None So Sensitive

During this greatest of all eras for precision instruments, none is quite so sensitive as the American ear. A fast-moving war tempo, spurred by changing economic and social thinking, excites a ringing that at times seems to reach the peak of bursting drums. But it doesn't.

We who operate Fort Industry Company radio stations like to feel that by supporting broadcasting at its best, we are performing a duty that eases that bursting pitch.

To us, the wartime needs of millions of sensitive American radio ears demand all the experience that our 17 years of service to so many of our nation's radio homes has given us.

THE FORT INDUSTRY COMPANY

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!
People You Should Know...

Compare the Washington phone book with the telephone directories of such top radio markets as St. Louis, Cleveland, San Francisco and Baltimore. Washington’s is 30% thicker than any of them.

This book is a gilt-edged directory of some of the highest-income people in the world. In 1944, payrolls for the Washington metropolitan area totaled a billion, 345 million dollars. Bank clearings for the first 11 months of the year amounted to more than a billion, 897 million dollars.

Retail merchants who expect prompt returns for their advertising investments use WOL to reach the 1,250,000 potential customers in the Washington area. There are 70 local advertisers using WOL today. Fourteen are on five-to-ten-year renewals.

Take a tip from the phone book and from satisfied local sponsors. For a share of present and postwar business in one of the country’s major markets, look up WOL’s number and call us—or The Katz Agency—today.

A Cowles Station

WOL

"THE VOICE OF WASHINGTON"

A BASIC MUTUAL STATION

Represented nationally by The Katz Agency, Inc.
A UNIFORM is an introduction anywhere in New England, for New England is ever loyal to a cause and gracious to the stranger who is properly introduced.

In a commercial sense New England is just as loyal to its local enterprises and institutions as to its sons and daughters in the service. It is equally hospitable to the stranger who comes to town with good merchandise to sell — if the merchandise is well presented.

Consider, then, the local pride — the loyalty to hometown enterprise — in relation to your selling. A friendly introduction can be very important.

Every Yankee Network station is a hometown enterprise, locally managed, used successfully by hometown merchants. It touches the whole life of the community, reaches into the hearts and homes of New England with a directness and force unmatched by distant radio appeals.

Know these home folks well. You can get acquainted faster, win their confidence best, through Yankee's 21 friendly hometown stations.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

HOW MUCH TIME IS
805 Minutes

Time enough to fly from New York to London

Time enough to prove local retailers' faith in WSAI's pulling power,

for

4 LEADING CINCINNATI DEPARTMENT STORES now have 805 MINUTES OF PROGRAM TIME EACH WEEK with more in the making on woman-wise WSAI.
A non-partisan program ... an informative public feature, CONGRESSIONAL RECORD—ON THE AIR presents leading Senators and Representatives dynamically expressing individual viewpoints on phases of government that directly and indirectly affect each of us.

This series is transmitted overseas by the OWI. These programs have become matters of national record and have been printed in the official Congressional Record of the United States Congress.

Tested as an exclusive WHN feature for more than 100 weeks, and recognized nationally as one of the finest institutional programs of the air, CONGRESSIONAL RECORD—ON THE AIR is now available to stations in this country and Canada as a fifteen minute transcribed presentation on an exclusive basis.

Wire or write Herbert L. Peteey, executive director, WHN, 1540 Broadway, New York 19, N. Y., for prices and further information.
In the newest suburb of New Orleans...

In the stately homes along the Mississippi
(for hundreds of miles)

Folks turn first to—

**WWL**

NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

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

Represented Nationally by The Katz Agency, Inc.
Men's Clothing Store Continues On WSIX For Eighth Year

Paul C. Mills, Advertising Manager of Gilbert's, signs another WSIX contract

Gilbert's, operators of two of Nashville's outstanding clothing stores for men and boys, will soon round out their eighth consecutive year of continuous advertising on WSIX.

And here is what Mr. Mills had to say when he signed this contract for six quarter-hour news programs weekly: "I am happy to state at this time that I believe the WSIX audience, which we enjoy today, to be the largest yet. THERE HAVE BEEN MORE COMMENTS FROM OUR CUSTOMERS PRAISING THESE NEWS CASTS THAN ANY OTHER MEDIUM WE HAVE EVER USED. Such results are very gratifying and I sincerely hope that the years ahead will afford us as many pleasant relations as we have enjoyed in the past."

Another advertiser continues to place his advertising with WSIX year after year, because he gets satisfactory results.

THE KATZ AGENCY, INC., National Representatives

Blue Mutual

WSIX 5000 WATTS
980 KILOCYCLES

"The Voice of Nashville"
KOA LEADS THE WAY IN LISTENER LOYALTY!

By an overwhelming margin, between 59% and 79% of the radio families in seven of Colorado's largest cities named KOA as the station "listened to most" at night.

Between 74% and 91% of the radio families in Wyoming's four largest cities named KOA as the station "listened to most" at night.

In 6 Colorado and Wyoming cities KOA leads all other competing network stations.

Is it any wonder that KOA advertisers are often amazed at the sales results for their product or service by radio listeners in vast and wealthy KOA-Land? You should see for yourself.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER 50,000 Watts
PROGRAMS Top NBC Shows
COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY* 59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE** 68.8%

*NBC Survey "1077 Cities" **Rosen-Federal Survey

FIR T in DENVER
KOA
50,000 watts 850 KC

REPRESENTED NATIONALLY BY NBC SPOT SALES
Little Elmer says: “Among Chicago's major radio stations WGN leads the field in local and national spot advertising business.”
At Deadline

UNITED DRUG CO., Boston, on April 29, May 1, 3 and 5 will place a recorded quarter-hour Hollywood Resell Revue on more than 200 stations to promote semi-annual one-cent sale of Resell drug products. Company, which goes into network radio this fall with an option on Joan Davis, is awaiting time availabilities from CBS and NBC. Agency is N. W. Ayer & Son, New York.

PASSAGES assuring the early reestablishment and continuance of a free radio in both transmission and gathering of news were recommended at the Inter-American conference in Mexico City. The Act of Chapultepec also recommends the breaking of radio-telephonic communications as one of the sanctions to be applied to future aggressors.

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes) on four weeks notice discontinues Moore & Durante March 30. Reduced civilian cigarette production has caused cut in advertising budget. William Esty & Co. handles the account. Other sponsors are said to be interested.

ROBERT W. BUCKLEY, assistant western sales manager of CBS Chicago, effective April 1 will head media operation in both the radio and magazine fields for Dancer-Fitzgerald-Sample, New York. Mr. Buckley joined CBS sales department in 1938 and was formerly with William G. Rambeau Co. as account executive and New York office manager.

JAMES W. YOUNG, senior consultant for J. Walter Thompson Co., was elected chairman of the War Advertising Council, succeeding Harold B. Thomas who resigned to join Pedlar & Ryan. All other officers were reelected at a meeting Friday.

Sellers of Sales

LILLIAN SELB, timebuyer of Foote, Cone & Belding, has that rare and practical experience of having viewed radio from both sides of the timebuyer’s desk. As former manager of the New York office of the Foreman Co., station representatives, and later with John E. Pearson Co., which absorbed the former, she was one of the few women successfully engaged in that predominantly masculine occupation of selling radio time. At the same time, Lillian has a solid decade of agency background.

But Lillian’s experience doesn’t stop there by a long shot. She broke into radio in the sales service department of NBC when the medium was a fledgling back in 1929. In 1932 she joined Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample), and was manager of the continuity department, a time buyer, and assistant to George Tormey, vice president and account executive. From B-S-H, Lillian went to J. Stirling Getchell Inc. as secretary to Tom Dougbery, who was vice-president and general manager of the agency. At that time, Emerson Foote, now president of Foote, Cone & Belding, was a Getchell executive.

After three and a half years in the sales end of radio, Lillian returned to the agency fold last fall when she joined FC&B as timebuyer.

“While there is no formula or slide rule for buying radio time,” Lillian observes, “the cost per listener-reached should be just as important a factor in buying spot radio as it is in network radio. Many times a dominant station in a market will be the best buy on a cost-per-listener basis, and at other times, a secondary station or a spot adjacent to a lower rated show will be an equally good purchase.” She does, in fact, look ‘em all over and “calls ‘em as she sees ‘em.”

Lillian buys time for American Tobacco Co., Bourjois Inc., RKO Radio Pictures, Campbell Soup Co., Cities Service. Her hobbies: sewing, carpentry, commuting four hours a day to and from her one acre place in Rockland County, Upstate New York, giving her the distinction of being the best-read commuter on the West Shore RR Co.
Each Saturday night, in cooperation with the recreation division of the Parks Bureau and the North Portland Teen Age Group, KGW has been broadcasting a show direct from the Paragon, a night club for the youngsters. With all the atmosphere of any night club—bar, drinks (non-alcoholic of course), dance floor and band, the Paragon has experienced a growing popularity. Its membership has doubled in less than 8 months. By telling the radio audience of the Paragon, KGW has made yet another wartime contribution to the Portland community.

in Peace!

Baseball fans of the 1920's listened to the world series broadcast from KGW amplifiers erected on a downtown Portland street. The station carried the entire series to the people of Portland, laid the groundwork for sports broadcasting as we know it today.

in Audience Influence!

For 28 years KGW has continually sought new and better ways in which to contribute to the betterment of the community it serves. Appreciative response to this persistent pioneering is indicated by the station's ever-increasing popularity with the people of the Portland area. Many times KGW has demonstrated to advertisers this established appeal to every type of listener at every income level.
"Be virile, Harold—it's your voice that must sell Dynamite Vitamins!"

- You know and we know that some stations can sell like mad, and that some can't. It's another proof of our phrase to the effect that "good management makes a good station"—because good management realizes that radio must sell goods.

We won't belabor the point—except to add that all the stations at the right are well-managed stations—and can sell.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
duPont Awards to WJR, WTAG, Kaltenborn

Merit Recognized By Placques And $1,000 Prizes

WINNERS OF the third annual duPont awards for achievement in broadcasting are WJR Detroit, WTAG Worcester and H. V. Kaltenborn, NBC news commentator. The three winners were presented awards of $1,000 each, accompanied by embossed recognition plaques, at a dinner given by the Alfred I. duPont Radio Awards Foundation at the St. Regis Hotel, New York, Saturday night.

Although the awards are based on general considerations of community service, without specific mention of special programming, it was recalled that WJR had made an outstanding contribution to broadcasting in 1944 through its Americanism productions, programs devoted to promoting the American way of life. WTAG Worcester, under leadership of its program manager, David H. Harris, had fostered the community-wide series, "Worcester and the World," which won wide acclaim for widening together the community interests of America and her allies in the United Nations.

News Action

WJR also attracted wide notice in 1944 when, on July 7, Leo J. Fitzpatrick, the station's general manager, ordered all middle commercials stripped from news broadcasts.

The awards were received Saturday from Dr. Francis P. Gaines, president, Washington & Lee U. and chairman of the selection committee, by Mr. Fitzpatrick, Mr. Harris and Mr. Kaltenborn.

The three annual awards are presented under a special irrevocable and perpetual trust fund, established by the widow of Mr. du Pont in his memory "to perpetuate his profound interest in science and industry, and his unwavering devotion to the welfare of his country and of humanity".

The station awards are made "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

The commentator receiving the award must be a United States citizen, and receives the accolade "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity and independence and public service through the medium of radio."

Station awards are made to one outlet in a power category above 6000 w, and to one of power ranging from 8000 w down.

Besides Dr. Gaines, serving on the selection committee are Dr. Kathryn McHale, general director, American Assn. of University Women; M. H. Aylesworth, first president of NBC; the Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church; and Mrs. duPont.

Among one programs undertaken by WJR during 1944 which, observers believe, attracted the attention of the distinguished award committee were Victory F. O. B. and In Our Opinion.

Free Discussion

Victory F. O. B., which was presented each Saturday afternoon throughout most of the year, brought to the microphone scores of outstanding American personalities—among them Eric Johnston, William Green, Walt Disney, J. Edgar Hoover, James A. Farley—who gave listeners their reasons for faith in the democratic system of government.

In Our Opinion, currently a Sun-

(Continued on page 74)

60 kw Unit Ready to Roll Into Berlin

Station on 17 Trucks Set to Make First U. S. Broadcast

By ROBERT K. RICHARDS

A 60,000 w transmitter, mounted in sections on 17 Army trucks, is reported to be in the vanguard of American troops driving toward Berlin.

Over this transmitter, it is understood, first on-location broadcasts from the German city will be beamed to pickup points in America.

A land version of the sea-going Signal Corps radio ship which stood off Leyte to flash news of MacArthur's return to the Philippines, the radio echo is said to have undergone rigorous tests months ago preparatory to the march on Berlin.

Whose voice will be heard first from the German capital city is problematical, but past experience would indicate that early broadcasts from the bomb-shattered metropolis would be pooled.

Pooled Broadcast

With forward elements of the battling American armies now are these network correspondents: BLUE—George Hicks, Gordon Fraser (1st Army), John Bryson (3rd Army), Donald Cee (7th Army), Robert Massell (9th Army); CBS—Howard K. Smith (9th Army), Bill Downs (1st Army); MBS—John Thompson (9th Army), Sigrid Schultz (1st Army), Paul Manning (Shutting from SHAPE), Seymour Korman (7th Army, Southern Sector); NBC—David Anderson (9th Army), John MacVane (1st Army), Edwin Haaker (9th Army).

If Americans reach Berlin before the Russians, our Signal Corps will have facilities operating from the city, through relay points at Rheims and Paris, within 48 hours, Army spokesmen said in Washington.

Actual operations in the city, however, will be directed by the Theatre communications officer.

It was generally conceded that an American voice speaking from Berlin would not mean necessarily that the Allies had met Allied demands for unconditional surrender. High officials of the enemy government could have escaped, even by this time, to German-held territory to the south of the capital.

Plans to establish immediate ra-

(Continued on page 78)
March 15 Set As Deadline for Listing Of Personnel to Cover Peace Meeting

FOLLOWING a meeting last week with State Dept. officials and representatives of the four major networks, the Radio Correspondents Assn. sent to all stations and networks notification that names of news personnel to be assigned to cover the forthcoming United Nations conference in San Francisco must be received in Washington by midnight Thursday (March 15).

Richard Harkness, NBC commentator, newly-elected president of the association which governs the Congressional radio galleries (see page 60), on Thursday addressed letters to all network news managers and station managers, asking cooperation. The early deadline was necessary because of limited facilities.

Information which must be submitted to the Radio Correspondents Assn., Senate Radio Gallery, Capitol Bldg., Washington, includes the following: Names of staff members to be assigned to cover the conference, beginning April 25; hotel rooms needed (whether single or double); time of arrival in San Francisco; whether correspondents will handle own travel reservations or whether they desire accommodations on special trains from Washington to San Francisco.

Liaison Group

Stations as well as networks are cautioned to hold their staffs to the minimum and make application only for working news personnel.

The following subcommittee is expected to be named this week to coordinate activities and serve as liaison with the State Dept.: Bryson R. Nash, director of special events, WMAL, Washington, representing the Blue; Robert S. Wood, CBS Washington director of news; William R. McAndrew, NBC Washington news director; Charter Heslep, MBS Washington director; Mr. Harkness, representing the association; Annette L. Eisen, British Broadcasting Corp.; Dan MacArthur, Canadian Broadcasting Corp.

Meanwhile the West Coast network news bureaus named William Pakst, manager of KRFK San Francisco, to serve as coordinator in helping the Washington committee to make arrangements.

Attending a meeting last Wednesday with Lincoln White, assistant to Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, were the following:

Blue—George O. Milne, director of special events, KRON, San Francisco; Jack H. Rash; CBS—Mr. Wood; Mutual—Mr. William, manager West Coast division; Adolph Schneider, acting manager, WABC New York; NBC—WRC Washington general manager; Midday Thursday addressed the conference.

To Teleview Meeting

TELEVISION will pictorially record events of the historic United Nations Peace Conference in San Francisco next month, John F. Royal, NBC vice-president in charge of that branch told members of the San Francisco Advertising Club at its March 7 luncheon meeting at the Palace Hotel. "Television set owners will see what happens at the conference within 24 hours of the sessions in San Francisco," Mr. Royal said. "Special television films will be made and flown to New York for television broadcasts there by NBC." To include Sen. Tom Connally, (D-Tex.), chairman, Senate Foreign Relations Committee; Rep. Sol Bloom, (D-N.Y.), chairman, House Foreign Affairs Committee; Comdr. Harold E. Stassen, Sen. Arthur H. Vandenburg (R-Mich.) and possibly Secretary of State Stettinus.

NBC had not completed its coverage lineup as BROADCASTING went to press. CBS plans were announced in the March 6 BROADCASTING.

Statement Text

Following is text of the statement from the association executive committee, addressed to network news managers and station managers:

The Radio Correspondents' Gallery of your network has designated an early deadline of the State Dept. of State to accredit commentators, correspondents and working radio reporters covering the United Nations Security conference at San Francisco.

So please submit, not later than midnight, March 15, the following information to Radio Correspondents' Gallery, U. S. Senate, Capitol Blue, Washington, D. C.:

1. Names of staff members to be assigned to cover United Nations Conference to begin at San Francisco, April 25. (Please confine your requests to actual working members of your staff.)

2. Hotel Rooms needed for your staff members. (Be specific—single or double or rooms for families, etc.)

3. Your staff members will arrive in San Francisco before the conference?

4. Will your staff members take care of their own travel requirements or will they desire accommodation on special trains from Washington to San Francisco? (Dates of latter have not yet been determined.)

5. No requests received after midnight March 15 can be considered, due to limitation of space and necessity of completing arrangements well in advance of conference opening.

WESTINGHOUSE NET INCOME IS UP 22%

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, achieved a net income of $26,019,097 for 1944, a 22% increase over the 1943 net of $21,401,568, according to a preliminary summary of a full financial report to be made Friday morning.

Board of directors in January declared a dividend of $1 per share on the common stock, $5,319,142.77 on the preferred stock, payable Feb. 28 to stockholders of record on March 1.

The coming market for FM sets is emphasized in Westinghouse Stockholder's Quarterly, a house organ, which states that there are nearly 60,000,000 radio sets in American homes not equipped to receive FM signals. They expect to replace the entire 60,000,000 sets represents six years of prosperous peace time business.

Westinghouse quotes the lowest price sets to receive FM as well as AM and international short-wave broadcasts, according to the report.

Outlining factors which point to an unprecedented opportunity for the broadcast business, the booklet predicts that FM radio will hasten total replacement of all AM radio sets by the 15,000,000,000 home in use and the lowest price sets to receive FM as well as AM and international short-wave broadcasts, according to the report.

Tube Prospects Poor

CIVILIAN tube supply is expected to remain at 2,500,000 a month for some time, or about one-half the supply available for military requirements last winter, according to tube manufacturers quoted in BROADCASTING.

1. In filling of orders the military requirements will be given first consideration.

2. Available supplies will be limited by the demands for replacement equipment and the increasing number of new sets coming on the market.

3. Producers of tubes, however, predict that the supply situation will improve early in the second quarter of the year, with increased exports replacing all military requirements.

Employ Service Women

A SERIES of spot announcements is being carried by WBBM Chicago inviting discharged service women to make application for employment at its own WBBM-CBS offices, 410 N. Michigan Ave., Chicago. Discharged service women are to be shown preference in filling of available clerical and stenographic positions.

Shainberg on Air

SHIBBERG DRY GOODS Co., Memphis (Black & White stores), effective about April 15 will begin sponsorship of transistor radio program for the following stations: WREC WHBQ WTJS WMC WLO WCBI WSLI and WYDE. All contracts were placed by Kuttner & Kuttner, Chicago.
All Allocations by May I Is FCC Goal

Informal Session Called by Adair On Clears

By BILL BAILEY

DRIVING toward establishment of allocation standards for all broadcast services with minimum delay—spurred by the optimistic war outlook—the FCC late last week called an informal engineering conference for Friday (March 16) to lay the foundation for the comprehensive clear channel hearings scheduled to begin May 9.

Simultaneously it became evident that the Commission proposed to perfect its allocations for the entire radio spectrum, including the controverted FM assignments, by May 1. This move also appeared to be geared toward completing paper work preparatory to the forthcoming international conversations and conferences on worldwide allocations.

Broad Scope

In its public notice last Friday calling the informal engineering conference, the Commission for the first time made it evident that while the forthcoming hearings will deal principally with clear-channel broadcasting, actually all standard broadcast assignments are affected because certain determinations relating to clear-channel allocation have been always allied with, if not inseparable from, regional and local channel studies”. The public notice was issued by George P. Adair, chief engineer, and set the conference time as 10 a.m. March 16, at the FCC offices. (See text of public notice here.)

On the outcome of today’s secret conference between military and industry engineers, at which the battle of F2 layer was to be fought to the finish, will depend the future spectrum home of FM. On the assignment of FM hinges the major part of allocating above 25 mc.

Day-to-Day Charts

Plans now under way contemplate (1) final allocation of the spectrum above 25 mc next month; (2) proposed allocations below 25 mc early next month; (3) maps in the next three weeks; (3) publication of all Government services by May 1; (4) recommendations to the State Dept. prior to the June 1 Pan-American telecommunication conference in Rio de Janeiro; (5) start of clear-channel hearings on May 9.

In a last-minute statement and exhibit, placed in the oral argument record on March 3 in the hearings recessed, H. L. Blatterman, chief engineer of Earle C. Anthony Inc., licensee of KFI Los Angeles, explained that the experiments conducted in August, September and October 1944 to determine the best location for both FM and television transmitters to adequately serve the southern portion of Southern California.

Mr. Blatterman submitted day-to-day charts based on spot checks made by mobile field engineers doing the checking. He gave complete data regarding the types of equipment used both in transmission and reception. Tests were made on two frequencies, 10 mc and 25 mc, with two transmitters each atop Mt. Wilson and Mt. Harvard. FCC engineers said they tended to support the contentions of Dr. K. M. Norton, Army engineer, to the effect that propagation data and that such information was considered in the RTBP recommendations.

FM Allocations Problem

Regardless of what is presented at the closed session, the FCC is faced with allocating FM in the vicinity of its present region, 45-50 mc; placing it higher, 84-102 mc, or adopting a compromise between the two. Governmental experts say FM cannot perform a public service statistically 16.5 per cent within the band, whereas there has been considerable experience in the lower band, and that experience does not bear out Dr. Norton’s opinions.

The military will impound all records made at the secret conference until after the war. There was considerable speculation in radio circles as to the outcome of the meeting. In some quarters it was felt that Dr. Norton was confident of backing up his opinions with his propagation data now classified; otherwise there would have been no secret meeting.

TEXT OF CLEAR CHANNEL CALL

The military will impound all records made at the secret conference until after the war. There was considerable speculation in radio circles as to the outcome of the meeting. In some quarters it was felt that Dr. Norton was confident of backing up his opinions with his propagation data now classified; otherwise there would have been no secret meeting.

On the other hand many members of the RTPB, themselves engaged in designing and supervising manufacture of military communications equipment, say they were stirred with all the propaganda data and that such information was considered in the RTBP recommendations.

FOLLOWING is text of the public notice, signed by George P. Adair, chief engineer, calling the informal conference for Friday (March 16) of engineers to discuss the forthcoming clear channel hearings:

Preliminary studies in preparation for the informal conference on the Matter of Clear Channel Broadcasting in the Standard Broadcast Band,” Docket No. 8741, indicate that among other things:
1. Certain determinations with respect to some clear channels have been advanced, if not inseparable from, regional and local channel studies.
2. Duplication of much of the preparatory work can be eliminated by agreement between the Commission’s and the manufacturers’ engineers as to what work.
3. Agreement in general as to what advanced engineering as possible is to be employed will not only greatly facilitate the work, but increase the efficiency of the commission.
4. More satisfactory standards can be obtained through informal rather than formal proceedings, at least in the early stages.

