for the first time Nov. 12. Station, under construction since spring, was begun with a grant of a few hundred dollars from the university. Its three small transmitters have a range of only 500 to 1,000 feet but programs can be received in the administration buildings, men’s and women’s dormitories and some fraternity houses.

Fifty undergraduate men and Navy trainees staff the station. Programs will include music by Army students’ orchestras, round-table discussions; adaptations of books and plays, and faculty news commentaries. Station is a member of Inter-Collegiate Broadcasting System, which has added stations in Swarthmore, Haverford and Bryn Mawr colleges. The three stations joined for the first time Nov. 15 to present a program entitled Meet the Network, a composite of the various types of features which will be presented in the future. The stations will operate as a network Mondays, Tuesdays, Wednesdays and Thursdays from 9 to 10 p.m.

Swarthmore’s station, WSRN, will present a half hour of organ music and a half hour of drama each week. WTVY Haverford will present a dance band and a comedy team in two half-hour programs weekly. WBM Bryn Mawr will present a musical program during one of its two half hours. The stations have been built and maintained by undergraduates and all operate under low power and are received only on their respective campuses. David Linton, program director of Inter-Collegiate Broadcasting Company, directed the networks’ initial program.

W. P. Short Takes New Post With Federal Corp.

W. P. SHORT, former chief engineer of Research Construction Co. and staff member of the radio labs of the Mass. Institute of Technology has been appointed chief engineer of the newly created home radio receiver department of Federal Telephone and Radio Corp., manufacturing affiliate of IT&T.

H. A. Snow formerly with Boonton Research Corp. and Foote, Pierson & Co., has been named senior engineer of the department. Mr. Short was manager of radio engineering for Crosley Corp. before entering active service with Navy where he served as radar officer for the operational training command of the Pacific Fleet. Subsequently he was assigned to radar research at MIT. Mr. Snow is known as the developer of the “Variable Mit” tube and also for his wartime development of an electronic gauge while working on production of aircraft transmitters.

“Turn Off the Gas”

FAST ACTION by radio kept Memphis, Tenn., from being without natural gas for a month when a break developed in mid-October in the long pipe line which feeds natural gas from the oil fields to Memphis. In a letter to WMC Memphis, President Thomas H. Allen of Memphis Light, Gas & Water Co. said g as consumption dropped 90% after broadcasts telling listeners to cut off their gas, and that the remaining 10% could be supplied by an artificial gas plant and the gas already in the pipe system. Without the broadcasts, he said, individual service calls to each house would have been required if deliveries had become insufficient to keep pilot lights going, and “this would take a month.”

Lauding radio as an effective distributor of news, he said it “really spread the news around.”

FBIS FUNDS BECOME ISSUE IN CONGRESS

FCF FUNDS are expected to become a major issue in a Congressional conference on the 1946 re- cision bill (HR-4407) in which the Senate and House are split over reducing the Commission’s national defense appropriation by $930,000.

By comparison to the overall bill, the FCC’s budget is but a small part, but the Foreign Broadcast Intelligence Service is the issue. The Senate last Tuesday by voice vote sustained its Appropriations Committee recommendations to re- store $1,409,038,666 to independent agencies after the House had voted cuts [BROADCASTING, Nov. 19]. Of that amount the House reduced the FCC 1946 fiscal year appropriation by $930,000 and ordered the FBIS liquidated. The Senate voted to restore the $930,000, leaving the Commission’s budget intact.

In the House there was every indication that a fight would be made in conference to fold up the FBIS, despite recommendations from the State Dept. that it be continued. The FBIS and Radio Intelligence Division were severely criticized by the House Select Committee to Investigate the FCC in the 78th Congress. Rep. Richard B. Wigglesworth (R-Mass.), member of the old investigating committee, has led the fight in Appropriations Committee to liquidate the FBIS.

Home of TVA (Electric Power) and Oak Ridge (Atomic Bomb) and ALCOA (Aluminum Industry). All these things have contributed to WNOXville’s increased population and therefore increased purchasing power, as evidenced by the latest figures from ‘Sales Management’.

Sales Management’s figures for “Estimate of November 1945” gives Knoxville an increase of two hundred and ninety per cent, with November 1939 as a base of one hundred per cent. This makes Knoxville one of the Big Three, along with San Diego, California, and Wichita, Kansas. This makes Knoxville the leader in the South. Compare Knoxville’s increase with Nashville, Memphis, Louisville, New Orleans, Birmingham, or Atlanta. Take advantage of this outstanding increase when you make your merchandising plans. Sell Knoxville through WNOX.

WNOX

NOV. 1945 increase over NOV. 1939*

<table>
<thead>
<tr>
<th>City</th>
<th>Nov. 1945</th>
<th>Nov. 1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nashville</td>
<td>275%</td>
<td>100%</td>
</tr>
<tr>
<td>Knoxville</td>
<td>290.2</td>
<td>190.5</td>
</tr>
<tr>
<td>Memphis</td>
<td>190.5</td>
<td>190.3</td>
</tr>
<tr>
<td>Louisville</td>
<td>154.6</td>
<td>151.3</td>
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<tr>
<td>Atlanta</td>
<td>180.5</td>
<td>151.3</td>
</tr>
<tr>
<td>New Orleans</td>
<td>100%</td>
<td>90.0%</td>
</tr>
</tbody>
</table>

*Last Official Census Figures

Above chart made according to Sales Management’s figures on Retail Sales and Services: Forecast for November 1945.

A DEEP RED chrysanthemum, 12 inches across, has been named the “Kate Smith Chrysanthemum” by Tootsy’s Madison, N. J., nursery, which developed and exhibited it at the 30th annual exhibit of the Horticultural Society of New York, which opened Nov. 8 at Hotel Pennsylvania, New York.

BROADCASTING • Telecasting

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E. WOOD H. MEYER, son of A. G. MEYER, station manager of KMYK Denver, has returned to the station as special events director. For two and a half years he has been Mary Ever's in Pacific.

ELMER GETTINGER Jr., released from the Navy as lieutenant, has resumed his news comments at WOTM Wilson, N. C. He served in Pacific.

CAMPBELL (Stretch) MILLER has resumed his sports and special events announcing duties with WCBS Springfield, Ill., following release from the Navy.

SOL BALSAM, former news analyst on WEBS New York and writer of several network programs, last Thursday married Goldscheer Franke, advertising executive of the fashion firm Cramer, Tobias & Meyer.

JACK DREES, released from Merchant Marine as lieutenant after 28 months active duty, has rejoined sports staff of WIND Chicago to work with BERN WILSON.

WEBLEY EDWARDS, CBS correspondent who gave an eye-witness account of Japan surrender ceremonies on the USS Missouri, has returned to this country and is to start a six-week lecture tour in the West. Following his tour, he will be stationed at Pearl Harbor for CBS.

JIM WELLS, released from the Navy as lieutenant (jg) following 27 months service, has resumed post as sports-caster at WBEN Buffalo.

RUSSELL BARNE, WWJ commentator who has served as chief of the Psychological Warfare Branch, Allied Forces Headquarters in Mediterranean, returned to the air November 19 for three-week series of reports of inside stories from his own experiences. Some of his topics are "The Plot to Kidnap Hitler", "How Japan Got the American Order of Battle Before Pearl Harbor", "How We Captured German Spies at Algiers" and "Behind the Scenes at Cairo and Teheran".

WALTER G. FASCHALL, after nearly three years in AAP, has returned to WSB Atlanta as news editor.

Sgt. JOHN PAUL BINGEY returned last Tuesday to his peace-time job as assistant superintendent, House Radio Gallery, after two years as AAP gunner. He had 35 missions in ETO and was discharged Monday at Andrews Field. House Radio Gallery superintendent is MAJ. ROBERT MENSAUGH, retired, who returned last month.

PAUL E. BROWN, announcer and news commentator with WJOB Hammond, Ind., addressed a mass meeting of the East Chicago Branch of the National Association for the Advancement of Colored People, on "Forces for Survival in Times Like These".

DAVID WILLS, WMAL, Washington commentator, and GORDON SHAW, producer, are broadcasting three-minute summaries of Washington news twice-weekly for State Dept. Overseas Service.

BRIAN A. TOBIN has been appointed manager of the Toronto bureau of British United Press.

SAM ROSS, news editor of CKWX Vancouver, is convalescing at home from an operation.

MERT EMMERT, formerly with WEA New York and WLW Cincinnati and member of National Association of Radio Farm Directors, has been appointed head of the farm and ranch department of WOI San Antonio.

IRVING SHARPE has been named special events director of WDBJ Roanoke, Va.

RAYMOND SWING, American commentator, has presented scripts and recordings of his news broadcasts since January 1937 to Library of Congress, Werner W. Caple, acting librarian, has announced. His gift forms part of comprehensive collection of materials being assembled by Library of Congress to assist in studying history of war.

Open Siam Circuit

RCA COMMUNICATIONS has announced reestablishment of radiotelephone circuit between Manila and Bangkok, which had been suspended Dec. 7, 1941. RCA has been sending messages to Bangkok via Switzerland.

THANKSGIVING Day parade of B. H. Macy & Co., New York, which took place Nov. 22 for first time since 1941, was televised by WNBV NBC video station.
FRANK HENRY is new member of engineering staff of WCAM, Pittsburgh. Before serving three years on Navy Atlantic anti-sub patrol and eight months in Asiatic Pacific duty, he was with KGV WCTM WWPW.

WILLIAM H. MALONE, released from the Navy, has returned to WOAM, Wil- son, N. C., as chief engineer. WARREN WOOTEN has been acting in that post.

ALLEN E. OGLE has been named vice-president of Maguire Industries Inc., New York, in charge of RCA's Bal Harbour, Conn., plant which is being retooled from war work for production of radio receivers and amplified speakers. The plant is for sale to other manufacturers and company plant at Mt. Carmel, Ill., plant also will make railway, aviation and marine communications equipment. Mr. Ogilvie is former chief engineer of Maguire electronics division, post now held by CARLTON WASMANSDORFF.

ETIENNE DUBREUIL, released from RCAV as radar operator, has rejoined transmission staff of CBH Montreal.

JAMES CARLISLE, who has returned to Canada from Omaha in 1941, has rejoined the CBC.

NORM GROVER, recently discharged from RCAF Ferry Command, and JIM MURPHY, released from RCAF, have joined the master control staff at regional studios of CBC Halifax. Murphy went to Oakville, Ont., in Canada from Oklahoma in 1941 to join RCAF.

FRASER COOKE, recently discharged from Canadian Army, is new member of transmission staff of CBH Sydney.

REX COSTEN, engineer of WPTF Raleigh, N. C., has resigned to continue full-time studies in music at U. of North Carolina. The FCC has granted WPTF transmitter supervisory, has returned to the station after three years in the Navy.

WILLIAM CRANE is now with the engineering staff of WGN Chicago.

Beachmaster PA

Users of public address systems may be interested in the Western Electric Beachmaster, designed by Bell Telephone Laboratories to meet rigid Navy requirements. Powerful enough to generate a sound level of speech of 116 DB on an axis at a distance of 30 feet from the loudspeaker, which means that orders could be heard above the thunder of the waves, the system includes a loudspeaker, microphone, amplifier, engine alternator set, connecting cables and adequate operating accessories, spare parts and maintenance equipment, all packaged in six watertight, portable metal cases buoyant enough so that when necessary the entire system can be dropped into the water and floated ashore.

Close Office

INTERIM International Information Service of the State Dept. announced Nov. 19 that the New York radio division of the Pacific Operations Bureau would be dis-continued on Nov. 30. Abolition of the New York department does not affect San Francisco operations of IIS except to eliminate re-ord recorded programs formerly originat-ated from New York. More than 250 radio shows were produced in New York division during past year.

KGGF TRAINEES

High School Credits Given For Radio Course

KGGF Shawnee, Okla., for the second consecutive year is conducting classes in radio operation at Shawnee high school, with full credit for students completing the course. Directed by Maxine Eddy, station manager, classes include lecture, observation and practical work in all phases of broadcasting.

Broadcasts of radio programs prepared and produced by students are aired over KGGF. They include all types of entertainment—glee clubs, bands, parent-teacher groups, choral and drama. Some 40 students received credits for last year's radio classes and 10 returned this year for advanced credit, with 30 new enrollees at beginning of term. Staff members of KGGF assist Miss Eddy in teaching. Classes are held daily with approval of Oklahoma State Board of Education.

Attempts to conduct similar programs at Oklahoma Baptist U. and St. Gregory's College, both in Shawnee, so far have failed because school heads declined to give credits. Said Miss Eddy: "We are broadcasting daily programs from the two higher educational institutions, however, and I have hope that the high school effort will work out well enough that colleges and universities will follow suit, not only in Shawnee but all over the country."

