

JANUARY 7, 1946

PRICE 15 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio  
**TELECASTING**

WRIGHT FIELD REFERENCE LIBRARY  
AREA A

JAN 9 1946

## More than mere programs...



*Bessie Beatty*



*John Gambling*



*Uncle Don*



*Martha Deane*



*Stan Lomax*



*Alfred McCann*

PICTURED ON THIS COVER are six of the many WOR personalities whose names and voices have long been known to millions in one of the greatest listening territories on the Eastern Seaboard.

Today there's nothing particularly original about the programs that they, and many other WOR artists, conduct. But through the years their astute formulas have set a pattern that has been flatteringly aped from coast to coast.

More than their programs, however, these people personify those rare and intangible qualities which are the roots of WOR's amazingly successful

growth; i.e., a highly sensitive awareness of listeners' likes and dislikes; a degree of warmth that's as intimate as a handclasp, an alertness to the see-saw of home and world events, an immeasurable degree of honest friendliness, and an intelligent and imaginative way of presenting all these qualities.

If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these things which have made WOR so outstandingly successful in doing both.

Our address is . . .

—that power-full station

# WOR

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM





*Encouraging*

## RURAL LEADERSHIP

### WLS President Burridge D. Butler Announces Scholarships for Midwestern Girls...

Beginning in 1946, four annual \$500 scholarships to colleges or universities will be awarded rural girls in Illinois, Indiana, Michigan and Wisconsin by Burridge D. Butler, president of WLS.

The Ina H. Butler Citizenship Award, in honor of Mr. Butler's wife, will go to one teen-age leader in each of the four states. Senior girls in high schools of less than 300 enrollment will contest for the awards on the basis of scholarship, leadership, and participation in community and church activities.

WLS, under Mr. Butler's leadership, has always used its influence to encourage and assist rural youth in realizing their ambitions. Add the stimulus of the Ina H. Butler Citizenship Award to the annual WLS awards to 4-H Clubs and Future Farmers of America, to the educational programs broadcast to rural schools, numerous student round-table discussion programs, rural county quiz features in the

"This Is Our County" series.

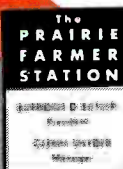
To these rural youth services add frequent weather and market reports, practical farm counsel, complete news coverage, entertainment, inspirational guidance, spot coverage of agricultural events, and immediate response to problems affecting individual, family or community, and—

The result is fifty thousand watts of genuine rural service by WLS into the hearts and homes of Midwest America.

*A Clear Channel Station*



CHICAGO 7



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

JAN 9 1946

## Pat and Mike

Van Patrick and a WPEN mike . . . that's a combination that has Philadelphia sports fans by the ears.

Patrick is a four-letter athlete, a former football star at Texas Christian, a network veteran. He made his first sportcast over WPEN less than two months ago. Already his two evening shows keep thousands tuned to WPEN. Philadelphians find a new entertainment high in his colorful and dramatic play-by-play . . . his keen analysis . . . his gripping and human inside stories of sports.

The sportcasts of Van Patrick are another of the live-talent programs put on the air by WPEN since this independent station has been owned and operated by *The Evening Bulletin*, the largest evening newspaper in America. WPEN knows that listeners in the Philadelphia area like programs with a local angle. That's why its new shows are *hit* shows.



950  
**WPEN**...the Station  
for Philadelphians  
and **WPEN-FM**—a **PLUS** value

NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**  
New York • Chicago • Detroit • Atlanta  
San Francisco • Los Angeles

PROPERTY U.S. AIR FORCE



# BROADCASTING... at deadline



## Closed Circuit

IS RADIO going west? Speculation is heard that movement of network operations to West Coast might be accelerated by recent transfer there of some important business enterprises. United Drug Co., in which Edward J. Noble, ABC president, is principal owner, already has moved executive headquarters to Los Angeles. If that works as anticipated, ABC operations—except possibly sales—might follow suit.

INCIDENTALLY, Robert Kintner, ABC vice president in charge of public affairs and news, has taken under his directive wing promotion and advertising activity of network in which he now is minority stockholder.

IF AND WHEN NAB opens branch offices in New York and Hollywood, there probably will be new faces around. Robert Pollock, recently major in Army public relations—who served under Col. Ed Kirby, now NAB public relations adviser—was under consideration for New York spot, but accepted offer as commercial manager of WSB Atlanta. Bob Cole-son, now representative of Advertising Council on West Coast, who also formerly worked for Col. Kirby when latter was chief of Radio Branch, Bureau of Public Relations, best bet for Hollywood NAB assignment if it develops.

BIG THINGS may come out of CBS board meeting, now scheduled for Jan. 9. Once again story is CBS President Paley wants to move to board chairmanship without day-to-day operation responsibilities, that Paul W. Kesten will be urged to move from executive vice presidency to presidency—and that if he again declines 37-year-old Frank Stanton, vice president and general manager, will move up.

DON'T BE SURPRISED to see group of American broadcasters, imbued with good neighbor spirit, offer to help Cuba with her broadcasting problems. Cuba wants some 20 channels above those allocated under NARBA [BROADCASTING, Oct. 8]. American engineers say Cuba could more effectively use channels she has by internal re-allocation. E. C. Page of Mutual and Raymond Guy of NBC think it's time American broadcasters share know-how with Cuban brothers.

ABOUT NARBA, preparations for forthcoming engineering conference Feb. 4 in Washington uncovered fact that not one, but virtually every signatory nation—including U.S.—has been guilty of violating agreement.

TWO CHICAGO advertising agency radio directors will move out of their jobs within next two months—one to retire, the other to seek greener pastures on the West Coast.

DESPITE RECURRING rumors, at least one of which was printed by daily New York columnist, that WNYC, New York's municipally-

(Continued on page 78)

## Upcoming

Jan. 14: FCC Clear Channel hearings.

Jan. 14: IRE, Washington Section, Potomac Electric Power Co. auditorium, Washington.

Jan. 18: FCC Hearing on Zenith petition to assign 42-50 mc band for FM in addition to 88-108 mc band.

Jan. 23-26: IRE winter technical meeting, Hotel Astor, New York.

Jan. 30: RMA Board of Directors, Stevens Hotel, Chicago.

(NAB district meetings, page 65)

## Bulletins

SO MANY CBS key engineers are out with flu that net has postponed press demonstrations of color television scheduled Jan. 7 in New York. Dr. Peter Goldmark, director of engineering research and development, said new date will be set as soon as possible. He hopes to use new Federal high powered video transmitter now being installed in Chrysler tower.

AFRA DEMANDS that Tony Pastor, scheduled to guest-star on *Teen Timers* show on NBC Saturday morning, either join AFRA or drop his speaking part, met headon Friday with an AFM order to Pastor to go on as scheduled without joining AFRA. AFRA members left rehearsal and it seemed likely broadcast would not go on Saturday, with NBC, *Teen Timers* Inc. and Buchanan & Co. agency, caught in middle of jurisdictional dispute.

SIGNING of Mutual with BMB, putting all four nationwide networks in the fold, was announced Friday in Los Angeles by Hugh Feltis, BMB president (earlier story page 66). Robert D. Swezey, MBS vice president and general manager, wired Feltis: "Count us in".

## NAB Board Tells Miller to See Petrillo

(Earlier Stories Pages 15, 17)

NAB BOARD of Directors meeting in Los Angeles Friday again directed President Justin Miller to seek a conference with AFM President James Caesar Petrillo. The Board's instruction was to renew efforts "to eliminate at the earliest possible moment the confusion now existing throughout the broadcasting industry, Government and public in connection with the use of union musicians on the America radio stations and networks."

Music situation evoked spirited discussions with individual directors opposing an appeasement policy. It was agreed the problem is industrywide. Mr. Miller has not yet arranged a date with the AFM head. Since his first overture, Petrillo has compounded the music problem by demanding staff musicians at all affiliated stations, implying threat of secondary boycott, has banned foreign music pickups.

The Board also approved action taken last

## Business Briefly

PAINT SPONSOR • Farwell, Ozmun, Kirk & Co., St. Paul (hardware) buys 13 quarter-hours on eight North Central Broadcasting System stations. Program, titled *Gilt Edge Melodies*, for Gilt Edge and Farwell OK paints, originates at KVOX Moorhead, Minn.

TWO FOR EVERSARP • Eversarp Inc., Chicago (Schick Injector Razor) has announced that its advertising campaign will be handled jointly by J. M. Mathes, New York, and The Biow Co., New York; radio plans by The Biow Co.

WALTHAM ADDS TIME • Waltham Watch Co., Waltham, Mass., will sponsor time signals on WNBT, NBC video station in New York on Wednesdays as well as Fridays, adding three time signals during athletic events and twice on non-athletic programs on Wednesday evenings to two Friday evening signals previously sponsored by company. New contract runs for 26 weeks. Agency, N. W. Ayer & Sons, New York.

FLOUR SERIAL ON 40 • Transcribed serial *The Peabodys* sponsored by International Milling Co., Minneapolis (Robin Hood flour) replaced *Let's Get Acquainted* on WGN Chicago and 40 other stations. Agency, H. W. Kastor & Sons, Chicago.

## KEYSTONE BILLINGS UP 53% FOR YEAR

GROSS BILLING handled by Keystone Broadcasting System during 1945 was 53% more than that in 1944, KBS reported last week in a review of its 1945 operations.

At the end of 1945, KBS added up the time devoted to programs which tied in with the war effort. During the 45 months of war KBS released 415,180 station hours of war-support programs, it reported.

November by Mr. Miller in forming a committee representing all segments of radio to consult on the musicians' problem.

John Shepard 3d, chairman of Yankee Network and a founder of FM Broadcasters Inc., conferred Friday with the Board on the status of FM and the manner in which NAB could best foster development of the new broadcast service. FMBI recently was fused with NAB as a separate division. The Board designated T. A. M. Craven, vice president of Cowles Broadcasting Co. and former member of FCC, to represent the NAB at the NARBA conference in Washington Feb. 4 to consider Cuban demands for additional broadcast facilities and to extend the treaty which expires next March [BROADCASTING, Dec. 24].

Board heard a report on radio music situation from Sydney M. Kaye, vice president and

(Continued on page 78)

# WTAG is proud to announce its Fifth Award During 1945



This latest addition to the long list of honors conferred on WTAG during 1945 is a First Award in the CBS Affiliated Station Program Promotion Contest. This Award is for best use of guest-critic recordings in building audience for CBS network programs, and carried a cash prize of \$1,000.00.

Other Awards to WTAG during 1945 are:

## Alfred I. Dupont Award



"for outstanding public service in encouraging, promoting and developing American ideals of freedom, and for loyal, devoted service to the nation and to the community".

## Peabody Award



"for outstanding contribution to the welfare of the community it serves".

## Variety Award



"for helping to make one world . . . blueprint for future".

## Billboard Award



"for single campaign promotion . . . regional channel".

The Awards are the result of WTAG's continued effort to provide outstanding public service and the best in programming to the largest audience.

The success of these efforts is reflected in the latest Hooper Station Listening Index, which for October and November showed WTAG with the largest share of audience in the morning, afternoon and evening, and a larger all-day average, than all other stations heard in the area combined.



**WORCESTER, MASSACHUSETTS**

Owned and Operated by the  
WORCESTER TELEGRAM-GAZETTE

**Basic CBS**

Represented by RAYMER

"by company  
the he keeps"

## Herzberg's Renews the News For the Fourth Year

Herzberg's, leading Omaha specialty store, are now starting their fourth big year of six quarter-hours a week on KOIL. They use the 10 p.m. News. KOIL has been doing a job for Herzberg's steadily for 17 years.

## KOIL News Sells Merchandise

There is a reason why Herzberg's buys KOIL NEWS year after year . . . KOIL's news audience is big (Average 9.4 Hooper) and responsive . . .

NOW

Basic American

GORDON GRAY  
General  
Manager

Represented by  
Edward Petry Co., Inc.

5000  
WATTS

Basic

AMERICAN BROADCASTING CO. . . in

# KOIL

1290  
KILOCYCLES

Omaha

## BROADCASTING TELECASTING

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IN THIS ISSUE . . .

FM High Band Issue Reopened	15
NAB Convention Set for Chicago	15
Radio Watches Communications Unrest	16
1945 Time Sales \$450,250,000	16
Clear Channel Hearings Begin Jan. 14	17
F. B. Ryan Jr. Heads Ruthrauff & Ryan	17
Legal Post at NAB to Comdr. Petley	17
Repercussions Echo After Byrnes' Report	18
12 FM and 10 AM Stations Granted	18
540 kc To Be Used by Navy for Year	20
FBIS Taken Over by War Dept.	20
Iowa Listeners Prefer Big News From Radio	24
Executives See 1946 as Best for NBC	24-D
Lend Lease Took Heavy Radio Toll	26
Meat Institute Sponsors Waring Show	34
Protests Against Open Bidding Plan Expected	56
Readability Is Key to Good Newswriting	58
U. S.-Canada Net Affiliations Reviewed	59
Incentive Pay Favored, NAB Finds	62
CAB Rate Boost Affects One Third	71

### DEPARTMENTS

Agencies	48	News	55
Allied Arts	50	Our Respects To	42
Commercial	44	Production	46
Editorial	42	Programs	54
FCC Actions	71	Promotion	53
Feature of Week	10	Sellers of Sales	10
Management	44	Sponsors	52
Net Accounts	52	Technical	50
Sid Hix	16		

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SOL TAISHOFF

Editor and Publisher

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Dorothy Young, Herbert Hadley, Leslie Helm

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ADVERTISING: S. J. Paul, *New York Advertising Manager*; Patricia Foley.

### CHICAGO BUREAU

360 N. Michigan Ave. CENTral 4115

Fred W. Sample, *Manager*; Jean Eldridge.

### HOLLYWOOD BUREAU

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### TORONTO BUREAU

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\* Reg. U. S. Pat. Office

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BROADCASTING • Telecasting





## FOR PUBLIC SERVICE . . .

Middlewestern applause for public service programs comes from a choice variety of hands.

The farmers applaud the early morning *Farm Hour* and the noonday *Farmer's Market Reporter* . . . music lovers tune regularly to the *Chicago Theatre of The Air* and the *Chicago Philharmonic* broadcasts . . . educators praise the *Human Adventure*, the *Northwestern University Reviewing Stand* and the *Chicago Story* . . . our younger audience turns eagerly to the *Citizens of Tomorrow* and *Youth Looks Up* programs . . . and all WGN listeners are treated to timely "on the spot" airings of special events and news shows.

For all-around listening pleasure, for genuine public service, for stimulating radio sales . . . the middlewestern answer is Chicago's own station, WGN.

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

**WGN**

**CHICAGO 11  
ILLINOIS**  
50,000 Watts  
720 Kilocycles



**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, Cal.

*and everywhere*





# Priscilla goes...

## Boston women follow

ONE look at Priscilla Fortescue's tip-tilted nose and you know she's a woman who has a way with women. A half-hour's listening to her Boston-built program on WEEI, and you can narrow it down to "New England women."

Priscilla's been going to market at Boston's Faneuil Hall since her pigtail days. She started learning New England customs and preferences even before then. That's what makes her good listeners also her good friends... and why they follow wherever she leads them. (They find it's fun, too.)

Sometimes, via the WEEI microphone, Priscilla and her New England neighbors visit with movie stars and celebrities. Other times they go to her suburban home and learn firsthand how she fits a slip-cover or trims a pie-crust. And when Priscilla talks about women

in the news—with typical Fortescue enthusiasm—every housewife feels that she's had a personal introduction.

So, you see, when Priscilla recently switched her time on the air from morning to afternoon (to 3:00-3:30 p.m., Mondays through Fridays), and changed her program's name from *Good Morning, Ladies* to *Listen, Ladies*, her listeners didn't hesitate. They went along *as usual*.

Sponsors went along, too. They know (from long and profitable experience) that Priscilla Fortescue leads them, by the friendly way of her WEEI back-fence, straight to the homemakers who do most of the \$1,780,164,000-a-year buying\* in the prosperous daytime primary area served by WEEI.

Priscilla Fortescue—popular creature—is surrounded by sponsors (and listeners) at the moment, but there's always a chance of participation before too long. If you'd like an introduction to her, or any of WEEI's personable personalities, call us or Radio Sales.

\*Sales Management's "Survey of Buying Power" (May, 1945) Total retail sales for WEEI's daytime primary counties.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

# 3,000 Pepsi-Cola Jingles on WWDC



Three years ago the local Pepsi-Cola distributor added a complete schedule of Pepsi-Cola jingles over D. C. radio to his already large radio budget.

Sugar and bottle shortages have caused occasional curtailments of the total budget, but the Pepsi-WWDC jingles have gone on and on and Pepsi sales have increased consistently.

Have you something to sell to the Washington market?

WWDC is your sales-producing buy.

## WWDC

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

Represented nationally by  
**WEED & COMPANY**

## Feature of the Week

WM. HAHN & CO., Washington shoe store chain, is convinced that radio can sell.

So are the Chesapeake & Potomac Telephone Co., Washington and suburban police, fire departments, WRC, Harwood Martin Adv. Agency, and assorted Washington thousands involved in the capital's worst telephone crisis.

The Hahn company, sponsoring H. V. Kaltenborn's cooperative NBC commentaries on WRC, had a hot hunch last week and decided to see just how much hold radio had on its audience. The hunch—Announce that the first 1,000 phoning the store could get \$1.35 all-nylon hose.

Details were worked out by the agency, along with Gilbert Hahn, store vice president and general manager, and Mrs. Elizabeth Morris, advertising manager. Nineteen operators manned the 19 trunks at District 6363 at 7:45 Wednesday evening as Kennedy Ludlam, WRC announcer, intoned:

"Hahns presents H. V. Kaltenborn, but first listen to this: The seven Hahn shoe stores have 1,000 pairs of full-fashioned perfect top quality all-nylon hose, one pair to a customer, \$1.35 a pair. Call District 6363 right now. Give the operator your size . . ."