In view of the above, an informal engineering conference is scheduled to be held at 10 a.m., Friday, March 16, 1945, in the Commission’s meeting room, 621 New Post Office Bldg., 19th St. & Pennsylvania Ave., N.W.

It is urged that all engineers who are eligible to participate in the clear channel hearing, or who are interested in participating in the evaluation of the standards for standard broadcast stations, be present.

The tentative main subjects of the discussion are:
A. What constitutes a satisfactory signal.
B. What constitutes objectionable interference.
C. Channels at which, and areas over which, various signal strengths can be delivered.
D. Who will do what work in determining the above.
E. Appointments of an industry group or representative to work with the Engineering Dept. of the Commission on matters of transmission.
F. Appointment of groups or representatives in particular interested to work with the Engineering Dept. of the Commission.
G. What services can be given the Engineering Dept. of the Commission on work in which it is to do.

Hearings Could Be Continued

A general feeling existed at the Commission that the clear-channel hearings could begin on May 9, as announced by the FCC [Broadcasting, Feb. 26]. Deadline for filing appearances is April 2. Although the session may be able to schedule an opportunity to give interested parties time to prepare, the Commission feels that postponement would only delay the proceedings. The hearings could get under way only if additional time is needed could be continued to a later date.

The Clear Channel Broadcasting Service and segments of the old Mutual Broadcast- ing Stations, led by John Shepard 3d, Yankee Network chairman; Ed Craney of KGIR Butte Mont.; and Walter J. Damm, vice-president of the Journeys, and general manager of WTMJ- WMFM, were girding to present their respective views regarding clear channels [Broadcasting, March 5].

Although certain Commission personnel has been assigned to the clear-channel work, until after allocations are completed, the present is expected to occupy the Commission’s primary attention. Analyses of the oral argument and information resulting from the military engineering study are being analyzed by the Commission engineers and the legal department, then submitted to the Commissioners for final action.

During the hearings, the Commission wound up oral argument early afternoon March 3.

In the late sessions Kelly Grif- fiths, representing the Yellow Cab Co., Cleveland and former Sen. D. Worth Clark, appearing for Richard Robey, operator of 700 trucks and 200 passenger cars and presi-

(Continued on page 72)
Over $400,000 of BMB Goal Is Pledged

Sign-ups at NAB Meet New High and Low

OVER $400,000 of the $1,000,000 BMB goal has been pledged by subscribing broadcasters, Hugh Feltis, Bureau president, announced in New York at the conclusion of the National Broadcasters Association convention.

Mr. Feltis said that an exact figure could not be released inasmuch as some stations did not fill out contract brackets provided for station income, upon which subscription rates are based. His estimate of nearly a half million dollars pledged is based on actual compilations thus far made and covers those cards. In Boston, March 4-5, the first half of the NAB tour, he said.

Starts in 1946

Speaking Friday before 100 advertising agency executives in New York, Mr. Feltis said ballots of BMB's first nationwide survey will be mailed in March 1946. Linnea Nelson, Jr., Eastern Division, Frank Silvernail, BBDO, and Leonhard Busch, Compton Adv., urged agency people to do their best to get stations with whom they deal to subscribe to BMB's research.

Fears that distant stations, heard at night by skywave, might show strong coverage in one-station city under the BMB circulation testing plan, were expressed by Harold Frank, program director, WSLB Ogden, Utah. Jaye Mason of WJTN Jamestown, said that one daytime program of an outside station is very popular in his community and that it might rate as high as WJTN under the BMB plan.

Michael M. Sillerman, president, Keystone Broadcasting System, revealed that his company had given the BMB survey several preview tests, using the BMB questions with some additions. In one Texas town, he reported, three of four stations were heard to have more than 50% regular listening, but when the families responding were asked what stations they could hear throughout the year without interference, only the one local station was mentioned.

Another extra question asking why they listened to the stations they reported hearing regularly, Mr. Sillerman said that 57% answered because of clearer signal, 46% said because of better programs and 26% for newscasts. He suggested that a "Why" column be added to the present BMB form.

Silvernail Praises BMB

Following the presentation of the BMB plan by Mr. Feltis, Frank Silvernail, chief timebuyer, BBDO, representing the AAAA, described the great assistance a standard circulation plan would give to timebuyers and urged the adoption of BMB as the only one of many plans presented that the AAAA timebuyers committee had found acceptable. Robert T. Mason, head of WMRN Marion, O., and chairman of the NAB small market stations committee, stressed the value of BMB to low-powered stations in small markets. Milton Rosenberg, advertising director, Hearst Department Stores, told how BMB would aid local as well as national advertisers in buying time.

Harry Sedgwick, operator of CBS Transmitter, a speaker at the meeting, when called on by Mr. Feltis, said that BMB, the Canadian equivalent of BMB, a year ago went through all the complaints and criticisms about BMB. The Canadian BMB and after a year's operation has just been re-affirmed by Canadian broadcasters. Carl Haverlin, MBS vice-president, urged the formation of the first milestone in the progress of American broadcasting, citing as the other the formation of NAB in 1925, of the first network in 1926, and of BM in 1940.

At the Boston meeting, Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, represented the AAAA, and Robert Elder, manager of market research for Litton Research of the ANA. Paul Moveny, general manager, WITC Hartford, was chairman of the meeting, which had the largest percentage of the district attending of any meeting this year.

Yankee Sigas Seven

John Shepas, Jr., President, Yankee Network, signed BMB contracts for seven stations, five AM—WICC Bridgeport, WHTD Hartford, WNAC Boston, WAAB Worcester, WEAN Providence—and two FM, WMTW and WMTR Boston. Other District 1 stations signing with BMB include:

At the New York meeting, chaired by Kolin Hager, general manager, WGY Schenectady, the following New York stations were announced as signed for BMB.
- New Jersey—WFGP Atlantic City.
- New York—WBONY Buffalo, also Buffalo Broadcasting Corp., for Technical Innovations in Broadcasting, owned by WNYE.

WNEW's study of the NAB circulation plan, (forunner of the BMB plan) summarized in a 50-

Crosley's $1,700,000 Plus Offer for WINS Before FCC

FORMAL application for sale of WINS New York by Hearst Radio Inc. to the Crosley Corp., Cincinnati [BROADCASTING, Jan. 22], was filed late last week with the FCC. Considered in $1,700,000 cash, plus $400,000 in time for Hearst on WINS under a 10-year "co-operative agreement".

Ownership of a New York outlet would "enable assignees to improve broadcasting services in Cincinnati and in the part of the country served by WLW", according to the Crosley petition, filed by Dempsey & Kopitzke, Washington law firm. Crosley plans to exchange programs between WINS and WLW, thereby affording wider variety of entertainment to both the New York and Cincinnati areas, petition recited.

FM, Video Plans

Crosley has on file applications for FM stations in Cincinnati, Columbus and Dayton and it is expected similar outlets in New York will be sought of the FCC approves the WINS transfer.

Hearst Radio gave as reasons for selling WINS its desire to accumulate additional capital for future expansion in FM and television. Its petition was filed by Segal, Smith & Hennessey, also of Washington.

The "cooperative agreement," filed with the FCC, provides that for a period of 10 years Crosley will make available to the Hearst organization a minimum of $400,000 in time on WINS. Hearst agrees to "actively furnish local news cooperation, goodwill and any services incidental there to.

Physical assets of WINS were approximated at $160,000 and although the station grossed approximately $450,000 in 1944, it showed a net loss of $9,000.

Included in the transfer agreement was the provision that Hearst assigns its rights under its license to operate WINS on 10 kw unlimited, and "under its construction permit herein". Hearst was granted a construction permit for a 50 kw transmitter, but upon completion in 1942 the transmitter was taken over by the Government for psychological warfare. Subsequently the FCC granted Hearst an extension of its construction permit with the assurance that as soon as war conditions permit, it will be reinstated. The station operates on 1010 kc.
Evasive action

You've seen that phrase many times since the war. It's the action a ship or a plane takes when it tries to get out of the line of fire.

This is something we've never tried at W-I-T-H... the successful independent radio station in Baltimore, Maryland.

We've stuck to our programming course... and today W-I-T-H in this five-station town delivers more listeners per dollar than any other station in town.

Using the facts as compiled by methods available to every station to determine the best buy... W-I-T-H has consistently been placed at the top of budget lists by smart time buyers everywhere.

Those facts are available to you, with pleasure.

W-I-T-H
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
Radio Aids Relief Work in Flood Areas

Lives, Property Being Saved by Timely Advice

By L. C. CHRISTOPHER

STARTING early last week, and increasing in momentum as flood waters of the Mississippi and Ohio rose toward crest, river valley broadcasting stations threw their resources into the aid to lives and property in a manner reminiscent of the emergency of 1937. Throughout distressed areas, stations were broadcasting pleas for supplies, volunteer relief and rescue workers and related emergency assistance urgently needed by the American Red Cross disaster units, Coast Guard and Army Engineer Corps. Mobile broadcasting units spotted throughout critical areas augmented standard facilities.

Protective Measures

With only slight precipitation expected for a short period and lower temperatures forecast in the upper river regions, flood waters were reached or were expected to be reached in these areas by late last week, according to the U. S. Weather Bureau. Flood crests in the lower Ohio and Mississippi Valleys will be reached on March 15 and 31 if no drastic weather changes occur. The upper northern regions of the rivers and their tributaries continue ice-bound and the cold weather is expected to hold. Central and northern New England and northeast New York will suffer overflows in certain areas should the large stores of ice and snow suddenly melt or excessive rains fall, it was reported.

Dr. Francis W. Reichelderfer, chief of U. S. Weather Bureau, urged all stations in the flood regions which have not already done so, to take measures protecting their facilities as these stations are relied upon to maintain communications when local changes are disrupted; establish working contact with nearest bureau division offices, and obtain verification for local application of forecasts from respective Weather Bureau river district centers. He asked radio's aid in suppressing rumors.

Relief Services

Colin Herrio, acting administrator of Red Cross disaster relief and civilian war aid, commended the part radio is taking in the emergency. Mr. Herrio pointed to important post-flood relief work in explaining rehabilitation operations and policies.

WWVA Wheeling reported that fog and blowing of present flood, which has knocked out numerous war industries from Pittsburgh to Louisville, followed operations of the all-high 1938-39 war. Through cooperation with Weather Bureau, U. S. Engineers, lockmasters and river departments of large steel corporations factual information and reliable predictions were broadcast, eliminating hysteria marking early flood days of the past. WWVA newsman also arranged with special news programs and schedules. Local networks, which always has been used during high water to announce broadcast of an emergency bulletin was employed as usual. No serious prolonged interruption in the normal business life of the Wheeling area was forseen.

With Huntington, W. Va. safe behind its 75-ft. flood wall, WSAZ stopped round-the-clock bulletins concerning surrounding hard-hit areas. Information for war workers, traffic detours, special train schedules were broadcast along with programs on scene from both boat and airplane.

With thousands homeless in the Cincinnati area and a number of industries disrupted, stations of the Quad-Cities in standard service and coverage. WLW on March 3 aired a half-hour round up picture of the situation with pick-up from WCHS Charleston, WPAY Portland, WNKY Utica, and WJZ Louisville. WKRC featured on-the-hour surveys. WCKY offered spot pickups and banded station's "studio plane" mobile unit to Red Cross for shortwave contacts. WSAI began bulletins March 3 and followed through with airplane and on-scene coverage. WCPO fed program reports to WHN from Dayton, WOIP Hamilton and WIZE Springfield and used mobile unit of WING for spot work when its unit broke down.

Work instructions for war plants also were aired. Crest was only 10-ft. below 97 all time high.

Louisville Coordination

Under appointment of Mayor William W. Wyatt, Warwick M. Anderson, partner in Doe-Anderson Adv., Louisville, arranged coordination of commercial radio facilities to assist in that area. WAVE WINN WHAS WGRC combined efforts for complete coverage and service. WAVE and WGRC also commented that pre-organization and preparation avoided hysteria in the community. Crest also spoke over the stations to give assurance and information. Crest of about 18 ft. above flood stage was to be reached last Friday.

In Ohio, where "WING" was being held from topping the new 62-ft. flood (Continued on page 76)

New York AMF Local May Ban Hollywood Arrangements

THE NEW YORK local (802) of the American Federation of Musicians may demand that all music performed on the air in the city must be arranged by members of the union's local 802, it was learned last week. Such a move would prevent a network, for example, from using an arrangement purchased in Hollywood for a program originating in New York, unless it was the arrangement by a member in good standing of the Hollywood local of the AMF.

Move is said to be a follow-up to the recently made attempt by the musicians union in Cincinnati where Oscar Hild, president of the local, in a test case in connection with a program on WLB succeeded in eliminating arrangements made in New York so that all music on the program is now arranged by members of the Cincinnati local.

Local Noncommittal

Queried about Local 802's plans on arrangements, William Peinberg, secretary of the local, declined to comment, saying only . . . "I have nothing to say on it." James C. Petrillo, AFM president, was reported out of town by the union's national headquarters, where it was said the subject of arrangements had not come up. It was explained that any agreement made by the Cincinnati local with a station in that city would not be upset by the national AFM unless it violated the union's policy.

Questioned about New York, the union spokesman said that as long as no move in New York had been made there was nothing to discuss. He said that no phase of the subject has been considered by the national union to date, and that if such referral did occur the matter would be handled by the union's international executive board.

Flagrant Featherbedding

If policy is followed nationally it will substantially, although needlessly, increase the work of arrangement members of the AFM, as most arrangements now are made either in New York or Hollywood. While denouncing it as the most flagrant kind of featherbedding, industry spokesmen admitted the move would be in line with practices of certain other unions.

They cited the case of the New York local (3) of IBEW, which ruled that all connections on switch-board panels installed in New York must be made by members of the local and that panels installed with connections already made could not be installed, even though the work had been done by IBEW members at the place of manufacture. The legality of this ruling was before the U. S. Supreme Court, after having been upheld in the lower courts as within the legitimate means a union may employ to protect its members.

Butcher PRO Plan Chief With SHAEF

Ralph Will Take Over Post As Communications Officer

REPORTS reached Washington last week that Capt. Harry C. Butcher, USNR, Naval aide to Gen. Dwight D. Eisenhower, has been named chief of the Planning Branch, SHAEF Public Relations Office, functioning for Supreme Headquarters. Capt. Butcher, it is understood, will be under the Naval aide to the Supreme Commander.

Since last midsummer, Capt. Butcher had been SHAEF public relations communications officer with headquarters both in Paris and London. With his elevation to the planning post, his communications duties have been taken over by Lt. Col. Martin N. Ralph of the Signal Corps.

Capt. Butcher is former Washington vice-president of CBS. In June 1942 he was called to active duty and in March 1943 was promoted to commander in May 1943 while abroad with Gen. Eisenhower, and received his promotion to four stripes last October. In December he was transferred to SHAEF, is Capt. Butcher's former chief, William S. Paley, on leave as president of CBS. Mr. Paley, chief of Psychological Warfare, Overseas Councils, sits in on SHAEF councils and likewise headquarters both in London and on the Continent.

Stephen T. Early, press and radio secretary to the President and a close personal friend of Capt. Butcher, also is temporarily on duty in Europe. He is on special assignment to advise SHAEF on news matters. He had attended the Yalta Conference earlier this year and holds an Army reserve commission as a lieutenant colonel but is in the European theatre as a civilian.

Overseas address for Mr. Paley and Capt. Butcher is APO 727, c/o Postmaster, New York City.

ENGINEERING DEPT. REVAMPS BY BLUE

PREPARING for the postwar era, when the American Broadcasting Co. (Blue Network) plans to erect new buildings in New York and Hollywood, and to install new equipment for FM and television as well, Broadcast Advertising, Mark Woods, president, has announced a reorganization of the network's engineering department.

F. Max, formerly technical advisor, has been made director of general engineering, in charge of the Blue's plans for postwar development; facilities engineer, Rene Brugnoli, architect, and Dr. Frank G. Kear, consultant. The new engineering chief, will report to Mr. Max.

George Milne, former chief engineer of the Blue, becomes director of station operations, with studio and broadcasting engineers reporting to him. Mr. Milne and Mr. Max report to Mr. Woods.
WKY Covers
The Biggest Part
OF OKLAHOMA'S
BUYING POWER

WKY Covers 29.3% MORE Than
Oklahoma's Second Station

• WKY covers more people in Oklahoma
  with a greater combined buying power
  than any other station. The primary
  service area of WKY is the biggest food
  market, the biggest drug market, the
  biggest market in Oklahoma for any
  product. In this same area are the biggest
  farm incomes in the state which, added
  together, represent 65.2% of the state's
  total gross farm income.

  WKY covers this area as no other
  station can. This has been proved many
  times over, but most recently by the
  impartial statewide study conducted by
  Dr. F. L. Whan of the University of
  Wichita.

  This study, furthermore, proved that
  WKY not only covers the biggest part
  of Oklahoma, but delivers it, too. WKY,
  in this area, is by far the most listened-
  to station in the state.

  Advertising on WKY reaches more
  people in Oklahoma with more buying
  power more of the time and makes more
  sales than on any other station. Adver-
  tising on WKY is doing this every day;
  has been doing it for a long, long time;
  and will continue to do it in the future.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockmen KVOR, Colorado Springs - KZ, Denver (Affiliated Mgm.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

March 12, 1945 • Page 19
WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

*WOW’s ½-millivolt contour actually reaches out nearly 200 miles!
GEORGE HENRY PAYNE, whose nine-year tenure on the FCC was fraught with controversy, died March 3 in New York of a heart ailment. He was 68 and for the last year had been with Finch Telecommunications Inc.; Ford, of those years, was with the Gothamite. The New York Times reported that he had been a member of the Telegraph Division but was in favor of broadcasting matters.

Mr. Payne died in the home of his daughter, Mrs. Virginia Payne Ahrens, in Hollis, Queens. Besides his daughter, he leaves two grand-children, Richard, 12, and Marion Ahrens. Professional services were held Tuesday in a chapel of New York’s Cathedral of St. John the Divine. Interment was at Islip, Long Island, where Mr. Payne maintained his home.

Fifty friends and relatives attended the services, conducted by the Rev. James Green, Canon Precentor of the Cathedral. Among those at the service were former Postmaster General James A. Farley; James Cromwell, Arthur Batchelder, representing the commissioners of the FCC; and James L. Bradford, president of Finch Telecommunications Inc.; George LeBrun, secretary of Chief Medical Examiner’s Office when Mr. Payne was Tax Commissioner; William A. Orr, who served as Secretary to former Gov. Charles S. Whitman; Archibald R. Watson, New York County Clerk, and Paul Bailey, publisher of the Long Island Forum.

Appointed to the original FCC in July 1934, upon its creation, Mr. Payne was a storm center virtually during his entire stewardship. When his last term expired in June 1943, President Roosevelt renominated him for another seven-year term. Within 24 hours, however, the President, without explanation, withdrew the nomination. It has remained a mystery since.

A native New Yorker, Mr. Payne had been active in progressive Republican politics. He was a City Tax Commissioner in New York City from 1916 until 1933. He became active in politics in 1906 and in 1908 unsuccessfully ran for the State Assembly. In 1912 he was one of the New York managers for the Theodore Roosevelt presidential campaign and was floor manager for Gen. Leonard Wood at the Republican convention in 1920. In that year he opposed James W. Wadsworth for the Republican nomination for U. S. Senator, but was defeated.

George Henry Payne was born in New York City on Aug. 13, 1876 and attended City College for three years, later studying at the College of Pharmacy. He was a special student at New York Law University. His first adventure in journalism was in 1893, with the Long Beach (N. J.) Summer Season. In 1896 it was with the Gothamite and from 1896 to 1899 he was associate editor of the Criterion Magazine. The next year he was with the Commercial Advertiser and from 1903 until 1907 was music and drama critic of the New York Evening Telegram. From 1909 until 1912 he was a political reporter for the New York Evening Post.

Mr. Payne left the Evening Post in 1912, after writing “The Birth of the New Party,” a study of the origins of the progressive movement of that period. Other books bearing his name were “England—Her Treatment of America”; “A History of Journalism in America” and “A History of the Child in Human Progress.”

When Mr. Payne was appointed to the original FCC, it was divided into divisions. He became a member of the Telegraph Division but was in favor of broadcasting matters.

Promotion Award Goes To Elizabeth Giles

FIRST PRIZE of $250 in cash has been given to Elizabeth Giles, director of publicity and promotion, KTOK Oklahoma City in the Elgin National Watch Co.’s recent station promotion contest with Freling Foster, on the Blue Network.

Eleven prizes were awarded. Second prize winner was R. E. Bauman, business manager, WISH Indianapolis. Ralph Kann, manager WHTD Hartford, Conn., won third prize. Other prize-winners were Glenn Horton, director of publicity and promotion, KXYE Houston, Tex.; Ted Oberfelder, director of publicity and promotion, WFIL Philadelphia; Ewald Kockritz, director of publicity and promotion, WAGA Atlanta, Ga.; Polly Daffron, director of publicity and promotion, WRNL Richmond, Va.; Jean Haraday, director of publicity and promotion, KSCJ Sioux City, Ia.; Elizabeth Gahre, director of publicity and promotion, WJIM Lansing, Mich., and Jimmy Lawrence, director of publicity and promotion, KUTA Salt Lake City.

Radio Successful

Radio has been used increasingly by Elgin National Watch Co. to do a wartime advertising job, according to Gordon Howard, advertising manager. “We are continuing consumer magazine schedules on a somewhat diminished scale due to the shortage of Elgin,” Mr. Howard said.

Continuing, the advertising man explained that radio has proved well-suited to tell Elgin’s part in the war production drive. He pointed to the two-hour holiday shows over CBS on Thanksgiving and Christmas saying that the firm believes they have created “the sort of goodwill for Elgin that endures.”

Currently Elgin presents Keep Up With the World with Freling Foster on the Blue Network.

Identical Names Jones

IODENT CHEMICAL Co. Detroit (dentifrices, Liquid Center Cough Drops) has appointed Duane Jones Co., New York as agent. Company has used spot radio in the past and the medium is being considered along with newspapers, magazines and car cards, for future plans.

That Extra Touch!

Without, it’s just another uninteresting sandwich; With, it’s a famous American institution— the “Hotdog!”

We refer to the mustard!

And that’s exactly the way it is with our business that has to do with public interest, convenience and necessity. Without the highly specialized skill that gets TO rather than AT people, it’s just broadcasting; with that extra touch, it’s live, warm, human service to the people of America that’s “hotdog” all the way.

It’s that extra know-how touch at WWVA that made this advertiser’s comment possible:

“It would be unbelievable to the average layman, and even to many experienced advertising men, that one station could secure 88,837 customers for one firm.”

It’s the Extra WWVA Touch!

ASK A JOHN BLAIR MAN— Basic Blue Network

IODENT CHEMICAL Co., Detroit (dentifrices, Liquid Center Cough Drops) has appointed Duane Jones Co., New York as agent. Company has used spot radio in the past and the medium is being considered along with newspapers, magazines and car cards, for future plans.
Radio Sabotage
By Germans Told
French Video Experts Report
On Radio in France Today

THE RETREATI NG German army sabotaged all French broadcasting stations except the one at Limoges and a few small ones, reducing the overall power of the French network from about 3,000 kw the beginning of last August to about 115 kw, or 4%, Pierre Schaeffer and Pierre Garrigues of RadiodiffusionFrancaise told a press conference in New York last Monday.

When the German retreat began, the French radio system comprised 11 stations of more than 100 kw power, 12 stations between 20 and 100 kw, and 13 low-powered stations. Before it ended the 100 kw stations at Limoges and a few small ones were all that were left.

Now 300 kw

Improvised installations have raised the total broadcasting power to about 300 kw, but lack of material and of transportation makes rapid restoration of French broadcasting impossible today, according to the presentatives of the French Government broadcasting operation, which today controls all broadcasting in France.