Think This Over!* WATW delivers more listeners per dollar in America's 4th Largest Market than any other station—including all 50,000 watters!*

*See Latest Surveys! Check Availability!

National Representatives: Radio Advertising Co.

WAAT

Do you realize this market contains over 3½ million people, more than these 14 cities combined—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Topeka, Omaha, Syracuse, Richardson, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR

NEW JERSEY'S BEST RADIO BUY"

November 26, 1945 • Page 69
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: ___________________
The RCA 7C24 is an entirely new type of tube especially suitable for use in the new RCA FM transmitters. Used in combination with Grounded-Grid circuits, which are a feature of these new transmitters, this tube makes possible 100 mc operation with stability, efficiency, and over-all performance equal to that previously obtained only at lower frequencies.

The 7C24 resembles in size and appearance the RCA 827-R, which was a popular and very successful feature of RCA prewar FM transmitters. In design and construction, however, the 7C24 is quite different. It is a triode that is provided with a grid structure specifically designed to offer a maximum of shielding between the plate and filament electrodes, resulting in a very low plate-to-filament capacitance. The grid connection is the metal flange of the tube. When this is utilized in connection with an external shield, the input (filament) and output (plate) circuits of the amplifiers are very well isolated. As a result, no neutralizing is required, operation is stable and efficient—and adjustments are simple.

A further advantage is that, because of the use of Grounded-Grid circuits, it is feasible and economical to use this same tube—the RCA 7C24—in both the 1-kw and 3-kw stages. This simplifies maintenance and replacement problems besides reducing over-all tube costs.
because...

it's a new RCA tube

a tube designed especially

for ROUNDED GRID for the best FM operation

a tube that makes adjustment as easy—and operation as stable—at 100 MC as at lower frequencies.

GRID SEAL
Why is this tube important for FM?
Sponsors

WE'VE GOT IT—ON WJHP!

We've learned that Jaxons like music and plenty of it...sweet, hot, and played and sung by every master recorder in the business. That's why we don't depend on one or two artists to entertain for our listeners. We present Dinah Shore, Crosby and Sinatra, Cab Calloway and Fred Waring, the Ink Spots and Ella Fitzgerald. On WJHP, buy time and music on THE SKY COMMUTER'S MUSIC WITH MACRI, OFF THE RECORD, LAZYBONES, CLUB 1320, AND SWING SHIFT...for tops in musical returns!

WJHP IS A MUTUAL STATION

1320

A JOHN H. PERRY AFFILIATE

JACKSONVILLE, FLORIDA

(Continued from page 68)

JOHNNY MURRAY, Henry Stapef, Benny Freedman, Rupert Fray and Edna Skel- ton, talk of prime time will be "Raleigh Room" featuring Hilligarde with Dec. 5 broadcast, to Wednesday, 8:30-9 p.m. (EST), Russell M. Seeds Co., Chicago, services tobacco account.

DOMINION OF CANADA, Department of Veterans Affairs, Ottawa (rehabilitation), has started twice daily six days weekly announcements on a number of Canadian stations. Agency is Stewart Lovick Ltd., Toronto.

A. WANDER Ltd., Toronto (Ovaltine), has started 25 announcements weekly on a number of Canadian stations. Agency is Young & Rubicam, Toronto.

AFFILIATED PRODUCTS Inc., Toronto (Anacin), has started 20 announcements weekly on a number of Canadian stations. Agency is Young & Rubicam, Toronto.

PERPETUAL battle between swing and the classics will be format of new RCA Victor program, "The RCA Victor Show" Sundays, 9 a.m. to noon on NBC, which replaces "The RCA Show with Tommy Dorsey," effective Dec. 2. Deems Taylor, composer and critic, and Leonard Fein, master of ceremonies, will act as leaders of the opposing factions. Kenneth Deiner will act as moderator. Raymond Paige and his orchestra and chorus are included. J. R. Nesbitt Agency Co., New York, is agency.


NORTHROP AIRCRAFT Inc., Hawthorne, Calif., continuing employment campaign, is scheduled for five varied schedules on five varied radio networks area stations. Firm is sponsoring daily 30-minute spot in "The Salute & Housewife's Protective League" on KKL, "News on the Hour" on KXMT, daily participation in "Rise & Shine" on KKH as well as similar schedules in "Three Men on a Mike" and "Make Believe Ballroom" on KFWB. Varied spot announcements schedule is under management of KMPK, Ferguson. Ag- ency: J. Walter Thompson Co., Los Angeles.

DRUG TRADING Co., Toronto (chain store chain), has started 25 announcements on CFRB Toronto. Account placed by Don Escott Productions, Toronto.


JOHN J. WELDRON has been appointed general manager of Ruppert Brewing Co., New York.

BATTLE PHARMACEUTICALS Co., Toronto (Daisy Diaper Dip), has started "Parent Magazine of the Air" on CFRB Canada. The broadcast is expected in early 1946 to other stations across Canada. The broadcast is handled by Rosemary Stanfeld Ltd., Toronto.

THE MONTHLY Magazine, New York, started spot announcements on Nov. 20 on WJZ, WLR, WMCA New York and WNAV, Newark, agency is R. C. Morris & Co., New York.

EMERSON TOBACCO Co., Montreal (cigarettes), has started twelve weekly quarter-hour transmitted musical programs on CKY Toronto. Agency is Whitchell Broadcasting, Montreal.

MEGAFRAY BROS., Toronto (Chen Yu cosmetics), has placed account with R. & H. Inge Adv., Toronto.

W. H. COMSTOCK Co., Brockville, Ont. (proprietary), has started five weekly spot announcements on CFRB Toronto. Agency is Jack Murray Ltd., Toronto.

NEW ACCOUNTS for "The Shadow" were announced to program consultant Harry Charles Michelson Inc., New York, including the Chicago Beverage Co. for 35 weeks on WLS, Richmond; Penn Furniture Co., Indiana, Pa., to forbid on WAD Indian: John Shillito Co., Chicago, department store's use of it.

THREE VOICES of Firestone discuss musical scores for the "Voice of Firestone" program's 17th anniversary broadcast Dec. 3. Gladys Swarthout, meso-soprano; Fred Waring, conductor of the show; and settled between Fred K. Stanwood (1), advertising consultant of the Firestone Tire & Rubber Co., and Harvey S. Firestone Jr., company president.

WFCO Cincinnati; Thomas Bros., toil for 23 weeks "Meet the Musix" on 8 OCB Cal stations, 12-12:30 p.m. (FST). Agency: Garfield & Guild, San Francisco.

NEWELL OUTFRONT Co., San Francisco (Bryker's granulated soap), Dec. 1 starts for 52 weeks "Meet the Musix" on 8 CBS Cal stations, 12-12:30 p.m. (FST). Agency: Garfield & Guild, San Francisco.


NET RENEWALS

WM. WRIGHT Jr. Co., Chicago, (chew- ing gum), has renewed for 35 weeks, "Treasure Trail" on six Ontario and Quebec stations, Wed. 8:30-9:55 p.m. in French on two Quebec stations Wed. 6:30-7:30 p.m. Agency: Jack Murray Ltd., Toronto.

NET CHANGE


BORDEN Co., New York (Hemo), Dec. 1 switches "County Fair" to 11-11:30 a.m. on 177 NBC stations. Agency, Kenyon & Richardi, N. Y.

TEENTIMERS Inc., New York (junior dresses and cosmetics), has Nov. 16 replaced "The Teentimers Show" on 45 NBC stations. Sun. 12-12:30 p.m. on 45 NBC stations. Agency: J. Walter Thompson Co., N. Y.

CITATION for public service in aiding Campfire Girls of America was presented to Isabel Manning Hewson, conductor of the Mutual "Land of the Sky" pro- grams, on her Nov. 16 broadcast. Miss Hewson was presented award for her role in Campfire Girls' drive to secure adult Campfire leaders and members.

COPY of the script of American's V-J Day special broadcast, "Make Way For Tomorrow," is among the archives of the New York Public Library.

$3,300 for Talent

APPROXIMATELY $3,300 talent costs per week has been budgeted for the new musical show "The Teentimers Club" which started Nov. 24. Saturdays, 11-11:30 a.m. on NBC sponsored by Teentimers Inc., New York, manufacturers of dresses and cosmetics for juniors. Sponsor changed its time and for- mat from the 10 a.m. spot to one hour later. New program will star Ex-Sgt. Johnny Desmond as vocalist, and m.c. It will also offer top name bands such as Johnny Long's orchestra, which played the premier. Others to follow will be Jimmy Dorsey, Woody Herman, Tony Pastor, etc. Jane Harvey, songstress, and a weekly comic skit complete the format. Program is to be produced and directed by Jack Wyatt Jr., of Buchanan and Co., New York, agency handling the account. Con- tract is for 39 weeks.

WFOO Honored

CERTIFICATE for public service has been awarded WFOO-St. Au- gusta, Fla., by the American Legion Auxiliary. Award was made to J. Allen Brown, WFOO general manager, who joins NAB's department of broadcast adver-ising Dec. 1. Legion and Auxiliary officers participated in the cere- mony.

“OPEN SESAME”

TO OKLAHOMA'S PROSPEROUS MAGIC EMPIRE

KTUL-TULSA

John Esau, Gen. Mgr.
Represented Nationally by Free & Peters, Inc.
TRIPLE CHECK

Recently we published the results of a post card survey which showed that 14.7% of all homes in the Metropolitan area—or approximately 445,000 homes—listen to WQXR regularly.

We checked this result with a house-to-house survey (60% non-telephone, 40% telephone homes) by the Pulse of New York, which showed that 14.6% or approximately the same number—listen frequently to WQXR.

In order to make certain this was not just a coincidence, we asked the Pulse to find what percentage of the people who listen to WQXR subscribe to our monthly program magazine, which now has a paid circulation of over 25,000. Pulse interviewers found more than 25 listener-homes for each subscriber-home, indicating an audience of approximately 500,000 homes in the New York metropolitan area, alone.

☑️ Once might have been chance
☑️ Twice might have been coincidence
☑️ But three times is conclusive evidence that

Nearly a half-million homes are tuned regularly to WQXR

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times
Sponsors


BULOYA WATCH Co., New York, starts sponsorship of time signals at pre-game, half-time and post game, for remaining New York Giants professional football games to be televised each Sunday on WHNT, NBC New York video station, from Polo Grounds. Company also sponsored three signals preceding Macy's Thanksgiving Day parade on Nov. 23 at 1 p.m. Agency is Bowl Co., New York.

AMERICAN HOME FOODS Inc. has appointed N. W. Ayer & Son, New York, to handle account for complete line of anodyne fruits and vegetables to be made and distributed by firm in 1946.

FRANK A. CONOLLY, merchandising manager of Oakite Products Inc., New York, told lunchen meeting of American Marketing Assn., at Hotel Sheraton, New York, November 15, that advertising unjustifiably gets the "black eye" when manufacturers spend large sums on advertising and then do not merchandise their product accordingly, thus failing to get results.

LEAM Publications Co., New York (Two to Six Magazine), has started a test campaign through Friend-Shoe Ltd, New York, effective Nov. 12. Spot announcements on KYW WCCO and New York stations, exclusive of "A Christmas Carol," on WTMW WOWQ WQAF WHLD WHAP WHAS WWHO WHIO KOJO WORC.

HURLY'S FOOD LOCKERS, Pasadena, Calif., has started "any-time" reservation schedule on KWKW Pasadena, Calif. Kennedy Photos, and Western Employment Service, Pasadena, are using daily spot schedule, with Westernclip, the matched greeting card, and sponsoring twice-daily announcements on KWKW. Contracts are for 13 weeks.

DOUGLAS AIRCRAFT Corp., Santa Monica, Cal. (employment), in addition to varied spot schedule has started using daily early morning ten-minute transcription, musical program, "Spotlight Stars," on KMPC Hollywood. Contract is for five weeks. Bizig Co., Los Angeles, has account.

TRANS-CARIBBEAN AIRLINES Inc. has appointed Norman A. Mack & Co., New York, to handle its advertising. Radio will be used.

FRANK KENNA, president of Marlin Firearms Co., New Haven, was presented the Gold Medal Award of 1945 of the AdvertisingClub of New Haven on Nov. 20 for his Kenna Plan, which provides space for small business enterprises on a pay-the-rent-as-you-can basis, and aids servicemen to set up businesses for themselves.

ADDITIONAL accounts for quarter-hour "Reminiscin' With Singin' Sam" series transmitted by Dial Programs Inc., Dayton, O., include: Hamm Brewing Co., Minneapolis, effective December 3 for 32 weeks on KCMG Kansas City (five-weekly), WOW Omaha (three-weekly), KFYR Bismarck, N. D. (four-weekly), KOA Denver, (three-weekly), through Campbell-Mithun, Minneapolis; Cream Dome Peanut Butter, twice-weekly for 22 weeks effective December 2 on WBNR Bla... (Continued on page 64)

FREE!

32-page History of Musical Instruments

When this series of columns in Broadcasting began presenting the history of musical instruments, many program directors asked us to gather all of these sketches in a convenient form for easy reference. "Grace Notes" is our answer—a 32-page illustrated booklet made up of the histories and interesting facts about 25 of the more common instruments.

If you can use any of this information, just clip the coupon at the bottom of the column. All the material has been checked and rechecked for accuracy, and may be used without permission or credit.

Vertical cut recordings are unexcelled for their faithful reproduction of all music. Capable of recording a wide range of frequencies, they are ideal for FM.

Electrical Research Products
Division of Western Electric Company
223 BROADWAY, NEW YORK 7, N. Y.

PLEASE SEND ME FREE COPIES OF "GRACE NOTES"

NAME

STATION

TITLE

CITY

STREET

ZONE

STATE

Page 62 • November 26, 1945

YOU ASKED FOR IT!

Radio Director of Procter & Gamble Co., William M. Ramsey (l.), talks during over-the-air interview of "Glamour Manor" on American stations. During the day Airview to observe West Coast originating F & G shows. He was program guest.

Serving

The Third Largest Market in the Fourth Richest State

W C O L

COLUMBUS

The Listening Habit of Central Ohio

Represented by

THE HEADLEY-REED CO.
BOSTON'S EXCLUSIVE
AMERICAN OUTLET

BCOP

A COWLES STATION
Represented nationally by the Katz Agency

.Broadcasting - Telecasting November 26, 1945 - Page 61

NAB Clinic
(Continued from page 99)
in news service is in the field of local coverage.
"It cannot continue to be a tail being wagged as an adjunct to
a newspaper. Radio must stand on its own two feet. Contact with
local figures who make news is as important as covering spot news
such as fires, robberies or traffic accidents," he declared.

Want Neighbor News
Mr. Gibson said his experience has proved that today more than
ever, people want to know more about their neighbors.
"That doesn't mean their foreign neighbors, either, but the people
who live in their home town and the town next to them," he said.

Attending the news clinic, held
at the Abraham Lincoln Hotel,
were: Charles Cook, WJFF; Oscar
Hirschiw, WPKO-KVFB; Fred Sie-
bert, WILH; Shirl Evans, WDFZ;
Ted Fairburn, WBJC; Dick Faler,
WTA; J. Paul Arnold, WMBF; Les
Johnson, WOB; Ray Hampton, WMBF;
Nate Egner, WLS; Ken Schrie-
er, WIG; Jay Johnson, WTXA;
Brooks Watson, WMBD; Phil Gil-
son, WMBB; Al Boyd, WLS;
Merey Owens, WROK; Frank
Mills, WDWS, Jim Strand,
WDWS; Harold Dewing, WCBS.

Play's The Thing Inc.
BASIL LOUGHRANE, free-lance
radio director, and 49 actors, have
formed a company, The Play's The
Thing Inc., to adapt the plays of
Shakespeare to a day-time serial
or night-time dramatic production
in modern language and have
waged $7,250 of their own money
that it can be done. Each member
of the "49ers" has been allowed
to buy two shares at $50 each.
Officers of the company are Basil
Loughrane, president; Ian Martin,
vice-president, and Henry E. Codd,
secretary-treasurer.

FCC Exempt in Senate
Reorganization Version
REORGANIZATION of the execu-
tive branch of Government will not
affect the FCC, if the Reorganiza-
tion Bill (HR-4129) as passed last
week by the Senate, holds up in
conference. The Commission and 14
other agencies are exempt under
the bill, which went to conference.
Administration forces won a par-
tial victory when the Senate
adopted an amendment by Sen.
Byrd (D.-Va.), which provides that
any reorganization plan submitted
by the President to Congress shall
become effective in 60 days unless
at the Senate to London in the
local newspaper.

WIP Joins Movement
WIP Philadelphia has joined the
movement to have Philadelphia
chosen as United Nations capital.
Station announcers invite citizens
to write letters expressing ap-
proval of the plan. Letters were to
be sent to London on first Ameri-
can Airlines Clipper leaving Phil-
adelphia's S. E. Airport Nov. 23.
They were entrusted to Dr. Robert
Johnson, who was commissioned by
the city to go to London to sell the
idea to United Nations officials.
Alexander Griffin, WIP commenta-
tor, was scheduled to be the only
radio man going to London with the
plane.

ED COULMANS, after two years Army
service, has rejoined KFT Los Angles
as announcer. LUTHER NEWBY, for-
er announcer of RFAC Los Angeles,
has shifted to KFT.

IN MEMORY of Tom Mix who made a
yearly visit to St. Louis Firemen's Benefit Pension Assn. and put on a show for the invalid children, the "Tom Mix" series of Mutual's radio series, Curley Bradley, and entire troupe from the program have completed a similar tour this year and presented a show for the shut-ins.

WE'RE GOOD AT
FORGING SOLID LINKS!

When a station has well-nigh unbreakable ties with
many local advertisers—that's the tip-off to the
station's selling power!

For instance, the Fargo Foundry (of all things, to
get results from radio!). Without a break in ten
years, WDAY has broadcast Fargo Foundry's pro-
gram, every week, the year around, to the Red River
Valley.

But Fargo Foundry is only one of eighteen "locals" who have been with WDAY, steadily, from ten to
twenty-three years! Give you any ideas?

WDAY, INC.
N. B. C.
FARGO, N. D.

970 KILOCYCLES ... 5000 WATTS
FREE & PETTES, INC., NATIONAL REPRESENTATIVES

November 26, 1945 - Page 61

Broadcasting - Telecasting

BROADCASTING - Telecasting November 26, 1945 - Page 61

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970 KILOCYCLES ... 5000 WATTS
FREE & PETTES, INC., NATIONAL REPRESENTATIVES

November 26, 1945 - Page 61
Mr. Gray

Back on KFI for its third consecutive season is the "Young Artists Competition." And in case it has slipped your mind, this program won last year's Peabody Award for radio's best features for youth. The "Young Artists' Competition" again presents outstanding instrumentalists on twenty-six weekly broadcasts (Mondays 9:30 to 10:00 p.m.) in competition for a professional appearance in Hollywood Bowl next season with Leopold Stokowski. As an added feature, noted musical personalities are serving as guest conductors. On the distinguished panel of judges to name the 1945-46 winning artist are: Julian Brodetsky, conductor and concert pianist; Mario Castelnovo Tedesco, composer; Dr. Louis Woodson Curtis, Director of Music, Los Angeles Public Schools; Emanuel Bay, concert pianist and accompanist for Jascha Heifetz; and Eudice Shapiro, concert violinist. The program is a Public Service presentation jointly sponsored by this station and the Hollywood Bowl Association.

THE RETURN OF A NATURAL

When KFI's Program Director, Don McNamara, returned from a tour around the country, he brought back evidence of its popularity eight hundred and some miles away in El Paso. That fair El Paso's Herald-Post lists KFI in the radio log. No other Los Angeles station can make that statement!

PRODUCTION

E. MAURICE BRASWELL has returned to announcing staff of WTMJ-Wisconsin Radio & Television Network, N. C., after three years service in the Army. He was Bataan prisoner of war, holds Purple Heart, Army Medal with three Oak Leaf Clusters, EFO ribbon with six battle stars.

GILSON GRAY returned today (Nov. 20) to CBS as director of editing "department. JAN SCHMIDT, who served in that post during Gray's absence, resumes his former position as director of copy department. He also becomes associated editor of editing department. Gray entered the Navy in June 1942 as lieutenant commander, assigned to Western Sea Front with headquarters in San Francisco, Calif. He participated in virtually all amphibious operations from Hollandia to Okinawa and was dismissed as commander.

HARRY SLICK, former conductor of Sherr's Buffalo Theater orchestra and violinist of Buffalo Philharmonic Orchestra, has been named musical director and conductor of WBAI New York for the next three years after absence with overseas division of WOI.

FRANK SINATRA received a plaque presented by Dr. Everett R. Glenby, president of the National Conference of Christians and Jews, at Colgate-Peek's "Colgate Sports News" program on the Columbia Broadcasting System's "unselfish devotion to the cause of tolerance in America." Inscription on plaque stated that Sinatra "has upheld the highest ideals of good sportsmanship." Presentation was made on behalf of BILL STEIN, who was at Bloomington, Ind., to broadcast the Indiana-Purdue football game on Saturday.

LT. HOWARD M. PAUL, former continuity and publicity writer for WTMJ Milwaukee, is now on terminal leave in Chicago pending discharge from the Navy after nearly four years service. For two and a half years he was public relations officer at Navy Pier, Chicago, and later participated in Philippine and Okinawa campaigns and the occupation of Japan.

JAMES L. RENNICK, former head of the continuity department of WRHC Columbus, Ohio, has been appointed to the bureau of Scholastic Sports Institute, New York.

MARGARET CUTHBERT, NBC director of women's and children's programs, has edited a book of radio scripts for young people, designed to acquaint those interested in radio with popular radio writing. "Adventure In Radio" (Robert Esbin Publishers, Inc., New York, $2.50), includes scripts by Edna St. Vincent Millay, Arch Oboler, Stephen Vincent Benet, Ellery Queen, and others. Included are scripts for home practice and acting and basic elements of radio technique.

DON BARBER, after three years in the armed services, has returned to anchorman staff of WGST Atlanta.

MARGARET THOMAS, director of WTIC Hartford "Radio Bazaar," is member of committee of eight selected to deal with problems of discharged servicemen in the armed forces. PHIL BROWN, formerly with WTAF New York radio, is now program director of WAAB Worcester.

JAMES F. BEGLEY, program director of KYW Philadelphia, is convalescing at Brigham Hospital following a major operation. Nine of his associates and friends, including PAT STANTON, general manager of WDAS Philadelphia, contributed to required blood bank in advance. Mr. Begley has been in radio for twenty years.

FRED WEBER, released from the Army this month, has returned to announcing staff of WIP Philadelphia. On December 5, the station's staff to enter service 58 months ago.

MORRIS MILTON TRACHTENBERG has joined WIP Philadelphia to conduct a show on the station.

BOBBY FOWLER succeeds MICHAEL PAUL as production manager of WIP Philadelphia.

JEFF RADOJLY and MICHAEL GRANT have resigned from the announcing staff of WPEN Philadelphia.

GENE AMORE, former announcer of KMTR Denver, has returned to the station after three years service in the Army. He was attached to Third Army, radio program.

VERNON HALL, released from RCAF after three years service, is new member of announcing staff of CKSP Cornwall.

HANK MILLER, after three years overseas with Canadian Army Air Command, has returned to announcing staff of the Army Air Forces.
We're two (oi

Catherine, Yes

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Reproduced

from

The Indianapolis News

of November 9th

The advertisement reproduced here
appeared in The Indianapolis News
of November 9th. It tells the whole
story. Catherine Daniels of WISH made
an offer on her "At Home With Catherine
Daniels" program daily for ten days in
which she offered a booklet containing
recipes, menus, household hints, etc. How
the mail did roll in?

We were forced to stop the offer at the
four-thousand count but still requests pour
in. Do you want to SELL merchandise to
women in Indiana? If so, Catherine Daniels
is the answer to your problem.

W I S H

The Station That's Gone Places

INDIANAPOLIS

REPRESENTED NATIONALLY BY FREE & PETERS

Yes, Catherine, we're certainly
swamped. For the past two weeks you
have offered to send your listeners a
free copy of your new booklet contain-
ing your own very special suggestions
for the Thanksgiving and Christmas
seasons. Now, Catherine, we know your
new booklet is your "pride and joy" and
all those suggested menus and your
recipes for those wonderful foods are
sure to make you legions of new friends.
And too, we know your listeners will
welcome those helpful household hints
and the section on special games to play
throughout the holiday season, but good
gosh, Catherine, look what you've done
to us.

The mail brought the cards and let-
ters requesting the free gift booklet by
the dozens the first few days. Then we
counted them by the hundreds. Now
we're counting in thousands and we just
can't handle any more requests.

Congratulations, Catherine. It's ample
proof of your wonderful popularity with
your audience of Hoosier women who
listen to you every day, but please,
Catherine, warn us of how many thou-
sands of booklets we'll need before you
make your next offer to your listeners.
(Note to Catherine Daniels listeners :-
We'll start mailing out the booklets in
the next day or so)

If you haven't heard her ... hear her

"AT HOME WITH CATHERINE DANIELS"

If, by chance, you haven't already become a Catherine Daniels fan be sure to hear this
fine new program as produced and presented by one of America's best-known home
eco-noms.

