22 years of broadcasting SERVICE

WE MUST HAVE WEATHER

IN THE WORDS OF THE LISTENERS:

From New Ross, Indiana:
"Sure do appreciate your weather forecasting, as we can plan our work as the weather permits."

From Grand Rapids, Michigan:
"We own a greenhouse and vegetable farm. Our planting of crops is oftentimes determined by your weather broadcasts."

From Guntown, Mississippi:
"We listen to your weather forecasts every morning...being a farmer and dairyman, we are very much interested in the weather."

From Route 1, Ipava, Illinois:
"We are farm folks down in Central Illinois...and we always are all ears for the weatherman."

THESE FEW EXCERPTS FROM WLS MAIL SHOW THE VITAL IMPORTANCE OF OUR LONG-ESTABLISHED SERVICE DIRECT FROM THE WEATHER BUREAU, 5:55 TO 6 A.M. THIS IS SUPPLEMENTED BY WEATHER FACTS ON EVERY NEWS PERIOD, WITH TEMPERATURE-HUMIDITY AT HALF-HOUR INTERVALS.

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix  
KTUC, Tucson  KSUN, Bisbee-Lowell-Douglas
The rules of tennis do not limit a player to one serve. If the first ball slams into the net, the player has still another chance to score an ace.

It's the same with newscasting. Newscasters who use International News Service are not restricted in scope—they have the widest choice of news from which to build a distinctive and superior program that is high in audience appeal and individuality.

When you have INS you have the power of selection from the most brilliant and complete news coverage available anywhere. You get ALL the news from all over the world, written so that it may be read easily, with all the human interest that builds a great radio audience. Take what is most suitable for your needs and the news needs of your audience. Then, as each newscast time arrives, you—like the tennis player—are not limited to just one serve.
TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them—linking them together to form New England's greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Closed Circuit

**Upcoming**

- May 6-7: Board of Governors, Canadian Broadcasting Corp., Chateau Frontenac, Quebec, Que.
- May 6-8: NAB Board of Directors, Statler Hotel, Washington.
- May 9: FMIB Board, Mayflower Hotel, Washington.
- May 9-10: NAB Research Committee, Statler Hotel, Washington.

(Bulletins Schedule page 83.)

Business Briefly

- **Preakness Sponsor** - Emerson Drug Co, Baltimore (Bromo Seltzer). May 11 will sponsor 56th running of Preakness, major turf event, on 130 NBC stations, 5:45-6:15 p.m. Agency, BBDO, New York.

**RADIO TO FIGHT FOR FREEDOM OF SPEECH, INSTITUTE TOLD**

Broadcast industry will take militant stand on behalf of freedom of speech. Justin Miller, NAB president, told 16th Institute for Education by Radio at Friday night panel in Columbus, O. He said it will not docily consent to program censorship.

Others on panel were: Clifford J. Durr, FCC; H. B. McCarty, WHA Madison; Nathan Straus, WMCA New York; Paul D. Spearman, counsel for OPA. He said radio's course in next few years depends on extent to which it is willing to assist in preparing data necessary for testimony at clear channel hearings to begin July 1.

- oriented sale of KQW San Francisco by Bruntons to CBS for $60,000 cash go through? Long pending case already has been tentatively decided and it looks like nice. FCC thinking is CBS owns seven rather than six stations, contending that WCAU Philadelphia, while controlled by Levys nevertheless is interlocked in CBS ownership by virtue of Levy holdings in CBS and Paley holdings in WCAU. Unwritten rule on six station limitation seems to be guiding FCC policy.

**CONGRESSIONAL leaders on both sides reported souring on radio—particularly some networks whose commentators, they say, are “spouting OPA propaganda and not attempting to report news objectively.”** One high-ranking Congressman said: “We’re fed up with the complete subversion of radio by the bureaucrats.” He holds radio responsible, he said, “since the Communications Act gives to broadcasters sole responsibility of programs.”

**J. CESAR PETRILLO, despite his chastisement by Congress, and his most recent defiance of new law, is still performing abroad as well as at home. Even before new 250 w ZBM Hamilton, Bermuda, got on air (it starts May 12) President Petrillo himself, in person, expected fee of $5,000 a year from Cole E. Wylie, operating head, before permitting clearance of network or transcribed program to British Dominion station.**

**EVIDENCE** that United States Network project is still active seen last week in proffer of presidency to well known veteran western broadcaster who is now carefully surveying financial backing and long range prospects. Word on whether it is or isn't deal is expected within next week or so after return of Bernard B. Smith, New York attorney and proposed board chairman, from trip to Europe.

**DON'T WRITE OFF FCC general counselship as closed incident, despite appointment of Benedict P. Cottone as acting chief. With broadcast matters paramount, there's strong sentiment for man trained in such affairs to head up department. In addition to acting (Continued on page 90)
GOLD SPINNER

Rumpel-Stilts-Kin—the little fellow who could spin gold out of straw—had nothing on radio.

Yes, just as Anderson’s Fairy Tales gave the world the magic of Rumpel-Stilts-Kin so radio gives countless advertisers the formula for turning ordinary circumstance into golden opportunity.

Nor is there any magic in making radio work for you. Spot radio fits any budget, large or small. It can force distribution, fit distribution or sell an institutional idea.

Strong stations bought individually, anywhere, any time—that’s spot radio.

* * *

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC. * * *

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

SPOT RADIO LIST

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<th>Station</th>
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THE YANKEE AND TEXAS QUALITY NETWORKS

BROADCASTING · Telecasting

May 6, 1946 · Page 5
In 1939 and 1940 Boeing Aircraft in Seattle employed about 4,000 people, and produced 12 Clippers and 9 Stratoliners. Today, this company has peace-time orders totaling $126,000,000. Employment in Boeing's Seattle plant is 8,600, and within a few months will be 14,000... this is more than 3 times as many as in any pre-war year!

Orders from Pan-American Airways, Swedish Intercontinental Airlines, American Airlines and Northwest Airlines for 42 new Stratocruisers at a cost of $56,000,000 are augmented by military orders totaling $70,000,000! 

Production has already begun and delivery of the Stratocruisers will begin late this year or early in 1947. This is not a war baby... air travel and aircraft manufacturing are here to stay. The aircraft industry's payroll in the rich Seattle market is big... it is continuing to grow.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.
Ten million dollars worth of work clothes are made here each year—and payrolls of this, and many other, well-established industries help make the Nashville area one of the nation's most stable markets... One million people with a spendable income of over 800 million dollars yearly are a rich market for your quality product... The primary area of WSIX effectively covers the Nashville market area with the top-rated programs of both American and Mutual Networks... Cover this prosperous territory with a message broadcast economically over WSIX.

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.

AMERICAN and MUTUAL
AND 67% OF THE TIME FROM 6:00 A.M. TO MIDNIGHT (YES—INCLUDING ALL THE BIG NETWORK SHOWS), WAAT HAS AN AUDIENCE IN NORTH JERSEY EQUAL TO OR EXCEEDING ONE OR MORE OF THE FOUR NEW YORK NETWORK STATIONS

*Source: The Pulse of North Jersey*

AND THAT’S ANOTHER REASON WHY: WAAT DELIVERS MORE LISTENERS PER DOLLAR IN AMERICA’S 4th LARGEST MARKET* THAN ANY OTHER STATION—INCLUDING ALL 50,000 WATTERS!

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

WAAT

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY"
into your local population pool with an NBC-Recorded show

ONE for the money...

There's no better buy than an NBC-Recorded Program... built for the advertiser with big ideas... but a limited budget.

TWO for the show...

Choose an NBC-Recorded Program for all-around quality... produced like a network show with radio's finest talent, skilled NBC directors, full-range Orthacoustic recording.

THREE to make ready...

Write, wire or phone for audition records of any of the outstanding shows on this page.

FOUR to go...

With the addition of your own commercials... your new NBC-Recorded show will bring a round of applause from the listeners in your town.

TWENTY-ONE DIFFERENT NBC-RECORDED SHOWS TO CHOOSE FROM... HERE ARE SOME:

MERCER MacLEOD . THE MAN WITH THE STORY—actor, writer, world traveler, colorfully dramatizes strange tales.

Schedule: 2 quarter-hours a week
Available: 26 weeks of broadcasting

ALLEN PRESCOTT . THE WIFE SAVER—hilarious antics of Mrs. Housewife's favorite household adviser. Songs by Brad Reynolds.

Schedule: 3 quarter-hours a week
Available: 52 weeks of broadcasting

PLAYHOUSE OF FAVORITES—the famous stories of famous authors put into vivid dramatic form with "name" talent of stage, screen, radio.

Schedule: 1 half-hour a week
Available: 52 weeks of broadcasting

ART VAN DAMME QUINTET WITH LOUISE CARLYLE—a jet-propelled musical that jumps with the rhythms of America's greatest accordionist and the songs of lovely Louise Carlyle.

Schedule: 3 quarter-hours a week
Available: 26 weeks of broadcasting
is our business...

The other day the School of Business and Civic Administration of The City College of New York announced the winners of its second annual National Radio Awards for program creation and promotion. And again, as in Variety's recent "Showmanagement" awards, CBS clearly demonstrated that leadership is no accident.

For the outstanding entry in each of five classifications, an impartial and professional jury conferred a major plaque award. Three went to CBS: one to a Columbia-owned station, another to an affiliate, the third to the Columbia Pacific Network.

The jury then presented 18 Awards of Merit. Columbia broadcasters won six.

Only one award was issued for "the most effective public service radio program developed by a national network." It went to CBS, for Assignment Home, the notable series concerning the problems of veteran readjustment.

Finally, the judges awarded five certificates of Honorable Mention. Columbia-affiliated stations won three.

To our blushing but worthy affiliated and CBS-owned stations we offer our heartiest congratulations. To The City College of New York and its discerning awards committee go our thanks and our pledge to maintain the standards they encourage.

The specific citations:

**Plaques:**
- WCAU (CBS affiliate in Philadelphia) "for its public service program, Crusade for Better Drinking Water." (Also an Award of Merit.)
- WEEI (CBS in Boston) "for its promotion of the public service program, Life to the Front." (Also an Award of Merit.)
- COLUMBIA PACIFIC NETWORK "for its all-over regional network promotion." (Also an Award of Merit.)

**Awards of Merit:**
- CBS—"for the most effective public service program developed by a national network, Assignment Home."
- WGAN (CBS affiliate in Cleveland) "for the most effective direct-selling sponsored program developed by a clear channel station, Serenade for Smoothies."
- KMBC (CBS affiliate in Kansas City) "for the most effective all-over station promotion by a regional station."

**Honorable Mentions:**
- KFH (CBS affiliate in Wichita) "for an unusually effective public service program developed by a regional station, Citizens of Tomorrow."
- KLZ (CBS affiliate in Denver) "for an unusually effective public service program developed by a regional station, Welcome House."
- KSL (CBS affiliate in Salt Lake City) "for an unusually effective public service program developed by a clear channel station, This Business of Farming."

this is CBS...THE COLUMBIA BROADCASTING SYSTEM
Feature of the Week

(Story on clear channel hearings on page 18)

SMELL effects and sound effects—absolutely unintended—furnished an exciting accompaniment to testimony presented last Wednesday by WLS Chicago at the FCC clear channel hearings. Arthur Moore, editor of the Prairie Farmer, which owns the station, had been telling of WLS services to livestock producers at the time of the Chicago stockyards fire in 1934 when, suddenly, the smell of smoke came into the Archives auditorium, where the hearing was being held.

Hitler’s Will?

Commissioner Hyde, presiding, suggested this might be a good time for the usual morning recess from the richly panelled “no smoking” auditorium. As the participants puffed on cigarettes in the lobby, someone speculated that perhaps Hitler’s will, on display in the building, was being burned, with the resultant odor.

However, the hearing resumed following the intermission and Arthur C. Page, WLS farm program director, took the witness stand. The noon hour was approaching, Mr. Page, who conducts Dinnerbell Time on the station, had been testifying that campaigns on the program in behalf of fire prevention had brought him awards last year and this year from the National Board of Fire Underwriters.

He had hardly finished with the word “fire” when the clanging of gongs was heard in the auditorium. In a few moments an Archives attendant asked that the room be vacated and participants descended to the outside of the building where four fire companies had gathered. Their presence was precautionary, the alarm being sounded because of smoke, afterward discovered to have been spread by the air conditioning system when a motor overheated.

On the sidewalk, Commissioner Hyde adjourned the “hearing” until the usual afternoon time at 2 p.m. It was the second time in Commission history that a proceeding had been interrupted by fire. Several years ago, a match carelessly thrown into a waste basket containing acetate shavings from a recording machine had caused a blaze which forced a short recess.

Sellers of Sales

H AROLD BANDOW RORKE is one of those few fortunate ex-Army men who considers his Army duties as being well suited to him—for his GI career laid the foundation and was largely responsible for his present post as radio director of J. Walter Thompson Co., Chicago.

When Hal was commissioned a captain in the Army Air Forces in July 1942, most of his experience had been in publicity and public relations. He was assigned to War Dept. Bureau of Public Relations in Washington, and handled production on many of the AAF radio programs.

One of these was Wrigley’s Melody Ranch, then known as America in the Air. Through his work on the show he made many contacts at J. Walter Thompson Co., Wrigley’s agency for that series. In June 1945, when he was placed on inactive status as lieutenant colonel, the agency immediately snapped him up to replace radio director Tyles Davis, who left the agency and moved to New York. In December 1945, he was awarded the Legion of Merit by Gen. H. H. Arnold, Commanding General, AAF, for his work on America in the Air and for other services to the AAF.

Hal is now juggling the radio budgets for ten accounts: Swift & Co., Chicago; Parker Pen Co., everettville, Wis.; The Seven Up Co., St. Louis; Elgin Watch Co., Elgin, Ill.; Libby, McNeil & Libby, Chicago; Kraft Foods Co., Chicago; Bowman Dairy Co., Chicago; The Toni Co., Minneapolis (home permanent waves); Northern Trust Co., Chicago; Cole Milling Co., Chester, Ill.

A native of Chicago, Hal was born May 26, 1903. Following his graduation from Senn High School in 1920, he moved with his family to Los Angeles and enrolled at Stanford U. After two years he interrupted his schooling to go to Japan and China.

A friend got him a job as ordinary seaman on the S.S. President Wilson. Hal was assigned to take care of five passengers— Chinese. Hal returned to college after his trip and received his A.B. degree in 1925. After a brief period

(Continued on page 72)
BILL ANSON IS CHOICE OF ADVERTISING MEN!

AGENCIES, PRESS, SELECT NEW KFWB DISC-JOCKEY

In the most precedent-shattering event in the history of Radio, Warner Bros. KFWB placed the selection of a Personality in the hands of Los Angeles and Hollywood Advertising Agency and trade press representatives! BILL ANSON, Chicago’s leading record-show conductor, was elected to take over the West’s No. 1 Disc-Jockey spot, at the KFWB dinner, April 24, in the Embassy Room of the Ambassador Hotel. Anson topped a field of more than 100 applicants for the maestro’s job on the three and one-half hour Record Show, now in its 13th consecutive year on KFWB! The field was narrowed down, by a series of eliminations, to 7 of the nation’s leading platter personalities for final selection via live auditions, piped into the banquet hall by direct lines from New York, Chicago, Philadelphia, and other cities.
Yessir, extra effort is our specialty, here at F&P. Extra footwork, when that's needed, of course. But the goods we specially like to deliver are the ideas, the creative salesmanship, the extra headwork that makes spot-broadcasting so overwhelmingly more effective and profitable for radio advertisers.

If you're looking for top-notch locally-produced shows—with audience ratings that bring cost-per-thousand-listeners way, way down—give us a ring. We will present all the facts about these shows that get big results!
Petrillo Orders Featherbedding Continued

AFM Must Not Play Simultaneously For AM, FM

INTENT on a quick court test of the Lea Act, James Caesar Petrillo has ordered members of his American Federation of Musicians to continue the practice of featherbedding.

In a signed article on page 1 of the April International Musician, official house organ of the AFM, Mr. Petrillo told his members they could not play simultaneously for AM and FM programs unless they received dual pay. He told them they could not play for television broadcasts “until further notice.” In the March International Musician he had restated his prohibition against the broadcast in this country of foreign musical programs except Canada.

On NAB Schedule

Meanwhile the NAB Board of Directors has scheduled on its agenda for its May 6-8 meeting at the Statler Hotel, Washington, the overall music problem in light of the Lea Act and Mr. Petrillo’s demands. The Industrywide Music Committee, named last December, will meet May 9 at the Mayflower Hotel, Washington, to discuss further steps. At a meeting April 15 in New York a joint subcommittee of broadcasters and the AFM agreed the time was right for a permanent joint committee to deal with future problems [BROADCASTING, April 22].

Without reference to the Lea Act, which became law April 16 with President Truman’s signature [BROADCASTING, April 22], Mr. Petrillo warned his membership that the AFM had “refused to render services for both AM and FM broadcasting.”

“At the present moment, our ruling still stands, and we cannot permit the services of our members for both types of transmitters for one fee,” wrote the music czar.

On the same page of the April Musician was reproduced text of a telegram which, on April 5, was sent to locals in what jurisdiction network broadcasts originate and to musical directors and booking agencies engaged in network broadcasting, warning that all contracts or agreements other than for staff orchestras “must be approved by the Federation.” That order embraced “single instrumentalists, trios, and all types of instrumental combinations, groups, orchestras, bands, and leaders.

Mr. Petrillo’s latest ultimatum was construed in broadcasting circles as his first step to take the Lea Act to the Supreme Court, following earlier announcement by President Edward J. Nisle, that constitutionality of the Act would be tested.

“The FCC at one time ruled that broadcasters were not permitted to use the same programs on AM and FM stations,” Mr. Petrillo informed his members. “Later, this same Commission reversed itself and it is now possible to send the same program over both types of broadcasting stations. However, the AFM, unlike the FCC, did not change its mind, and we refused to render services for both AM and FM broadcasting.”

FCC Rules Revised

[Editor’s Note: Originally FM Rules & Regulations (5.261-b) provided that each FM station must devote a minimum of two hours daily, one before 6 p.m. and one after 6 p.m. to programs not duplicated simultaneously on standard or other FM stations in the same service area. After hearings a year ago on revised Rules & Regulations, however, the FCC decided not to include the duplication rule in the present regulations.]

Mr. Petrillo charged that a “howl went up from all the stations as well as the FCC” that the AFM was “retarding progress and hindering the development of FM.”

“Here we found ourselves in a position of adhering to an original ruling made by the FCC, and, as I said before, the FCC changed its mind, then found fault with us for

(Continued on page 75)

King-Trendle to ABC for $3,650,000

Expansion Plan Must Have Approval Of FCC

AMBITION PLANS of American Broadcasting Co. to broaden its operating base took tangible form last week with the formal announcement by Edward J. Noble, board chairman and principal stockholder, that he had completed negotiations for purchase of King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids and Michigan Radio Network) for $3,650,000. The transaction, insofar as acquisition of the stations is concerned, is subject to FCC approval.

Confirming in almost every particular the report published in last week’s Broadcasting, Mr. Noble made his announcement at St. Catherine’s Island, Ga., last Thursday, where he was host to the ABC Stations Planning and Advisory Committee meeting with ABC officials. The transaction is related to the planned sale by ABC of about 1,000,000 new shares of stock for approximately $15 a share, to raise $15,000,000 for network expansion not only in AM facilities but in television and FM [BROADCASTING, April 29].

The overall King-Trendle purchase is second only in magnitude to Mr. Noble’s purchase of the erstwhile Blue Network in 1943 from RCA-NBC for $8,000,000. Mr. Noble, however, has announced his intention of selling WOOD, 5,000-watt regional now on NBC, and it has been offered to a number of firms for a figure in the neighborhood of $1,000,000.

Agreement on the transaction was reached by Mr. Noble and his advisors with George W. Trendle, president, and H. Allen Campbell, secretary and general manager of King-Trendle, on April 28, subject to approval of the respective boards. Final approval came last Tuesday. The Avco procedure of advertising the transaction for 60 days to give others the opportunity to meet the ABC terms, will be followed.

Stock Offer

Meanwhile, formal word is awaited on the ABC stock offer, which will be handled through Dillon, Read & Co., and a nationwide group of investment bankers. ABC affiliates already have been notified of the planned sale and have been invited to participate in it. It was reported that the same stock would be offered affiliates at $14 per share, instead of the $15 figure for public sale.

The outcome of reported conversations with Bing Crosby to acquire an ownership interest in ABC was still unknown last week. These reports were that Crosby had been invited to take over a regular 15-minute strip on ABC and that he would be paid in ABC stock as a tax-savings measure, since his income from other sources placed him in the maximum brackets anyway.

Actually ABC would acquire King-Trendle as a going concern, taking over its present assets. These are understood to include about $750,000—a half million in cash and some $250,000 in accounts receivable. That would mean a stripped price of something less than $3,000,000 for the two stations, their physical assets, land and leaseholds, as well as the good will attending the MRN, feeding programs to seven additional sta-
Recording Identification Rule Studied

Three Increase Rates

Three basic MBS affiliates which were recently granted construction permits for 5 kw have announced new rate increases effective May 1. KVQ Pittsburgh has increased its basic rate per hour from $240 to $340, WLOL Minneapolis from $200 to $215 and WOL Washington from $200 to $240. All current Mutual advertisers are protected for one year against the new rates.

Cudahy Switch

CUDAHY PACKING Co., Chicago, has switched time period of Tena and Tim on CBS Monday through Friday from 2:45-3 p.m. to 11:30-11:45 a.m. CBS sustainer Time to Remember, formerly heard in the 1:30-11:45 a.m. period, has moved to 2:45-3 p.m. period. Grant Adv., Chicago, handles Cudahy Packing account.

American Time Change Plans Brings Waiver

REEXAMINATION of the rule requiring station announcement of recordings and transcriptions to determine whether permanent changes should be adopted, will be made by the FCC within the next 30 days.

Disclosure of such action was made by the Commission last Monday in granting a 30-day waiver of the rule to ABC to permit the network to carry delayed broadcasts by transcriptions to maintain program schedules in cities which have not adopted daylight saving time.

The waiver is applicable only when the off-line recording is made by ABC at Chicago, Hollywood and is broadcast one hour later by stations operating on standard time. It is also required that stations carrying the delayed broadcasts must make an appropriate announcement at least once a day that some or all of the programs are transcribed. The waiver is not applicable where an individual station makes an off-line recording.

Time Question

In requesting the waiver, ABC advised the Commission that during the period from April 28 to Sept. 28 some of its affiliates will be operating on daylight time while others are on standard time and that the network would record practically all of its programs at Chicago and Hollywood and then feed various legs of the network from records an hour later. The network represented that an announcement of such programs as transcribed, the Commission said, "would be unduly repetitious and unnecessary since these programs are in effect network programs."

It was understood that the 30-day test period was granted by the Commission to determine what effect would result from relaxation of the rule and to provide a basis of experience on which to consider further changes. Whether a hearing will be held will depend on developments during the waiver period, it was learned, with the possibility that a proposed amendment to the rule may be promulgated.

Mutual Makes Request

A similar request for a waiver was made by Mutual. NBC and CBS, which have strict policies against the use of network transcriptions, are re-arranging their broadcast schedules to adjust to differences occasioned by daylight time.

A Commission source emphasized that the waiver applies only to network broadcasts. Use of transcriptions by stations must be identified as required under Section 3.407 of the FCC Rules Governing Standard and High Frequency Broadcast Stations. The rule was amended last July to make it necessary to identify each record in a series interspersed with live talent.

Long a subject of controversy, the recording rule has been fought by broadcasters as being too rigid. Liberalization of the requirement would be unduly repetitious and unnecessary since these programs are in effect network programs."

Salt Spots

MORTON SALT CO., Chicago, May 6 begins live spot campaign on more than 100 stations with contract for four week period placed by Hill, Blackett & Co., Chicago.

Gum Labs. Test

GUM LABS, Clifton Heights, Pa., sponsor of Sweetheart Time on MBS, Sun. 12:30-12:45 p.m. (CDST), is to start extensive campaign with transcribed jingles, placing through Makelin Assoc., Chicago. Agency has preliminary test campaign on KONO WORL WXZY WMGB.

Kerr Glass Places

KERR GLASS Co., Los Angeles (mason jars), with free canning booklet offer, April 30 started for 10 weeks using weekly schedule of spot announcements on 21 stations nationally. List will be expanded in May and June to include 54 additional stations as well as those of New England Regional Network. Agency is Raymond R. Morgan Co., Hollywood.

Chevrolet Video

CHEVROLET DIVISION of General Motors Corp., Detroit, will sponsor a series of four consecutive weekly commercial television broadcasts in cooperation with ABC on WABD New York. Format and starting date of half-hour Tuesday evening programs have not been set. Agency is Campbell-Ewald Co., Detroit.

Expands Schedule

LUCKY TIGER MANUFACTURING Co., Kansas City, through its agency, Merritt Owens Adv., that city, this month expands its radio schedule into several markets with new programs. Firm currently is using newcasts, musicals, station breaks and one-minute announcements in WCCO KLZ WAGA WWL KGKO KNX WLW KMOX KTRH KVVO WHS KCKN KCMA KMBC KOAM KPH KANS KFEP KTKO KOMA [BROADCASTING, March 11]. Further expansion is planned for June.

Orange Campaign

MUTUAL ORANGE DISTRIBUTORS, Redlands, Calif. (Pure Gold oranges), in a two to four-week campaign, starting May 6, will use varied schedule of transcribed chain break announcements on seven West Coast stations. List includes KIRO KJQR KXL KEX KBBS KFRC KROW. This is in addition to chain break announcement campaign currently being conducted by cooperative group in 18 major southern and midwestern cities for Pure Gold lemons [BROADCASTING, April 29]. Agency is J. Walter Thompson Co., Los Angeles.
Radio Still Puts Public Service First

Ad Council Reports Free Campaigns During 1946

RADIO ADVERTISERS, networks and stations are continuing their public service activities as they did in wartime, having given top priority to 18 major public service campaigns the first three months of 1946.

That’s the message contained in the first quarterly report of George P. Ludlam, radio director, The Advertising Council, titled “The First 100 Days.” The report shows that 120 national radio advertisers are using their 200 network programs to give wide coverage to campaigns under the Network Allocation Plan, and that 43 advertisers, sponsoring 60 programs, are taking part in the National Spot Plan.

In addition to the 260 commercial programs, the Radio Division of AC schedules public interest subjects regularly on 150 sustaining network programs. Scores of local and regional messages are handled throughout the country by individual stations.

Succeeded OWI

During the first quarter of 1946, broadcast time contributed by advertisers and networks to the 18 major public service campaigns resulted in more than four billion listener-impressions, equivalent to 40 messages per listener, according to the AC report.

When the Office of War Information was abolished last fall, the Treasury Dept. and other Government agencies asked the Advertising Council to take over where OWI left off, at least through the 8th War Loan. Mr. Ludlam, chief of the OWI Radio Bureau, was named Radio Director of the AC. Before the end of 1945 a strong feeling developed among advertisers, agencies and networks that a mechanism so effective as the Allocation Plan should not be dropped.

President Truman personally requested the AC to continue its cooperation. He established a special division of the Office of War Mobilization & Reconversion to channel informational activities of the 40-some Government agencies and departments, appointing Drew Dudley to head the operation.

A special radio committee was set up by the Council, composed of H. W. Roden of American Home Products Co.; Lee Bristol, Bristol-Myers Co. and Stuart Peabody, The Borden Co. It suggested a reduced version of the Radio Allocation Plan on a permanent basis and received overwhelming support from advertisers.

Under wartime schedules the OWI asked every radio advertiser to carry one message each four weeks on weekly programs and one message fortnightly on three or five-weekly programs. Since the war ended, however, the Council has reduced the frequency to once every six weeks for weekly programs and once every three weeks for thrice or five-weekly programs.

ARC Drive

In addition to the allocation plan the Council set up a “Special Handling” section for additional campaigns. All-told the AC daily average of public service messages on networks is 33.7, with 212.2 station broadcasts of public service messages by national spot advertisers. Heaviest radio report scheduled by the Council in the first quarter of 1946 was in behalf of the American Red Cross during March.

That campaign was given four weeks of network and national spot allocations and additional “special handling” support in February and March. As a result the Red Cross campaign brought 612,960,000 listener-impressions.

A breakdown by the American Red Cross shows that in the 1946 campaign there were 846 network broadcasts, making a total of 3,381,658,856 listener-impressions, as compared to 590 broadcasts with 2,448,171,184 listener-impressions in 1945. On Radio Day, March 1, the Red Cross reported 213 broadcasts and 611,667,170 listener impressions. During March the Red Cross reported 579 network broadcasts making 2,709,702,686 listener-impressions. Those figures were based on actual monitored broadcasts, said the Red Cross, suggesting that another 20% could be added for broadcasts missed by Red Cross monitors.

In addition to the network broadcast.

(Continued on page 72)

ABC Tests Plan for Daylight Savings

Program Schedules Hit By Different City Observances

(See story page 16)

BROADCASTERS are watching with interest the ABC 30-day experiment in rebroadcasting transcribed network programs because of time change in some sections of the country (see story this page).

With program schedules generally out of balance, the entire country was affected at 2 a.m. April 28 when New York and a dozen other sections returned to prewar custom of adopting daylight saving time. Jefferson City, Mo., tried fast time for three days, gave up and returned to standard time.

ABC late last week reported that its system of recording and rebroadcasting programs, under waiver of Rule 3.407 as authorized by the FCC, was working. Charles E. Rynd, vice president, said that after a hectic start early in the week, about 90% of ABC’s affiliates were receiving most network shows in their accustomed order at the usual local time.

Mutual stuck to a policy of keeping as many live broadcasts on the network as possible, awaiting word from its application before the FCC to waive Rule 3.407. Both ABC and Mutual leased extra lines to carry out their rebroadcasting systems.

NBC and CBS reported that few program changes were made by the respective networks to overcome conflicts in time. Both networks left rebroadcasting problems up to their affiliates. Stations which found it impossible to carry network programs live because of conflicts with local commitments, reordered the network programs for later broadcast.

Added Time

NBC and CBS added an hour of program service from 1 a.m. to provide for those cities which remain on standard time. ABC and MBS closing time was unchanged, but NBC’s Boston affiliates are remaining on the air until 2 a.m. instead of the usual 1 a.m.

Chicago was the hardest hit of metropolitan centers by the time change. As New York went on Eastern Daylight Saving Time, Chicago adopted Central Daylight Saving Time, but the three ABC affiliates in that city were caught in the mixup. WENR and WCLF shifted to daylight time while WLS remain on Central Standard Time to serve its large farm audience.

WLS Contention

As a result, WLS has insisted that ABC continue service to WCLF where sponsored programs on the two stations conflict. Consequently WCLF has replaced Breakfast Club, 8-9 a.m., CST, with Symphonette at Eight, and Ladies Be Seated, 2:30-3 p.m., CST, with Tops in Town.

WCLF will continue to carry many ABC programs, however, despite earlier reports to the contrary. These include Martin Agron, 7-7.15 a.m.; Ted Malone, 11:45 a.m.-12 noon; Baukhaug Noon-12:15 p.m.; Constance Bennett, 12-12:30 p.m.; Glamour Manor, 12:30-1 p.m.; Raymond Swing, 6-6:30 p.m., all CST. When ABC takes over WENR at 4 p.m., CST (5 p.m., CDST), network programs are heard in Chicago at the regular hours. The station leaves ABC, in effect, without a local audience at those hours when it is providing service to the WLS farm listeners.

(Continued on page 77)
 Duplication of 10 to 12 Clears Is Indicated

750-Mile Intervals For Stations Expected

By RUFUS CRATER and JACK LEVY

MOST of the participants in the clear channel hearings are all but convinced that the FCC is veering toward duplication of at least a portion of the 24 remaining I-A frequencies as the end of the second phase of the proceedings looms into sight.

Precisely what will be done must await conclusion of the final phase which opens in July, at which time a vast amount of engineering evidence, based on both government and industry studies, will be presented. But conversations in both official and trade circles, spurred by Acting Chairman Denny's statement of what the procedure will be when and if duplication is decreed, centered on these prospects:

Reduce 1-A Clears
1. Reduction of the number of Class I-A clears to perhaps 10 or 12, with duplication at intervals not closer than 750 miles and with power retained at 50,000 w. Variations would occur, depending upon geographical location of stations and conductivity peculiar to the area, position of the frequency in the broadcast band, and population to be served.

2. Retention of Class I-A status for possibly half the channels but perhaps with some relaxations provided to specify optimum service to sparsely settled rural and remote areas; redefinition of engineering standards possibly permitting use of power above 50,000 w for stations retaining I-A status.

Allied with these speculations were others: Limitations on the amount of network service to be carried by I-A stations authorized to use power above 50 kw; a mad scramble among broadcasters for assignments on duplicated channels during the 60-day waiting period promised by Chairman Denny; possibility of litigation on the part of opponents of duplication.

FAMILIAR figure to broadcasters at last week's clear channel hearings was former NAB President Neville Miller (second from left), participating as counsel for WHAS Louisville. At extreme left is Paul D. P. Spearman, counsel for Regional Broadcasters Committee, and in center is Harry Becker, counsel for FCC. Others are James B. Sheridan, FCC Economics Division, and Ben Waple, who is administrative assistant in the Law Dept. of the FCC. Comr. Rosel H. Hyde presided over the sessions.

FCC sources were officially silent upon the Commission the power to classify frequencies. Thus, it was seen as a more likely prospect than higher power. It was not thought, however, that the resolution which Sen. Wheeler (D-Mont.) successfully sponsored in 1936, putting the Senate on record opposing use of power above 50 kw, would be any material deterrent. Attorneys point out that the resolution is merely the opinion of the Senate of that year and has no effect in law.

Relocation, too, was viewed as a possibility that would involve practical difficulties which in many cases might outweigh its advantages.

The effectiveness of litigation against any move to duplicate channels was questioned. It was pointed out that appeals could be taken but that, on the other hand, the Communications Act confers upon the Commission the power to classify frequencies. Thus, it was explained, litigants would be called upon to show that FCC's action was taken arbitrarily.

Meanwhile, with the third "chapter" in the proceedings near an end after a week devoted to testimony by clear channel stations at the rate of two a day, Andrew G. Haley, counsel for ABC, on Friday petitioned Presiding Commissioner Hyde for subpoenas duces tecum to require NBC and CBS to produce maps showing nighttime coverage of their owned clear channel stations and of some of their affiliated clears. The petition was part of Mr. Haley's fight endeavoring to show overlapping of service areas of clear channel outlets and duplication of program services within given areas.

Maps Required

Comr. Hyde ruled that CBS and NBC be required to introduce maps to show secondary areas served by the network stations. The ruling was made over objections from CBS and NBC counsel that the maps were primarily for advertising promotion and should not be admissible as engineering evidence. The data will be entered into testimony before the current sessions conclude.

The petition was for subpoenas for Frank M. Russell, NBC Washington vice president, for submission of and testimony on NBC 1944 survey maps showing nighttime circulation areas of NBC-owned WEAF WTM WMQA KPO, and NBC affiliates WHAM WHO WLW WOAI WSM WBAP WBZ KDKA KYW KFI; and Earl H. Gammons, CBS Washington director, for maps and testimony regarding CBS-owned WABC WCCO WTOP WWBM KMOX KNX and affiliates WCAU WHAS WJR WWL KSL.

O N H A N D to testify at FCC clear channel hearings last Wednesday was this group from WLS Chicago. Front row (1 to r): Arthur Moore, editor of Prairie Farmer; Glenn C. C. Snyder, WLS manager. Back row (1 to r): Harold A. Safford, program director; Arthur C. Page, farm program director; William R. Cline, assistant manager.

NEWSPAPER photograph of the scene.

 телеcasting wire service
We recently told you the story of WHO's amazing record in selling War Bonds by mail—sales to more than 25,000 individuals (with many "repeating" on an every-week basis)—sales in 46 States and 4 Territories—sales without stunts, movie stars or ballyhoo! That was a story of clear-channel service.

Today we'd like to tell you a few fairly typical stories of listener-loyalty, as evidenced during this same War Bond sales campaign.

For instance, take the Welfare Enterprising Tigers—a WHO War Bond Club, formed by loyal WHO listeners in Summerville, Georgia (pop., 1358). With some 60 members, this Georgia Club had membership books printed, sent in weekly orders to WHO for more than three years, amounting to hundreds and hundreds of War Bonds—even though Summerville is some 700 air miles distant from Des Moines!

Or take Littlefield, Texas (pop., 3817). In March, 1943, WHO received a surprise letter from a Littlefield WHO fan, enclosing checks from him and 133 friends, and an order for $14,225 E-Bonds. A few months later a similar order amounting to $20,025 was received—and later, many others!

Or take the WHO War Bond Club in Mound, Minnesota (a suburb of Minneapolis). The Charter and only member of this "Club" sent us his check for a $100 War Bond every week for two years—and later we found that these checks had actually represented one-third of his total income!

Those are just three examples of many. It seems to us that little comment is necessary—except to point out that all these wonderful people, and 25,000 others, could more easily have bought their Bonds at home.

And that WHO can get that same type of listener-loyalty for you and your products, too! Say when!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

FREE & PETERS, Inc., National Representatives
Free Radio Key to Prosperity, Says Elder

CCNY Session Told Parental Critics Dangerous

By BRUCE ROBERTSON

Radio advertising must be kept "free from unwarranted restraints and excessively arbitrary regulations" to carry out its important job "in selling the goods and services that must be sold if we are to have a prosperous America with full employment."

This was the opinion expressed by Robert F. Elder, assistant to the president, Lever Bros. Co., at the Wednesday dinner session of the annual Conference on Radio & Business held by the College of the City of New York. A. D. Wllard Jr., NAB executive vice president, was toastmaster.

Conference, including Tuesday afternoon and evening sessions and Wednesday morning, luncheon, afternoon and dinner meetings, was held at the Hotel McAlpin, New York, with Dr. Robert A. Love, director of extension, CCNY School of Business, as director. Combined registration of approximately 350 was reported for all sessions except that on veterans' opportunities in radio, which attracted more than 500 persons.

Five plaques and 18 certificates, along with six honorable mentions, were awarded for outstanding accomplishments in radio programming and promotion in 1945. The plaques were given certificate holders deemed deserving of special recognition. Awards were presented by CCNY President Harry N. Wright at the Wednesday dinner.

Parental Attitude

Citing the "parental attitude" of some critics who would like to dictate what the public should hear and of others who would excurise advertising on the air, Mr. Elder said "the real answer lies in intelligent self-regulation by advertisers and broadcasters, who have a great deal at stake in maintaining the approval of the listening public."

"Let's keep radio and radio advertising free to serve the public as the public wants to be served. Let those of us who are broadcasters or advertisers not rest on our laurels, but retain a sober sense of our continuing responsibility. But let us be both vigilant and sturdy in our resistance to those who wish to impose on radio their own pet ideas, when those ideas are not shared by a majority of the American people."

"If we can keep radio free—if we can retain the favor of the American public—then there is no doubt that radio can do its full share of helping to build a permanently prosperous America."

Edgar Kabak, MBS president, disclosed his assigned topic of "Are the People in Radio Meeting Their Challenge?" for an informal discussion on stuffed shirts, which he asserted are back in style again now that the war is over. Pointing out that reconversion is a matter of people as well as of plants and machines, he urged his audience to examine themselves and their relationships to their jobs, their organizations, their industry. "Review yourself and be honest about it," he ordered. "That is the only way to meet the challenge to radio."

The charge that some receiver manufacturers are holding back production of FM sets so that "they can sell an AM set this year and an FM set next year" was made by Leonard Asch, owner of WBNA Schenectady, an FM station with no AM affiliate, during the Tuesday session on the impact of new stations, particularly FM, on radio and advertising.

Session opened with a statement from the panel chairman, Herman S. Rettinger, director of editorial extension, Crowell-Collier Publishing Co.

John V. L. Hogan, president of WQXR New York and its sister FM station WQXRQ, and research engineer, predicted that when FM sets are in use in large numbers today's local and regional stations will be replaced by FM stations, leaving the channels presently assigned to those services open for reassignment to clear channel AM stations as the demand for radio outside the FM range. He said 50 kw would be enough power for these AM stations, which could be separated by 20 kc.

Linnnea Nelson, chief timebuyer of J. Walter Thompson Co., said that with advent of FM, advertisers and agencies will buy stations on a basis of programming, rather than facilities, as the station doing its programming job will have the largest audience and thus be the best buy.

Spots for Locals

Stuart Peabody, director of advertising, Burden Co., added that with FM the advertiser's search for the most effective medium might cause an about face in the present situation, with advertisers favoring local rather than network programs.

Mr. Asch said that while fine commercial shows are built for network broadcasting, the local station winds up with a bunch of spots.

When Miss Nelson said it would take a good many years for FM to develop, Mr. Asch declared that outside of New York people will buy FM sets as soon as they can to escape the fading, interference, static and poor reception they have today. He predicted that within six months 25% will listen to FM, 75% to AM; in a year it will be 50-50; in two years 75% FM to 25% AM "and after that you can kiss AM goodbye."

Dual-Broadcasting

Questioned about dual-broadcasting of network programs on both AM and FM stations of affiliates, Miss Nelson said advertisers will not pay extra for the FM broadcasts as they are not really increasing the audience, but merely shifting it in part. Mr. Peabody disagreed, stating that the advertiser might be willing to stand some of the cost of the time from AM to FM if he believed it in his long-range interest.

Frank Mansfield, director of sales research, Sylvania Electric Products, cited surveys of his company that show two-thirds of the public intending to buy FM as soon as they can get it and willing to pay pay more for it. But, he added, "the chief objection to FM has been the too high price."

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(Continued on page 88)
Wanna buy a horse?

Some of the shrewdest buying in the world, it is said, is done at horse sales.

You've heard, no doubt, about the "teeth test." But in putting this ad together we learned about a new one. The "wind test." The vet sticks his nose up to the horse's nose and listens to the horse breathe.

It takes a lot to fool some of the horse auctioneers.

And sometimes some radio stations must wish that radio time buyers would put tougher tests to all stations on their radio lists.

Down here in Baltimore we love it when they do. Every time they get tough they come up with the fact that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

WITH
and the FM Station W3XMB
BALTIMORE, MD.

Tom Tinsley, President
Represented Nationally by Headley-Reed

May 6, 1946 • Page 2
for the FIFTH consecutive year

OLD GOLD cigarettes again select WHN and RED BARBER with CONNIE DESMOND to broadcast all games of the BROOKLYN DODGERS play-by-play, all the way, night or day.

new york area dials are always tuned to 1050 for the BEST IN SPORTS

represented by rambeau • 50,000 watts
FM's Place in Future Broadcast Realm

5,000 Stations Foreseen in Decade, With AM for Rural Coverage

By DR. HERMAN S. HETTINGER
Director of Editorial Extension Crowell-Collier Publishing Co.

BROADCAST advertising is now in its 24th year. It may be well, therefore, to review briefly its progress since March 1923 and to see if the principles can be deduced that may be helpful in appraising radio's future in the FM era.

In 1923 there were approximately 1,000,000 radio receivers equipped with radios. Today there are 34,000,000 radio families, representing more than 90% of the nation's homes. The number of American radio homes, therefore, is fast approaching saturation.

We can deduce a most important principle from this fact. Any substantial increase in the radio audience can be effected only by inducing more people to use their sets more hours of the day and week.

Dr. Hettinger has spent 16 years studying broadcasting economics as associate director of the market research department of The Pennsylvania; consultant to FCC in drawing up FM rules and regulations; consultant at OWI for government's economic stabilization program; consultant in advertising, marketing and research. In 1944 he joined Crowell-Collier Publishing Co.

This article is based on excerpts from a talk, "FM's Impact on Broadcasting Economics," delivered at the Radio & Business Conference held at the Hotel, sponsored by Thomas Crowell College of Business, City College of New York.

This, in turn, can be accomplished only by imaginative, aggressive programming designed to appeal not only to the great mass of average listeners but also to those groups who today are less prone to rely on radio for any substantial amount of entertainment and information.

In March 1923, there were 556 radio stations, none of which had power deliberately equipped with over 5,000 w. Today there are 1,004 stations, the great majority of which have come into being since 1936. The increase has been particularly great in smaller communities and in hitherto undeveloped areas such as the South Atlantic and South Central States. Obviously the technical facilities of our present broadcasting service are infinitely better than in 1923.

National networks, as we know them today, came into being in the winter of 1926-27. Today there are four major national nationwide networks. Whereas 69 stations were affiliated with national networks in 1928 and 194 in 1935, the number now has reached 799. Particularly in the past year, national networks increasingly have performed the function of program syndication for small communities as well as large.

Today there is a comparatively well-integrated broadcasting structure composed of national networks, regional networks, various classes of stations—clear channel, regional and local stations, station representatives, advertising agencies and other functionaries, all of whom combine their skills in the operation of radio entertainment and information and as a medium for advertising.

Didn't Want High Frequencies

This is one very interesting thing about the development of our present radio structure. It did not grow out of any overall long-range plan or blue-print. Indeed, there were times in the early days when the air had to be bribed with greatly increased power to accept assignments in the then-unexplored frequencies above 1000 kc.

The present broadcasting structure grew mainly out of the operation of a free market with Government taking a merely stabilizing role. This is well illustrated by the evolution of our present station structure. Clear channel stations tended to concentrate in major markets, regional stations in metropolitan districts of 100,000 population, and local stations in smaller communities. These respective concentrations were due partly to the over-crowded spectrum, but mainly to the relative chances of business success that each class of community afforded each kind of station.

Interestingly, a rough kind of specialization of service grew out of this semi-autonomous differentiation of classes of stations. Clear-channel stations came to provide service either to widespread rural areas or to the trading areas of our great cities. They took on a complexion similar to our great metropolitan dailies with sectional distribution. Unlimited-time regional stations served the majority of our American cities and were the rough counterpart of the average daily paper.

Unlimited-time local stations geared their program service particularly closely to local desires of smaller communities in an attempt to meet outside station competition. Daytime regional stations developed especially strong interest groups. Local stations in large cities provided specialized service to racial and other special-interest groups.

Again let us repeat: None of this could have been done by design. It could not have been foreseen. It evolved. From that evolution, I am convinced, there came a better structure than anyone could have laid out in 1923 or 1928.

FM Revolution Coming, Say Backers

Armstrong and Jansky Speak Before N. Y. Reception

NEW YORK radio and advertising executives last week were advised by two believers in FM that they had better prepare themselves for a revolution in radio broadcasting.


Approximately 200 radio and advertising representatives attended.

Both agreed that FM's happy future was assured. Said Mr. Armstrong . . . "No one can readily foresee its possibilities." Said Mr. Jansky . . . "It (FM) will revolutionize broadcasting."

But FM's lifeblood, said Prof. Armstrong, depends "on getting sets into the hands of the public."

Like many other infant industries, FM became a commercial founding when the nation went to war. Had there been no war, said Prof. Armstrong, "half the listening audience would have been equipped" with FM by now. After its nursery days were precociously cut short by war projects, FM suffered a further delay in its growth when the FCC decided to shift its wavelengths, said Prof. Armstrong. "That set us back another year," he said.

But although FM, the commercial medium, is hardly out of the diaper stage, FM, as a weapon of war, was a sudden giant. Prof. Armstrong reminded his audience that FM communications were standard equipment for "all amphibious operations" after Tarawa and were used widely in radio links which tailed our advancing U. S. land forces in Europe. Without FM radio links, he said, General George S. Patton's Third Army might well have outrun communications in its drive across France.

Like many new scientific developments, he declared, FM has been hindered from rapidly becoming a major economic factor by four influences: "Vested interests, habits, custom, legislation."

Its inhibitions, however, will soon be overcome once the public has a chance to compare it with AM broadcasting, he predicted.

Without specifying the present state of scientific experimentation in the field, Prof. Armstrong said that it "won't be long" before "we have radio links up to 1,000 miles to connect FM networks with better quality than present landlines."

Mr. Jansky, who presented an elementary but comprehensive lesson in the peculiar technical advantages of FM over AM, said that radio now was "in a bottleneck which will be broken only by an increase in facilities."

"In the present system," he said, "the number of outlets is severely limited. Competition now is not between programs, but between facilities."

When facilities multiply, he said, the new competition will produce better programs. And better programs will attract more listeners.

To the radio and advertising executives he offered a hope for greater sales effectiveness in an enlarged system of broadcasting. "Don't think the audience has reached a maximum," he said.
CPA Exemption to Radio Is Doubtful

Cases of Broadcasters Under Local Board Jurisdiction

BLANKET exemption of broadcast construction projects from the $1,000 limitation imposed by the Civilian Production Administration under its Order No. 1 is none too hopeful, judging by inquiries among CPA officials who have been considering appeals submitted on behalf of the industry by NAB and Radio Manufacturers Assn.

Reasonable chance for relief from the building ban is possible on the local level, however. CPA is completing its organization of 71 district offices, each of which will have a local advisory committee of seven members. These offices will receive applications for exemption of projects from the $1,000 top placed on commercial projects, in which broadcasting is classified.

Broadcasting is the only industry for which blanket exemption has been asked, according to CPA officials. Similar requests have been received, however, for a number of service units such as oil burner installers and other segments of a particular industry.

Obvious fear is noted at CPA that if one entire industry were granted exemption, along would come a flood of applications and the whole effort to divert scarce materials into veterans' housing and critically needed projects would be seriously threatened.

Receipt of the NAB petition [Broadcasting, April 22], submitted by Robert T. Bartley, director, NAB Dept. of Government Relations, was acknowledged last week by Hugh Porter, Deputy Director, CPA Bureau of Construction.

It was learned at CPA that the NAB petition had been discussed informally but no definite action had been taken. Decision within a few days was believed likely, now that CPA is working its way out of organizational details.

Strictly Commercial

Among some CPA officials the view is expressed that broadcasting is strictly a commercial enterprise, though its public service aspects are recognized, and therefore belongs in the "commercial" category under the building order. This category carries a $1,000 exemption for building projects, which means that a building can be erected or a repair job undertaken if the cost is less than $1,000. If the figure is higher, then stations must apply

Tape Buster

CAUGHT by red tape at the CPA Cleveland office, Paul W. Reed, manager of Radio Division, Review Publishing Co., a war veteran, headed for Washington to get a CPA permit for his Alliance, O., FM station. At CPA headquarters he was assured local bureaucracy would be overcome. Sure enough, when he got back to Alliance the permit was waiting. He will remodel a house and garage for combination office, studio, apartment and transmitter house project.

Equipment Excluded

Equipment outside of and not attached to a building is not affected by CPA restrictions. Examples cited include radio towers and signaling equipment. Cost of used fixtures or used mechanical equipment need not be included in cost of a job.

Among fixtures which must be included in cost of both new structures and alteration jobs, are air conditioning equipment (except when used for humidity or temperature control in industrial processing, or individual units with no duct systems); heating equipment; lighting equipment; electric and other signs; plumbing equipment.

WLOL Minneapolis-St. Paul has been granted local CPA permission to complete its transmitter house, with three towers, to be used when the station increases to 5 kw under recent FCC grant. Foundations have been completed and the new transmitter should be operating in June, it is reported.

Since CPA's whole building restriction scheme is designed to ease the housing situation, it is applying this criterion in reaching decisions: "What is the impact on

(Continued on page 57)
WKY has everything

FREQUENCY
COVERAGE
FACILITIES
POWER

LISTENERS.......

KNOW-HOW
PROGRAMS

930 Kilocycles — NBC Affiliate — Owned and Operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times
The Rich Bluegrass
Is . . . .
KENTUCKY'S 2nd Market

WLAP
- - Lexington

. . . gives you NEEDED COVERAGE in
the rich Bluegrass market, one of the
nation's top agricultural areas.

The 235,638 people living in the pri-
mary coverage area of this station
like—and listen to—the variety of
good ABC and locally produced pro-
grams.

For Hooper statistics, market data and
other information—write Miller Welch,
Manager.

Represented Nationally by
THE JOHN E. PEARSON CO.

SPOT SALES' new hit-tune record, the "BMI Pin-Up Platter," may be
less shapely than the cuties in the pictures for which the name was
coined, but these radio men admire it all the same. The Pin-Up Platter
was given a premiere airing on WHOM New York by emcees Jack
O'Reilly (left). Others, left to right, are Enoch Light, orchestra leader
whose music was on the disc; Loren Watson, Spot Sales executive who
thought of the record; Craig Lawrence, manager of WHOM, and Charles
Baltin, WHOM program director. Disc contains eight top BMI tunes,
will be a monthly service to stations.

Louis-Conn Bout Video Rights
Signed by Gillette for NBC

NBC television and the Gillette
Safety Razor Co. last week virtu-
ally cornered the video market in
big-time boxing bouts—including
the June 19 world's championship
fight between Joe Louis and Billy
Conn.

Previously, J. P. Spang, Jr.,
president of Gillette, had an-
nounced company would sponsor
the bout on the entire ABC stan-
dard network in the United States
plus the Dominion Network of
CBC with supplementary stations
bringing total outlets to more than
250 stations. [BROADCASTING, April
22]. In addition, fight will be
shortwaved. Account is handled

Announcement that NBC and
Gillette had signed a contract with
the Twentieth Century Sporting
Club, Inc., whose president, Mike
Jacobs, is America's biggest boxing
promoter, for exclusive television
rights to the championship fight
and all others promoted by Mr.
Jacobs for a year was made at a
press conference at NBC head-
quarters.

John Royal, NBC vice president
in charge of television, said that
the contract signed by NBC, Gil-
lette and the Twentieth Century
Sporting Club, Inc., included tele-
vision rights to all fights promoted
by the club at Madison Square
Garden and outdoor parks in the
New York area for one year, begin-
nin June 1.

Television of the Louis-Conn
fight will be carried over NBC's
New York telestation, WNBT, and
WPTZ, Philadelphia. A closed cir-
cuit, via coaxial cable, will carry
the television to a limited number
of receivers in Washington, D. C.

Five Cameras

O. B. Hanson, NBC vice president
and chief engineer, said that five
cameras, the most ever employed
in a television broadcast, would
cover the championship fight. Three
of them will be of the image orthi-
con, super-sensitive type. Only
one of these cameras is in existence
now, but construction of the other
two will be completed within two
weeks, Mr. Hanson reported. The
other two cameras at the fight will
be standard orthicons and will be
used for pickup proposes.

Mr. Hanson said that two of the
cameras will be mounted on a plat-
form not far from the ring, one will
be at ringside, and the other two in
an NBC television box on the mezz-
anine floor of the stadium between
first base and home plate.

Pictures thus will be made from
several angles and distances from
the ring, said Mr. Hanson.

All five cameras will be connected
by cable to a central control booth
at the stadium. The signals will
then pass by wire to an ultra-high-
frequency radio relay link from
which they will be transmitted to a
receiving antenna on the RCA
Building, Radio City. The signals
will then be fed through NBC tele-
vision master control board, over
coaxial cable to WNBT's Empire
State Building transmitter and
antenna and by coaxial cable to
Philadelphia and Washington.

Price Undisclosed

The price which Gillette and NBC
paid for the exclusive television
rights to the championship fight
was not announced. But although
he declined to give a figure on it,
Mr. Royal remarked: "Things come
high this year."

Mr. Jacobs, a television enthu-
siast, said he was convinced that
"television will be a great boon to
the fight business."

Mr. Royal, no less enthusiastic,
predicted that "television cov-
erage of the Louis-Conn fight will be
the springboard for the greatest boom
television has ever seen."

He said NBC's television cov-
erage of the championship fight
would be "by far" the most com-
prehensive coverage of a sports
event in television history.

"And, I might add," he said, "this
will be in black and white . . . and
quite a few more will be in black
and white too."
For over 56 years the Northern Trust Company of Chicago has typified the conservative and dignified service that merits trust and confidence in the banking business.

And for the last ten years the bank has sponsored its radio program “The Northerners” over WGN.

This distinctive program provides a half-hour of soothing melody each Wednesday evening at 9:30. An octet, guest soloists and an orchestra combine to provide entertainment to WGN listeners.


WGN still leads the way . . . still carries more local and national spot business than any other major Chicago station. Today, more than ever, the correct answer to coverage of Chicago and the midwest market is WGN.

A Clear Channel Station . . . . . . .
Serving the Middle West

CHICAGO II
ILLINOIS
50,000 Watts
72
On Your Dial

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif
Hughes Is Head of Expanded Universal Radio Sales; Opening New York Office

EXPANSION of Universal Radio Sales, subsidiary operation of Universal Broadcasting Co., into the national station representation field was announced last Wednesday by Wesley I. Dunn, president, and coincident with the appointment of George E. Hughes, former advertising agency and government shortwave official as vice president of the parent company. Mr. Hughes, who becomes head of Universal Radio Sales, has opened New York offices at 36 West 44th Street, Chicago, Detroit, and Boston; offices in other cities will be established, to supplement those already in Hollywood, San Francisco and Seattle.

URS will represent KSFO San Francisco, KLAS Los Angeles and KXXA Seattle, all Dunn stations, in the national spot field, as well as Universal Network, employing these stations as a group for West Coast coverage. Other stations will be added later.

In addition to sales representation URS also will represent Universal Radio Productions, another subsidiary with studios and production facilities in Hollywood engaged in producing transmitted serials and features. Universal Research Laboratories, radio engineering consultants, and Universal Recorders, makers of transcription and recordings in San Francisco and Hollywood, also will be served through the new offices.

In announcing Mr. Hughes’ appointment and the enlargement of URS, Mr. Dunn said:

“We feel this is a distinct step forward in the Universal family. The growth of Universal facilities and the expansion of our activities combine to make it advisable to open our own offices to represent the multiple units of the organization.”

Mr. Hughes recently resigned from the government’s international shortwave operations under State Department auspices to accept the Universal vice presidency. A veteran in radio, he is a past owner of WOLF Syracuse and has had extensive contacts in the agency and national sales fields. He operated the Hughes Agency during 1942 in New York before entering government service.

During the war he was with the overseas branch of OWI and took an active part in the development and operation of international shortwave facilities. Since cessation of hostilities he was manager of radio station relations for the International Radio Division of the State Department.

A native of Boston, Mr. Hughes was with the New England Telephone and Telegraph Co. after graduating from Boston College and in prenetwork days was identified with developments of landlines for network operations. He joined Shell Oil’s advertising department in 1929 and as radio director handled national network and spot scheduling and production. In addition to radio, his Shell activities included also supervision of national newspaper and magazine campaigns, sales promotion and merchandising.

GILCHREST - SPRIGGS STARTED IN BOSTON

PUBLIC RELATIONS, promotion and industrial services firm, Gilchrest-Spriggs Co., opened in Boston on Monday with offices at 100 Boylston Street. Partners in company are Charles J. Gilchrest and Marjorie L. Spriggs (Mrs. Gilchrest), affiliated with them is Hugh R. MacLennan, former advertising manager of Filene’s and the Jordan Marsh Co., both in Boston.

Mr. Gilchrest, released from the Navy as lieutenant commander, served two years in amphibious operations in the Pacific before going to Washington to set up and manage Navy headquarters for Armed Forces Radio Service. Prior to entering the Navy, he was chief of the Radio Section for the Treasury’s War Finance Division. Before the war he was general manager of the Earle Ferris Public Relations office in New York, director of news and special events for WBBZ-WBZA Boston-Springfield, and for 13 years prior to that a reporter and editor with the Chicago Daily News.

Miss Spriggs became the chief of the War Bond office in Washington when Mr. Gilchrest entered the Navy in 1942. Prior to that time she did publicity with stations and theatres in Boston. She was also director of the Massachusetts War Finance Committee’s promotion and publicity department.

Ahrens Firm

TOM AHRENS, WTOP - CBS Washington producer-director, has resigned from the station to start his own radio production firm with John Wildberg, Broadway producer of “Anna Lucasta,” “Porgy and Bess” and “One Touch of Venus.” Mr. Ahrens has been in radio since 1932 when he made his debut as a boy actor in Buffalo. His top net show with CBS was “Vox Pop” which he produced during the summer of 1945. Firm has offices in the Hotel Edison, New York, pending availability of more permanent office space.
Only with Westinghouse can you gain the full benefit of this mark of greater dependability.

more supervisory controls than any other type of transmitter...

Your job is easier because Westinghouse AM transmitter controls include everything from one master switch to a complete indicator lamp system. And the soundness of Westinghouse design is backed by more experience in actual station operation than any other manufacturer. Write today for the full story. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Westinghouse
PLANTS IN 25 CITIES...OFFICES EVERYWHERE

Electronics at Work
Eight Radio Bills Pending at Capitol

Consideration Unlikely Before Recess
July 10

WITH CONGRESS pushing for adjournment sine die by July 10, there appears little chance that the eight bills pending to amend the Communications Act of 1934 will be considered this session, a check on Capitol Hill last week revealed.

Foremost of the proposed measures is the Radio Act of 1946, (HR-1109), introduced June 8, 1945, by Rep. Peah G. Holmes (R-Mass.). A duplicate of the old Sanders bill, on which the House Interstate & Foreign Commerce Committee held hearings four years ago, HR-1109 was intended to completely revise the Communications Act and reorganize the FCC. As reported in the 79th session Chairman Clarence F. Lea (D-Cal.) of the Interstate & Foreign Commerce Committee, announced he would give remedial legislation serious consideration. A subcommittee on communications was appointed, but no hearings were held.

On the Senate side, Chairman Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee, said late in the First Session of the 79th Congress that he planned to introduce radio legislation early in the Second Session. With the war ending, however, and reconversion legislation taking the spotlight in both Houses of Congress, nothing happened to proposed radio legislation. Sen. Wheeler and Sen. Wallace H. White Jr. (D-Mo.), Minority Leader, co-authored the White-Wheeler bill, on which six weeks of hearings were conducted in the 78th Congress.

Alcoholic Advertisement


Aside from the Capper and Johnson bills, there is no other radio legislation pending in the Senate.

On the House side, however, three bills to restrict radio and television Government controls are pending. They are HR-9776, introduced July 6, 1945, by Rep. Richard B. Wigglesworth (R-Mass.); HR-4814, introduced Oct. 9 by Rep. Emanuel Celler (D-N.Y.), and HR-4777, introduced last November by Rep. John S. Wood (D-Ga.), chairman of the House Committee on Un-American Activities.

The Wigglesworth bill, designed to prevent freedom of speech on the air, would make it unlawful for a licensee to deny any citizen access to its facilities, and would prohibit discrimination against any citizen of the United States because of his views, opinions or comments.

Mr. Celler's bill is in line with the FCC's open-bid policy. It would require a licensee to advertise his station before selling, require the FCC to fix percentages of time for the broadcast of "public interest" sustaining programs, would authorize the Commission to prescribe a uniform system of accounts to be used by all stations and would give the Commission jurisdiction over sale of every broadcast and, if he were using an assumed name, his real name be announced and his political or other affiliations be made known.

Last radio bill was introduced April 17 by Rep. William Lemke (R-N.D.) requiring the FCC to allocate FM to the 50-mc band.

Although proponents of the various measures have pressed for hearings before the House Interstate & Foreign Commerce Committee, Chairman Lea has expressed the view that piecemeal revision of the Communications Act would not be satisfactory. He has advocated a complete revision in light of the Supreme Court decision of May 10, 1945, in the network regulations case and in view of FCC policy tending toward stricter control of programs.

Only one piece of radio legislation passed the 79th Congress—the so-called Pettrillo bill (S-65), of which Rep. Lea was the author. It is now law.

European Radio Authority Clarifies Report on Continental Broadcasting

EDITOR, BROADCASTING:

You quoted in Broadcasting April 15 (page 41) some information on European stations given in a new booklet distributed recently by Fremantle Overseas Radio. As indicated in the introduction, this report is partly based on my study "Radio Today" published by the Geneva Research Centre. But the author forgets to mention that it was issued in 1942. . . . Things have somewhat changed in the meantime, and you would perhaps be interested to add some corrections and additional information.

FRANCE: In March 1946, there were 35 medium wave stations, 25 broadcasting the "National Program"; a group of shortwave transmitters broadcast the programs to French colonies and foreign countries.

ITALY: An official report which I received from Rome in October 1945 indicates the operation of 19 medium wave and two shortwave transmitters. A certain number of stations were under construction, and the Radio Audizioni Italia expected to begin broadcasting in the fall of 1946 or early in 1947, at which time it is planned to inaugurate a complete program consisting of one medium wave station, one shortwave station, and a number of smaller transmitters (on 49 m).

Lockhart to BPR

LOCKHART TO BPR

JACK H. LOCKHART, assistant to John H. Sorrells, executive editor of the Scripps-Howard Newspapers, and former assistant director in charge of the press section of the Office of Censorship under Byron Price, will make a survey of the Office of Censorship under the leadership of John H. Sorrells, executive editor of Broadcasting. The survey, which will be made a part of the "National Program," will serve as civilian consultant to the new authority the United States will establish to take the place of the War Department's Office of Censorship.

The survey is still in progress, and Lockhart expects to have completed it by the end of August.
KYW's "Morning Salute" reaches a multitude of solid citizens who are up and doing before the clock strikes seven. Factory workers. Alert executives. Farmers. Commuters. Not only in Philadelphia... but in the rich, rural areas of Eastern Pennsylvania, New Jersey, and Delaware.

What attracts these early birds?

Headline news every fifteen minutes. Weather reports. Up-to-the-second market data. Correct time at five-minute intervals. In short, information the public wants... plus the refreshing personality of Peter Roberts, one of Philadelphia's most popular announcers.

"Morning Salute" is available for sponsorship in one-, five-, and fifteen-minute segments. Don't overlook this early-morning medium in the nation's third market. NBC Spot Sales can tell you what portions are open, and who your neighbors will be.
GRANDEUR
set to Music

Designed by KOA craftsmen and presented each Sunday evening by The Public Service Company of Colorado, "Treasure Trails of Melody" pays musical tribute to the vast Mountain Plains area. It speaks of service to Rocky Mountain families.

For listeners from Canada to Mexico, this popular local feature is presented with the same skill and artistry that characterizes the daily KOA-originated NBC Network programs. Under the baton of Milton Shrednik, KOA Musical Director, The Treasure Trails Orchestra provides a perfect setting for the striking voices of Norma Lee Larkin and Ivan Schooley.

For more than ten years, The Public Service Company of Colorado has used KOA—the only 50,000-watt station within 500 miles of Denver in any direction! All of which is just one more way of saying, "Programs . . . Power . . . Results—these are the fundamentals of KOA’s popularity."
Farm Breakfast Hour . . .

Here’s a participating program that’s a paying proposition. THE FARM BREAKFAST HOUR, featuring that happy gang, Smith’s Tennesseans, will introduce your product or service to their vast, loyal rural audience—the people who control the “purse strings” in the rich agricultural market of Northwestern Ohio and Southern Michigan. WSPD’s Farm Breakfast Hour, 6 to 7 A.M., Monday through Saturday, delivers audience and RESULTS!

In the Public Interest

KIDO Bottle Appeal

IN JUST five minutes KIDO Boise, Ida., helped considerably to relieve a serious milk bottle shortage in that city. An interview on the station with local dairymen brought hundreds of calls to Boise dairies to pick up old milk bottles. One man returned 240 bottles, some dating back so far dairymen had never seen them before. A series of seven station breaks as a community service feature are now being used to aid in the drive.

MacFarlane Aids Vets

THROUGH the efforts of Ian Ross MacFarlane, news analyst of WTH Baltimore, 158 veterans have been granted permits to operate their own taxicabs. Last summer when a disabled vet was advised by his surgeon that he should chauffeur or drive a cab for a year or so before taking any other type job, he ran into trouble with the Baltimore Public Service Commission which insisted on not raising the limit of the 1000 cabs already licensed in that city. The veteran’s wife, a fan of Mr. MacFarlane’s, wrote to him about the situation. Despite a strong protesting publicity campaign by present cab owners, Mr. MacFarlane was successful in obtaining a license not only for the disabled vet, but also for 157 others. One stipulation was that there would be no religious or racial discrimination in the use of the cab drivers organization.

WHYN Joins in Search

WHYN Holyoke, Mass., was partly responsible for locating a child reported missing from his home at 7:45 p.m. on a recent Saturday night. Within a few minutes after the announcement went on the air along with a description, the station and the police were swamped with calls from people who had seen children resembling the missing three-year-old. The clue from Williamsett seemed to be the most likely one, and by 8 o’clock police had caught the man with the child coming out of a movie. The man was intoxicated and said he simply wanted to give the child a good time.

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Demand for Trees

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BUTTERFLIES and BROADCASTING

Here's perhaps the best known butterfly that never lived. It is the monogram that James Whistler used to sign his paintings and etchings. He got the idea for this symbol from his own initials, and it has become world known as the emblem that identifies Whistler's masterpieces.

In Baltimore the initials WCBM, like the butterfly, have been blended into a symbol of prestige. For timebuyers and sponsors these letters spell a means of exceeding sales quotas and building good will in the Baltimore Market. Have you looked into what WCBM can do for you?

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, President
GEORGE H. ROEDER, General Manager
Load Factor Improves By Use of Spot Campaign

By ROBERT B. McWILLIAMS

Radio Director, Galen E. Broyles Co., Denver

SPOT RADIO announcements, dramatized and localized for each city, are now being regularly used to sell airline tickets. During the calendar year just ended the expenditure per dollar for newspaper was matched by that in spot radio.

And it's paying off in a dramatic way! The 20th century medium of communication, radio, is working hand in glove to produce business for transportation, 20th century style, the airline!

Fresh Approach

Precedent decreed that we stick to newspapers. Our airline competition, big and little, had used the printed advertisement with overwhelming regularity, except, we found, on infrequent occasions when they opened new routes through new cities and wanted to build up the fanfare with a few hastily whipped together radio announcements.

An emergency, in the nature of a weak load factor on our line between Denver and Kansas City, prompted our entry into spot radio on KCMO Kansas City, and KOA Denver, in May of 1945.

The drop-off in ticket sales indicated to us and Continental that we needed a fresh approach, a new medium to startle the public, to complement our long established newspaper advertising. Something drastic, and different, was needed.

We persuaded Continental to experiment with spot radio, obviously because only spots would enable us to tailor our campaign for every on-line city on our route, without wastage.

Quick Response

For atmosphere in our transcriptions, the noises of an airport waiting room were selected, with an announcer calling off in authentic airport style these opening words, screened behind a sound chamber: "Your attention, please! Continental Air Lines... Flight 60... ready for immediate departure to Topeka or Kansas City, there's an airplane, Mr. McWilliams, who tells about it in this article is Galen E. Broyles Co., radio director.

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Mr. McWilliams d.no as announcer at KTUL Tulsa, he moved to Denver in 1940 as KFEL news editor, moved to the Rocky Mountain News, resigned in 1941 to join the Broyles agency where he is radio director and account executive.

This opening, we later discovered through a great number of channels, was not only unique for radio, but it immediately caused the listener to drop his paper, his book, or his conversation, and listen. The announcement had a little of the atmosphere of the old-time railroad caller, and of course, in the minds of the listeners, it conjured visions of travel, of escape, of bright new horizons.

After this sound chamber opener, Announcer Bob Petre came in with a direct selling message, delivered in a machine-gun fashion as follows: "Yes, if you're going to Topeka or Kansas City, there's a seat for you on one of Continental's 21-passenger Luxury Liners. Continental offers three convenient flights daily. Kansas City is only 3 hours 10 minutes from Denver via Continental Air Lines, the fare $24.95. Phone Dexter 1561 and let your friendly Continental ticket representative plan your trip. For three-mile-a-minute transportation throughout the West, fly Continental Air Lines.

The contrast between the slow, deliberate, travelogue-y delivery of the opening, and the fast sales message of the finale, lent a good pace to the spot, which was augmented by the roar of a transport between the voices and at the end.

Frankly, on the basis of past experience with radio, we in the agency didn't look for immediate results. However, about the second day the response began to show. People began coming into ticket offices in Denver and Kansas City, asking information about schedules and fares, and buying tickets! Continental's old customers, who had stayed off airplanes during the war period because of priorities, and because they began to feel that it was virtually impossible to get a seat, now began trickling back.

Radio, with its power to create atmosphere as a direct aid to selling, was drawing all sorts of comment, especially among our own
2nd YEAR ZIV
WINS C.C.N.Y. AWARD WITH
"CALLING ALL GIRLS"

Never has there been a program designed exclusively for department stores that has achieved such a phenomenal record.
The No. 1 Farm Station in the No. 1 Farm Market

MEET

EARL!

This is Earl E. May, radio pioneer and KMA president.

Earl’s listeners are automatically Earl’s friends. In his long career as radio executive and active interpreter of farm problems, Earl May’s genuine liking for people—his thousands of personal contacts with them, his sincere desire to share their joys, sorrows, and problems—has set the pattern for KMA programming. KMA talent and announcers are chosen for their warm personalities and their ability to speak the language of the people. That’s why KMA has long been voted “the most friendly station” in this entire area.

These basic ingredients of showmanship—skill and neighborliness—insure dependable ability to sell goods.

For full particulars, get your free copy of our “1945 Radio Mail Study”. Call us—or Free & Peters—today!
The folks in the WSM listening area are hearty eaters. They will be well fed through 1946.

Yet, they would buy $177 million of fine packaged foods which will not reach them this year, if the processors could match the demand which exists here now.

What will happen when production catches up with our five million people? Whose brands will they buy?

That depends largely upon what they hear over the station they have learned to trust, because for twenty years it has never failed them.

That's why we suggest WSM as the one medium which, single handed, can sell an idea or a product at low cost—and without elaborate combinations—to this big, busy and prosperous market.
HEARTY, prosperous PEORIAREA farmers all know Emil "Farmer" Bill, WMBD's Radio Farm Director. This popular WMBD favorite not only broadcasts his "Farm Reporter" show 12 times weekly and his half-hour feature, "On the Farm" every Saturday . . . he also maintains a consistent average of three PERSONAL speaking engagements a week. Witty, personable and down-to-earth, he is a consistent favorite with rural audiences.

With a background of 28 years in vaudeville on the Keith-Orpheum, Pantages, and Loew circuits, "Farmer Bill" knows his showmanship. Born and raised on a Wisconsin dairy farm and operator of his own dairy farm for 12 years, he also knows farms and farmers . . . good people to know in PEORIAREA where the aggregate value of the ten principal crops in 1944 exceeded $101,000,000.00!
McGee and Molly’ Hooper Is Highest Hope, ‘Radio Theatre’ Rank Second and Third

FIBBER McGee & Molly ranked first in popularity of evening programs, according to the latest survey by C. E. Hooper Inc. Bob Hope was second and Radio Theatre third.

Average evening audience rating was 8.6, down .9 from the previous report, down .4 from the same period a year ago. Average sets-in-use was 26.2, or 2.7 less than the last report and .7 less than a year ago. Average available audience was 77.5, down 2 from the last report and down .1 from a year ago.


In the last report, ratings of the top 10 weekday programs were: Ma Perkins (CBS) 8.2, Breakfast in Hollywood (Kellogg’s) 8, Romance of Helen Trent 7.4, Breakfast in Hollywood (P & G) 7.1, Life Can Be Beautiful 6.8, Right to Happiness 6.6, When a Girl Marries 6.5, Portia Faces Life 6.4, Big Sister 6.4, Kate Smith Speaks 6.4.

Pulse Study Shows Low N. 1. Listening

Jack Benny Tops in Evening With ‘Lux Theatre’ Second

APRIL RADIO listening in New York continued a downward trend which began in March, according to the latest Pulse Inc. survey.

Average sets-in-use in April was 25.1, compared with 25.5 in March and 25.5 in April 1945.

In New York the top 15 evening shows by quarter-hour rating were Jack Benny 24, Lux Radio Theatre 23.3, Kraft Music Hall 22.7, Fibber McGee & Molly 22.3, Mr. District Attorney 22.2, Counterspy 21.7, Charlie McCarthy 21.3, Fred Allen 21, Eddie Cantor 17.7 and Seaview Village Store 17.3.

Top Daytime Shows

Daytime leaders were Kate Smith Speaks 7, When a Girl Marries 6.9, Portrait Faces Life 6.9, Aunt Jenny’s Stories 6.6, Helen Trent 6.5, Life Can Be Beautiful 6.5, Young Widder Brown 6.5, Lorenzo Jones 6.3, Harry Clark—News 6.3 and Time To Remember 6.3.

Saturday and Sunday daytime leaders were Counterspy 10.7, The Shadow 10, One Man’s Family 8.6, Children’s Hour 7, Quick As A Flash 7, Make Believe Ballroom 7, Detective Mysteries 7, Stars Over Hollywood 6.7, Theatre of Today 6.7 and Family Hour 6.7.

In Philadelphia, Pulse noted a March-April decline in audience. Average sets-in-use were 21.8 for March and April, 22.4 for January and February, as compared with 20.8 for the March-April period last year.

Philadelphia leaders, with average quarter-hour program ratings were:


Daytime: Helen Trent 11.9, Our Girl Sunday 11.6, Life Can Be Beautiful 11.5, Breakfast Club 11.5, Big Sister 11.3, Young Dr. Malone 11.3, Kate Smith Speaks 11.1, Ma Perkins 10.6, Road of Life 9.6 and Aunt Jenny’s Stories 9.4.


Pulse criticizes survey technique

THE PULSE Inc., which uses the personal interview roster method for its continuing surveys of radio listening in New York and Philadelphia, last week joined the chorus of complaint against the authenticity of program ratings produced from coincidental telephone surveys, but from a new angle. Omission of the lower income homes from large city samples, frequently cited as a major fault of telephone surveys, could, the Pulse stated, be somewhat corrected by selection of telephone sampling,” and is not so bad as “the fact that the various foreign language culture groups are not represented correctly in the sample.”

Pointing out that in New York the proportion of telephone ownership in three culture groups is Italian 8.7, Polish 9.5, Jewish 47.5, the Pulse said: “Not only do these homes listen to foreign language radio programs but their English radio listening is different from the non-foreign language culture groups. Telephone surveys can seriously distort audience measurements because of this situation, except perhaps for the high rating network programs which have universal appeal.”

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Broadcasting highlights of the 50th Semi-Annual Technical Conference of the Society of Motion Picture Engineers being held May 6-10 at the Hotel Pennsylvania, New York, will include an RCA-NBC television demonstration at Radio City, New York, on May 7; inspection tour of du Mont-John Wanamaker television studios on May 8, a visit to the General Electric Company's television studios in Schenectady to members who wish to go on the nights of May 6 and 8; and a video session under the chairmanship of Ralph B. Aestrian, president, RKO Television Corp., New York on May 10, the last day of the SMPE Conference.


Boston Institute

BOSTON radio and newspapers will participate May 7-8 in a two-day institute for private and public social service agencies. Event is under sponsorship of the Greater Boston Community Fund and Community Council.

Radio sessions will be held May 8 with Mitsu Kornetz, radio director of the Community Fund, presiding. Relation of the radio station to the community and the common relationship between broadcasters and social services will be analyzed.


WEEI's Listen Ladies, women's program featuring Priscilla Forreue, will be originated from the Institute.

Television Courses

TELEVISION courses under the direction of Irwin Shane, head of Television Workshop and publisher of the Televisor, will start May 13-7 to 9 p.m., with different courses each night of the week, at the Workshop, 11 West 42nd Street, New York. Registration fee is $5 and course fee is $20 per course. Agenda is as follows: Monday evenings (10 weeks), Techniques of Production; Tuesday evenings (10 weeks), Writing for Television; Wednesday evenings (9 weeks), Station Operation & Management; Thursday evenings (10 weeks), Program Production Workshop; Friday evenings (9 weeks), Techniques of Television Commercials.

FCC STAFF REDUCED 200 IN FIVE MONTHS

ALTHOUGH personnel employed in old-line Government agencies as a whole increased 8,622 in the five months following V-J day, the FCC staff was reduced by 200, a report by the Congressional Committee on Reduction of Nonessential Federal Expenditures revealed.

Filed in the Senate Tuesday by Chairman Harry F. Byrd (D-Va.), the report recommended that Congress fix a ceiling on civilian employees in Government; that the President liquidate "expeditiously" war-emergency agencies, and reorganize other executive agencies with a view of reducing overall civilian personnel, and that Congress fix by law standards of personnel reporting and publication.

FCC's reduction of 200 did not include another 99 in overseas service.

In August 1945 the Commission had 1,508 employees in the U. S. In September the figure was 1,519; for October 1,522; November 1,477; December 1,449; and January 1946, 1,308. Outside the U. S. the FCC had 151 employees in August, 145 in September, 136 in October, 126 in November, 117 in December and 82 in January.

Most of the FCC reduction was due to termination of war activities, such as the Foreign Broadcast Intelligence Service, which was transferred to War Dept.

In December 1939 the FCC total of 624 employees, the Committee reported, as of 1,469 in December last increased by 14% in period. The Bureau had authorized 1,5

July, August and September

Page 42 • May 6, 1946
A many-sided man is MacFarland

- Thanks to a fiddle-footed father, Rance MacFarland—while still in his tender teens—saw more of this world and those who dwell therein than most of us can ever hope to see. And perhaps that's why this same MacFarland—with a background of world traveler, hoofer, singer, G.I. and USO trouper—today has more facets than a Tiffany diamond.

You'll understand what we mean when you hear him on these three WIBC live talent shows... the on-the-serious-side "Poet's Friend"... the gay "P.M. Party"... the folksy "Jane Day's House." For these years of roaming and rubbing shoulders with all sorts of people—that plus the endowment of a rich voice—have made Rance MacFarland a versatile and valued member of the WIBC live talent staff.

You'll find this same quality of versatility in all of WIBC's ever-growing company of sales-wise entertainers. And somewhere among them, you'll find the personalities and the show tailor-made to your demands. So ask your John Blair man about a pre-tested, live talent show from the fastest growing station in Indianapolis—WIBC.

JOHN BLAIR & COMPANY • National Representatives
Personnel Is Realigned By Hillman-Shane Adv.

FOLLOWING dissolution of Hillman-Shane Breyer Adv. and reorganization of Los Angeles agency under original name of Hillman-Shane Adv., David S. Hillman has announced realignment of personnel to service 16 accounts retained by that firm. He further revealed agency will move to larger quarters at 1206 Maple Ave., Los Angeles, on June 1.

Edward Stodel is radio director and account executive with Edward Braun, timebuyer. L. W. Briggs has been made production manager and Vicki Matisse, production department traffic manager. Mr. Hillman is copy director. Tom Dealey heads art department with William Martin his assistant. Isabel Young is director of fashion photography and Molly Lewin publicity director. Hassell Smith and Martin Newman continue as account executives.

JACKIE COOGAN, child movie star of yesteryear, was toasted at recent CBS reception in celebration of debut last Monday of Forever Ernest (Mondays 8-8:30 p.m.) in which he stars. Left to right: William J. O'Donnell, account executive of BBDO, agency for Emerson Drug Co., sponsor of the program; Mr. Coogan; Arthur Pryor, vice president and director of radio, BBDO; Allyn J. Marsh, assistant sales manager of CBS Network Sales; and Joseph A. Reid, CBS Network Sales.

Other agency and network officials also were in attendance.

Thanks to MUTUAL BROADCASTING SYSTEM for 300th Party

WKRZ
OIL CITY, PENNA.

Kenneth E. Renekamp

Convention of CAB Lists Busy Agenda
Paid President and General Manager to Be Appointed

By JAMES MONTAGNES

APPOINTMENT of a new paid president and general manager, performing rights fees, public service activities and expansion of membership feature the agenda for the 12th annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Quebec, May 27-30. A heavy agenda has been lined up, most of which will take place behind closed doors with only members and associate members attending.

Opening day, Monday, has open session morning and afternoon, except for election of directors of the Bureau of Broadcast Measurement, which holds its annual meeting in the afternoon. The morning session will be devoted to annual reports of the CAB and appointment of committees. Harry Sedgwick, CFRB Toronto, chairman of the CAB board, will preside at all CAB sessions.

Tuesday Program

Closed sessions on Tuesday include report from CAB's engineer, Harry Dawson; election of directors; report and meeting of the cooperative Radio Bureau which services Canadian stations with Ottawa news and features; financial business; recommendation of the CAB board of directors regarding a new paid president and general manager to replace Glen Bannerman, whose term expired Feb. 28; approval of a change in the CAB constitution to allow associate membership for program producers. Station reps are now associate members.

Annual banquet will be held Tuesday evening with Northern Electric Co. providing entertainment. Guest speaker will be Napier Moore, editorial director of MacLean Hunter Pub. Co., Toronto.

Wednesday morning closed session will take up performing rights fees, program and public service activities, standardization of rate structure, and a review of the work of the Parliamentary Committee on broadcasting. First golf tournament will be held Wednesday afternoon. Past conventions have been held in mid-winter.

Thursday morning will be devoted to unfinished business at a closed session, with appointment of standing committees to be announced at an open meeting.

Advertisers Elect ORGANIZING under the title "The Advertising Agency C Denver advertising agency" Curt Freiberger of C Freiberger & Co. as chairman of Denver Club, group's relations with industry.

May 6, 1946
How Ya' Go 'em Down On

MR. T. J. KANGAS
Associate Professor of Agricultural Extension Information of the University of Maryland, conducts two regular fifteen-minute periods weekly.

JOHN A. ZUFALL
(Happy Johnny)
Program Manager of WBAL, knows most farmers in this area. During his eight years on WBAL, has made personal appearances before several hundred thousand each year.

HERBERT L. ALKIRE
Meteorologist, in charge of the Baltimore office of the U. S. Weather Bureau, Municipal airport. Alkire presents the latest weather information over WBAL each morning.

ORGANIZATIONS CO-OPERATING WITH WBAL's FARM SERVICE

U. S. Dept. of Agriculture and its related agencies and departments.

Extension services of:
University of Maryland
University of West Virginia
University of Delaware
University of Virginia
Rutgers University
Penn State College

Other organizations
Md. State Horticultural Organization Society
Maryland Cooperative Milk Producers
Maryland State Bee Keepers Association
Maryland State Vegetable Grower's Association
Maryland Tobacco Grower's Association
Maryland Stockmen's Association
Maryland State Poultry Council
Maryland Horse Breeders Association
Southern State's Hillsboro-Queen Anne's Marketing Cooperative
The American Foundation of Animal Health
Nursery Men's Association
Poultry and Egg National Board
American Veterinary Association
Maryland 4-H Clubs
Maryland State Grange
Maryland Farm Security Organization
Howard County Grange
Associated Women of the Md. Farm Bureau
Eastern Shore Farm and Home Laborsaving Show Organization

WBAL serves farmers in Maryland, and parts of Virginia and West Virginia, in the wealthiest agricultural counties. WBAL, with its powerful 50,000 watts, knows these farmers, too.

Latest reports and surveys show that the post this farm group will run into hundreds of medium. It is the basic advertising medium.

USE WBAL—reach one of the wealthiest areas in America.

Nationally Represented by EDWARD PETI
HAVE you ever heard a sound system with such natural tone, such emotional quality, such “presence” that you didn’t know instantly that a sound system was in action? It’s pretty safe to say you never have. But now you can!

Revolutionary advances born of wartime research have resulted in a new Western Electric loudspeaker that reproduces speech and music with unsurpassed fidelity.

You’ll find it hard to believe you are listening to reproduced sound rather than the original. That is why this new Western Electric loudspeaker is destined to open a new era in fields of sound reproduction.
nna Reach The Farm?

Delaware, Southern Pennsylvania, and the Farm area contains some of the important areas in the United States.

Att voice is known to these farmers. They know their problems and what they want and like. WBAL's voice is as much a part of the farm as Johnny is like one of the family. For the purchase and improvement plans of millions of dollars in farm equipment, and general improvements.

The powerful 50,000 watt WBAL is your voice to reach farmers in this important area.

WBAL FARM

PROGRAMS INCLUDE

"MORNING ON THE FARM"
Daily, 5:45 to 6:30 a.m.
with T. J. Kangas of the University of Maryland, Galen Fromme and guests. Weather reports, farm briefs, news reports, market reports, bulletin board and music.

WEATHER REPORTS
Daily, 7:10 a.m.
Direct from the U. S. Weather Bureau at Municipal Airport.

"DINNER BELL"
Daily, 12:15 p.m.
With Jane Bastow, Food Economist of the University of Maryland (Each Thursday). Salute to Maryland counties (Each Tuesday). Daily farm briefs, market reports and music by Happy Johnny and his gang.

OTHER FEATURES:

MAN ON THE FARM — Saturday, 12:15 p.m. Presenting farm authorities and agricultural information.

"HAPPY JOHNNY AND HIS GANG" — Saturday, 12:45 p.m. Folk and popular music and humor.

NATIONAL BARN DANCE — Saturday, 8 p.m.
JUDY CANOVA — Saturday, 9:00 p.m.
GRAND OL' OPRY — Saturday, 9:30 p.m.

MISS JANE BASTOW
Food Economist, Univ. of Maryland, presents a consumer report of the week with suggestions to farm homemakers on present day food problems.

LOUIS C. UHL, JR.
Local representative of the Production, Marketing, Administration of the U. S. Dept. of Agriculture. Prepares and presents latest livestock market quotations direct from the Union Stockyards in Baltimore. Appears on the "Dinner Bell" program, Monday thru Friday.

JOHN J. DICKMAN
Special Service Director of WBAL, works closely with the agriculturalists of Maryland and surrounding states to co-ordinate the many phases of farm information.
Petrillo vs. U. S.

WHETHER we're to have FM or television now or ever, it seems, is up to James C. Petrillo and the U. S. Supreme Court.

Mr. Petrillo, who either doesn't, or doesn't want to understand the language, has ruled again (after passage of the Lea Bill) that television will have to go along without music, and that FM stations must maintain separate staffs or pay standbys if they use music at all.

The Lea Bill, now the law, makes it a criminal offense, punishable by fine and imprisonment, to coerce broadcasters into hiring or paying for unneeded personnel. It prohibits featherbedding by unions. The ban on dual AM-FM transmission is featherbedding per se.

As to the television ukase there may be some question about the effect of the Lea Bill. AAF forbids any of its members from working in the field until their union makes up his mind what effect it will have upon his union members. Previously he had banned use of film for television in an agreement entered into with the motion picture industry.

But if there is any doubt about Jimmy's motives one has only to read his signed editorial in the April issue of the International Musician, house organ of AFM. He makes no bones about the money or featherbedding aspects. And as he says the FCC can change its mind about duplicating AM programs over FM stations, but the APM won't. Some of the Petrillo quotes:

"Television is not going to grow at the expense of the musicians. As television grows, the musician is going to grow with it, or we are not going to assist in its development."

"* * * at the present moment our ruling still stands, and we cannot permit the services of our members for both types of transmitters (AM and FM) for one fee."

Petrillo has been advised by his attorneys that the Lea Act will not stand the constitutionality test, presumably because it is construed as "class" legislation.

It seems obvious that these latest threats against radio, which frustrate the development of two new arts and services, are designed to precipitate the court test. Broadcasters can't knuckle under to the inevitable demands for double standbys for FM. There's nothing they can do about the refusal to open the way for music on television except invoke the terms of the Lea Act.

Under the Lea Act terms, action may be instituted against an AFM local if demands are made in violation of its terms. The complaint would go to the U. S. Attorney in the district in which the station is resident. Certainly any demands for double fees from an FM station operated under the same auspices as an AM station would constitute a direct violation of the new law.

We assume the Department of Justice won't be disposed to see this open defiance of the Lea Act. There should be that test case post haste.

Program Report: VIII

MANY STRANGE things have happened in radio since March 7. That was the eventful day when the FCC unceremoniously unloaded its Blue Book on program responsibilities of stations, and then sat back to contemplate the results, without explanation or clarification.

President Justin Miller ably is carrying on a high-level offensive against the FCC's report on legal and constitutional grounds. The FCC is doing everything possible to avoid court review. Universities on the one hand, and labor and other pressure groups on the other, are having a field day in exploring the pros and cons of the report. There are seminars, debates, forums, secret conferences and pow-wows. Many broadcasters are beginning to stress their "public service" or "public interest" programs. They are cancelling commercials. They are donating time in some cases to questionable causes because they want to make a better "sustaining" showing.

Stations, in the aggregate, need make no apology for their public service. They should not second guess the FCC's dealings with governmental pressure groups. It is not for the FCC to accept or reject governmental pressure groups or to satisfy the FCC. There's nothing wrong with commercial radio except the FCC's wholly fallacious definitions as set forth in the Blue Book which label anything sponsored as non-public service and as inequitable, and anything sustaining as beneficial.

Other agencies of Government learned a lesson during the war. Through the OWI, an allocation plan for channeling of war effort programs was established in collaboration with the media, the advertisers and their agencies. The most effective public reaction came through commercial programs.

With the end of the war, OWI passed on. But the Radio Allocation Plan did not. It was picked up, at the behest of responsible government people, in collaboration with the advertising fraternity. President Truman personally requested the Advertising Council to continue. At the same time he established a special division of the Office of War Mobilization and Reconversion to channel the informational activities of the 40-odd Government agencies and to coordinate through the Council.

This week the Advertising Council's Radio Division issues a report titled "The First Hundred Days" dealing with Public Service Advertising in Action for the period Jan. 1 to Mar. 31, 1946. The report, abstracted in this issue, reveals that 120 national radio advertisers participated in the network allocation plan and 43 in the spot plan, representing 250 commercial programs. There were about 150 additional sustaining programs. Broadcast time was given top priority for 18 major public service campaigns. The radio coverage totaled more than four billion "listener-impressions," or the equivalent of 40 messages per listener.

George P. Ludlam, radio director of the Council and wartime chief of OWI's radio bureau, pays tribute to the wholehearted cooperation of radio in amassing this "striking record of peacetime accomplishment in the public interest."

Under the FCC's Blue Book definitions, however, the genius of radio, writers, directors and producers, the contributions of radio entertainers, networks and stations, are branded as "commercial!" and therefore non-public service.

CHARLES BRUCE McCONNELL

WHEN the NAB board of directors convenes this October at the annual convention in Chicago, fellow-members will meet the newly-elected Eighth District Director, Hoosier C. Bruce McConnell, one successful broadcaster who both figuratively and actually began at the bottom. For it's all a matter of record that "Mac", as he is better known to his legions of friends, launched an auspicious business career over two decades ago as a shoe salesman.

Since then, dynamic fire has brought success to Mr. McConnell both in and out of the radio industry, which he entered just six years ago. Today, in addition to other Indiana business connections, he has WISH Indianapolis, WHOT South Bend and WBHU Anderson, Ind., and most recently was unanimously elected Eighth District Director of the NAB.

Mr. McConnell was born in Scorpio, Ind., on Sept. 26, 1902. After his initial business venture, mentioned above, terminated when the store owner refused to increase shoe prices so that the McConnell commission would be greater, he went from Indianapolis to Yorktown, Ind. There he became proprietor of his own general store.

Two years later, again chafing at the bit and with eyes on more ambitious horizons, he disposed of the store to join Hamilton-Harris Co., Indianapolis, as salesman. Result: the name "McConnell" was soon on the firm's sales manager office door.

Incidentally, if you're in Hamilton-Harris Co., these days, you find the title of "general sales manager and vice president" now under the same name.

C. Bruce McConnell has pioneered in many forward-looking ventures in his home state and is credited with having contributed much to the business progress of both Indiana and Indianapolis. Besides his radio connections and position with Hamilton-Harris, he is founder and head of Merchandise Brokers, Inc. Another of his firms is S&M Sales Co., a vending machine company.

It was early in 1940, having harbored a deep-seated desire to enter the broadcasting field for some time, that he and his associates applied to the FCC for a 5 kw station in Indianapolis, Granted and on the air by mid-1941, WISH growth and popularity is an Indianapolis business legend. Spurred by this success, Mr. McConnell in 1944 sought authority for another new station, this time in South Bend, and again the FCC gave approval for what

(Continued on page 59)
We Agree With Billboard...

"THE AUTHOR MEETS THE CRITICS"
Belongs on WQXR

Sponsored by The Book-of-the-Month Club,
this literary "tug of war" will be
broadcast weekly over WQXR.
Starts Thursday, May 23rd, 9:30-10 P.M.

WQXR serves a discriminating audience
of more than half a million New York families,
receptive to stimulating ideas—
appreciative of the best in music.

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N. Y.
The Radio Stations of The New York Times
Respects

(Continued from page 48)

is now the new and enterprising WHTO.

Third station came when the FCC that same year granted application to purchase WHRU, long established in Anderson. Now, his acquaintances who know well of the McConnell far-sighted drive, predict his radio activities will blossom into even more encompassing fields of radio.

Mr. McConnell takes his seat on the board of directors of the NAB during the coming October convention in Chicago and neighboring radio men out Indiana-Michigan way are forecasting great things for him. They say his personal popularity among midwest broadcasters and Hoosier business associates is one of those things more often found in fiction than in fact.

He is quite proud of his family, too. The charming Mrs. McConnell is frequently seen at his side at many broadcasters’ “clambakes.”

Son Robert B. is now associated with his father at WISH, and two pretty daughters, Joan and Sandra, can tell you the whole story about the programs on the McConnell radio stations, all three of which are affiliated with ABC.

Hobbies are only those where incentive factor plays an important part and, therefore, are confined to golf and card-playing. His best-known trade mark is the ever-present cigar in the familiar rubber holder.

His fraternal and social affiliations are many, among them being active membership in the Scottish Rite and Shrine, the Columbia Club in Indianapolis, Indianapolis Country Club, Junto of Indianapolis, New York Athletic Club, and several others.

RAYMOND S. LAMBETH, before three years’ service in the Army in the capacity of the Lexington, N. C., studios of WMFR, Hight Point, has been appointed manager of WMFR. He succeeds his mother, HELEN N. LAMBETH, who served as manager during the war and who will continue with the station in an advisory capacity. Mr. Lambeth, 25, has been in radio for six years.

W. L. PETERS, for 12 years general manager of KIEV, Glendale, Calif., has resigned. DAVID H. CANNIN, Los Angeles attorney and president of Canon System Ltd., operating KIEV, will personally take over operations and be in charge of station policy.

MARK WOODS, ABC president, is to arrive in Hollywood May 17 to confer with DON SARRÉ, ABC Western Division vice president, on network operations and building plans as well as participation in FCC television hearings starting May 20. Accompanying him will be ROBERT KINTNER, ABC vice president in charge of news, special events and public relations; PAUL B. MOWREY, ABC director of television; FRANK MARX, ABC technical advisor; JOSEPH MCDONALD, ABC chief attorney.

JACK HEINTZ, general manager of KYMS Santa Barbara, Calif., has resigned.

EDWARD MURROW, CBS vice president and director of public affairs, on May 4 addressed the 50th anniversary of the Moyot Hymoke Club of New York held at the Hotel McAlpin, New York. Title of his address was “How Firm Is Thy Peace.”

C. L. MENSER, NBC vice president in charge of programs, June 3 is to receive a Doctor of Letters degree from Heidelberg College, Tiffin, Ohio, and on that day will deliver the commencement address, “Our Number One Problem Is People.”

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, Hollywood, and vice chairman of the MBS board of directors, has highlights from his radio career included in movie film “Magic in the Air” being produced by Jerry Brandt, Hollywood.

DON SARRÉ, ABC Western Division vice president, has been elected a director of Hollywood Chamber of Commerce for current year. SIDNEY N. STROTZ, NBC vice president, was re-elected a director.

GEORGE CHANDLER, owner of CJOR Vancouver, B.C., was presented with an illuminated address signed by executives of all Toronto and Montreal advertising agencies on occasion of twentieth anniversary of CJOR.

WILLIAM REA Jr., owner and manager of CENW New Westminster, B.C., is on an extended trip to the U. S. and eastern Canada. While in the East he will attend the Canadian Association of Broadcasters Convention in Quebec City the latter part of May.

Taylor Gets DSM

BRIG. GEN. TELFORD TAYLOR, general counsel of the FCC on leave to the Army, last week was awarded the Distinguished Service Medal for his military intelligence service in the ETO during the war. Recently promoted to brigadier general [Broadcasting, April 29], General Taylor has also been named to succeed Justice Robert Jackson as American prosecutor in Nazi war trials in Nuremberg.

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In the Ark-La-Tex area, KWKH—its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
The minutes click off—the hands on the clock face move around and around—hitch your business to the caboose of the time train that stops at the four stations in Florida that produce results, that bring business unlimited your way—on time!

Scheduled to arrive from Pensacola with hours of fine shows, money-producing acts!

On time from Panama City with productions that unload results your way!

From Jacksonville to you with every available talent for selling your product.

Expected from Ocala with mid-state delivery for your product!

BO---a---a---rrr---d! All aboard the time train with its four Florida stops on the radio business map. Your ticket is a spot or show—we'll take care of the reservations!

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC
HEADLEY-REED

STANLEY GRAFTON MORTIMER Jr., former lieutenant commander in the Navy and before that an assistant account executive at Peddy & Ryan, New York, has returned to the agency as an account executive.

DOROTHY HILLS, copy writer of Glasser-Gailey & Co., Los Angeles, has switched to Garfield & Guild.

THOMAS ROSS, discharged from AAF, has joined The Wells & Ellis, Los Angeles, as account executive.

WILLIAM PATRICK MULLEN, assistant to the vice presidents in charge of radio for Lennen & Mitchell, New York, has joined Young & Rubicam, New York, as director.

HAROLD HOUGHTON, former manager of the mechanical committee of the Marine Key, has returned to the Navy.

GEORGE B. DAILEY, retired from the Air Force, has returned to Young & Rubicam, New York, as director.

CHARLES F. LEE, former captain in the Army, has returned to the radio department of WJZ, New York, as director.

HENRY SODERBERG, former head of the radio transcription division of the Office of Inter-American Affairs, New York, and previously with WJZ, has joined Young & Rubicam, New York, as director.

GEORGE B. DEAR, who has returned to the Navy, has joined Young & Rubicam, New York, as account executive.

ROSS, GARDNER & WHITE Adv., New York, has been switched to Henry H. Sterling Inc. and distributor of electronic chemicals; Walter L. Davidson Meat Co., Los Angeles (women's apparel stores); David Brown Co., Los Angeles (national meat packers); Walter L. Scott Conv., Berkeley, Calif. (manufacturer and distributor of electronic hardware, replacement parts); Cordova of Hollywood (brassieres); Boardman & Smith Co., Los Angeles (women's sportswear).

ROSS, GARDNER & WHITE Adv., New York, as national representative: FREE & PETERS, Inc.

Represented by RAMBEAU HEADLEY-REED over Ohio's E. A. Alburty, Gen. Mgr.

UNDER CONSTRUCTION WATTS Third Market at Isr...
WFBR gets Billboard Award for "Hobby Club of the Air" and special mention by Variety for work on Children's Programs.

Two more examples that WFBR—Baltimore—is a living, breathing radio station that accepts full responsibility of a radio station's duty to the community.

This duty has always taken the form of civic, charitable and church support and in the cases noted by Variety and Billboard of initiative in programs that have to do with the welfare and education of Baltimore children.

This is typical of WFBR—Baltimore's only Radio Station that attracts large studio audiences and crowds of daily visitors—the only Baltimore Radio Station that gives all the glamour of Radio City in smaller replica.

Not just a spot on a dial, WFBR delivers the real Baltimore listener—the one who listens and buys.
WA YS PUTS THE FROST ON JULIP (Ky.)!

Sure we like Juleps — when the main ingredient is present! In markets, that's buying power — and Julip (Ky.) contains practically none of it! Here in Kentucky the best place to find it is in WAVE’s Louisville Trading Area—where people spend more money than all the rest of all the people in all the rest of the State, combined! You won’t make a mint out of Julip, so why pay extra for it?

Duffield Is Named WOWO Manager
Chief Engineer to Fill Post At Westinghouse Station

ROBERT G. DUFFIELD JR, former chief engineer of WOWO Fort Wayne, became manager of the station last Wednesday. His appointment was announced Tuesday by John B. Conley, manager of Westinghouse Radio Stations Inc., licensee of WOWO.

Mr. Duffield, released from the Army last month as a lieutenant colonel upon return from duty in Japan, relieves Paul E. Mills, interim wartime manager who returns to the post of sales manager which he relinquished in January 1945 when Mr. Conley left the management of WOWO to manage KEX, WRS station in Portland, Ore. H. D. Longworth, WOWO sales manager for the past 16 months, will be in regional sales.

The new WOWO manager, now 38, has served with every station of the original Westinghouse group. In 1927 he joined KYW in Chicago, original location of the present Philadelphia station. He subsequently was at KDKA Pittsburgh, WBZ Boston, and WOWO before joining the army in 1942. He served a year in the Office of the Chief Signal Officer, and spent 34 months in the Pacific.

Radio News Column
DAILY radio news column now is being carried in the Portsmouth (Ohio) Times below regular radio log. This is only newspaper in Portsmouth. WPAY, CBS outlet, is local station.

Paul Miles Is Awarded Legion of Merit by Navy
CAPT. PAUL DOMBEY MILLES, head of the frequency service, allocation division of the FCC Engineering Dept., has been awarded the Legion of Merit for his accomplishments while attached to the frequency section of the Division of Naval Communications, from Dec. 7, 1941, to Sept. 30, 1945. He has been with the FCC since November 1940. According to the citation, he "rendered distinctive service in the procurement, assignment and protection of frequencies for communication and electronic use both nationally and internationally..." In addition he served as Navy member of the Frequency Allocation Committee, Combined Communications Board; Advisory Committee XI, Board of War Communications; technical subcommittee of the State Dept. Special Committee on Communications, chairman of the Interdepartment Radio Advisory Committee; as Navy representative at the Third British Commonwealth and Empire Conference on Radio Civil Aviation at London, and as a Navy Delegate from the United States to the Third Inter-American Radio Conference at Rio de Janeiro."

Signs WNB T Hour
STANDARD BRANDS, New York (Chase & Sanborn Coffee), May 9 for 52 weeks starts a weekly full-hour television variety program on WNTB New York, Thurs., 8-9 p.m. Format of the new show will feature a different mistress of ceremonies weekly and guest stars. Agency is J. Walter Thompson Co., New York.

Biow Elopes
RICHARD M. BIOW, secretary of the Biow Adv. Co., New York and Adet Lin, author-to-daughter of the eminent Chinese philosopher and author, Dr. Lin Yutang, April 15 were secretly married in Boston, her father announced last week. Mrs. Biow, who served with the Chinese Army for two years during the war as a Captain, is co-author, with her sisters, Anor and Mei-mei, of Our Family, published in 1939 and Down Over Chungking, in 1941. Mr. Biow served as a lieutenant in the Navy during the war. His father, Milton H. Biow, is president of the Biow company.

"Save me, Mortimer! I must listen to the Breakfast Club tomorrow on WFDF Flint."
You’re Missing

A BIG SEGMENT OF OKLAHOMA’S BUYING POWER IF YOU’RE NOT USING THE . . .

OKLAHOMA NETWORK

7 Stations...Covering 7 Major Markets

Seven stations—each with a concentrated audience in the seven major markets in Oklahoma—each having DOMINANCE in their markets—most of them ALL OF THE TIME! That’s what you get when you use the Oklahoma Network . . . and you can use ALL SEVEN STATIONS or AS FEW AS THREE . . . and still get the network rate!

Just give us the opportunity, and we’ll prove how you get MORE AUDIENCE at a LOWER COST by using the OKLAHOMA NETWORK!

Penetrate these concentrated major market audiences with THE OKLAHOMA NETWORK!

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

ROBERT D. ENOCH, Managing Director
APCO TOWER
OKLAHOMA CITY 2, OKLAHOMA
A FACT!

You cannot get complete coverage of the rich agricultural, livestock and oil empire that is West Texas unless you use

KRBC KBST

ABILENE BIG SPRING

KGKL

SAN ANGELO

You have a ready-built audience—built by American, Mutual and superior local programs.

You have up-and-at-them merchandising service.

Get the Most for Your Advertising Dollar in West Texas! Use the

WEST TEXAS NETWORK

Represented Exclusively by

JOHN E. PEARSON CO.

HERBERT F. TAYLOR Jr., director of the transmitting equipment sales department of Allen B. Du Mont Labs., has been appointed chairman in charge of banquet arrangements for the second conference and exhibition of the Television Broadcasters Association, which will be held Oct. 10-11 at the Waldorf-Astoria Hotel, New York.

RAIBOURN is chairman of the awards committee which will present awards to individuals and stations for outstanding contributions to the development of television broadcasting.

ANN RAWLEY, formerly with Banner & Greif, New York, public relations firm, has opened a public relations and publicity firm under her own name at 140 W. 12th st., New York.

DAVID RICHARD JORDAN after service with the Army and formerly in the promotion department of Hearst newspapers, New York, has opened a public relations and publicity firm under his own name at 276 North Ave., New Rochelle, N. Y.

M. B. LAMONT, formerly with Phibco Corp., and a pioneer in perfecting auto radio, has been appointed products manager of the radio and television division of Bendix Corp., in charge of electrical detail in radio, FM and television. During the war he served as expert consultant to the War Dept. on communications radar and guided missiles in the North African and the China-Burma-India theatres.

ROONEY Inc., Hollywood program package firm, has reported for regional sponsorship the first half-hour half-package of programs starring George Jessel and including V VARIANT, Joan Barton and Bill Bunt conducting 24-piece orchestra. The program, "Something for the Family," variety program, is produced by Vic Biser, one of Warns' Carlton and Mr. Jessel collaborate as writers.

WILLIAM A. SCHUE, formerly assistant manager of National Smelting & Refining Co., Tottenville, Staten Island, division of the Western Electric Co., New York, has become manager of the company's Columbia broadcasting department.

FREDERICK W. WILLARD, who has retired after 40 years of service with the Columbia Broadcasting Systems, has joined the George E. Boileau firm, former treasurer of the company, was elected treasurer and appointed his successor. Mr. Willard is on the board of directors.

BAXTER, assistant treasurer of Western Electric Co., has been elected treasurer of the company's new subsidiary in charge of personnel and labor relations, has been elected to the board of directors. Mr. Baxter succeeds Mr. Kenneth W. Nilser, who directs Saturday morning programs on KDVL in behalf of the Visiting Nurse Assn. and the American Red Cross.

INTERNATIONAL TELEVISION CORPORATION, New York, has announced a new service, "Relay," which proposes to deliver information of station time and program availability to 500 agency time-buyers and account executives in the New York metropolitan area within the hour of its receipt.

NEIL T. R. NEWMAN, former major in the Army Air Force, now with Steve Hansen, publicity, Miami Beach, is in charge of press relations for the Visiting Nurse Assn. and the American Red Cross.

NATIONAL RADIO CLEARING HOUSE, New York, has announced a new service, "Newsmeter," which proposes to deliver information of station time and program availability to 500 agency time-buyers and account executives in the New York metropolitan area within the hour of its receipt.

NATIONAL NETWORK CLEARING HOUSE, New York, has announced the following rate changes:

- A minimum of $100 per thirty-minute unit.
- A minimum of $75 per half-hour unit.
- A minimum of $200 per hour unit.

In addition, the house has been revised its "Sectional Hooperatings" report for the fall and winter, October 1945 through February 1946, showing regional ratings for the various network programs and times of day, compared with their 1944 national ratings.

THE FAMOUS "JIMMY DURANTE SHOW," has been renewed by the same syndicate, which will also produce the new series, "JIMMY DURANTE & FRIENDS." The show will be broadcast Monday, Wednesday and Friday nights at 9:30 p.m. Eastern Time.

KOALITION NETWORK, New York, has announced a new service, "The Network's "Money Bank,"" which proposes to deliver information of station time and program availability to 500 agency time-buyers and account executives in the New York metropolitan area within the hour of its receipt.

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JAMES A. MAGNUSON, former manager of the corporation's art department, has been appointed assistant treasurer of the company, New York, on May 16 is to address the dinner session of the American Marketing Association at the Statler Hotel, Boston, on "Television: Its Impact Upon Post-War Marketing." He returns to Hollywood after six months. To be replaced is DR. DONALD HORTON,

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Color Discs Best, Says CBS Expert
Television Systems Compared

By Dr. Peter C. Goldmark

"EVEN if a satisfactory electronic device for color television were invented it would offer no 'appreciable improvement' over present mechanical discs used for color transmission."

This statement, made Monday at a reception given by CBS Western Division, Chicago, for the network's director of engineering research, Dr. Peter C. Goldmark, was believed a tacit confirmation that CBS would not depart from its present research in color television with mechanical means. Dr. Goldmark said, in his opinion, the best electronic color could do for television would be "to duplicate color discs."

"Phenomenon' Seen

"It is a phenomenon of our time that the first device we could discover (sic, color discs) have proven to be the best possible for the results we have been striving for. It will be a long time, if ever, before anything can equal it," Dr. Goldmark told his audience. "In fact," he added, "present electronic research has not been encouraging."

Dr. Goldmark said CBS will continue its experiments in color television on the present basis after exhaustive tests which have been accepted by the general public on the basis of 6-1.

In answer to questions on his opinion of the controversy over high and low frequencies for television, Dr. Goldmark declared that even if color television did not exist, he would still favor higher frequencies for black and white.

The CBS television expert said the 400-1000 mc band is "ideal" for color television. Equipment now available, he declared, is best suited for bringing color television to the public.

Questioned on his viewpoints on the quality of television production, Dr. Goldmark admitted that, on the basis of what he had observed, little of "importance" had been done.

"Production for the most part is amaturish and the mistakes are obvious. It may be years before programming will catch up with the technical advancement of television," he said.

Dr. Goldmark declared color television should be available to the public "not much later" than black and white, but when the latter would be available for the general public, he did "not know."

Woolf Book Cites Radio's Dual Role

"THE MEDIUM that has had the most sensational development, reaching the 'favored few' as well as the common run of man, is radio," writes James D. Woolf, former vice president, J. Walter Thompson Co., in Advertising to the Mass Market (Randall Press Co., New York, $3.50).

"As a dual-purpose medium, completely universal in its appeal, it (radio) probably has no rival," Mr. Woolf continues. "It is true that the character of the show picks the audience. There are some broadcasts directed at people of above-average intelligence and culture that get only limited Crossley ratings, just as there are magazines such as the Atlantic Monthly that attract only a limited and select readership. Then there are other shows that are neither 'high-brow' nor 'common,' such as Information Please, which get middle ratings—not high, not low."

"The top-rating broadcasts, such as the Jack Benny, Charlie McCarthy, and Fibber McGee and Molly shows, are truly universal; they seem to appeal to everybody, high and low, mass and class. The soap opera type of show, on the other hand, surely reaches only a restricted audience of a pretty low intellectual level of emotional stability. Perhaps I am wrong, but how can it be otherwise?"

CPA (Continued from page 24)

the local housing program, the petition contended that only about a fifth of overall expenditures in broadcast projects will be devoted to building and construction (towers, buildings, equipment installations are not classified by CPA as construction items). If broadcasters had the $15,000 exemption applied to utility and industrial projects, most of the building projects could be started on a bare-bones basis, NAB argued.

In asking CPA to draw up a special national policy for broadcasters, NAB said such action would permit uniform decisions and interpretations locally. NAB pointed out that FCC estimates it will have granted about 1,100 new stations by the end of 1946.

First direction by CPA to ease its construction order was issued April 30. It raises the $1,000 limit on commercial projects in the Hawaiian area (including radio stations) to $5,000 because of disaster conditions from April tidal wave.

Four radio projects are pending in Hawaii. KHON, project of Aloha Broadcasting Co., Honolulu, plans to go on the air this summer on 1490 kc with 250 w. Island Broadcasting Co., Honolulu, was granted a CP April 10 for 5 kw on 630 kc. Pacific Frontier Broadcasting Co. was granted a CP March 21 for 690 kc 10 kw at Honolulu. Maui Publishing Co. on April 17 received a CP for 1 kw on 550 kc at Maui.
ANNE COLLINS has accepted the post of program director at KDGL Salt Lake City, Ill., and will take over her new duties about July 1. She is a former public service director of WDAY Fargo, N.D. WDCG is owned by ROBERT STEPHENSON, who operates on 1510, with 1 kw daytime (BROADCASTING, May 31).

EUGENE JELESNIK, musical director of KDKB Salt Lake City, has acquired a new addition to his collection of violins. The instrument is believed to have been made in 1943 by Nicholas Amati, predecessor of Stradivarius.

JOHN O. (Jack) JUREY, released from the Army after three years' service, has rejoined WKBN Youngstown, Ohio, as staff announcer. Mr. Jurey, now 22, was station's youngest announcer, assuming initial position on regular staff upon graduation from high school at age of 17.

FRANK C. BALMERT has returned to the announcing staff of WPAY Ports mouth, Ohio, after service of 31 months in 74th Infantry Division. ED SCHUL-TER, former sound effects engineer at WJLV Cincinnati for three years, and BOB MOHENDRIZ, also former sound effects engineer and night disk jockey, are new additions to WPAY announcing staff as CARL BONDER is in charge of 9 months' service with Ninth Air Force, of which 23 were in ETO.

29 in 75th Infantry Division. ED SCHULE- MOUTH, Ohio, after service of 31 months following graduation from high school. JOHN O. (Jack) JUREY, released from the Army after three years' service, has rejoined WKBN Youngstown, Ohio, as staff announcer. Mr. Jurey, now 22, was station's youngest announcer, assuming initial position on regular staff upon graduation from high school at age of 17.

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CENSORSHIP THRU \nBLACKMAIL

From The Chicago Tribune
April 61, 1946
THE Communications Act of 1934, from which the Federal Communications Commission draws its authority to regulate the radio industry and license broadcasting stations, specifically forbids the censorship of radio programs. The Commission, however, is now seeking to do by indirection what it is forbidden to do directly.

It has the power to license stations. The licenses must be renewed periodically and if the renewal is not granted a station will be thrown off the air and an investment of hundreds of thousands, or millions, of dollars that have been spent to organize its staff and win it an audience, is destroyed.

The Commission's censorship program is based on its own interpretation of the requirement that a radio station must serve "public interest, convenience, and necessity." The Commission has published a report by which it purports to set up standards by which radio programs are to be judged. These standards are complex and self-contradictory. They go into numerous details of programs as regards their origin, advertising sponsorships, content, discussion of public issues, representation of minority views, and other subjects.

The Commission doesn't promulgate these as regulations binding stations. It merely sets them up as standards by which it may choose to extend or withhold a license. As such, they are not subject to legal review. Not until a station has been denied its license could the matter be brought before a court. This is censorship by blackmail.

Few owners of radio stations will be found willing to risk destruction of their investment by an arbitrary censorship in order to test the power of the Commission to regulate programs. The regulation, however, is present. One has only to listen to the air thru a 24-hour span to discover to what a large extent it has been made a vehicle for administration propaganda and slanderous attacks upon advertisers. This, and in what small measure it affects those critics a story to present the opposite side of the story to the American people.

Radio broadcasters may succeed or fail according to their own methods. They are almost certain to fail if they are coerced into operating under other people's methods, especially those prescribed by people not skillful enough to engage in the business themselves.

Variety Assured
Variety of instruction or entertainment is assured by the difference of taste and intellect to be found among station managers. A parallel variety among publishers gives the public a great diversity of books, magazines, and newspapers. The same principle applies to musical programs, in the offerings of lecturers and public speakers. If there is a public desire or demand for information on particular topics or for particular kinds of entertainment, some one meets that desire.

Quite obviously, a station whose competitor broadcasts an exceptionally popular comedian at a particular hour has alternate choices. It can try to develop a comedian of its own who will draw the rival, or it can design a program to appeal to the large number of people who are bored by all radio comedians.

The people who get to the top of radio stations and networks are those with the greatest capacity to conduct broadcasting. They will, however, be no more uniform in their ideas than newspaper editors are uniform in their appraisal of news, or than theatrical producers are unanimous in their judgment of what is going to entertain.

Broadcasting will have to suffer, perhaps, for a long time as newspapers suffered to establish freedom of the press. Eventually, that freedom must take the form of an ownership as nearly absolute as the ownership of a hotel or theatre and subject to forfeiture only for conduct comparable to that which would cause a hotel or theatre to be closed.

This, of course, is on the assumption that radio broadcasting is to be developed as the Communications Act intended it to be, a vehicle for communication of public information and entertainment, free from government censorship and not as the Communications Commission has been trying to make it, a propaganda institution for the political party in power.

PUBLIC SERVICE COMES FIRST
From The Philadelphia Inquirer
April 61, 1946
A recent outburst by the National Association of Broadcasters, in resentment of some wholesome and pointed criticisms by the Federal Communications Commission of certain radio programs, has brought sharp reaction.

Their general tone is that NAB would be better employed in correcting the serious faults—including long-winded, too frequent "commercials"—that have been called to its attention than in defending them and railing at the quite proper stand taken by the FCC.

The salutary criticisms by the Federal Communications Commission are heartily endorsed by The Inquirer, which fully realizes the responsibility it has assumed for the operation of WFIL and WFIL-FM in Philadelphia.

As we have remarked before, a newspaper or a radio broadcasting station merits its franchise only by virtue of its public interest. Readers and listeners are made loyal friends only by supplying them with full value in news, in features and a planned program of information and entertainment of the highest character.

We are solidly against "piggishness" in the use of the public airways for private gain. The Inquirer, in its varied activities, is sincerely pledged to the policy of

(Continued on page 67)
MARK HOPKINS
San Francisco
Universal Network's
Key Station for Northern California

A D V A N C E D  N E W S

Alaska, advertising new war-time
pipeline discovery called Rejuv-A-
Clyn—a 15-minute newscast over KNEW
Alaska. Extensive campaign is planned
throughout U. S., Alaska and Hawaii.
Ad From Adv. Omaha, has been named
agency in charge of account.

HENRY SADACCA, president of Noma
Electric Corp., New York, was guest
speaker at Kitschen meeting of New
York Society of Security Analysts.
April 29.

RADIO HAM SHACK, New York (radio
parts for amateur) has appointed
J. R. Kupiec Adv., New York, as
advertising, with Earl Parker, vice president of agency, as
account executive of the agency.

REYNOLDS INTERNATIONAL PEN Co.,
Chicago, has appointed MacFarland,
Brown Adv. Co., Chicago as its
advertising agency. Account was formerly hand-
led by the Bancroft Agency, Inc., San
Francisco.

GENERAL MILLS, Minneapolis, through its
capital, Knox Reeves Adv. and Auer-
son, Chicago, has awarded.

Mark Hopkins
San Francisco

Carnival Sun-Set, 45, 1946

THE FLYING ACE
General Committee of 'The Flying Ace' has decided that the
spring opening of the new 'Flying Ace' will be
on June 6 at the new Cine-
mas, Chicago. It is reported that Mr. C.
Hammond, former manager of the 45th infantry
command, will supervise the
post. The Flying Ace was
inaugurated in New York in
1943 as a 45th infantry unit.

RAY SINGER, general manager of ABC
"Omnichannel" program, has
appointed Joe Cooley, NBC recording
director, engineer to operate the new station.

RATON, Colo.—The new station of AM 1550
has been leased to the Raton Broadcasting
Company for $54,000.

BETTY EMERY, assistant
producer of the NBC "Jack Haley Show",
has been re-signed by RAY SINGER and
Cooley, NBC recording

BROADCASTING • Teletacing

$167,500,000

Paid eastern North Carolina farm-
ers for 1944 flue-cured tobacco
crop totaling 297,244,965 pounds.

For further information call
227-3151.

1946

BROADCASTING

May 6, 1946

Married Station
5000 Watts—Soon?

Interests? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

5000 Watts Full Time

American Broadcasting Co.
Represented Nationally by
John BLAIR & CO.

CHNS

HALIFAX
NOVA SCOTIA

3500 Kilocycles

5000 Watts Full Time

American Broadcasting Co.

KKEW

ST. LOUIS, MISSOURI

America's fastest growing stands in the

$20,000,000

Pacific sector.
CONVENTION PLANS are pondered by Les Hafemeister (left), general chairman of Advertising Federation of America national meeting to be held in Milwaukee May 26-29. Conferring with him are Mrs. Dorothy C. Sevedge, president of Women's Advertising Club of Milwaukee, and Earl Pearson, of AFA New York office.

of all stations were unprofitable in 1939. More than half of these were located in towns of less than 50,000 population. In 1948 there still were 94 unprofitable stations, three-quarters of which were in towns under 50,000. There is evidence that many of these unprofitable stations suffer from a chronic case of red ink and I suspect that poor market location is a major reason for their ailments.

I am convinced that we can deduce some principles from this summary of radio advertising trends, but I believe that it raises a number of important questions:

1. Can radio continue nearly to double its advertising volume every five years as it did during the last decade? Both newspaper and magazine advertising experienced their greatest growth during the period 1914-1929. Following this came severe reverses during the depression and then gradual recovery, recently stimulated by the war. Paper shortages. It seems reasonable to assume that a new medium such as radio also will soon experience the problems of maturity.

2. If so, how many more networks and stations can be sustained in the future?

How much of the growth of local radio advertising volume and local station revenues has been due to the stimulation of war conditions and to newspaper shortages?

Will the group of marginal stations once more increase in number when unrestricted competition is resumed among media?

Does the continuing group of chronically unprofitable stations mean that we are approaching the extensive margin of station development more rapidly than we realize?

All of these questions are relevant and material to our discussion of FM broadcasting economics.

Adequate Resources

There also is one positive conclusion. Radio has enough financial resources to enable it to take the risks of developing its new services.

Now let us turn to FM and the future. Assuming the medium is allowed to develop flexibly, the broadcasting structure which I visualize as being possible about 1956 is as follows: Possibly as many as 5,000 stations of them FM and practically all of them better able to serve their coverage areas than they are today; a small group of strategically located super-power stations on the standard band able to provide wide-area coverage over immense rural sections; the possibility of eight or ten national networks on which there are four. All of this can happen if the demand for program service and advertising facilities is sufficient.

Such a broadcasting structure would create new problems as well as new opportunities.

It seems unreasonable to expect radio advertising volume to increase in proportionately. Consequently there would be a decrease in average station revenues; an intensification of competition; and a rise in the number of stations unprofitable or only slightly profitable stations.

Higher Operating Costs

A substantial increase in broadcasting facilities is almost certain to be accompanied by a dilution of the listener audience for individual stations or networks. The only way to hold audiences will be to improve program schedules materially. More imagination will have to be shown in programming and much less complicated, expensive production will have to be spent on programs. More experimentation will have to be conducted. The entire future of the medium will be more dependent upon programming than ever before in its history.

It seems to me that higher program, sales, research and promotion costs will be in the cards. Obviously, there will also be the added cost of running both AM and FM transmitters during the transition period.

On the other hand, the opportunities for an intelligent, aggressive broadcaster who is conscious of his public responsibilities and opportunities should be as great as ever.

Of course, much of radio's future in the FM era will be determined by the level at which we can keep our national economy running. Much also will be determined by the kind of Governmental regulation that it is going to get. If the regulation seeks to anticipate too much of the unknown, it can become narrow and restrictive; and it can warp the growth of radio's new services irreparably. If it is flexible, timely and follows the rule of reason, it can be helpful.

Adequate Frequencies

I believe there is only one remedy which is completely certain of long-run validity: To make available so many frequencies for stations that the supply of facilities will be greater than the demand. Then anyone who wants a radio station and who has the money to set one up can go into the very business in which fixed capital costs are not particularly high, but in which working capital requirements are substantial.

The final item for the record is the fact that, in spite of the profitability of the medium, 228 or 28%
**WCHS**

Charleston, W. Va.

**Programs**

F. H. LaGUARDIA, director general of UNRRA and ABC commentator, May 3 via direct wire from his home in New York was to address facilities of WCHS on inauguration of National Music Week in that city. His talk and also that of Gov. G. O. Johnson were to be made during intermission of regular bi-monthly concert of Charleston Symphony Orchestra, carried by WCHS. In recognition of the interest shown in the orchestra by WCHS, an engraved plaque was to be presented during the intermission by Dr. C. R. Adams, orchestra president, to Howard Chernoff, WCHS managing director. WCHS has sustained all broadcast expenses of the series, the $500 sponsorship fee being paid by a local furniture company going directly to the support of the symphony organization.

**WCAB School Programs**

AN EDUCATIONAL service of WCAB Pittsburgh designed for the public and private primary schools in Allegheny County is new series of Tuesday afternoon programs started by station. Recorded in the classroom, “Let’s Tell a Story” program is heard 1:15-1:30 p.m. Lessons in safety are related in second program, 1:35-2 p.m., by ‘The Safety Squaw’ of Wednedsay programs are broadcast in cooperation with the Pittsburgh Public Schools.

**UNSC Rebroadcasts**

THROUGH arrangement with the State Dept., KBOO-KELO Bioux Falls, S. D., are rebroadcasting State Dept. amphibious wave coverage of the United Nations Security Council meetings at New York City, May 5 via direct wire from his home in New York was to address facilities of WCHS on inauguration of National Music Week in that city. His talk and also that of Gov. G. O. Johnson were to be made during intermission of regular bi-monthly concert of Charleston Symphony Orchestra, carried by WCHS. In recognition of the interest shown in the orchestra by WCHS, an engraved plaque was to be presented during the intermission by Dr. C. R. Adams, orchestra president, to Howard Chernoff, WCHS managing director. WCHS has sustained all broadcast expenses of the series, the $500 sponsorship fee being paid by a local furniture company going directly to the support of the symphony organization.

**Advis Shortwave**

CANADA is now using another call on the shortwave service of the government transmitters at Baddeck, N. B., operated for the Department by CBC, CRLX on 15.00 mc went into operation April 28 with CBC network. Stations from April 28 to June 1 will have a daily half-hour broadcast and an eight hour service weekdays to Great Britain and continental Europe, and an eight hour service weekdays to German, Dutch and Czech.

**Fire Prevention Series**

GOV. RAYMOND E. BALDWIN of Connecticut May 1 outlined plans for his recently organized Fire Prevention and Control Commission of initial program of experimental Hartford series broadcast in connection with state’s fire prevention week. Beginning Wednesday evening programs will be panel discussion by authorities on the need of improved fire codes throughout the state.

**School News Quiz**

ORIGINAING from a junior or senior high school classroom in the Minneso- ta area, the “News X-Ray” weekly program of KIOM Minneapolis is con- ducted by George Grin, columnist of Minneapolis Morning Tribune. Half of questions are from those submitted by students and half are spontaneous queries from students in classroom broadcasting. Program is recorded and broadcast the following hour.

**Overseas Talk**

HELEN VALENTINE, editor-in-chief of Seventeen Magazine, New York, at the invitation of the State Dept. April 27 did a shortwave broadcast in German to the teen-agers of “German Talk,” which told about the work being done by Seventeen among teen-agers in this country, was given on the State Dept., “Voice of America” program on the BBC.

**Interview Brides**

INTERVIEW series with British war brides living in Cornwall, Ont., is being broadcast weekly by CCFB Cornwall, Ont., and reports are mailed to relatives in England.

**Last Concert of Season**

FINAL CONCERT of current season was presented by Atlanta Youth Symphony over WSB Atlanta, Ga., on April 28. Composed of 90 Atlanta youths rang-
SCHOOLS SEEN USING MORE RADIO

W. Va. Network Public Service Director
Tells of Educational Future

"THE NEXT two years should see a definite improvement in the audio equipment of almost every school in America," says Harry M. Brawley, public service director of West Virginia Network, writing in the Bulletin of the National Association of Secondary-School Principals, April issue. Mr. Brawley was formerly principal of the Thomas Jefferson High School, Charleston, W. Va.

In his article titled "Radio and the School," Mr. Brawley says radio "can be an ideal motivating force. As an awakener of interests it has few peers." He says radio's second direct contribution to education is "as a builder of attitudes... Talks on various subjects related to temperance, patriotism, or political and civic decency will go a long way toward molding the minds of the young. Dramatizations, serial and otherwise, can arouse their emotions along these lines and thus are even better than talks."

Offer Opportunity

Mr. Brawley says that even "the much maligned 'soap operas' offer a real opportunity to teach fair play, clean living, tolerance, self-reliance, and almost any of the attributes of good citizenship."

He also holds the opinion that through radio and television, the family can be brought together again and the influence of the radio can be put to use for further education. He advises that if the local station is not working closely with the school system to provide programs of local interest, "appoint a committee of your education association to contact the manager of your local station and then work jointly with him in planning programs for both in-school and out-of-school listening."

Hettinger
(Continued from page 61)

the broadcasting business—just as he can start a newspaper or magazine.

The Commission's interest in programs has always been justified by the "philosophy of scarcity"—the claim that broadcasting needed special regulation "in the public interest"—because the supply of facilities were limited and not everyone could have a radio station. Increasing the available frequencies to the point I have suggested would remove this excuse for once and for all. I am told that this is feasible.

True, some members of the broadcasting industry might not wish that much competition, some set manufacturers might not care for the increased costs involved and Government could not be expected to take the initiative in this direction. Nevertheless, such a move—even at the expense of other secondary services—would do more, in my opinion, to ensure the program vitality of radio, to enable it to have an editorial policy, to force better programming through the severest kind of competition, than anything I can think of.

A vital radio is as essential economically as it is to the perpetuation of our American concept of free speech and public discussion. It will be particularly so in the days of bitter competition for the listening audience which the FM era is certain to bring with it.
Federal Features for Better FM

Federal's new "FREQUEMATIC" FM modulator—a radically improved type of modulator-oscillator unit—gives FM transmission outstanding fidelity and mean-carrier stability, with unsurpassed dependability and economy.

By means of simple all-electronic circuits, "FREQUEMATIC" maintains the center-frequency stability within a tolerance of plus or minus one thousandth of one per cent of the assigned value—only half of the present FCC tolerance requirement.

Remarkable noise-level reductions resulted in an actual measured signal-to-noise ratio of 5600 to 1—a level so low that Federal had to build special test equipment for its measurement.

Undistorted modulation of all audio signals between 50 and 15000 cycles is maintained, even when the transmitter is over-modulated as much as three hundred per cent by transient passages.

This outstanding performance is obtained with simple circuits and standard receiver tubes, and the equipment depends mainly on resistances and capacitances for critical and non-critical functions.

Another feature—of special interest to all broadcasters—is the extreme ease of initial alignment and operational maintenance. The unit can be completely tuned in a matter of minutes, as only two tuning operations are necessary. There are no tuned circuits in the crystal oscillator or frequency divider networks.
FM STEALS THE SHOW
orders are being filled now!

1, 3, 10, 20, 50 Kw FM TRANSMITTERS
featuring the new
"FREQUEMATIC"*

FCC GIVES GREEN LIGHT TO FM

COLUMBUS, OHIO. When the Federal Communications Commission started issuing engineering authority for new high-power FM broadcast stations, it acted wisely in the national interest both from the standpoint of the radio industry and the listening public, it was declared by Norman E. Wunderlich, executive sales director, Federal Telephone and Radio Corporation, in a statement here while attending the sixth annual Broadcast Engineering Conference held at the Ohio State University.

Not only has the FCC, by its action, started the industry in motion for the manufacture of frequency modulation transmitting equipment and receivers, but it has assured the listening public of the finest high-fidelity reception, Mr. Wunderlich stated. He added that the Commission should be warmly ap-
p}
If you don't know the meaning of "showmanship", sell a Ziegfield chorus through a keyhole. Or a radio show through a speaker that delivers half-sized impressions. Fortunately, you don't have to. Altec Lansing now brings you something that can reproduce the message of "showmanship", and does so through a speaker that delivers every dollar's worth of talent with "living presence".

THE HEART OF THE DUPLEX LOUDSPEAKER SYSTEM
A two-way loudspeaker with multiceiliner horn which reproduces the entire FM range from 50 to 10,000 cycles, without intermodulation effects or distortion. Write for technical bulletin on speaker and amplifier.

COMMEMORATING the broadcast of Robert St. John's 1000th personality sketch May 29 on Facts and Faces, NBC Monday through Friday 9:45-10 a.m. (EDT), WEAF New York has invited friends and listeners to attend broadcast. Series was started by the commentator from Long Island early in the war. Harvey Olson, program director of WDRC Hartford, has started his twelfth year with the station. Public interest program of KOME, Tulsa, Okla., How's Your Health, begins its second year on the air under auspices of Tulsa County Health Assn.

WILLIAM BARCOCK, former staff announcer at WDRC, has been appointed assistant news editor at WEBC Canton, Ohio.

C. A. F. S. A. S., for three years an artillery officer in the Army, has been added to the staff of KWK St. Louis. He served in Pacific.

PAT PATTERSON, WMT Cedar Rapids, Iowa, newscaster, has been named chairman of the Eastern Iowa Band Radio Committee of the Young Men's Bureau of the Cedar Rapids Chamber of Commerce. Sponsored by the YMB, the event is to be held in Cedar Rapids June 8.

MATT GETTINGS, former Army sergeant assigned to public relations at Fort Jackson, S.C., has returned to WJNO West Palm Beach, Fla., as news editor.

DON GODDARD, former WAHP New York newscaster, has started local newscast service on WNO New York, Mon.-Sat. 12:30-12:45 p.m.

ANDY WOOLFRIE, WMT Cedar Rapids, Iowa, farm service director, has been elected an honorary member of the Iowa Future Farmers of America for his contributions to agriculture.

FRED GREBE, WHOL Greenwood, Mass., newscast editor, has joined the National Association of Radio News Editors.

VICTOR RIESEL, labor editor and columnist of the New York Post, May 7 started weekly quarter-hour commentary on WLIW Brooklyn.

CEDRIC FOSTER, Mutual news commentator, has been awarded Navy citation for outstanding performance and service in connection with three-months' tour of the Pacific as accredited war correspondent. Mr. Foster has been joined by 86th Infantry Division Radio Splitters Assn. to attend organization's annual convention in Cincinnati in August. Mr. Foster also has been appointed to the committee on public information of the President's Highway Safety Conference to be held in Washington, D.C., May 8-10.

BILL SLOCUM JR., CBS director of special events, is now on a three and a half months' leave of absence to write a book. Gene Rider, producer-director of the CBS "In My Opinion," replaces him.

EARL GODWIN, ABC commentator, has been selected for the United Business Men's Association of Philadelphia 1946 Award for "outstanding public service to radio in the Philadelphia area. Presentation will be made May 16 at Bellevue Stratford Hotel, Philadelphia. Arrangements are being made for Mr. Godwin to make a regular broadcast from the banquet.

BILL BERNs, member of the WNEW New York special events staff, has been awarded the Bronze Star Medal for his work as master of ceremonies in Gen. Douglas MacArthur's public relations sections. Mr. Berns produced special events pickups from New Guinea, the Philippines and Japan.

FERGUS MUTCHIE, CBC supervisor of farm broadcasts, Toronto, sailed May 4 on the Aquitania for London as a Canadian representative to International Conference of Farm Organizations. He will visit agricultural areas in Great Britain, Holland and Denmark before returning to Canada, and will broadcast several times weekly via CBC shortwave to CBC networks from England.

Mail Flood Is Credited to Radio Pleas for OPA

RADIO was credited with flooding the Senate with the greatest avalanche of mail since the Supreme Court packing days. The surge began about April 24, three days after three ABC commentators pleaded with their listeners to "write your Senator" to continue OPA, according to J. W. Coverdale, assistant postmaster of the Senate.

Orson Welles, Drew Pearson and Walter Winchell on April 21 campaigned in behalf of OPA and against the House-amended OPA bill. By the following Thursday the Senate post office was swamped. The mail began tapering off last Tuesday, said Mr. Coverdale. A check of various Senators indicated that the daily mail for each ran from 500-1,000 letters and postcards, with an average of about 700 daily, about 60,000 pieces of mail per day for the Senate.

Mr. Coverdale said there was no doubt that the Welles-Pearson-Winchell campaign had been instrumental in the heavy volume of mail.

Rockefeller Is Host

NELSON A. ROCKEFEller, chairman of the Community Committee of New York on behalf of the United Jewish Appeal, will be host to representatives of local and independent radio stations May 7 at a luncheon to be held at the Biltmore Hotel, New York. Mr. Rockefeller, station managers, program directors and representatives of the trade press will discuss how radio can participate in this effort.

WAYS Baseball Club

WAYS Charlotte, N.C., is sponsoring "Knottle Gang" organization for underprivileged boys between ages of 8 and 14. Club members receive free tickets to local baseball games.
honest, wholehearted, 100 percent service to the public.

* * *

FREE AS AIR?

From The Charleston Daily Mail, April 26, 1946

The Federal Communications Commission in its latest report sets itself up as a discerning and forthright critic of American radio; and, having done that on the public's behalf, it presumes to adopt also the role of censor and regulator. It is not unfair to say, therefore, that the good it might have accomplished is more than offset by the danger it threatens.

This threat, of course, is not directed and expressed in so many words. It is suggested, however, in the warning to radio stations whose programs the Commission does not approve that their applications for the renewal of licenses will be critically examined in the light of the service they perform to the community.

On the face of it this is an appealing argument. It seems to say to broadcasters that, since they use the public airwaves which are the property of all of us, they may be held responsible to the Commission for the quality of the product they dispense. If they overload their program time with tiresome commercials and cheap entertainment to the exclusion of education and public service features, then the FCC is justified in wondering whether or not the right to broadcast should be awarded or renewed.

The fault of this theory lies in its implicit threat of censorship. The Commission denies this, naturally, but it is not hard to imagine that the right to criticize a radio station coupled with the power to deny or renew its broadcasting license might be coercively employed to influence its communications. This is censorship, and it is scarcely less effective for being devious and implied.

The Commission may be right in its opinion that the American people want an improvement in their radio fare. It is most certainly wrong in seeking to effect an improvement by federal imposition. If the Commission is uncertain about its rights and its limitations in this matter, then Congress should promptly set it right. Its present policy is a threat to freedom of speech.

Scott Interim Report

RADIO-PHONOGRAPH sales by Scott Radio Laboratories Inc., Chicago, since last February have surpassed any 18-month total in the company's history, according to announcement last week by E. J. Halter, company vice president. This, it was further pointed out, is in spite of lagging schedules of production and based on demand three times greater than anticipated.

Operators Ruling Revised by FCC

First Class License Will Be Mandatory in Station

BECAUSE the wartime shortage of commercial radio operators has been sufficiently alleviated, the FCC last Monday announced that effective Aug. 1 it will restore the higher standards previously required for broadcast station technicians [CLOSED CIRCUIT, April 29].

The Commission cancelled Order No. 91-C, issued Jan. 19, 1943, which permitted operation of standard stations by persons other than those holding first class radiotelephone licenses. A new Order, No. 91-D, puts the cancellation into effect in three months, "so that all who will be affected . . . will have ample time and opportunity to make any necessary adjustments."

A "very intensive" study of the operator situation as applicable to broadcast stations is now underway, the Commission said, with expectation that proposed modifications of the rules will be promulgated prior to August 1. Ample opportunity will be afforded interested parties to contest or suggest changes.

The Commission's action marks the close of a period which began Feb. 21, 1942, during which a series of orders was invoked to relieve a critical shortage of qualified radio station operators resulting from demands of the armed services for skilled communications personnel.

Graybar Names Morrison To New Executive Post

APPOINTMENT of Kenneth G. Morrison as assistant radio sales manager has been announced by A. H. Nicoll, president, Graybar Electric Co. Mr. Morrison is now at Graybar executive headquarters in New York, assisting J. W. La Marque, radio sales manager, in the expansion of Graybar broadcasting and radio communication activities throughout the country.

Prior to joining Graybar in April 1941, Mr. Morrison had been on the engineering staff of NBC in San Francisco for three years and had been chief engineer of KFB Berkeley, Calif., from 1934 to 1938. From 1942 to 1945, he was on leave of absence on the Manhattan War Research Project for the U. of California. Early in 1945, Mr. Morrison joined the field engineering force of Western Electric Co. and returned to Graybar later in the same year.

Call Air Express FOR HIGH SPEED DELIVERY

SAME DAY delivery between many airport towns and cities as far as 1,000 miles apart. (Less than 6 hours by air.) Coast-to-coast overnight.

SPECIAL HANDLING—special pick-up and delivery (no extra cost) promotes speed of Air Express delivery.

GOES EVERYWHERE. In addition to 375 airport communities, Air Express goes by rapid rail schedules to and from 23,000 other points in this country. Service direct by air to and from scores of foreign countries in the world's best planes, giving the world's best service.

WRITE TODAY for new Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

Air Express GETS THERE FIRST

Phone Air EXPRESS DIVISION, RAILWAY EXPRESS AGENCY Representing the AIRLINES of the United States

May 6, 1946 • Page 6
SUMMER-LONG tie-up with Cleveland Churches and playground leadership is planned by WJW Cleveland in sponsoring Junior Olympics in combatting juvenile delinquency. To be included in city's playground structure, Junior Olympics will be climax in late August by national finals in Cleveland's Municipal Stadium. Other stations in major cities of the East and Midwest have been invited by WJW to run similar plans simultaneously and to send teams for competition in finals. To be controlled by a central committee of station and civic personnel, headed by Brad Simpson, Junior Olympics will be supported by weekly schedule of programs of interest to young people and which will describe Olympic code and history of the games. Boys and girls from 12 to 17 will train this summer under playground supervision in track and field events.

KABC Promotion Plates

KABC San Antonio to publicize its musical programs has been styled to announce listening to Sunday afternoon program. Printed in brown script on cream envelope stock and backed with a stamp which describes Olympic code and history of the games. Boys and girls from 12 to 17 will train this summer under playground supervision in track and field events.

KABC Promotion Plates

KABC has prepared invitations to its first class individual mailing to customers of Frost Bros., one of two local stores handling Matcha-Belli perfumes. Printed in script on French-fold ripple finished stock, announcement invites store's customers to listen Sunday afternoon program. KABC programs and sponsors are named beneath respective items on list.

WCHS Banquet

BANQUET honoring 200 school principals and officials for their support of the WCHS Charleston W. Va., promotion of CBS "School of the Air" is to be held in Charleston May 13. An address on "The United Nations" is to be given by Quincy Howe, CBS commentator and observer at the UN Hunter College meeting. Harry Brawley, WCHS educational director, will present cash prizes totaling $232 to the three principal winners whose schools made best use of the "School of the Air" in connection with their regular curriculum. Earlier in the year WCHS awarded three trips to New York for best letters on "My Favorite School of the Air" program.

Repair Service

WPEN Philadelphia, as a service to radio dealers and repairmen, is issuing a poster which lists dial settings for stations in Philadelphia and surrounding towns, FM designations and several check-up points to be considered in delivering new or repaired radio sets. Card is intended for shop display and as a convenience to servicemen while actually repairing sets. In addition WPEN is providing a repair guide for additional labor to be fixed to home repair jobs as a reminder when additional work is needed. Labels carry station identification with a space provided for stamping serviceman's name and location.

Program Contest

CONTEST has been started on NBC early morning "Hi Jinx" program by Jim Parker, director of the show, in which contestants are asked to submit 10-word descriptions of five men whom they describe as "decoder" word finders. New Yorkers, titled "Mr. New Yorker" and sponsored by WOR, will be followed by announcer of the "Joe Palooka" program. "Hi Jinx" program will be watched by Parker's original drawing of their selection which "Hi Jinx" and her husband, Tex McCrary, at dinner, the theatre and supper.

WPEN Full Pull Test

FIFTY DOZEN nylon giveaways are being keyed into six top programs at KXY in Kansas City, as part of station's "Spring Doubles" promotion which will send a pair of hosiery to the first 50 listeners who call WCNX New York April 30 was operating as a convenience to servicemen while actually repairing sets. In addition WPEN is providing a repair guide for additional labor to be fixed to home repair jobs as a reminder when additional work is needed. Labels carry station identification with a space provided for stamping serviceman's name and location.

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Airport Act Gives FCC Voice in Deciding Whether Antenna Might Be Hazardous

THE FCC will have a voice in controversies arising over transmitter antennas or station equipment that might be considered hazards to proposed airports under an amended Federal Airport Act which passed the Senate Tuesday, 49-32, and went to the White House.

Compromise between the original Lea and McCarran bills, the Federal Airport Act appropriates $500,000,000 for new and expansion of public airports for the next seven years, beginning July 1, 1947. With States and local municipalities to provide half of funds needed, the airport program is expected to cost a billion dollars.

In formulating plans for airports the Civil Aeronautics Administrator "shall, to the extent feasible, consult and give consideration to the views and recommendations" of the FCC and "shall make all reasonable efforts to cooperate" with the FCC in "eliminating, preventing, or minimizing airport hazards caused by construction or operation of any radio station."

Should broadcasters be adversely affected by a proposed airport, they may protest to the CAA and demand public hearing. The bill provides that "any public agency, person, association, firm, or corporation having a substantial interest in the disposition of any application by the Administrator may file with the Administrator a memorandum in support of or in opposition to such application; and any such agency, person, association, firm, or corporation shall be accorded, upon request, a public hearing with respect to the location of any airport, the development of which is proposed."

Both sections were urged by the NAB, when original bills failed to protect radio.

RADIO SET OUTPUT NEAR 1940 FIGURE

SHIPMENTS of domestic radios rose to about 1,000,000 sets in March, 33% above February's 750,000 units, according to monthly report of Civilian Production Administration. Pre-war base period rate was 1,000,000 units a month.

Table models comprised 87% of March output, with only 4% consoles and 9% auto radios. Figures in base period were 68% table models, 13% consoles, 20% auto radios. Low level of console shipments is ascribed to shortage of cabinets due to tight lumber situation.
THE LAUGENFELD COMPANY
INCORPORATED
SOUND REINFORCEMENT AND PRODUCTION ENGINEERING
NEW YORK
37 W. 65 St. 23
1050 Howard St. 2
SAN FRANCISCO
LOS ANGELES
1000 M. Seward St., 38
SOUND REINFORCEMENT SERVICE
Exact Measurements of all Time
B. C. A. COMMUNICATIONS, INC.
64 Broad Street
New York 4, N. Y.
MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively
FREQUENCY MEASUREMENTS
One of the best equiped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2359
Enid, Okla.
Since 1929
TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting &
Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303
GEORGE H. JASPERT
Consultant
Broadcast Station Operations
Preparation and breakdown of pro-
gram matters pertaining to AM-FM
applications, evaluates costs,
anual operating expenses and income.
Little Building
Honokaa
Bosto, Mass.

WORTHY OF AN ENGINEER'S CAREFUL CONSIDERATION

The 201 SERIES RECTIFIERS
The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Longevan 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

THE LANGLEVIN COMPANY
INCORPORATED

SOUND REINFORCEMENT AND PRODUCTION ENGINEERING

NEW YORK
37 W. 65 St. 23
1050 Howard St. 2
SAN FRANCISCO
1000 M. Seward St., 38
LOS ANGELES

---

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg.
Washington 4, D. C.
District 2292

1929 M. A. LAUGENFELD - LOS ANGELES 26, CALIF

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AVAILABLE NOW
PRECISION TUNABLES-LOW AS
ASSEMBLED & MODULATION MANTS
REMOTE-POWER AMPLIFIERS
SONIC ENGINEERING CO.
592 Columbus Ave., New York City, N. Y.

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Roslawn Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
4409 N. St., N.W. Office-Di. 2704
Washington, D.C. Res.-Alex. 9627

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BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Nor'w'lk Bank Bldg.
Washington 14th & Park Rd.
D. C.

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GRETHAR RADIO ENGINEERING CO.
115 RODGERS AVENUE
NORFOLK, 7, VIRGINIA
Phone Norfolk 2408
Julius L. Grether - William P. Grether
CONSULTING RADIO ENGINEERS
INSTALLATION SPECIALISTS

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PROMOTION

(Continued from page 68)

manager. Programs on that day will feature music, talks and activities of interest to high school group.

WIFL Folder
FOLDER presenting information on "The Philadelphia and Suburban Town Meeting" program of WIFL. Philadelphia has been well prepared by the station. The board of advisors, topics to be considered, time and place of origination are featured in the listener promotion piece.

WOR Ad Reprints
REPRINTS are being distributed by WOR New York of trade paper advertising to show how studio conference promotes its facilities in the New York area. WOR is a feature of the media. Piece is titled "These Walls Have Ears!

Story on WJAX
STORY on success of WJAX Jacksonville, Fla., city-owned station, appears in current issue of Municipal Signal Engineer.

Promotion Personnel
WILLARD HANES, publicity and promo-
tion director of KXMO Hollywood, has resigned. BETTY HUNSON, his as-
istant, has taken over station publicity.

JAMES S. POWERS, director of public relations for Yankee Network, has been appointed to the English Council on Radio in Education.

E. P. J. SHURICK, director of promo-
tion and public relations for KCMO, Kansas City, April 24 addressed 300 advertising-
men in St. Louis on "The Uses of Broadcasting and Advertising," under sponsorship of the Kansas City Adverti-
sing and Sales Executives Club. April 26 appeared on "The Unseen Speaker" for the 600 members of the Presi-
dents and Past Presidents General As-
sembly of Greater Kansas City. Kansas City, Kansas City is glad to Wide Are Your Radio Horizons.

JEFF JENKINS, director of public relations at KMOX St. Louis, has been appointed director of "Go-To-School," a new public service. His former post is taken by J. SOULDAH JOHNSON who switched from sales staff. DAVE MOORE, KMOX publicity director, has been transferred uncturing, radio as well as for use in school and university labs.

DAN GELLERUP, for 22 years chief en-
gineer of WTMJ Milwaukee, has been
appointed chief engineer of Wisconsin Broadcasting System Inc., holders of a construction permit for a new 50,000-watt daytime station on 1510 kc with new plant in Milwaukee (WFXL). Mr. Gel-

RICHARD RIGGERS, consulting engi-
eer, has been ap-

CHARLES H. GIRT, has returned to
WHBC Canton, Ohio, as chief engi-
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KXA Staff Continuing Under Its New Owners

STAFF of KXA Seattle, Wash., remains virtually unchanged, following the recent transfer of ownership to Universal Broadcasting Co. [Broadcasting, April 1].

Florence Wallace continues as general manager of the station. Miss Wallace joined KXA in 1931, going from KJR Seattle and the old KPCB (KIRO), in that city.

Rod McArdle also continues as sales manager of KXA. Mr. McArdle first joined KXA in 1931, transferred to KOL Seattle for three years, then went to Alaska to install special weather transmitters for Pan-American Airways. He was then associated with several stations in Montana and Idaho before going to KXXO Aberdeen, Wash., and finally returning to KXA as sales manager.

Chief engineer of KXA is John Dubuque, with the station since 1940 after being with KTW Seattle since 1936. Special events and programming director of KXA is Scott Seifert, who joined the station in 1945 after serving at KOA Denver and KOMO Seattle. KXA news director is Leonard Beardale, one-time program director of KNY Juneau, Alaska, and announcer at KIRO Seattle.

BOURJOUIS Inc., New York, on May 4 changed title of “Listen to a Love Song,” CBS Sat. 7:30-8 p.m., casting songs by Tony Martin, to the “Tony Martin Show.” Agency is Benjamin Sennberg Co., Inc., New York.

Radio Over-Commercialized, According To WLS Poll of Future Farmer Youths

COMMERCIALS were condemned by another group last week when members of the Future Farmers of America Assn., queried by WLS Chicago, stated that radio is becoming too commercial.

Twenty-eight of the 40 members, all between 14 and 18 years of age, when questioned on how much commercial they would take, replied, “We resent any commercial interruptions.” Thirty-four of the group felt an opening and closing announcement should be sufficient for the sponsor to sell his product.

Although they were against too much commercialism in radio, they were unanimous in their support of the American method of broadcasting. As farmers they placed weather first; markets, second; and news, third in importance on their listening schedule. As non-farm listeners they placed entertainment first and news, second. Twenty-six of the youths preferred singing commercials over 100-word straight-talk announcements.

Straight News Chosen

Ancient news—21 to 9 said they preferred factual reporting over the commentary form, because it afforded them the right to weigh it and draw their own conclusions. Others showed preference for dramatization and on-the-spot coverage. One future farmer inquired, “Why can’t stations give us more constructive agriculture programs at popular hours of the day?” Another was of the opinion that more accurate weather reports should be made available.

All had given enough thought to television to have an immediate answer ready for the question of how much they would be willing to pay for a television set. It must be fairly well perfected before they buy. Then they will pay as high as $225. Popular price was $150.

Boys questioned were winners of the third annual Prairie Farmer-WLS-FPA Award Trip to Chicago.

Holbrook Promoted

ROBERT D. HOLBROOK, former executive vice president of Compton Adv., New York, has been elected president of the agency. Richard Compton, former president, has been elected chairman of the board in a move designed to “free his time so that he may spend more of it working side by side with clients and working hand in hand with art, copy and merchandising people.” Previously with the General Foods Corp., Mr. Holbrook joined Compton in 1933. He recently returned to the agency after serving as a lieutenant colonel in the Army.

ASCAP Board

ASCAP board of directors, New York, on April 30 reelected the following officers of the society for another year: Deems Taylor, president; Gustave Schirmer, vice president; Oscar Hammerstein II, vice president; George W. Meyer, secretary; J. J. Bregman, treasurer; Donald Gray, assistant secretary. Ray Henderson was elected assistant treasurer, taking over the former duties of Irving Caesar.

In the Utah market

The Station That Does Things

Telephone Longacre 3-1800

Parlor Radio Company
103 West 43rd Street
New York 18, N.Y.

Page 72 • May 6, 1946
Dannet Named VP

EMANUEL DANNETT, who has served as counsel to Mutual and WOR New York, and who is also a director of WOR, has been elected vice president and general manager of Publix Shirt Corp., New York.

Rad Nett has also been labor relations advisor to R. H. Macy & Co., Springfield, Mass., as agency.

Regional Service

The Peabody Award for outstanding public service went to WHAS Louisville, WOR New York, and WHAS receiving special citations.

Church Series Cited

NATIONAL Assn. of Evangelicals at its 1946 session just concluded at Minneapolis, has voted the national program of the Assemblies of God Church in Songo as the radio program of the greatest merit on the air. Transcribed series is broadcast over 103 stations Sunday with Radiozark Enterprises of Springfield, Mo., as agency.

Three Outlets Ask Control Transfers

APPLICATIONS for consent to transfer control or assignment of licenses of three stations were reported by the FCC last week. It was also learned that negotiations have been made for transfer of WWSW Pittsburgh, which is controlled by the Post-Gazette.

Other buyers are Frederick O. Blackburn, vice president of Union Pac., Pittsburgh; Archie Lee, chairman of board, D’Arcy Adv., St. Louis; Noah M. Dixon, president of a Springfield investment firm; Louis F. Gillespie, a conditional FM grant to WTAX would also be transferred. Included would be 49.2% interest of Gladys M. McCrew and Mrs. Bill M. Worden, Jr.

License of KIDO Boise, Ida., and a new station, WPO, Portland, Ore., signed by George Phillips (doing business as radio station WORP, Arlington) and KIDO Inc., a corporation she controls.

License of KIOO Tulsa by W. G. Skelly to a group including Oliver J. Kellogg, president and director of programs, Mr. Skelly Oil Co., which he owns.

Two program and production managers meetings arrangements by NBC, first of which was held Feb. 15-16 in New York for the eastern stations, and the second in Los Angeles April 4-6, for West Coast affiliates.

WSW on Air

WSW, new local station in Pekin, Ill., is now in regular operation following inaugural broadcast April 21. Outlet, operating 250 w full-time on 1140 kc, is under the general management of W. Kenneth Patterson, who owns WSW in partnership with Emil Prandoni, chief engineer, and George C. Udry, comptroller for the station.

Gofrey in Hospital

ARTHUR GODFREY, CBS star, was in a New York hospital for a physical checkup after taking ill on April 29, will not return to his two CBS morning programs until he recovers. Joe King, heard on WABC New York, Monday through Saturday on the Reveille Show, 5-6 a.m., substituted for Mr. Godfrey on his WABC early morning program while Joe King continues early morning show.

AER Elects Officers

NEWLY elected officers for the Association for Education by Radio were announced May 2 at the executive committee meeting in Columbus, Ohio. Kathleen Nichols Lardie, assistant supervisor of radio, Detroit public schools, was elected president; Jennings Pierce, director of public service, NBC Hollywood, first vice president; William Ladd, director of radio, Seattle public schools, second vice president; Gertrude D. Beaupre, assistant director of Education, Washington, secretary; and George Jennings, assistant director, Radio Council, Chicago public schools, treasurer.

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that there would be no changes in management of the properties other than the retirement of the present officers.

The ABC announcement said King-Trendle would become a wholly owned subsidiary of ABC, and that WXYZ and MRN would be retained, but "because of the regulations of the FCC limiting in certain cases the right of a network to own stations in the light of local conditions, Station WOOD will be sold." With WXYZ, ABC will expand the number of its owned and operated stations to five. It now owns WJZ New York; WENR (half-time) Chicago; KECA Los Angeles and KGO San Francisco. All are clear channel stations except KECA and WXYZ, which are 5,000 watt regionals.

King-Trendle was formed in 1930 with the purchase of the then independent low-power outlet was about $250,000. Before their entry in the broadcast field Messrs. King and Trendle had been associated since 1910 in the motion picture theatres in Michigan, sold in 1929 to Paramount for something over $100,000.

WOOD was first leased and later purchased by King-Trendle. Michigan Network was formed in 1933. Mr. Trendle, known nationally as the originator of The Lone Ranger and The Green Hornet, has been the guiding spirit of King-Trendle's program development, while Mr. Campbell was largely responsible for its commercial development. Mr. Trendle was attorney for Arthur Caille, then associated with Mr. King. When Mr. Caille died, Mr. Trendle became a partner in the venture and its managing director.

Mr. Trendle directed the operations of the broadcast business from an annual gross of $166,000 in 1931 to nearly $2,500,000 in 1945. Mr. King moved some years ago to upper Michigan where he built and operates a resort hotel and retired from active radio interests.

Mr. Campbell joined King-Trendle in 1930 as a member of its sales staff, leaving the Detroit Times advertising department to enter radio. Six months later he was named general sales manager and in 1938 became general manager and subsequently a stockholder. He initially sold The Lone Ranger as a network program, and later syndicated it—one of the stations initially sold. He became general manager of MRN upon its formation, and since 1933 has directed King-Trendle's radio operations in all fields. He is chairman of the ABC Planning Committee, and will continue to be associated with Mr. Trendle in the program syndication ventures and in FM and television projects as well as contemplated station operations.

PUBLIC SERVICE award to G. Richard Shafo (I), general manager of WJZ. Mr. Shafo was conferred by J. A. Gresham, district information executive for the Office of Price Administration. Citation was for "meritorious service in the public interest" made to WIS in appreciation for your devotion to your country's needs expressed in your contribution of radio time and personnel efforts to the price control and rationing efforts." WIS is an NBC outlet.

OPA Grants Boost Of 20% on Tubes
Agency Suspends Price Control On Complete Fax Sets

TUBE PRICE increases designed to return to the industry 25% additional revenue over 1941 levels on all its sales were announced last week when OPA increased manufacturers' ceiling prices for radio receiving tubes and allied special purpose tubes. Current factory costs, including higher wage rates make the increase necessary, said the agency.

Also announced last week was the suspension of price control from all complete items of facsimile, telegraph and teletype equipment and carrier current equipment and their parts.

Consumers Not Affected

Consumer costs for replacement tubes will not be affected, said OPA, although an increase factor was given for tubes sold as replacement parts as well as those sold as original equipment.

For sales of tubes to resellers for replacement purposes, a 20% increase factor was given manufacturers over March 31, 1942, at which time maximum prices for these sales were frozen.

For all other sales of tubes, including those used as original equipment, OPA is granting a 27.5% increase over March 31, 1942, levels at which price ceilings were frozen prior to September 1945. At that time, OPA granted manufacturers of original equipment tubes a 10.4% increase. Consequently, most recent increase issued last week actually raises current maximum prices for tube sales only 15.5%.

Sell Under Our Names

The action also permits brand owners, such as large mail order firms, selling tubes under their own brand names, to use the same retail price ceilings as all other sellers at retail.

Third action taken by OPA last week affecting the radio industry was an increase factor in prices for manufacturers of radio transformers used on power circuits and vibrators. Increase is from 16.1% authorized Oct. 19, 1945, to 19%. At the same time, OPA granted manufacturers of audio transformers with fixed iron cores and choke coils with fixed iron cores a 28% increase factor to replace an increase factor of 16.1% previously authorized. Resellers are permitted to pass along the increases to consumers.

To cover approved wage and allowable cost increases granted since the first of the year, increases in ceiling prices for producers' sales of brass mill products (used in radios) averaging about 1.3 cents a pound were also allowed, with increases passed on.
Petrillo

(Continued from page 15)
not agreeing with their later deci-

sion," the music ear told his sub-

jects.

Contends AFM Position Just
He contended the AFM was "in a just position all the time" be-

cause FM "employs separate an-
nouncers and engineers to do fre-
quency modulation only." He posed
the question: "Why should they em-
ploy musicians in the same man-
ner?" He charged the "radio
people" want to use musicians on AM and "transfer the same pro-
grams over FM without any extra charge or extra men. This we main-
tain is a dual job for one scale."

The Lea Act forbids the use of "express or implied threat of the use
of force, violence, intimidation,
or duress, or by the use of express
or implied threat of the use of other
means, to coerce, compel or
constrain or attempt to coerce,
compel or constrain a licensee to
employ more persons than needed
or to pay more than once for serv-
ices performed. The law also for-
brates interference with foreign
broadcasts.

Mr. Petrillo expressed the view
that the AFM International Execu-
tive Board ruling against duplica-
tion of musicians' services on FM, is "sound until such time as the
radio people have something better
to offer, or can convince us that
we are wrong. So far they have
done not do so."

His article pointed out that mu-

sicans helped to build radio into a "two - hundred - million - dollar-a-

year business" but implied that
musicians got no credit for it. "So
now we take the position that if
they want to build FM instead of
AM, to further increase their two-
hundred-million-dollar-a-year busi-

ness, increased employment of
musicians is only fair and just." His
article on FM was introduced with
the statement that "FM is the suc-
cessor to AM."

As for banning the use of union
musicians on "television in any
form," Mr. Petrillo said there'd be
no AFM members playing for video
"until we find out exactly where we
stand."

Mr. Petrillo said: "I believe it
necessary to give an explanation of
the Executive Board's action" which ruled out performances by
any member for television. The ac-
tion to which he referred was taken
in February 1945.

Liking the advent of television in
the radio field to that of sound in
the motion picture industry, Mr.
Petrillo said that 18,000 musicians
became unemployed "almost over-
night" when Vitaphone and Movie-
tone were installed in motion pic-
ture theatres which previously had
hired staff orchestras or musi-
cians.

"The American Federation of
Musicians is determined to avoid
a repetition of that tragic experi-
ence," said Mr. Petrillo, "and un-
til we find out exactly where we
stand ... we are not going to ren-
der services in the making of televi-
sion."

A fortnight ago, Mr. Petrillo con-
cluded an agreement with motion
picture producers that no films
with music would be distributed for
television use. That agreement,
plus the new outburst by the boss
of the nation's musicians provoked
the New York Times on May 2 to com-
ment:

"A few days ago James C. Pe-
trillo decreed that films cannot be
used for television. That was just
as if the International Ladies' Gar-
ment Workers Union had passed a
resolution that suits cannot be worn
by red-headed women. As if this
were not a sufficient demonstra-
tion of power, however, Mr.
Petrillo has now gone on to forbid
any member of his musicians' union
to work in television at all—until
he sees what the effect of tele-
vision will be on the radio business."

The demonstration that Mr. Pe-
trillo "can keep a whole industry from
developing if he feels like it," said
the Times, emphasized the
necessary for a fundamental change
in Federal labor laws "which put
so much irresponsible power into
Mr. Petrillo's hands."

In further explanation of the
February 1945 ban against tele-
vision music, Mr. Petrillo wrote:
"Television in many respects is similar to moving pictures. Execu-
tives of broadcasting and picture
industries are holding conferences
as to the use of moving pictures in
television. Of course the Ameri-
can Federation of Musicians can-
not permit any moving pictures made with the services of our mem-
bers, for theatres, to be used for
television."

"Television is not going to grow
at the expense of the musicians. As
television grows, the musician is
going to grow with it, or we are
not going to assist in its develop-
ment."

In the same issue, the Interna-
tional Musician carried an editorial
apparently written before the
Lea Act passed the Senate, declar-
ing: "The Lea bill should never
become a law and if it does, will be
a most serious threat of employ-
ment opportunities to the industry
as well as in many other crafts."

The editorial said the law was
"aimed at undermining labor in
general by first undermining the
American Federation of Musi-
cians." Referring to the Confer-
ence Report, which was adopted
whelmingly by both the House and
Senate, the editorial commented:
"True, here and there the report
exhibits a paternalistic attitude to-
ward the membership of the Fed-
eration of Musicians (an attitude
so closely resembling the fascistic
as to be indistinguishable from it),
but in the very same breath it vitili-
ges this Federation's leadership,
a leadership, be it remarked, that

FCC Inroads, Music Problem
To Be Studied by NAB Board

CAMPAIGN by NAB to combat
FCC encroachments on freedom of
speech and steps taken to set up a
working arrangement with the
AFM, will top a long list of indus-
try topics coming before the
NAB Board of Directors' meet-
ing May 6-8 at the Statler Hotel,
Washington.

The music problem rose to a
peak last week when AFM's presi-
dent, James C. Petrillo, reaffirmed
his operating policies for the
union's locals despite passage of
the Lea Act. These will come be-
for the board, as well as before the
Industry Music Committee which
meets May 9 at the May-
flower Hotel, Washington. The com-
mitee represents all elements of
the industry and was appointed last
December to act as an advisory
body.

In its discussion on FCC pro-
gramming controls the board will
have before it a resolution adopted
last Tuesday by District 5, meet-
ing at Pensacola, Fla., in which
self-regulation is advocated to
those very members themselves
have chosen." Rep. Vito Marcan-
tonio (AL-N. Y.), who opposed
the bill on the House floor, was quoted extensively.

When you buy NBC
-be sure you get

KOH

SERVING ISOLATED AND WEALTHY
WESTERN NEVADA

One hundred thousand people in KOH's primary
area depend on KOH for radio service. During
the summer months the Lake Tahoe recreation area,
where KOH is the only station heard consistently,
adds thirty to fifty thousand more listeners to this
figure.

KOH—Reno, Nevada.
Established in 1928.
A McClatchy Broadcasting Company
BEEELINE STATION.
1000 watts — 630 kilocycles.
National Broadcasting Company.

Page 75
Recoding

(Continued from page 16)

commentators' programs for broadcast over the full network.

The amended rule reads,

Sec. 16.6 Subsequent broadcasts—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be identified by appropriate announcement at the beginning and to the extent set out below.

(a) Each such program of longer duration than 2 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; provided, however, that the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 2 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

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

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification, theme music of short duration or identification of the sponsor of the program, no announcement of the mechanical record is required.

(e) The exact form of identifying announce ment is not prescribed, but the language shall be clear and in terms commonly understood and used. A license holder shall not attempt affirmatively to create the impression that any program originating by mechanical reproduction consists of live talent.

FUNERAL SERVICES FOR MARTIN WHITE

FUNERAL SERVICES for Martin (Matty) A. White, assistant to the chairman of the Federal Trade Commission and director of public relations, were held Thursday in Washington. Burial services were held Friday at Kent, Conn. Mr. White, 70, died Tuesday night at his home in Washington after a heart attack.

Born in Lake County, Ill., he joined the Chicago Tribune in 1900 as a reporter. In 1910 he joined the AP in Chicago bureau, later transferring to New York where he became AP general news editor. When he resigned that post in 1931 to become associated with the Hearst enterprises as assistant general manager of INS, Universal Service and King Features Syndicate, he was succeeded by Byron Price. Later wartime head of the Office of Censorship and now executive vice president of the Assn. of Motion Picture Producers.

He left the Hearst organization in 1943, because of illness, and the next year accepted the post with FTC. The Commission will appoint his successor. Nick M. Casey is now assistant director of public relations.

Mr. White is survived by his wife, Mrs. Nanny Springer White, and a daughter, Mrs. Merrell R. Bailey, both of Coralville Bridge, Conn.; a son, John Springer White, of Huntington, Long Island, and a brother, Thomas J. White of Chicago.

WITHDRAWAL by Mexico Makes 1340 kc Available in Texas

TO AFFORD opportunity for standard applicants in the El Paso, Texas area to amend their applications, the FCC announced last week that 1340 kc is available by virtue of withdrawal by Mexico of a priority on the frequency.

Availability of 1340 kc was announced in a Public Notice issued by the Commission, a departure from the usual procedure of sending out such information to a list of radio lawyers and engineers. Present demand for frequencies is understood to have prompted the Commission to make such availability public.

The Commission had been notified in 1943 that Mexico intended to use the local channel for a station in Ciudad Juarez, just across the border from El Paso. This notification, it was explained, gave the neighbor country priority at this location as there had been no applications from the U. S. for the frequency at that time.

Subsequently, three applications for use of the frequency were received from El Paso but in view of the Mexican priority the applicants filed amendments, two seeking secondary stations on clear channels and one a local. Later a fourth applicant filed for a secondary station. Three of the applications have been set for hearing.

Under the North American Regional Broadcasting Agreement, signatory nations may use all regional and local channels, subject to power limitations and standards for prevention of objectionable interference. The Agreement provides that notification be given of authorizations of new stations and that first notices of use of a frequency comply priority. However, the priority becomes invalid if the station does not begin operation within a year of notification, except where circumstances interfere with construction in which case an extension may be granted.

Applications for new stations in El Paso are: El Paso Broadcasting Co. and Del Norte Broadcasting Co., both seeking 1560 kc, 500 w night, 1 kw day; Sunland Broadcasting Co., which had withdrawn its application for 860 kc, 500 w night, 1 kw day, but has filed for reinstatement with change to 1490 kc, 250 w; and Seaman & Collins, which has filed to amend its application from 1490 kc to 1340 kc immediately following the notification by Mexico.
Industry Self-Regulation Is Proposed

NAB 5th District Hears Plans for Continuing Improvement

INDUSTRY self-regulation for the continuing improvement of the American radio system was proposed by the NAB 5th District (Ala., Ga., Fla., P. R.) at its meeting April 29-30 at the San Carlos Hotel, Pensacola, Fla. The district also proposed that the industry, through NAB, petition Congress "for definitive legislation, defining and limiting the powers of the FCC." Indignation ran high among district members over the unfairness of the FCC's Blue Book indictment. Their resolution protested the "unjust presentation" of station practices.

Resolution

The text of the resolution follows:

1. It is the belief of the members of the 5th District of NAB that the publication and circulation by the FCC of the book entitled "Public Service Responsibility of Broadcast Licensees" is dishonest and an unjust presentation of the practices of broadcast stations in general throughout the United States, that the specific case examples cited in the publication in no way justify control of program content by the FCC; that the 5th District requests the NAB to proceed as quickly as possible to prepare and publish a Committee to Conserve necessary amendments to guarantee freedom of radio as well as freedom of the press in an effort to maintain the essential freedoms in the only democracy left in the world.

2. That the FCC board establish a working committee of the industry self-regulation, for the continuing improvement of the free American system of radio, and limiting the powers of the FCC.

President Justin Miller discussed the Blue Book and its impact on the industry, reviewing developments in the Blue Book and its impact on the industry's plan was opposed by the 5th District requests the NAB to amend its proposal.

"The Oscar idea is slated for discussion at the NAB board meeting in Washington May 6-8. It had been considered at the Los Angeles board meeting in January but no action had been taken on the ground that the project was too costly and ambitious. The Oscar idea is slated for discussion at the board meeting in Washington May 6-8. It had been considered at the Los Angeles board meeting in January but no action had been taken on the ground that the project was too costly and ambitious. Other resolutions called for support of the NAB's BMB and BMI; suggested

Daylight Saving
(Continued from page 17)

Van Eten, coordinator of sales for the ABC Central Division, said dropping service to WCFL did not "materially" influence Chicago ratings, since WLS has a "considerable" audience in the city as well as its farm area.

ABC Negotiation

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cases the Red Cross reported that 1,000 local stations throughout the U. S. presented Red Cross talks, announcements, recordings and special features every day throughout the campaign. An example was WOR New York, which carried 45 Red Cross announcements and features on Radio Day, in addition to the scheduled Mutual network programs. In the next 30 days WOR made 50 station break announcements in behalf of the Red Cross. Virtually all other stations did likewise, according to the Red Cross.

Many advertisers are devoting more than their allotted time for public service campaigns. To provide them with material the AC issues fact sheets on each campaign and bi-monthly bulletins. In cooperation with the NAB, the weekly schedule of regular allocations is published in the NAB Bulletin. Surveys indicate that the various forms of public service messages are delivered as short announcements, as personal messages by the stars, or as integrations in the dialogues of the networks, the AC report said.

"Looking back over this performance of our first three months, the Radio Division believes that certain elements of the combined operation are emerging in constantly clearer perspective," said the AC report. "The Radio Allocations Plan—network and national spot—appears to be a fruitful amalgam of differing but combined interests—the interest of radio advertisers and the radio networks in assisting projects important to the American community; the interest of the public in realizing that America's business is socially-conscious and aware of its responsibilities; the interest of public and private agencies in the necessary effective impact obtained from the orderly and coordinated presentation of basic facts."

Drives in 1946

Following 18 national campaigns and their respective listener-impressions were reported in the first three months this year by The Advertising Council:

- Red Cross, 613,000,000; Economic Stabilization, 435,233,000; Homes for Veterans, 623,755,000; Savings Bonds, 331,740,000; Clothing Collection, 324,440,000; Hospital Auxiliary, 129,120,000; Veterans' Affairs, 622,900,000; Fat Salve, 322,679,000; Hospitals Need Help, 185,157,000; Merchant Marine Recruitment, 150,675,000; Housing Shortage, 152,143,000; Women's Forestry, 84,875,000; Income Taxes, 425,825,000; Brotherhood Week, 17,170,000; Veterans' Information Aids, 59,800,000; Campfire Girls, 4,800,000.

Following are the public service campaigns scheduled in the third category by The Advertising Council Radio Division:

- Network Allocation Plan—Merchant Marine Recruitment, Savings Bonds, Fat, Salvation, Veterans’ Aids, Stop Accidents, Clothing Collection, Our New Army, Economic Stabilization, Homes for Veterans, Veterans’ Information Aids, Housing Shortage—Boom or Bust?, Hospitals Need Help, Red Cross, Income Taxes are Due March 15, Prevent Forest Fires.

- National Spot Plan (15 campaigns)—Stop Accidents, Merchant Marine Recruitment, Veterans’ Aids, Hospital Collection, Savings Bonds, Our New Army, Fire Salve, Homes (Of) Veterans’ Affairs, Economic Stabilization, Veterans’ Information Aids, Housing Shortage, Himalayas, Women’s Forestry, Income Taxes, Red Cross, Highway Safety, Women’s Forestry, Campfire Girls.


- The radio advertisers are cooperating with the Ad Council in scheduling various public service campaigns on their sponsored programs:

Ad Council
(Continued from page 17)


The Nevada average of 83.7% farm radio ownership is low, in comparison with the national set ownership average of 90%, but was increased by 23% in view of the sparse, population of the state. The state data show an average of 3.45 persons per occupied dwelling.

WNBT Resumtion
WNBT New York, NBC television station, resumes nightly operations May 9 with a variety show at 8 p.m., and daily operations May 11-15 with a daily-weekly program Radio City Matins, Monday, Thursday, Wednesday and Friday, 1-2 p.m. Program will be presented in 18 regular segments each featuring prominent personalities in musical, comedy and dramatic sketches.

Census Report on Farms With Radios To Be Ready Soon; Nevada Shows 83.7%
Clear Channel
(Continued from page 18)
to which they apply. A decision on relevancy would then be made, Mr. Denny added. He said this ruling would be without prejudice to Mr. Haley's right to ask for a subpoena if the maps could not be secured voluntarily. Later, there were similar developments in connection with NBC maps.

Mr. Haley said counsel for KSL Salt Lake City had notified him that they could not provide the CBS map showing coverage of KSL since the station did not make the map and therefore “has no wit-
ness competent to offer testimony as to the manner in which they were made.”

The week was devoted to evidence by clear channel stations, with Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, leaving direction of the presentation to the stations’ respective attorneys and cross-examination primarily to Paul D. P. Spearman, counsel for the Regional Broadcasters Committee; Mr. Haley for ABC, and A. Harry Becker, PCC counsel. There were hearings Thursday, when the Commission held its weekly meeting.

To Call Lodge
At an informal conference Friday between Mr. Caldwell, Mr. Becker and Julius Brauner, CBS counsel, arrangements were made to call William B. Lodge, CBS chief engineer, to testify this Thursday on the proposal for a 200-station FM network with 1,000,000-w AM stations, offered to the Commission by CBS President Stanton.

Fourth week of the clear channel hearings began with testimony Monday morning by WHAM Rochester, N. Y. William Fay, vice president in charge of broadcasting, Stromberg-Carlson Co., licensee of the station, testified that the area served by WHAM is unusual in some respects in cultural tastes. He said the station is anxious to provide its rural and urban audiences the programs they want and would be glad to take steps to change our program formula,” if it could arrive at a decision based on “reasonable facts.”

Charles Silverson, program director of WHAM, testified that as part of its program activities the station commissions outstanding American composers to write music especially suited for broadcast. He said the station has been broadcasting educational and cultural programs over 20 years in cooperation with the Eastman School of Music of the U. of R. Rochester.

Mr. Silverson emphasized that preferential time between 6 and 8 in the evening has been given to special service programs for many years.

Tom Murray, WHAM farm director, testified that within a 100-mile radius of the station there is a population of nearly 4,000,000. Of this total approximately 1,450,000 are rural, of which 10% are farmers. He said the farm programs produced by the station have greatly benefited vegetable growers and that the station has assisted farmers in other ways.

Under questioning Mr. Spearman brought out that two of WHAM’s farm programs are sponsored. He said he “wouldn’t say” that the programs are carried because they are paid for.

“A regional station wouldn’t sell time for such a program, would it?” interposed Mr. Caldwell.

“Yes, regional time,” said Mr. Spearman.

Opening testimony for WHAS Louisville, Mark Ethridge, vice president and general manager of the Courier Journal and Louisville Times Co., licensee, said he hoped that as a result of the hearings the Commission would grant the station’s application for 750,000 w on 840 ke.

Argument Outdated
He said that with advent of FM argument that a grant of higher power would foster a monopoly no longer applies. “It could be,” he testified, “that the Commission, in granting higher power to improve service, would be handing the recipients a lemon rather than a plum.”

Commissioner Hyde interrupted Mr. Ethridge’s direct testimony to say that he doubted that the Commission has ever stated it considered absence of sponsorship as the criterion for a public service program.

“I’m glad to hear you say that,” said Mr. Ethridge.

The witness had testified that the Commission has its own standards of public service and will perhaps not agree that sports news, for instance, constitutes a public service, but I don’t know any more interest than that of a fan who wants to know how a football or baseball game came out. To me it doesn’t make any difference whether that news is sponsored or not; it still constitutes a definite piece of information which a large section of the public wants.”

Mr. Ethridge said WAVE Louisville, regional station, is not interested in covering “anything but metropolitan Louisville,” and has spent several thousand dollars in advertising to say so. To questions by Andrew G. Haley, counsel for ABC, he said he would be unwilling to limit WHAS nighttime coverage to a 100-mile radius, saying “a vast area” depends solely on WHAS for CBS programs. Mr. Ethridge said the WHAS switch to CBS affiliation in 1932 was designed to avoid duplication of programs within the area.

Monday Afternoon
Appearing Monday afternoon, Harry W. Schacter, president of the Committee for Kentucky, praised WHAS for cooperation with the Committee’s efforts to change Kentucky from a backward to a progressive state.” Questioned by Mr. Becker, he said the Commission had not sought the aid of other Louisville stations because they do not reach remote areas.

John Lair, owner-operator of Renfro Valley Enterprises, which originated the Renfro Valley of folk music, folk lore and philosophy on WHAS, said people in the remote areas are more dependent upon radio “than any other people in America and are more the result of what is given to them by radio. . . . It is up to radio to take to them what they should have; that is what the Renfro Valley program over WHAS does, and I find them very grateful.”

Charles E. Burns, religious co-coordinator of WHAS, reviewed the station’s religious programming and noted that it carries 45 minutes of religious broadcasts daily, with 3 hours and 40 minutes on Sunday.

Noon Audience
Frank H. Cooley, WHAS agricultural coordinator, said the station seeks to provide daily agricultural information “at a time to reach the greatest farm audience, which by general agreement is the noon hour.” Besides its other farm programs, he said, since 1929 WHAS has dedicated the major portion of “this very valuable time to sustaining public service programs.”

W. Lee Coulson, executive manager, said one-third of the WHAS broadcast day is in local live programming and does not use the allowable maximum of network program time. Cross-examined by Mr. Spearman, he said the CBS plan of nationwide coverage by FM networks supplemented by two 1,000,000-watt AM stations—one of which might be in “northern Kentucky”—does “not coincide with what we think is the proper thing.”

Lawrence E. Benson, of the Princeton research firm of Benson & Benson, testified regarding results of a diary survey of rural listeners in the Louisville area last December. Approximately 40 0 households returned “listening diaries” during the week of Dec. 10.

(Continued on page 80)

First in Birmingham
Since 1925
With The Programs
Listened To Most!

★ Jack Benny
★ Eddie Cantor
★ Fred Waring
★ Bob Hope
★ Fibber McGee & Molly
★ Bing Crosby
★ Red Skelton
★ Mr. District Attorney

BROADCASTING • Telecasting

Paul H. Raymer Co., Representative

May 6, 1946 • Page 79
Clear Channel
(Continued from page 79)
17 after the survey had been set up by interviews.
He said it was found that hillbilly music and religious programs are
the most preferred types of radio programs (by 26% and 21% respec-
tively); that daytime sermas, third on the list of preferred programs,
are also liked least of all (by about 25%), with classical music
and popular music next; that WHAS attracts the largest audience
over a quarter-hour period in 88% of the instances in the outly-
ing area (next station led in 7%). He said WHAS's superiority may
be due to greater appeal to rural audiences or to possibly superior
reception, or to both, and that 66% named WHAS as the station with
the best programs, compared to 15% for the next in rank.
Mr. Benson said WHAS carries
all of the 15 most popular weekday
morning programs; all but four of
the 15 most popular weekday
afternoon programs; all of the 15 most
popular weekday
morning programs; all of the 15 most popular weekday
cast, farm remote and
and their selections of homes
sampled were made in conformity
with certain predetermined con-
trols.
Tuesday Morning
Opening testimony Tuesday
morning, Wilfred W. Woods, direc-
tor of public service programs of
WHO Des Moines and vice presi-
dent and manager of WHO Radio
Enterprises, reported that during
a five-year "representative" peace-
time period (1937-41) the Des
Moines clear channel outlet devoted
32% of broadcast time to public
service programs. Asked by Com.
Hyde how he classified the rest
of WHO's programming, he said they
looked as much in the public interest
but that entertainment, for example,
had been excluded from the com-
pliation.
A 1945 Iowa Audience Survey,
he reported, showed 67.5% of Iowa
farm listeners preferred WHO for
farm programs, compared to 14.2%
for the next station. "We spare no
expense to deliver an authentic
and dependable service," he as-
serted. In one 1945 summer week
WHO aired 82 live talent shows
using 415 performers, he reported,
and weekend, covering this year
broadcast 92 with 463 performers.
"Our public service commitments
are with state, regional and na-
tional groups, rather than with
local segments, and our general
programming is along the same level," Mr. Woods stated. He reviewed
the station's public service features and outlined various projects con-
ducted by WHO in flood and storm
relief, educational, entertainment, agriculture, sports, community
affairs, wild life preservation and
assistance for the needy.
Guidance in its programming,
Mr. Woods asserted, has been se-
cured for several years through a
WHO Advisory Board of Public
Interest, composed of 40 men and
women from 17 Iowa communities
and one town in Missouri.
Mr. Woods asserted. In one 1945
session, a review of programs,
he said that entertainment, for example, "should be substantial" as
regards the response of listeners who
reported WHO as most popu-
lar.
Herbert H. Plambeck, farm de-
velopment director, said his de-
partment is "now recognized as the
largest radio farm service divi-
sion in the nation, with 18 to 30
broadcasts aired each week, pre-
pared by a staff of four employes
who devote their full time and tal-
cuts to farm programs and service.
He reviewed activities of the
farm department over the past 10
years, characterizing the WHO
farm service policy as based on
"the conviction that radio
offers a unique and outstanding opportunity
to reach a distinct service to
farm families and to all Rural
people, rural and urban, interested
in the welfare of agriculture."
With emphasis on farm news
and weather and market data, he said,
farm activities of the station have
included international farm broad-
casts, farm remote and promotion
of victory gardening, soil conserva-
tion, fire prevention, farm labor
recruitment, livestock and poultry
development and farm safety
through regular and special broad-
casts and outside projects; in addi-
tion to speeches and similar partici-
pation in agricultural affairs by
members of the farm staff.
He agreed with Mr. Haley that
responses to various WHO activi-
ties "indicate that WHO is heard
at one time or another" in most of
the states of the Union.
Tuesday Afternoon
Under questioning by Mr. Spear-
man, Mr. Plambeck said there are
about 150 farm directors employed
by radio stations, most of them full-
time men.
Leo J. Fitzpatrick, vice-president
and general manager, WJR De-
troit, testified that of 40 daytime
quarter-hour shows broadcast by
WJR from 8 a.m. to 6 p.m. during
the spring of 1944, 27 have a high-
er audience rating outside of De-
troit than in the city itself. He said
a survey in the fall of 1944 showed
WJR leading all other stations as
"heard regularly" or "listened to
most" by farm and rural families
in counties lying between the 500
microwatt and 2500 microwatt contours of WJR within the state of Michi-
gan.
Mr. Fitzpatrick said that a proj-
et promoted by the station with
the cooperation of the Army and
the Dept. of Agriculture increased
bean acreage from 563,000 acres
in 1942 to 732,000 acres in 1943.
When Mr. Spearman brought out
that the WJR schedule on Sunday,
July 22, 1945 from 2 p.m. to 10
p.m. was all network, Mr. Caldwell
objected to Mr. Spearman's "mug-
wump" questioning. Mr. Spearman
said that if Mr. Caldwell would
"keep his shirt on" he would show
that the WJR schedule represented
duplication of CBS network pro-
grams.
Questioned by Mr. Haley, Mr.
Fitzpatrick conceded that the affilia-
tion with WJR provides CBS with a
satisfactory base for competitive positioning.
Questioned by Mr. Caldwell, the
witness stated that WJR is heard
by a large audience in Canada.
At the conclusion of WJR's testi-
mony, Mr. Caldwell said he was
standing on his previous request
to recall Dr. Frank Stanton, presi-
tent of CBS, for further question-
ing. Mr. Caldwell wanted a copy of
a 200 sta-
tion FM network and 1,000,000
AM stations to serve rural areas.
Ruling on the request was deferred.
Wednesday Morning
Wednesday session opened with
testimony by Glenn Snyder, mana-
ger of WLS Chicago. Citing talent
discoveries of the station, Mr. Sny-
der listed Joe Kelly of the Quiz
Parade, Don Farrell of the "Uncle
Ezra" of the National Barn Dances,
Marion and Jim Jordan, now
known as Fibber McGee & Molly,
Troy Wons, Gene Autry, Bradley
Reed, Gene Haas, and the late
Henry Burr. He said the station
spent approximately $360,000 for
live talent in 1945.
He traced the establishment of the
station, Citizens, Red & Co. in 1924 and purchase in 1928 by
the Prairie Farmer, of which the
Agricultural Broadcasting Co.,
which is only owned subsidiary, is li-
censee.
Enunciating policy of the sta-
tion, Mr. Snyder said the operating
staff is cautioned that "if the pro-
gram is irritating or disturbing
to the listener, if it offends his
sense of decency, conflicts with his
principles, ridicules his vocation
or social status, or tends to have
a demoralizing influence on his home
environment, the entire appeal and
pursue of the program is lost."
He said the Dept. of Agricul-
ture survey revealed what the sta-
tion has long known about the
economic importance to farm peo-
ple of market and weather reports
of the needs and tastes of rural listeners for news, religious pro-
grams and old-time music.
Questioned by Philip Loucks, WLS
counsel, he said the station received
more than 1,500 letters from Florida listeners in 1943.
He said that 31% of the station's current advertising is agricultural
1944, 1945 and 1946. DI program logs for four weeks in the manager, presented an analysis of accounts. He testified that no beer, wine, liquor or cigarette advertising is accepted—network or local.

William R. Cline, assistant to the manager, presented an analysis of program logs for four weeks in 1944, 1945 and 1946. DI program logs for four weeks in the manager, presented an analysis of accounts. He testified that no beer, wine, liquor or cigarette advertising is accepted—network or local.

Arthur Moore, editor of the Prairie Farmer, said the publication goes to 360,000 farm homes in the Middle West. It was started in 1931, he said, with the outbreak of growth of an agricultural society formed to provide information to the early settlers on farming.

Questioned by Mr. Becker, he said the news policy of the magazine and the station are the same. Questioned by Commissioner Hyde, he said the sphere of the Prairie Farmer extends the coverage of the station.

Arthur C. Page, farm program director, said the station's primary interest from its beginning 22 years ago was agricultural. WLS has never had a written farm policy, he said. "It has not been necessary." He said that Dinnerbell Time, noon program of the station, has been kept intact as a farm service period for 22 years and is not for sale despite "heavy and constant pressure from commercial advertisers."

Wednesday Afternoon

Upon completion of Mr. Page's testimony, the following noon report, Mr. Loucks said additional WLS witnesses would be withheld until this week so that WLW Cincinnati could present its case on schedule despite the fire alarm which cut short the WLS testimony. (See story page 10.)

Only witness for WLW was James D. Shouse, vice president of Crosley Corp. in charge of broadcasting, who appeared despite an illness for which he has been hospitalized. Duke M. Patrick, WLW counsel, added the additional evidence probably would be presented before the current sessions are adjourned. Mr. Shouse said it is WLW's policy to provide the best possible program, and that additional evidence probably would be presented before the current sessions are adjourned.

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Mr. Shouse emphasized that the station retains control of the contents of its shows whether commercial or sustaining. From the beginning, he said, WLW has devoted "an appreciable amount" of time and effort to farm programming. Mr. Shouse emphasized that the station retains control of the contents of its shows whether commercial or sustaining. From the beginning, he said, WLW has devoted "an appreciable amount" of time and effort to farm programming. Mr. Shouse emphasized that the station retains control of the contents of its shows whether commercial or sustaining. From the beginning, he said, WLW has devoted "an appreciable amount" of time and effort to farm programming.

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**Actions of the FCC**

**APRIL 26 to MAY 2**

**BY COMMISSION EN BANC**

**AM—1340 kc**

**KAND**
Los Angeles, Calif.—Denied for hearing (after denial of the application for consent to voluntary transfer of control of WFLD, Chicago, to licensee of station KAND from Navarro Bros. Assn.)

**AM—1290 kc**

**WKNR**
Columbia, S. C.—Granted application for consent for voluntary transfer of control of WKNR, Columbia, S. C., to licensee of station WKNR, from Harry C. Wilder, professor of law, Shippensburg University, to Joseph M. Zamoiski, of Baltimore, for voluntary transfer of control of WKNR, Columbia, S. C., to licensee of station WKNR, from Harry C. Wilder, professor of law, Shippensburg University, to Joseph M. Zamoiski, of Baltimore.

**WFLD**
Baltimore, Md.—Granted application for voluntary transfer of control of WFLD, Baltimore, Md., to licensee of station WFLD, from Harry C. Wilder, professor of law, Shippensburg University, to Joseph M. Zamoiski, of Baltimore, for voluntary transfer of control of WFLD, Baltimore, Md., to licensee of station WFLD, from Harry C. Wilder, professor of law, Shippensburg University, to Joseph M. Zamoiski, of Baltimore.

**AM—1460 kc**

**KSO**
Des Moines, Iowa—Granted application for consent to voluntary assignment of license to a corporation, the chairman of the board of directors of the corporation, to be designated as a newspaper corporation, to H. W. Long, a newspaper publisher.

**AM—1490 kc**

**Bleecker**
New York, N. Y.—Denied for hearing application for new station to operate on 1490 kc 250 w, unlimited time.

**AM—1490 kc**

**Central Bcstg. Corp.**
Flint, Mich.—Denied for hearing application for new station to operate on 600 kc 1 kw, daytime only.

**AM—1540 kc**

**The Huntsville Times Co. Inc.**
Huntsville, Ala.—Denied for hearing application for new station to operate on 1400 kc 250 w, unlimited time.

**AM—680 kc**

**Joe Ramos**
El Paso, Tex.—Granted application for new FM station 680 kc 10 kw, unlimited time, to be determined.

**AM—1450 kc**

**WBOE**
New York, N. Y.—Denied for hearing application for new station to operate on 1450 kc 250 w, unlimited time.

**AM—1490 kc**

**Copper City Radio Co., Butte, Mont.**—Granted application for a new station 1490 kc 250 w, unlimited time.

**AM—1490 kc**

**WFBC**
Superior, Wis.—Granted application for new station 1490 kc 250 w, unlimited time.

**AM—1490 kc**

**Community Broadcasting Service Inc., Vineyard, N. J.—**Granted application for new station 1490 kc 1 kw, daytime only.

**AM—810 kc**

**Chesapeake Radio Corp., Annapolis, Md.—**Granted application for new station 810 kc 250 w, unlimited time.

**KCTH**
Casper, Wyo.—Denied for hearing request for an extension of time for sponsor, in the name of new station from KCTH to KYOC.

**FM—97.9 me**

**KMBR-FM**
Kansas City, Mo.—Granted temporary waiver of Sec. 3.261 of the Commission's Rules so as to permit operation of FM station only one hour per day (10 noon to 1:00 p.m.) five days per week (Monday thru Friday) for a period of 90 days, during period of transfer from the old to the new FM band.

**BY COMMISSION EN BANC**

**FREDERIC DAMRAU, M.D.**

**GRETHER**

**JOHNNY GILLIN**

**CONSULTANTS**

**OVER 20 YEARS CONTINUOUS EXPERIENCE IN BROADCASTING AM—FM**

**SPECIALIZING IN ECONOMICAL INSTALLATION OF AM AND FM BROADCAST STATIONS**

PHONE NORFOLK 2-4408

---

**THE Fred. A. Palmer Co.**

SEVENTH FLOOR UNION TRUST BLDG. CINCINNATI 2, OHIO

---

**RADIO STATION CONSULTANTS MANAGEMENT and OPERATION**

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**APRIL 29 BY COMMISSION EN BANC AM—1340 kc**

**Harry C. Butcher**
Santa Barbara, Calif.—Granted CP new station 1340 kc...
Hearings This Week

MONDAY, MAY 6, Dayton and Springfield, Ohio


Further Hearing

Syndicate Theatres Inc., Columbus, Ind.—CP new station, 1130 kc, 500 w daytime; Universal Broadcasting, Inc., Indianapolis—CP new station, 1130 kc, 500 w daytime.

Tuesday, MAY 7, Washington, D. C.

Fred O. Grimwood, Bloomington, Ind.—CP new station 1490 kc 250 w unlimited.

Further Hearing


Wednesday, May 8, Washington, D. C.


Continued on page 84
FCC Actions

(Continued from page 83)

supply revised engineering data, etc., and the amendment was accepted.

Joseph M. Viana, Woonsocket, R. I. — Granted petition requesting leave to amend application for a new FM station so as to make minor changes in engineering data, etc., and the amendment was accepted.


The Eagle-Gazette Co., Lancaster, Ohio.—Granted leave to take depositions in re application for time in a television station.

Monroe Oppenheimer, Washington, D. C.—Granted motion of Monroe Oppenheimer for admission pro hac vice of Tom Martin Davis, a licensed practicing attorney of Houston, Texas, for the purpose of representing Dorothy S. Tockey in certain depositions to be taken in Houston on May 2, by Hughes Production Div., of Hughes Tool Co.

Miami Valley Bestg. Corp., Dayton, Ohio.—Granted petition for leave to file additional information on availabilities.

Heart Radio Inc., Kingman, Md.—Granted petition for leave to amend its application for a new FM station so as to make a new transmitter of a different type of equipment, etc., and the amendment was accepted.

WDX Jackson, Miss.—Granted petition for leave to intervene in the consolidated hearing on application of WPRH and WEON to be operated as a new television station.

Woodward Bestg. Corp., Dayton, Ohio—Granted petition to allow WDCN to request to be operated on frequency 1580 kc.

The Crosley Corp., Cincinnati, Ohio—Authority granted to change power of 1 kw day, 500 kw night, on station to 1 kw day, 1 kw night.

American Communications Assn. (CIO), heretofore representative for the station's engineers, filed with the FCC its opposition to an April 23 consent which NABET won by a 11-10 vote.

The CIO organization contended that the two men, Commdrs. John Cummings and E. J. Mueller, being commissioned officers of the Navy, were ineligible to vote because they have been reenlisted in the Navy and were therefore ineligible to vote.

NABET countered with the contention that the two men, Commdrs. John Cummings and E. J. Mueller, being commissioned officers, could not "reenlist," and that actually they are being held by the Navy for technical work in which they are engaged. CIO, claims NABET, is seeking to disfranchise the CIO observers in order to win a point.

Further, NABET asserts, the CIO observers made no effort to challenge the two when they cast their ballots.

NLRB had not ruled on the objection late last week. Twenty-one engineers, all of whom participated in the election, are involved.

UNIONS ARGUE OVER WFL's ENGINEERS

DISPUTE between NABET and CIO local unions over representation of engineers at WFL Phila-

adelphia was reported last week.

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They don't have to get up early Saturday A. M.

Youngsters around Canton

LISTEN to Marty's Forty Monday through Friday before school. But on Saturdays, they won't be able to listen.

Navy engineers, who are good friends and in action to participate in his show. Long before 7:15 A. M. Saturday morning, a crowd of kids — 6 to 16 — jam the WBHC studios.

We cultivate kid listener loyalty because these young hopefuls influence sales today... will have their own market for you... get in and stay in with WBHC.

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limited hours—AMENDED: to change specified frequency from 1400 to 1900 kc, increase power from 1 kw to 10 kw, day and nighttime hours—AMENDED: to change specified frequency from 1400 to 1900 kc, increase power from 1 kw to 10 kw, day and nighttime hours.

Central Bestc. Co., a partnership com- posed of H. Ross Perkins and J. Eric Williams, Utica, N. Y.—CP new station 100 kc 250 w and daytime hours.

James M. Tisdale, Chester, Pa.—CP new station 740 kc 1 kw and daytime hours.

AM—1490 kc
Western Reserve Bestc. Co., Cleveland, Ohio—CP new station 1 kw unlimited hours.

AM—500 kc
Ralph D. Epperson, Mount Airy, N. C.—CP new station 800 kc 250 w and daytime hours.

AM—550 kc

AM—1340 kc
KIDO Boise, Ida.—Voluntary assignment of license of AM and conditional FM grant to KIDO Inc.

APRIL 30

KFQD Anchorage, Alaska.—CP install new vertical antenna and move main transmitter and studio locations. AMENDED: to specify antenna system, to change transmitter location. Install directional antenna for night use.

WOCP Boston.—CP to presently license main transmitter and install composite 5 kw amplifier to be operated as an auxiliary system. AMENDED: to specify antenna system and to close changes in antenna.

FM—98 mc
WKFY Franklin, Ky.—License to cover CP as a new standard broadcast station; authority to decide power and direct measurement of antenna power.

FM—104.1 mc
WMT Nashville, Tenn.—CP new commercial television station to be operated on channel 76. 4 kw of 15 kw and power oif: 5 kw (peak): au: 5 kw.

Applications Tendered for Filing:

AM—970 kc
Bestc. Co., Fort Worth, Tex.—CP new station 1000 kc 1 kw day and nighttime hours—AMENDED: to change specified frequency from 1400 to 1900 kc, increase power from 1 kw to 10 kw, day and nighttime hours—AMENDED: to change specified frequency from 1400 to 1900 kc, increase power from 1 kw to 10 kw, day and nighttime hours.

Radio Asheville Bestc. Co., Asheville, N. C.—CP new station 1450 kc 250 w and unlimited hours. AMENDED: to change frequency 941 to 947 kc, channel specified by FCC setting.

FM—94.1 mc
Radio Asheville Bestc. Co., Asheville, N. C.—CP new FM station to be operated on channel 234, 94.1 mc in development.

FM—100.1 mc
Coastal Bestc. Co., Inc., New Bern, N. C.—CP for new station to be operated on channel 261, 100.1 mc and 1 kw day and nighttime hours-AMENDED: to specify class of station as metropolitan.

AM—1230 kc

AM—1130 kc
Universal Bestc. Co. Inc., Indianapolis, Ind.—CP new station 1130 kc 10 kw, directional antenna and unlimited hours—AMENDED: to change antenna.

FM—94.1 mc
Capitol Bestc. Corp., Indianapolis, Ind.—CP on new FM station to be operated on 94.7 mc and coverage of 14,120 sq. mi., 1 kw, 1,622,609 and change frequency from 48.7 mc to channel 234.

AM—1400 kc
KNO Las Vegas, Nev.—CP new station 1400 kc 1 kw and unlimited hours.

KAVE Carlsbad, N. M.—CP install new commercial television station on 50 kw and 1 kw, 1 kw unlimited time, install new transmitters and studio locations.

Video—66-72 mc
The Chronicle Publishing Co., San Francisco—CP new commercial television station to be operated on channel 76. 4 kw of 15 kw and power oif: 5 kw (peak): au: 5 kw.

Applications Tendered for Filing:

KOTK Oklahoma City, Okla.—CP change frequency from 1290 to 970 kc, increase power from 250 w to 1 kw and night and daytime hours, install new transmitter and transmitter location, install directional antenna for night use.

WTAX Springfield, Ill.—Connect to transmitter. Stock of bankrupt purchased by Jay A. Johnson to Oliver J. Keller, Premiere Theatres of Chicago, Noah H. Dixon and Louis F. Gillespie.

AM—1010 kc
William L. Werner, d/b as The Sever Valley Bestc. Co., Ridgway, Pa.—CP new station 910 kc 250 w and nighttime hours.

APRIL 30

FM—Unassigned
The Fort Hamilton Bestc. Co., Hamilton, Ohio.—Modification of CP which authorized a new community FM broadcast station to change class of station from metropolitan to community to metropolitan. AMENDED to change class of station from community to metropolitan.

FM—99.7 mc
WJW 8 Firsts

With all these feathers in its cap.... no wonder WJW is Cleveland's "Chief Station." The Cleveland Press Radio Poll proved that WJW local programs topped all stations. Forty seven points against the next station's twenty six... gave WJW 8 Firsts in 19 classifications!
Help Wanted

Situations Wanted (Cont'd)

Assistant to manager: Ex-Infantry of five years experience in market and management, ready to help in developing and sales promotion for top bills. New York advertising agency and outstanding Regional Network. College degrees with ten years of public relations training, 32, married and seeking permanent assignments. Box 209, BROADCAST- CASTING.

FM broadcasters: Many new licensees creating personnel shortage. Act now. Positions available in engineering, sales, and AM experience now available. Box 220, BROADCASTING.

Young executive, ten years experience—ten years network and agency experience. Interests in managerial capacity. Prefer smaller station with opportunity for investment. Box 221, BROADCASTING.

Chief engineer, well experienced all phases, available one month. Box 229, BROADCASTING.

Chief engineer four stations, installation construction of three, assistance with engineering staff of 50 workers. Desire change to chief or chief assistant manager. Box 230, BROADCASTING.

Program director. Former New York announce, ten years experience all phases programming, needed in mountain background. Box 230, BROADCASTING.

NRC-WMAQ staff writer, age 26. 11½ years experience. Good judgment, writing, experience, supervisory, background. Box 230, BROADCASTING.

Chief engineer—nine years experience, four major college graduates, design, install, maintain, from microphone to external. Married, age 29. Box 235, BROADCASTING.

New construction permit holders—Attention! Before starting installation, a capable, experienced chief engineer in charge. I have ten years installation and design of new stations. Energetic, enthusiastic, will give complete plans. Excellent position and worthwhile salary. Box 236, BROADCASTING.

Announcing—production—continuity, five years experience all phases, excellent references, unusual background, age 32. Box 236, BROADCASTING.

Excellent sports, news and special events—theatre, play-by-play announcing. Equipment. Great opportunity. Box 237, BROADCASTING.

Chief engineer nineteen years experience, college background. Design, install, maintain, from microphone to external. Married, age 35. Box 240, BROADCASTING.

Hold first class radio telephone licensed, experienced, college degree in economics. Desires permanently large station or small station group; minimum $400. Will also consider management, Box 241, BROADCASTING.

Announcer—pleasing voice with sales background. Needs position in Detroit, WXYZ Detroit. Also on several network dramatic shows. Army acted, announced and produced shows on AFH, Armed Forces Radio. Excellent references. John Cannon, 1309 South 11th Avenue, Chicago 57, Ill.

First class license. Desires position as master of ceremonies. Experienced, reliable and available for duty at any time. Box 242, BROADCASTING.

Young married veteran desires position as radio announcer. Excellent voice and delivery. Box 243, BROADCASTING.


Wanted—Chief engineer, 16 years experience radio and TV experience. Good condition. Price $175.00. Box 251, BROADCASTING.

Program director, with FM organization. Box 209, BROADCASTING.

Non-Permanent position with expanding AM station. Excellent news, sports, sales and special events. Former for 5-10 kw high level modulated transmission transformer and power components. Irvin Willard, 1414 N. Harper Ave., Los Angeles 46, Calif. Fairchid 246 amplifier with 297 watt supply. Perfect condition. Price $150. Box 242, BROADCASTING.

For sale—500 watt RCA transmitter, complete with tubes and accessories. Will check or money order for $100.00 will do. Box 243, BROADCASTING.

Wanted to buy—One 10 kw RCA transmitter and power supply. Excellent condition. Price $150. Box 242, BROADCASTING.

Presto portable play-back. Model "L." Great opportunity. Price $171.00. Box 251, BROADCASTING.

Miscellaneous

Washington Newsman with modest capital wants to hear from young engineers interested in joining in application for 250 watt in small operation with owners doing the work. Box 251, BROADCASTING.

ABC Acquires Site

The U. S. FOREST SERVICE has approved construction by ABC of a television-FM station site on Mt. Wilson, 5,720-foot peak near Los Angeles. Beginning of project awaits favorable action by FCC. Others in position for tele- vision and FM licenses.

FOR SALE

Broadcasting Station in Mexico City. One of the oldest and best Contact W. T. FREELAND 611 Baronne St. New Orleans 13, La. Raymon 4736

READ THIS

I am sales manager 5 kw net station—market over 2 million. Experience—16 years—2 stations. Desires of responsible manager. Well known in radio and advertising circles. Tell me what you have to offer and I will contact you immediately.

Box 238, BROADCASTING
Clear Channel  
(Continued from page 81)

Shouse said, is composed of four full-time employees and two "farm personalities." On cross-examination Mr. Maley introduced three 300-line made up from sales responses, to show WLW's effective sales area at night, early morning, and early evening. They were not discussed further on Wednesday.

Friday Session

When the hearings resumed Friday, Harry Stone, general manager for WSM Nashville, testified that public service takes preference in the station's operations above any effect to make a profit. He said the station, owned by the National Life and Accident Insurance Co., showed a net operating loss of $662,639 at the end of its first 15 years of operation.

He said the station was in operation some 10 years before any reference was made on a program to the company's insurance business. He testified that in addition to an operating staff of 60, the station employs 250 full-time and part-time artists and entertainers. Talent cost for 1945 totaled $273,290, he said.

He said the BAE survey bore out the stations' belief that rural listeners preferred old-time music. WSM, he pointed out, has been surveying a 4-hour period on Saturday night for 20 years devoted to old-time music (Grand Ole Opry).

Such a program, he said, could not be continued on its present scale if WSM's farm programs were curtailed. He cited a mail map for 1938 showing 325,526 letters received by WSM from Opry listeners from every state in the nation.

He said the station has maintained a studio at the U. of Tennessee's Agricultural Extension Service in Knoxville for eight years to broadcast farm programs and that it has never offered the program for sponsorship and never will.

He said WSM carried the National Farm and Home Hour even after the Blue network was sold by NBC, though WSM is an NBC affiliate. However, he said, when WSM saw the program "being scored" last year, the station developed a farm program and canceled sponsored broadcasts to give its new show, Noontime Neighbors, a better time. He said the program will never be offered for sponsorship.

In addition, he said, the station carries three sponsored farm programs, in addition to National Farm and Home Hour on NBC.

To a question, he said the second- ary coverage is "the most important thing the station has" and that it deserves no reward.

Mr. Becker read a letter from Paul Segal of legend Smith & Hen- nessey, counsel for WLW New Or- leans, that the station would not appear at the hearings and stated that WLW was applying for 500 kw power.

Butcher Outlet Among New AM Grants

Actions Also Include Rescinding Permit
In High Point

TOTAL of 7 grants for news standard was announced by the FCC last week and one grant, made in March, was rescinded and the application set for hearing with a competing applicant.

Harry C. Butcher, former CBS Washington vice president, naval aide to General Eisenhower during the European campaign, was granted use of 1340 kc with 250 w full-time at Santa Barbara, Calif. Capt. Butcher, now on a lecture tour, is author of the best-seller My Three Years With Eisenhower. He received several offers of network executive positions but chose to return to the local broadcast field. His Santa Barbara station, which he estimated would cost $27,200, is expected to go on the air in May (Broadcasting, March 11).

The Commission, on petition of A. J. Fletcher, applicant for a new daytime station at Greensboro, N. C., withdrew its March 6 grant to his High Point (N. C.) Enterprise station at High Point on 830 kc with 1 kw. Mr. Fletcher, principal owner of WRAL Raleigh, is seeking 850 kc with 1 kw in the Greensboro application. The Enterprise, a daily newspaper at High Point, is headed by R. B. Terry, manufacturer and businessman [Broadcasting, March 11], and has applied for an FM station there. The High Point and Greensboro applications will be heard in a consolidated proceeding.

The Butcher grant and the High Point rescission were made April 26 and announced last Monday. Other grants announced Monday were for local outlets at Fitzgerald, Ga., Shelbyville, Tenn., and Lexington, Ky.

J. Paul Stone and R. M. Ware shared the Fitzgerald grant, for full-time operation on 1240 kc with 250 w. Mr. Stone, minority stockholder in WJDX Jackson, Miss., owns WJCS Independent Oil Co. at Fitzgerald and half interest in Easy Pay Tire Stores at Moultrie, Tifton and Ocilla. Mr. Ware is a radio engineer.

Shelbyville Grant

Robert W. Rounsaville, owner of WBAC Cleveland, Tenn. and 51% stockholder in WBEJ, new station at Elizabethton, Tenn., is associated with three others in Shelby- ville Broadcasting Co., an equal partnership granted use of 1400 kc with 250 w full-time at Shelbyville. WBEJ partners are J. O. Jones, principal owner of Fly Mfg. Co. and president of Eureka Pants Mfg. Co., Shelbyville; George F. Fly, minority stockholder and producer-manager of the clothing business; and Harold P. Smith, sales manager of Eureka.

The Lexington grant went to Central Kentucky Broadcasting Co., assigned 1540 kc with 250 w full-time at J. Douglas Gay Jr., half owner of J. D. Gay & Son (farming operations), Fayette County, and of Sparh & Gay Seed Co., Winchester, Ky., is president and owns 15%. Joe Eaton, commercial manager of WHAS Louisville for the last 16 years, is vice president and owns 15%. Other stockholders include Samuel Millner, an attorney at Paris, Ky., 17%; J. W. Bell of J. W. Bell & Son (farming), 12%; H. Guthrie Bell of J. W. Bell & Son, 12%; J. W. Bell Jr., an AAP veteran, 6%; Neil Cline, also an army veteran, associated with WHAS, 10%.

Three grants were announced Friday, for stations in Boston and Brockton, Mass. and Fort Smith, Ark.

Templeton Radio Mfg. Corp. received the Boston grant, for use of 1090 kc with 1 kw daytime only. The company is headed by Oscar Daniel (66.5%), who with Eli Daniel (46.6%), vice president and treasurer, is also interested in a wood-working business. Minor stock- holders include Dale Pollock, Louis Friedman, Marie Gardner and Ivan B. Newman.

BROADCASTING • Telecasting

subject to proof of performance, KWHN Broadcasting Co. was authorized to construct a new station at Fort Smith to use 1320 kc with 5 kw day and 1 kw night. All Whitestevee Van Buren, engaged in farming operations and associated with a pharmaceutical firm, is president and owns 17.5%. H. S. Nakdenin, banker and associated with Oklahoma-Arkansas Telephone Co. and other interests, owns 35%. Other stockholders include Dr. Arthur F. Hoge, Fort Smith physician and bank director L. Grant, Fort Smith attorney, who owns 10% each.

Enterprise Publishing Co., publisher of the Brockton Enterprise, received a grant for daytime use of 900 kc with 250 w at Brockton. Principal stockholders include S. H. Rich, president (25%); Charles Fuller (28.5% plus 18.4% as trustee), and Myron L. Fuller (25.04%).

Severs Station Relations

Paul R. Raymee Co., New York, has severed relations as station representative of last year's owner and WTRY Troy, N. Y. due to a difference in management. Raymee has represented stations for 13 years.

WBAL SCHOOL AID
Teaching For Future Series

WBAL Baltimore, in line with its public service programming, on May 6 begins a twice-weekly feature Teaching For a Future, in cooperation with the Maryland State Dept. of Education and the Dept. of Education of Baltimore.

Scheduled at 11-11:15 a.m. Tuesdays and Thursdays, the series is presented to make the public conscious of the importance of the teacher's position, to bring to par- ents' attention the necessity of high school graduates select teaching as a profession, and to interest young men and women in teaching, according to brochures sent to high schools in Baltimore and the WBAL area.

In addition, WBAL also sent to all schools a list of programs selected for student listening by the Radio Listening Service of the National Education Association, Federal Radio Education Committee, U. S. Office of Education, including several commercially-sponsored shows.

Maulsby Returns

GERALD S. MAULSBY, who left post of assistant to the CBS di- rector of broadcasts in March 1945 to join the OWI Overseas Branch, has returned from Germany where he had charge of the control of radio for the U. S. forces in that country, and today (May 6) rejoin-s CBS as assistant to Edward R. Murrow, vice president and direc- tor of public affairs. Concurrently, Mrs. Murrow, expanded her Lyra- naytian, former director of education for the network, becomes coun- selor on public affairs, and Robert Hudson, formerly associate director of education, succeeds Mr. Bryson as director.

May 6, 1946 • Page 87
NEW radio management consulting firm has been formed by Howard S. Frazier, for several years NAB director of engineering, and Paul F. Pentry, pioneer radio research specialist. Offices are temporarily located at 1730 I St., N.W., Washington, with phone Nat. 2174. Firm is known as Frazier & Pentry.

The firm's services are designed to assist broadcasters and prospective broadcasters in all phases of management except legal and engineering. Among the services are station management and organizational studies, program policy recommendations, program analysis and audits, advertising rate studies, market research and operating cost analyses and station appraisals.

Meers. Frazier and Pentry have a combined experience of 38 years in radio management and research experience. Mr. Frazier entered radio in 1925 at WCAU Philadelphia, later becoming chief engineer of the two-Tube station. He moved to Philadelphia-New York area. In 1934 he started a consulting engineering business, turning to station sales and management in 1937 when he was granted a CP for a station in Bridgeton, N. J. He joined RCA Jan. 1, 1942, as sales engineer in charge of Navy contracts and took the post just a bit too late. The summer he has been serving NAB on an advisory basis since last winter, when he resigned to enter consultancy practice, pending appointment of new director. Mr. Pentry for many years was NAB director of research and has served with the Joint Committee on Radio Research, RCA, NAB, and other firms. He has been active in analysis of broadcast operation as well as public attitudes and listener habits.

of circulation television would be expensive at the outset, its impact would be at least as great as this extra cost by extra sales.

Reynold R. Kraft, NBC television sales manager, reported on an advertiser using major broadcast newspapers who added a weekly television program on an eight-week test. When a survey was made, it showed that the video audience knew little, if anything, about the product as other people. Sam Cuff, manager of WABD, Du Mont video station, reported on another survey, made of 2,000 people who have had television receivers five years or more, on the use of their sets. He said 75% used their sets between 8 and 9 p.m. and 79% between 9 and 10, but that after 10 the sets-in-use dropped to 26% on Friday nights, when NBC television was broadcast.
United Fruit Switch

United Fruit Co., New York, in mid-May will expand its current spot campaign for Chiquita Banana now on approximately 50 stations to national coverage on 136 stations, tying in with Government anti-famine project. New transmissions for the 13-week campaign have been made revising the lyrics of the Chiquita song as an appeal to save oils, wheat and fats and to eat more fresh fruit and vegetables. Agency is BBDO, N.Y.

Blue Book Opinion Backed by ACLU

AMERICAN Civil Liberties Union board of directors on May 2 approved a report of its radio committee [BROADCASTING, April 29] expressing general agreement with conclusions and proposals of the FCC report on public service responsibilities of broadcasters.

"Everyone agrees," ACLU states, "that the kind and quality of program service an applicant to give is a relevant factor to be considered at the time of issuing a license to broadcast, especially if there are two or more applicants of equal strength. It seems wholly logical that the kind of service actually given should likewise be considered when a license comes up for renewal.

MEETING THIS WEEK TO MAP CAB COURSE

REPORTING that members of the Cooperative Analysis of Broadcasting are voting three to one in favor of continuing and expanding the CAB program rating service, the organization's board of governors last week announced that a general membership meeting will be held in New York on May 10 to discuss the future course of action for the CAB.

Chief question to face the members will be how to meet the cost of the operation and expanding it for which they have voted.

ABC has already withdrawn from the CAB; other networks are reported ready to do so if it continues its rating service; the networks have supplied some 40% of the organization's upkeep which will now have to come from other sources.

Time for Filing WINS Exemptions Is Extended

EXTENSION of time to June 1 for filing exceptions to the proposed decision of the FCC denying transfer of WINS New York to the Crocker Corp. was granted by the Commission last Thursday. Oral arguments, originally scheduled for April 27, were continued without date until further order.

Proposed decision of the FCC had denied sale of the potential 50,000 w station owned by Hearst Radio Inc. largely on the basis of a provision calling for $400,000 of the $100,000 purchase price to be paid for in time granted for Hearst newspaper advertising over a 10-year period. Commission held that time arrangement conflicts with rule limiting licensing period to maximum of three years.

JOINT petition filed by Hearst and Crosley asked for a 60-day extension for filing exceptions and stated that they would not be required to endorse a purchase option expiring May 1.

VIDEO WITHDRAWAL TOTAL REACHES 42

WITHDRAWAL of three more applicants from the television field brought video dropouts to 42 last week as the FCC granted dismissals to Walt Disney Productions, Los Angeles; Johnson Kennedy Radio Corp., Chicago, and WCAU Philadelphia.

Action of Walt Disney was understood to have been ascertained to a desire to experiment with high definition color television. Previously, WCAU had announced it would file an application for color in the higher frequencies.

Withdrawal of Johnson Kennedy left four applicants for the five available channels in Chicago where two stations are in operation.

As the result of withdrawals from Pittsburgh, the Commission continued without date the consolidated hearings on applications scheduled for April 25. Only Westinghouse Radio Stations and Allen B. Du Mont Labs. remain from the original five applications filed.

The Commission agreed to go in with a protest to the FCC of Radio, Baltimore, to amend its application to show a new transmitter site and other engineering changes. This application was of a station tentatively approved to be withdrawn from the original Baltimore entries in the April 29 issue of BROADCASTING. The A. S. Abell Co. (Baltimore Sun) and Hearst are the remaining applicants in the area.

CALUMET HEARING REQUEST IS DENIED

FCC stood its ground last week on its denial of a grant to Calumet Broadcasting Corp. for a new station at Hammond, Ind., refusing Calumet's request for rehearing of the case.

The Commission on March 8 denied Calumet's application, contending that principal stockholders had displayed evidenced of campaign for stock ownership and financial qualifications and that the FCC felt it could not "entrust the applicant with the duties and obligations incumbent upon licensees." [BROADCASTING, March 11]

Principal stockholders were listed as Dr. George F. Courrier and Miss Doris Keane (Mrs. William Irvin), formerly associated with WWAE and WHIP Hammond, Ind. FCC noted that WHIP went into receivership after they sold it.

In exceptions filed to FCC's denial of the application, Calumet claimed the Commission gave tacit consent to the use of a hidden microphone to record a conversation between Miss Keane and Dr. Courrier. Miss Keane said the tape will be handed to the U. S. Court of Appeals, and Rev. Val Karcz of Hobard, Ill., a minority stockholder, said he would demand a Congressional investigation of the bank as an investigation of discrimination and un-American [BROADCASTING, March 18].

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TWO CHICAGO VIDEO GRANTS AMONG FCC ACTIONS FRIDAY

FCC Friday announced proposed grants for three new standard stations, while granting one standard and two commercial television construction permits for Chicago. FCC made rain for 20 FM conditional on design, revised one conditional FM grant and approved basic engineering plans for three conditional FM grantees.

Second grant was to Frank C. Carman, David G. Smith, Jack L. Powers, Grant R. Wrathall, doing business as Idaho Broadcasting Co., for local on 1340 kc, 250 kHz power, Boise.

FCC proposes grant Frank E. Hurt & Son, owners of KFXD Nampa, Idaho, change frequency, 1230 to 580 kc, increase power, 250 w to 1 kw, move transmitter and main studio from Nampa to midway between Nampa-Buhl, subject to approval of Queen City Broadcasting Co., Saul H. Cohn, licensee of KIRO Seattle, for 1 kw local on 600 kc in Boise.

Another proposed grant is to Huntington (W. Va.) Broadcasting Corp., (James Newton, Norfolk Va., 125 sh; Flenn J. Evans, Huntington, 124 sh, and Charlene Evans, his wife, 1 sh) for local on 1450 kc, 250 kw; proposed changes for Greater Huntington Radio Corp., application for sale.

Third proposed grant was to Thomas N. Beach for new standard outlet on 1490 kc, 250 w, at Birmingham; applications of Ernst E. Forhps, Jr., trading as Patterson Broadcasting Co., and Raymond A. Patterson, trading as Patterson Broadcasting Service, for same facilities, proposed as denials.

Commercial video grants in Chicago to NBC (Channel 5, 76-82 mc) and Zenith Radio Corp. (Channel 2, 54-60 mc).

Conditional FM grant was to McClatchy Broadcasting Co., Bakersfield, Calif., (KERN) for metropolitan station. Basic engineering plans approved for three conditions: City of Jacksonville, Fla.; Louisville Courier-Journal & Times Co. (WHAS); WYK Radio-Phone Co., Oklahoma City (WYK).

The remaining final CPs Friday, following previous engineering Hearings in Chattanooga, Tenn.; KOMA Inc., Oklahoma City; the Southern New England Telephone Co., New York; Mann; Kansas City Star Co. (WDAF), Kansas City; KAAL, the George Harms Station, Fresno, Calif.; KFRA, City Broadcasting Co. (KIRO), Seattle; Evergreen Broadcasting Co. (KEVR), Seattle; Parker Blende Station Inc. (KOMO), Seattle; Oregonian Publishing Co. (KGW), Portland, Ore.; Atlantic Coast Corp. (WTOA), Charleston, S. C.; Harbenico Broadcasting Co. Inc. (WTOC), Montgomery, Ala.; Quidis & Rehme, Mobile, Ala.; Broadcasting Ore., Ltd., Portland, Ore.

NO DEBRY TELECAST

JURISDICTIONAL fight between IATSE, to which most movie newsreel men belong, and IBEW, to which all CBS technical employees, including television and camera crews belong, again halted plans of CBS to televise motion pictures of Kentucky Derby. Pictures were to have been taken at Derby Saturday and flown to New York for telecast Sunday over WCBW, with Bristol-Myers Co. sponsoring for Vitalis, through station BBDY, New York. IATSE pressure on management of Churchill Downs, allegedly brought about negotiation of permission for CBS to take pictures of race.

CHICAGO POWER RULING HITS AUDIENCE SHOWS

CHICAGO stations and networks rearranged format on audience participation shows as result of orders issued Thursday by Illinois Commerce Commission limiting use of electric power. Most office buildings furnish elevator power only 6 p.m. except in emergency. Although restriction does not affect station personnel, who are permitted to use emergency elevators, it hits some audience shows.

WBBM-CBS has no problem since main studio is on first floor of Wrigley Bldg. Minimum lighting is used. Mutual-WGN broadcasts from main floor but dropped audiences for Country, Sherry, Funny Paper Party, You're Right to Say It and Freedom of Opportunity to save light. Mutual will cancel audience for Chicago Theatre of the Air. Mutual-WGN continue audiences for Quiz of Two Cities, Mr. & Mrs., Stars of Tomorrow, and also for Those Who Whistle.

NBC-WMAQ canceled its two audience participation shows with Tommy Bartlett and replaced them with Words and Music. Audience were canceled for National Farm & Home Hour, Threopsk Hop of the Air and Manor House Party.

ABC-WENR shows can go on with or without audiences. Shows include Quiz Kids, Cur- tain Time, Teen Town, Wake Up and Smile, Sachs Amateur Hour and Breakfast Club, which returns to Chicago from New York Monday. Gene Rouse, program director of NBC Central Division, called Don McNeil, m. c. of the program Friday warning him to be prepared to broadcast with or without audience.

Television station WBKB allowing audiences between 2 and 6 p.m.

BENTON SAYS SHORTWAVE ENDS UNLESS CUT RESTORED

UNLESS Senate restores more than $9,000,000 cut from State Dept. appropriation for inter- national-information office by House Friday, shortwave broadcasting by State Dept. will be ended June 30, William B. Benton, Assistant Secretary of State, told National Press Club, Washington, Friday noon. As he spoke House was fighting down Rep. Vorys amendment to take State Dept. out of broadcasting business on July 1. House Friday afternoon defeated amendments by Rep. John M. Vorys (R-Ohio) to ban international news broadcasts Sept. 1 by State Dept. without Congressional approval.

Mr. Benton told Washington newsmen greatest opposition to State Dept.'s international information program was because of necessity of cutting shortwave. He said U. S. must make U. S. cancel overseas deal for Short Wave broadcast by State Dept. unless Congress restores $9,000,000 cut by House Friday.

PROTESTS DISMISSED

PETITIONS of Central Kentucky Broadcasting Co. and Peterson & Co., Lexington, against FCC's grant of 1 kw station in Lexington on 1300 kc, Feb. 20, to Kentucky Broadcasting Co. dismissed April 26, Commission announced Friday (week later). No reference to petition of WIL Lexington, protesting grant to Kentucky Broadcasting Co. without hearing [BROADCASTING, March 18]. Kentucky Broadcasting Co. owned partly by family of Edward F. Pritchard Jr., the present Democratic National Committee. Central Kentucky firm April 26 granted local on 1340 kc (see page 87).

Closed Circuit

(Continued from page 4)
...it's not what we THINK, but what we KNOW...

about RURAL LISTENING!

You can't "guess" when it comes to rural audiences. You can't "think" the farmer and his family like this or that program. You have to know!

And the fact that WLW does know is demonstrated by the 1945 Variety award to WLW for "Contributing To The Nation's Breadbasket."

For years, WLW has intensively studied rural listening in the great 4-state market that is WLW-land.

1. Six Years Ago the WLW Cost Allocation Study provided, among other things, the first sound estimate of the extent and nature of rural listening.

2. Three Years Ago WLW underwrote the first rural coincidental telephone survey ever made by C. E. Hooper, Inc.

3. Last Year The Nation's Station, continuing to pioneer, became the first radio station to subscribe to the Nielsen Radio Index, for factual measurement of all listening... rural as well as metropolitan.

4. This Year another yardstick is in use—a consumer panel of 3000 radio homes, properly stratified, called The People's Advisory Council.

These various studies and services have guided us through the years in our programming for the audience beyond the city limits. We have found out when they listen to WLW, and to what extent.

Result: A bigger, more loyal rural audience... an audience overwhelmingly satisfied because it is intelligently served.
Commander T. A. M. Craven, Vice President of Cowles Broadcasting Company in charge of technical operations—the man responsible for WOL’s farsighted program of engineering advances.

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by

THE KATZ AGENCY, INC.

TECHNICAL ADVANCEMENT IN TERMS OF PEOPLE

- Commander Craven measures success in terms of service to people. That’s why Cowles Station WOL is now undergoing the most extensive technical improvements seen in Washington radio in years.
- Within a few weeks, WOL’s AM “Voice of Washington” becomes five times more powerful, from a beautiful new transmitter of a new location—giving the 1,250,000 metropolitan Washington listeners as perfect reception as standard-band broadcasting can offer. WOL is the only Washington station to show major technical improvement in AM broadcasting in recent years.
- Too, WOL has been granted a construction permit for a new 10,000-watt Frequency Modulation station.
- From the very first, Cowles has been one of the foremost and one of the few staunch exponents of CBS high frequency color television. Now, amidst a general swing all over the country to the color bandwagon, WOL is the only Washington station to have applied for—and the only Washington station to have received—a construction permit for experimental color television.
- That these developments put WOL far ahead of the field technically is of much less importance to Commander Craven than the fact that they enable WOL to offer more and better service to more people through more modern media.