Coming to the United States to survey American radio and television, M. Schaeffer, in charge of French broadcasting services since the Liberation, and M. Garrigues, chief of the special program bureau for French television, also aim to explore all means for establishing a program exchange between this country and France. They brought with them about 16 hours of recordings, including documentary reports of the liberation of Paris, some unpublished contemporary French music and a number of experimental radio montages. They hope to record a number of programs during their stay to give the French public an idea of American life as reported by Americans.

Regarding French television, M. Garrigues reported that the image of the 1050-line television, as shown in laboratory demonstrations, is "beautiful, just like a photograph". Telecasts from France's only video station at the Eiffel Tower are still on the old 450-line standard, he said.

When you stop at the same hotel year after year the accomodations must be good!

When scores of smart advertisers use the same station to sell their merchandise year after year—as scores of WIP advertisers do—the "register" must ring at a merry clip!

Yes—there are a few availabilities but they're being snapped up quickly. Better register now!

3rd MARKET
5000 WATT
MUTUAL AFFILIATE

Represented Nationally by GEO. P. HOLLINGBERY CO.

WTAM Realignment

REALIGNMENT of the promotion and public relations departments of WTAM Cleveland for postwar expansion, has been ordered by Vernon H. Pribble, NBC divisional manager, Howard Barton, formerly of the advertising firms, McCann-Erickson, New York, and Fuller & Smith & Ross, Cleveland, will be in charge of expansion of the public relations department. At the same time promotion was announced of two veteran WTAM employees; H. L. Gallagher to the position of sales manager and R. G. Carter as assistant sales manager.

DANIEL W. GELLERUP, who has been with the Bureau of Ships, U. S. Navy, since August 1943, will return to WTMJ-WMFM Milwaukee on March 15 as broadcast technical supervisor. He will be responsible for audio operations, equipment and personnel at Radio City. Phillip B. Laeger will continue responsible for FM and television transmitters and development operations as FM-television engineering supervisor. William Hebel will continue as WTMJ transmitter supervisor.

Presto Identification Response Is Favorable

PRESTO Recording Corp., New York, has received favorable response from four out of every five stations to its proposal that Presto recordings be credited as such on the air. Responding to a letter sent to all stations of 5,000 w or more, 300-400 outlets to date have indicated acceptance.

The plan would not be put into operation on a national basis until normal production has been resumed. In the meantime, Presto plans to introduce the credits in several of the major markets, including Chicago, Detroit, Hollywood, San Francisco and Washington. In New York, the credits have been on the air for the last four weeks on WHN, under a contract calling for 12 mentions daily. Presto is considering the possibility of arranging dealer tie-ins, with dealers co-sponsoring the credits, including mention of their own stores. Agency is M. H. Hackett & Co.

TO UTILIZE manpower more efficiently, KSRO Santa Rosa, Cal., has completely remodeled its transmitter building, installing sound-proofing and separate ventilating systems for the operating room and transmitter.
LARGEST METROPOLITAN EVENING AUDIENCE OF ANY
NEW YORK INDEPENDENT STATION . . .

BETWEEN the Hooper Hours of 7:30 and 10:00 p.m., Monday through Saturday, Alan Courtney's fast moving, recorded "1280 Club" program delivers the largest average audience listening to any New York Independent station . . . and at the lowest cost per listener. The Big Town's popular disc jockey has developed a diversified, musical show, packed with special features and with extraordinary listener appeal . . . an appeal that resulted in a 25% audience increase in 1944 over the previous year. A limited number of participating periods are available, three or six nights a week.

NAB Recommendations for Handling News

IN THE LIGHT of the industry's obligation to the public is every type of business acceptable for sponsoring the news? It is our belief, that to a greater extent than is the case with any other type of radio program, the type of sponsorship must be given careful consideration. What might be acceptable sponsorship for one type of program might very well be questionable sponsorship for a news program.

It is suggested in all sincerity that the type of sponsorship of news programs be determined with the same judgment of good taste and seriousness which governs the preparation and presentation of the news itself.

Copy, and Length of Commercials

It is felt that better overall service would result if commercial copy of news programs would "flow" like news copy, itself. It should be prepared in a simple, clear, concise and straightforward manner to match good news writing. The commercial message should be live copy; the use of the transcribed musical jingle and other novelty types should be discouraged with the idea of ultimate elimination.

Length of the commercial in news programs should be severely limited with particular attention given to shortening the opening. After specifying limitations in the NAB Code (April 28, 1943), the Code Committee recommended "further restrictions by individual stations" so far as five-minute programs were concerned. This policy is endorsed by the News Committee. The "similar" restrictions apply to programs of five, ten and fifteen minutes in length. Short commercials build good will for both sponsor and station.

Simply as a guide is suggested that stations think in terms of a maximum of 150 and 250 words of commercial, respectively, for five and ten-minute news programs, these figures to include open and close.

Stations which may sell three one-minute commercials to three different sponsors, in an "un-sponsored" five-minute news program, are violating the NAB Code as amended April 28, 1943. Such practice is also inconsistent with News Committee recommendations. On five-minute shows a short open and close is an ideal arrangement.

Sponsor's Message

Commercial sponsor identification and the commercial message should be made an integral part of the news. Sponsor message should not use tie-ins with news copy or other artificial devices to attract listeners' attention.

The use of a separate announcer is helpful when commercials are given. This is not considered mandatory. In many stations the commercial is placed as a clear-cut identification of the commercial segment of the broadcast is given.

Commercials in News Programs

In common practice there are variations, predicated on local conditions, as to whether news commercials are given before, after or within newscasts. The manner in which the commercial is placed is more important than mere mechanical arrangement. The position of a commercial with respect to the proximity to certain subject matter of the news is of utmost importance, particularly in wartime.

When placed within the newscast, the commercial may be delivered at the conclusion of any item, but there should always be a clean cut line of demarcation between the news and commercial copy. An individual news story should never be interrupted for the sponsor's message. It is equally important to guard against improper placement from the standpoint of the nature of the news immediately preceding the commercial. For example, the commercial should not immediately follow reports of casualties, ship sinkings, domestic disasters, etc.

The number of stations reporting elimination of middle commercials is increasing. A station which embarked on such a policy reports that its news sponsors are now adhering

Committee Proposes Standard Policies For Dealing With Sponsored Programs

PRINTED HEREBY are the recommendations of the NAB News Committee for the handling of sponsored news programs. The recommendations have been presented to the NAB Board of Directors for adoption. They were prepared by the following members of the Committee: Karl Koerper, KMBC, chairman; William Brooks, NBC New York; H. R. Carpenter, WHK Cleveland; Rex G. Howell, KFXJ Grand Junction; L. Spencer Mitchell, WDAE Tampa; E. R. Vadeboncoeur, WSYR Syracuse; Paul White, CBS New York.

In a letter accompanying the recommendations, Mr. Koerper said in part: "The statement is admittedly one which failure to go to the root of the matter. The roots are whether it is in the public interest to deny broadcast facilities to all sellers and/or manufacturers of patent medicines, to the most obvious or to none at all... Of this we are certain: If the industry fails to judge the type of sponsorship of news programs with the same considerations of good taste and seriousness which govern the preparation and presentation of the news, the public in due course, will take matters in its own hands."

Power is a mighty force... provided it is applied in the right direction. The right direction is "The Magic Circle" - a radius of 50 miles from Greensboro that includes more people, payroll and produce than any other similar area in the South. We offer you this POWER... 5000 Watts for really magical results from this "Magic Circle".

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

MAGIC CIRCLE OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT
On time with the right time—in the offices of time buyers from coast-to-coast—that's one reason Weed & Company keeps a steady flow of signed contracts in the mail of Weed-represented stations.

With time as its full-time business, Weed & Company loses no time in keeping "Nationally Represented by Weed & Company" a letterhead that means "time will sell"—when handled through Weed.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
to this plan and are finding it completely successful.

Commentators, News Analysts
Describing staff announcers and other personnel as “commentators” or “news analysts”, unless such announcers or other personnel are, in fact, qualified to write and deliver legitimate news commentaries or analyses, should be eliminated. Long continued, such practice would tend to break down the public’s confidence in the integrity of news broadcasts.

It is urged that all prepared commentaries, analyses or other news features, furnished by news wires or other sources, be unmistakably identified as to source, as a simple matter of honesty and information. For example: “Here is John Smith with a news commentary by Greater News.” The News Committee urges creditors to use full and frank that there can be no doubt as to whether a commentary or analysis is actually written by the speaker, or whether it is prepared by some other plainly identified persons and merely delivered by him.

Identification of Sources
In peace or war it is indispensable to accuracy and clarity to identify fully the source of all news (particularly unconfirmed reports) even at the expense of a few extra words. For example: “The Russian armies today reached a point 150 miles from Berlin, the Berlin Radio announced this afternoon in a broadcast which has not been confirmed by Moscow.”

Identification should always be specific and complete since this very identification of the source may be of major importance in evaluating the news it gives out. (Although most stations and the networks already follow the above principles, there are some stations which in the past have not exercised care in these respects, and it is to them that these recommendations are directed.)

News Editor Sole Judge
The NAB News Committee reaffirms the principle of presenting news as completely as possible, within the limitations of news broadcasts, an unbiased and factual account of events as they occur in the world, in the nation and in the locality of the station originating the news. In order to ensure an accurate and impartial presentation of news, station management must exercise unusual care in the selection of a radio news editor. He must be competent and capable of accepting full responsibility for the content of all news programs and such content must continue to be based entirely on his judgment, without interference by sponsor or any outside agent. Continued vigilance against any relaxation of this policy is urged.

Expansion of News Service
From the standpoint of local news reporting, it is recommended that stations study the possibility of their coverage in this field. Unquestionably local material will form

Air Sales
TRANSPORTATION trials and tribulations are not troublesome for Charlie Compton, salesman of George P. Hollinger Co., Chicago rep, who tried to make his own plane to call on an Indianapo-

Battle Area Service
PRESS WIRELESS Inc., is now transmitting radio photos from the European battle area over one of its 400 w mobile transmitters, which also carries radio telegraph and radiotelephone service, it was announced last week. According to Press Wireless, this is the first time transatlantic photophone service has been available from a battle area over a commercial 400-watt transmitter.

Coffee Campaign
PAN-AMERICAN COFFEE BUREAU, New York, has resumed spot radio, in its institutional campaign for coffee, with 45 stations. Continuing promotion of “coffee as the all-American drink” with educational theme based on coffee-making methods, schedule is comprised mainly of participations on home economics programs. Drive started Feb. 19 for 13 weeks, and is expected to continue through the summer.

AP for India
RADIO stations and newspapers in India will be served by the Associated Press in its institutional campaign by AP New York offices. The service will be wireless from London to Bombay, where it will be distributed by Indian telegraph. The report averages 4,000 words daily and will be expanded as required. Preston Grover is chief of bureau for India and China.

SCREEN VERSION of NBC People Are Funny, will be produced by Pine-Thomas Production.

an ever-increasing part of news broadcasts after the war. Opportunities for added public service are manifold in this phase of news reporting.
The Bond Clothes Company, manufacturers and retailers of popular priced clothes, wanted to reach the vast Chicagoland market with a message about the value and quality of their wearing apparel. They wanted to reach the 2,855,700 families in this area who spend over $3,500,000,000 annually.

Bond Clothes, being astute advertisers, checked the listening habits of the late evening radio audience to discover what station would give them the largest possible audience. The result—WMAQ—the Chicago station most people listen to most. Bond sponsors Don Elder with up-to-the-minute news from 11:00 to 11:15 at night, Monday through Sunday.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

The Chicago station most people listen to most

670 ON YOUR DIAL
Uncertainty over the postwar course of Television has been swept away by the recent decision of the Federal Communications Commission. A great new merchandising medium now waits only for the green light of Victory.

Alert advertisers and advertising agencies are exploring Television’s mass sales potential now through experimental commercial programs ... are acquiring skill, subtlety and showmanship in the use of visual appeals to small home groups.

For the past two years, DuMont’s pioneer television station, WABD New York, has shared its facilities and experience without charge. Experimentation today, in consequence, is inexpensive. After the war, rate cards as well as charges for rehearsal periods will be the usual thing. While Television marks time, you have a once-in-a-lifetime opportunity.

A visit to Station WABD is an excellent way to begin. Why not telephone our Guest Relations Department for an appointment.
**Brooks Hopes for Peace Meet Coverage Like That on '44 Political Conventions**

"I HOPE that NBC can cover the peace conference, when it occurs, in much the same way as we covered the 1944 political conventions," William F. Brooks, NBC’s director of news and special events, said last week upon his return from a five-week tour of the Western Front.

First network news chief to visit the European as well as the Pacific battle area, Mr. Brooks lauded the tremendous job the U. S. Army and commercial radio interests have done. "I found deep appreciation on the part of Army officer to whom I talked," he said.

Talking to Generals

Visiting most of the fighting fronts of France and Belgium as well as London and Paris, Mr. Brooks conferred on radio problems with Generals George Patton, Omar N. Bradley, Jacob N. Devers, Carl Spaatz, Tristram Tupper and Frank U. Allen; also with Navy Captain Harry Butcher, former CBS vice-president who is now aide to General Dwight D. Eisenhower.

Mr. Brooks’ escort was Lt. Col. Howard Nussbaum, former member of NBC’s production staff. At Radio Luxembourg, where he cut his broadcast to NBC a minute short when bombs began falling around the studio, he met William Burke (Skeeter) Miller, formerly manager of NBC’s public service department, now in charge of foreign language propaganda broadcasts to Germany and Austria for Radio Luxembourg.

Meets Radio People

Other radio people he met included Capt. Robert Hibbard, former of WGN Chicago, now in charge of the military transmitter of the Third Army Group, and Maj. James T. Quirk, previously of WPIL Philadelphia and currently public relations officer of the Third Army Group.

While in London, Mr. Brooks conferred with Brendan Bracken, British Minister of Information, and W. J. Haley, director general of the BBC.

NBC’s London office, headed by Stanley Richardson, is moving into a building recently leased by RCA at 43 Berkeley Square, Mr. Brooks reported. Chester Morrison, who has been in Paris, has been transferred to London and Edwin Hasker from London to the Sixth Army.

Other changes in the European Theatre include transfer of Paul Archinard from Bern, Switzerland, to head the network’s Paris office in the Hotel Scribe, and the appointment of Tom Hawkins, formerly of AP, to succeed him in Bern. Roy Porter, former NBC correspondent in Chungking, will join the Paris staff, where John Morrisey, NBC engineer, is also stationed. John MacVane will be with the U. S. First Army and David Anderson continues to cover the Ninth Army. Bjorn Bjornson also continues to broadcast for NBC from Stockholm.

George Thomas Folster, who covered the Luzon campaign for NBC, is returning home and Merrill Mueller, who covered SHAEF for NBC, is going into the Pacific area.

**Kraft Advertising Plan Will Emphasize Radio**

RADIO commercials will be closely integrated with magazine and newspaper copy for maximum advertising impact in Kraft Cheese Company’s plans for its 25th consecutive year of national advertising. It was announced last week by John H. Platt, Kraft director of advertising and public relations.

Advertising for Kraft’s food products will have a threefold purpose: to continue sale of available products to civilian consumers, to hold company’s valued trade and consumer franchise, and to cooperate with the government in war drives. Additional radio promotion is planned later in the year for Kraft Mustards, featured recently in “tag spots” on Kraft Music Hall and The Great Gildersleeve programs. J. Walter Thompson Co. and Needham, Louis and Brobury, Chicago, are agencies for Kraft.

**Provincial Plan**

PROVINCIAL government of Quebec, through a bill introduced by Premier M. Duplessis, plans to create a provincial broadcasting system, it was learned last week. It is understood that the proposed move results from a complaint by Premier Duplessis that the CBC would not allow him to broadcast. A similar attempt to set up a provincial broadcasting system, outside Ottawa’s jurisdiction, was tried many years ago by the government of former Premier L. A. Tachereau but was ruled ultra-vires of provincial jurisdiction by the Privy Council at London, England.

AN INVITATION to hold the 1946 convention of the Canadian Assn. of Broadcasters at Winnipeg, was made to the CAB board of directors following the Quebec convention, by Gerry Gaetz, manager of CKRO Winnipeg.

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**Bought any Pork lately?**

THERE’S a bright side to today’s prices for ham, bacon and chops. It’s creating a whale of an eager market for your product in the WIBW area. Predominantly agricultural, our listeners are raising and selling hogs by the train-load.

**WIBW brings Home the Bacon**

Whether that “bacon” be sales, distribution, mail response, or product preference, WIBW can be counted on to bring it home for its advertisers—just like it has been doing for almost two decades. Here’s why! WIBW is the dominating mass-circulation medium for Kansas and adjoining states.
SEPTEMBER 27, 1938
Pepsodent launched a new program on 55 NBC stations, coast to coast. The star was Bob Hope, a personable young entertainer with a solid background of stage and radio experience.

OCTOBER 11, 1938
The new Bob Hope Show received an opening Hooper Rating of 13.3—not bad for a new star in a new program.

AUDIENCE—1938
During his first season on the air, Bob Hope reached an estimated weekly audience of 3,000,000 families.

The moral of these figures is that Hope grew up on NBC. In six short years—all under the astute sponsorship of the Pepsodent Company—Hope grew from a moderately well-known performer to one of the world’s greatest entertainers and favorite personality of millions. Here is striking proof that good programs have a better chance of catching on and becoming great programs when they are...
Six Years Later...

Bob Hope is heard on 126 NBC stations, coast to coast, Maine to Mexico, and short-waved to American troops all over the world.

FEBRUARY 19, 1944
The Bob Hope Program hit an all-time peak Hooper rating of 40.9—the highest Hooper rating ever earned by a half-hour program.

OCTOBER, 1944—JANUARY, 1945
Bob Hope earned an average rating of 31.0—the highest Hooper-rated program on the air.

AUDIENCE—1945
Today, Bob Hope reaches an estimated weekly audience of 11,000,000 families.

heard on NBC. A man is known by the company he keeps. NBC gives its programs the best in radio: the finest network facilities—identification with the greatest shows on the air—and the greatest listening audience in the world.

It stands to reason that a good show, given these NBC facilities and association, has every chance to grow into a great show—an NBC show.

National Broadcasting Company
America's Number 1 Network
Net Letters Constitute Contracts, Declares Petillo Counsel

THE AMERICAN Federation of Musicians, through its counsel, Joseph A. Padway, told the National Labor Relations Board last week that it will exhaust every remedy it can find through the courts to "upset the certification of NABET" as the bargaining unit for platter-turners regardless of any order the Board may issue.

During brief but at times heated oral arguments on the complaint case instituted by the Board against the NBC and Blue Networks for refusal to bargain with NABET, Mr. Padway insisted the networks had given contracts for platter-turning functions to AFM and that letters agreeing to the AFM demand for this work have the legal status of contracts.

An emphatic position on pressures applied by James C. Petrillo, AFM president, against the networks to prevent them from recognizing the NLRB certification of NABET was taken by Franklin Wood, who appeared as counsel for the Blue. Mr. Wood advised the Board that unless the NLRB determination of jurisdiction is made to stick the networks would be subject to "the undiluted economic force of one of the parties."

Clash Over Commitments

Answering the charge made by AFM that NABET is a company-dominated union, which is being investigated by the NLRB regional office in New York, Mr. Wood said: "We see no basis for the contention that NABET is company-dominated!" In reply to a question by Dr. Harry A. Mills, chairman of the Board, as to whether threats had been made against the Blue, he declared: "An open threat has been made and at least one overt threat made against NAB which indicated the procedure which would be used against the Blue". Mr. Wood was referring to a threat made Dec. 1 by the Hollywood AFM local to withdraw musicians from the Jack Benny program following the certification by the NLRB of NABET as the bargaining unit for platter-turners [BROADCASTING, Dec. 11, Feb. 5].

A clash over commitments made by Mr. Padway when proceedings were held last year before the Board to determine whether the technicians or musicians should have jurisdiction over platter-turners developed during the hearing.

Ike's Loves

H. V. KALTENBORN'S Spanish almost created an international upset during a recent broadcast from Mexico City, where the Inter-American Conference was being held. The NBC commentator meant to say, in Spanish, "Eisenhower loves the French girls," but he said instead, "Eisenhower loves the French people." 

Martin F. O'Donoghue, NABET counsel, reminded the Board that Mr. Padway had pledged compliance with whatever decision was made and that AFM would not strike.

"The very issue in this proceeding has been decided by the courts in the Star Publishing Co. case", he said, "in which the court declared that 'the uncontrollable power of a labor union' could not be used to set aside an order of the Board or of the courts". He contended also that the letters which Mr. Padway regarded as contracts were not introduced into the certification hearings as evidence and that Mr. Padway had entered into a stipulation with the networks that NABET could be certified as the bargaining agent if the Board agreed the platter-turner unit should be set up on a network basis.

Calls Letters Contracts

He denied that the letters were ever regarded as contracts in the certification case. "The only issue in the case", he said, "is the unlawful threat of economic reprisal by the musicians against the networks to justify the refusal to bargain."

Mr. Padway vehemently denied he had ever told the Board his client would abide by the determinations of the Board and declared that all through the proceedings it had been in his mind to attempt to win his case before the Board but to appeal to the courts if the Board ruled against him.

"All we ask is that the Board perform its functions", he said. "If we win we shall be happy; if we lose we shall go to the courts."

Mr. Padway asserted he had never admitted the letters were not contracts. "These contracts are as binding and as conclusive as any contracts which are bound and sealed", he said. "Our whole case was based on the letters. We challenged the unit on the basis of these letters."

Let's not make light of those contracts", he continued. "They were contracts. They constitute the primary fact upon which we claim the work. If the Board finds otherwise, I say the Board is in error!"

Mr. O'Donoghue immediately arose to challenge Mr. Padway. "I repeat", he said, "Mr. Padway did not introduce the letters as contracts in the certification proceedings. Further, throughout the hear-

Coverage...in Philadelphia

Pattern broadcasting OVER WDAS covers the Philadelphia market at lowest cost

WDAS covers the largest cross-section of the buying public in the Philadelphia area...at lowest cost.

Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Page 32 * March 12, 1945
WMT stands out in IOWA

WMT covers 126,500 square miles...reaching 3½ million people...at the lowest rate in Iowa per radio family.

Reach rich Iowa with WMT...the station that blankets most of Iowa's 1½ billion dollar yearly income...the station that covers an area 320 miles in diameter, 22 million acres of the nation's richest farm land.
ing it was brought out that the networks had never bargained with the musicians on a nationwide scale. The letters were introduced to support the demand for network units.

"And as for Mr. Padway's claim that he had never told the Board he would abide by its decision, let me quote from pages 45, 46 of the transcript of the oral argument in the certification case..." Mr. O'Donoghue then read from Mr. Padway's testimony Nov. 9, 1944 as follows:

"Mr. Padway (replying to question by John M. Houston, member of the Board): We haven't threatened any strike to management at all. I don't know what would have happened. They [NABET] threatened to strike and the moment they threatened to strike the WLB said: 'We don't want any strike'. We didn't intend to and we were not threatening one. And regardless of how this case comes out we wouldn't strike, not at least while our pledge is in force and effect. Mr. Pettrillo wouldn't do it and it won't be done. That is the situation...""

Didn't Mention Issues

At the outset of the hearing, Mr. Padway stated that the Board delay its decision on the unfair labor practice charge against the networks until the Board has ruled on the 8(2) charge (company domination) which the AFM filed with the regional NLRB. It is understood that the AFM charge against NABET is based largely on the fact that the union is an outgrowth of the Assn. of Technical Employees, its predecessor organization, which is alleged to have been a company union.

The Board was told by Joseph A. McAllister, formerly counsel for NBC and now with the Blue, that the agreement of Jan. 24, 1944 granting NBC platter-turner functions to the AFM made no mention of the judicial issues involved but he asserted "it was implied" that the granting of the demand was subject to determination of jurisdiction by the NLRB.