MONDAY thru FRIDAY 1:30 P. M.

W I S H

1310 On EVERY Dial

November 26, 1945 • Page 57
(Continued from page 68)

You cannot cover the tremendous New York market without using WBNX, because ... WBNX reaches

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,235,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

You have the unique opportunity to reach...
YESTERDAY this woman listened to the radio. Out of the air came drama, and humor, and music. And then, at a moment when entertainment of the highest calibre had lessened any possible sales resistance, she heard a message from the sponsor of the program. Yesterday a radio program did a job. Yesterday a sale was born. Today that sale has become a reality.

That is the way radio works. That is the way it has been working for more than twenty-five years. And that is the way WTIC has become such a dominant sales medium in the wealthy Southern New England market.

If you sell a food product—or any product, for that matter, in Southern New England, remember that this territory has a per capita spendable income more than 60% higher than the average for the entire United States. Remember too, that for quick and lasting acceptance of that product the friendly and familiar voice of WTIC is this region's most influential medium.
KLITEN & THOMAS, Los Angeles, is new agency located at 736 S. Broadway and founded by MARTIN R. KLITEN, former vice-president of the Shaw Co., Los Angeles, and KEITH N. THOMAS, for 12 years operator of his own commercial art studio. PAUL PEQUIGNOT, formerly with Wau Manpower Commis- sion, is director of research.

S. E. (Sid) YEHON has returned to Bass-Ludlouf, Detroit, as agency partner. Following release from Air Trans- port Command. For ten years he had been general manager of firm.

WOOKY & ROMAN Inc., new Hollywood agency, has established headquar- ters at 633 Hollywood Blvd. Telephone is Hollywood 8317. HOWARD W. WOKOY and J. DAVEN ROMAN are co-owners. WILLIAM H. HOVEY, for- merly associated with Hustling Wood, New York, is agency sales director.

GREGORY DICKSON, former New York director of public relations for Foots, Cone & Beiling, shifted to agency's Hollywood office to head newly estab- lished West Coast publicity department.

KARL W. THOMPSON, released from AAF as lieutenant-colonel, has joined Gerth-Pacific Adv., Los Angeles, as account executive.

ROBERT W. HAYES, thrice decorated as a co-pilot in the Black Cats. Navy night patrol squadron in the South Pa- cific, has joined Omnied & Foley, Min- neapolls, as assistant production man- ager.

JACK L. FISHER Jr., after four and one-half years in AAF, following release as captain, returns as account executive with M. M. Fisher Assoc., New York.

ROBERT HAYDON JONES has been elected executive with agency at Alvey & Richards Co., New York. He was account executive for five years with BBDO.

WINTHROP HOYT has returned to Charles W. Hoyt Co., New York, in new post of chairman of the board. He shares executive duties with EVERETTE W. HOYT, president. Hoyt has been re- leased as major from AAF after three and a half years service.

CHARLES O. SLOANE, Jr., has joined the editorial department of Eastern Air- craft, in new with copy staff of Hazard Adv., New York.

RICHARD V. LARARRE, formerly of the editorial department of Eastern Air- craft, has rejoined Campbell-Ewald Co., New York.

OAKLEY BIDWELL has been named by Benton & Bowles, New York, to work on General Foods accounts. Since 1940 he has been in the Army, terminating service as lieutenant colonel in 27th Infantry Division. He is former ad- vertising manager of Serlanti Co., Jersey City.

GILDA MOLINA, for four years with the Office of Censorship in New York, has joined the foreign media depart- ment of McCann-Erickson, New York.

GILBERT E. BUSCH, former staff cor- respondent and financial writer for UP who recently was released from the Ma- rine Corps, joins Albert Frank-Guen- ther Law, Philadelphia, as an associate on the publicity staff.

JOHN R. ARMSTRONG has returned to Russell T. Gray Inc., Chicago, as vice- president after serving as a captain in the Army Coast Artillery Corps. He re- members specialized work in the industrial field.

AMEDEE COLE, released from the Navy, has rejoined Geyer, Cornell & Newall, New York, as vice-president and group copy chief.

FOLLOWING additions have been made to staff of N. W. Ayer & Son, New York: SEYMOUR MORRIS, former ac- count executive with J. W. Bales Inc.; COL. FRANK R. SCHILL, formerly execu- tive officer at Camp Upton, N. Y., and COL. TALLEY D. JOINER, former deputy director, Office of Dependability Benefits, War Dept.

MICHAEL & SMALL, New York, new agency, has been established at 25 W. 43d St., by HERBERT L. MICHAEL and PAUL SMALL.

THOMAS C. BUTCHER has resigned as assistant advertising manager of Col- gate-Palmolive-Coast. To join Doherty, Clifford & Shanfield, New York, as ac- count executive and member of plans board.

MAL MCDERRY, formerly with N. W. Ayer & Son and Roy S. Durstine Inc., has joined Gracie & McIlhenny, New York, in an executive capacity.

EDGAR L. WEBREBY, released from Navy as Lieutenant and formerly with Firestone Tire & Rubber Co., is now with Cleveland office of BBDO on B. F. Goodrich account.

A good hunter doesn't waste shells on the "Fringe Birds"... he places his shots where they're Bunched.

A time-buyer doesn't waste his "sales shots" either.

That's why so many are buying KFDA, an American affiliate, in the AMARILLO, TEXAS MARKET. The station reaches the POPULOUS PART of this aggressive market—EFFICIENTLY AND ECONOMICALLY.
If Success is measured by popularity—The Lone Ranger has succeeded, for OVER TEN MILLION PEOPLE LISTEN three times every week to this thrilling program.

If Success is measured by words—The Lone Ranger has succeeded, since OVER EIGHT MILLION WORDS HAVE BEEN WRITTEN about this champion of the Old West.

If Success is measured by a “run”—The Lone Ranger has succeeded, since EACH BROADCAST SETS A NEW WORLD RECORD for half-hour dramatic shows.

If Success is measured by popularity—The Lone Ranger has succeeded, for multitudes of Lone Ranger Clubs represented by millions of boys and girls are active today.

The Lone Ranger is more than success. HE HAS BECOME A LEGEND. His famous cry “Hi Yo, Silver” signalled British attacks in Libya and Commando Raids in France. In the air, radio monitors were often surprised to catch the famous cry from attacking Allied planes.

In war and in peace, the popularity of The Lone Ranger has increased and soon will be heard again in England, South America, Australia and Alaska in addition to Canada, Hawaii and New Zealand.

By every test The Lone Ranger has succeeded and on November 30, 1945, when the program celebrates its 2000th CONSECUTIVE BROADCAST, the ears of America will be listening and the eyes of industry will be on “THE LONE RANGER” who has stood the test of time and continues to prove that “nothing succeeds like success.”

WRITTEN AND PRODUCED BY THE
King-Trendle Broadcasting Corp.
1700 STROH BUILDING—DEtroit 26, MICH.
COMMERCIAL

KEITH BALDWIN has been named national sales manager of WPAW-WBAP Dallas-Port Worth, and KOOC Fort Worth. He was formerly with WHO Des Moines and WEVE Cincinnati.

WILLIAM ZIECKE of the sales staff of KGOO Missoula, Mont., is ill with influenza.

JACK SAYERS, formerly on sales staff of CJCA Edmonton, and commercial manager of CJOC Lethbridge, has been appointed commercial manager of CECK Regina.

PATRICK J. GILMORE, formerly with WBEN Buffalo, WITH Baltimore and Ellis Adv., is now representing WPMF Frederick, Md., in the Washington market. He currently is in New York.

Betty Newhau is new addition to sales staff of WGN Chicago.

WILLIAM M. WILSON, in the Navy three years, has returned to William G. Rainbeau Co., in charge of New York office.

Harley M. SAGE, recently discharged from Royal Canadian Corps of Signals, has joined the sales staff of Montreal office of National Broadcast Sales, station representative.

John P. McPHEAUL, released from the Army, joins New York office of Burn-Smith Co. as representative, as junior salesman. Prior to entering army service he was with personnel division of NBC.

DOROTHY JONSSON has been named traffic manager of KROW Oakland, Calif., replacing PHYLLIS HOAKIN, resigned.

CPL. MARION E. DIXON, former sales staff member of KGVO Missoula, Mont., now with AAF at Laredo, Tex., is father of a girl.

CLARK-WANDLES Co., newly formed station representative in New York, represents WNEL San Juan, P. R., and not stations as incorrectly listed in November 19 issue of Broadcasting. Other station specialty is part of those represented by Thomas F. Clark Inc., New York. Thomas F. CLARK is interested in both firms.

JOHN J. KAROL, CBS network sales manager, Nov. 16 addressed the advertising and selling class of the Advertising Club of New York on the place of radio in advertising, replacing PAUL HOLLISTER, CBS vice-president in charge of advertising, who was confined to his home with a heart cold.

Frank B. HEIT, salesman of Katz Agency, Chicago station representative, resides Nov. 28 to Hearst Publications, Chicago.

A Catalog of information on commercial programs broadcast on American has been compiled by network's publicity department and sent to interested publications. File will be revised every three months and additions and corrections will be sent to editors to supplement original file, called ABC Program Information Catalog.

Three new five-minute musical programs started on WLIR New York last week. Programs, broadcast daily, are "Chillers in Cupid," "Memories of New York," and "Along the Campus."

ELECTED queen of Hardin-Simmons U., Abilene, Tex., by fellow students. Frances Evans also is traffic manager of KRHC Abilene. She joined station early this year as music librarian and part-time announcer. Miss Evans attends Hardin-Simmons mornings.

Philco Plans to Produce 4,000,000 Sets in 1946

PHILCO CORP, plans to manufacture 4,000,000 radio receivers in 1946, all of which will include FM and shortwave as well as AM, nearly twice as many as its production in the last peacetime year and an output never approached by any other company in the history of the radio industry, it was announced Monday by John Ballantyne, president of Philco Corp., at a preview of the new 1946 line of Philco products in New York.

Philco expects to have some models delivered to stores for consumer consumption by Christmas. Full production on radio and television sets will start after Jan. 1. OPA prices have not been set on either radio or television sets. Company officials hope to receive the OPA prices on sets within two weeks.

CURRENT issue of American Magazine contains a feature article on Fred Allen by Beverly Smith, entitled "Want a Job at a Million a Year?" Article describes background of Allen and tells how he spends 12 to 14 hours daily writing his own scripts for his Sunday broadcast on WRC for Standard Brands, Allen, according to story, "is a radio resident" who prefers to bask on a beach, but remains in radio.

55.4% of all Iowa radio families "LISTEN MOST" to WHO

10.7% to Station B!

50,000 Watts Des Moines

FREE & PETERS, Inc. Representatives

BROADCASTING & Telecasting

Meet

ROLLIE JOHNSON

WTGN'S TOP-NOTCH SPORTS CASTER...

When the Gopher gridders roared or purred ... when the Miller ball club won or lost ... Rollie was there. Football, baseball, tennis, hockey, hunting, fishing, (yes, even ping-pong and squash) are all his meat. And he's solid with the fans. He's tops when it comes to reports from the world of sports!...
They LISTEN TO
Victor Schoffelmayer

He's been a living legendary figure in the world of agriculture and its related fields in the Southwest since 1918. As Agricultural Editor of the Dallas Morning News and of WFAA his activities and fields of study and research have ranged from coast to coast and in Europe and Asia. His knowledge is fresh, firsthand and dependable. And he's always bringing something new to his listeners. That's why his authoritative agricultural programs and others are "musts" in the listening line-up of farmers and ranchers (laymen, too) in our vast coverage area.

Pine paper mills! Sweet potato dehydration plants! Castor bean oil mills! Tung orchards! Soy beans and synthetic rubber industries! Schoffelmayer, Promoter of New Industries, played a leading Texas role in developing them all! An authority in chemurgy, he was one of the first men in America to advocate use of farm wastes as raw materials in manufacturing.

Among the many Schoffelmayer honors and affiliations: Chairman of the Texas Chemurgic Council; member of the Board of Governors of the National Farm Chemurgic Council; Fellow of the Texas Academy of Science; President of the Texas Geographic Society; Vice-President of the American Association for the Advancement of Science; member of the Board of Trustees of Texas A. & M. Research Foundation.

WFAA

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

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC...50,000 WATTS

A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by The Dallas Morning News
Mr. Money Bags!

Surprised to hear that an average Iowa farmer might well be your financial equal? Way back in 1943 the average Iowa farm income was $7,672. Last year it was estimated to have been at least 20% more, thus exceeding $8,000. This year and next, with the call for all-out food production, the figures are anybody’s guess.