To make certain, a stinger was

hung on the end: "That's District 6363 and 19 operators are on duty so if you get a busy signal, call again. Remember, these all-nylons are for sale only by phone order tonight."

Then just in case Washington women needed some extra motivation the whole announcement was repeated at the end of the program.

By that time the capital was resorting to pony express and jungle telegraph. Telephone exchanges were paralyzed. The telephone people phoned WRC and asked would they please ask people to quit calling Hahns, which had already peddled its nylons.

Gen. Omar Bradley, due on Eddie Cantor's NBC program, phoned the WRC studios from Fort Myer but couldn't get through. He appeared in time for his cut-in however. Afterward Mrs. Bradley asked if maybe she could phone in for a pair. Someone from the agency asked her size, and said he'd arrange it.

WRC put on public service announcements, asking that no more calls be made, at 9, 9:30, 9:45 (in middle of *Mr. District Attorney*) and 10, and handled a story on the 11 o'clock *Esso News*. Calls continued to come in Thursday. Some of the phoners just about seared the insulation off the wires.

## Sellers of Sales

**S**YLVAN TAPLINGER, radio director of Weiss & Geller, New York, although still a youngster, has been in the radio business for 13 years.

Born June 9, 1914, in Atlantic City, Sylvan attended school there before going to New York in 1931. He took a special publicity course at City College. Then hoping to become a "movie mogul" he started at Paramount Theatre in New York as an usher. Three weeks later his feet gave out, and Sylvan decided that was not the way to success.

Instead he became the assistant to the buyer of Moe Levy & Sons, a chain of men's clothing stores. It wasn't until 1932 that Sylvan broke into radio. He joined the publicity department of CBS doing a special four-month research job. When that was completed he was with Flexible Record Co.

A year later Sylvan rejoined CBS as assistant to the photo editor. In November 1933 he was promoted to associate director of program operations.

Sylvan stayed with CBS until 1937, when he became producer and writer of the *A&P Bandwagon*, starring Kate Smith on CBS. That fall, when General Foods became Kate's sponsor, he continued as writer and producer. In 1940, when *Kate Smith Speaks*, her daytime show, went on the air, he also took over the writing of the show.

In 1942 Sylvan joined the Army. He was put in charge of programming of Armed Forces Radio Service in New York. He produced, wrote and was even a sports broadcaster on AFRS.

Early in 1945, Sylvan was released from the Army and freelanced as a producer and director for a few months. In October he joined Weiss & Geller, where he is now in charge of the radio

activities of the following accounts: Rensie Watch Co., Nedicks, Columbia Pictures and Ehlers Coffee.

Sylvan is married to the former Myra Auslander. They have one son, born Dec. 17.



SYLVAN

**SELL  
PROFITABLY  
WITH**

# WDEL

**Wilmington  
Delaware**

**coverage!**

in a consistently prosperous industrial and agricultural area—Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

**5000 WATTS**  
day & night

**listener loyalty**

—this station carries all the popular NBC programs—builds interest with effective local programming.

**NBC BASIC  
STATION**



Represented by

## RAYMER





## Industry, Oklahoma

Announcement has recently been made that 35 out of 44 Army-Navy "E" awards made in the entire State of Oklahoma were awarded to firms in the Tulsa market area! This proves you can be sure of one thing — Oklahoma industry is concentrated in the Tulsa market area!

To break down the figures further, 23 of these awards were made to industry located in the City of Tulsa proper! And, most important of all, only 5 of all Tulsa area awards went to *war* industries — all others went to established peace-

*time wage-producing* industries which were doing important war work and doing it so well that Army-Navy "E" awards were the result! Those industries are now in full scale peacetime production creating consumer goods and payrolls!

When *you* are planning a campaign for *your* product, sell it in *Oklahoma's greatest market* through *Oklahoma's greatest station*, 50,000 watt KVOO, in Tulsa, the *only* station which blankets this rich area with bonus coverage in Kansas, Missouri and Arkansas.

The Tulsa Market Area might well be termed "INDUSTRY, OKLAHOMA"

PHOTO SHOWS POURING ALLOY STEEL FROM ELECTRIC FURNACE OF HINDERLITER TOOL COMPANY, TULSA.

# Sell through ABS

## Associated Broadcasting System

A Coast-to-Coast Network reaching over 40,000,000 potential listeners!

★ CO-OP STATIONS  
These stations are not affiliated with ABS, but are co-operating in the clearance of time.

### Streamlined Major Market Coverage



## A NEW SERVICE TO ADVERTISERS!!

- ABS - The Associated Broadcasting System - began coast-to-coast operation on a 16 hour a day September 16, 1945.
- By using the basic network facilities of ABS, a sponsor can reach 87% of the population of cities of 100,000 or over in the United States, at a cost of only a few cents per 1,000 listeners.
- Concentrated in these top markets are 40 million potential buyers served efficiently and economically by the stations affiliated with the Associated Broadcasting System.
- A total of 3,970 ABS commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.
- Split networks available for selected coverage.
- Transcribed programs accepted for network broadcasting.
- Choice time periods, that are not even offered on a spot basis, are now available through ABS.
- Outstanding programs for individual sponsorship or on a participating basis.
- Maximum coverage at minimum cost - \$2200 buys one evening half-hour on 22 stations reaching a potential audience of 40,000,000. Or 6 daily 1/4 hours can be purchased for \$1050 each.

*New York*

122 E. 42ND. ST.  
MURRAY HILL 5-3227

*Chicago*

360 N. MICHIGAN  
CENTRAL 4309

*Hollywood*

3055 WILSHIRE BLVD., EXPOSITION 1339

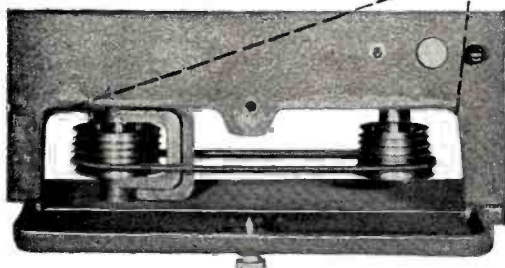
**EXECUTIVE  
OFFICES  
KEELER  
BUILDING**

GRAND RAPIDS 2, MICH.



Not jet propelled...

but just as **NEW!**



The belt on step pulleys slips instantly to any position to set cutting pitch at 96-104-112-120-128 or 136 lines per inch. Other pitches available on special order.

**P**RESTO'S newest *turntable*... for highest quality master or instantaneous recordings. The 8-D features instantaneous change of cutting pitch. An improved cutting head provides higher modulation level, more uniform frequency response and retains its calibration under all normal temperature conditions.

The heavy cast-iron turntable and mounting base insure exceptionally low background noise. Adjustable feet permit accurate leveling on bench or stand at a height to suit the operator.

# PRESTO



**RECORDING CORPORATION**

242 West 55th Street, New York 19, N. Y.

Walter P. Downs, Ltd., in Canada

**WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS**



MANAGER, ATLANTA OFFICE  
 Four years, Mercersburg Academy  
 Four years, Kenyon College  
 Two years, Advertising Department,  
 Procter & Gamble  
 Three years, producing radio shows  
 in Los Angeles, Hollywood and  
 New York  
 Four years, station representation  
 Free & Peters since September, 1939

Curtain up,  
 Enter —

## JAMES M. WADE!

In all the field of radio-station representation, perhaps the rarest thing is a man who combines real experience at producing programs, *plus* sales and merchandising work. But not so at F&P—we've got our own Jim Wade, Manager of our Atlanta Office.

Of course, most agencies have their own facilities for digging up program ideas. But we are full-time radio men with reasonably good imaginations, and we *do* have almost daily contacts with the managements of many top-notch stations, who are constantly getting a lot of swell thoughts

for promotions of various sorts. And we have furnished some program ideas that have worked out to be the real thing. . . . What's more, we've got the experience to throw out the half-baked ideas that usually plague the brains of beginners in our business.

So if you agency men need any new program ideas, let us see if we can help. Maybe we'll "get nothing out of it" except your conviction that we are on our toes. But no matter. That's the way we work in this group of pioneer radio-station representatives.

### EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO  
 WCKY . . . . . CINCINNATI  
 KDAL . . . . . DULUTH  
 WDAY . . . . . FARGO  
 WISH . . . . . INDIANAPOLIS  
 WJEF-WKZO . . . . . GRAND RAPIDS-  
 KALAMAZOO

KMBC . . . . . KANSAS CITY  
 WAVE . . . . . LOUISVILLE  
 WTCN . . . . . MINNEAPOLIS-ST. PAUL  
 WMBD . . . . . PEORIA  
 KSD . . . . . ST. LOUIS  
 WFBL . . . . . SYRACUSE

### ... IOWA ...

WHO . . . . . DES MOINES  
 WOC . . . . . DAVENPORT  
 KMA . . . . . SHENANDOAH

### ... SOUTHEAST ...

WCBM . . . . . BALTIMORE  
 WCSC . . . . . CHARLESTON  
 WIS . . . . . COLUMBIA  
 WPTF . . . . . RALEIGH  
 WDBJ . . . . . ROANOKE

### ... SOUTHWEST ...

KOB . . . . . ALBUQUERQUE  
 KEW . . . . . BROWNSVILLE  
 KRIS . . . . . CORPUS CHRISTI  
 KXYZ . . . . . HOUSTON  
 KOA . . . . . OKLAHOMA CITY  
 KTUL . . . . . TULSA

### ... PACIFIC COAST ...

KOIN . . . . . PORTLAND  
 KIRO . . . . . SEATTLE

and WRIGHT-SONOVOK, Inc.



# FREE & PETERS, INC.

*Pioneer Radio Station Representatives*

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 NEW YORK: 444 Madison Ave. Plaza 5-4130 DETROIT: 645 Griswold St. Cadillac 1880 SAN FRANCISCO: 111 Sutter Sutter 4353 HOLLYWOOD: 6331 Hollywood Hollywood 2151 ATLANTA: 322 Palmer Bldg. Main 5667



## FM High Band Controversy Is Reopened

### Zenith Petition Results in New Hearings

By JACK LEVY

THE CONTROVERSY over the shifting of FM to the higher band was reopened by the FCC last Friday.

Acting immediately upon receipt of an impressive 19-page petition from the Zenith Radio Corp. vigorously challenging the Norton findings on which FM was moved "upstairs," FCC ordered a public hearing on Jan. 18 to determine:

1. Whether the 42-50 mc band, or any part of it, should be made available for FM in addition to the 88-108 mc band.

2. Whether, if such action is taken, the band should be available for noncommercial educational, community, metropolitan and rural stations and whether the low band should be assigned to the entire U. S. or only in Area II (outside the heavily populated eastern states).

3. What would be the additional cost of FM receivers if the 42-50 mc band or any part of it is also allocated for FM.

The Commission invited licensees of FM and television stations, manufacturers of FM equipment, and other interested parties to participate at the hearing and set a deadline of Jan. 14 for filing appearances.

#### Distinct Surprise

Coming as a distinct surprise in view of its repeated defense of its decision on the FM allocation, the Commission's order was interpreted as having one obvious implication: That the Commission now has serious doubts as to the wisdom of its action in accepting the Norton propagation findings.

The speed with which the Commission moved in calling the hearing, and also in scheduling the proceeding within the 5-day period already set aside for the clear channel deliberations, attested to the importance which was attached to the Zenith petition. Particular significance was attached to that part of the order calling for testimony on the cost of two-band FM sets, which would be mandatory if the low band is to be continued permanently.

Since manufacturers have their

production plans well advanced for the high band sets, the Commission would have to act fast if two band sets are to be required.

Very serious issues are raised by the Commission's action and the possibilities inherent in the order calling the hearing. Chief of these is the effect of a change in the allocations on the 241 conditional grants for new FM stations. The status of the 53 existing FM stations and licensees is likewise affected.

Should the 44-50 mc band be permanently allocated to FM, one of the seven channels allotted to television would be automatically eliminated. A rearrangement of the television allocations would thus be required.

The Zenith petition, filed by its Chicago attorney, Irving Herriott, was dated Dec. 31. It was received by the Commission Thursday and considered at the regular meeting which was held the same day because of the New Year holiday last week.

Requesting that the lower band

be continued, the petition declared that "extensive and comprehensive" tests made by the FCC at Andalusia, Pa. and by Zenith, in conjunction with the *Milwaukee Journal* station WMFM, at Deerfield, Ill., since last June "demonstrated that unless the allocation of frequencies in the region of 50 mc is allocated to FM, that a large percentage of the farmers and rural residents of the U.S. will be deprived of static-free FM service."

#### Requested Tests

The petition further asserted that the Commission now has on file more applications for assignments to FM in the 88-108 mc band than can be accommodated and that the additional assignments provided by the 42-50 mc band would make it possible for farmers and ruralites to be served by FM and would materially relieve the congestion which now exists.

It pointed out that the Commission itself requested Zenith to con-

DUCT tests. to determine reception in the high band and that a Commission engineer, W. K. Roberts, assisted in rechecking the results as well as Maj. E. H. Armstrong, FM inventor, and C. M. Jansky and Stuart L. Bailey of the engineering firm of Jansky & Bailey. "Every conceivable opportunity was taken to check the accuracy of this data," it stated.

The Zenith tests were made on both the 50 mc and 100 mc band from Richland, Wis. to Deerfield, Ill., a distance of 76 miles. The Commission tests were made at Andalusia, Pa.

As the result of both the Deerfield and Andalusia tests, the pe-

(Continued on page 61)

## NAB 1946 Convention Set for Chicago

### First Gathering in Two Years Scheduled Oct. 21-24

By SOL TAISSHOFF

NAB's first national convention in two years with an estimated record attendance of 1,500 to 1,800 will be held in Chicago Oct. 21-24. Recommendation of association's special convention committee was unanimously adopted by the board of directors at its meeting in Los Angeles last Thursday and Friday.

Stevens Hotel will be convention headquarters with the Palmer House, which is under the same management, also reserved for the meeting. Previous record attendance of 1,200 was in 1944 but the big increase in NAB membership plus the fusion of FM Broadcasters Inc. led to prediction by C. E. Arney Jr., secretary-treasurer, that attendance might reach 1,800. New equipment in the FM and television fields as well as other innovations and improvements in broadcast service likely will increase the number of exhibitors beyond all previous records, he predicted.

Without touching on the daylight

savings time issue the board resolved to ask Congress to establish a system of uniform time, exercising its power under the commerce clause. This action came following a report by President Justin Miller that the Uniform State Laws Committee of the American Bar Assn. had advised him upon inquiry that uniform time is not an appropriate subject for legislation by the individual states. The board's action had no bearing on the quest of station affiliates to eliminate daylight savings time which presumably was adjudged a network affiliate issue not requiring NAB board appraisal.

#### Freedom Committee

Upon recommendation of E. M. Kirby, NAB counsel on public relations, the board adopted a plan for creation of a Committee on Radio Freedom. The function of this unit, to be named by President Miller, will be to foster the American concept of radio in all parts of the globe as distinguished from state controlled radio. Radio itself under the plan projected would be used to promote American radio's story.

The board approved request by the Army that volunteer replacements from the industry fill vacancies on the staff of the American Forces Network in the European Theatre of Operations created by release of military personnel on the point system. The Army does not anticipate that sufficient trained radio personnel will be available to handle its own replacement needs in Europe to maintain American radio for the morale and information of occupation troops there. A similar request is anticipated from the MacArthur command.

Personnel requested in ETO include assistant operations chief, station managers, engineers, program directors, news editors and announcers. Final selection will be made by the Army. Volunteers should contact NAB headquarters.

Organization of the association's new Employee-Employer Relations Committee brought warm discussion on the scope and extent of the activity of the proposed unit. It was emphasized the new department would be advisory and would not negotiate for stations. It would be the reservoir of information and

(Continued on page 70)

# Radio Eyes Communications Unrest

## Telephone Strikes May Cause Little Disruption

By EDWIN H. JAMES

FOR A MONTH, U. S. Radiomen, fearful of a chain explosion in the sensitive communications labor situation, had listened for the crackle of a fuse. Last week they may have heard it. On a bleak Thursday at 11 A.M. it sputtered to angry life as more than 17,000 workers at 21 Western Electric Co. plants walked off their jobs and into picket lines.

Was this the fuse that would ignite a shattering series of sympathy strikes which might well (1) leave a major part of the vital U.S. communications system paralyzed, (2) uncomfortably dislocate radio operations? No man knew for

filing the possible explosions.

What would happen to radio if telephone workers across the nation walked off the jobs? To radiomen the answer at first seemed easy: Let telephone company su-

RADIO watched the communications crisis prepared to do all possible to maintain uninterrupted program service in case a threatened telephone strike materializes. At press time only Western Electric Employees Assn. had struck.

pervisors, or non-union members who would presumably stay on the job, handle wire operations on network hookups.

At second glance, however, the problem was not so simple. Network news and special events chiefs knew that a breakdown of telephone service would put a deep crimp in their style. With maintenance men on strike, how could wire pickups be made? Further, their dependence upon wire service news had them worried since the news services, admittedly fretful at the thought of interrupted telephone service, would be helpless to collect a normal news volume.

To business chiefs of radio appeared the same silent hoodoo that haunted every U.S. businessman who has come to need telephones to conduct his operations. Many a minute saved by telephone calls in the past would be lost by dependence upon slower means of communication.

Radiomen, totaling the probabilities, guessed that in event of telephone strikes there would be: (1) Little severe disruption of network operations, (2) decrease in quality and quantity of special events and news, (3) some inconvenience in the conduct of business.

Meanwhile, labor leaders who had lit the fuse listened happily to its sputtering, frankly planned to fan

it to hotter fire until management's offers of wage rises coincided more nearly with labor's demands.