C. F. Detmar Jr., of the RCA law department, said NBC was willing to abide by the decision of the Board.

It is expected the Board will issue an order within a few weeks directing the networks to bargain with NABET in conformity with its certification of the technicians as the appropriate unit for platter-turning. Under established procedure, the parties are given 10 days to comply. Inasmuch as the networks have already asserted the courts should decide the issue, it is almost certain that at the expiration of the 10-day period the Board will go to the Second Circuit Court of Appeals in New York to request a decree to enforce its order. As indicated by Mr. Padway's testimony, the AFM would then intervene in an effort to prevent the decree from being granted.
KFDA TO USE 50,000 LINES IN AMARILLO PAPERS!

KFDA, the Blue Network affiliate for Amarillo, Texas, will use a MINIMUM OF 50,000 LINES of display advertising in the Amarillo daily newspapers this year. The major portion of this space will be devoted to program promotion which will induce those "at home, but not listening" type of people to become a "share" of KFDA's audience. Such publicity will also give those "listening" a better insight of the program structure as a whole. This comprehensive use of newspaper lineage will supplement the many other forms of publicity, promotion and merchandising now being used by KFDA. Trade journal advertising is also being used extensively.

The Amarillo-Northwest Texas market is one of the fastest growing in the Southwest. KFDA will do a THOROUGH SELLING JOB for you in this market—AT LOW COST. For complete market data, availabilities and other information wire, or write, Howard P. Roberson, KFDA Manager, or contact a John E. Pearson man in New York, Chicago or Kansas City.
Vaughn Monroe

One of the most talked of bandleaders in America, the handsome singing maestro is a veteran musician although he's only 30 years old. Born in Ohio, Vaughn was tooting a trumpet in a school band at the age of eleven.

Wine Radio Plans

WINE SHIPPERS IMPORT Corp. is introducing a new domestic brand of Cointreau Liqueur on the air. Sponsorship of the Cointreau Record Album series weekly for 25 minutes started on WQXR New York March 1 for a 2-week schedule. In addition, beginning March 12 Wine Shippers will sponsor a series of four-quarter-hour Monday evening concerts The Faure Centennial Series, to be succeeded by twice-weekly half-hour Cointreau Concerts for War Bonds, tying in with the Seventh War Loan Drive. Wine Shippers' agency for Cointreau is Dorland International-Petingill & Penton, New York. Redfield-Johnstone, New York, continues as agency for Colombo and other wines.

CKCO Appoints Young

ADAM J. YOUNG Jr., New York, will serve as exclusive national representative in the U. S. for CKCO Ottawa effective April 1.

Boxing Poll

NBC has distributed to television networks in the New York area a questionaire asking their opinions of the boxing bouts telecast on WNET New York, with particular emphasis on the blow-by-blow and between-rounds commentary. Viewers are also asked to name sponsor and to give opinion of commercials.

Ceda Signs WQXR Spot

CEDA DISTRIBUTING Co., Rochester, N. Y., in its first radio venture, has signed a 52-week contract for a weekly 30-minute program of classical records on WQXR New York. Effective Feb. 24, contract was placed through Glucksman Adv., New York.

Considers Spot Radio

STADLER Shoes, New York, has appointed Bobley Co., New York, as agency for the chain of men's shoe stores in the New York metropolitan area. Spot radio is being considered.

A great rhythm outfit, the Monroe band presents the sweetest of romantic dance music enhanced further by Vaughn's pleasant baritone voice.

THERE, I'VE SAID IT AGAIN  Vic. 20-1637

HAWAIIAN SUNSET
ONE, TWO, THREE O'LAIRY
COMMODORE CLIPPER
MY LITTLE COUSIN
DADDY
HIGH ON A WINDY HILL Bl. 10976

For the complete list of BMI-licensed titles recorded by Vaughn see your BMI DISC DATA.

AMP Contracts

ASSOCIATED MUSIC Publishing Inc. has signed new agreements with KBBF WOOF EAST ORT JR KFMB WSOC WERE KXK WDI WELL WDRY WMWB WJW TIMCO.

New Public Relations Firm

GEORGE J. VOGEL, formerly with the Institute of Public Relations, New York, has opened George Vogel Assoc., a radio public relations firm, specializing in radio activities for public relations organizations.

Considers Radio

AIME Co., New York, has appointed Modern Merchandising Bureau to handle national advertising of Aime shampoo and hair-coloring pencils. Radio is being considered.

Nyal Plan

RETAIL DRUG Stores, allowed to spend 10% of all increased purchase of Nyal drug products over the previous year in any of 15 advertising forms, over a four-year period spent 50% of their incentive appropriation in calendars; 25% in local newspaper advertising; 10% in spot announcements and the balance in other forms. Plan was introduced in 1941 by Nyl Co., Detroit, a subsidiary of Frederick Stearns Co. now a division of Sterling Drug Inc. Plan is handled by C. B. Ridd, Nyl vice-president and advertising director, who prepares all copy, including about 200 announcements a year, not placed through agencies.

Dinah Shore Wins Award

DINAH SHORE star of General Foods Open House on NBC, has been selected the Citizenship Model of the Veterans of Foreign Wars, the first entertainment personality to receive the award this year, Commander-in-Chief Jean A. Brunner announced last week that she may not be able to spring on one of her broadcasts. Award is made in recognition of her "sizable building services" to servicemen.

Bendix Tests

CONTINUOUSLY, tests being conducted by Bendix Radio division of Bendix Aviation Corp. are helping to point the way to new postwar improvements in radio receiver tone quality. Conducted with carefully selected groups, tests indicate all types of radio listeners recognize differences between new wider range musical reproduction and the former limited range radio reception, according to Leonard C. Truesdell, general sales manager for home radio.

Keystone Rate Card

NEW RATE CARD, No. 53 has been issued by Keystone Network effective March 1, 1945, showing increased rates, negotiated, according to Michael M. Sillerman, KBS president, by expanded facilities and increased operation costs of affiliated stations. Simplified billing showing exact time cost per broadcast for every combination of time period, frequency and number of stations, is a feature of the new card.

KVOR Puts Drive Across

OVER THE TOP at the end of seven hours was recorded by the Colorado Springs Red Cross which credited the speed of the successful drive in part to KVOR originating programs from Red Cross headquarters throughout the day. With the campaign lagging at noon the station broadcast messages from important townpeople, convinced of the drive's success and need for it.

WHF Affiliated

RESOLUTION of the Wisconsin State legislature has amended FHA on the U. of Wis. campus for "its record of service to community and its position of leadership in radio education in the nation." Occasion was WHF's 25th anniversary. Legislation also congratulated the station for its 22 program awards and other honors, winning the George Foster Peabody award for educational program "Sailors in 1943.

Rehabilitation

RENEWS THEATRES Inc., New York, is distributing in some 800 cities, a film version of Alma Mitchell's recent Broadway show "The U. of Wis." campus for "its record of service to community and its position of leadership in radio education in the nation." Occasion was WHF's 25th anniversary. Legislation also congratulated the station for its 22 program awards and other honors, winning the George Foster Peabody award for educational program "Sailors in 1943.

Cowie Invitation

COWLES BROADCASTING Co., New York, is distributing in some 800 cities, a film version of Alma Mitchell's recent Broadway show "The U. of Wis." campus for "its record of service to community and its position of leadership in radio education in the nation." Occasion was WHF's 25th anniversary. Legislation also congratulated the station for its 22 program awards and other honors, winning the George Foster Peabody award for educational program "Sailors in 1943.

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Jean Colbert's Woman's Club of the Air is a five
day a week, five star example of WTAM's outstanding
daily service to Cleveland women. What about our men
in service? What about OPA prices? What about our
children? What about war jobs? Jean is in there
pitching the answers, in the studio and out...at social
club meetings, educational conferences
and welfare councils...all over
Cleveland. One more reason
why WTAM is first in
listening audience, day and
night. In fact, at night, *73%
of Cleveland homes
listen most to WTAM.

* NBC 1077 City Survey 1944

JEAN COLBERT, Director WTAM's Woman's Club of the Air. Home
economist, fashion commentator, consummate actress, brilliant writer,
(Below) Crowd listening to WTAM ensemble, in person, at Lakeside, Ohio.
Iwo Recordings Telling Vivid Story Of Invasion Brought Back by Lt. Hurlbut

BRINGING up-to-the-minute recordings of the Marine invasion of Iwo Jima from D-Day through D plus five, Lt. James Hurlbut, USMC radio public relations officer, has returned to headquarters after a three-month tour throughout the Pacific, coordinating Marine Corps radio activities. Lt. Hurlbut was the first correspondent on Guadalcanal, landing with the First Marine Division in the fall of 1942. Before entering the service he was publicity director of WTOP Washington, then WJZ.

Many of the recordings are for local stations. According to Lt. Hurlbut, "We try to augment the network coverage of battle action, not compete with it. As no independent stations have representatives in the Pacific, these transcriptions are designed to fill their needs.”

Among the outstanding Iwo recordings were those made by Sgt. Richard E. Mawson, Marine Corps radio correspondent, former production manager and director of special events with WBAX Wilkes Barre, Pa., and Sgt. Harvey Williams, his engineer, who was an announcer with KROC Rochester, Minn.

Landing on Iwo with "B" Company tanks of the Fourth Marine Division, the correspondents took with them an Amertype film recorder, batteries and power converter, loaded on a specially built ammunition cart. From the front lines, the team went into action, recording a complete description of the fighting with a constant background of rocket fire, strafing and mortar bursts going on around them.

Most spectacular transcription was one which caught a two-way inter-com conversation between a disabled tank in a shell hole about 100 yards off the Motoyama Airfield No. 1, and another Marine attempting to direct a retriever tank to its rescue. One of the tank's treads was off, its 75 mm gun out of operation, and the crew was "getting a helluva lot of artillery fire,” according to the Marine in charge of the tank. Sgt. Mawson picked up the conversation on a signal jeep radio aboard an LSM heading onto the beach on D-Day.

The four networks all used the recordings as soon as they were processed and schedules permitted. Blue broadcast them on Friday, March 3, the day they arrived, at 7 and 10:45 p.m., WJZ New York used them 11:15 p.m. NBC aired portions on WRC Washington at 7:45 p.m. CBS used them in a half-hour program 11:30-12 p.m. and 9:30 a.m. and 5:30-6 p.m. Saturday, March 4. Recordings were on Columbia 4:15 p.m. Saturday. Several other stations rebroadcast them throughout the week.

Used by MGM

For the first time recordings of battle action have been used in newsreels, MGM is using sections of the Mawson material in its News of the Day, released Wednesday, March 7. The recordings were rushed to Guam on the destroyer returning Secretary Forrestal from Iwo Jima, then flown to the States by Lt. Hurlbut.

Other recordings just arrived made on Iwo by Sgt. Alvin Josephy, USMC combat correspondent, executive of special events with OWI Radio Bureau and assistant director of WOR-Mutual New York special events, are now being processed, with several airings scheduled as soon as they are made available. One of an attack on Motoyama was used by Blue Wednesday, March 7, 7 p.m., with remarks by the Commandant of the Marine Corps, Gen. A. A. Vandegrift.

Lt. Hurlbut took with him on his trip 3,000 lbs. of recording equipment, including film, wire and Presto units and power sources. These were distributed to approximately eight Marine radio combat correspondent teams in the Pacific and to those working independently with aviation units. The correspondents record not only battle action but also special events, personal interviews, native music and music written by Marines in the field, such as the Marine song, "Get Your Gear On!”, first introduced by Marine recordings.

From Your Specifications
BLAW-KNOX WILL DESIGN, FABRICATE AND ERECT
The Latest Development in
VERTICAL RADIATORS
and Towers for
FM and TELEVISION ANTENNAE

Station Engineers take a load off their shoulders when their antenna problem is turned over to Blaw-Knox. Specifications are completed under one responsibility. The job is not done until the tower is up, tested and approved.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Bldg.
Pittsburgh Penna.

Iowa Prefers
WHO
Ask Free & Peters for the Proof!
$0,000 WATTS • DES MOINES

Broadcast Advertising
Three is not always a crowd. The three stars of "Can You Top This?" are very good company—and a typical example of combinations that "click." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.
License Hearing For WOKO Reset
Oral Argument Date Advanced
From March 28 to March 14

ORAL ARGUMENT in the FCC's proposed refusal to renew the license of WOKO, Albany, N. Y., because of alleged "hidden ownership," involving Sam Pickard, former Commissioner and sometime CBS vice-president, has been advanced from March 28 to March 14 on petition of WOKO Inc., licensee corporation, filed by George Sutton, Washington counsel for the station.

Commissioner Norman S. Case, sitting as the chief hearing officer, last Wednesday granted Mr. Sutton's petition to accommodate Morris Ernst, New York attorney who will argue the case. The FCC last November issued a proposed finding in the license renewal of WOKO "that a grant of the application for renewal of license for the operation of WOKO will be in the public interest, convenience or necessity and therefore should be denied." [BROADCASTING, Nov. 13.]

For months the WOKO case has been pending and it has been the subject of criticism on the part of Rep. Richard B. Wigglesworth (R-Ill.), member of the House Appropriations Committee and former member of the Select Committee to investigate the FCC. As recently as last month Rep. Wigglesworth delivered a blistering speech on the Senate floor in connection with the 1946 fiscal year appropriations for the FCC, demanding that the Commission take action in the WOKO case [BROADCASTING, Feb. 12.]

In July 1943 the WOKO case went before the FCC in formal hearings, when Harold E. Smith, general manager and 25.1% owner, testified regarding Mr. Pickard's ownership through the latter's brother-in-law, R. K. Phelps of Kansas City. Mr. Pickard testified the stock was presented to Mr. Phelps as a gift but that dividends were divided by Mrs. Pickard and himself. Later Mr. Pickard amended his 24% interest in WOKO to Monroe M. Redden of Hendersonville, N. C., for $75,000, subject to FCC approval of the license renewal.

The Albany Knickerbocker News owns 25% of the station and Raymond M. Curtis, Garrison, N. Y., attorney, 25.1%. 

Liquor Ban Proposed

A BILL to prohibit the advertising of all alcoholic beverages by radio has been introduced by Sen. Johnson (D-Col.), following a similar measure by Sen. Capper (R-Kan.) which would prohibit the "transmission and dissemination of commercial advertising" of alcoholic beverages. Sen. Johnson's bill (S-605) would make it unlawful for broadcasters to accept advertising for alcoholic beverages and likewise illegal to pay for radio time for such advertising. The FCC would be empowered to revoke the license of any station violating the proposed act.

HIIT PARADE REPEAT SHIFTED BY CURFEW

COMPLYING with the midnight curfew order which applies to studio audiences, American Tobacco Co., New York, has cancelled the 12 midnight-12:15 a.m. West Coast repeat of "Your Hit Parade" on CBS but has arranged to clear the 6-6:45 p.m. (PWT) time, so that the show can now come straight through to the West at its regular time Sat., 9-9:45 p.m. (EWT).

To accomplish this CBS's "This Is My Story" has been shifted from 8 West Coast stations 6-6:30 p.m. (PWT) to 9-9:30 p.m. (PWT), and "Wilshire Oil Co.'s That's A Good Idea" has been moved from 6-6:45 p.m. (PWT) to 9-9:45 p.m. (PWT). The change went into effect last Saturday after the program was not heard on the Coast the first Saturday of the curfew.

Rebroadcast of Lever's Burns and Allen show on CBS, 11:30-11:55 p.m. (EWT), also has been cancelled. Beginning Monday, March 12 the 13 stations which carried the repeat will use the first broadcast 8:30-8:55 p.m. (EWT) by special lines, record it and broadcast it at the regular repeat time 11:30-11:55 p.m. (EWT).

CBS Official to Hold Clinics on Video, FM

HOWARD LANE, CBS director of station relations, and William B. Lodge, CBS director of engineering, will leave New York March 20 on a trip to CBS affiliates. Mr. Lodge will give television and FM clinics as he did last irregular trip last year. Discussions will cover CBS proposed allocations and stations' plans in video and FM.

Mr. Lane and Mr. Lodge will make their first stop in Boston, proceeding to the West Coast from San Francisco they will go to Dallas, Kansas City and Memphis, balance of the southern itinerary still to be announced. They return to New York April 18.

KOMO, KJR Delay

PENDING decision of the FCC in the application of Fisher's Blend Station Inc., Seattle, whereby Fisher's Blend Station would acquire KOMO Seattle and Burt F. Fisher would take over KJR, the Commission on its own motion last week ordered that hearing on the applications for renewal of license for the two stations be continued from March 15 to April 16. One of the remaining duopoly transfers made necessary by the FCC han on multiple ownership, the KOMO-KJR transaction proposal, which involves no monetary consideration, was filed last December [BROADCASTING, Dec. 11.]

Blood Donor Drive

TED MALONE, Blue commentator, arrived from France last week on what was described as "a Red Cross mercy mission" to dramatize, with the help of radio, the continuing need for blood donations. Trip is built around "Ted Malone Blood Donor Day." On his Mon., through Wed. broadcasts for Westinghouse Electric & Mfg. Co., and in appearances on other network programs, Mr. Malone is asking listeners to register at Manhattan blood donor center, and other donor centers, which will fly back to Europe this week with blood collected, broadcasting descriptions on individual donations.
HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

Want this great Network Show to Sell for you Locally?

Ethel and Albert are a young couple—who live like the rest of us—only funnier! On the air daytime Mondays through Fridays—each gay episode is complete in itself.

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

RAYMOND GRAM SWING: Selected by 600 editors as Best News Commentator of the year; broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

JOHN B. KENNEDY: Famous writer, newswheel commentator and radio analyst, broadcasting direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Direct from all the history-making hot spots of the globe, 14 Blue Network correspondents bring the news right from where it’s happening! Mornings, Sun.-Fri., 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baughage gets his news from men who make it—the White House, Cabinet Members, Congressional leaders, Midday, Mon.-Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst, who has broadcast from all over the world. Early morning, Mon.-Sat., 15 minutes.


DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

YOU can sponsor “The Private Lives of ETHEL and ALBERT” as broadcast live from New York... and pay only for your own area!

NOW you can cash in on the proven audience appeal of Ethel and Albert—that delightful young twosome whose intimate, true-to-life comedy show on the Blue is fast making them America’s favorite married couple!

This outstanding Blue Network program is made available live for local sponsorship through the Blue’s Co-Operative Program set-up... an ideal set-up for you to sell your products right in your own territory! Here’s how this works...

Ethel and Albert will originate in the Blue’s studios in New York at a popular daytime period. The program then goes out live over the network—and your local Blue station announcer gives your commercials during the broadcast, identifies this swell show as yours! Think of the prestige and appeal your sales message will carry when it’s linked in listeners’ minds with this big-time network program! And think of the show’s low cost—for remember, you pay only your own share for your own area!... Ask any Blue Network Station for all information, or contact the Co-operative Program Division of

The Blue Network
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.
OWI, Station Men Discuss Program

Specific Announcement Time Rejected by Both Groups

A SUGGESTION that the OWI insure proper distribution of Government announcements by specifying the times that they should be broadcast was almost unanimously rejected by a group of about 60 representatives of stations in New York and Northern New Jersey, who met last Wednesday in New York to discuss the handling of war campaigns with OWI officials. Meeting, called by Arthur Hull Hayes, manager of WABC New York and regional consultant to the OWI Domestic Radio Bureau, was addressed by David Frederick, director of war programs, who outlined the work of his department in determining what Government campaigns should be given priority, and George P. Ludlam, chief of the bureau, who described the way these campaigns are allocated for network and station broadcasts. Willett Kempston, chief of the Bureau's stations relations division, and Harry Levin, regional station relations chief, participated in the discussion that followed the talks.

A proposal that OWI supply stations with a "clock chart" as well as with transcribed and live announcements was advanced by Morris Novik, manager of WNYC New York, who said that many Government announcements were being broadcast in the late evening or early morning hours when time was less desirable commercially. The OWI officials joined with the broadcasters in rejecting the proposal, stating that they had no desire to police the stations and that the results obtained from radio indicated that the broadcasters are doing their part.

As requested by Mr. Ludlam if they liked Government agencies going directly to sponsors, the broadcasters voiced unanimous disapproval. E. Ray McCloxsey, WNBF Binghamton, mentioned being approached by a fraternal organization to cooperate in a nurse recruiting plan that got in two plugs for the fraternity to every one for the stations. Mr. Ludlam said that some Government officials who want more time than OWI allocates to them have learned that while OWI can turn them down, it has no authority over civilian organizations which front for war agencies. He advised stations to request time for war campaigns that the OWI handles the campaigns adequately.

Emphasizing that in carrying the six national and three regional spots a day scheduled for network stations, or the nine national and three regional spots for non-network stations, the broadcasters are doing all that the Government asks of them and that whether they do anything more is up to their individual decisions, Mr. Ludlam asked whether they would prefer additional optional material submitted as announcements or as five-minute or quarter-hour programs. Most of the broadcasters said they would prefer announcements.

Summarizing the radio circulation of Government campaigns for the first eight weeks of 1945, Mr. Ludlam reported 5,865,171,000 listeners to the OWI estimate for that period. For 1944, the estimated total was 33,352,031,000.
Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our “Sports Reporter”, sponsored six days a week at 6:05 p.m. since 1938 by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball to the middle-aged teams of local business firms. Johnny Ostrom is Charleston's “Sports Reporter.”

The “Sports Reporter” is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, successful programs. These programs sell products, too. Just ask Royal Crown Cola!
Bing Crosby
Top-notch crooner, enjoys the WBAL Star Parade! Turn to page 3 and see how your favorite stars feel about WBAL's newest hit-mag!

1945—Radio's 25th Anniversary—Pledged to Victory
TION LIKE THIS HAS BUILT AND MAINTAINED WBAL'S
OVERWHELMING DOMINANCE IN THE BALTIMORE MARKET

THE WBAL STAR PARADE

. . . AN 8 PAGE GRAVURE
MAGAZINE NOW BEING READ
IN 125,000 HOMES IN THE
BALTIMORE AREA

AND IT'S READ IN HOLLYWOOD, TOO!

WBAL

50,000 WATTS . . . BASIC NBC NETWORK
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Lest We Forget

THE DAY may soon be here. The day and the hour and the minute and the second when an American voice will speak from Berlin. What that voice may portend, none can foretell with certainty. There will be rejoicing surely. There will be tears. There will be prayer.

It has been traditional since the days of the Pilgrims for Americans to join together in worship at times of great triumph and great sadness. These have been "home-townd" gatherings, finding their strength in the common bonds which make our land a nation of neighbors.

If radio stations can bring to their listeners the familiar voices of their own ecclesiastic leaders on the day the world awakes, the action will reaffirm the indestructible principles of faith and friendship which were born in Plymouth.

For They Have Sown

Memorandum
To: War Labor Board
Re: Petrillo, Lewis, et seq.
From: Broadcasters (who told you so)

LAST June 16, you may recall, your esteemed board rendered its decision in the two-year-old "recording strike" case precipitated by AFM President James Caesar Petrillo. By a split vote, your board called upon AFM to withdraw its strike. It was then the same time ordered that the recording companies negotiate a "method of distributing a fund to be set up through payments by the companies". That's what we of radio chose to call Jimmy's private WPA which, we felt, would establish a dangerous precedent in employee-employer relations and one that would be picked up by other ambitious labor leaders.

We see by the papers where John L. Lewis now erupts with a demand for royalty payments to miners of 10 cents per ton—something like $60,000,000 a year. He uses the Petrillo pattern which your distinguished board saw fit to plow. Of course, that $60,000,000 is lots more than the $60,000,000 a year Jimmy Petrillo estimates he'll get (a few pennies at a time) from the recording and transcription companies. But Jimmy is the fellow who invented the plan and, thanks to the "plague on both their houses" ruling of your board, he's gotten away with it.

We imagine the line now forms on the right, for other unions will follow Petrillo and Lewis in setting up their own cozy little WPA's.