He’s spending plenty now for what’s available... but when he really starts spending for the newer and better things of the near future, he’s going to be an important fraction of as rich a market as you’d care to see. What he wants he’ll buy!

And even though his new radio set, when he’s able to get it, will bring in Australia... what will be Farmer Bill’s favorite station? Still KMA, we’ll wager! A true farm station with top rating in the No. 1 Farm Market, KMA gives our Iowa farmers what they want in entertainment and what they need in news and information... all announced by men who speak Iowa American and know as much about Iowa farming and Iowa home-life as the listeners to whom they talk. Result: KMA gets more than twice as much listener-mail as any other radio-sender in this area. Doesn’t that indicate at least twice as much listener-influence?

Let us tell you the rest of the story. Or for full information (and availabilities) ask Free & Peters.

KMA
AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

Free & Peters, Inc.

Page 52 • November 26, 1945

Respects

(Continued from page 50)

started U.S. Broadcasting Co. in Hollywood; this was a transcription company featuring Tom Brenneman in a Negro dialect show called Tom and Wash, but the transcription idea was too early and the company failed.

From 1929 to 1931, Mr. Spence’s organization maintained headquarters in Seattle. When the Hollywood venture failed, Mr. Jones returned to Seattle and they separated the various corporations. They sold KFCB, and after the exchange of stock, Mr. Spence owned KXRO and Mr. Jones owned KVOS and KPG.

Now in his third term as National Association of Broadcasters’ director for the 17th District, Mr. Spence was first elected to the Board at the Atlantic City convention as director-at-large for small stations. He was not attending the convention and his election was engineered by friends without his knowledge. He was re-elected at the San Francisco convention and then followed C. W. (Chuck) Meyers as director for the 17th District. He has been re-elected to this post twice.

Mr. Spence looks back on the 1920’s as “the good old days.” KXRO then was licensed for 50 watts and had to share time with a 50-watt station at Everett, Wash. He wrote several letters to the Everett station, got no reply, and then turned to the Federal Radio Commission, asking that both stations be allowed to operate full-time. By return mail the Commission sent back an informal letter telling him to go ahead. Later, when production of the 50-watt tubes KXRO was using was discontinued by the manufacturer and the only substitute was a 75-watt tube, Mr. Spence outlined his situation in an informal letter to the Commission and back again came an informal reply—saying go ahead on increased power.

Born at Bellingham on Dec. 21, 1900, Mr. Spence graduated from high school and spent a year in pre-medical training. He is married and has two children, a son, 10 years old, and a daughter, 7.

His hobbies are horses, riding, and driving, and he has found time for much civic work. In addition to the presidency of the Washington State Association of Broadcasters (1941-45), his offices have included presidency of Aberdeen Rotary Club, 1935-37; presidency of Aberdeen Community Chest, 1936-38; vice-presidency of Aberdeen School Board, 1942-47; vice-presidency of Aberdeen Chamber of Commerce, 1945-46, and chairmanship of the War Price and Rationing Board, 1942-45.

Pfenniger Elected

C. H. PFENNIGER, former sales manager of E. H. Scott Radio Labs. Inc., Chicago has been elected vice-president in charge of sales of Muzak Corp., Harry E. Houghton, chairman of the board, announced last week. Mr. Pfenniger has been with Muzak since he was discharged from the Marine Corps in 1944.

Recognition

CHOPIN would be glad to know that his music, if played by a hand that “gives it something”, is still able to win friends and influence fans. WMAL Washington reports receipt of the following letter, addressed to “Mr. Frederick Chopin, % WMAL”:

Dear Fred,

I heard your selection called “Pollonaise” played on a WMAL program. It was swell, much better than a lot of other versions I’ve heard. It seemed to have a lot more to it and the orchestra leader sure gave it something that sounded more like the kind of music I thought a guy like you would write. Maybe you don’t get enough fan mail to keep the program going so I’m writing this in hopes “Prelude” won’t go down the skids.

Yours truly.

Something you learn from experience on

WNAB
BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the Nation’s 59th Market

It’s as simple as A-B-C. When you add the basic elements of sound local programming to a basic-network schedule you have America’s 59th largest metropolitan market with its almost $100,000,000 in annual retail sales, the result is results.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY

REPRESENTED BY RAMBEAU

BROADCASTING • Telecasing
KGW is proud to present its distinguished announcer, Phil Irwin... winner of the 1945 H. P. Davis Memorial Announcers' Award.

To Phil Irwin has come the top recognition afforded an NBC announcer, the H. P. Davis Memorial Announcers' Award, denoting him, in the words of Pat Kelly, NBC chief of announcers, as the "finest announcer in the NBC family of stations in 1945."

Phil won this outstanding award, held last year by Ben Grauer, in competition with the regular staff announcers of stations throughout the nation affiliated with the NBC network.

Station KGW takes pride in Phil's achievement. It is typical of the consistently high standards under which KGW operates.
Letteral' Pass

TO STEAL an allegory which is the exclusive property of Charley A. Porter, did you ever see two halfbacks run in reverse from a double wing formation and score a touchdown?

That seems to be the general strategy that has developed out of the profound, and betimes heated, correspondence which has been exchanged between Wayne Coy of WINX Washington, who used to advise President Roosevelt, and Paul Kesten of CBS, with Assistant Secretary of State William Benton as a sort of reluctant postman.

This correspondence, sparking with vivid verbal thrusts and a certain amount of double-talk—a very high plane, of course—was printed in our last issue.

The premise from which Mr. Coy and Mr. Kesten argued differed diametrically—but their conclusions were wonderfully harmonious.

To freshen your memory, the State Department was smarting under a Coy letter protesting the fact that Secretary Byrnes' London conference report was carried exclusively by CBS. Mr. Benton asked Mr. Kesten how to answer Mr. Coy. Mr. Kesten provided a dissertation conceived to answer not only Mr. Coy's protestations, but those of anyone else at any time on any subject. Bewildered by this masterful essay, Mr. Benton called upon Mr. Coy for further observations.

Mr. Coy said his only desire was that the public statements of public officials be made available on an equal basis to all.

Mr. Kesten agreed. Chairman Porter, who was dragged into the fray from the sidelines, approved.

Mr. Benton, meanwhile, escaped this impressive forum of mutual agreement that would touch the heart of any diplomat by going to London on other business.

But everyone is agreed, at least, that there should be no rule guaranteeing exclusivity in broadcast to a public servant. Against such affirmation, we would not venture a dissenting vote.

Revival in New Mexico

NEARLY a decade has passed since the issue of State versus Federal regulatory rights in radio last was fought. It was in 1926 that the U. S. Supreme Court settled finally, in a test case involving imposition of a gross sales tax on broadcasting, the illegality of such levies because radio is an instrument of interstate commerce subject to Federal rule only.

Now the question bobs up again in New Mexico where an effort is being made to overturn a precedent of long standing handed down by the State's Revenue Bureau. The New Mexico attorney general contends that radio is subject to the State's 2% gross sales tax on the ground that radio is intrastate commerce.

In the 1936 case, Associate Justice Stone, now Chief Justice, concluded:

By its very nature broadcasting transcends State lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject it to the control of the commerce clause.

The New Mexico case was argued last week in the U. S. District Court for the District of New Mexico, on petition for injunction filed by four local stations. NAB wisely assisted in legal and engineering argument to contest the State's effort to impose the tax on stations. The case is headed for the highest courts, should the State's contentions prevail.

All broadcasters are concerned about the outcome, for several potent reasons. Should New Mexico succeed in levying the tax, 29 other states with various forms of sales taxes doubtless will try to make their own levies applicable. Such a tax would prove crippling to many small stations and unjust to radio generally.

But even more important might be a revival of the effort by states to tap new sources of revenue and impose a control on free speech through the licensing of stations by the state utility commissions.

It Can Be Done

A GOLDEN opportunity to break Jimmy Petrillo's death grip on radio was presented last week with the introduction by Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee of his bill aptly titled: "To prevent control of broadcasting by coercive practices."

The measure would add to the penal provisions of the Federal Communications Act three sections which would outlaw the vicious standby practice, as well as other Petrillo-contrived methods of plundering broadcasters. Violation would be punishable by two years imprisonment, $5,000 fine or both.

Chairman Lea's indignation, as well as that of other members of his Committee and of Congress, has mounted with each Petrillo diatribe, followed up by demand for additional tribute. Said Chairman Lea in introducing his bill:

Carrying as the AFM demands do threats of reprisals in cases supplied with, they are on the real level of racketeering and extortion. A self-respecting government cannot afford to permit such practices to prevail. The objective of this legislation is to prevent them.

Broadcasters and an outraged public alike will applaud Mr. Lea's action. They will turn handsprings when the bill passes the Committee, which its author confidently predicts. But it will take more than cheers and handsprings to get the bill through Congress.

Labor has a powerful lobby in Washington. Labor is big business—bigger than radio in all its ramifications. There's plenty of capital. There's plenty of power. There's plenty of money. The AFM is assisted by the FCC, but that is only an emotional weapon. The FCC continues to talk the State's 2% gross sales tax on the ground that radio is intrastate commerce.

On a visit to Portland, Ore., and his employer found Mr. Hunt working on a revolutionary idea: He was selling not only hours but also half-hours, quarter-hours, participating programs, and even spot announcements. It was daring, but it was paying off.

Two years after he went to work for KMO, Mr. Spence learned that KKRO was silent, acquired by the real estate firm of Jones and Jones. He was given an unpaid rent. He decided to buy—or at least to try to buy, because he faced a problem in finding something to use as money. To help him put up a front, he went back to his employer in the automobile business and borrowed his private car for the interview with Jones and Jones.

Mr. Spence parked his borrowed car with a flourish in front of the firm's offices and went in to talk with the manager, Rogan Jones. He found Mr. Jones nourishing no high regard for radio and quite happy to find someone to take the station off his hands. Together they worked out a deal giving him a 90-day option on 49% of the stock.

A combination of hard work, long hours, good luck, and an intense desire to make good paid off, and by the spring of 1929 Rogan Jones was convinced that radio could make money.

He was so well convinced that early in 1929 he urged Mr. Spence to look over the property of KVOS Bellingham, Wash., then in the hands of a receiver. They bought KVOS, following up with the purchase of KFQ Seattle, which they moved to Wenatchee, Wash., and of KPCB (now KIRO) Seattle. They also

(Continued on page 52)
It's not the TUNE he plays
it's HOW he plays it

Whether it's Ol' Man River or Bach's Toccata and Fugue is not as important as the technique of the organist.

We are proud that in our business of radio advertising we too have a technique which only comes from practice and experience. In other words—it's not what we do—it's how we do it.
...FOR SALES ...FOR JOBS

Through the past twenty years WSM has been getting ready for this moment when sales are so vitally important in putting people back on payrolls. Earnestly, we have radiated friendliness and warm human understanding to an area of five million people. And now we can offer the confidence we have built as a 50,000-watt, clear channel through which to flow the sales that are so vital in achieving full employment for a reconverted nation. There can be no more powerful spearhead for the selling this period demands.

THE STATION THAT HAS WORKED HARD TO DESERVE
THE FULL CONFIDENCE OF FIVE MILLION LISTENERS

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.

50,000 WATTS • 650 KILOCYCLES • CLEAR CHANNEL • NBC AFFILIATE

Broadcasting • Telecasting

November 26, 1945 • Page 47
LARRY WEBB, released from the Coast Guard after three and a half years service, has returned to WJW Cleveland as treasurer of the corporation and assistant to the president.

ROBERT O. REYNOLDS, vice-president and general manager of KMIC Hollywood, has been named to Hollywood (Cal.) Bowl Theatre Assn. board of directors for coming season.

F. H. (Tiny) ELPINICHE, manager of CEWX Vancouver, is in eastern Canada on a six weeks business trip.

MARK WOODS, president of American, has been elected a member of the board of governors of the Cooperative Analysis of Broadcasting Inc. With election of Mr. Woods, two network presidents are now sitting on CAB board, the other being EDGAR KOBAK, president of Mutual.

A. J. MOSBY, general manager of KOVO Missoula, Mont., is on two-week trip to New York and Washington.

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Business Leaders plan for

The Ballard & Ballard Co. plans...

PRIOR to the war the Ballard & Ballard Company was employing approximately 600 people in their Louisville and outside plants and doing business in 15 states and in Cuba. During the war period all of the Ballard & Ballard Company plants operated at capacity. This was necessary in order to keep our Armed Forces and civilians supplied with the all-important flour and feed products we produce. For many reasons, we have been able to supply materials to the Armed Forces and to Lend-Lease without injuring our potential postwar market.

Our reconversion problem is primarily a matter of the development of markets, the re-employment of people, the improvement of manufacturing facilities and especially in new products and new methods of distribution. We intend to distribute more merchandise at a lower operating cost.