If this were the dangerous ignition fuse, where would the first explosions come? Labor leaders themselves were in pursuit of an answer to that question. Two hours after the strikers walked out, Henry Mayer, attorney for the Western Electric Employees Assn., the striking independent union, hustled to New York's LaGuardia Field and hopped an airliner for San Francisco. His mission: To enlist support of workers in big WE plants on the West Coast.

Day before the strike, Joseph A. Beirne, president of the National Federation of Telephone Workers, WEEA's parent organization, announced that 48 NFTW locals, representing a membership of 263,000, were being polled to determine their willingness to support WEEA with sympathy strikes across the nation. At week's end, results of the poll were still unknown.

Another threat to telephone communications arose as 6,000 members of the Association of Communication Equipment Workers employed in installation of switchboards and similar equipment in telephone offices throughout the nation awaited a strike call next Wednesday.

At week's end representatives of the union and Western Electric were conferring on a wage dispute

## Ardor Chilled

PLANS of the Western Electric Employees Assn. to launch river-going pickets against WE's Passaic, N. J. plant (which has an exit on the Hudson) were swamped the night before operations were scheduled to begin. A motor skiff bearing four willing but landlubber pickets put out from Keyport, N. J., bound for Passaic, 20 miles away. The voyage was abruptly halted a few hundred yards off Keyport when the skiff ran afoul an ice floe and sank. The pickets were rescued by the Keyport fire department. Their only injuries: chilled enthusiasm.

which began three years ago. If the scheduled strike occurred, the union would picket telephone exchanges, perhaps force many an operator to remain outside.

Meanwhile, as pickets walked through the grey gloom around Western Electric's 21 empty, strike-bound factories in northern New Jersey and New York, the U. S. government; in the person of Federal Labor Conciliator Jacob R. Mandelbaum, was doing what it could to blow out the fuse. When BROADCASTING went to press, Mr. Mandelbaum was puffing hard, but it looked as though his government-

(Continued on page 76)

## LASKY SELLS KROW STOCK TO SACKETT

PHILIP G. LASKY, vice president of KROW Oakland, Cal., has disposed of his stock interests in the station to Sheldon F. Sackett and on Dec. 31 retired as general manager.

A veteran western broadcaster, Mr. Lasky began his career in 1919 as operator of 9DHI Denver, an amateur experimental station and became associated later with Dr. W. D. Reynolds in 9ZAF, now KLZ Denver. He subsequently served as manager of KFEL Denver and KDYL Salt Lake City.

In 1935 Mr. Lasky went to San Francisco with KTAB, former church-owned station which became KSFO when Wesley I. Dumm and associates bought it. In 1939 Mr. Lasky, Mr. Dumm, president of KROW and Universal Broadcasting Co., and other associates purchased KROW.

Under the FCC duopoly rule Mr. Dumm was forced to dispose of his interests in either KSFO or KROW. He chose to retain KSFO and sold KROW to Messrs. Sackett and Lasky for \$250,000 plus net quick assets [BROADCASTING, Dec. 24, 1944]. Mr. Sackett was 65% owner and Mr. Lasky held 35%. Mr. Sackett also is president of KOOS Coos Bay, Ore.

Last August Mr. Lasky and a syndicate headed by Mr. Dumm contracted to buy KXA Seattle. The FCC a fortnight ago placed in the pending files the proposed transfer of KXA and two other stations [BROADCASTING, Dec. 24] because none had been advertised on the open market in accordance with Commission wishes expressed in the Crosley-Avco sale decision. certain, but U.S. radiomen began looking around for a means of muf-

## 1945 TIME SALES \$405,250,000

Preliminary Estimates Made by Projecting  
Figures for 1944 from Yearbook

BROADCAST advertising in 1945 totaled \$405,250,000, according to preliminary estimates by the NAB, projecting figures for 1944 in the BROADCASTING Yearbook. Breakdowns by type of rendition, using

other source material, follow: National network \$189,500,000 compared to \$190,877,000 in 1944; regional network \$7,500,000, same as 1944; national spot \$98,500,000 compared to \$93,500,000 in 1944; local, \$106,750,000 compared to \$100,700,000 in 1944.

National newspaper advertising in 1945 is estimated at \$180,000,000 by NAB, dropping from \$216,000,000 in 1944. Magazine national advertising increased to \$296,500,000 from \$274,932,000 in 1944. National radio advertising is estimated by NAB at \$295,500,000, rising from \$291,177,000 in 1944.

NAB estimates total radio sets in 1945 at 59,000,000, including 33,100,000 radio families; 17,150,000 other sets (extra sets in homes as well as radios in places of business, institutions and hotels); 8,750,000 auto sets.

The new NAB figures, prepared by its Research Dept., are being given to broadcasters at the district meetings, first of which was slated for Jan. 7-8 at the Roosevelt Hotel, Hollywood. They were published by the NAB Dept. of Broadcast Advertising for use of stations.



Drawn for BROADCASTING by Sid Hix

"He's a radio lawyer. Said something about a lot of hearings!"



# Clear Channel Hearings Begin Jan. 14

## Appearances Filed With Commission Include Many Stations

AFTER many postponements, the important clear channel hearings finally get under way next week.

Scheduled to begin Jan. 14 and to continue for five days, to resume at some undetermined date, the initial hearings are expected to set the stage for what will undoubtedly be the battle royal of radio—the fight over the retention or disintegration of the highly prized clears.

Both Chairman Porter and Commissioner Jett have expressed themselves to Congress on the future pattern of broadcasting—high-powered standard stations and FM. At the same time, there has been a marked tendency toward breaking down the clear channels to make more stations available.

### Pros and Cons

That there will be a strong clamor on the part of regional broadcasters and others to invade the domain of the clears is evident from the appearances which were filed by broadcasters last spring in anticipation of the hearings originally scheduled May 9.

Extent of opposition to any further reduction in the number of clears is likewise shown in the appearances entered by members of the Clear Channel Broadcasting Service and the number of witnesses who plan to testify for clear channel stations.

In its order calling for the hearings, the Commission declares that there are still large areas of the nation which receive no radio service during the day and no primary service at night; that many applications have been filed for additional stations and for higher power on the clear channel frequencies; and that it is desirable to determine if any changes are necessary in connection with the clear channels prior to a renegotiation of the North American Regional Broadcasting Agreement (NARBA) which expires March 29, 1946.

The Commission order lists 11 issues which are to be determined by the clear channel hearings. These are:

### Issues Listed

1. What recommendation the Commission should make to the Dept. of State for changes in the provisions of NARBA.

2. Whether the number of clear channels should be increased or decreased and what frequencies in the standard broadcast band shall be designated as 1-A channels and as 1-B channels.

3. What minimum power and what maximum power should be required or authorized for opera-

tion on clear channels.

4. Whether and to what extent the authorization of power for clear channel stations in excess of 50,000 watts would unfavorably affect the economic ability of other stations to operate in the public interest.

5. Whether the present geographical distribution of clear channel stations and the areas they serve represent an optimum distribution of radio service or whether the fair, efficient, and equitable distribution of radio service among the several states and communities specified in Section 307(b) of the Communications Act requires a geographical redistribution at this time.

6. Whether it is economically feasible to relocate clear channel stations so as to serve those areas which do not presently receive service.

7. What new rules or regulations, if any, should be promulgated to govern the power or hours of operation of Class II stations operating on clear channels.

8. What changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.

9. Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas.

10. The extent to which the service areas of clear channel stations overlap and the extent to which

this involves a duplication of program service.

11. What recommendation, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

Appearances filed for clear channel hearings follow:

KFI Los Angeles, WFAA Dallas, WSM Nashville, WHAS Louisville, WHAM Rochester, WJR Detroit, WBAP Fort Worth, WCAU Philadelphia, WSB Atlanta, WGN Chicago, WLW Cincinnati, WLS Chicago, KDKA Pittsburgh, all represented by Louis G. Caldwell as counsel for Clear Channel Broadcasting Service.

Sioux Falls (S. D.) Broadcast Assn. (KSOO), WWSW Pittsburgh, WCAE Pittsburgh, WBAP Fort Worth, North Carolina Broadcasting Co. (WBIG Greensboro), Minnesota Broadcasting Corp. (WTCN Minneapolis-St. Paul), King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids), Associated Broadcasting Corp. (WTBO Cumberland, Md.), WSOC Charlotte, N. C., Capitol Broadcasting Corp. (WISH Indianapolis), WWL New Orleans, Intermountain Broadcasting Corp. (KDYL Salt Lake City), KOIN Portland, Ore., Memphis Publishing Co. (WMC Memphis), all represented by Segal, Smith & Hennessy.

WCAR Pontiac, Mich., United Broadcasting Co. (WHK Cleveland, WHKC Columbus, WHKK Akron),

(Continued on page 75)

## F. B. Ryan Jr. Takes Father's Post As President of Ruthrauff & Ryan



Mr. Ryan



Mr. Ryan Jr.

FREDERICK B. RYAN Jr. last week succeeded his father as president of Ruthrauff & Ryan. The elder Mr. Ryan remains with the agency as chairman of the board.

Succession of son to father's job came after the former's return from Navy service. He was gunnery officer on a destroyer escort in the Atlantic and Mediterranean, and before entering the Navy was treasurer of Ruthrauff & Ryan.

He joined the agency in 1928 after graduation from Yale. Early in his career he became co-director of the agency's radio department and in that capacity was largely

responsible for the then new development of spot campaigns. R&R today claims it places more spot business than any other agency.

In 1937 he became director and vice president of the company and was made treasurer in 1942.

As president, he inherits not only his father's job but also his father's advertising dictum.

"For nearly 34 years," said Mr. Ryan Jr. upon assuming the presidency, "we have had a conscientious devotion to one advertising principle. You might call it the R&R slant: Will it sell?"

"That is the R&R measure of good advertising whether applied to merchandise or to institutional ideas."

Mr. Ryan Jr. thinks advertising men will play "an increasingly important part in world development." He urged them to develop keen interests in world affairs.

Mr. Ryan Sr., co-founder of the agency with the late Wilbur Barlow Ruthrauff in 1912, has been president since the company was incorporated in 1916.

## Legal Post at NAB To Comdr. Pettey

### Peterson, Kibler. Are Named To Employee-Employer Dept.

IN LINE with its all-around expansion program NAB last week appointed Lt. Comdr. Don Pettey to serve as general counsel, succeeding John Morgan Davis, who resigned Dec. 20 to devote full time to his law practice.

Comdr. Pettey is now engaged in contract work at Navy Dept. headquarters in Washington. He is a former Los Angeles practicing attorney and was a student of Judge Justin Miller when the NAB president was dean of law at the U. of California.

### Kibler Transferred

Milton J. Kibler, NAB assistant general counsel, was transferred to the new Employee-Employer Relations Dept. as an assistant director. In this post he is coordinating information in the NAB files covering contracts, wages and working conditions. He also will work on sample contracts for guidance of stations in employee relations.

Ivar H. Peterson, assistant general counsel of the National Labor Relations Board in charge of the Review Section, last week was named an assistant director of the department. He joins NAB Feb. 4.

After a third assistant director has been named the Employee-Employer Relations Dept. will likely be organized into three distinct units—music, talent and technicians—with an assistant director in charge of each.

Naming of a top executive to head the department has been under consideration for some time but it is understood no agreement has been reached on the type of labor counsel desired or the scope of activities. Funds for the department were authorized last winter by the NAB board and reaffirmed at the October meeting.

## KMBC-FM Broadcasting On High, Low Bands

FIRST FM station in the Kansas City area to broadcast both on the high and low bands, KMBC-FM began operations on its new frequency of 97.9 mc on the last day of 1945. The station intends to continue to maintain its daily program schedule on its old 46.5 mc location until receivers for the high band are generally available to the public. The station pioneered as a developmental station for several years prior to starting commercial service in June 1944.

### Sloan's Campaign

STANDARD LABS., New York, (Sloan's Liniment), is preparing a new advertising campaign which will include radio spot announcements. Agency is Wesley Assoc., New York.

# Repercussions Echo After Byrnes' Report

By ROBERT K. RICHARDS

**T**HE NETWORKS broke off diplomatic relations with the State Dept. last week.

The split came, it is understood, when the department decided to book Secretary James F. Byrnes' report on his Russian conferences on one network—NBC (Dec. 30, 10-10:30 p.m. EST).

The decision was made in the office of William Benton, Asst. Secy. of State for Public Affairs and former partner in Benton & Bowles, advertising agency.

Repercussions, popping like Chinese firecrackers, lasted from 1945 to 1946 and have not yet subsided. The altercation involved not only the State Dept., but the FCC and, indirectly, the White House.

## Knuckle-Rapping Possible

It is possible that some Washington knuckles will be rapped by the President's ruler as a result of the affair.

In sequence, these were the developments:

Sunday morning, news wires announced that Secretary Byrnes would report to the people via radio at 10 p.m.

It was understood that the program had been offered to NBC and CBS. The latter network exclusively carried Mr. Byrnes' report following the London conference [BROADCASTING, Oct. 15]. In the present case, neither network wanted the broadcast, it is alleged, unless on an exclusive basis. CBS withdrew. NBC scheduled the Byrnes report.

Meanwhile WINX Washington, owned by the influential *Washington Post*, complained to the State Dept. that such exclusive scheduling was unfair. WINX earlier had protested the exclusive CBS pickup of the London report.

The State Dept. said WINX could carry the Dec. 30 program, if arrangements could be made with NBC for the pickup. Wayne Coy, general manager of the Washington outlet, made the arrangements. He was asked by NBC to acknowledge on his station that the program was being aired over WINX by courtesy of the network. Mr. Coy told NBC that he would do so, he reported, if the network would acknowledge over its facilities that the Washington station was carrying the program. Impasse.

A. A. "Abe" Schechter, news and special events chief of Mutual, meanwhile read that Mr. Byrnes was to broadcast and called John Howe, assistant to Mr. Benton. He told Mr. Howe, it is reported, that MBS was clearing time for the program. Mr. Howe reported back subsequently to Mr. Schechter that NBC was handling the origination exclusively.

Mr. Schechter condemned this policy. He said that one government agency (FCC) asked that sta-

## State Department Decision to Use Only One Net Stirrs Altercation

tions carry public service broadcasts and that another (the State Dept.) denied stations an opportunity to do so. He reached for a telephone to call Mr. Byrnes. Mr. Howe reached for a telephone to call Mr. Benton.

At about that same time, reports have it, Mr. Benton was reaching for a telephone to call Paul A. Porter, chairman of the FCC.

Hereafter events become hazy. Out of the mouths of "usually informed sources," however one deduces that the cause celebre moved in the following pattern:

Mr. Benton told Mr. Porter he was having some difficulty in arranging Mr. Byrnes' broadcast. Mr. Porter reminded Mr. Benton that he was in the regulating business and should not interfere in station or network program activity. Mr. Porter also noted to Mr. Benton that he had expressed himself unofficially on the same problem before [BROADCASTING, Nov. 19]. He had maintained that reports by public officials such as this one

should be made available to ALL comers.

Anyway, it did develop, apparently, that Mr. Porter called CBS and NBC and tried to patch up the leaking dike. Officials of the two networks did not like to have suggestions about programming from the FCC chairman. They have been muttering about this ever since in their secret chambers, although it is true that there has been no public pronouncement about their annoyance.

CBS decided to schedule the broadcast.

That added up to NBC, CBS and WINX.

## White House Called

While this was going on, Mr. Benton's department had been on the phone to the White House—attempting to solicit Presidential intercession. The President was on a yacht in the Potomac. It seems likely that the matter did not reach his attention directly at that time, but that it was called to the attention of Charles Ross, his press

secretary, who was with him. Mr. Ross said it didn't concern the White House.

Mr. Benton's ministers called Mr. Schechter. Mutual joined the parade. And that's the way they went to the post—with NBC, CBS, MBS and WINX carrying the program. ABC, meanwhile, stayed out of the strife.

Subsequently Albert Warner, WOL news chief in Washington, broadcast on his station (6 p.m., Dec. 31) a biting criticism of the fiasco. He said, among other things: "It took eight hours and various forms of intervention to convince the high-titled publicity experts in the State Department that such a principle (non-discrimination in governmental release of major news) was of any consequence... The question which arises among news men is whether this argument and commotion will have to be repeated all over again the next time the State Dept. has major news to offer. Another question is whether bungling and discrimination and short-sighted promotion technique are to be applied to the big government information service reaching into 60 other nations which the State Department proposes to set up under Mr. Benton."

Earl Godwin, speaking from WMAL Washington over ABC at 6:30 p.m. Dec. 31, said that it was doubtful whether all networks should be used for any broadcast short of a report by the President. "Never," he added, "was so much pressure exerted from high and highest-up on the radio industry for a full blackout of all programs so that Mr. Byrnes' last night radio address could dominate the air waves."

## Statement by Sec. Benton

LATE FRIDAY, William Benton, Assistant Secretary of State, had this to say about the confusion attending the Sec. Byrnes broadcast of Dec. 30:

When Secretary Byrnes returned from Moscow Saturday noon, December 29th, he indicated that he wished to make a radio report on the Moscow Conference at 10 o'clock Sunday evening. I communicated with the Washington offices of the five networks and with the

Washington independent, WINX, inquiring whether they would carry the broadcast on a sharing basis open to all.

CBS and NBC refused to carry Secretary Byrnes' talk unless it was given to them "exclusively" (though NBC made one exception, in favor of WINX). Because I thought it was imperative to secure maximum coverage for the Secretary's talk, at about 6 o'clock on Saturday afternoon I agreed to give the broadcast to NBC, on an exclusive basis (plus WINX). CBS carried the Sec-

(Continued on page 77)

# 12 FM and 10 AM Stations Authorized

## FCC Makes Conditional Grants; Hearings Consolidated

TWELVE more FM stations and 10 standard outlets were authorized last week by the FCC, bringing the total FM grants to 241. In each case the latest grants were conditional, with applicants given 90 days in which to file additional engineering data if requested by the Commission.