Let's look at that decision of last June 16. You issued what you called a "directive order" in which you held (1) that the payments to be made by the companies to the union under the AFM plan did not require the approval of the NLRB, since wage benefits within the meaning of the wage stabilization program and (2) that the AFM ban on recordings "shall promptly be withdrawn".

What happened? Mr. Petrillo gleefully grabbed point 1; defiantly protested and then ignored point 2. The President himself made a personal appeal to Jimmy to comply with your directive. Mr. P. rejected that, too. The President then asked the Department of Justice to determine what action might be taken against the likes of Jimmy. But things had gone too far. Nothing could be done under the existing statutes.

So it came to pass, appropriately enough, that on Armistice Day 1944 RCA-NBC and Columbia Recording Corp. surrendered to Jimmy, having despised of Government relief.

Thus, your directive has meant exactly nothing, except humiliation to your board. Jimmy has had his way on all counts. He has established the new fashion of "private taxation by labor unions". The Government gets no taxes from labor unions. But the Government will lose, in direct proportion, the taxes from employers, for your board has held that the royalty payments are not wage adjustments. The public, of course, will pay in the long run in increased consumer costs. You figure out whether this is double taxation, in the light of unemployment taxes, social security and other commendable social reforms.

The problem now transcends Petrillo vs. Everybody. John L. Lewis is in on the fight, too. And the others will follow.

It's going to take an act of Congress, and a stiff one, to rectify things. We would judge the temper of Congress is such that it can happen at this session. But watch out for some cunning, about because there's going to be a whole new batch of labor unions after these opportunities, you can't claim that you were half-right.

Remember the Bible's: "For they have sown the wind and they shall reap the whirlwind."

News Nonsense

CONSIDER the case of the Washington Times-Herald, published by Eleanor Patterson, of the famous McCormick-Patterson family. The newspaper runs a daily radio log—but the Blue network programs don't appear. There's no listing for WMAL, the Blue outlet, which is owned by the Washington Star, top Washington daily.

Why? It seems that Mrs. Patterson early in the year took umbrage because Drew Pearson, who shouts shill news, fiction and opinion lines on the Blue Sunday nights, made some unkind reference to her newspaper. Pearson is Mrs. Patterson's ex-son-in-law and has been embroiled in litigation with her. Moreover, the Times-Herald published such critical stories of the Washington Post, and the Indianapolis Sun and News, thence to Pittsburgh and the Chronicle-Telegraph.

In 1914 Al joined the UP in Pittsburgh. Four years later he made him a salesmen with headquarters in Indianapolis. He did such a good job of organizing the Great Lakes territory, installing UP service throughout Michigan and adjoining states that UP promoted him to central division sales manager with offices in Chicago.

Al installed the first printers west of New York in his territory, which comprised everything from Canada to Mexico between Denver and Pittsburgh. He put in a printer circuit in 1929 from St. Paul into North Dakota. He prinitzized the Michigan state circuit after engineers said it couldn't be done.

In recognition, Al Harrison was transferred to New York as general sales manager of UP. He developed the UP financial wire, then switched out for what he thought might be broader fields. Al joined the John H. Perry interests, publishing weeklies in New York in 1924, then became affiliated with David Lawrence as eastern superintendent of Consolidated Press Assn. (Continued on page 64)
Maybe you're interested in sponsoring a fifteen minute newscast—or an hour long musical. Whichever it is, you'll be way ahead when you buy spot programs that are already well established on the air. For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today—he's a good man to know!
Radio’s Role in Wartime Is Lauded by Col. Kirby
SPEAKING before the Washington Board of Trade March 14, Col. E. M. Kirby, chief of the Radio Branch, Army Bureau of Public Relations, told members that listeners demand . . . more and more coverage of the war at home and at the front. To provide this," he con-
tinued," is the war mission of radio, the joint responsibility of the Army, the American broadcaster, and the advertiser.

In reviewing radio coverage of Normandy D-Day operations, Col. Kirby, a former public relations director of the NAB, cited NBC’s public service work in presenting the “Danny Kaye Hour” on CBS for the invasion. NBC provided lines, facilities, overseas circuits, orchestra and chorus. Also, an NBC part in the Board of Trade radio night were NBC commentators Morgan Beatty, Richard Hark-
ness and Leif Eri.

Davids Succeeds Vinson
As Economic Stabilizer
WILLIAM H. DAVIS, chairman of the War Labor Board, was named last week to succeed Fred M. Vinson as director of the Office of Economic Stabilization. Davis, a former public relations director of the NAB, cited NBC’s public service work in providing radio coverage of the invasion.

WAVE Troubles
POLICE had to be called to main-
tain order amid municipally-owned WCAM Camden, N. J., when more than 150 followers in the studio audience of Rev. Charles V. Gil-
more protested vehemently because the reverend’s weekly program, Old Fashions Gospel Hour, was cut off the air for the second time for deviation from the submitted script. The station substituted recorded relays for music instead of the regular program but was un-
able to make its station identification announcements from radio, necessitating the sending of an announcer to another microphone in Camden Convention.

According to station manager William H. Markwood, Rev. Gilmore was refused permission directly before broadcast time to include a sketch by a colleague not mentioned in the approved script. After the program was over, three minutes were added to introduce the guest speaker and the studio engineer intervened.
Success in advertising is more a matter of repetition than perfection. The "one perfect announcement", heard once, obviously will not produce the volume of sales provided by a workmanlike consistent schedule.

With this in mind, WDRC's rate policy has been and is to encourage consistent and successful advertising in The Hartford Market.

There is only one rate on WDRC.

It's the same rate for national, regional and local advertisers. It's a low rate for coverage of the entire Hartford Trading Area.

It's a rate purposely made still more attractive by worthwhile discounts for frequency.

WDRC invites inquiries from the advertiser who knows that frequent, consistent advertising will make his message stick and merchandise move.

Write Wm. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut.
WHO Newsmen Shift

WAR correspondents of WHO Des Moines received shifts in assignment last week. Jack Shelley, manager of the news department, returned from five months in the European Theatre March 6. He is booked for a speaking tour of Iowa, Minnesota and Nebraska. Herb Plambeck, on his second trip abroad, arrived in Paris last week and started regular broadcasts on arrival. Maj. Frank F. Miles, on the Italian front since last September, has been transferred to the western front in Germany. WHO carries a daily schedule of several direct rebroadcasts or transcribed interviews by its own staff from the various fronts.

OTIS PARKER, former vocational agriculture teacher in Oklahoma, has been appointed to the staff of the OKlahoma City, assisting EDD LEMONS.

HARRINGTON E. CRISSEY, program manager of WOFM, General Electric FM station in Schenectady, is the father of a baby girl.

ANDREW COWAN, CBC war correspondent, has resumed his duties at the CBC Toronto office and will coordinate rehabilitation programs. He has been overseas since March 1945.

FRED BRIGGS, announcer with WTV, Cleveland, Feb. 28 married BETTY O'ROTTOY, formerly in production and later a radio writer. HARRY SNOOK is now with the program department.

BOB GREER has joined WMPM Memphis as production assistant to ROBERT STRANG. Formerly with WMPH, Bob has joined WMPM. M. J. VOSSER, former advertising director for Sears, Roebuck & Co. Memphis store, is now WMPM production director.

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UP Sport Service

UNITED PRESS is giving special attention to sports events news for its radio clients with the introduction of a new plan providing for coverage by special "radio correspondents". Plan will be confined for the present to the Madison Square Garden fights, and major track and basketball meetings in New York and Chicago, but after the war the system will be set up on a national basis. These events, here-tofore covered by regular UP newsmen, and the copy rewritten and slanted for radio service at the desk, are now being covered by radio reporters, who select special features appropriate for broadcasting, and file their stories by telegraph wires from the event, using radio style and language.

Race Relations

RADIO'S record in the field of race relations is not good but is better than that of the movies, according to Dr. Lawrence D. Reddick, curator of the Schomburg Collection of Negro Literature of the New York Public Library. In a statement made in connection with the presentation of an award to Nathan Straus, president, WMCA New York, for his direct radio-relay service during the last ten days with Brussels, and with the Netherlands. Circuit to the Belgian capital resumed operation March 4, offering government and press message service for the first time since the German occupation.

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Available...

DUG-OUT INTERVIEWS - 7 Quarter-Hours Wkly. - 24 Wks.
SCOREBOARD - 7 Quarter-Hours Wkly. - 24 Wks. . .

BEFORE and AFTER

Exclusive

WHITE SOX BASEBALL BROADCASTS

over

WJJD

20,000 WATTS

Chicago's Largest Independent Station

WALGREEN DRUG CO. again sponsors games for 7th consecutive year.
OLD GOLD again co-sponsors games for the 2nd consecutive year.

WJJD Inc.,
230 N. Michigan Ave.,
Chicago 1, Illinois.
STATE 5466

PAUL H. RAYMER,
366 Madison Ave.,
New York City
MURRAY HILL 2-8689

A Marshall Field STATION
OFFICES OF
Station KGY
ROCKWAY-LELAND BUILDING
OLYMPIA, WASHINGTON

August 31, 1944

Mr. M. Marquardt
West Coast Manager
World Broadcasting System
1000 North Seward St.
Hollywood 38, Calif.

Dear Mark:

It might be interesting for you to know that we are now using 122 World shows each month. Many of them we use "as is" merely writing commercials. Two or three we write each day complete, using World music.

I don't remember using a single record since you were here except E.T.'s, for commercials. All in all, we're sure going for World in a big way and take it from me

with the World Library ...

Yours very truly,

J. Harris Dorr
Sales Manager
TIME-SALES TIP!

anybody can go out and sell his head off!

This letter from a Northwest broadcasting station is typical of the mail we get—day after day.

No wonder it’s enthusiastic! The 3900 selections in the World Library give stations material to cover every program requirement! Then World continues to send them up-to-the-minute entertainment—big-name artists and orchestras, latest hits, the kind of programs that attract and hold radio audiences.

World presents this high-quality talent at its very best. World’s famous Vertical-Cut Wide Range Transcriptions, developed by the Bell Laboratories and Western Electric, are famous for fidelity.

Notice that last sentence in the letter above? It shows the profitable use stations are making of World’s Continuity Service. This gives them seventy-eight expertly-written shows each week—ready to go on the air as sustaining or sponsored programs.

If you’d like to know more about the help World is giving to over three hundred leading stations, just drop us a line. World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON
LUNcheon and Live Discussion went hand in hand when Garfield & Guild, San Francisco agency, staged a recent get-together of all media representatives to promote better understanding of the firm's principles underlying current campaigns. Representing radio corner were (1 to r.) : Ken Craig and Dave Green, production manager and spot sales account executive of KQW; Dave McKay, spot sales account executive of KJBS; Frank Samuel, Blue western division sales manager; Morten Sidely, commercial sales manager of KFPO.

FRANK B. McELMOYL resigns March 15 as assistant manager of the sales promotion and merchandising department of McCann-F Erickson, New York, to join P. J. Low Co., New York, as vice-president in charge of merchandising, sales promotion and public relations. Mr. McElmoyl was associated at one time with RCA Mfg. Co., Camden, New Jersey, where he created sales promotion and merchandising ideas for radio sets and electronic devices.

ESSO Co., Los Angeles and Chicago, is setting up a department to service the broadcasting industry accounts under management of J. Franklin Dorney, and is opening a New York office, temporarily located at 123 E. 42nd St. Mr. Dorney, now in New York to set up the new branch, goes to Engle from Midrill Inc., where he has directed broadcasting activities.

JENNISON PARKER, former copy chief and account executive of Chasen-Gailey & Co., Los Angeles, has joined the Mayers Co., Los Angeles agency.


LUCIANNE HOWELL, formerly division manager of Carson Pirie Scott Co., Chicago, has joined Galian Adv. Co., Chicago, as account executive and copywriter.

BOB SIMPSON, formerly of Ray Purdy Productions Ltd., Toronto, has joined Young & Rubicam, Toronto, as account executive.

Canadian Loan Drive

PLANS are nearing completion for radio publicity for the Eighth Victory Loan campaign in Canada which starts April 24 for a three-week period to raise $1,500,000,000. The National Radio Committee of the Advertising Agencies of Canada, has planned 5 one-hour Victory Star Shows, with leading screen, stage and radio stars, war correspondents and others overseas personnel. These start April 18 and will be carried on all Canadian stations for four Thursday evenings and one Sunday evening. Five half-hour evening programs will be carried on all stations. There will be about 25 five-minute recorded programs. These will be spotted at various times of the day on all stations.

Battle Area Service

PRESS WIRELESS Inc. is now transmitting radiophotos from the European battle area over one of its 400 mobile transmitters, which also carries radio telegraph and radiotelephone service, it was announced last week. According to Press Wireless, this is the first time transatlantic radiophoto service has been available from a battle area over a commercial 400 w transmitter.

Today's Best Buys

A full page of them in the April 2 issue of Broadcasting on stations

Represented by Rambeau
The confidence of the public in WIBC, and in advertising offerings over this station, is shown everyday in the week by the high quality and generous quantity of listener response. Engendered principally by the strict censorship which the station exercises over advertisers and products for the protection of its listeners, this confidence is further supported by the close affiliation of the station with The Indianapolis News—Indiana’s leading newspaper. WIBC has the coverage, and the influence, to do a complete merchandising job in Central Indiana, Eastern Illinois and Western Ohio.

Represented Nationally by John Blair & Co.
AFRA Fundfest held Feb. 17 to raise funds for returning service men to supplement provisions of the GI bill brought in $5,000 to the Washington, D.C., local of the union, Gunnar Back, CBS announcer and president of the local, announced last week. The fund will be made available to all Washington AFRA members upon their return from the service.

Meet WHB's John Wahlstedt—
"The Cook Tenor"... and our Program Director

Do not mistake this stern-visaged fellow for a Federal judge or a member of the U.S. Senate. He's 237 pounds of Swedish tenor who has been a fixture at WHB since 1957. He began, and continues, as "The Cook Tenor", and in more than a decade has appeared on some 6800 half-hour programs sponsored by the Cook Paint & Varnish Company. In 1942, when Dick Smith became WHB's War Program Manager for the duration, John took over Dick's former duties as Program Director. As background, he has a bachelor's degree in engineering from the University of Kansas; a master's degree in education; and fifteen years teaching experience. He left his position as vice-president of Kansas City's East High School to devote his full time to WHB. He's a Shinner, the worst golfer in the state (his claim); and he loves to hunt and fish, and fish and hunt. Meanwhile, he no longer continues to sing daily on WHB for Cook's, but he's proud to sing in WHB's praise as the result of a Kansas City radio-station program survey just completed by the Merchants' Association. Tabulated, here are the facts:

**Radio Advertisers**

**BOOK-OF-THE-MONTH CLUB, New York,** which previously went off the air at the conclusion of the year, will continue with the air this season with a weekly fifteen-minute program presented by the Budapest String Quartet. Series started March 13 and will run 13 weeks. Club last month started Author Meet Critic on WHB New York. Agency is Schwab & New York.

**HAIR SALON PRODUCTS, Chicago,** which previously appeared in the southern California campaign on March 3 for 12 weeks, is continuing locally the weekly Blue program, Private Lives of Ethel & Albert, on KJZS Los Angeles. Agency is Garfield & Guild Adv., Los Angeles.


**S. C. JOHNSON & SON, Racine, Wis.,** (boraxd), on April 3, receives for one year Fiebert Mcgee & Molly on 24 BCH Trans-Canada network stations. Agency: Needham, Louis & Brunos, Chicago.

**SPERRY FLOUR Co., San Francisco,** (sperry), which has maintained its daily spot announcements on KNX Los Angeles, March 1, started a similar schedule on KFI Los Angeles. Contracts are for 52-week. Robert Smith Adv. Los Angeles, has account.

**SOUTHERN PACIFIC Co., San Francisco,** (railroad), in a campaign to recruit new employees, March 1 started a schedule of 60-spot announcements on KMER Hollywood. Contracts are for 52 weeks. Agency is Poole, Cone & Selding, Chicago.

**AMERICAN HOME PRODUCTS Corp., New York,** effective March 6, will sponsor a quarter-hour news show on WMAQ Chicago, Sat.-Sun. 10 a.m. -11 a.m. Contract is for 42 weeks. Two spots a week are scheduled.

**CONSOLIDATED Royal Chemical Corp., Chicago,** (Kranz's Shave Cream), has added WHB in Chicago to its radio advertising. Account was handled by Campbell-Ewald Co., Chicago.

**STERLING Drug Inc., New York,** has leased 156-seconds building in Broadway to house offices now at 170 Madison Ave. Building is located in other parts of the city. Some divisions will move in immediately.

**THIRTY DRUG Co., Los Angeles,** (Southern Cal chain), complying with new FCC ruling, moved its KTL A Los Angeles March 1 replaced five-quarter hour commentary team of Jose Rodriguez and Sidney Sutherland with Carole Wells, new analyst. Firm also sponsors five-quarter-hour Hollywood Spotlight and Backstage Talking as well as The Green Hornet, and Crabby, two programs on KECA Los Angeles. Agency is Hillman-Shane-Breyer, Los Angeles.

**KENU PRODUCTS Co., Los Angeles,** (candles), in a campaign is sponsoring a schedule of transcribed one-minute announcements and chart breaks on 7 San Francisco and Portland stations through March. List includes KPOK KGK KOE KJBS KOE. Firm's March 25 starts weekly-hour program, Fighting Front, on KFMB San Francisco, to last 53 weeks. Little & Co., Los Angeles, has account.

**PALM DAIRIES Co., Calgary,** has started spot announcements on 6 western Canadian stations. Account was placed by J. S. McNicholl, Edmonton & Co., Toronto.

**BROWN'S BREAD Ltd., Toronto,** has started daily transcribed spot announcements on CKGY and CFEY Toronto and CHML Hamilton. Account was placed by McConnell, Eastman & Co., Toronto.

**CROWN BREAD Co., Toronto,** has started spot announcements on a number of Trans-Canada stations. Account was placed by McConnell, Eastman & Co., Toronto.

**B. C. TREE FRUITS Ltd., Vancouver,** (apples), has started quarter-hour programs weekly on a number of Ontario stations. Account was placed by Ellis Adv. Co., Toronto.

**EX-LAX Ltd., Montreal,** (taxative) has started 15 transcribed announcements weekly on a number of Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.

**MAGJEWELRY Co., Hollywood,** in March 5 started five-quarter-hour program of record and Lorent's Musical Jewelry Box on KFAC Los Angeles. Contract is for 10 weeks. Adolph Wondrak Adv., Los Angeles, has account.

**PETER DORLAGE Matt Products Corp., Harrison, N. J., is adding participation in the New York metropolitan market to its roll of business.** Account is handled by Kerner & Barr, New York.

**REPUBLIC PICTURES Corp., New York,** to promote "Utah," which opened in New York March 1, has scheduled spot announcements on WJZ WOR WOJ WNY WOR in New York statewide. Advertising budget is $15,000 for all media for the New York showing. Agency is Dain, Hovey & Co., New York.

**SUNSET OIL Co., Pacific Coast Independent petroleum company, after a long effort."** Advertising using albums and radio spots extensively and is making plans for use of radio on the West Coast. Agency is Briscoe, Van Norden & Staff, Los Angeles.

**RELIGIOUS TRANSCRIPTION LIBRARY**

Instruments, Vocal, All Types
Nationally Known Artists
16-inch 33 1/3 R. P. M.
WRITE FOR DETAILS

**CAMPUS CHRISTIANS**

247 West 5th Street
Los Angeles 13, California

28th

U. S. METROPOLITAN DIST. LISTENERS PER DOLLAR

Ask HEALEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

**BLUE NETWORK**

BROADCASTING - Broadcast Advertising

Page 56 - March 12, 1945
Here's one of the secrets of the higher fidelity in Westinghouse 5 and 10kw transmitters: it's called equalized audio feedback (see drawing) and it's an outstanding contribution to higher signal fidelity.

Equalized audio feedback strengthens the already high fidelity of the audio and modulation circuits in Westinghouse transmitters, and reduces audio distortion to even lower limits. The system is independent of any variation in rectified antenna output.

Control-simplicity, economy and high fidelity are natural partners of the solid dependability you find in the complete line of Westinghouse transmitters . . . 5, 10 and 50kw AM and 1, 3, 10 and 50kw FM. Your nearest Westinghouse office has all the facts on these newest achievements in faithful transmitter operation designed by Westinghouse . . . the oldest name in broadcasting. Westinghouse Electric & Manufacturing Company, P. O. Box 868, Pittsburgh 30, Pa.

Westinghouse

Plants in 23 cities . . . Offices everywhere

Electronics at Work

Easy operation is another keynote of the smartly-styled Westinghouse 5kw transmitter . . . one master switch puts the transmitter on the air and cuts off power at close of broadcast day. Controls reset automatically whenever overloads occur in any circuit for any reason.

XXV—RADIO'S 25TH ANNIVERSARY—KDKA
Wrong Impressions

EDITOR: Broadcasting:

In your issue of March 6, in reporting the proceedings before the Commission concerning FM allocations, on page 72 you make this statement:

"Maj. Armstrong, again taking the stand, corrected his testimony of Wednesday..."

This statement, as you phrase it, gives the impression that there was something wrong with my testimony which had to be modified. The fact is that the corrections which were made by me dealt with the correction of stenographic errors in the recording of my previous testimony, and I so stated before taking the stand.

The reason it was necessary to make those corrections immediately and on the stand, instead of making them in the usual informal way, was that the corrections were necessary as a foundation for subsequent testimony.

The only statement of mine which was questioned, and which I felt called upon to modify, was the following. Mr. Allen questioned my testimony that a certain area, under certain conditions of interference, would be served perfectly 100% of the time. Mr. Allen was quite right and I admitted the error. It would be only 98 and 99/100% perfect, and I stated that I did not know how to figure these matters any more accurately than that.

I trust you will give this matter equal prominence to that of the article calling attention to the corrections.

Maj. Edwin H. Armstrong

News From Home

EDITOR: Broadcasting:

After being here in France some little time, an issue of Broadcasting caught my eye and I would like to express my appreciation for it. News from home is always wonderful and news of the industry is no less enjoyed.

Thank heavens the industry is going ahead with its plans for FM, television, facsimile, etc. It will be an even greater game to come back to. Like all other free-thinking Americans, I am incensed over the actions of Petrillo—men in service do not like people who act and think along his lines. We are trusting those still at home to keep the house in order for our return.

I'd like to put in my word for the grand job done by all overseas units representing American radio, the shortwave stuff and the cooperation of the BBC. The work is held in great respect by all men overseas. Just the other day we

Minnesota Poll

A STATOWNDE survey of the Minnesota Poll, conducted by the Minneapolis Star-Journal & Tribune found 61% in favor of "the idea that all Congressional debates in Washington on national issues be broadcast by radio." Opposed were 24%; undecided, 15%. The poll then asked those in favor how much they would listen to such broadcasts. Two out of five said they would listen much of the time, one out of three some of the time and others said it would depend on the time of day the broadcasts were made. More men than women were interested and the upper economic levels more interested than the middle and lower.

"ORDERING 104 MORE SHOWS!"

advises Fred Cannon—ALL-CANADA RADIO LTD.

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
Modern as to-morrow. Gone are the "Pick and Shovel" Days in Inland Empire mines. Modern ma-chines and equipment like this sprinkler on rails, which keeps down coal dust, sup-plant them. This modern trend insures healthful, pros-perous conditions extending into the post-war era.

To-morrow, as it does today, will find KHQ abreast of the times—add-ing improvements as they develop to further extend its service and add even greater value to its present complete coverage of America's Number 2 market.*

*Per Capita Income $2,252—second highest in the nation.
Harkness Elected By Radio Gallery
Amendment Would Provide Voice for Independents

RICHARD HARKNESS, NBC Washington commentator, last week was unanimously elected president of the Radio Correspondents Assn. at the annual meeting at NBC studios in Washington. He has been vice-president the last year.