We are now rapidly expanding all of our operations which includes our branches, our mills, our OvenReady Biscuit Division, our laboratory for research—in short, every part of our business.

At the close of the war we had approximately 300 of our employees in the Armed Forces. We intend to re-employ all of these people as they return and at the same time to keep in our employ the many loyal people who have come to us during the war period.

It is our duty and our responsibility to make it possible to employ more people than we employed prior to the war. We expect that our payrolls will run in excess of 1,000 people or approximately twice the number employed at the beginning of the war. We are looking forward to an era of good business with expanded facilities. We intend to do a more efficient and a more economical job than we have ever done. The products we sell are important staple food products and they must, therefore, be produced and distributed efficiently and inexpensively.

LT. COMMANDER THRUSTON R. MORTON, President

The Louisville & Nashville Railroad Company plans...

THE general offices and the main shops of the L. & N. are in Louisville, and constitute the largest single employment of labor in the City, having in the Louisville area alone about 10,000 persons with an annual payroll of about $24,000,000. Altogether the line reaches 13 Southern States, has 54,000 employees, and an annual payroll of about $85,000,000.

It has in contemplation, when labor and materials are available, the ultimate expenditure of about $28,000,000 new money for various improvements in service, including some modern, beautiful, aluminum coach trains. With less equipment than in World War I, it handled in World War II double the business. Its purpose is to refine and improve its present facilities and service, not only to promote postwar progress in the South, but to care for domestic commerce and civilian travel.

The future volume of traffic will determine its ability to maintain a high level of employment. We are looking forward with confidence that the public will not forget our astonishing wartime performance, and will continue their co-operation and patronage. We shall strive to deserve it.

J. B. HILL, President

No 7 in a series of messages about plans for Louisville
Col. Wilder

(Continued from page 42)
is, of course, essentially by Armies. The four Armies are getting along well now that original differences have been ironed out through regular meetings of commanding generals. I found no real support for this four-way plan, born because no nation would give up Berlin to any other Army exclusively. The same principle obtains in Vienna and to lesser extent I found it in Rome, where British outnumber United States Army about ten to one. The Italians prefer the Americans, as do the Berliners. I believe the four-way control will have to be considerably modified. There is a distinct feeling, not openly expressed, that some redistribution will follow, leaving one nation in control of each major city for greater governmental efficiency. The four-way control group, I believe, can better oversee the whole enemy area than supervise any one city. Everyone knows how difficult this will be to arrange, but it makes for harmony among the Allies and reduces continuing danger of disputes that could drive a wedge between us all. At present the four-power plan works fairly well.

Occupation Problems

None of us here at home can pass judgment on these critical occupation problems. They must be left to the officers in Germany and I am confident they will work them out with more experience. One thing was crystal clear: we should not demobilise too fast, lest we invite a revival of the same sort of "last" that brought on the last war.

After talking with many generals responsible for German occupation, I returned heartened because they are competent and a credit to this nation. They should be given a free hand and whatever help is needed.

Letters to the Editor

EDITOR, BROADCASTING:

Automatic focusing of motion picture, television and large still cameras may sometime be possible through the application of the range-finding principles of radar. Although present day radar measures distances in terms of thousands of yards, future developments in the art may make it possible to measure distances in terms of inches. The use of radar, or its principle, in the automatic control of optical focusing systems could ease considerably the strain of constant attention to focusing, which is the lot of most cameramen.

One difficulty in such an arrangement might be that, if the radar focusing beam should inadvertently wander off the principal subject, such as an actor, and strike a background fifteen feet away, the cameraman might be embarrassed to find his subject completely out of focus in a split second.

Perhaps an adjustable time-delay circuit could be incorporated to permit such accidental mis-direction of the electronic focusing beam to occur, for a brief moment, without putting the optical system out of focus. Thus, time would be allowed to re-frame the subject without de-focusing.

Also, the change-of-focus mechanism could be designed with a suitable lag to accommodate shifts to various focal planes at normal rates of change.

W. S. Stewart,
Television Editor, International Photographer

Nov. 12

EDITOR, BROADCASTING:

From a timebuyer's standpoint, the suggestion made by Mr. Carey of WIND Chicago, in your issue of November 12th, regarding the BMB measurement plan, appears to be of very practical value.

It seems to this writer that the same argument applies to greater New York audience measurement and all major metropolitan markets. I do not know what cost is involved; or whether Mr. Carey's suggestion is impracticable for other reasons. I merely want to impress any such idea which makes the job of time buying a little less difficult.

STANLEY PROBST,
President, Maryland Pharmaceutical Co.

Nov. 13

Editor's Note: In the Nov. 12 issue, Mr. Carey suggested changes in the BMB measurement plan.

Heads Radio Council

DOROTHY GRIFFIN of the speech and drama department of Christian College, Columbia, Mo., has been elected president of that city's Radio Council. She succeeds Sherman Lawton, who has moved from Stephens College, Columbia, to U. of Oklahoma, Norman, Okla.

85% of the 97,585 persons in PENSACOLA and ESCAMBIA COUNTY, FLORIDA

Listen MOST Night AND Day to . . .

WCOA

ONLY Station For COMPLETE Coverage OF NORTHWEST FLORIDA

Market's ONLY Listenable Daytime Signal
SERVES almost exclusively nine Florida and Alabama counties with estimated population of 400,000
85% of over 35,000 radio homes listen
To WCOA

PENSACOLA and ESCAMBIA COUNTY —BUYING Income $85,000,000
PENSACOLA—FLORIDA'S 4TH MARKET
PENSACOLA—Florida's Fastest Growing INDUSTRIAL AND SHIPPING CENTER

BOTH NIGHT AND DAY IT'S

WCOA

1,000 W. Day

500 W. Night

KEY TO RADIO SELLING IN NORTHWEST FLORIDA

WCOA—"A John H. Perry Station"

Jack Rathbun, Gen. & Sales Mgr.

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY
Represented by John H. Perry Associates

Page 44 • November 26, 1945
When Hilliard Gates doffed his uniform, he stepped up to a WOWO microphone and took up his sports-editing where he left off... broadcasting hundreds of scholastic and professional events, and picking All-America elevens with considerable acumen.

In addition, Gates is now functioning smoothly as Public Service Director of WOWO... a man's-size job in these trying times. Typical of his promotions have been: Indiana's Tribute to President Roosevelt, originated for the network by WOWO; Airborne Command's bombing of Fort Wayne; Cancer-control drive; V-E Day broadcasts from war-plants; Iwo Jima Memorial Day service.

Result in the few short months Gates has been at the helm of WOWO's Public Service: More listeners to buy merchandise—more sponsors' products sold. Write NBC Spot Sales for new coverage figures.
the functions of military governor, along with all his other duties. Now the military governor usually is an Army officer skilled in handling the operation of enemy cities.

The need for trained officers is apparent when you realize that no civil government exists above city or local levels which means that mail service, long distance telephoning, fiscal and such state services are not available to civilians except to those few entitled to use Army facilities. Policing is by civilian forces, if reliable—but always under supervision of our Army. The military is in control, but the functions, as planned gradually are being turned over to civil authorities.

The main emphasis is on food. No Army food is used for civilians, except in extreme emergencies, some will be needed this winter. In Germany today the food supplies come to the cities from rural areas, where there is more than enough for their basic needs.

Transportation is the great problem in the German cities. To get food into the cities Army trucks must be used. There was nothing left in German hands, except trolley cars and a few decrepit taxis. Buses are virtually non-existent. So our effort has been to get trolleys and subways running, while turning over repaired German Army trucks to local civilian authorities to move food in and rubble out.

I made particular study of United States occupation problems in Berlin, Bremen, Frankfort and observed the methods used by the British and Russians respectively in Hamburg and Berlin. I felt that these two Allies are tougher on the enemy, but that Russians are modifying their earlier harsh measures. I was impressed with Russian officers and soldiers, who go into a song every time a group gets together. Their discipline and morale is top notch. The Russians look the part of victors and don't mind being away from home as our boys do.

What is most important need in zones taken over by Allies is gas, electricity and water, next to food. We found these utilities in various states of destruction and great progress has been made in restoring them. Occupation Armies have experts in each field who supervise civilian labor to get utilities functioning more rapidly than anyone dared estimate. Large sections of German cities are still without some of these services.

Here and there newspapers are being published by reliable civilians, under supervision of our officers. The huge task of screening out Nazi sympathizers is simplified by

The Other Side

ELMER DAVis, former OWI Director, now slated to start an American network commentary series Dec. 2, last Wednesday outlined his first Presidential news conference in four years from the reporters' side of the circular office. Not being on the air, he enjoyed the banter and serious question-answer proceedings without taking notes. As OWI head he had occupied a seat on a divan off to one side from the President's desk during news conferences.

the thorough records found in many cities. More Nazi men and women are flushed out every day and they are denied any privilege or responsibilities. Special hard work is found for them to do and they have to be closely watched. Trustworthy civilians are essential in handling civil jobs the available Army force can't possibly perform. The objective is ultimately to set up local governments run by civilians under Army control. Temporary use of Nazi key men has been discontinued.

Likewise the Army is bringing over American civilians to replace top Army occupation officers. The new principle of United States occupation is that the Army is the enforcement agency, not the administrative. At the outset, the Army has to perform all functions until competent American civilians can take over. Let's take one city for example. In Frankfort in about two weeks normal power service was restored, despite the central section of city being 90% destroyed. Four thousand four hundred Nazis were early dismissed from municipal jobs and replaced with reliable personnel. One thousand one hundred non-Nazi policemen preserve law and order, supervised by our Army. Fifty-seven of the fifty-nine banks in the city have been reopened. Over 3,300 stores and 114 insurance agencies have been opened for business. Schools have been started. Food was promptly brought in from rural areas and the people had 2,560 tons weekly out of the rural areas food surplus. I saw what was done in Frankfort and what the United States Army, new to these tasks, can do in a badly bombed enemy city.

Radio, not available in 1918, is a major factor in the education and control of German civilians. It is a potent morale-builder with the GI who thinks only of home and is becoming far more friendly with German families, or the daughter at least. German-language radio programs are regarded as main reliance in straightening out civilian thinking.

The four-way control of Berlin
* Approximately half the retail sales on the Pacific Coast are made OUTSIDE THE COUNTIES in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
GIVE THE FOLKS OUTSIDE *A BREAK

on the Pacific Coast, too!

IN THE OUTSIDE MARKET live half the radio families on the Pacific Coast.

These people are good customers—they spend approximately half of the more than eight billion dollars in Pacific Coast retail sales each year.

The outsiders on the Pacific Coast want in on your radio show, but they can't listen to it unless you release it on Don Lee. Reason? The Pacific Coast is 1,353 miles long and covered with mountains up to 15,000 feet high—and Don Lee is the only network with enough stations (39) to deliver both the "inside" and "outside" markets completely. (The other 3 networks combined have only 29 stations.)

Matter of fact, more than 9 out of every 10 radio families live within 25 miles of one of Don Lee's 39 stations. When your show is on Don Lee, the folks both outside and inside listen to it.

Proof of this is shown in a special C. E. Hooper coincidental telephone survey of 276,019 calls, the largest ever made on the Pacific Coast. In this thorough-going survey, 40 to 100% of the outside audience was tuned to Don Lee. (See example.)

Regional advertisers know how effective Don Lee is in both Pacific Coast markets. That's why Don Lee carries practically as much Pacific Coast regional business as the other three networks combined. Give the folks outside a break on the Pacific Coast—buy DON LEE!

Example from Special C. E. Hooper Survey
YAKIMA, WASHINGTON

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>Don Lee Station KIT</td>
<td>66.4%</td>
</tr>
</tbody>
</table>
| Other examples to follow

The Nation's Greatest Regional Network
Austin, Texas is a market no successful business man can afford to overlook. It ranks as one of the five major cities in Texas, is the State Capitol and educational center. With a population increase of 65% from 1930 to 1940, and a per family income well above that of any other Texas city, Austin presents a fertile field for your product promotion.

To sell this rich market we offer you this proved salesman, the one that will deliver more audience per dollar over a broader coverage—Station KNOW. KNOW is the listening habit in Austin. Hooperatings show that it is the leading Austin station any hour of the day or night. Combine this with the fact that KNOW is the oldest, best established station in Austin and you'll agree that to sell Austin, it's KNOW. Ask us to send you further information plus our booklet, "The Austin, Texas Area."

RADIO STATION KNOW AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., Representatives

Sound Effects Technique Explained in New Book

"IT IS QUITE apparent that television is a very expensive medium for advertisers," stated George Moskovics, commercial manager of WCB New York, CBS video station, at American Television Society panel discussion luncheon meeting Nov. 19 at Hotel Sheraton, New York.

But, he pointed out, television "can deliver a sales impact several times as great as any other media" because television can demonstrate the products in use. Other media can make statements about the product but television not only makes the statement but proves it. For example, he explained, it is very effective to see a box of Duzmer as promotion and research director and Mr. Hoffman as a member of the sound effects department, actually suds up in a television commercial. One thing can be learned so far from video audiences, he remarked, and that is "a definite rejection of anything unrealistic". Commercials properly done "should be interpreted into acceptable terms to the audience."

Ben Feiner, assistant director of programs of WCBW, told the luncheon guests that "good writers in television are hard to obtain. Television requires simple, direct and appealing scripts." CBS, he continued, is interested in a variety of different types of shows.

Lea Hurwitz, director of news for WCBW, explained that the quality type of announcer on a video news show—one with authoritative knowledge combined with an intimate affable contact with the audience—was difficult to find. The use of maps, still pictures, cartoons and interviews with people in the news all add up to making an interesting news show, he said. Ray Nelson, vice-president in charge of television for Charles M. Storm, acknowledged that a "good producer" was essential to a good television show.

**NBC Offers Two Special Thanksgiving Hours**

TWO ONE-HOUR segments of NBC's afternoon schedule of daytime programs were devoted to specially prepared programs on Thanksgiving Day, Nov. 22, in line with a general format developed by C. L. Menser, NBC's vice-president in charge of programs, taking into account the changed audience on the holiday. First hour, sponsored by General Mills, presented a Thanksgiving sermon by John Barclay, 2:215 p.m., a special Thanksgiving drama written by Areh Farmer, titled "What Have We To Be Thankful For?" 2:15-2:45 p.m., and a special Thanksgiving music on Hymns of All Churches, 2:45-3 p.m.

From 4-5 p.m. Frank and Anne Hummert, radio producers, presented a special program of music devoted to the day, replacing four American Home Products serials.

**Video Is Expensive But Most Effective**

**For Advertiser, WCBW Official Says**

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. A unusually low cost per radio listener.

AMERICAN ● MUTUAL

Represented Nationally by THE KATZ AGENCY, INC.

AN A1*SPOT for POSTWAR BUSINESS

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 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!

‘Coronet’ Show

ESQUIRE Inc., publishers of Coronet Magazine, have replaced Coronet Story-Teller on American with Coronet Front Page, Monday through Friday 9:55-10 p.m. CST. Written by Ken Houston of Schwimmer & Scott, Chicago, sponsor's agency, and narrated by Paul Barnes, the program features headline news and top human interest story of the day. Coronet Story-Teller, formerly heard at 9:55, has moved to 11:30-11:45 a.m. EST., with Marvin Miller as commentator, sponsored by Kellogg, as part of Home Edition.
This is the fifth in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers.
North Carolina’s great buying power lies only partly in her rural areas. But, even so, Sales Management’s 1945 Estimate shows that gross farm dollars here pass the 635-million mark, leading the next Southern state by more than 250 million dollars, and more than doubling the average for all nine other Southern states! North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. How’s that for a Southern Market?

and WPTF at RALEIGH IS NORTH CAROLINA’S No. 1 SALESMAN!

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

50,000 WATTS — NBC RALEIGH, N.C.

Free & Peters, Inc., National Representatives

NAB Sales Managers Group to Discuss Contract Standards at N. Y. Meeting

REVISION of standard contracts, advertising agency recognition project and the new NAB Standards of Practice will head the agenda of the NAB Sales Managers Executive Committee, meeting at the Hotel Roosevelt, New York, Nov. 26-30.

Agenda for the sessions, including three days of subcommittee meetings and two days of full committee meetings, was prepared by James V. McConnell, manager of NBC’s spot sales department, committee chairman, and Frank E. Pellegrin, NAB Director of Broadcast Advertising, secretary.

Start Monday

Week’s meetings open at 10 a.m. Monday with the NAB subcommittee on revision of the standard advertising contract taking up progress of that project. Chairman of the subcommittee is Walter Johnson, WTIIC Hartford. Tuesday the subcommittee will meet with the AAAA contract subcommittee to discuss the matter jointly, perhaps taking formal action.

Proposal for an advertising agency recognition bureau will be discussed Wednesday by the subcommittee handling that subject, starting with an 8:30 breakfast. Chairman of committee is Stanton P. Kettler, WMMN Fairmont, W. Va. At lunch the subcommittee on audience measurement and full disclosure will meet with representatives of the NAB Research Committee. Head of the subcommittee is Frank Webb, WGL Fort Wayne.

Full committee will assemble at 10 a.m. Thursday, taking up standard contracts and agency recognition in the morning. A. D. Willard Jr., NAB executive vice-president, will be a guest at the luncheon. The audience measurement subcommittee will report as well as the subcommittee on standard rate cards, headed by Arthur Hull Hayes, WABC New York.

At the Friday morning session the committee takes up the new NAB Standards of Practice adopted by the board last summer, meeting with representatives of the NAB Code Committee. Government use of commercial radio will be considered. At lunch Mr. Pellegrin is to report on the Joake’s department store radio test in San Antonio. Hugh Feltis, Broadcast Measurement Bureau president, will discuss progress of that agency’s program. Proposed revival of detailed reports on quantity and types of radio advertising is final subject on the agenda.

New Court Building

A TEN-MILLION-dollar building to house the U. S. Court of Appeals for the District of Columbia and the U. S. District Court for D. C. are authorized in companion bills introduced in the Senate and House Nov. 16. Both measures provide for acquisition of land, most of which is now owned by the District, at Constitution Ave. and 3d St., NW. Building would be designated “The United States Courts of the District of Columbia.” Courts now occupy separate buildings at 5th & E St., NW. The Senate bill (S-1603) was introduced by Chairman Andrews (D-Fla.) of Public Buildings & Grounds Committee and the House measure (HR-4719) by Chairman Lanham (D-Tex.) of Public Buildings & Grounds Committee.
ENGINEERING SERVICE
A CONSULTING ENGINEERING SERVICE FOR BROADCASTERS
HAS BEEN SUPPLEMENTED BY THE DESIGN AND
SUPERVISION OF • • •

BROADCAST INSTALLATIONS

PROVIDING FOR EVERY DETAIL OF PLANS AND
SUPERVISION TO THE EXTENT DESIRED BY THE CLIENT
IN THE CONSTRUCTION OF • • •

COMPLETE RADIO STATIONS

• ACOUSTIC DESIGN
• SOUND ISOLATION
• STUDIOS
• OFFICES
• EQUIPMENT LAYOUT
• TELEPHONE LINES
• RADIO RELAY
• INSTALLATION SUPERVISION
• TRANSMITTER BUILDING
• HEATING, LIGHTING AND VENTILATIONS
• ANTENNAS
• OVER-ALL PERFORMANCE

RAYMOND M. WILMOTT
CONSULTING RADIO ENGINEER

ASSOCIATES
PAUL DeMARS—LATELY VICE-PRESIDENT IN CHARGE OF ENGINEERING, YANKEE NETWORK
JACKSON & MORELAND—STRUCTURAL AND DESIGN ENGINEERS

OFFICES
1469 Church Street, N. W. Washington 5, D. C.
236 West 55th Street New York 19, New York
ADDITIONS TO WBBM DEPTS. ARE LISTED

ALL departments at WBBM, CBS Chicago station, are being staffed to meet peacetime requirements, now that labor restrictions are off and former employees are returning from military service.

Howard Miller, discharged as a lieutenant after three and one-half years in the Navy, has been added to the production staff. He is former owner-manager of WGLI Galesburg, Ill.

Bob Croft, discharged as lieutenant in the Air Corps after four years as a glider pilot, is now assistant to Ben Orloff in the purchasing department, replacing Joe Strader, who takes over the traffic department.

Thomas R. Ronney has returned to CBS as sales promotion manager of WBBM after directing public relations for the Marine base at San Francisco and for the Merchant Marine Academy at Kings Point, L.I. He formerly was sales promotion manager of CBS-KMOX St. Louis.

Jack Brooks, former production manager of WHAS Louisville, has also returned to WBBM production staff. Before going with WHAS he was a staff vocalist at WBBM for nine years.

RCA has resumed radiotelegraph service to Shanghai with a substantial reduction in message rates. Prepayment rate of 75e a word between New York and Shanghai has been cut to 50e, and the San Francisco-Shanghai rate to 20c.

KQW San Jose is shown as it looked in 1913 (before it was KQW), with (standing) K. Sanders and E. A. Portal; (standing) Dr. C. D. Herrold, was lauded in a broadcast as "the man who developed the world's first radio station to present regular broadcasts", and F. G. Schmidt.

Manager C. L. McCarthy said he had found that the station "which later became KQW, was established at San Jose by Dr. Charles D. Herrold in 1909, that the station began broadcasting regularly scheduled programs in 1912, and that it has been on the air consistently since then with the exception of the years of the First World War."

He supported the claim with affidavits concerning the 1912-13 programs; interviews with Dr. Herrold, now living at Piedmont, Cal., and his early associates, and photographs of the station made in 1913.

The information, gathered by a KQW writer assigned to the Job "just for fun," was incorporated into a half-hour show, The Story of KQW, broadcast during National Radio Week.

Dr. Herrold was hailed on the program as the first man to maintain a broadcasting station on a daily schedule and first to establish two-way broadcast (in 1912 between Fairmont Hotel station in San Francisco and his station at San Jose). The program, dedicated to him, included a transcribed message in which Dr. Herrold asserted "Radio has indeed outgrown its infant clothes. I am happy to have been the first man to broadcast radio entertainment on a regular schedule."

Electronic Gauge

CHROME GAUGE CORP., Philadelphia, is introducing a new electronic bore gauge utilizing direct contact to measure cylindrical interiors with an accuracy of one-half of one ten-thousandth of an inch. Gauge comprises a projection head mounted on a stabilized frame with a flexible point which checks by contact the interior surfaces of the bore to be measured. Results are transmitted instantaneously to a Brown Electronik precision indicator which indicates imperfections, air pockets, etc. to .00005 of an inch.

THE KEY TO THE PRIMARY LISTENING HABITS OF THE MIDDLEWEST

SIOUX FALLS, SO. DAKOTA

1140 K C - 5000 WATTS

National Representatives

HOWARD H. WILSON CO.

Page 34 • November 26, 1945
The Man Who Made A
Lady Leave Town

Every morning, for years, the little old lady had huddled by her radio, listening to the man who meant so much in her life—Don McNeill of the Breakfast Club.

But this morning she was to see her hero in person. The Breakfast Club had come to Boston for a single day, and the town was agog. Tingling with anticipation, the little old lady made her way to the studio. But it was jammed. Not even standing room. She returned home...crushed.

Then she learned of Don's plan to make six appearances in New York. She knew what to do.

She left town—for New York.

She arrived long before broadcast time—fortunately, because the theatre was soon jammed. This time she got in, saw the show, met McNeill, talked with him. And that night she was his guest of honor at dinner, an excited, thrilled old lady!

The Man With Millions of Sweethearts
A rare case of devotion? Not for Don McNeill. Millions of folks listen religiously to Don's Breakfast Club. Don is one of the many reasons why ABC is the most-listened-to network every weekday morning.

ABC has more quarter-hours in the morning with a CAB rating of 4 or better than any other network—in fact, more than all other networks combined.

How did we do it? By pioneering in a new type of program technique, by going after it with all we had: new shows, improved facilities and effective audience-building methods.

ABC Is Really Going Places!
Today this network offers you an outstanding value in radio. 22,000,000 ABC families,* with 92% of the nation's spendable income jingling in their pockets, are waiting to hear your message at a surprisingly reasonable cost. In fact, if you'll compare actual rates, you'll find that Network X costs 43.7% more than ABC per evening half-hour, while Network Y costs 28.7% more!

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 reasons why ABC...
American Broadcasting Company is attracting America's Leading Advertisers

1. ECONOMICAL RATES—Network X costs 43.7% more than ABC per evening half-hour, Network 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 394 member stations for the benefit of advertisers.
7. PRACTICAL TELEVISION—program building on an economical basis.

American Broadcasting Company
LONG TERM?

"Queen for Day" in Chicago

Wanted to Visit Jail

FIRST CHICAGO "Queen For A Day" on the Mutual program of the same name, gave WGN's public service chief, Jim Hanlon, a couple of bad moments. Asked what she wanted to do most, Mrs. Carl Edin, a working Chicago housewife and mother, told him she'd like to realize a lifetime ambition by visiting the Cook County jail.

Mrs. Edin went to jail, then on to WGN for a tour of the studios, and in the evening was guest of honor at La Fling Room Only and an after-theater party in a Chicago hotel dining room.