At the same time the FCC designated for hearing applications for five FM stations in Peoria. Three applicants for standard stations were granted petitions requesting consolidated hearings with other conflicting applications. They included Homer Rodeheaver, for 1250 kc, 1 kw power, at Winona Lake, Ind., designated to be heard in Washington Feb. 21 with applications of WGL, WREN, WSAU, Midwest Broadcasting Co. and Vir-

ginia-Carolina Broadcasting Corp. Crescent Broadcast Corp., Philadelphia, was granted its request that application for a new station

be heard with those of Camden Broadcasting Co. and Chambersburg Broadcasting Co. Petition of (Continued on page 62)

Following is a list of the FM grants:		Interest in Standard Station		Type of FM Station
City	Grantee			
<b>CALIFORNIA</b>				
Fresno	KARM, The George Harm Station	KARM		Metropolitan
Richmond	Contra Costa Broadcasting Co.	..		Community
San Jose	Valley Broadcasting Co.	..		Metropolitan, possibly rural
Santa Maria	Santa Maria Daily Times	..		Community
<b>CONNECTICUT</b>				
Danbury	The Berkshire Broadcasting Corp.	..		Community
Meriden	Silver City Crystal Co.	..		Metropolitan
New Haven	Elm City Broadcasting Corp.	WNHC		Metropolitan
<b>KANSAS</b>				
Wichita	The Radio Station KFH Co.	KFH		Metropolitan
<b>MICHIGAN</b>				
Lansing	WJIM, Inc.	WJIM		Metropolitan, possibly rural
<b>NEW JERSEY</b>				
Atlantic City	Neptune Broadcasting Corp.	WFPG		Metropolitan
Atlantic City	Press-Union Publishing Co.	WBAB		Metropolitan
<b>PENNSYLVANIA</b>				
Lancaster	WGAL, Inc.	WGAL		Metropolitan

## DESIGNATED FOR HEARING

The 5 following applications were designated for consolidated hearing: Peoria Broadcasting Co.; F. F. McNaughton; Mid-State Broadcasting Co.; Radio Peoria Inc., and Midwest FM Network, Inc., all for Peoria, Ill.





## Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record.

Here's our big point about radio in Baltimore:

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available.



**W-I-T-H**  
BALTIMORE, MD.

Tom Tinsley, President • Represented Nationally by Headley-Reed

# Navy Needs 540-kc Channel for Year

## Jett Tells Meeting FCC Must Then Hold Hearings

By BILL BAILEY

LITTLE HOPE of the U. S. broadcasters using the 540-kc channel for a year or more was reported last Friday by FCC Commissioner E. K. Jett.

The Navy, he explained, will not release the channel, which was added to the standard band early last year.

Commissioner Jett made the statement at a meeting of industry representatives with the FCC and State Dept. preparatory to the forthcoming engineering conference of signatory nations to the North American Regional Broadcasting Agreement (NARBA), set for Feb. 4 in Washington.

### 540 Canadian I-A

Before the 540-kc channel can be used, the FCC must hold hearings to determine whether it will be allocated as a clear channel, regional or local frequency. Canada, it was pointed out, is using 540 kc as a I-A channel.

Steering discussion looking to the Feb. 4 engineering conference, Commissioner Jett, who called the meeting and served as chairman, said the FCC had agreed to go along with Canada on a two-year extension of NARBA, which expires March 29. Canada had proposed the two-year extension, while the U. S. earlier had advocated that NARBA be kept in force for an additional year. Cuba served notice at the September Rio Conference, however, that she would not agree to an extension of NARBA. Cuba demanded a new treaty immediately.

General feeling at the Friday conference was that all nations should come to the Feb. 4 meeting prepared to support demands with engineering data. It was indicated that formal invitations from the State Dept., expected to go out this week, would include the request that engineering data be prepared by all countries.

Although the agenda had not been reached at noon recess, Commissioner Jett said the tentative agenda includes discussion of periodic engineering meetings of each country, protection to other nations, FM, and the technical field generally. It was agreed by the industry representatives that the U. S. should take affirmative action to help establish uniform engineering standards in the signatory nations.

It is planned that should the signatory nations agree to the two-year extension of NARBA, that an executive engineering agreement will be drawn up, making certain concessions and relaxing, if necessary, terms of NARBA, to meet conditions which have arisen since

the treaty became effective five years ago.

T. A. M. Craven, former FCC Commissioner, caused a sensation at the morning session when he said he believed clear channels should be broken down "first in the U.S.". He had registered for the meeting as representing the National Assn. of Broadcasters. When asked after

USE of 540-kc channel for standard broadcasting is still a year or more away, FCC Commissioner E. K. Jett told industry representatives, meeting Friday at Commission in preparation for North American Engineering Conference Feb. 4. Navy won't release channel until some time next year at earliest. Mr. Jett also said FCC would go with Canada on request that North American Regional Broadcasting Agreement, which expires March 29, be continued two years.

his statement whom he represented, he replied that he represented the NAB, the Regional Broadcasters and the Cowles Broadcasting Co., of which he is vice president.

As the afternoon session opened, however, Mr. Craven received permission to make an additional statement. He said that he did not intend his original remarks to be interpreted as an expression of NAB policy on the clear channel issue. He said the NAB policy of

neutrality was well known.

Louis G. Caldwell, Clear Channel Broadcasting Service, at the afternoon session asked that no matters be acted upon at the NARBA Feb. 4 meeting which would prejudice decision of FCC on evidence taken on Jan. 14 clear channel hearing.

Registered at the Friday session were the following:

Commissioner Jett; Rosel H. Hyde, general counsel; George P. Adair, chief engineer; John A. Willoughby, assistant chief engineer in charge of Broadcast Division; M. H. Woodward, chief, International Division; N. H. McNaughten, H. U. Graham, M. A. Price, representing FCC.

Harvey Otterman, assistant chief, Telecommunications Division, State Dept.; D. R. McQuilvey, Norman L. Canster, State Dept.; Richard C. O'Hare, Midland Broadcasting Co.; Louis G. Caldwell, Clear Channel Broadcasting Service; Mr. Craven, NAB; Frank G. Kear, ABC; William B. Lodge, CBS; Frank Marx, ABC; Joseph McDonald, ABC; Andrew G. Haley, ABC; Frank U. Fletcher, Durham Broadcasting Co.

James P. Veatch, Philip F. Sling, RCA; G. B. Margraf, Raymond F. Guy, NBC; Clure H. Owen, ABC; George M. Lohnes, WSJS; E. M. Johnson, MBS; R. P. May, May & Bond; John Creutz, consulting engineer; James P. McNary, WSUN; Carl E. Smith, H. K. Carpenter, United Broadcasting Co.; John Barron, WLOF KTRB; Stuart L. Bailey, Jansky & Bailey; R. M. Flores, WJFR; A. D. Ring, Ring & Clark; E. C. Page, MBS.

George C. Davis, WPDQ KTRH WPEN WJW; William G. Koplovitz, Voice of Porto Rico, KMBC; R. N. Harmon, John W. Steen, Westinghouse Radio Stations; Philip J. Hennessy Jr., attorney; Paul D. P. Spearman, Regional Broadcasters Committee; Lt. Col. Herbert Wilson, Signal Corps; Elliot C. Lovett, Central Florida Broadcasting Corp.; Philip G. Loucks, WQAM WSUN WHKK WQXR WLS WGGF; Robert M. Booth Jr., attorney.

## FBIS Saved from Liquidation, Taken Over By War Dept.

RESCUED when it was on the verge of complete liquidation, the Foreign Broadcast Intelligence Service became a part of the War Dept. last week with every likelihood that it will have permanent status in the Government.

The shift from the FCC, with which the Service was affiliated since its establishment five years ago, was accomplished through the joint efforts of the State, War, and Navy departments which asked that the operation be continued. Informal clearance of a plan to make War Dept. funds available to carry the Service until June 30 was obtained by a delegation representing the three departments from the appropriation committees of the House and Senate. House failure to provide adequate funds had caused the FCC to suspend FBIS operations [BROADCASTING, Dec. 10].

### Cooperative Plan Proposed

A spokesman for the State Dept., which has been particularly anxious to have the FBIS continued in connection with the international information program, said the service may be continued after June 30 on a cooperative arrange-

ment between the departments or may be taken over by the State Dept.

At the FBIS employees were kept in continuous suspense pending the developments which brought about the transfer. It was learned that approximately 60 workers, mostly clerical, had resigned. Most of the professional members were retained, however, and it was expected that full operations would be reached within a week. The service now has a staff of about 220 but its allotment calls for 275 employees.

Last Thursday, the FBIS issued its first daily report of foreign radio broadcasting in about a month. The document, a 150-page digest of items culled from foreign broadcasts by its monitoring stations in Silver Hill, Md., Portland, Ore., Hawaii and Guam, and supplied through arrangements with BBC, is sent out to a mailing list of about 600 officials in various Government agencies.

Director of FBIS is Russell M. Shepherd who came to the Commission in 1943. He was previously with the Department of Agriculture in an administrative post.

## PORTER ESTIMATE ON WLW DATA ERRS

FCC CHAIRMAN Paul A. Porter informed the House Committee on Appropriations Thursday that during his testimony last October he erroneously estimated the broadcast income of WLW Cincinnati for 1944 at \$2,800,000 instead of \$1,200,000. In a letter, under date of Jan. 3, to Rep. Joe Hendricks (D-Fla.), chairman of the Independent Offices Subcommittee of Committee on Appropriations, Chairman Porter wrote:

Dear Congressman:

On page 19 of the hearings before the subcommittee on the First Deficiency Appropriation Bill for 1946, the following statement by me appears:

"Mr. Porter. I would say that the most profitable station I know of would be WLW in Cincinnati, which in 1944, on a gross return—and I am relying wholly on my memory now—a gross income of \$4,000,000, earned about \$2,800,000 before Federal taxes."

My attention has now been called to the fact that my memory in this instance was faulty. The correct facts appear to be that on the basis of gross revenues exceeding \$4,000,000, Station WLW had expenses of about \$2,800,000, leaving approximately \$1,200,000 as broadcast income before Federal income tax.

I have already expressed my regrets to Station WLW concerning this slip; and I would appreciate your arranging, if it is not too late, to have this letter printed at the end of my testimony on the 1947 regular Independent Offices Appropriations Hearings.

Sincerely yours,

Paul A. Porter,  
Chairman

## Gen. Hayes Will Join Steinmann Enterprises

MAJ. GEN. PHILIP HAYES, retiring commander of the Third Service Command, Baltimore, will join Karl F. Steinmann, applicant for a television license in that city, in his radio enterprises.

Announcing his plans last week, Gen. Hayes said he would take several months rest before joining Mr. Steinmann. Mr. Steinmann said that his interests would extend to standard and FM facilities for Baltimore, also.

Gen. Hayes will maintain headquarters in the Tower Bldg., Baltimore, Jack Stewart will act as his radio director [BROADCASTING, Dec. 31]. Mr. Steinmann is president of the Tower Realty Co.

### Aldon Tests Three

Aldon Rug Mills Inc., New York (Beauty-Tred Rugs), Jan. 13 starts weekly quarter-hour transcribed program of Hawaiian music *Hawaiian Color Magic* for 13 weeks on WGN Chicago, WTAM Cleveland and WOR New York. Agency, Dudley Rollinson Co., New York.



# Big store makes big news on WCOP

JORDAN MARS

The largest radio contract for program time ever placed by any Boston department store has just been signed by Jordan Marsh Company, New England's largest store, with WCOP, the Boston Cowles station.

Boston's fastest-growing station will broadcast "THE NEWS DIGEST" under the Jordan Marsh banner daily except Sunday from 8:00 to 8:15 AM and from 11:00 to 11:15 PM.

THE NEWS DIGEST will meet the growing public demand for straight radio news, smoothly presented without editorializing, philosophizing or in any way slanting or influencing the news.

WCOP's superb news set-up is factual reporting at its best. As the only Boston station with three wire services, AP, UP, and INS, and with its own staff of top-flight reporters and editors, WCOP operates one of the nation's crack radio newsrooms.

There are a few choice availabilities left, in news and other programs. Any Katz office will give full details.

## WCOP Boston

A Cowles Station  
Exclusive American Broadcasting Company  
Outlet in Boston

## NEW USES OF PHILCO FM PLAN FORESEEN

PROMISING applications of the new Philco Advanced FM system in broadcasting, television, communications, and industrial electronics are seen by John Ballantyne, Philco president, in a letter to stockholders accompanying the Dec. 27th dividend checks. The system, says Mr. Ballantyne, "represents the first major postwar advance in the radio art which is available to the public.

"It comes as one logical consequence of the Company's broad program of wartime research in ultra-high frequency radio, which Philco carried on for military purposes and is now continuing in the development of commercial products. There is every reason to believe that many other applications of this basic research can be expected in the period just ahead."

Built around a new seven-ele-



AT THE Coffee Barr at WKY Oklahoma City are (l to r) Al Donaldson, announcer; Thelma Horton, production secretary; Wayne Smith, vocalist; Jimmie Morris, control room engineer; Helen Barr, home service director; Anna Hartfield, maid; Adele Mohr, commercial manager's secretary; Doris Gibson, commercial department secretary.

ment vacuum tube and circuit, the system affords greater purity and clarity of tone than the conventional FM receiver, according to Mr. Ballantyne.

### Valentine Is M.C.

LEW VALENTINE, assistant radio director of Grant Adv., Chicago, has taken over as m.c. on ABC "Curtain Time" (Mars Inc.) Thurs. 9-9:30 (CST). He was the original Dr. I. Q.

## 'COFFEE BARR'

WKY Finds Way to Reduce  
Morning Work Losses

(See picture at left)

WKY Oklahoma City was losing too many work hours because of morning coffee. So the Coffee Barr was born.

To permit employees to have their morning coffee but to cut down the number of work hours lost by personnel journeying from WKY's fifth and sixth floor studios to the street and thence to a restaurant to get it, the Coffee Barr was set up in the station's kitchen-suite. It is supervised by Helen Barr, WKY home service director.

Station officials said the work-hour loss was reduced by more than 50% immediately, and the Barr showed a \$50 profit in six weeks. The employees voted to give the profits to a crippled children's party supervised by Julie Benell, producer-director of Women Commandos, which is broadcast five days a week under sponsorship of Oklahoma Natural Gas Co.

The Coffee Barr alternates brands sponsored by the station's clients, and also provides doughnuts, cakes and cookies at no extra charge.

## Commentators Lauded

THE COMMITTEE for the Defense of Civil and Religious Liberty in America, in its official bulletin, "On Guard, America," recommended the following radio commentators to citizens desirous of learning "the undistorted facts on our foreign policies and the unvarnished truth on domestic and international affairs": Cecil Brown, Hans Jacob, Frank Kingdon, Drew Pearson, Johannes Steele and Walter Winchell. Attacking the House Committee Investigating Un-American Activities for subjecting liberal commentators to "an intimidating scrutiny" of their broadcasts, the bulletin urged opposition to reported intentions of the House Committee to legislate control over stations and commentators.

## Racket Exposed

FOR EXPOSING a magazine subscription racket victimizing veterans, KALL Salt Lake City has received a citation from the Salt Lake Business Men's Alliance. Through its *Controversially Yours* program, the station on Nov. 27 dramatized the racket, with an ex-serviceman, Mayor Earl Glade and leaders of VFW posts cooperating with Bill Willar, KALL special events man. Later the FBI and local police joined to end the nuisance in the Utah and Intermountain area, acting on information gained through the program. KALL has entered *Controversially Yours* in the annual Peabody Award competition for public service programs.

everybody knows

# W BIG

means good broadcasting

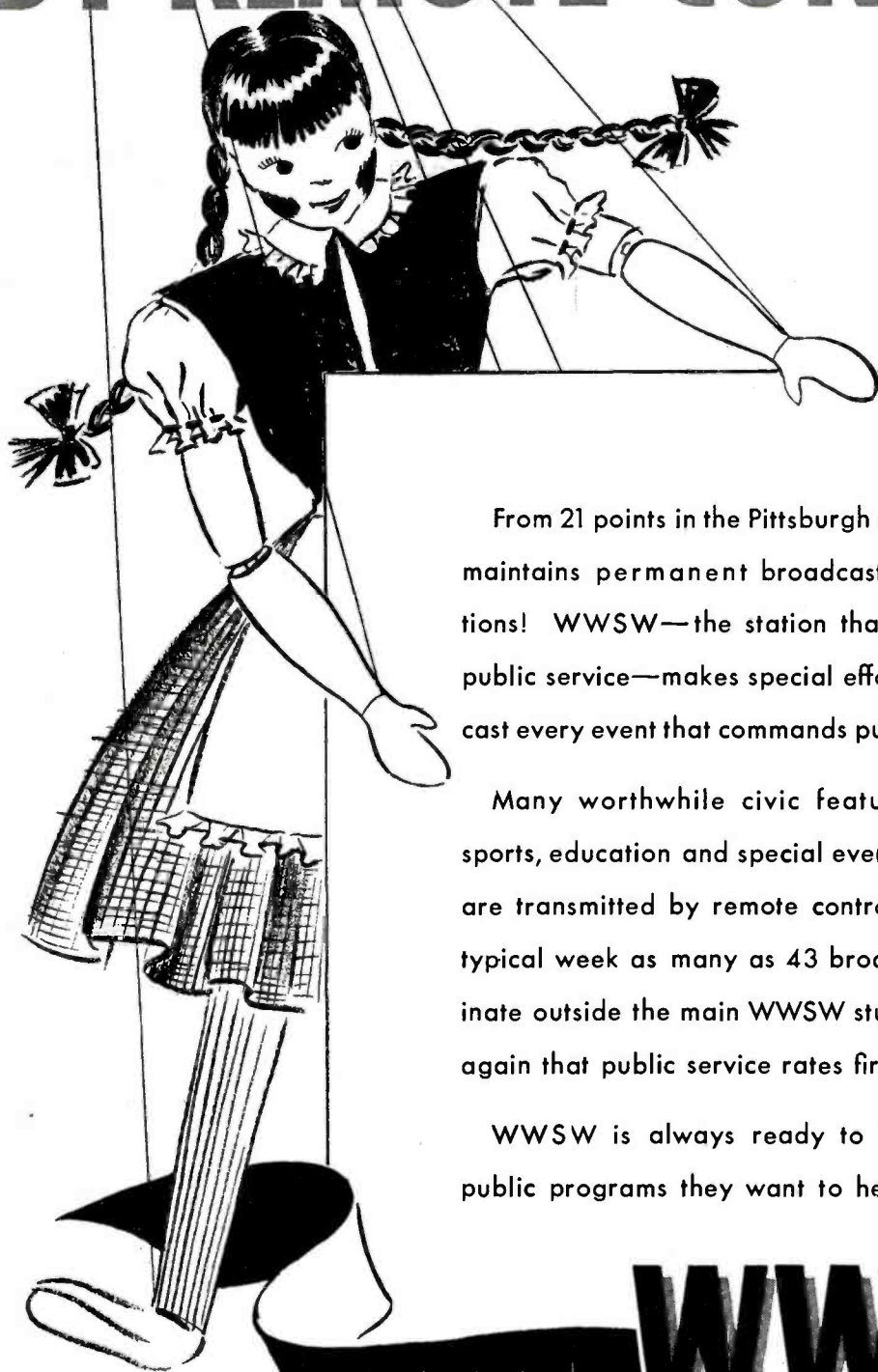
columbia affiliate

greensboro, n. c.

represented by hollingbery



# BY REMOTE CONTROL



From 21 points in the Pittsburgh area WWSW maintains permanent broadcasting installations! WWSW—the station that believes in public service—makes special effort to broadcast every event that commands public interest.

Many worthwhile civic features such as sports, education and special events programs are transmitted by remote control. During a typical week as many as 43 broadcasts originate outside the main WWSW studios—proof again that public service rates first.

WWSW is always ready to bring to the public programs they want to hear.

*Pittsburgh's Only  
24 Hour Station*

# WWSW

WWSW, INC., Pittsburgh, Pa. — Represented by Forjoe & Co.

# TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.



## WIS COLUMBIA SOUTH CAROLINA

**5000 WATTS**  
G. RICHARD SHAFTO  
General Manager

● **560 KC**  
J. DUDLEY SAUMENIG  
Sales Manager

**FREE & PETERS, Inc., National Representatives**



CHECKING script cues of *Smilin' Ed McConnell and His Buster Brown Gang* show, which has shifted origination from Chicago to Hollywood, are (l to r) Herbert Donovan, writer-director; Frank Cornwell, vice president and advertising manager, Brown Shoe Co., St. Louis, sponsor of the weekly half-hour program; Ed McConnell, star of the series; Frank Ferrin, Chicago vice president in charge of radio for Leo Burnett, agency for account; Owen Smith, Los Angeles manager of agency.

## Most Iowa Listeners Prefer To Get Big News From Radio

THREE out of four Iowa radio listeners depend most on radio for national and war news, with newspapers ranking second, according to the 1945 Iowa Radio Audience Survey conducted by Dr. Forest L. Whan, U. of Wichita, and published by WHO Des Moines. Data were collected in April-May 1945, with 7,454 families interviewed.

Among urban men, 61.6% rely most on radio for national and war news as against 22.8% relying on newspapers; magazines, 0.6%; other people, 0.8%; no choice, 14.2%. Figures for village men were radio, 71.7%; newspapers, 15.9%; no choice, 12.4%. For farm men, radio, 81.5%; newspapers, 7.9%; magazines, 0.1%; other people, 0.1%; no choice, 10.4%.

Among urban women, 69% rely most on radio for national and war news; newspapers, 15.8%; magazines, 0.5%; other people, 0.9%; no choice, 13.8%. Village women, radio, 74.4%; newspapers, 11.2%; magazines, 0.2%; other people, 0.1%; no choice, 14.1%. Farm women, radio, 82.9%; newspapers, 7.7%; magazines, 0.1%; no choice, 9.3%.

Nearly 90% of Iowa listeners believe radio is "doing a good job," with less than 7% deeming it a "fair job" and less than 2% a "poor job."

About one in five women listeners and one in four men listeners believe radio can give better service in Iowa. They offered suggestions, with one in five wanting fewer commercial announcements. Only 0.8% of women and 2.4% of men of those offering suggestions favored elimination of serial stories, with 5.3% of women and 4.1% of men wanting "less" serials.

General items which annoy lis-

teners, topped by objection of 3.4% of women and 2.7% of men to singing commercials, included liquor, beer or wine advertisements; tobacco; soap; all commercials; all serials; all spot announcements; patent medicine; too many commercials; transcribed commercials; absurd claims; all mystery shows.

News again is the top favorite program type for both women and men, according to the survey, taken at the time of V-E Day developments. Women liked program types in this order (naming five best-liked types): news, 79.8%; comedians, 65.3%; popular music, 51.5%; complete drama 47.3%; audience participation 37.7%; variety shows 32.4%; serial drama, 29.4%; religious music, 27.9%; oldtime music, 24.6%; band music, 23.5%; classical music, 20%; talks and comment, 14.7%; devotionals, 14.0%; sports, 10%; market reports, 8.3%; talks on farming, 7.4%.

### Peak Periods

Program choices of men follow: News, 84.8%; comedians, 70.2%; popular music, 43.2%; audience participation, 37%; complete drama, 35.6%; sports, 30.3%; oldtime music, 29.5%; variety shows, 27.7%; band music, 22.6%; talks and comment, 20.2%; market reports, 18.8%; religious music, 18.6%; classical music, 15%; talks on farming, 13.3%; devotionals, 11%; serial drama, 10.3%.

Three peak listening periods are shown in the Whan data. First occurs at 7-8 a. m., second at noon and third at 8 p. m., with nearly

(Continued on page 57)



A radio station is known  
by the *Companies* it keeps

"...in the Public Interest..."

**HIGH SCHOOL FORUM**

a public service feature

on the New  
**WJJD**

"What Should We Do with the A-Bomb?" . . . "Is Forced Arbitration a Threat to Free Enterprise?" "Should Military Training be Compulsory?" Weighty topics, you'll admit, even for adults. Yet they're everyday topics of discussion by high school students on the New WJJD's "High School Forum".

And what answers these teenagers give! Enough to restore your faith in the future. No wonder we're so proud of this outstanding public service feature. It's doing a double-barreled job . . . drawing attention to these all-important topics today . . . and increasing the sense of civic responsibility in the young men and women who will inherit and run the world of tomorrow. A program like this deserves a place in the public service record of every radio station in America. We'd be happy to have you copy it.

20,000 WATTS OF *Selling* POWER



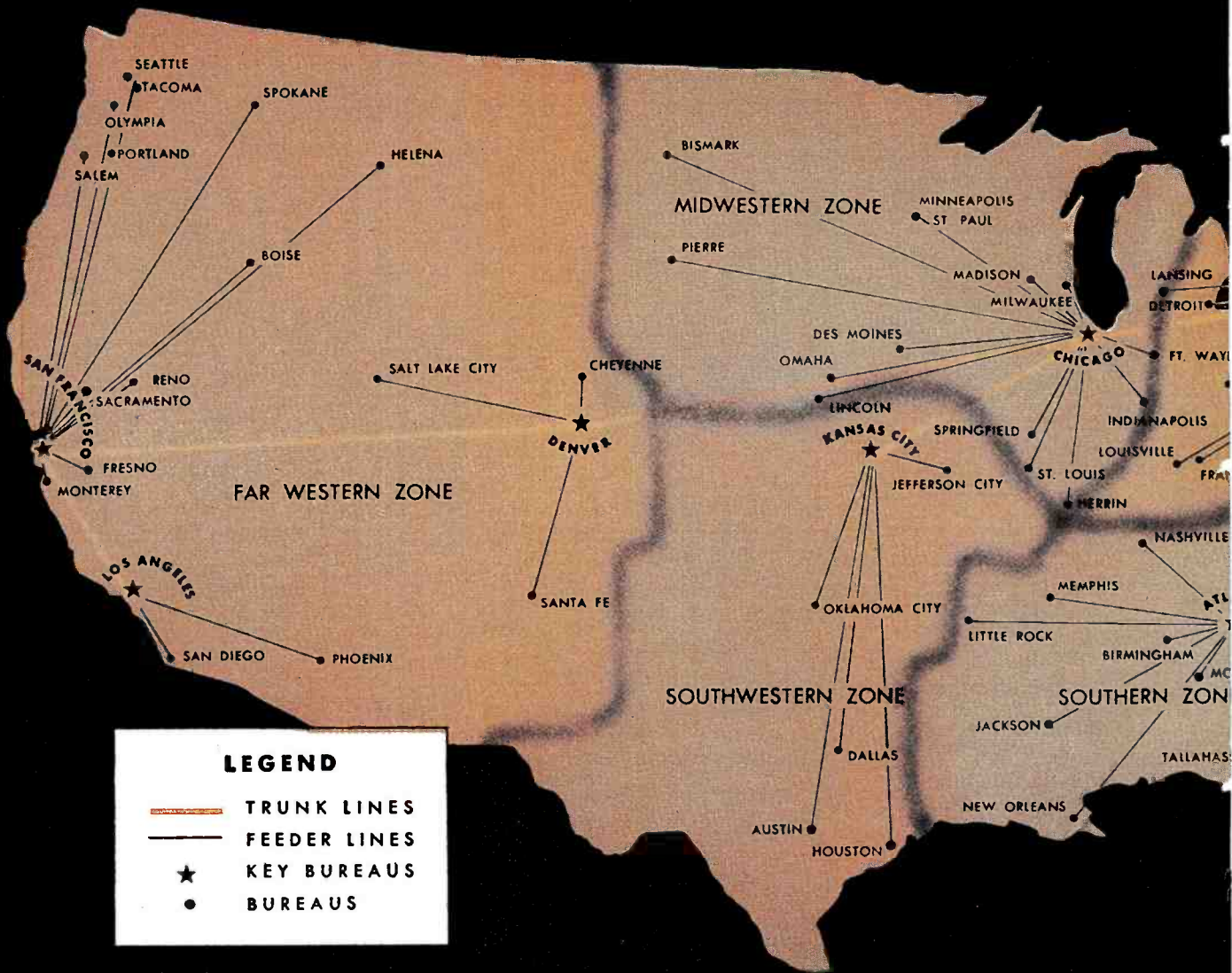
CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.  
BROADCASTING • Telecasting

January 7, 1946 • Page 24A

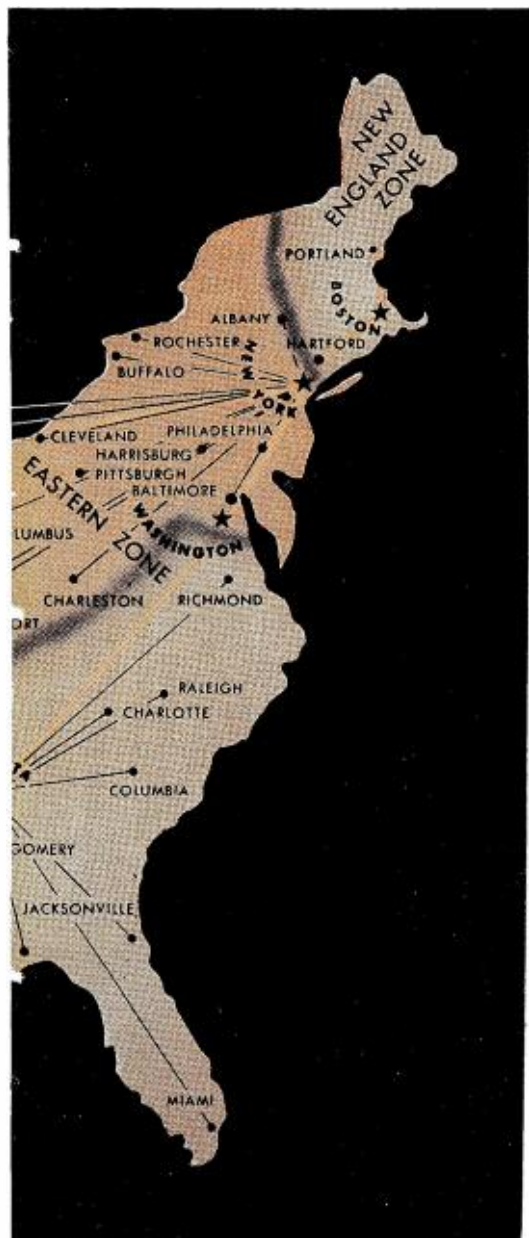


The world...





# and your own backyard



Chalk up another first for U. P. radio news—this time for reconverting coverage! News interest, like our troops, is coming back home. World news is still big news. But getting bigger all the time is news of your home town and home state and other states close by. U. P. has jumped into the lead with a new radio wire system to handle this new situation. It's a system that brings you, no matter where you are, both news of the world and of your own backyard. The map outlines the set-up, shows the zones and how trunk and feeder lines carry news from and to every part of them. United Press was the first big news service to supply radio, first with a coast-to-coast radio wire. It's been first for a long time in the number of clients. It's the first to deliver news to stations in all 48 states. Now it's first again—in giving every region it reaches the news that suits it best.

 **United Press**

## DURR WILL ADDRESS RELIGIOUS SESSION

OPENING session of the second annual Religious Radio Workshop to convene in New York Jan. 7 to 12 will be highlighted by an address, "The Social Significance of Radio," by Clifford J. Durr, member of the FCC.

The Workshop, which will instruct ministers and religious educators in techniques of broadcasting and the use of radio in church work, is sponsored by the joint radio committee of the Congregational, Christian, Methodist and Presbyterian U. S. churches. Co-Chairman will be Rev. Everett C. Parker, committee director, and Elinor Inman, CBS director of religious broadcasts.

Attendance at The Workshop will be limited to radio chairmen of state and city federations of churches.

## Trammell and Mullen See 1946 As Best in NBC's 20 Years

AS NBC prepares to celebrate its 20th anniversary this year, Niles Trammell, president, and Frank E. Mullen, vice president and general manager, in statements last week predicted that 1946 will be the greatest year for radio.

NBC, America's oldest network, "could not have picked a more auspicious time" to observe its 20th anniversary than "this first year of world peace," said Mr. Trammell. "In every aspect of sound broadcasting, the broadcasters of the U. S. are better able to serve the public than ever before."

"The world's finest music and most inviting entertainment will be at the command of every listener," Mr. Trammell continued. "Radio which during the war became firmly

established as an indispensable news medium, will now provide world news coverage on a scale and of a quality never dreamed of in prewar days. Public affairs will continue to be thoroughly covered in radio discussions and talks by authoritative speakers representative of all viewpoints."

### Aid to Distribution

Radio will play a more important part than ever before "as an aid to the swift, economical distribution of manufactured products" in the "expanding cycle of industrial activity," said Mr. Trammell.

He asserted that NBC's 20th anniversary year will be marked by the launching of television on a national scale. He predicted that



Mr. Trammell



Mr. Mullen

TV stations will "begin to be established in the nation's major cities" and that receiving sets "will roll off the assembly lines." During 1946 a New York-Washington TV network, including Philadelphia and Baltimore, will begin operations, he added.

"Twelve months from now I am confident we shall look back on 1946 and say, 'This was radio's greatest year,'" concluded Mr. Trammell.

Mr. Mullen, foreseeing 1946 as a great year for better broadcasting, said: "We are still too close to the picture of 1945 to realize fully what a momentous year it has been. The ending of the two most terrible wars in human history, the death of America's wartime President, and the establishment of the United Nations Organization at San Francisco were news events of an importance which may not again be equalled in our time."

### Well Prepared

"The war made unprecedented demands upon the resources, skill and public spirit of all broadcasters. I am confident that the nation's verdict is that they rendered their wartime service faithfully, efficiently and often with distinction."

The new year finds the broadcasting industry "well prepared to meet its new responsibilities and opportunities in a world at peace," said Mr. Mullen. He pointed out that there are more stations, more and better trained men and women to operate them, and more listeners than ever before.

"Television, commencing its development on a nationwide scale in 1946, will add immeasurably to the importance of radio as a medium of information and entertainment," declared the NBC vice president and general manager.

"The 2,421 men and women of NBC, together with the six stations it owns and the 149 stations affiliated with the NBC network, can be counted upon in 1946 to render a service which, in quality, variety and public interest, will even surpass their best efforts of the past 20 years," he pledged.

### Duvall Released

CHARLES F. DUVALL, released from the Navy as a lieutenant, has rejoined the firm of Fisher & Wayland, Washington radio attorneys. In service for the past two years, Mr. Duvall was administrative officer on contracts and appropriations, Bureau of Ordnance, Washington. He had been associated with Fisher & Wayland for approximately three years when he entered the Navy.

**KGBS**  
HARLINGEN, TEXAS

One of the nation's  
more beautiful stations  
dedicated to the  
betterment of mankind..

McHENRY TICHENOR... PRESIDENT  
TROY McDANIEL..... MANAGER

**KGBS** The ONE and ONLY  
CBS Affiliate  
WITHIN LISTENING RANGE OF THE LOWER RIO GRANDE VALLEY





The old-fashioned gospel favorites have a perennial appeal, and Phil Sheridan sings them particularly well. Long experience in church-singing, and before the microphone, has given him a deep insight into the hymns people prefer, and the way they like them sung.

Sympathetic accompaniment for "Your Morning Hymn" is provided by Clarence Fuhrman, KYW's Musical Director, at the piano, and a string quartet. The result is particularly pleasing . . . a public service quarter-hour firmly established in the affections of a substantial segment of KYW's listeners.

"Your Morning Hymn," with Phil Sheridan, fills a definite need in an area where religious programs are especially well received.

Appropriate sponsorship should yield worthwhile results . . . is decidedly inexpensive . . . and can be arranged *now* with NBC Spot Sales.

**—WESTINGHOUSE RADIO STATIONS Inc—**

KDKA • WOWO • WBZ • WBZA • KEX • KYW



REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

## Radio Praised by Gallico For War News Coverage

PAUL GALLICO, who admits a bit of "cantankerousness with regard to radio and the commercialization of news broadcasts," doffs his hat to radio's war news job in his "This Man's World" column in the December *Esquire*.

Describing American radio's news coverage as "magnificent, constant and complete" and praising "the amount of time and energy and money spent by radio to keep every person in the country within earshot of a receiver posted with the news of the minute," he said, "There was practically no time of the day or night that one could not turn to some station and find out what was happening right up to the last minute. . . .

"Newspapers had and continue to have their functions . . . But they could not satisfy the hunger



SMILE from Kate greeted reporters at a news reception recently at the Waldorf-Astoria, New York, for Columbia's singing star. Shown in the group are (l to r): Emerson Foote, president of Foote, Cone & Belding, agency handling *Kate Smith Sings* series on CBS; Miss Smith; Ted Collins, the star's manager; and William C. Gittinger, CBS vice president in charge of sales.

for the immediate that was in all of us . . . There was comfort in the very existence of radio, the knowledge that no matter where

you were, in your car, on shipboard, traveling on a train or visiting at the house of a friend, you were never out of touch with events. . . ."

## Lend Lease Took Heavy Radio Toll

### Transmitters, Receivers Ran Into Many Millions

AMERICAN broadcasters face 1946 wondering if there will be sufficient transmitters, receivers and equipment to meet demands, now that lend-lease has diminished.

During the war the U. S. supplied to other countries through lend-lease, transmitters, receivers, tubes, condensers, components, speakers and set accessories valued at hundreds of millions of dollars, reports of exports of domestic merchandise during the war indicate.

In 1944, according to the Bureau of the Census, Dept. of Commerce, the U. S. sent, under lend-lease, to some 84 countries radio equipment valued at \$131,254,694, the greater portion going to the USSR, United Kingdom, Canada, India and Egypt.

Transmitters valued at \$84,190,688 were sent out, with \$77,368,885 going to the five major entities. A total of 70,092 receiving sets, valued at \$15,064,290 were shipped from the U. S. under lend-lease, with 48,912 worth \$10,923,863 going to Russia, Canada, the United Kingdom, India and Egypt.

Tubes—an almost unknown quantity in the U. S. in 1944—aggregated 12,502,362, valued at \$8,288,552 under the lend-lease shipments, while this nation sent out 2,432,975 mica condensers worth \$803,877. In 1944 and last year U. S. broadcasters vainly attempted to obtain mica condensers. Set components valued at \$17,020,971 were shipped, while 86,470 loud speakers, worth \$206,974 and \$5,679,342 worth of set accessories were made available to other nations.

In 1942 the lend-lease shipments of transmitters and tubes was only \$4,793,747.

### Reuther on Mutual

WALTER P. REUTHER, vice-president of the United Automobile Workers of America and chairman of its General Motors branch, was to broadcast on Mutual last Friday, 10:15-10:30 p.m., immediately following Henry J. Taylor's broadcast on that network for General Motors Corp. UAW requested sustaining time for a series on Mutual after General Motors bought two quarter hours a week for Mr. Taylor but accepted the network's counter offer of a single 15 minutes.

CJCA Edmonton, and the 843rd United States Signals made possible the broadcasting of Christmas Day activities at Whitehorse, Yukon, on the CBC Trans-Canada network. Broadcast was done as a remote from CJCA, the longest in its experience, with Staff Technician Merrel Dahlgren and Announcer Doug Greig, going to Whitehorse, 1,000 airway miles northwest of Edmonton.

ABS Jan. 3 started series of Thursday programs, 11:30-11:45 p.m., from Brown Derby restaurant in Washington, D. C., featuring swing music talent playing there. WWDC, Washington affiliate of net, originates program.

# THE BRANHAM COMPANY

*Chicago*

*New York*

*Detroit*

*Atlanta*

*Dallas*

*Charlotte*

*St. Louis*

*Memphis*

*Kansas City*

*San Francisco*

*Los Angeles*

*representing*



WMOB . . . . .	Mobile, Ala.
KTSH . . . . .	Hot Springs, Ark.
KFMB . . . . .	San Diego, Calif.
KWKH . . . . .	Shreveport, La.
WCPO . . . . .	Cincinnati, Ohio
WTJS . . . . .	Jackson, Tenn.
WNOX . . . . .	Knoxville, Tenn.
WMC . . . . .	Memphis, Tenn.
KRIC . . . . .	Beaumont, Texas
KWBU . . . . .	Corpus Christi, Texas
KRLD . . . . .	Dallas, Texas
WCHS . . . . .	Charleston, W. Va.
WBLK . . . . .	Clarksburg, W. Va.
WSAZ . . . . .	Huntington, W. Va.
WPAR . . . . .	Parkersburg, W. Va.



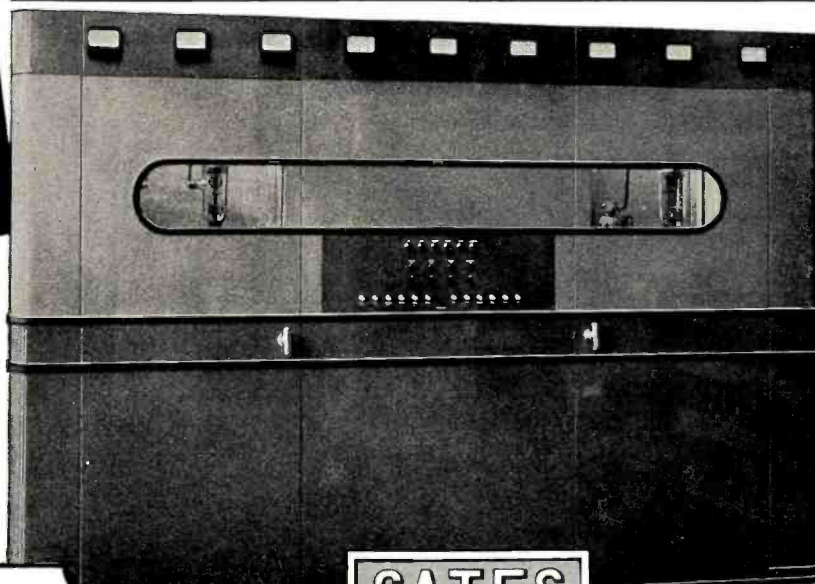


# GOOD NEWS!

**for RADIO STATION ENGINEERS...MANAGERS**

**...and for those who plan a "Dream Station"**

**SOON  
AVAILABLE**



**GATES**

## NOTE THESE SPECIFICATIONS

Carrier Frequency Stability	Plus or minus 10 cycles maximum.
Audio Distortion	Less than 3%, 95% modulation, 50 to 7500 cycles.
Audio Frequency Response	Plus or minus 1½ Db., 30 to 10,000 cycles.
Carrier and Hum Level	Better than 60 Db. below 100% modulation, unweighted.
Power Supply	230 volts, 3 phase, 60 cycles.

## 5 AND 10 KILOWATT TRANSMITTERS

They're modern—with built-in technical features that fulfill every demand for versatile 5 and 10 Kilowatt Transmitters—and they'll soon be available, both for stations now operating or for that "dream station" you may be planning.

Engineered by skilled GATES men with 24 years of "know-how" back of them, these new models (BC-5, BC-10) afford not only a perfected broadcasting technique, dependability, and efficiency but a prideful investment in engineering distinction and prestige.

**Install them for Engineering Perfection . . .  
Dependability . . . Efficiency . . . Versatility!**

WRITE FOR COMPLETE DETAILS

. . . *Everything for Radio Broadcasting from the Plans to the Completed Station* . . .

NEW YORK OFFICE  
9th Floor, 40 Exchange Place

**GATES RADIO CO.**  
**QUINCY, ILLINOIS**

SOLD IN CANADA BY  
Canadian Marconi Co., Ltd.,  
Montreal

**EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922**

# KANSAS CITY

## IS A

# K

# O

# Z

# Y

## MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD  
General Manager

ELIZABETH WHITEHEAD  
Station Director



Pioneer FM Station in the Kansas City Area

Ask for Rate Card

## Wire Recorders An Aid to Students

Journalism School Instructor  
Uses Portable for Pickups

PORTABLE wire recording equipment offers an excellent means of training students in special events broadcasting, according to Baskett Mosse, instructor in radio journalism at Medill School of Journalism, Northwestern U. Mr. Mosse is a member of the NBC Chicago news and special events department.

An advanced class in specialized news broadcasting gave accounts of an hour-long parade, naval review, football game and housing program. "The speedy play-back ability of the recorder enabled us to analyze our description immediately after covering an event," Mr. Mosse said. "This, of course, was not possible before the invention of the wire recorder, since use of the expensive standard mobile equipment was out of the question."

"In the future we plan to make extensive use of the wire recorder, covering spot news events in and around the Chicago area. Our news laboratory will be where the event is taking place."

The recorder also was used in the classroom to analyze the writing and delivery of straight news programs and features.

During a broadcast of a Navy review the recorder was accidentally turned over but there was no loss of quality in the recording, it was stated. Quality of music background was described as good.

Most persons interviewed were more at ease before the mike when told any serious mistake could be deleted. The recorder was described as a builder of confidence, students formerly shy before the mike feeling more at ease when talking into the little recorder.

## Reference Book

ON THE THEORY that monthly magazines are not convenient reference works, John Markus and Vin Zeluff, associate editors of *Electronics* magazine, have dug through the files of the magazine from its first issue in April 1930 and prepared *Electronics for Engineers* (McGraw-Hill Book Co., New York, \$6). The 390-page book contains 142 articles, reference sheets, charts, equations, and graphs "that have been in greatest demand for their reference value." Checked, edited, and condensed where desirable, the contents are grouped into chapters for convenient reference. Sections dealt with include "A-F Impedance Matching Networks," "Antennas," "Audio Amplifiers," "Audio-Circuit Design," "Capacitors," "Cathode-Ray Tubes," "Oscillators," "Television, Frequency Modulation and Facsimile," and "Wide Band Amplifiers" among many others.



LIP SERVICE to a sponsor is paid by Audry, vocalist with *The Men of Note* program, to E. George Sanders, president, Morton Show Case Co., who signed with WHIO Dayton the largest one-day contract on record in that city. Mr. Sanders purchased 5 1/4 hours on opening day, featuring all live talent.

## DEMANDS BY IBEW STYMIE MVN SHOW

NORTH CENTRAL Broadcasting System's one-hour farm program, *Town & Country Time* which started on Mississippi Valley Network Dec. 31 after many postponements, hit another snag after its first broadcast when the Minneapolis local of the International Brotherhood of Electrical Workers notified Ralph Atlass, owner of WLOL, originating station, that studio technicians must be paid network rates if the program continues.

Mr. Atlass notified John Boler, president of NCBS, that North Central would have to provide its own technicians as of Jan. 2, and that as of Jan. 15, WLOL's studio facilities would no longer be available. Unless NCBS agrees to the local's demands, the program may be moved to MVN's St. Louis affiliate, KWK.

Offered as a five-a-week 5-7 a. m. (CST) feature, *Town & Country Time* is sold on a participating basis, with General Mills (Gold Medal Flour & Wheaties) and Dr. West's Tooth Powder, both through Dancer-Fitzgerald-Sample, as initial sponsors.

Program is produced under supervision of John Merrifield, MVN agricultural director, with John Hicks as m.c. Bob Baxter does the news commentaries, with music by an 18-piece orchestra directed by Vern Rooney. Each program features cut-ins by local stations for weather reports, market quotations and local news.

PLAQUE for outstanding cooperation in Victory Garden movement during war years has been awarded McClatchy Newspaper and McClatchy Broadcasting Co., Sacramento, Cal., by National Victory Garden Institute. For three years, Victory Garden harvest festival has been staged under joint auspices of McClatchy Newspapers and Broadcasting Co., which operates KFBK KMJ KWG KERN KOH.





# CLAIM STAKING

## Hallicrafters and Very High Frequency

Based on the facts in the case, Hallicrafters can stake out a very strong claim to leadership in the very high frequency field. The facts include such things as the Model S-37, FM-AM receiver for very high frequency work. The Model S-37 operates from 130 to 210 Mc.—the highest frequency range of any general coverage commercial type receiver.

Hallicrafters further supports its claim to domination in the high frequency field with the Model S-36A, FM-A M-CW receiver. The 36A operates from 27.8 to 143 Mc., covers both old and new FM bands and is the only commercially built receiver covering this range.

*Further developments in this direction can soon be revealed—adding further support to Hallicrafters claim to continued supremacy in the high frequency field.*

HALLICRAFTERS NEW \$600,000 HOME NOW UNDER CONSTRUCTION.



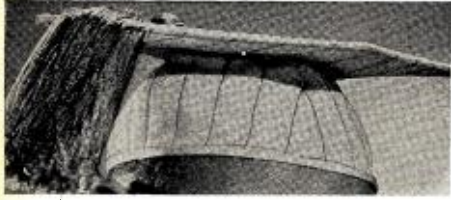
# hallicrafters RADIO



THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.

COPYRIGHT 1945 THE HALLICRAFTERS CO.

# It happened on NBC



## MARCH-APRIL 1938

*What famous band leader launched an hour-long musical quiz program on 78 stations of the NBC Network and chalked up an opening Hooper rating of 12.6?*



## WINTER 1942-43

*What NBC musical quiz show earned an average Hooper rating of 20.6 from October to April, reaching a peak of 24.5 in January?*



## APRIL 1945

*What musical Quizmaster, now sponsored by Colgate-Palmolive-Peet Co., rounded out seven years on NBC and continued his smashing success with an 18.8 average winter season Hooper rating for the entire seven-year period?*



## TODAY

*What musical quiz show is now broadcast over 139 stations of the NBC Network, and is a weekly, hour-long classroom period attended by some 20,000,000 students?*

- During the eight years Kay Kyser's College of Musical Knowledge has been on NBC it has ranked consistently among radio's most popular programs. Today it holds the unique distinction of being the only hour-long musical quiz show on the networks.
- Kyser is a prime favorite of the GI's, too. He started to entertain servicemen and women six months before

Pearl Harbor. Since that time he has traveled more than 1,000,000 miles—just about 44 times around the world.

- Back of this overwhelming popularity is much more than the laughter and good fun that fill the ears of millions of listeners each Wednesday night. Many hours of study and research go into the building of the College of Musical Knowledge broadcasts. A staff of experts



*(The Story of Kay Kyser)* NO. 8 OF A SERIES



checks and re-checks each name and fact reference at least five times. The Professor is extremely particular about this part of the program—20,000,000 students are waiting to hear teacher make a mistake.

- Between his "Evenin' folks, how y'awl?" which opens the program and his "So long evah body" which closes each show, Kay Kyser and his sponsor, the Colgate-

Palmolive-Peet Company, demonstrate a fact that is well known to all students of the broadcasting business: combine a smart idea with painstaking production, the unsurpassed facilities of the NBC Network, the vast NBC audience and the association of other great NBC Network programs and in a short time the good program graduates with honors as a GREAT program.

# National Broadcasting Company

America's No. 1 Network



## Lear to Produce New Type of Tape Recorder

NEW TYPE of tape recorder to be incorporated in home radios will be ready for the market next summer, Lear Inc. announced in New York last week. Lear company reported the tape recorder has advantages over wire recorders—rewinding is unnecessary, it is less expensive, it has greater sound fidelity and it needs less servicing. Although prices on all Lear home radios with tape recorders have not been set, the combination may come into the price range of lowest-cost console models and possibly even of table models that have automatic record-playing devices.

"Tape recorders for office use will also be produced by the company. Despite advantages of tape recorders, however, the company will continue to make wire recorders," Mr. Lear said.



WHAT THE management of KGLO (Mason City, Ia.) said to management of WTAD (Quincy, Ill.) probably embraced teamwork during 1946, programming improvement and the tinkling of the cash register. That's so because the two stations are under Lee ownership and management. (L to r) Herbert R. Ohrt, assistant manager, KGLO; Bill Burghart, sales manager, WTAD; Lee P. Loomis, president of Lee stations; Walter Rothschild, general manager, WTAD, and Neal Weed, Weed & Co. Present physically but not photographically was F. C. Eighmey, secretary-treasurer and coordinator of stations, who performed as photographer.

WINNING radio script in a nation-wide contest conducted by the YMCA, "Nine September," written by Philip Young, copy chief of N. W. Ayer & Son, New York, will be broadcast on ABC Jan. 7, 8:30-9 p.m. Script has world tolerance theme.

TOM BRENNEMAN and his "Breakfast in Hollywood" ABC series are described in detail in "The Latest Dope" by Jerome Beatty in the February issue of American Magazine.

## Mutual Has More Of Top Advertisers

### Edgar Kobak Makes Yearend Statement on Progress

"MUTUAL enters its 12th year with more of the nationally important advertisers on its client list than it has ever had before," Edgar Kobak, president of Mutual, said in a year-end statement released last week.

According to Mr. Kobak's report, five of radio's top 10 advertisers are now sponsoring eight hours of radio fare per week on the network. A gross billing of over \$20,500,000 represents an increase of approximately 11% over 1944, network's previous peak year.

Sales offices were opened in Detroit and Pittsburgh during the past year to augment those already in Chicago, New York, and the West Coast, thus affording advertisers in those localities better network service and widening the scope of Mutual's sales operation, Mr. Kobak said.

Network enters 1946 with 284 affiliate stations, an increase of 39 stations over 1944. During 1945, Mutual's coverage was strengthened in Cincinnati and Albuquerque when stations WLW and KOB, both 50,000 watts, signed affiliate agreements. Other stations joining network were WHTD Hartford, KALL Salt Lake City, and WLEE Richmond.

## SPECIAL FEATURES REVAMPED BY WGN

WGN Chicago Jan. 1 revised its news and special events department, eliminating the latter completely and substituting "special features" under direction of Bruce Dennis, WGN publicity director.

Paul Brines, assistant manager of WGN, said the title "special events" was a "misnomer" and that henceforth all coverage of fires, accidents and other events would come under the heading of "spot news" with Bob Hurleigh, WGN news editor, in charge.

"We do not consider unexpected events as 'special'," Mr. Brines said, "and have felt for a long time that this type of broadcast was purely 'spot' news and should be covered as such."

The "special features" department will cover "planned events" such as conventions, civic activities and talks by local and national celebrities on subjects of current interest, he said.

Assisting Mr. Dennis in operation of the "special features" department will be Charles (Chuck) Wiley of the WGN publicity staff.

Mr. Brines will continue to supervise work of the public service department of WGN, which consists largely of clearing time for Chicago civic and political organizations. He said WGN will make extensive use of its wire recorders and mobile shortwave unit to cover "spot news" in the Chicago area.

Atomic Bomb Explosion  
from actual photograph

## A Product of TENNESSEE VALLEY POWER

The same Tennessee Valley power which made the Atomic Bomb possible has made Nashville one of the nation's leading manufacturing centers for many modern industries. . . . Today, this low-priced power offers still more opportunities for further industrial developments. The Nashville market is a rich one, contacted through WSIX, the station that covers more than a million potential buyers for your product—at a low cost per radio listener.

WSIX gives you all three:  
Market, Coverage, Economy

AMERICAN  
MUTUAL

5,000 Watts—980 K. C.

Represented Nationally By  
THE KATZ AGENCY, INC.





Read these memos  
on a radio man's  
calendar...

### For Listeners

In 1945, WMCA won more  
awards for public service  
than any other radio  
station in the  
U.S.A.

### For Advertisers

In 1945, WMCA had  
the greatest revenue from  
sale of time of any year  
in its history. (Public  
service also spells  
service to American  
business enterprise.)

### For Everyone

Look forward to even  
better programs and greater  
public service from WMCA  
in 1946 — as an  
affiliate of the Associated  
Broadcasting System.

# wmca

FIRST ON NEW YORK'S DIAL... 570



# BMI Pin Up SHEET

## Hit Tunes for January

### ARE THESE REALLY MINE? (Campbell-Porgie)

Vaughn Monroe—Vic. 20-1736 • Gene Krupa—Col. 36890

### ATLANTA, G. A. (Stevens)

Woody Herman—Col. • Sammy Kaye—Vic. • Shep Fields—Vogue  
(soon to be released)

### COME CLOSER TO ME (ACERCATE MAS) (Melody Lane)

Larry Stevens—Vic. 20-1776  
Jimmy Dorsey—Dec. • Xavier Cugat—Col.  
(soon to be released)

### JOSE GONZALES (Valiant)

Tony Pastor—Vic. 20-1693 • Guy Lombardo—Dec. 18712  
Four Chicks and Chuck—Cosmo 453

### MORE THAN YESTERDAY (Marks)

Featured by Guy Lombardo, Vaughn Monroe and Hal Aloma

### MY GUY'S COME BACK (Regent Shapiro-Bernstein)

Benny Goodman—Col. 36874 • Dinah Shore—Vic. 20-1731  
Helen Forrest—Dec. 18723 • Thelma Carpenter—Maj. 1017

### NEVER TOO LATE TO PRAY (Seneca)

Tommy Dorsey—Vic. 20-1773

### TELL IT TO A STAR (Indigo)

Charlie Barnet—Dec. 18736 • Tony Pastor—Bl. B-11533

### SLOWLY (Rudy Vallee Music)

Kay Kyser—Col. 36900

### TAKE CARE WHEN YOU SAY "TE QUIERO" (London)

Guy Lombardo—Dec. 18730 • Tommy Tucker—Col. (Jan. release)

### THE MOMENT I MET YOU (Embassy)

Tommy Dorsey—Vic. 20-1761

### WAITIN' FOR THE TRAIN TO COME IN (Block)

Louis Prima—Maj. 7156 • Johnny Long—Dec. 18718  
Peggy Lee—Cap. 218 • Harry James—Col. 36887

### WALKIN' WITH MY HONEY (Republic)

Sammy Kaye—Vic. 20-1713 • Ray Noble—Col. 36883  
Connee Boswell—Dec. 18741

THERE'S A BMI HIT  
FOR EVERY TYPE OF SHOW

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

## Commentators at Nuremberg



COVERING the Nuremberg trials for the major networks, these are commentators were pictured at the Court House press room between sessions of the International Military Tribunal (l to r): Howard K. Smith, CBS; Roy Porter, NBC; H. R. Baukhage, ABC (now back in the U. S.); and Arthur Gaeth, Mutual. Other broadcasters who have been on the scene for the war crimes prosecution are William L. Shirer, CBS; Max Jordan and Ed Haeker, NBC; Leslie Nichols, Mutual; Lowell Bennett of INS, reporting for ABC; and Murray Young, WHK Cleveland. American Forces Network is represented by Harold Burson and Cy Bernhardt. Present for Army public relations are Maj. Ted Steele, Maj. Tom Dougall, Capt. Don L. Kearney and Lt. Add Penfield.

## Meat Institute's Sponsorship Holds Waring Show on NBC

FUTURE of the NBC Fred Waring program (11-11:30 a.m. EST) was assured for at least 13 weeks, as Harry C. Kopf, vice president and general manager of the NBC Central Division, Chicago, announced the show would be sponsored each Tuesday and Thursday, effective Jan. 15, by American Meat Institute, Chicago.

AMI's last radio venture was the William Bendix *Life of Riley*, dropped July 8.

Signing of 52-week contract marked the first fixed sponsor for the Waring program, reputed to cost NBC \$18,000 a week as a sustaining feature since June 4, 1945. NBC has refused several offers to sponsor the show on a participating basis or to assume cost of talent, with NBC defraying air time.

### Morning Experiment

The Waring program was moved to a morning spot after being sponsored on NBC several years as a nighttime show by Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

Move was designed to determine effect of a top-notch musical show in competition with audience participation and serial shows. It was taken by NBC executives as a result of a survey made by Dr. Paul Lazerfeld, of Columbia U., which reported that approximately 54% of the women audience interviewed wanted "something besides serials." The Waring show was placed, NBC executives declared,

"as an experiment" due to the "overwhelming number of women that preferred the show."

Sole sponsor of the NBC program since it began last June was the Schutter Candy Co., Chicago (Bit-O-Honey) which contracted for a special Christmas day program, through Schwimmer & Scott, Chicago.

New contract was signed Dec. 28 by Jim McEdwards, NBC Central Division salesman, and Frank Ferrin, representing the sponsor's agency, Leo Burnett Co., Chicago.

Some "slight" revision in the program format was indicated by the agency, but present strength of the Waring organization is expected to be maintained.

As an NBC sustainer, the Waring show has a November Hooper rating of 3.9 for the first quarter hour and 3.6 for the second quarter hour. Competition includes *Breakfast in Hollywood* (7.3 Hooper) on ABC, and *Amanda of Honymoon Hill* (2.7 Hooper) and *Second Husband* (3.7 Hooper), both for Sterling Products, on CBS.

ARDEN FARMS, Los Angeles (dairy products), on Jan. 1 started sponsoring five-weekly quarter hour "Arden's Housewives' Exchange" on KMPC Hollywood. Contract is for 13 weeks. Productive Advertising Agency, Los Angeles, has account.

TWENTIETH CENTURY-FOX Film Corp., New York (institutional), has started sponsoring five-weekly quarter-hour newscasts on KECA Hollywood. Contract is for 39 weeks. Kayton-Spiro Co., New York, has account.

WIS Columbia, S. C., is adding portion of Standard Transcription Library.



# WARD INGRIM JOINS BLAIR



We take pleasure in announcing that Major Ward Ingram, recently returned after serving three years with the Army Air Forces, has joined our Chicago office.

We know that his many good friends throughout the radio world who remember him as the former commercial manager of KFRC, San Francisco, will be happy to join with us in wishing him every success in his new venture.

**JOHN BLAIR**  
& COMPANY

THE VALUE  
OF INFORMATION  
IS MEASURED BY ITS  
RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit  
REPRESENTING LEADING RADIO STATIONS

# Eastern Iowa



## is WMT land

WMT is Eastern Iowa's only CBS station . . . which, of course, makes it Eastern Iowa's most popular station . . . reaching more than 1,200,000 people within its 2.5 mv line . . . and offering the largest daytime coverage of any station in the state within its 0.5 mv line (3,500,000 people). Iowa's best frequency—5000 watts on 600 KC is now enhanced by America's first new peacetime RCA 5F Transmitter . . .

WMT offers you tremendous low-cost sales in this "plus" market — this "WMTland-of-plenty" . . . Contact the Katz Agency at once for availabilities and latest market data.



Represented by  
KATZ AGENCY

## Hector W. Charlesworth Dies at 73 in Toronto

HECTOR WILLOUGHBY CHARLESWORTH, 73, died suddenly at Toronto on December 30. First chairman of the Canadian



Radio Broadcasting Commission from 1932-1936, he had for 54 years been a newspaperman, art and music critic of Toronto publications. It was as a music authority Mr. Charlesworth that he was named to head the first nationally owned broadcasting organization in the Dominion. Born in England, he went to Canada as a boy, received most of his education at Toronto, and has been connected with Toronto publications since, except for the four years at Ottawa as head of the CRBC, predecessor of the present Canadian Broadcasting Corp. He is author of a number of books of reminiscences, has been an adjudicator in national music competitions. He is survived by a son, Lionel, in Bogota, Colombia, and a daughter in Vancouver.

## WTAG Inc. Takes Over Worcester Operations

EFFECTIVE Jan. 1 WTAG and WTAG-FM, subsidiary of Worcester Telegram Publishing Co., became WTAG Inc., owning and operating the stations as well as continuing development work on FM, television and facsimile.

Officers of WTAG Inc. are George F. Booth, president; Edward E. Hill, executive vice president; Capt. Robert W. Booth, vice president and general manager; Howard Booth, treasurer; Frank C. Smith Jr., clerk. With Harry G. Stoddard and Lt. Col. Lincoln W. Stoddard they comprise the board of directors. Mr. Hill has managed WTAG seven years. Mr. Booth, former assistant manager, recently returned from five years in the Army where he was assigned to radio and radar work.

Facilities include offices and studios at 18 Franklin St., Worcester; two transmitting stations and auxiliary in Holden; auxiliary atop Franklin St. building; mobile unit and new FM station in Paxton to be completed in 1946.

## Rishworth to NBC

MISS BERTHA BRAINARD, manager of NBC program package sales and associated with the network since it started, has resigned and is retiring from radio. Succeeding her is Thomas Rishworth, recently discharged from the armed forces and since then assistant manager of the program package sales department. Miss Brainard was with WJZ New York before joining NBC in 1926 as eastern program manager.

## Thanks

NEW TWIST in institutional advertising was provided by Farmers & Merchants National Bank of Winchester, Va., when they devoted a part of one of their programs on WINC Winchester to praise of the station. In an unsolicited letter read on the program, Dr. Lewis M. Allen, bank president, declared: "Radio Station WINC has rendered a distinct service to our country and this community during the year 1945. We wish to thank Mr. Lewis [Richard Field Lewis Jr., licensee and general manager] and his staff, wishing them a Merry Christmas and continued success in the New Year."

## Tom O'Brien Appointed ABS Publicity Director

TOM O'BRIEN, former member of the editorial staff of the *Lansing* (Mich.) *State Journal*, before his enlistment in the Navy, has been appointed director of publicity and promotion of the Associated Broadcasting System, Grand Rapids.

Mr. O'Brien participated in the Tarawa and Marshall Islands operations. He is widely known in Michigan sports circles and was graduated from the Michigan State College Journalism School in 1936.

## New CFPL Studios

CFPL London, Ont., is building new studios complete with visual control, and including a large studio for use of a symphony orchestra. Western Electric studio control equipment is being installed, and a new RCA 5 kw transmitter is to be ready for use in March.

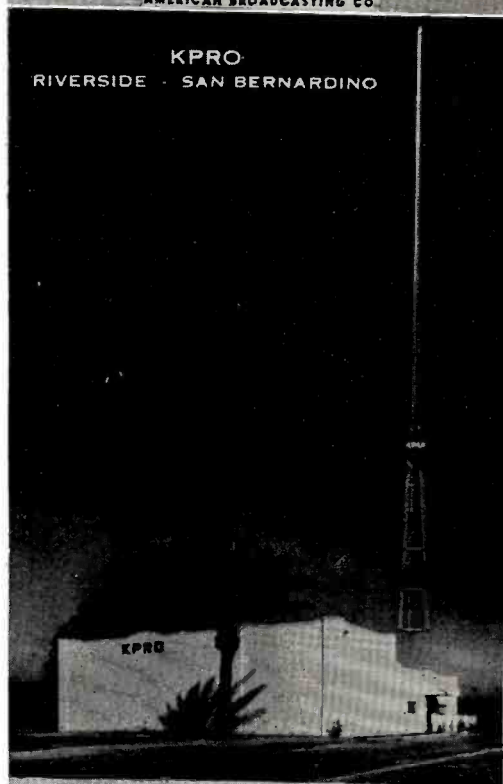


...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.



**WSPA** SPARTANBURG, SOUTH CAROLINA  
Home of Comp Crot  
5000 watts Day, 1000 watts Night  
950 kilocycles, Rep. by Hollingbery





## KPRO *Riverside & San Bernardino, Cal.*

1000 WATTS, FULL TIME.

**P**OPULATION Primary Area, 1940 census, 584,321 within 0.5 MV contour—1946 estimate 649,826. Area embraces Riverside and San Bernardino Counties, together with the Easterly part of Los Angeles and Orange Counties, lying within KPRO's 0.5 MV area.

Other than KPRO there is only one advertising medium that covers the Valley of Paradise completely, viz., a 50 kilowatt outside station 60 miles away. Los Angeles is 60 miles from Riverside and San Bernardino, about the same distance as Milwaukee is from Chicago, or Baltimore is from Washington, D. C. Few advertisers try to cover Washington from Baltimore—likewise it is not profitable to try to cover this great agricultural region of Southern California from Los Angeles. The Valley of Paradise, heart of agricultural Southern California, is completely surrounded by high mountains—thus outside stations fade here the same as this station fades in Los Angeles.

SO, FOR COMPLETE COVERAGE OF OUR LARGE AGRICULTURAL VALLEY, INCLUDE KPRO IN YOUR NEXT ADVERTISING BUDGET

BUY KPRO in combination with KRQP, Brawley, Cal.

KPRO has no exclusive representative but the representatives listed below can supply you with availabilities and can give you information relative to KPRO's market.

San Francisco, Calif.  
Duncan A. Scott Company  
627 Mills Building  
Sutter 1393

Los Angeles, Calif.  
Duncan A. Scott Company  
408 Pershing Square Building  
Michigan 0921

KPRO - Riverside, Calif., Tel. 6290

:-:

San Bernardino, 480 5th Street, Tel. 5157

# BIRMINGHAM

ALABAMA'S RICHEST MARKET



## RESIDENTIAL APPLIANCE

# SALES

Birmingham's postwar boom in residential appliance sales has started. The last prewar year, residential appliance sales in Birmingham amounted to \$4,-776,500. Get your share of this business in 1946 with a sales message on WBRC—first in Birmingham since 1925!

# WBRC

NBC  
5000  
WATTS  
DAY and  
NIGHT

BIRMINGHAM'S  
BEST RADIO BUY

## Radio News Clinic Planned in Florida

Third in Series Scheduled  
At Daytona Beach Jan. 12

THIRD in a nationwide series of radio news clinics will be held by the NAB Jan. 12 before the Florida Assn. of Broadcasters. Meeting will be held at the Sheridan Plaza Hotel, Daytona Beach, with Comdr. W. Wright Esch, owner of WMFJ Daytona, host.

Conducting the clinic will be E. R. Vadeboncoeur, vice-president of WSYR Syracuse and chairman of the NAB News Committee, and Arthur C. Stringer, NAB director of promotion and secretary of the committee. Mr. Vadeboncoeur is spending 10 days at the Vero Beach, Fla., home of Mark S. Wilder, and will go to Daytona Beach for the clinic.

### LeGate to Preside

Seventeen stations had indicated by mid-week that they would be represented at the clinic. Presiding will be James M. LeGate, general manager of WIOD Miami and president of the Florida association.

First of the clinics was held Nov. 16 at Springfield, Ill., before news editors of Illinois stations. Second was held Jan. 3 at Indianapolis on behalf of the Indiana Local Broadcasters Assn., with Mr. Stringer in charge (see separate story).

NAB News Committee is making arrangements with other state groups for clinics during the year. Clinics are open to stations regardless of NAB membership.

## Chattanooga Debut

WAGC Chattanooga, Tenn., makes its debut Jan. 20, operating on 1450 kc 250 w unlimited. A Mutual affiliate, station will be operated by Tennessee Valley Broadcasting Co., a partnership of Gordon W. Gamblin and Hubert M. Martin, local businessmen; R. T. Russell, banker; Humphrey B. Heywood, business manager of Baylor School for Boys. WAGC will use transmitter site and ground system originally used by WAPO Chattanooga, with Hotel Patten studios formerly used by WODD. Station will have Lang-Worth transcription and AP services.

## New Recording System

NEW RECORDING system capable of recording any standard, original or release type of sound tracks on either 35 mm or 16 mm film has been announced by the Electrical Research Products Division of Western Electric Co., to be available within the next few months. New device represents a marked departure in design from current equipment, the company stated. It is smaller and lighter and flexible enough to meet a variety of recording requirements including change from 35 mm to 16 mm in a matter of minutes, using only a screw driver.

## WMAQ Advertisers for 11 Years



ELEVEN YEARS of broadcasting over WMAQ Chicago was marked when executives of Wieboldt Stores, Chicago, and their advertising agency, Needham, Louis & Brorby, met in the NBC Central Division offices to complete negotiations for renewal of their contract with the station. The show, *Meet Your Neighbors*, is broadcast Monday through Saturday 8-8:30 a.m. (CST). Shown (l to r): Seated, Harry C. Kopf, NBC vice president in charge of the Central Division; Werner Wieboldt, chairman of the board of Wieboldt Stores; standing, Oliver Morton, NBC local and spot sales manager; Alan Wallace, radio director, NL&B; Melvin S. Hattwick, agency account executive; William T. White, Wieboldt general sales manager; Jules Herbuveaux, NBC Central Division program manager; Robert T. Ewing, WMAQ account executive; Melvin Brorby, vice president, NL&B. WMAQ is owned by NBC.

## LETTER TO THE EDITOR KFQD Takes Listeners In on Station Operation

Editor: BROADCASTING

Up here in Alaska we too believe that the radio industry has been slow in "blowing its own horn" although it has the largest to blow that there is.

Since April, 1945, station KFQD at Anchorage, Alaska has been broadcasting a radio service program a half-hour in length each week. This program, while sometimes a trip "behind production scenes" has primarily been an explanation of what radio's job and problems are.

In telling of the broadcast of public service announcements and programs, KFQD listeners have been made present at all phases of the process... from the time someone makes a request for time, through production, and copywriters' hands, to the time it goes

on the air. The use of mood music, sound effects, teletype news... all the phases of radio production have had programs devoted to them.

Management's headaches, too, have come in for their share of publicity on this "radio service" program series. Modern developments in radio have been described, with KFQD engineers getting technical at times. The part radio played in the war, and the relation of war-born radio developments to post war, peace-time usage, has been explained.

In fact, we feel that the radio listeners of Alaska know a whole lot about the workings and the problems of radio. We are trying to put a maximum of production into this series, and feel that it is well worth-while. Just thought you might be interested in knowing that Alaska isn't too far behind the industry.

KEN LAUGHLIN,  
Mgr. KFQD Anchorage, Alaska.  
Dec. 13

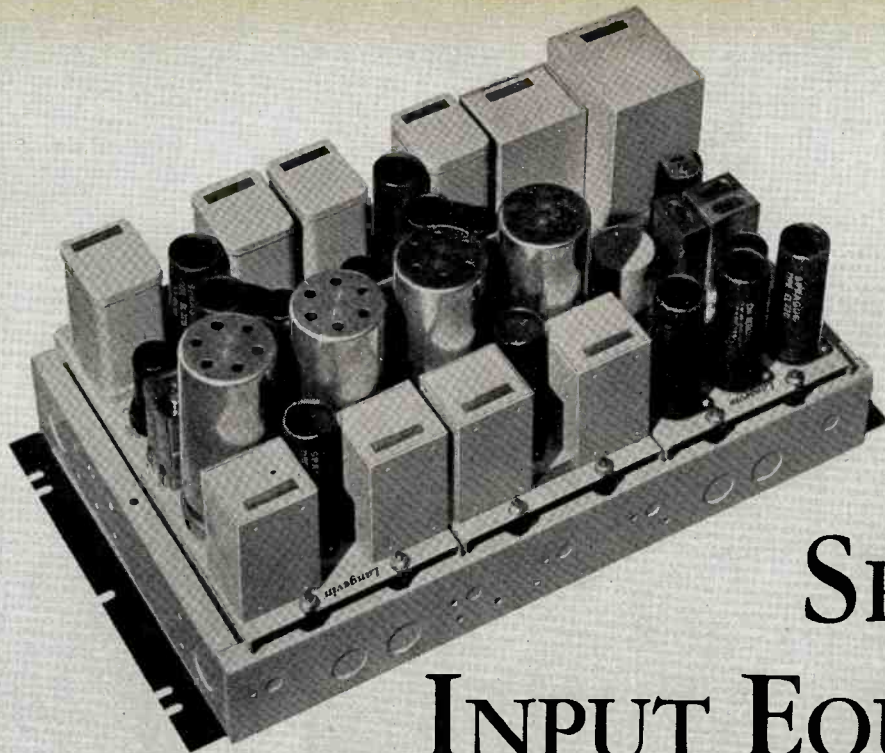
## FCC Orders Rate Cut

MOVING to put into effect before April 1 agreements reached with the British Commonwealth at the Bermuda Telecommunications Conference, the FCC last week notified U. S. international telegraph carriers to report by Jan. 18 on plans to reduce tariffs and ordered an investigation to determine whether RCA Communications, Mackay or Press Wireless will be permitted to operate to Australia, New Zealand and India. The Commission also fixed Jan. 18 as deadline for applications to operate radiotelegraph circuits to Ceylon, Greece, Hongkong, Jamaica, Palestine, Saudi Arabia, Singapore and South Africa.



"Since the Lieutenant put his ad on WFDF Flint, he's sleeping better."





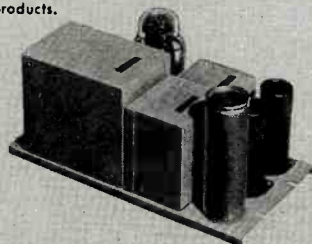
AT LEFT. Two Langevin Type 111-A Dual Pre-Amplifiers and one Langevin 102-A Line-Amplifier mounted on a 3-A Mounting Frame. This unit provides four pre-amplifiers and one line-amplifier, or three pre-amplifiers, one booster-amplifier and one line-amplifier, all in 10½" of rack mounting space. External power supply such as the Langevin 201-B Rectifier, as shown below, is required.

# SPEECH INPUT EQUIPMENT

*Worthy of an Engineer's Careful Consideration*



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

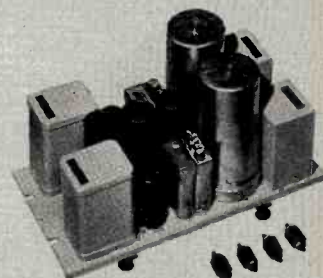


The 201-B Rectifier is one of the 201 Series Rectifiers, of which two types are available, the "B" having additional filtering, thereby giving a slightly lower ripple content than the "A." This unit is capable of supplying power for one 102 Series Line Amplifier and three 111 Pre-Amplifiers (six pre-amplifiers).

Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5¼" x 10¼" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10½" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name *Langevin*. It will only appear on good apparatus.



The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The 108-A Amplifier is one of the 108 Series Monitor Amplifiers, of which four different types are available. The "A" is ordinarily used to drive a monitor system from a 600 ohm or bridging source. Its distortion is low for this type of service. It is quiet and has ample power with excellent frequency characteristics.

## The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK  
37 W. 65 St., 23

SAN FRANCISCO  
1050 Howard St., 3

LOS ANGELES  
1000 N. Seward St., 38

# 2961 Cities and Towns in 33 States Sent 38,193 Requests in 10 Days

It all started innocently enough: "Uncle Tom," the drawling M. C. on Consolidated Royal Chemical Corporation's Western Jamboree—one of the many popular WCKY programs (8:45—9:55 P. M. nights), casually remarked on ONE program, just ONCE, that if anybody wanted to see what he looked like, to write for a picture. That's all.

And then it *did* start. The first day's mail flooded in by the sacksful and we called out the reserves. We *knew* the program was a popular one—we knew we had a far reaching signal—but even we were amazed and astounded by this rush of mail from practically every corner of the nation; this overwhelming evidence of *listeners*. When it was counted and sorted, there were 7,251 letters and cards from nearly 3,000 cities, towns and villages in 33 states—states containing 84% of the nation's entire population.

But that was only the beginning. Before the requests from that ONE announcement stopped—in three days—there were 13,388 tallied and checked. The announcement was repeated several times more in the next few programs and at the time this advertisement was prepared the count was well up towards 40,000—and still coming, although a deadline of December 1 had been established.

So what? Well — Western Jamboree is a WCKY planned and produced show. So—smart programming and smart showmanship plus, 50,000 watts of salespower provides a bonus, buying audience which has no relationship to rates and coverage maps.

If you'd like more detailed facts about coverage, rates, programs, audience, on a station capable of being heard by five out of every six people in the nation, write or wire us or

Ask a Free and Peters Man

# WCKY

*L. B. Wilson*

CINCINNATI

50,000 Watts of Sales Power

## One Day's

November

State	
Alabama	.....
Arkansas	.....
Connecticut	.....
Delaware	.....
Florida	.....
Georgia	.....
Illinois	.....
Iowa	.....
Indiana	.....
Kentucky	.....
Louisiana	.....
Maryland	.....
Maine	.....
Massachusetts	.....
Minnesota	.....
Missouri	.....
Michigan	.....
Mississippi	.....
New Hampshire	.....
New Jersey	.....
New York	.....
North Carolina	.....
Ohio	.....
Oklahoma	.....
Pennsylvania	.....
South Carolina	.....
Tennessee	.....
Texas	.....
Vermont	.....
Virginia	.....
Washington, D. C.	.....
West Virginia	.....
Wisconsin	.....
Canada	.....
British West Indies	.....

# The Nation's Leading Index



# States Days!

## Mail Count 23, 1945

No. Towns	
327	
59	
1	
5	
114	
351	
40	
2	
20*	
91*	
45	
55	
4	
4	
4	
46	
49	
160	
7	
2	
33	
408	
45*	
4	
169	
178	
313	
18	
2	
214	
1	
180	
19	
10	
1	

\* Counties

NEW YORK, N.Y.  
CHICAGO, ILL.  
CINCINNATI, OHIO  
WASHINGTON, D.C.

## MURPHY, LANIER & QUINN

ACCOUNTANTS · AUDITORS · TAX CONSULTANTS

522 Dixie Terminal Building  
Cincinnati

November 29, 1945

L. B. Wilson Inc.,  
Radio Station WCKY,  
Hotel Gibson,  
Cincinnati, Ohio.

Gentlemen:

Pursuant to your instructions, we have verified the mail received requesting Uncle Tom's Picture which offer was announced on the Western Jamboree program from the above-named radio station.

We are attaching Exhibit A, showing a detail of the number of requests by states, etc.

The verification covered only the pieces of mail postmarked November 19 to 22, 1945, inclusive. We have found by actual count that the pieces of mail totaled 7,251 and were received from 33 states, including the District of Columbia and also from Canada and British West Indies.

Yours very truly,

MURPHY, LANIER & QUINN,

By *B. E. Doughty*

BEV-CH

Enclosure

The count  
was observed daily  
by one or more of these  
Cincinnati Agency Executives

Walter Haehnle . . . Haehnle Advertising Agency  
Kathryn Hardig . . . Ralph H. Jones Co.  
Sprague Mulligan . . . Perry-Brown, Inc.  
Mae Rieser . . . Rieser-Ernest & Assoc.  
Martha Reuwer . . . Mahlon B. Sheridan Co.

Leonard Sive . . . Leonard Sive & Assoc.  
Chas. Butler . . . Stockton-West-Burkhardt  
R. M. Fleming . . . S-P-D Advertising Agency  
Patricia Murphy . . . Frederick W. Ziv Co.

# pendent Voice On The Air

## Auction Sale Threat

THERE'S a disturbing silence surrounding the FCC's proposed new procedure to govern station sales and transfers. The suggested regulation, on which briefs are due Jan. 15, would make a virtual auction sale of every transfer involving new control. There's no counter-part for this in any phase of our national economy. There seems to be no basis for it in law.

The regulation would throw open to public bidding all transfers of license, with the FCC to select the new owner. It means a licensee can't dispose of his property to an associate, a relative or a friend unless others get the opportunity to bid at the same terms. The alternative would be for him to hold it as long as he survives. And even then there would be a "forced sale", for under the proposed regulation the automatic right of inheritance would cease to exist.

The FCC now has ample authority to determine whether a proposed purchaser is qualified. Even after the transfer, if the new licensee doesn't perform requisite service, the FCC can hail him on the carpet for renewal or revocation proceedings.

Why the new procedure anyway? The FCC wants more and more control over the licensee, through tightening of regulations. From the beginning of the FCC in 1934 there has been steady arrogation of new powers seeking to invade the innermost phases of the business and program operation of broadcasting.

The Crosley-Avco case was the springboard for the new procedure—an opportunity avidly awaited by the FCC's crack-down element. It was a way, too, of appeasing those in Congress who sound off at the drop of a radio nickel, but who otherwise may stalwartly defend free enterprise as the American way.

Let's dissect the proposed regulation. The majority owner of a successful station operation decides to retire. He wants to sell his interest to the associates who helped him make the station a success. He proposes to sell at book value—not what the traffic will bear. (Or he wants to sell at a nominal figure to his children). But no. The FCC would require him to advertise the transaction, price and all, in a local newspaper of general circulation. The FCC would do the same in the *Federal Register*. Obviously, there would be higher bids. The upshot would be the majority stockholder, despite his wish to retire, would feel impelled to remain active unto his demise.

Or take an owner who wants to sell at the best figure possible. (Keep ever in mind that the FCC's plaint is that stations are going at exorbitant figures.) So the owner tells his prospect he must boost the figure to a point where competitive bidding would be discouraged. Will that keep prices in line?

If the open-bid procedure is desirable for station transfers, why shouldn't it also apply to new grants?

Ships ply the seas; planes the air lanes. The vehicles' operators are licensed, not the highways. If a ship operator breeches the maritime codes, or if a flyer violates the aviation regulations, his license can be suspended or

revoked. He can bequeath his ship line or his airline to his son or family. Or he can sell it, so long as certain prerequisites as to qualifications are met. So it should be in radio. The ether is there. The broadcaster puts a ripple on it carrying intelligence, which the broadcaster, by his training, ingenuity and willingness to risk investment, made publicly acceptable and commercially valuable.

The FCC's proposed policy is an assault upon time-honored concepts of the rights of property owners. It is unnecessary. It renders meaningless the right of a citizen to bequeath his property as he wishes. Radio is just rounding out its first ownership generation. The inequity of the proposed rule will be visited upon this and future generations.

The rule should be resisted and the FCC told why. Every owner should see to it that the strongest possible case is made—in briefs to be filed by Jan. 15, and in the subsequent oral argument. The FCC wants the reasons.

## Seven-League Boosts

IN THIS wondrous era of technological progress in which the vacuum tube—heart of all things electronic—plays so mighty a role, we hear new talk of giving the oldest of the broadcast media seven league boosts. Satellite or "booster" transmitters for existing AM stations are being actively advocated in technical circles. Manufacturers say they can produce them with greatest of ease.

Technically, there isn't much doubt about the feasibility of using one or more boosters of almost any conventional output as adjuncts to existing stations, even with microwave relays. But there's a larger question of public policy. There's no assurance at all that the licensing authority (now the FCC) would sanction it.

There are a number of booster stations now in operation—Washington has two. There's a synchronized operation in Boston-Springfield (WBZ and WBZA) which has been authorized for many years. But these are designed to provide additional coverage to fill out normal service areas.

But the talk now is about lining up untended satellites for high or medium power stations to cover additional markets. That's another story entirely. As long as there are stations in those nearby markets (and applications for new ones pending) there's an issue about the policy that should be pursued.

Years ago NBC proposed synchronized operation of stations on several clear channels available to it. The plan was one wherein an entire network would be owned and operated by a single company with scarce standard broadcast channels conserved through synchronized operation. The old Radio Commission turned thumbs down on it, as contrary to what it then regarded as public policy. That was a wise decision, for it is conceivable that there might have developed several networks of wholly owned-and-operated stations. Local self-expression, which has flourished under independent, diversified ownership, might have foundered.

Booster stations to fill out coverage of normal trade areas certainly are desirable, particularly for shared-channel locals and regionals. But beyond that, irrespective of technical feasibility, it could well prove an economic boomerang.

## Our Respects To -



LLOYD ADOLPHUS PIXLEY

RADIO, football and Pixley are synonymous in Ohio.

In the early 20's the name Pixley was linked with Ohio's radio history. And about the same time the name Butch Pixley made football history at Ohio State U.

The Pixley family owned Ohio's first licensed station—WBAV Columbus, which went on the air in May 1922 with 5 w power. Today the name Pixley again is identified with Ohio radio—WCOL Columbus.

Butch Pixley—that's the only name he has known since his high school and college days—is president and co-owner with his father, M. A. Pixley, of WCOL in the city where the 240-pound Ohio State grid star went to school and carved a name for himself in athletics.

His grandfather served in the Civil War under a Col. Adolphus. When Mr. Pixley's father was born in Marion, O., in 1879, he was named Milton Adolphus in honor of the colonel and when the future football star and broadcaster came into the world in Columbus on June 19, 1900, M. A. named his son Lloyd Adolphus.

Attending grade and high school in Columbus, young Pixley entered Ohio State in 1918. Two years later he went to Princeton for a year but his love for the Buckeye State lured him back to finish at Ohio State. He captained the Buckeye Eleven in 1922 when the University's \$1,500,000 stadium was dedicated. His playing attracted many an All-Star selector that year. But football wasn't his only forte in sports. He was a member of the University's golf team for three years and still shoots a low 70.

While he was in college, Erner & Hopkins Co., Columbus, of which his father was president, introduced the first radio receiving sets in the Ohio State capital. The firm brought in three Clapp-Easthams—all complete, ready for use—in the early 20's.

Customers could buy radio sets but Columbus had no broadcasting station so the Pixley's solved that problem by establishing WBAV, first licensed station in Ohio, with 5 w power, later boosted to 50 w, then 100 and finally to 500 w. That was the football star's introduction to radio. When he left college he became sales manager of the refrigeration department of Erner & Hopkins.

Three years later, in 1926, Mr. Pixley was made service manager of General Electric Supply Co., Columbus, and a year later he advanced to general manager and sales manager. In 1930 he became district manager for GE Supply, headquartered in Detroit. In 1933

(Continued on page 44)