Mr. Harkness succeeds Earl Godwin, Blue Network commentator, who was named ex officio member of the executive committee. Other officers chosen were: Rex Goad, Washington bureau manager of Transradio Press, vice-president; William Costello, CBS Washington commentator, secretary; Walter Compton, WOL-Mutual commentator, treasurer.

Protest to White House
Immediately after election the executive committee was instructed by the membership to file a protest with the White House because radio correspondents were barred from the recent Big Three conference at Yalta. Representatives of the AP, INS and UP were permitted to join the President at the conference, but no provision was made for radio.

The association executive committee plans to await the return to this country of Stephen T. Early, Presidential secretary, before making representations, inasmuch as Mr. Early was charged with handling news representatives.

The executive committee was authorized to draft a proposed amendment to the association’s constitution to give representation on the committee to independent stations. Mr. Harkness pointed out that under the original setup only the networks and Transradio had radio correspondents in Washington and consequently no provision was made for independent stations or regional networks. He suggested the amendment.

Five Years’ Growth
In his president’s address, Mr. Godwin reported that the association, which started five years ago with a membership of 20 representing the major networks and Transradio, has grown to embrace 21 or-

Australian Video
FRANK GOLDBERG, founder and governing director of Goldberg Advertising Ltd., Australian advertising agency, has signed a priority contract with the Allen B. DuMont Laboratories for the first television transmitter to be installed in Australia. Herbert E. Taylor, director of transmitter equipment sales for DuMont, announced last week.

SHOW FOR VETS
Mississippi Broadcasters
Donate Time, Services

ON BEHALF of veterans and their dependents the Mississippi Broadcasters Assn., composed of 14 stations in that state, is donating the time and expenses for statewide network broadcasts of a series of public service programs prepared under the auspices of the Mississippi War Council.

Each agency in the Council which is composed of all State and Federal agencies dealing with the subject, is given an individual program to make its particular services and assistance known to the veteran. The former fighting men also may submit questions which are answered by the agency concerned either by letter or over the air. Gov. Thomas L. Bailey gave the initial broadcast.

AFRS Programs
MORE THAN 960 hours of Armed Forces Radio Service programs are now being sent to troops overseas, the Army announced last week. This represents an increase of 50% over last year’s figures. Total weekly operating period at the end of 1944 was over 600 hours, using 17 transmitters. The OWI has activated new transmitters on both the East and West coast, which makes additional broadcast hours possible. News programs account for the greater part of the increased operations. AFRS is a section of the Army Information Branch, Information & Education Division, ASF.

ganizations, including regional networks and independent stations, including 81 active members. More than 100 associate members have been taken into the organization. Organizations holding active memberships in the association, which governs the radio galleries of Congress, are: Ask Washington; Associated Press Radio; Baukhage Radio Associates; CBS; Earl Godwin Associates; Chicago Post; Associated Press; and the Blue Network; Time Views the News; Transradio Press; United Press Radio; WAAB Worcester, Mass.; WAOV Vincennes, Ind.; WBOW Terre Haute, Ind.

KALE, Portland, Oregon

AP

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Page 60 • March 12, 1945
Thanks from the Boys

It was a great show for a great cause! We feel pretty sure that every service man and gal would thank you entertainers for appearing in person on WAAT’s big two hour Red Cross broadcast on February 28th (8-10 PM). You sure did your part toward helping the 1945 Red Cross War Fund Drive get off to a grand start. Your efforts—and those of many, many others in the entertainment world—will mean vitally important comfort to plenty of fighting men and their families when they need the Red Cross.

Army Dramatization by
- Members of Army Air Force
- Red Cross Women
- North Jersey G. I.’s from
  - European Theatre of Operations
- Nat Brusiloff and his Orchestra
- Earl Wilson
- Jerry Roberts

And not forgetting...
- William N. Robson and Bourne Ruthrauff of the American Red Cross; A. A. Adams, B.B.C.; and Local 802 American Federation of Musicians. Plus extra special thanks to Frank Dailey. Show written and produced by Lee Stewart of WAAT.

Give more... Give now... to your Red Cross!

WAAT
NEW JERSEY’S FIRST RADIO STATION
March 12, 1945
Page 61
TWO new programs have been scheduled by WHL, Philadelphia to its Studio Schoolhouse series, placing the educational feature on a Monday through Friday schedule. One of the new programs, Radio Express, requested of the schools authorities is planned for kindergarten, first and second grade listeners and is patterned somewhat after a children's story book. Second addition to the educational series is Quacker City Scrapbook, a citizenship-training feature consisting of an imaginary story and the dramatization by children from various schools. Topics for the program are supplied by the Radio Committee of the Board of Education. All programs are designed for elementary school children and are listened to in classrooms throughout the Philadelphia area.

**Canadian Culture**

* * * * *

**English Replacements**

NEW station of WLAC Chicago effects the following program changes to bring interesting features of the day in the English language to the station's foreign listeners audience.

- **Pana Anna**, Polish program 9-9:30 a.m. (CWT) Mon. through Fri. is replaced by Today's American Hero, 9-9:45 a.m. and Placet in the News, 10-10:45, Tuesday, and will be replaced by Names in the News, 9-9:30 a.m. and Womeida in the News, 5-5:30 p.m. Station's full hour Italian Canadian Program will be cut to a half hour show. The Woman's Voice will fill rest of period.

**Bank Program Idea**

SEEKING methods of peeping from the regular type of spot advertising, an article in Bulletin, official publication of the Financial Advertisers Assn., points as an example to the quarter-hour program developed some time ago by J. H. Newberger, vice-president of the Seattle First National Bank. The program has been so successful that a similar one is now being developed by the Bank of Commerce and a third station, a third station. The idea is expected to be used in the Seattle area.

**High School Series**

HALF-HOUR period each Saturday morning on WIOD Miami has been designated for the high schools of the community to promote the activities of the respective schools. The 15-week series Our High Schools, produced by Robert Fidler, WIOD program director, has been approved by the county school supervisor.

**Preview**

WWNC Asheville, N. C. has started new weekly series, Admission Free, every Saturday 4-4:30 p.m., featuring previews of the next week's programs, a review of contests and offers and a round-up of coming attractions. Mimeographed copies of scripts are being sent to clients and agencies.

**Reading Plugged**

DESIGNED to encourage children to read better in June, new feature Books Bring Adventure has started on WOC Fort Wayne, Ind. Classes in schools listen to the program, sponsored by the Junior League, and then obtain books in school and public libraries.

**Health Series**

NATIONAL TUBERCULOSIS Asso., New York, is preparing a health education series to be distributed to some of its 2,000 local units for placement on stations. The series produced by its Chain Assoc. Inc., New York, as a 12-week quarter-hour transcription series, program will dramatize different phases of tuberculosis. Subjects will include dangers of tuberculosis and measures for control in industry, schools, cities, and research activities. Program is expected to be ready for distribution by the Radio Research Division will make the records.

**Auto Problems**

WINX WASHINGTON and the AAA present a new idea in public service programs in Auto Assurors aired at 12-12:30 p.m. Tuesdays. The "AAA Panel of Experts" is composed of W.B. W. W. Van Dine, division manager of United Auto Assurors Inc., and Charles Davies, head of the AAA's Division of Research and Development, head of the AAA's Division of Research and Development. The panel will answer automobile questions. If they can't answer a query in 20 seconds, the questioner gets a gift of war stamps. Johnny Waters is AAA professor.

**New By Candidy**

RELATING first-hand experiences of his six-month assignment on the western front, James Candidy, WLW Cincinnati war correspondent, is heard Monday through Saturday on a five-minute morning Candidy Reports program.

**KRTN Farm Aid**

FACILITIES of KRTN Des Moines have been extended to the Farm Bureau, Triple A and Iowa State College Extension Service for special broadcasts in conjunction with Farm Food Alert Week.
YOU MAY BE ABLE TO HIGH JUMP 6 FEET 11 INCHES *—

BUT— YOU CAN'T GET OVER THAT WALL OF "FADING" INTO WESTERN MICHIGAN!

Those harnessed-lightning 50,000-watters in Chicago or Detroit should teach Western Michigan very easily, sure! But they don't. A queer local condition fades-out their signals. To reach this area adequately broadcasts must come from inside-the-wall.

So listeners here very naturally tune to near-by stations—and, as in all other markets, the best-programmed stations get the audience.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving eighteen counties with a daytime population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230 KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer complete coverage of Western Michigan.

Let us send you the whole story—or just ask Free & Peters!

* Record set by Lester Stuurs in U.S.A., June 17, 1941.
Our Respects to
(Continued from page 46)

headquartering in New York.

He was transferred to Washington as business manager and secretary of CPA. He converted the entire circuit from Morse wires to printers. After the market collapse in 1929 CPA's specialized financial service hit the downgrade.

Mr. Lawrence had been broadcasting and he saw a new field for a news wire in radio, so Al Harrison took the ball one more. In 1930 he pointed with pride to 14 radio clients for the CPA wire including the Westinghouse stations, WBBN Boston and KDAR Pittsburgh, Stanley Hubbard of KSTP St. Paul; Minneapolis; Harry Stone of WSM Nashville; Carl Haverin, then of KTW Los Angeles, and Gene O'Fallon of KFEL Denver were among CPA's first clients, he recalled.

"Nobody could see news on the radio in those days," remarked the veteran press association man. "We struggled along but we had to bow to the inevitable, after a start."

In 1933 Hugh Ballew, then executive vice-president of UP, and Karl A. Bickel, president, called Al Harrison back as sales manager of United Features. Al could vision national coverage, so with the title of assistant to the president, he went to Washington and established the Washington City News Service, a telephone tip wire for Government agencies, radio and newspaper correspondents.

A Small Start

WCNS started with five clients, among them the late Secretary of the Navy Frank Knox, publisher of the Chicago Daily News, for his Washington bureau. Paul Wooten, head of McGraw-Hill Publications and the New Orleans Times-Picayune Washington office also subscribed. Today WCNS serves 106 clients and if facilities were available could more than double that figure, according to Al.

In May 1935 United Press-prodded by the far-sighted Al Harrison-opened its service to radio and on July 1 that year the UP radio wire was born.

Al's ambition was to install the radio wire in every state of the Union. That was accomplished not long ago when Arizona stations came into the fold. Once more his ledger read: "Mission accomplished."

Early this year President Baillie called Al into his office, suggested that UP needed a man "in the know" as special representative in Washington. Would Al be interested? His smile spoke volumes. Here was another opportunity to help UP expand into the postwar world and Washington would be the hub of activity for years to come. Besides Washington was "home" to Al Harrison.

On March 1 he set up offices in the National Press building as special representative of UP. He'll handle radio, newspapers and other affairs. Al has a couple of ideas up his sleeve, too, but he declined to show his hand. "I'm here to keep in touch with new developments," he remarked, a twinkle in his eye.

Al is married, has two daughters and four grandsons. His hobbies are professional sports and he seldom misses a baseball or football game. That stems from his early newspaper days when he covered sports, he says.

His most serious problem—in fact Al says it's the toughest one of his career—is finding a home in the nation's crowded capital. Until then he's commuting to New York.

Dubonnet Adding

DUBONNET Corp., New York, has added KQW WJW WCAE WDSU WLIX to its spot schedule for Dubonnet Wines; also participations on the Yankee Kittens on Yankee Network stations. WIND will be added next week. Schedule initiated last October already includes WQXR WILD WWDC WINX. News and record shows are used from three to five-times weekly with both live spots, and a transcribed singing Jingle. Agency is BBDO, New York.
"My Make-Believe Ballroom Needs Transcription Equipment That's Really Rugged!"

"That's why our installation is PRESTO"

"Our PRESTO transcription turntables get a real workout here at WNEW," says Martin Block, popular announcer and director of the Make-Believe Ballroom program. "We keep them running almost continuously throughout the day. And they're giving the same fine, clear reproduction today that they gave when we installed them years ago. As an announcer, that means a lot to me. It's a nice feeling to know that my transcribed show is getting out 'in good voice!'"

From users of PRESTO equipment all over the country comes the same story: "It's rugged, it's dependable, it stands the gaff!" The increased use of transcribed material in wartime broadcasting has placed a heavy burden on all recording and playback equipment. PRESTO users—including many of the major broadcasting stations—have found that their equipment is handling the job with ease. That's because PRESTO devices are products of integrity—built to do more than will ever be expected of them.

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

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada
AFRS REORGANIZES
PROGRAM SCHOOL

REDESIGNATION of the program and broadcast school as Armed Forces Radio Service School, has been announced by Col. Thomas R. A. Lewis, commanding officer, AFRS, Hollywood. Setup was established last spring charged with familiarizing professional radio men, both program and technical, with methods of operating Armed Forces Radio Stations overseas. Change in the designation was made to streamline operation.

At the same time, it was announced that AFRS, Hollywood, working in cooperation with hospitals handling overseas casualties, is blue-printing a service to bring round-the-clock entertainment to hospitalized veterans. This will extend into postwar era of veteran rehabilitation. Plan calls for ear-phones available for each bed.

Programs will be piped from a central control, with the patient able to tune in as he chooses. Command Performance, Mail Call, and Personal Album will be included in the special transcribed units. Developed, commercialized versions of network shows, now shipped overseas, will not be utilized. Instead full program will be taken from nearest network stations and piped to the wards. Besides entertainment value, doctors say radio shows will aid in hastening recovery of wounded.

Dunn of CBS Receives Praise For Manila Work

WILLIAM J. DUNN, CBS correspondant in the Philippines, was one of 15 correspondants to be commended for coverage of the "flying wedge" into Manila by Maj. Gen. Verne A. D. Mudge, commanding general, U. S. First Cavalry Division, which entered the capital Feb. 4. Mr. Dunn was the only radio correspondent in the group assigned to a U. S. dispatch.

Stating that the presence of the reporters in actual combat action was in itself a highly morale factor, Gen. Mudge said in part: "By undertaking this hazardous mission, during which you were exposed to enemy fire and on several occasions actually engaged in fights with the enemy, you were able to give the nation the press and radio that gave the Allied public a true, living picture of actual warfare in the Philippines.

GOLD RECORD is given to Martin Block (right) for his contribution to the recording industry by Wesley Edson, sales promotion manager of World Broadcasting System. Presentations were part of 10th anniversary celebration of Make Believe Ballroom, WNEW New York.

Army Praise for KSL

OGDEN Technical Air Service Command's production, Twenty-Eight Candles for Captain Alley has been awarded a special War Dept. commendation as performing "a sound public relations mission." Program was broadcast over KSL Salt Lake City, as part of the KSL series, Armed Forces Hour, twice commended by the War Dept., in recent weeks. Written and produced by personnel of the OTASC at Hill Field, Utah, the production was based on the life of Capt. John Alley, pilot of a B-29, who was killed while flying the "Hump" to China.

OWI Acclaims Radio

CHICAGO office of the Domestic Radio Bureau, OWI, last week acclaimed radio as aiding successful results of war campaigns, and cited the 7-week period from Jan. 1 to Feb. 15 when the OWI Regional office requested the 104 stations in Illinois, Wisconsin, Indiana and Iowa, to schedule at least 961 spot announcements urging young women to join the U. S. Public Health Service's Cadet Nurse Corps. Openings in hospitals were reduced considerably.

Hicks in Europe

GEORGE HICKS, Blue war correspondent, has returned to the European Theatre after a brief visit in this country, and is with the First Army in Belgium. He will continue to be heard regularly Sunday 1:15-1:30 p.m. although his last commercial broadcast for Scripto Mfg. Co., Atlanta, was March 5. Agency is Tucker Wayne & Co., Atlanta.

AFRS REORGANIZES
PROGRAM SCHOOL

DAYS AND DOLLARS! Save both by Air Express. Hundreds of companies are constantly saving thousands of dollars by gaining days en route for emergency shipments. True, war traffic comes first, but with more planes being put into Airline service, more space is available for important goods.

SHIP EARLY IN DAY for fastest delivery. Same-day delivery between many airport towns and cities. Overnight from coast-to-coast. Direct service to scores of foreign countries. Rapid air-rail schedules to 23,000 off-airlines points in the U. S.

FOR 3-MILE-A-MINUTE speed, cost of Air Express is low, indeed. 25 lbs., for instance, goes more than 500 miles for $4.38, more than 1,000 miles for $8.75 -- with cost including special pick-up and delivery in major U. S. towns and cities.

WRITE TODAY for "Quizical Quiz," a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any local office.

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

WJHP
Jacksonville, Fla.
To Reach the People of J ACKSONVILLE Quickly—Effectively USE WJHP

Utah has one of the highest per capita ratings as a radio listening market.

REACH THE Active SALT LAKE MARKET THROUGH KUYT Utah's NBC STATION
For the “Newspaper of the Air”

SELF SYNCHRONIZING

finch facsimile

DELIVERS PICTURES AND TEXT BY RADIO OR WIRE

FINCH TELECOMMUNICATIONS, INC. • PASSAIC, N. J.
Auditory Characteristics of Personnel Important, Gates KSL Survey Finds

HEARING ability varies so greatly even among normal people that an accurate knowledge of the auditory characteristics of radio personnel is invaluable in the broadcasting business, according to results of a study recently completed by Franklin Y. Gates, acoustical consultant of KSL Salt Lake City.

Using a standard 6B Western Electric audiometer, Mr. Gates studied the hearing characteristics of 44 members of KSL's production and engineering staff, recording the variations from normal as an audiogram.

**Startling Facts**

The results were startling. Of the 44 tested, only 23 had normal hearing in both ears. Six were subnormal in both ears; six were subnormal in one ear. Eight were abnormal (in the sense of having more acute hearing than average) in one ear; and one was abnormal in both ears. This was based on an acuity not in excess of 20 decibels from normal average.

These differences in hearing have a direct and marked effect in radio production. The person whose hearing was abnormal in both ears, for example, was a stenographer, noted for friendly but persistent "beefing" about the station's sound effects. They didn't sound "real" to her, she maintained. Her audiogram showed that her acuity was unusually high, making her a natural for a technician. Today she works in KSL's sound effects department, doing a bang-up job because she has much keener ears than the average person.

One of the station's producers frequently clashed with a control operator over the placement of microphones in regard to the violin section of the orchestra. Their audiograms showed that the producer was subnormal in hearing in the higher frequencies, whereas the operator's hearing was abnormal in the higher frequencies. Thus, when the E string of the violin was barely audible to the producer, it was unbearably harsh to the operator. Shown their audiograms, the pair were able to adjust to their known strengths and weaknesses in hearing.

Another producer was shown to have decidedly subnormal hearing in certain frequencies. Knowing this helps him do better work—he now defers to an assistant in achieving microphone balance.

All in all, the members of the KSL staff were transferred to entirely new duties as a result of Mr. Gates' study, while five key men improved their work by learning to compensate for auditory irregularities.

It's how you hear that counts around a radio station, Mr. Gates concludes.

**Cosmetic Test**

RAYMOND LABS., St. Paul, to promote Rayve Creme shampoo, will use radio along with other media in an extensive 90-day Pacific Coast test campaign. Agency is Milton Weinberg Adv. Co., Los Angeles.

4,955,144 spindles spinning VICTORY...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

- 4,955,144 spindles spinning VICTORY...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.
A vital link in a long chain of equipment ... from microphone to antenna ... the lead-in cable plays an important part in dependability of operation.

Federal's Intelin Cables are dependable. They've proved that in broadcast and military installations all over the world ... standing up under severe operating conditions ... in all kinds of climate.

And that's typical of all Federal broadcast equipment. From lead-in cable to complete station, it has earned a reputation for performance because it's built to stay on the air.

Amplitude Modulation, Frequency Modulation, and Television ... for quality, efficiency, dependability ... look to Federal for the finest in broadcast equipment.
THAN TO RECEIVE

To GIVE a beautiful reproduction of high quality sound from a low bass response of 40 cycles up to a high frequency range of 15,000 cycles plus, will pay broadcasters and manufacturers of home radio, FM and Television receiving sets. The American public is willing to give in proportion to what it RECEIVES. That's why the Duplex, the SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION, was perfected.

SEND FOR BULLETINS

ALTEC
LANSING CORPORATION

1210 TAFT BLDG. • HOLLYWOOD 28, CALIF.

Page 70 • March 12, 1945

Cancer Drive on Air

RADIO will play a major role in enlisting public support for the billion-dollar campaign of the American Cancer Society, to be conducted in April, in the report yesterday. Robert Berger, public relations counsel for the Society, Eric Johnston, president, U. S. Chamber of Commerce, is chairman. Transcriptions featuring well-known artists, spot announcements and other material will be supplied to stations. Norman Winter, formerly radio director, Lynn Baker Co., and radio writer and film for CAA is producer. Columbia Recording Corp. is recording transcriptions.

Oboler's New Series

ARCH OBOLER, who abandoned radio several years ago to concentrate on film work, will be back on the air beginning April 5 as writer-producer of a 26-week series on Mutual, Thursday 10-10:30 p.m., Phillips H. Carlin, MBS program chief, announced last week. Titled Arch Oboler's Plays, program will originate from New York for the first four broadcasts, from WGN Chicago for two, the balance coming from Hollywood. One of his Mutual plays, "Mr. Ten Per Cent," is scheduled for May, was based on his observations of the film colony.

Big Warner Drive

WARNER BROS. PICTURES Inc. New York, is building up to local premiers of "Hotel Berlin," with two to three one-minute spot announcements, the overall schedule to cover about 200 stations. Leading up to New York opening last week, the campaign of 120 spots per week ran for two weeks on WEAF WOR WMCA WINS WNY WOR WQXR WLIB WNEW the drive to continue for the next month or so in New York at the rate of 39 spots a week. Discs were cut by Columbia Recording Corp. Agency is Blaine-Thompson Co., New York.

Manila Broadcast

ROYAL ARCH GRAND'S first eyewitness reports of the liberation of Manila on Feb. 4, as broadcast by MBS, have been published in booklet form. A note from MBS President Edgar Kobak says, "We think it makes noteworthy comment on an event all America will be everlastingly proud of."

SEEN HOW MUCH more life is left, James Schults, chief engineer of WCAE Pittsburgh, uses a doctor's stethoscope to "test" the RCA cathode ray tube which is still functioning normally after establishing a record of more than 50,000 hours in program monitoring.

MEMBERS of the radio, film and theatre industry will have a special section in the 1045 edition of Bi-ographical Biograplopaedia of the World, scheduled for publication in the late summer [Institute for Research in Biography, New York, $25].

UNIVERSAL MICROPHONE Co., Englewood, Cal., has published catalog bulletin on its new D-20 series of dynamic microphones to be made with 50 to 8000 cycles and in 50, 200, 500 and 40,000 ohms.

"It seems queer to me, Honey, that WDFD Flint has never mentioned your Brigadier General Smith."
Remote Pick-Up Amplifiers

This famous pair are truly "Jacks of all trades" ... for they have been "Aces" in doing an outstanding job of remote broadcasting from Maine to Pango Pango—from Macy's windows to Montana's mountains—from Sandlot ball games to World Series—from Presidents to Prime Ministers. For more than a decade Gates Remote Amplifiers have served broadcasters for every need and purpose. From year to year they have been modernized, but in efficient performance they still remain the same in name, type number and service.

Here's what one broadcaster writes about his Gates DYNAMOTE:
"... My Gates Dynamote is so much superior to my studio system, that I have discarded my studio equipment until new equipment can be obtained."

Another wrote: "... I am using my Gates Dynamote as standard for overall frequency response for the entire transmitting plant."

This, plus the fact that Gates Remote Conditioners are used in nearly every U. S. broadcast station for single mike pick-ups, is proof that this famous pair has been engineered for efficiency and economy. This is why Gates Remote Amplifiers are now in use in every theatre of war, bringing to America's loud speakers the war events from the place where history's biggest news is taking place!


Wartime restrictions do not allow the sale of new broadcasting equipment without priority. This equipment is presented merely to acquaint you with Gates' developments.