ERNEST J. SCHROELMAN, 86-year-old farmer, was winner of the 152nd W. C. Ekelly Agriculture Award, presented on the Satsky News program (NBC) Nov. 25 by Lloyd Burlingham, Midwest farm expert. Mr. Schloelman operates a 725-acre farm in Nicollet County, Minn.

U. S. Radio's Performance Is Praised By Porter on Thanksgiving Program

"ONE OF THE BLESSINGS that we can be most thankful for in this postwar era is that this country has a nationwide radio system to assist us in solving the many difficult problems of reconstruction," Paul A. Porter, FCC chairman, said Thursday in a statement broadcast by WNEW New York as part of a special Thanksgiving Day program, I'm Thankful For.

"The capacity of our American radio machinery to spring to the rescue was signally demonstrated during the Second World War," Mr. Porter continued. "Radio disseminated factual information to every corner of the nation on such necessary war measures as manpower mobilization, rationing, bond drives, salvage, security of military information, civilian defense, victory gardens and many others. "As the nation now reconverts from war to peace, we are still faced with a tremendous demand for full, fast and accurate reporting on domestic and international problems, and the presentation of opinion representing all sides of current topics. Our radio can and will perform this service. And in addition, we can count on American radio to pioneer in such new broadcasting services as FM - frequency modulation — television and facsimile so that this nation may maintain its lead in broadcasting and reap the fruits of technological progress. "We can be thankful today and every day that we live in a country where freedom of conscience, freedom of speech and freedom of action are fundamental. Let us be thankful, too, that a beginning has been made in extending these freedoms on a worldwide basis as the surest guarantee of a peaceful future for all of us."

AID FROM AUDIENCE EMPHASIZED BY WGN

WITH THE DEBUT of Mr. and Mrs. sponsored by Sealy Mattress Co., Chicago, Sunday Nov. 25, WGN is going all out for audience participation shows. Belief is that such programs offer sure-fire format for establishing goodwill with local audiences, overlooked during war years when news and network programs monopolized station's schedule.

Mr. and Mrs. with Lee Bennett, WGN announcer and vocalist, as m.c., will highlight and dramatize common complaints housewives have for husbands and vice-versa. Prizes will be awarded to members of air audience who submit best letters, which will be dramatized by WGN actors. Then members of studio audience will have opportunity to argue each case ad lib, pro and con, with surprise awards for audience members participating.

WGN also is currently featuring Jimmy Costello on remote from Goldblatt department store, with customer interviews on program entitled Lets Have Fun, 11:45-12 noon CST Monday through Friday; Meet Tommy Bartlett, with Mr. Bartlett interviewing Chicago personalities, 3:15-3:30 p.m. CST Monday through Friday (Holsum Products, peanut butter); Words & Rhythm, which invites listeners to submit news items from Chicago Tribune which can be rhymed or set to music; Eddie and Fannie Cavanaugh, who also invite listener participation, and Man on the Street, 2:15-30 (Nelson Brothers, furniture, Chicago). As time is made available, station plans to offer additional audience and listener participation shows.
To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

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

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

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

As every experienced Time-Buyer knows, it's "listener habits" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
PLANS FOR IRE MEET IN N. Y. ANNOUNCED
EDGAR KOBAK, president of Mutual, will be toastmaster Jan. 24 at the annual banquet of the Institute of Radio Engineers to be held Jan. 23-26 at the Hotel Astor, New York. Dr. Frank B. Jewett, president of the National Academy of Sciences, will speak.

L. M. Clement, vice-president in charge of research and engineering, Crosley Corp., will be master of ceremonies at the president's luncheon Jan. 25 in honor of Dr. F. B. Llewellyn, incoming IRE president.

Edward J. Content, engineer of WOR New York, chairman of the committee in charge of arrangements, said last week that a substantially greater attendance than last year's 3000 is expected at this winter technical meeting. For the accompanying radio engineering show he reported that 124 exhibitors have already taken the 150 booths originally planned for exhibitors and that the committee is trying to obtain additional space.

AT RECEPTION in honor of Edgar Kobak in Atlanta, these four got together. Topic was undoubtedly radio, as they are (1 to r): J. W. Woodruff Sr., owner of WATL; Comdr. Jack Dempsey, USCGR, to head television flighttest organization on release from service; Order of Pioneers, Nov. 12; FCC Chairman Paul Porter; and Honor Guest Kobak.

Northwest Folks
Certainly Must Listen to KFYR

Yes...we're finding this to be a fact more and more. For instance, in just one week KFYR received over 2000 cards and letters requesting KFYR program schedules! And, what's more, the requests are still pouring in by the hundreds daily.

This overwhelming response proves two things conclusively: First, KFYR announcements net RESULTS! Second, folks here in the Northwest just naturally are interested in KFYR programs — both local and network — because they know KFYR brings them the finest entertainment possible.

Cash in on KFYR's Sales Power

Write us direct or ask any John Blair Man

OPENING FORUM on "Radio—Its Past, Present and Future", sponsored by the Radio Guild, United Office & Professional Workers of America, on Nov. 30 at the White Collar Center, New York, included a discussion by Irene Wacker, Milton Cross and Earle McGill, on memories of radio's early days and its growth. Forums, planned for every two weeks on Wednesdays, will trace the development of radio in this country as an industry and as a cultural medium.

WPIK Alexandria Goes on Air Dec. 1
Howard Hayes General Mgr.; Jeffery Program Director

NEW DAYTIME local, WPIK Alexandria, Va., is to begin broad-casting Dec. 1 from its studios in George Mason Hotel, according to Howard B. Hayes, WPIK general manager and president of Potomac Broadcasting Corp., station licensee. Facilities are 250 w day-time on 780 kc, Mexican 3-A channel (Broadcasting, Dec. 11, 1944). Mr. Hayes, former engineer with WTOP, with his wife is half owner of Potomac Broadcasting. Carl L. Pringle, secretary-treasurer, also WTOP technician, is holder of other half interest.

Commercial manager of new independent outlet is Perry F. Walder, former salesman with WINX and WWDW with WTOP Washington and WITH Baltimore. Program di-rector is William W. Jeffery, an-ouncer of WTOP Washington who formerly had been with WOL Washington and WPAT Paterson, N. J.

Joseph Hershey McGillivra Inc. has been appointed national representa-tive effective immediately. WPIK has leased AP radio wire and will use World Broadcasting System transcription library.

WPIK will program a num-ber of remote and public service features, according to Mr. Hayes, who also stated WPIK advertisers include many local accounts new to radio.

WBBM Contest Ends
MOVIE STARS Danny Kaye, Vir-ginia Mayo, Marie MacDonald and William Eythe participated in the WBBM-Chicago Times "Harvest Moon" Festival, Saturday, November 24, which featured winners of a Chicago talent search conducted by WBBM. Finalists in the talent search which WBBM has conducted on a special Saturday night broadcast for the past four weeks were heard on a broadcast from Chicago Stadium, 11-30 to 12-30 p.m. CST. Judges to select the winners, who will receive a week's contract to sing over WBBM and make personal appear-ances at the Chicago Theater, include C. Wagner, Billboard, Bill Hunt, Variety, F. B. Sample, Broadcasting, Bill Irwin, Chicago Times, Nate Platt, talent director for B&K theaters, Al Morey, WBBM assistant program director in charge of productions and June Hanson, WBBM director of auditions.
NAB Clinic Asks Improvement Of News Standards in Stations

Meeting at Springfield Points Out Inadequacy Of Wire Service Regional Coverage

STATION MANAGERS attending radio's first news clinic, Nov. 16, at Springfield, Ill., under NAB auspices, were urged to inaugurate "one-man news departments" to combat the "stereotyped" approach of news coverage as supplied by wire services.

NAB's Radio News Committee, with E. R. Vadeboncoeur, vice-president of WSYR Syracuse, as chairman, Arthur Stringer, NAB director of circulation as secretary, and Les Johnson, general manager of WHBF Rock Island, III., and president of the 9th district NAB, offered their proposals during a round-table discussion during which some 40 managers and news editors outlined their individual problems.

The News Committee was told: There are "too many" newscasts on most stations.

Networks tend to "editorialize" to too great a degree on their coverage of national and international events.

Inadequate 'Regional' Coverage

Wire services fail to provide adequate "regional" coverage, and copy is frequently inaccurate and poorly written, without proper regard for radio delivery.

In recommending establishment of "one-man news departments" the News Committee said such departments would provide service to listeners comparable to city staffs of local newspapers; would add to prestige of stations by having representatives at important news events; would give newscasts by local commentators a more personal approach, with local news competing with state, national and international coverage.

The committee pointed out that a person controlling news coverage for each station should be old enough to have sufficient experience to know news value, and young enough to actively compete with other news organizations. Whenever possible the news editor should also have the responsibility of delivering the news on the air, but first consideration should be given to news sources, coverage, reportorial ability and local situations based on the type of community which the station serves, it was said.

The committee declared that stations can no longer satisfactorily serve their audiences with "ticker newscasts," and recommended a degree of "personal" newscasts, with comments by newscasters about the news.

Recorder Experiences

Bill Ray, head of news and special events for NBC Central Division, told of experiences with the film and wire recorder and demonstrated advantages of its use for "on the spot" coverage with transcription. He pointed out that neither recorder can duplicate the quality of an off-the-line broadcast but that adaptability and general utility made its use almost a "prerequisite" of any station's news service.

Ted Arnold, news editor of WHBF, also demonstrated the use of the wire recorder by a local station.

In discussing coverage provided by wire services, AP and UP radio services were asked to provide representative station subscribers to sit in on pending conferences to decide new radio policies.

"We are paying for the service and we feel we should have a voice in determining how such service is to be provided," Les Johnson pointed out.

Phil Gibson, news editor of WMBD Peoria, told the group that "The biggest need for improvement (Continued on page 61)"
Let Us Help You

PUT YOUR SPOTS WHERE THEY'LL GET BEST RESULTS

T-H-S WILL GIVE YOU ACCURATE FACTS ON RADIO AND MARKETS IN THE MIDDLE WEST AND GREAT SOUTHWEST:

Reach the expanding peacet ime market in this rich Southwest and Middle West territory by placing your radio spots where they're sure to do the most good. Let the T. H. S. representative nearest you pass on his intimate knowledge of this responsive market to you, now!
Big night Wednesday! WMT presents Frank Sinatra to all of Eastern Iowa. Another CBS exclusive that creates for WMT more listeners than any other station in Eastern Iowa. We've backed up our popularity by delivering to advertisers the largest population coverage of any station in the Hawkeye State*... at Iowa's best frequency—600 KC, 5000 watts. Few other stations provide such a faithful audience who not only have the desire to listen, but the money to buy.

*Based on 2.5 mv coverage

Check your coverage map—and check WMT with your KATZ, AGENCY man. Contact him for current availabilities.
RCA Video Is to be Exhibited At New York Marketing Forum

AN RCA EXHIBIT portraying the story of electronic television over the last 20 years will have its first public showing preceding a nationwide tour today (Nov. 26) at the final session of the first national marketing forum presented by the Sales Managers Club of New York at the Hotel Roosevelt.

Opening with a luncheon session and continuing through the afternoon and evening, the forum theme will be “Advertising’s Place in Postwar Distribution.” Charles Luckman, president, PepsiCo division of Lever Bros., will speak at the luncheon session, to be presided over by Joseph M. Dawson, chairman of the board, Advertising Federation of America. J. Penfield Seiberling, president, Seiberling Rubber Co., will preside over the afternoon session.

Afternoon speakers include: Clarence Francis, chairman of the board of General Foods Corp., on “How Management Counts on Advertising in Postwar Distribution”; Robert M. Hanes, former president, American Banking Association, on “A Banker Looks at Advertising”; Don Belding, chairman of the board, Foote, Cone & Belding, on “Advertising Can and Must Do a Public Relations Job for Distribution.”

Emerson Pensions

EMERSON RADIO & PHONO-GRAPH Corp., New York, announced last week the introduction of an employe pension plan providing additional income to Social Security benefits and including a life insurance feature. Chase National Bank of New York City will act as trustee and Mutual New England Life Insurance Co. will carry the pension program, whose entire cost will be paid by the company.
GOOD NEWS FOR BROADCASTERS

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Broadcasting Equipment in Assembly

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This REL broadcasting equipment can now be ordered... to meet or exceed present FCC requirements.* Entirely new... with important design advancements.

With the new Armstrong Modulator... providing simple, stable... even more efficient performance than ever before!

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250 watt       549A-DL
1000 watt      518A-DL
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Speech Equipment

603—Studio Speech Console, Table type, 6 Position
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Monitoring Equipment

600—FM Station Frequency and Modulation Monitor

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