RADIO COMPANY, Quincy, Illinois, U. S. A.
May 1 Allocations Goal
(Continued from page 15)

FM IN CHINA was the topic of these three experts at the FCC allocations oral argument. Exchanging ideas are (l to r): Neal McNaughton of the International Division, Engineering Dept., FCC, host to a group of Chinese radio experts attending the argument; S. H. Kung, Chungking, China, engineer specializing in FM and VHF operations, representing the Chinese Government; Walter J. Danim, vice-president of the Journal Co., Milwaukee, and general manager of WTMJ-WMFM, president of FM Broadcasters Inc.

Diathermy Request
Howard A. Carter, secretary of the Council on Physical Medicine, American Medical Assn., said that while the Council would not oppose the FCC proposals, it felt that three channels instead of one should be allocated to diathermy. A wide band would encourage manufacture of home diathermy apparatus, he said, and estimated that 56% of the medical profession employs diathermy.

When Saturday hearings opened, A. W. Mathis, vice-president of the H. G. Fisher Co., diathermy manufacturers, opposed the FCC proposals as totally inadequate. He said the industry wanted nine times the space the Commission proposes, asserted that manufacturers are taking steps to help the FCC and public by eliminating interference where possible.

Mr. Carter, returning to the stand, asked the Commission to set a time limit for discarding or replacing present diathermy in favor of equipment which will not interfere with communications services.

Dr. William H. Schmidt, associate professor of physical medicine, Jefferson Medical College, Philadelphia, took issue with the Council on Physical Medicine and said its views did not represent the majority of practicing physicians who use diathermy. He advocated at least three bands.

Dr. Alexander Senauke, professor of electrical engineering, New York U. and executive of Ampex Electronics Productions, testified that in his opinion a plus or minus band width of .5% would be sufficient for diathermy, but suggested that the 27-mc band would be ideal, with a band width of plus or minus 1%. He identified as an engineer.

Wide Bands Needed
Then he appeared as chairman of the industrial heating committee of RTPB Panel 12, and said the objection to shielding equipment, as the Commission had proposed, was not economic but that shielding was not likely to prove permanently effective. Experience proves the need for wide bands, he said. It was brought out that tests made by the Commission with so-called "non radiating" machines showed radiations from great distances.

Paul D. Zottu, of the Girdler Corp., speaking for the plastics industry, opposed the proposed allocation for industrial services as falling short of the needs of the plastics manufacturers. He told the Commission that high frequency heating has assumed tremendous importance and will continue to expand postwar.

Mr. Zottu declared that radio frequencies are not "the special preserve of communications which happened to have developed earlier" and urged that the needs of industry be given greater consideration than in the past.

Mr. Zottu disagreed with Dr. Senauke's belief that a .5% band width would be adequate and suggested that the Commission appoint an engineer to conduct a study in cooperation with industry. He urged that additional channels be allocated for the industry and that a band at least 27 mc wide be set aside.

Would Like Freedom
Although admitting the "ideal" allocation would be "ridiculous", he said the industry would like complete freedom "including the broadcast band".

William Cruze, executive vice-president, Society of the Plastics Industry, New York, reaffirmed Mr. Zottu's testimony, declaring the industry is only beginning to explore the possibilities of plastics molding. He estimated that 600 to 700 companies are potential users of high frequencies for pre-heating and said that 60 to 70 companies now employ radio for industrial purposes.

Maj. Armstrong returned to the stand to say that he and Commission experts are in agreement with regard to Sporadic E and that the data presented is as near to the facts as he can reach.

China, Canada, England, Russia, India, South Africa, South America and Australia have participated in WTAG's "Worcester and the World", with special short wave broadcasts beamed directly to the Central New England audience. In fact world attention focuses on this celebrated series of broadcasts, highlighted by United Nations representatives in attendance, week after week, at the famous Clark University Forum — by OWI rebroadcasts of the many activities this program has developed in Worcester — by countless nationwide editorials and press releases — by printed and spoken acknowledgments that a deep understanding of future United Nations co-operation has been created by WTAG.

Central New England recognizes this radio station leadership, within its own boundaries, with an overwhelming listening preference for WTAG.
A MODERN SYLLOGISM

MAJOR PREMISE:
Bell Telephone System serves the American Public.

MINOR PREMISE:
Bell Telephone Laboratories develop the facilities of the Bell System.

CONCLUSION:
Therefore, Bell Laboratories serve the American Public.

And that is the raison d'être of the Laboratories. For the Bell Telephone System, the Laboratories carry on research studies in all the sciences and development work in all the engineering arts that relate to electrical communication.

For the Western Electric Company, the manufacturing unit of the System, the Laboratories develop equipment, prepare specifications for its construction, and engage in various engineering activities.

For the Armed Forces of the United States, under contracts of the Western Electric, the Laboratories have undertaken more than a thousand development projects — many with spectacular effect upon our enemies.

BELL TELEPHONE LABORATORIES explore and invent, devise and perfect for our Armed Forces at war and for continued improvements and economies in telephone service.
23,020 MINUTES
21 SOLID BROADCAST DAYS!

That's the amount of program time used by South Bend department stores alone on WSBT in 1944—PLUS 8,138 spot announcements. Yes, indeed, South Bend KNOWS what Hooper* SHOWS!

*The December-January Hooper Station Listening Index again shows South Bend's overwhelming preference for WSBT. Figures on request. They're terrific!

duPont Awards

(Continued from page 18)
day afternoon feature of the Detroit CBS affiliate, presents in round-table form the nation's leaders in free discussion of world and domestic affairs.

Worcester and the World, the WTAG program which has been mentioned prominently as a contender for the Peabody Program Awards, has been presented by the Worcester station each Thursday at 8:50 p.m. during the last year. Station, owned by the Worcester Telegram and Evening Gazette, canceled a half-hour network offering in order to obtain a choice time for the production.

Worcester and the World salutes an allied nation each week, draws into its educational plans the cooperation of civic and governmental groups in the city and picks up broadcasts directly from the nations honored. In addition, through cooperation of Worcester's Mayor William A. Bennett and Dr. Wallace W. Atwood, president of Clark University and moderator of the production, top leaders of allied nations visit Worcester to meet her citizens, participate in the broadcasts and lecture before community groups on the culture of their respective countries. The program was conceived by Mr. Harris and it has been mainly through his efforts, combined with those of E. E. (Ted) Hill, general manager,

Seek FM Outlets

SUBSCRIPTION RADIO Inc., New York, and Chicago Subscription Radio Inc., Chicago, will file applications for three FM channels in each city in the near future. Joseph L. Weiner, attorney for the companies, said last week. No particular frequencies will be requested pending spectrum allocation decision by the FCC. Companies were formed by William B. Benton, former partner in Benton & Bowles, advertising agency, who is now vice-president of the University of Chicago and president of Musak Corp., with which the new companies are affiliated.

that the program has attained national recognition. Explaining the procedure for making the awards, William Har- din Goodman, secretary of the Foundation, said that the commit- tee of five, by stipulation, must be selected so that there will be serving a representative of a national women's organization (Dr. Mc- Hule), a non-commercial, non-political affiliate of radio and the broadcasting industry (Mr. Ayles- worth), a nationally prominent educator (Dr. Gaines), a nationally important expert on public opinion and national affairs (Bishop Tuck- er) and a representative of the Alfred I. du Pont Estate (Mrs. du- Pont).

Each member votes for five candidates in each class, Mr. Goodman explained, with his votes weighted from five for the first place to one for the fifth place. Each member examines entries separately and sub- mits his vote to the secretary. High- est total in each class wins.

Previous winners have been: 1941, Cincinnati WMZ; 1942, Macon; Raymond Swing, 1942, KGEI San Francisco (shortwave station then operated by GE); Fulton Lewis.

Unions Buy Time

CONFERENCE of Studio Unions, Hollywood (film j a b o r unions and guilds), on March 5 started sponsoring a nightly 15-minute news commentary by Sam Ba- iter on KFWB. Contract is for 52 weeks. Conference reportedly is paying KFWB $30,000 for the 12-month contract. Clarence B. Juneau Agencies Inc, Los Angeles, has account.

Leberman Lauded

For War Job Done

Forrestal Commends KRSC President for Production

OFFICIAL commendation of Comdr. Palmer K. Leberman, USNR, president and principal owner of KRSC Seattle, for his accomplishments in providing the Navy with essential quantities of critical radars, radio and other electronics equipment, was an- nounced by Sec- retary of the N a v y Forrestal

Comdr. Leberman last week. The commendation was presented by Rear Adm. E. L. Cochran, chief of the Bureau of Ships, in the name of Secretary Forrestal. Equipment running in the hundreds of millions of dollars was delivered to the Navy under Comdr. Leberman's direction, as office and in charge of the Equipment Branch, Bureau of Ships Electronics Division, from March 1942 to the present. Comdr. Leberman is a graduate of the Naval Academy, class of 1922, and, in addition to his presidency and majority ownership of KRSC, also was an executive vice-president of Family Circle Magazine, promotional publication distributed through food stores.

Along with Robert E. Friebe, general manager, he founded KRSC in 1927. From 1930 to 1938, however, he was employed in the San Francisco offices of NBC.

Col. Lewis Heads AFRS

COL. THOMAS H. A. LEWIS has been named commandant of Armed Forces Radio Service by the War Dept. with concurrence of the Navy. Title is in recognition of his post of command over a combined operation utilizing Army, Navy, Marine Corps and Coast Guard personnel. Command authority remains vested in the Army. Before entering AFRS Col. Lewis was vice-president in charge of radio for Young & Rubicam.

A BLUE NETWORK AFFILIATE

HEY! BETTER LOOK AT OUR RECORD BEFORE YOU PLACE YOUR NEXT SCHEDULE

K M M J

GRAND ISLAND, NEBRASKA

HEADLEY-REED COMPANY • REPRESENTATIVES

BROADCASTING • Broadcast Advertising

Page 74 • March 12, 1945
In Shakespeare's day, women were not allowed to attend the theatre. Thus his dramas played to audiences consisting of men only.

As a result, for many years Shakespeare was looked upon as a hack writer of popular plays. But, as time passed and customs changed, women began attending the theatre and Shakespeare was soon regarded as the master writer of them all.

Which indicates that it takes a complete audience to pass sound judgment.

In radio this same rule applies. If you're advertising your product over the air, you need a complete audience to pass judgment in terms of increased sales. WCBM can offer you this advantage, because listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit

John Eimer
President
Free & Peters, Inc.
Exclusive National Representatives
George H. Roeder
General Manager
Military Honor Awarded Pierce

Robert Morris Pierce was named last week as one of six civilians assigned by the OWI to the Psychological Warfare Branch of the 12th Army Group who have won military commendations for their work on the Continent since D-Day. The commendation for Mr. Pierce, who has returned to his old post as chief engineer for the Richards-Fitzpatrick stations (WGAR WJR KMFPC), was endorsed by Gen. Robert A. McClure, chief of Psychological Warfare for Gen. Eisenhower.

Morrie’s outstanding feat on the Continent was the capture of Radio Luxembourg’s powerful transmitter at Junglinster last September shortly after the American forces reached the city of Luxembourg, where the station’s studios are located. For his ingenuity in getting the station intact for the Allies he had been commended by Col. C. R. Powell of the 12th Army Group for “efficient, prompt and vigorous action” and “foresight in procuring adequate armed assistance... for the capture and protection of this very important station” [BROADCASTING, Oct. 23].

Earlier, Morrie had distinguished himself while in charge of engineering operations for OWI in the Mediterranean Theatre.

Radio Flood Aid

(Continued from page 18)

wall at Portsmouth by 900-foot high wall with a crest of 65 feet expected. WPAY went on 24-hour schedule to present reports and service bulletins as the emergency developed. Station had been airing announcement programs since March 2 when heavy rains poured into the already swollen river.

With its city well protected by system of levees, WKRO Cairo, Ill. is presenting information talks and programs for surrounding farm areas, large portions of which are under water. Crest of 54 ft., only 50 ft. under the 1967 high, is predicted for March 15. Business and industry would not be affected, according to reports.

Net Coverage

Direct pickups from Cincinnati, Louisville and other Midwest and Southern cities were included in the networks’ scheduled news periods last week to bring listeners first-hand accounts of the flood. In response to queries to eight affiliates in the stricken areas CBS received reports of continued normal operations, WPAR Parkersburg reporting that it was acting as clearing house for evacuation work. Early stages of flood postponed air debut of WJTN Evansville, Miss. as a Mutual affiliate from March 1 to March 11.

CBS put out a report by Rex Davis, chief announcer, of WCKY, 6:45 p.m. Tuesday, and on Wednesday day devoted its feature story program to pickups from Mr. Davis, Peter Flench of WHAS and Fred Rollinson, WEOA Evansville, and from WREC Memphis.

Howard Chamberlain of WLW was on NBC Wednesday at 12:02 p.m. with eyewitness description of scene at Portsmouth. He broadcast direct from the town at 7:15 p.m.

The present mayor of Cincinnati compared notes with the mayor in office during 1937 flood in a special pickup from WKRC on Mutual, 11 p.m. Tuesday. Reports from WKRC WGRC WCAE were carried Wednesday 7:45-8 p.m.

Austin Williams reported from WSAI on the Blue Tuesday 7 p.m.

Information Asked On AFM Practices

Advised by Chairman Clarence F. Lea (D-Cal.) of the House Committee on Interstate & Foreign Commerce that further hearings will be held to consider legislation to curb Petrillo practices affecting broadcasting, the NAB last week called upon all stations to submit information concerning their relations with AFM to assist the Committee in writing a bill to protect the freedom of the air.

In a special bulletin to stations, NAB reproduced a letter sent by Chairman Lea to about 30 organizations, agencies and broadcasters declaring that the Committee is interested in broadening the scope of the Vandenberg Bill (S-83) and its House counterpart, the Dondoro Bill (HR-1648), which are confined to prohibiting interference by the AFM with broadcasting of non-commercial cultural and educational programs.

The Friendly Group Aspects

Chairman Lea’s letter points out that during the course of hearings Feb. 22, 23 on these bills testimony was presented which showed the need for taking up other aspects of the problem affecting broadcasting. “Some of the practices which have come to our attention,” the Chairman wrote, “include the ban which was recently in effect upon the making of records and transcriptions, the quota system for the employment of musicians, the employment of ‘standby’ musicians, restrictions on the appearance of members of the AFM on television broadcasts, restrictions on the use of service bands on the air, and the dispute between AFM and NABET concerning platter turners.”

and Wednesday 3 p.m., and Harry McCrudge from Louisville 8:30 a.m. Wednesday.

Through the local chapters of the American Red Cross, special scripts and information for programs on disaster preparedness and operation can be obtained. Script numbers are 350-352. The Service Unlimited series now carried by more than 200 stations features quarter-hour disaster programs the weeks of March 4-11, April 1-8 and 8-15. Programs may be ordered through local chapters.

Shake hands with

WFPG

Atlantic City, N.J.

Eddie Kohn, genial manager of WFPG, New Jersey’s ONLY Blue Network Outlet will be happy to tell you why our station is a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG—write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write JOHN LEA, Managing Director, "THE FRIENDLY GROUP " STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY

Steubenville, O., Atlantic City, N. J., Washington, PA., Kingston, N. Y.

Broadcasting • Broadcast Advertising
Laboratory tests measure a distortion freedom of less than 1% when a 400-cycle note is recorded... with a Fairchild No. 541 Magnetic Cutterhead... at a level of + 18db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second.

Exceptional design and precision skill has produced a magnetic cutterhead that successfully dampens the moving armature — through the use of unusually long cushion blocks and a positive means of adjusting and maintaining the armature in correct balance.

The result is the long sought correct bass response that remains free from distortion while producing the finest possible full volume recordings up to 8,000 cycles.

When mounted in a Fairchild adapter, the No. 541 Magnetic Cutterhead also provides a sapphire advance ball on a swivel mount that permits instant change from "in-out" to "out-in" cut direction... a micrometer-threaded screw control of cut depth... and an easily accessible screw adjustment of the cutting stylus angle.

Standard with the No. 539 Fairchild Recorder, the outstanding performance and operating qualities of the No. 541 Magnetic Cutterhead are now available to all owners of earlier Fairchild portable models and many other types of recorders.

Descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
60 kw Poised to Enter Berlin

(Continued from page 18)
dio contact with America pursue the policy established by SHAPE during the invasion of France. Then, it will be recalled, a 400 w mobile transmitter, employed for voice and code relay, was set up on the beachhead within range of enemy shellfire. As soon as signal contact was made broadcasts directly to American pickup points were launched.

Hundreds Died Needlessly

It is not unlikely that the 60,-000 w mobile transmitter—more powerful than any standard broadcasting station operating in this nation—will carry to American audiences the voice of Gen. Eisenhower, supreme commander of the ETO. His present headquarters are in Paris. An air flight from Paris to Berlin takes less than an hour.

The part radio will play in the broadcast of Armistice news has been reported previously [Broadcasting, Sept. 18]. At 5 a.m. in 1918 the Armistice was signed in Paris. Six hours were allowed for word to reach the men in the field. In those tragic hours, hundreds died and were wounded needlessly.

In this conflict, War Dept. spokesmen believe, front line soldiers slugging their way forward will know of Armistice within minutes after terms are met. Radio will carry word to the rest of the world as rapidly as correspondents can reach established studio locations with communiques.

It is believed that Gen. Eisenhower will employ radio to announce any cessation of hostilities to our troops first, even before reporting to the War Dept. in Washington. The powerful Luxembourg station operated by SHAPE and by ABSIE, the OWI outlet in England, can be employed for this purpose and to inform German soldiers that they should lay down their arms. There is adequate evidence that both of these transmitters are monitored constantly by the Germans.

P&G RESHUFFLING NETWORK SCHEDULE

PROCTOR & GAMBLE CO., Cincinnati, is engaged in a reshuffling of its network schedule affecting daytime serials, with Rosemary definitely set to move from NBC to CBS, and a new time sought for Road of Life and Star Playhouse on NBC.

Trend is toward securing an earlier period on NBC than the current 45-minute block now occupied by P&G 11-11:45 a.m. across the board. First step is shift of Rosemary from 82 NBC stations 11:15-11:30 a.m. to 75 CBS stations 11:50-12:15 p.m. Serial will begin on CBS March 26 but will continue in duplicate on NBC through March 30. The 11:50 a.m. spot now occupied by General Foods Two on a Clue, will be vacated when G-F through Young & Rubicam shifts the mystery to 2-2:15 p.m. on 128 CBS stations March 26, replacing Joyce Jorden, which goes off the air.

Procter & Gamble is dropping the last quarter-hour segment of its 11:15-12:45 p.m. sequence on NBC, filled by Star Playhouse for Crisco and Drift. Plan is to move this serial and Road of Life (Duz) 11-11:45 a.m. in early half-hour block, if West Coast stations can be cleared. Alternative will be to replace Star Playhouse with Road of Life, giving P&G the 11:15-12 noon a.m. sequence.

Agencies for Rosemary are Benton & Bowles (White Laundry Soap), Compton Adv. (Ivyore Flakes), and Pedlar & Ryan (Dash). Compton Adv. handles Road of Life, and shares Star Playhouse, for Crisco, with Dancer-Fitzgerald-Sample (Drift).

Blue Names Lalley

BLUE Network, which has been reorganizing the executive setup for its advertising and sales promotion activities, has appointed Thomas L. Lalley as promotion manager. Announcement was made last week by Fred Smith, vice-president in charge of advertising, sales promotion and publicity. E. J. (Jack) Brinton, who as advertising manager was announced the preceding week, [Broadcasting, March 8], will bear the title of coordinator of advertising and sales promotion. Ivo Kenway handles advertising and promotion for M and O stations, and Murray Grabhorn, assistant sales manager, handles Blue programs. Mr. Lalley comes from Army service.

IF YOU SELL DRUGS

(OR DRILLS OR DYE)

Ask your Distributor about KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 377,723 people who spend nearly $13,000,000 annually. You figure out how much toothpaste and Tanglefoot that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coinciden-
Yep! By Crackya ---

"I'm back on the air with my powerful little 5 Watter"

Yes Siree...

The "Old Jumpin' Jenny Wren" is again at the controls of Station E-Z-R-A, down in Rosedale! Uncle Ezra has answered the call of his many, many friends with his infectious chuckle, his philosophy, his thought "fer the day" and his, "HOWDY EVVEBUDDY!"

In this new series of transcribed five-minute broadcasts all programs have been planned to permit—

ONE MINUTE AND THIRTY SECONDS FOR LIVE COMMERCIALS

Exclusive to one Station in each City!

WRITE—WIRE or telephone for audition transcription.

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING, Broadcasting • Broadcast Advertising

CHICAGO 4, ILLINOIS

TELEPHONE WABASH 6243

March 12, 1945 • Page 79
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**MARCH 3 TO MARCH 9 INCLUSIVE**

**DECISIONS...**

**ACTIONS BY COMMISSION**

**MARCH 6**

- **1000 kc-KGNO Las Vegas, Nev.—**Granted renewal of license for KGNO Broadcasting Co. to Maxwell Kelch and Beryl Kelch 4/6 Nevada Broadcasting Co.

- **1330 kc-WMWF Plattsburgh, N. Y.—**Granted transfer of control from Marshall Field to W C. H. Bragg and Leslie F. Bragg to George T. Bragg through purchase 160 sh. (59.9%) for $24,000.

- **NEW-1340 kc The Brookway Co., Mass.—**Designated to continue operation for CP new standard station 250 w. unlimited.

- **NEW-1230 kc Birney Imes Jr., Cortland, N. Y.**—Designated for hearing application for CP new standard station 250 w. unlimited.

- **Adelaide Lillian Carroll, Wichita, Kan.**—Adopted order granting petition to dismnw allow alleged prejudice application for CP new standard station.

- **1660 kc WJJD Chicago—**Granted transfer of control from Marshall Field to Field Enterprises Inc.

- **NEW-1340 kc Robert W. Rosnowski, Cleveland, Tenn.**—Adopted memorandum authorizing issuance of CP pursuant to FCC Policy 1-14-45; granted temporary renewal for new station 250 w. unlimited.

- **NEW-Harvey Radio Labs., Cambridge, Mass.—**Granted CP for operation of the station. Frequencies to be assigned by FCC; AO A4 and special FM emission.

**ACTIONS ON MOTIONS**

**MARCH 7**

- **KOMO KJR Seattle—**On Commission's own motion ordered that hearing on license renewal applications (main and aux.) be continued from 3-15-45 to 4-16-45.

- **WOKO Albany—**Granted request for advancement of oral argument in license renewal now set 2-28-45 and advanced same to 3-14-45.

**ACTIONS BY ADM. BOARD**

**MARCH 5**

- **1240 kc-WCHV Charlottesville, Va.—**Granted license to cover CP change frequency to 1240 kc.

- **NEW-424 kc W. U. of Kentucky, Lexington—**Granted license to cover CP new non-commercial educational station (WHKY).

- **Bernard Fein, New York—**Placed in pending file application for CP new FM station.

- **Sacramento Valley Broadcasters, Marysville, Cal.**—Same.

**APPLICATIONS...**

**MARCH 7**

- **NEW-Channel 4 The Crosley Corp., Dayton, O.—**CP new commercial television station, ESB 1929.

- **NEW-45.7 kc WKMO Kokomo, Ind.—**CP new FM station, 5,800 sq. mi. $25,000 estimated cost.

**MARCH 8**


- **NEW-1240 kc WJJD Chicago—**CP new commercial television station, ESB 1227, 1065.

- **790 kc-KXKL Portland, Ore.—**Mod. License change hours operation from 11:00 to unlimited.

- **NEW-413 kc KTMS Santa Barbara, Calif.—**CP new FM station, 17,272 sq. mi. $55,385 estimated cost.

- **NEW-1240 kc Mid-Western Broadcast Co., Cadillac, Mich.—**Petition for consideration and grant under FCC Policy 1-16-45; application for CP new standard station 250 w. unlimited.

**Tentative Calendar...**

**MARCH 14**


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**Network Accounts**

**All Line Eastern Wartime unless indicated**

**New Business**

- **CARTER PRODUCTS, New York (liver pills),** on April 2 starts John J. Anthony's Goodwill Hour on 10 MBS stations Mon. thru Fri. 1:40-2 p.m. Agency: Ted Bates Inc., N. Y.

**Renewal Accounts**

- **B. F. GOOD Rich Co., Akron (rubber goods),** on March 12 reviews Joseph C. Hanech—Mealing of the News on 125 CBS stations Mon. thru Fri. 6:30-7 p.m. Agency: BBDO, N. Y.

- **S. C. JOHNSON & SON, Racine, Wis.** (wax, other products), on April 3 for 22 weeks reviews Fibber McGee & Molly on 139 NBC stations Tues. 9:10-9 p.m. Agency: Needham, Louis & Brody, Chicago.

- **NOXEMA CHEMICAL Co., Baltimore (skin cream),** on March 10 reviews The Mayor of the Town on 61 CBS stations Sat. 7-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

**Net Changes**

- **GENERAL Foods Corp., New York, on March 25 shifts Two on a Clue (La- Faye) to Satin, Postum, Post's Rasain Bran) from 133 CBS stations Mon. thru Fri. 2:15-2:30 p.m. to 123 CBS stations Mon. thru Fri. 2:15-2:30 p.m. replacing Joyce Jordan (Grapenuts & Grape- nuts Wheatmeal).** Agency: Young & Rubicam, N. Y.

- **E. B. SQUIBB & Sons, New York, on March 26 replaces To Your Good Health with Jimmy Carroll Sings on 111 Edward stations, Mon. 6:15-6:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

- **FRANK H. Lee Co., Danbury, Conn. (men's hats),** on March 25 shifts Little Koolo Facts About Well Known People from Wed. 10:15 p.m. to Sun. 2:15-3:45 p.m. at same time adding 125 MBS stations making a total of 175 MBS stations. Agency: William H. Wein- trieb & Co., N. Y.
Your Coming New Zenith will be the World's Finest Radio because

All Zenith's Engineering Power is Concentrated on

"RADIONICS EXCLUSIVELY"

The vast new science of radionics is a jealous wife. She demands undivided devotion from him who would share her secrets and master their application. Many of these secrets are still so sensational that they cannot even be made public!

It is only natural that you can expect the world's foremost radio values in the coming new Zenith Radionic models. For Zenith does not divide its engineering and manufacturing power among unrelated fields like refrigerators, washing machines, electric irons, cooking ranges and vacuum cleaners. Zenith has no intention of competing with lifelong specialists in those fields.

Radionics demands a degree of imagination in engineering and precision manufacture unknown in other mass production fields. That's why every Zenith worker has always been, always will be, a highly trained specialist in "radionics exclusively."

Before the war, this policy made Zenith one of the largest radio manufacturers in the world... with an unrivaled record of top performance in millions of sets, at lower service expense to owners than any other make!

In the war, "radionics exclusively" has made Zenith Radionic military equipment famous in every branch of our armed forces! This has meant a wider, more intensive development by Zenith in High Frequency, the basis for all FM, Television and Short Wave advancements. It is a matter of record that years ago short wave communication was introduced into the U. S. Navy by Zenith!

No wonder Zenith—and only Zenith—is able to launch a radionic revolution!

Yes, your coming new Zenith Radionic Radios, Global Portables and Radio-Phonographs will bring miraculous tone of such clarity, brilliance and beauty as you've never heard before! They will combine advanced engineering, precision quality and low cost as never combined before!

The Zenith radionic revolution is on the way! Watch for it! Don't risk your radio dollars—put them on a name you know will be a proven winner. Keep your eye on Zenith for the best in radio, and see Zenith first!

Zenith Radio Corporation, Chicago 39, Ill.
All Production Now for War or Rehabilitation

Keep Your Eye on ZENITH for the Best in Radio!

RADIO · FM · TELEVISION · RADAR · SHORT WAVE · RADIO-PHONOGRAPHS · HEARING AIDS
$400,000 Is Pledged to BMB
(Continued from page 16)

page report, was released last week by the New York Independent. The study was undertaken, according to WNEW's management, to analyze actual methods to be employed by BMB in surveying radio audiences. Main questions to which the study sought to answer were: Who answers the ballot? How well does the census cover all stations listening?

The study covered 1,400 homes in Manhattan. Of these, 200 were upper income; 400 were average income; 400 were below average income; 400 were Italian homes. The ballot was mailed and followed by a postcard reminder two days later. The ballot carried an indication to answer in the form of a promise to pay 10 cents to the Red Cross for each completed return. After replies from the ballot and the followup postcard were tabulated, separate groups were held with equal numbers of families in each of the three income groups. A total of 300 personal interviews were conducted, half with families who had answered the ballot, half with families who had not.

Main findings were these:

1. The economic level played a definite role in determining who answered the mailed ballot. The higher the level of the group, the greater the percent who answered.

2. Economic level was related to the stations mentioned by the respondents. Some stations were shown to have marked appeal for high incomes. Others were favored by low income groups.

3. The families who did not answer the ballot were less radio-minded than those who did, the study showed. They listened less, and were more indifferent to stations. Low income individuals not answering said they did not understand the ballot.

4. Reasons for not answering differed markedly. High income group representatives who did not answer said they were indifferent, interested in stations. Low income individuals not answering said they did not understand the ballot.

5. A network station was usually well identified by call letters, the study revealed. It may be logical to conclude in both the mailed ballots and again in the face-to-face interviews that knowledge of independent stations, it is concluded, is much less certain and reliable.

6. When a checklist of programs was given to the respondents, it was discovered that there were few programs regularly noted which did not correspond with stations mentioned on original ballot.

7. There was a longer list of stations heard by respondents who said they had checked station lists in newspapers when replying to the ballot than by those who had not checked. The ballot seemed also to have been answered in most cases after family consultation, the report states.

It is noted [Broadcasting, Feb. 20] that less than 50% of these solicited replied to the ballots. The BMB plan calls for a percentage return that high before the ballot can become an official gauge of station circulation. Percentage replying, by income group: high—55%; medium—41.5%; below average—36.5%; foreign language—31.8%.

The study points out that only 5.6% of the ballots did not reach addresses. Of those not replying who were interviewed subsequent to the study, 25% said they had not seen the address. Of every five of those who did not answer the ballot said they did not understand it. Most of these were in the low income bracket.

Table Survey
Distribution of stations mentions by income group plus one Italian group — on Mailed Ballot — N—Night, D—Day:

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Number of Classes: **94**

The figures in the table are the percentages checking stations listened to in the time period.

**These numbers are the usable re-

**as shown in the table above.

W3CA New York has subscribed to NHIL. National organization president, was to announce March 12, first non-network station in New York City to subscribe.
In a tight spot because radio spots are so tight?  
And the network shows are sold solid?  
Mr. — we can get you out of that dilemma!  
You'll see eye to eye with us on this solution.  
Because the people know a good thing when they see one.  
The show of shows today is motion pictures.  
Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters.  
That's tops for licking the scarcity of space that currently exists in other media.  
It all happens in one minute — but it opens the door to more new business than you ever dreamed of seeing in one spot.  
For there's nothing quite like this unique medium to reach all the audience and deliver all your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community.  
So how can you miss with such an unusually powerful advertising program?  
Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people's hearts, open their purses. No other medium brings the story you have to tell closer home.  
No other medium sells like moving pictures!  
You'd expect an advertising effort of this calibre to be expensive! Not on your life! Actually it costs less than ordinary advertising.  
Motion Picture Advertising Service and United Film Service handle all production, distribution and billing.  
Get full facts NOW — they'll pay you big dividends!

---

**United Film Service, Inc.**
2449 Charlotte St.  
Kansas City, Mo.  
333 N. Michigan Ave.  
Chicago, Ill.  
4736 17th Ave. So.  
Minneapolis, Minn.  
11 McLean Ave.  
Detroit, Mich.

**Motion Picture Advertising Service Co., Inc.**
70 E. 45th St., New York, N. Y.  
1032 Carondelet St., New Orleans, La.  
141 Walton St., Atlanta, Ga.  
82 Madison Ave., Memphis, Tenn.  
418 Watts Bldg., Birmingham, Ala.  
923 15th St., N. W., Washington, D. C.  
3 Longdon Sq., Cambridge, Mass.  
Opportunities for BROADCASTING to build for postwar graduates.

EXPANSION PLANS OPEN THIS EASTER. SENSING PUBLIC SERVICE NEEDS ASSISTANT MANAGER. OUTLET IN MAJOR EASTERN MARKET FOR RICH OPPORTUNITIES. Good watt announcer wanted. Situations Wanted (Cont'd).

FOR RIGHT MAN. Give your voice, your experience, your background and education. We want to make change from tower to tower, from kilowatt to kilowatt and from midwest to east. Applicants prepared to work in radio in other lines. Box 411, BROADCASTING.

Situations Wanted (Cont'd)
WANTED - TWO radio operators and re- lainers or two radio operators. If re- placements are found, the second radio class telephone operator's license issued by the Federal Commu- nications Commission good. Please give references. Box 541, BROADCASTING.

Operator-announcer. First class radio telephone license. Must be capable of news and commercial announcing. MATURE, eager, bright, of age 20-30. Board $250. Good prospects. Box 539, BROADCASTING.

Wanted-MAN to serve as salesmen- announcer by west coast regional net- work. Must be well grounded and possess necessary knowledge if education, voice and personal qualifications. Send complete qualifications, personal his- tory and salary desired. Answer Box 597, BROADCASTING.

WANTED-ANNOUNCER. Two class radio telephone operators. Must be capable of news and commercial announcing. Salary $150. Box 539, BROADCASTING.

ANNOUNCER. Wanted-First class radio telephone license. Must be capable of commercial and news work. Prefer Lake Superior, Wisconsin area. Must be well grounded and possess necessary knowledge if education, voice and personal qualifications. Send complete qualifications, personal his- tory salary desired. Send samples of copy. Jospen Advertising Company, 21st Floor, First Central Tower, Akron, Ohio.

WANTED-To two radio operators and re- lainers or two radio operators. If re- placements are found, the second radio class telephone operator's license issued by the Federal Commu- nications Commission good. Please give references. Box 541, BROADCASTING.

SEASONED operator, highly trained, seeking editor's job in any major market. Desiring position in or near New York City. Send letter. Box 426, BROADCASTING.

ANNOUNCER, wanted—First class. WANTED-ANNOUNCER. Two class radio telephone operators. Must be capable of news and commercial announcing. Salary $150. Box 539, BROADCASTING.

Desired by Columbia Broadcasting System. Given your voice, your experience, your background and education. We want to make change from tower to tower, from kilowatt to kilowatt and from midwest to east. Applicants prepared to work in radio in other lines. Box 411, BROADCASTING.

Situations Wanted (Cont'd)

Write to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Page 84  •  March 12, 1945

BROADCASTING  •  Broadcast Advertising

SUCCESSFUL STATION MANAGER

AVALIABLE MAY

Veteran radio manager, thoroughly experienced all phases of radio station management, network and local operations, will be available for managerial po- sitions in the Midwestern market. Widely known in national agency and radio circles. Excellent operating record.

Write or wire

BOX 421, BROADCASTING

NEWS RE-WRITE MAN

•  •  looking for opportunity to grow with new 50,000 watt station, is needed immediately. Let's have experience, draft status, age and picture in first letter. Midwestern preferred.

BOX 414, BROADCASTING
BENTLEY TO FRONT

JULIAN BENTLEY, news editor and war correspondent of WLS Chicago, Prairie Farmer station, will leave soon for his second overseas assignment for the station and farm paper. He is accredited by the Navy. For security reasons, neither the nature of his trip nor his destination can be revealed now.

DOYLE PROMOTED

J. E. (Dinty) Doyle, manager of press information of WABC New York for the past two years, has been named director of special events for the station and its network. He is succeeded by Jack Stewart, who resigned recently.

BBC ISN'T LIKELY TO GO COMMERCIAL

UNLESS PRESENT indications are completely wrong British radio will not go commercial after the war, John Salt, North American director of the BBC, said last week on his return from a month in London. The decision is to be made by Parliament, not by the BBC, Mr. Salt said. There seems to be no great pressure for commercial radio operation.

The BBC charter expires in 1946, he said, and its renewal will be debated in Parliament, probably within the next six months. The appointment of a special Parliamentary committee to hold public hearings on it is likely, he said, although it is possible for a proposal to be introduced as a Bill and debated without investigation.

If the non-commercial operation continues, the BBC will need additional revenue to carry on expanded home service program, and to support the resumption of television broadcasting. Mr. Salt stated. This might come through increased tax on radio homes--or through a special tax on television receivers.

After the end of the war in Europe, BBC's plans for an expanded home service program include more programs from America. he stated. Asked if hearing American programs has had any effect on English listening habits, Mr. Salt said that the BBC broadcasts four American programs each week--Jack Benny, Charlie McCarthy, Command Performance, and Mail Call--with Jack Benny, the most popular with a rating of 18, compared with a rating of 46 for the top two British "entertainment" programs.

APPOINTMENT OF JAMES W. LE-BARON as general manager of the Chicago office of Joseph Hershay McDillera Inc., station representative, was announced last week. Mr. LeBaron has been a sales executive in the New York office four years. He succeeds Jack Stewart, who resigned recently.

Radio Engineer

J. E. (Dinty) Doyle


Kansas City, Mo.

Washington, D. C.

Los Angeles, Calif.

More RF KILOWATT Hours PER DOLLAR WITH

F & O TRANSMITTING TUBES

Freeland & Olshen Products, Inc.

611 Bloor Ave., New Orleans 13, La.

Raymond 4756

High Power Tube Specialties Exclusively

SOUND EFFECTS

One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.

Write for catalog:

THOMAS J. VALENTINO INC.

Transmitters-Specialized Recordings

1600 Broadway N.Y. 19, Circa 6-6753

LYN PEI

and "A Dispatch from Rumania" WKAQ

4th YEAR

WORTHINGTON C. LENT

Consulting Engineers

INTERNATIONAL BLDG.

WASHINGTON, D. C.

1319 F STREET N.W.

DISTRICT 1427

Tel. Bridgport 7-2465

Gato W. Ray

Consulting Radio Engineer

Hilltop Drive

Stratford, Conn.

ANDREW CO.

Consulting Radio Engineers

363 E. 75th St. CHICAGO 19

Triangle 4100

March 12, 1945 • Page 85
Reece Bill Would Curb Power of FTC
To Require Warnings in Commercial

A PROPOSAL to amend the Federal Trade Commission Act to define more clearly the Commission's jurisdiction over false advertising, restricting the power of FTC to require the use of warnings in radio commercials and other media advertising, has been introduced in the House of Representatives by R. Carrol Reece (R-Tenn.) and referred to the Committee on Interstate and Foreign Commerce.

In an explanation of his bill (HR 2999) in the Congressional Record last Tuesday, Mr. Reece lists three general purposes as follows: (1) to permit 'effective judicial review' of cease and desist orders issued on charges of misrepresentation in advertising (2) to limit 'aggregate' penalties which may be imposed for a 'single' violation (3) to clarify the Commission's jurisdiction as to food, drugs, devices and cosmetics.

Limitations imposed by Mr. Reece's bill on penalties for violations of Commission orders would apparently apply to radio stations as well as newspapers.

Advertising Clause

Concerning the question of jurisdiction, Mr. Reece attempts to resolve conflicts between the Federal Food, Drug, and Cosmetics Act, which applies to composition, labeling, and distribution of food, drugs, devices, and the FTC Act, and the FTC Act, which is designed to prevent false advertising of similar products.

Mr. Reece declares that conflict has developed largely over the administration of section 15 (a) of the FTC Act which expressly excludes labeling from the definition of the term 'false advertisement'. However, he finds the FTC Act does not define the word 'labeling' and he proposes that the definition in the Food and Drug Act be incorporated in the FTC Act.

Confusion has also developed, he declares, over provisions regarding failure of advertisements to include warnings. 'These provisions,' he points out, 'were to reach advertisements which although not false by express statement, were misleading by implication or ambiguity. They were not requirements for advertisements to contain directions for using the various warnings with respect to contraindications which matters are expressly dealt with in the Federal Food, Drug and Cosmetics Act as to labeling—unless the affirmative and express portions of the advertisements were such as to make some disclosure of directions or warnings necessary to avoid an otherwise misleading representation.

'Likewise, those provisions were not to require in advertisements warnings against use of a product for purposes and in ways not pre-

scribed in the advertisement or not customary or usual.' Mr. Reece declares that the Commission has invoked these provisions in its proceedings ‘to order inclusion in advertisements of warnings of various kinds, including warnings against excessive and un-recommended uses and use in cases involving idiosyncrasies or allergic conditions. It has also been utilized by the Commission upon occasion to 'compliment Sunday', seemingly amounts to indirect control of labeling.

Mr. Reece would overcome this confusion by inserting language in the Act which more expressly states what was intended in the Wheeler-Lea Act of 1937.

Max Jordan in Europe
On Assignment for NBC

Dr. Max Jordan, NBC director of religious broadcasts, who at one time was NBC Continental-European manager, has arrived in Paris, where he will act as contact man for the NBC news and special events department. He will report to NBC's news chief, William F. Brooks, who returned to New York earlier in the week from a tour of the European battlefronts (see page 29).

Mr. Jordan, who retains his present title as religious director, is expected to remain overseas five to six weeks, depending on the progress of his special assignment. Main task will be to lay the groundwork for future broadcasting and re-establish former NBC contacts in foreign countries liberated from Nazi domination.

FIELD TRANSFERS
GET FCC ASSIGNMENT

CONSENT was granted by the FCC last week for voluntary assignment of license of WSAI Cincinnati from Marshall Field to Buckeye Broadcasting Co., owned by Field Enterprises Inc., along with voluntary transfer of WJJD Inc., licensee of WJJD Chicago, from Mr. Field to Field Enterprises Inc.

The WSAI transaction involves issuance to Mr. Field of 5,834 shares 6% non-cumulative preferred stock (par value $486,400) of Field Enterprises for all authorized capital stock (1,000 shares common) of Buckeye. In the WJJD transaction Mr. Field is issued 6,562 shares of the same preferred stock in Field Enterprises for the 15,000 shares (100%) of par common stock of WJJD Inc.

At the same action the Commission consented to transfer of control of Plattsburg Broadcasting Corp., licensee of WMFF Plattsburg, from Edward H. Bragg and Leslie F. Bragg to George F. Bissell, president and manager, through sale of 169 shares (62%) to Mr. Bissell for $24,000. Mr. Bissell is also president and 95% owner of WENT Giovessville, N. Y. VASSO, Inc., through which WENT operates, granted shift from a corporate to partnership status under same owners. No money was involved.

GUNNISON GIVES MBS COMMENTARY

ROYAL ARCH GUNNISON, MBS correspondent, who returned to New York from Manila, reports that MBS starts a regular commentary on Mutual March 12, Monday through Friday, 1:15-11:30, replacing Ray Dady, who broadcasts at the time from KWK St. Louis.

Don Mays, NBC correspondent, who with Bert Silen, also NBC, were rescued from the Santo Tomas internment camp (BROADCASTING, Feb. 12), has signed up as a Mutual correspondent. His first MBS broadcast came through the air in the early hours designing their attack on Palawan Island.

Since Mr. Bell disappeared with the fall of Manila to the Japs three years ago, his name was reported as dead, escaped, or living in the camp under an assumed name. The facts have been closely guarded by the Japs by his fellow-prisoners, including M. v. Gunnison, who knew the story when he returned to America two years ago on the repatriate ship after a year in Jap prison camps.

Consolidated into 'Tomas, Don Bell dropped his "radio name" and made himself known by his real name as a direct appeal to Mr. Gunnison's director of Heacock's Dept. Store, Manila. As Don Bell, he was known and hated by the Japs for vitriolic attacks over KZRH Ma-nila.

Lt. Col. A. A. Scheckter should get much of the credit for the news reports from the Philippines. Mr. Gunnison said. Col. Scheckter went to the Philippines as radio public relations officer in 1941. Mr. Gunnison had joined his father's Phila-thur's headquarters and took over as communications officer. "Of course, he did, did we get anything through," Mr. Gunnison stated.

KXL Applies to FCC
To Share 750 Channel

FIRST OF the applications for East-West Coast duplication on clear channels the FCC's call for the May 9 clear-channel hearings was filed last Thursday by KXL Portland, Ore., owner of WPBI Honolulu, by Frances Symons. The application is for fulltime on the 750 kc clear channel channel in a test of consultants on the dominant L-A station. KXL now operates on the frequency limited time with 10,000 watts.

Mr. Craney operates KGIR Butte and the Z-Bar Network in Montana, and recently acquired an interest in KBFJ Spokane from Mrs. Craney mons. This transaction, however, not yet finally negotiated, is subject to FCC approval [BROADCASTING, Feb. 19].

Mr. Craney long has been an advocate of clear-channel duplication and is a member of the group seeking to revitalize an organization of regional stations (probably to be known as the Regional Group) to protect the change and the power at the scheduled May 9 proceedings [BROADCASTING, March 6].

LT. COL. JOHN VASSOS, Army Engineer, on leave status, has spent 21/2 years in the European, African and Middle East Theaters, has re- turned to his post as consultant to chief engineer of RCA Victor Division, RCV.

Page 86 • March 12, 1945

BROADCASTING • Broadcast Advertising

"Here Are Siz More Letters Complaining About the Young Mother On Our Television Serial—She’s Not Wearing Any Wedding Ring!"

Drawn for Broadcasting by Sid his
In 1922
a NEW MEDIUM
sold a NEW IDEA
... and made history!

In August, 1922, the late Mr. E. A. MacDougall, president of The Queensboro Corporation of New York, "sold" a new idea—the cooperatively-owned apartment building—in a new subdivision, Jackson Heights, Long Island. For $100, he bought 10 minutes of sponsored selling talk for Jackson Heights over WEAF, New York. Thus was born a new medium for selling—Radio—today's greatest molder of public opinion and most effective developer of Sales!

In the DISTRIBUTION DECADE

Advertising Must Again Find New Ways to Sell!

Advertising's job in the Distribution Decade after Victory will be no routine chore. For to avoid disastrous unemployment, we as a nation will have to consume at least 40% more than in pre-war years!

That means the product of industry will have to be moved more quickly, more efficiently and more economically—from manufacturer to consumer. Advertising will have to make new markets; "sell" new ideas; speed up consumption! For production itself will be no problem. We will have the manpower, the materials, the machinery and the money to produce beyond anything the world has ever known. But we are going to need ideas to put this vast industrial might to work!

Smart, far-seeing advertising men are planning to meet the Distribution Decade challenge—now. Here at the Nation's Station, we are, too. When the time comes, we'll have many interesting facts to give you about the great 4-State market that is WLW-land.
For many years just one detail prevented the designing of successful 5- to 50-kw air-cooled transmitters—an effective means of air-cooling the tubes.

In the middle 1930's RCA engineers pioneered in designing an efficient radiator for large air-cooled tubes. The famous 5D series of RCA air-cooled transmitters utilized tubes with these new radiators. They set a new standard of performance for the broadcast industry, eliminating the necessity for complicated water-cooling systems and attendant maintenance problems.

Air-cooling features of these RCA transmitters have since been adopted by every American transmitter manufacturer. All of the modern 50,000-watt transmitters are now completely air-cooled—for air-cooled transmitters are cheaper, easier to install, surprisingly easy to operate and maintain. Come postwar, stations now using water-cooled equipment will be able to replace it with air-cooled equipment.

RCA tube designers have only one job—creating and building better tubes. In air-cooled tubes for broadcast transmitters, RCA offers such outstanding types as the RCA-827R, 891R, 892R, 893AR, and 9C22.

When you need replacement tubes for your transmitter, specify RCA. There is an RCA broadcast specialist available at need to give you quick, efficient service.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA