in December and January, more people listened to WOR during 80% more periods of the day than listened to the next highest ranking major New York station.

In fact, during 75% of the time between 8:00 A.M. and 6:00 P.M. every WOR program stood either first or second in audience popularity.

WOR

—that power-full station, at 1440 Broadway, in New York

NOTE: The figures above are a satisfying reflection of that peculiar vitality which WOR's skilled showmen, who are also skilled salesmen, inject into all WOR programming. And, may we add ... advertising time on WOR is remarkably reasonable in price, by every plain and fancy measure.
When Howard Black talks to Midwest America about your product: when Jennie Lou Carson sings her own ballads and chats with her listeners; when Ted Morse as "Otto" or "Little Genevieve" amuses children from 5 to 95—it's all on a friendly basis, because these folks are old friends of their audience. Ted Morse has been making fun for the WLS audience on the air and on the stage since 1931; Howard Black and Jennie Lou Carson have both been "One of the Family in Midwest America" since 1932. It is quite natural that people should listen a little more attentively—should respond a little more quickly to these air-neighbors than to strangers.

Practically all WLS personalities—newsmen, announcers, singers, comedians—are accepted as friends. So WLS itself becomes The Voice of a Friend. Friendship rests on mutual confidence. Confidence generates response. Response equals results for advertisers who use WLS—The Voice of a Friend in Midwest America.
We are proud to receive the duPont Award for 1944.

In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves.

Radio Station OTAG
Worcester, Massachusetts
Has been presented a Radio Station Award of One Thousand Dollars for the year 1944 by the Committee of Awards of the Alfred I. du Pont Radio Awards Foundation.

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

WTAG WORCESTER, MASS.
BASIC CBS

Represented by RAYMER
THE WAR

WILLIAM S. PALEY, CBS president, on leave now as top man in OWI's Psychological Warfare Branch attached to SHAEF, may don an Army uniform. Officers returning from overseas report that he has been offered a commission—a colonelcy or brigadier generalship— to handle psychological warfare on the Eisenhowe staff after Allied occupation of Germany. David Sarnoff, RCA president, it will be recalled, served his term overseas as an Army colonel, but became a brigadier general before assuming inactiv status.

Lt. Col. Jack Harris, who has just returned from a three-month tour of Pacific theatre radio installations, is expected to set up a new Army radio public relations organization in San Francisco. The move is designed to step up broadcast activity that will work with the accelerated action against Japan.

It has been reported reliably, by the way, that the War Dept. is calling in Pacific Theatre PRO's for briefing in the near future, anticipating increase in news breaks from that front. Radio rms are big in coverage plans.

Nearly all Army hospitals and convalescent homes soon may be equipped with closed-circuit broadcast units. Some percentage of circuit traffic may be tailored to speed convalescence; much probably will be drawn from the air or from AFRS reservoirs. Some such stations have been operated with great success already.

THE GOVERNMENT

WHILE THE FCC is thinking in terms of merit promotions under the chairmanship of Paul A. Porter (Charlie Denny moves up to a Commissionership), it may have in mind also staff transfers to bolster its organization for the hectic days ahead.

That Asst. Gen. Counsel Rosel H. Hyde moves into the general counselship, it would not be a surprise to see Benedict P. (Benny) Cottone switched from the common carrier assistant general counselship to the Hyde post. Other promotions are indicated.

Engineers sitting in on a secret allocations session with the military last week were reported preparing to petition the Commission, Army and Navy to make the allocations record public. They say nothing was presented which would give aid to the enemy, but that much was said to substantiate RTBP recommendations that FM remain put and much to discredit K. A. Norton, the Army expert. Failing in this approach, they may appeal to Congress.

The battle of mind against President Roosevelt may be no more. The White House looks favorably upon a single mike to be tied onto all networks and stations which pick up Presidential broadcasts. There also may be a single mike for the new network.

The multi-mike pickup, while it pleases the networks and stations, is said to disturb uniformity of quality. This may revise plan of one (Continued on page 86)
Spring Cleaning

Before long, housewives will be sweeping out the winter's dirt, rearranging things—getting a fresh start for the new season ahead. Advertisers, too, should freshen up on radio markets, which change like the seasons.

In the Atlanta market, the change has favored WAGA which, during the past two years, has made more progress than any other Atlanta station.
15 YEARS OF RESULTS

Fifteen years ago Greenberg Optical Co. bought their first time on KOIL. From the first day they got results so satisfying they have been with us ever since.

After careful consideration of a station's facilities, the final and most important question is: "What are the results for customers?" in Omaha, KOIL produces good results for customers.

Mr. Gordon Gray,
Radio Station KOIL,
Omaha, Nebr.

Dear Mr. Gray:

This year of 1945 marks the Crystal Anniversary of our association with your radio station. Fifteen years ago we placed our first radio schedule on KOIL.

KOIL produced from the start and our schedule with your station has been continuous ever since. Our business has grown and prospered during those years and today we do a very fine optical business.

We intend to continue our schedule of thirty-two announcements per week on KOIL indefinitely, because we know that your listeners are our customers.

Sincerely yours,

GREENBERG OPTICAL CO.

Dr. N. H. Greenberg, O. D.
Ingenious application of POWER — plus efficient performance — is a potent factor in determining the success or failure of a specific job. In the Ark-La-Tex area, KWKH — with its 50,000 watts — is the No. 1 medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Giddyap, Dobbin...
they’re on the network now!

TAKE the best of a big station’s finest talent...talent that, year after year, has been building jumbo-sized audiences and performing masterful selling feats for its sponsors...bind it all up in a fast-stepping half hour...flying coast-to-coast on the CBS network—and you have WBT’s Carolina Hayride.

Here’s 50,000-watt entertainment from out of the South...big names from the roster of Southern radio...rating-building, mail-pulling names like:

The Briarhoppers, git-tar and a-cor-deen specialists who’ve had the same smiling sponsor over WBT for the past 11 years.

Larry Walker and the Rangers Quartet favored by 31.6% of all radio homes in the WBT area (CBS Listener Diary studies).

The Johnson Family, whose six mellow voices sing the South’s fine spirituals and hymns—and captivate (so says the Diary) 27.8% of those same families every week.

The Tennessee Ramblers, vocalists with a following of 45.0% each week (the CBS Listener Diary, again).

The Southland Jubilee Singers—newcomers to WBT and one of the most promising negro vocal groups you’ve ever heard.

This is talent that spot time-buyers can tell you about. They know that locally each of these groups packs a selling wallop echoing far beyond the borders of WBT’s 107 primary counties—a wallop that will sell network audiences just as surely as it does Southern listeners. Mail, already coming in from Utah, Texas, Maine, Ohio and other places where CBS stations present Carolina Hayride, is sure-proof that this lively show from out of the South is on its way to nationwide popularity.

Catch this something-new-on-CBS program next Saturday afternoon at 2:30, EWT. Listen to the style of showmanship that has made WBT “The South’s Best Salesman” for 25 years. It’s the kind of hay-wagon any advertiser could most profitably travel places on.

Represented by Radio Sales,
the SFOT Broadcasting Division of CBS
Feature of the Week

THE FOLLOWING, we are told, needs no introductory explanation to any engineer on a broadcasting station in the United States. It is the sign which hangs on the door of the Transcription Department at WOW Omaha.

DUBBING DEPARTMENT—Dubbing done at all hours—day or night—by cheerful recording operators to your convenience.

TAKE EXTRA COPIES TO ALL RELATIVES—Never mind the Expense—WOW will pay for the blanks. Think nothing of it; forget thanks; WOW maintains these operators for your benefit. If you aren't satisfied, we'll pay you. Don't bother to come at 12:45 for the program, come at 12:01 and we'll record the show. Why not do it at 78 rpm? We'll record it any speed to match your turntable—if your turntable doesn't work, bring that in, we might as well fix that for you, too. (We'll furnish an operator to wind your old phonograph for you.)

If it is inconvenient, some other time. Don't get up early for that talent show, have us transcribe it—no cost. There's never any charge here.

Pay no attention to our quotations of prices! See the front office and get a reduced price. If you know the right people, you can get the plant. Also radios serviced free.

Never mind about tubes and parts, we furnish them.

After we have cut a record, why not let us play it back for you? We have nothing but time.

SELLERS of SALES

MOST PEOPLE know Frank Palmer as the bright dynamic 25-year-old business manager of the radio department of Kenyon & Eckhardt, New York, one of the nation's top agencies in radio. Few persons know of him as the son of Walter Palmer, vice-president and copy executive of BDDO New York. The denouement of Palmer fils enthroned in the hereditary mantle of the advertising muse, was to strike out for himself early in life. Today, with a backlog of experience which includes military service, Frank is tabbed among the radio and advertising spheres as a young man to watch.

Frank's first job was in the metallurgical field—he was hired as chief clerk in the advertising department of Whitehead Metal products, a subsidiary of International Nickel. After a stint in the advertising and promotion department of the New York World's Fair in 1933, Frank accepted his first agency position with Benton & Bowles as a timebuyer's assistant. He was advanced to a timebuyer's post and purchased spot as well as network time. At B&B Frank acquired what could be called a "major-league" timebuying background, coming in contact with such major accounts as Dr. Pepper, General Foods, Prudential Insurance, Procter & Gamble and Best Foods.

In 1942 Frank enlisted in the Coast Guard and served in the Anti-Submarine patrols off the Atlantic seaboard. Following an injury he was medically discharged and returned to Benton & Bowles to resume his former duties.

In early 1944 he joined Kenyon & Eckhardt. Under Frank's direction at Kenyon & Eckhardt is the purchasing of time for some of the largest accounts in radio. These include Kellogg, Standard Brands, Richard Hudnut, Morton's Salt, Borden, Spearheaded by Palmer, the Kenyon & Eckhardt timebuying staff with Helen Gill, Sally Reynolds and Kathryn Mccann makes up one of the hardest working radio quadrumvirates in advertising.

Frank takes record collecting seriously. A library of nearly 1000 recordings includes mostlyserious stuff, but there's the original Nora Bayes—Jack Norworth's "Mandy", some assorted solos with Swiss bells and tubas, and a couple of Spike Jones masterpieces on the bottom shelf.

Good for quick relief from timebuying headaches, Frank says, if not exactly soothing. And speaking of hobbies, the unattached and unfeathered Frank is probably the most eligible timebuyer in the business—the lines forms to the right, gals.

In Egypt, the Message was Mute

. . . in hieroglyphics carved on stone—intelligible to only a few. . .

But Radio Station

WFLA

serving the Tampa-St. Petersburg area, puts your advertising message across where you can be sure of a great and understanding market . . .

Yes, there's plenty of punch in the purchasing power that listens to radio station WFLA these days—and nights! And there's nothing transient about it either. The growth of the Tampa-St. Petersburg trade area is steady, permanent. If you want to sell your product in this rich market tomorrow—establish it today through radio station WFLA.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NATIONAL REPRESENTATIVE JOHN BLAIR & CO.
The great metropolitan New York markets that listen to WOV, complement and support each other to give this important station a "double capacity" and an around-the-clock audience that means satisfied sponsors anytime of the night or day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station...at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

Frederic W. ZIV Company

2436 Reading Road • Cincinnati, Ohio

New York Hollywood

Broadcasting • Broadcast Advertising
"Sh-h! Things are going pretty bad for your mother in the 'soap operas' this morning."

**OPEN LETTER TO THE SOB SISTER IN ESQUIRE:**

Those tears would be cheers . . . you'd be in the mood to buy, not to cry, if the dial were turned to 1360.

*Mornings are cheerful on the Blue Network and*

![Cartoon Illustration of a man and woman in a living room with a baby crying, a newspaper, and a radio]

**WSAI**

A MARSHALL FIELD STATION

CINCINNATI, 2
“Bless his heart—he’s still pioneering in spot broadcasting!”

- It’s naturally a source of pride to us that we were old-timers in this business long before most other station representatives had ever even thought of it.

But principally we’re proud that, as station-representation becomes more and more a real profession, F&P still sets the standard of service and the pace of performance.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 180 N. Michigan
NEW YORK: 444 Madison Ave.
SAN FRANCISCO: 111 Sutter
HOLLYWOOD: 6331 Hollywood
ATLANTA: 322 Palmer Bldg.

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Denny Nominated for Craven Post on FCC

Hyde Is Expected To Be General Counsel

CONFIRMATION of Charles R. Denny Jr. as a member of the FCC —expected before Congress recesses for the Easter holidays—will give the Commission its full strength for the first time in nearly a year to enable it to tackle the most arduous and important work load ever to confront it.

After confirmation of the 32-year old FCC general counsel (he'll be 33 April 11), the Commission is expected to elevate Rosel H. Hyde, seasoned assistant general counsel for broadcasting, to the Denny vacancy. Mr. Hyde, a Republican, was strongly endorsed for the commissionership but his political faith probably balanced the scales in Mr. Denny's favor.

Events Move Swiftly

FCC events moved swiftly last week. The President, only recently returned from his epoch-making Yalta conferences, had Paul A. Porter, FCC chairman, in for a conference last Tuesday. The Denny nomination went to the Senate on Wednesday and Chairman Wheeler of the Senate Interstate Commerce Committee promptly announced a Friday confirmation hearing. This was postponed a week, however, on request of Sen. White (R-Me.), Minority Leader.

While Chairman Porter made no commitments, it was obvious that he supported Mr. Denny's nomination as against a number of others, on strictly a merit basis.

It likewise was evident that Mr. Porter moved to have confirmation expedited, so the Commission can whip into the ponderous accumulation of work ahead, tied into spectrumwide allocations, the standard broadcast realignment which may well follow the clear channel allocation proceedings scheduled to begin in May, the international merger in the common carrier field and the drafting of rules and regulations to cover such new operations as FM, television and facsimile. Mr. Porter wants the FCC's topside fully organized. He has already formulated plans to seek supplemental appropriations from Congress to enlarge substantially the FCC's staff.

Mr. Denny, youngest man ever to sit on the Commission, gives that agency its sixth lawyer. It was generally felt, however, that the Commission membership represents the best balance in its tortuous history. The 150-lb., 5 ft. 8 Denny is just nine years out of law school. He graduated from Amherst in 1933 and from Harvard in 1936. He has served as general counsel since October 1942, having joined the Commission in February of the same year as assistant general counsel.

Hyde Successor Uncertain

Who will succeed Mr. Hyde as assistant general counsel—assuming his prompt elevation to the general counselship—is uncertain. It is known that Mr. Porter, in his efforts to bolster the Commission staff, also has been thinking about enlargement of the legal department, now comprising about 60 attorneys. Presumably there would be additional assistant general counselships, to supplement the present three, that would require statutory authority.

That President Roosevelt is placing emphasis on youth in his fourth term administration is reflected in recent FCC appointments. Mr. Porter, at 40, is the youngest chairman the Commission has ever had. Prior to Mr. Denny's naming, the youngest man to serve on the FCC since its creation in 1934 was Dr. Irvin Stewart, an original mem-

(Continued on page 78)

Plane to Drop Bill Downs for Berlin Broadcast

By Robert K. Richards

The following article has been reviewed by the Office of Censorship. Copyright 1945, Broadcasting Publications Inc.

BILL DOWNS OF CBS will parachute into Berlin when the city is occupied by the Allies to make the first American broadcast.

The broadcast will be pooled, with all networks carrying Mr. Downs' voice to waiting millions throughout the world.

Following Mr. Downs into the city will be one representative each of NBC, Mutual and the Blue. They will be flown into Berlin by an American bomber which will take off in Paris.

Mr. Downs will make his bomber-to-Berlin leap whether the Russians or the Americans march first into the city.

If German transmitters still are intact, they will be employed by Mr. Downs and other network correspondents to beam their early messages to U.S. pickup points.

A 60-kw transmitter mounted on a convoy of 17 trucks, now en route to Berlin with advancing troops, will be employed if it is set up by the time Mr. Downs arrives in the city. [BROADCASTING, March 12.]

This is the schedule for covering the march into Berlin, it has been learned by BROADCASTING. Mr. Downs and other representatives of the networks drew lots in Paris to decide who would parachute into the conquered enemy capital. Mr. Downs won.

It can be assumed that these early broadcasts will be heard by those of our troops in the field who can listen, as well as by Allied audiences throughout the world. It is conceivable, for example, that Mr. Downs' broadcast could be picked up by the powerful OWI station in England (ABSIE) or by the SHAEPF transmitter (at Luxembourg) and re-beamed to field points.

Mr. Downs currently is with the 1st Army, but shuffling back and forth between Paris and the front. What other correspondents will follow him into Berlin by plane is not known, but this is the lineup of those who might be available: BLUE—George Hicks, Gordon Fraser, John Bryson, Donald Cee, Robert Massell; Paul Manning, Seymour Korman; NBC—David Anderson, John MacVane, Edwin Haaker.

Best guess would be that senior correspondents of the networks would take on the Berlin assignment. This would mean, probably, Mr. MacVane for NBC, Mr. Manning for MBS and the Blue.
Middle Commercial Is Ordered Deleted from NBC Newscasts

Sponsors Must Confine Messages to Opening Two And Closing Three Minutes of Quarter-Hour

ELIMINATION of all middle commercials from news programs originated by NBC and its owned and operated stations was announced last Thursday by Niles Trammell, NBC president. NBC is the first of the four major networks to ban placement of announcements in other than the opening or closing portions of news broadcasts.

All news sponsors have been asked to cooperate in making the revision immediately, confining their commercials to the opening two-minutes and the closing three minutes of all quarter-hour news programs.

Greater Public Service

The move is made in order “to render a greater public service by more rapid presentation of vital news,” Mr. Trammell explained, and is in line with the network’s already established policy of eliminating middle commercials, and in some cases all commercials, in news programs reporting events of supreme interest. “During the past three years, great care has been exercised in both the wording and placing of commercial announcements which occur during news broadcasts so that there might be no interference with the main portion of news, with proper emphasis always given to the principal news events,” he explained. The network’s latest step is taken to improve news representation “in the vital days to come.”

A major change in the maximum time allowed for commercials on 5, 10 and 15 minute news programs on NBC network and NBC M and O stations goes into effect at the same time, it was disclosed. Daytime allowance was heretofore more liberal than nighttime allotment for all three program lengths. Nighttime limit has now been applied to daytime broadcasts, giving a uniform length for commercials on news programs as follows: 5-minute programs—1 minute, 20 seconds; 10-minute programs—1 minute, 45 sec.; 15-minute programs—2 minutes, 15 seconds.

Time Cut

Since NBC has no 5 or 10-minute sponsored news programs on network, only commercial affected on the current network news schedule are those on the daytime quarter-hour broadcasts which have been allowed a total of three minutes, losing 30 seconds. Commercials on daytime programs drop to 90 seconds from 1 minute 120 seconds from 1 minute 45 seconds from 1 minute 15 seconds.

“Put Smith On Something Else—He’s Been Writing That Dog Food Show TOO LONG!”

MBS to Overhaul Rate Card Setup

Kobak’s Letter Outlines Network Study of Problem

MUTUAL rate structure is due for an overhauling, Edgar Kobak, MBS president, states in a five-page letter sent last week to advertisers, agencies and stations as a ‘quarterly report on operations’.

“We’re looking into the whole subject of rates very closely,” Mr. Kobak writes. “We believe there is a new way of approaching the question so as to make time-buying easier. We’re working on this thoroughly...with an open mind and plenty of questions and soul-searching. We think we’re on the track of something substantially better than current methods. We’ll give you the whole story as soon as we have our plans worked out and checked and tested. Incidentally (and we think it’s much more significant than incidentally, would indicate) stations are showing the same cooperative spirit in agreeing to downward rate revisions before the expiration of present contracts.”

In a detailed report of the network’s work by department, Mr. Kobak points to developments that have occurred since he became president and discusses plans for the future. These include expansion plans on every front. A new sales office in Detroit and maybe in other cities, enlargement of program production facilities and personnel and concentration on program quality, citing Poirot and the new Oboler series as examples, more personnel for station relations work to “be missionary men, selling the idea and the progress of the new Mutual to broadcasters.”

Reviewing Policies

“We are reviewing all our policies in the light of the ‘new’ Mutual we’re trying to build,” Mr. Kobak states, “Old policies which cannot be reconciled to our new plans will be discarded, others will be revised, where needed, new ones will be established. These policies will cover all our operations. And we’re going to put them down on paper for all to see. Our aim is to have a sound body of standards on program, sales and station relations—open to public inspection.”

A score sheet of programs added or lost by MBS, December 1944 through February 1945, appended to the letter, shows a plus of 12 new programs totaling 8 hours a week and a loss of five programs totaling 3 hours a week, for a net gain of 4% hours weekly.

Field in Video

MARBALL FIELD & Co., Chicago, begins sponsorship of quarter-hour television program on WBKB Chicago every other Wednesday 3:15-3:30 p.m. (CWT), for 13 weeks effective March 21. Account placed direct.
FCC Head Favors Pioneers Developing New Fields; Decrees Speculation

(Text of Porter Speech Herewith)

HINTING that the FCC is preparing to "strengthen renewal procedures" by viewing program operations much closer in the future, Chairman Paul Porter of the National Association of Broadcasters, Inc., called "Broadcasting of Tomorrow".

Chairman Porter touched on the forecasted technical developments, called for all available constructive information from all parties concerned and told the broadcasters the Commission "faces the near-channel problem with no advance conclusions".

He added a Congress for a "much larger appropriation" and suggested that broadcasters' hearings, called for all possible constructive information from all parties concerned and told the broadcasters, the Commission "faces the near-channel problem with no advance conclusions".

In a final note of caution he said: "Speed of service is only one aspect of the problem in which broadcasters should be interested. There is also the question of quality of service."

NAB President J. Harold Ryan introduced Chairman Porter as a "brilliant lawyer and outstanding Government administrator".

Text of Chairman Porter's address March 18 follows:

I first want to express my appreciation to both broadcasters and their guests that I am completely aware of the obvious fact that appointment to important public office does not of itself contribute to the wisdom of the appointee. To the contrary some of you doubt believe—and I have had some expression of that point of view—that the acceptance of this particular job at this particular time, far from constituting any evidence of infallibility or competent judgment, is proof positive of the exact opposite. Three months' tenure will incline me to support that view and, I am assured day by day, that the worst is yet to come.

Many preliminary observations are made solely for the purpose of seeming to avoid creating the impression that I think the FCC should adopt. I haven't yet caught up with the questions. One thing I wish to emphasize: in spite of some pretty general doubts as to the sanity of anybody assuming these duties, I have attempted to bring to this job a sense of public responsibility, a deep feeling as to the importance and scope of the problems ahead, and a hope relationships between the Commission and the industry always will be based upon the solid ground of mutual understanding that will permit the Commission to discharge its functions competently and honestly and the industry to perform its important public responsibilities, in an atmosphere free from suspicion or mistrust either on the part of the regulatory agency or on the part of those affected by its rules and regulations.

Should Express Views

Now I do not want to give the impression that I am predicting an era of tranquility or the dawn of a new age of sweetness and light. There just aren't enough frequencies to go around for that—or may be in the not too future distant there will be too many frequencies. What I am trying to say is this—that the Commission and its members should feel free as public officials to express frankly their views and opinions upon problems of mutual concern without being subject to the charge of attempting to preclude reform or to abolish the American system of broadcasting. There are a number of problems, of which we are all conscious, that can only be met radically, I believe, by free and open discussion and for my part I propose to do just that when I conceive it to be my responsibility to express an opinion or to create some policy, although it is my aim to do as little talking as possible. Tonight seems an appropriate occasion for us to discuss candidly a few of the problems we face together.

Again, in all humility, I emphasize that my views insofar as they may have matured upon the questions I propose to discuss are worth listening to only because I happen to occupy this position at a time when the communications industry is on the threshold of such vast and significant developments.

I have tried and will continue to strive, insofar as my own responsibilities are concerned, to maintain an open mind, to decide questions or policies, insofar as I can influence them, only after accumulating all the facts I can absorb and to act on specific matters only if I am convinced that the Commission whose public responsibilities are identical to mine.

No Back-Door

I have never thought there was any back-door to this Commission. But if there ever was I want to assert that as far as I am concerned that door is locked and the key thrown away. The front door is wide open to all who have business before the agency and your views and advice are wanted and we are committed in the discharge of our duties.

I consented tonight to talk about "Broadcasting of Tomorrow". The topic is not a limited one even if I felt competent to discuss it. It involves prophecy of the sort that I would not like to undertake. It's dangerous business as well. There is the stern voice of experience to prove just how far wrong can be those who essay to stake out the future. For example, not too many years ago, as time is measured, one oracle spoke thus about the future of broadcasting, and he said this:

"It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter."

These were not the words of an irresponsible crack-pot or reckless reformer. This was an utterance of Herbert Hoover at the first radio conference in 1922. Two years later...
Shifting of FM Upward in Spectrum Seen

FCC Gadget Easily Converts Sets To Band

By BILL BAILEY

FM will move upward in the spectrum if surprise developments, disclosed last week by the FCC, are any criterion.

Commission engineers built a converter for $8.85, whereby present FM sets may be tuned to the proposed 84-$108 mc. band. And on Wednesday the FCC called in Washington reporters to give a demonstration after a similar exhibit had been presented in a last-minute public hearing late Monday.

At the open session called at 5:20 p.m. Monday following an all-day secret meeting of industry engineers with military experts, another startling development was placed in the record. G. Grammar of the American Radio Relay League read into the record a portion of a letter from Edward P. Tilton, nonresident vice editor of QST, in which he advocated moving FM upward to avoid Sporadic E interference. Mr. Tilton was identified as radar field engineer for the Submarine Signal Co., on duty in Hawaii.

Really a Blessing

"As for FM's plight, I feel that moving FM out of the range of prevalence of Sporadic E skip is the best thing that could happen to FM broadcasting," Mr. Grammar said. "Service area coverage will be fully as good at the new frequencies and interstation interference will be practically non-existent. And though it does mean obsolescence of some equipment, perhaps, too, that is a blessing in disguise. Nothing but good can come to FM from junking present equipment, particularly if manufacturers can be held strictly to the quality line after the war."

Then came the "surprise" for the Commission. General Counsel Charles R. Denny presented George Turner, chief of the FCC field division, engineering department, who testified that his department purchased for $8.85 "over the counter" at retail stores materials to build a converter. He demonstrated the home-made converter on a Stromberg-Carlson FM receiver, first tuning in the Jansky & Bailey FM experimental station, W3XO, Washington, which operates on 43.2 mc.

Cost of Materials

Then he turned on the converter and tuned in another part of the building, operating on approximately 97 mc. The transmitter, he explained, was low-powered and built by FCC engineers. Mr. Turner submitted a letter dated March 10 from the Hallicrafters Co., explaining that materials for building converters would cost manufacturers about $5.45 for a three-tube, power-included device, or about $4.26 without power.

In a later telegram to the Commission, Hallicrafters said it could furnish "reasonably large quantities" a tunable three-tube converter at $11 each or a single-tube, fixed wide band converter at $5.80. The latter would be without power supply.

Commissioner E. K. Jett evinced considerable interest in the new selectivity and stability of the proposed converter. Mr. Turner first surmised there might be "some difficulty" but a serviceman probably could make necessary adjustments.

Prevents Obsolescence

"You understand we have in mind would assign every other channel within the same city?" asked Commissioner Jett. "The converter has got to be good enough to give interference-free service on that basis of operation," Mr. Turner replied he didn't believe there would be any difficulty in that regard.

At the demonstration for news personnel Wednesday, presided over by Mr. Turner and attended also by George F. Adair, FCC chief engineer, a transmitter in one room, operating on 47 mc, was tuned in on the Stromberg-Carlson set. Then the frequency was boosted to between 94 and 96 mc. He plugged the FCC hand-made converter and a model turned out by Hallicrafters (the $11 variety).

"This device is proposed to prevent obsolescence of present converters," said Mr. Turner. He explained that the Commission felt FM broadcasters would be interested in providing the converters to listeners at cost so that FM could be enjoyed on the "standard band" and the "new one." He explained he meant the 42.5 mc band when he referred to "standard."

"If the Commission should act on the proposal that FM should be shifted," said the chief field engineer, "popular radio magazines would publish instructions to build converters. I further feel that manufacturers would have available converters.

"If FM broadcasters continue in the present band while they're getting ready to operate in the proposed band, with converters available they can serve listeners in the standard band until they are ready to operate in the new band."

Norton Data Expanded

Meanwhile the chief topic of conversation in Washington engineering circles was the two-day secret session. The military clamped a strict censorship on the proceedings, impounded the records and declined all comment. Commissioners and Commission staff alike were noncommittal. Even a list of witnesses was not obtainable.

But it is known now that the industry's top engineers pitted their scientific knowledge and opinions against Government experts. The secret conferences were held daily from March 13-15. Norton, former FCC technical information division expert now on duty with the Army Air Forces, to expand on his theory that FM can serve better in the higher frequencies.

Reports were that such outstanding propagation experts as Maj. Edwin H. Armstrong, FM inventor; Dr. H. H. Hughes, associate director of RCA labs; Dr. G. W. Pickard, widely-recognized authority in electrical engineering; Dr. H. T. Stetson, astronomer, geo-phyics, and FCC authority, as well as Dr. C. R. Burrows; Stuart Bailey and Dr. J. H. Dellinger, chief of the radio division, Bureau of Standards, were in agreement with proposals of the Research Technical Committee.

(Continued on page 79)

FM Transmitters Approved by WPB

Five Authorizations Provide for Experimental Work

IMPETUS to experimental work in FM broadcasting was given last week with disclosure by the WPB Radio & Radar Division that the authorization has been approved for purchase of five FM transmitters as part of the FCC's overall preparations for FM development. Two such sets will soon be released under the experimental program, accounting for seven 1 kw Western Electric units which had been built prior to the war but could not be sold because of WPB restrictions.

The authorizations were granted to licensees in various parts of the country who have agreed to cooperate with the FCC in testing FM transmission at frequencies in the present and the proposed bands under different topographical conditions and with new types of antennas (Broadcasting, Feb. 9). As signed the five transmitters were:

WAPF Birmingham which has been assigned frequencies in each of the present and proposed bands. The licensees will be in a position to test FM under conditions not possible in the present.

KZD Denver which will conduct experiments of the receiver placed at the edge of the service area of its FM experimental station, WXCL, nature of the terrain in the area will lend considerable interest to the tests.

WDH St Louis which has been assigned frequencies in each of the present and proposed bands for its FM experimental station, WIXM. The licensee will test out a beam-remote type of antenna developed by A. Earl Cullum Jr. of the Office of Scientific Research and Development.

WHW Boston which has been assigned frequencies in each of the present and proposed bands for its FM experimental station, WXQX. The licensee will test the new beam-remote type of antenna.

WOST Atlanta, operated by the Georgia School of Technology, which re-ceives a construction permit for development FM station.

The remaining transmitters will be assigned to Greenville on the Air Inc., licensee of WIXEV Evanston, Ill. which has been assigned frequencies in both bands and which will study multipath measurement equipment. The licensee is an affiliate of Woman's Cooperative Broadcasting Co., which will be given a construction permit for an experimental FM station in New York.

MANY STATIONS are represented in the engineering staff of American Broadcasting Station in Europe, photographed informally here in one of ABSIE's studios. Engineers are frequently drawn from this group for radio operations on the continent. Engineers, identified by numerals in the photo, are as follows:

WHEN Don Radda of Iowa nursed along a stalk of corn until it measured 26 feet 10 inches, he naturally entered it in the Tall Corn Sweepstakes conducted by station WHO.

This vegetable skyscraper illustrates the manner in which WHO both reports and makes farm news. The Tall Corn Sweepstakes is a big event in Iowa. It's one of the popular features of the Iowa State Fair. Even midwesterners accustomed to the sight of tall corn stand before the display in gaping wonder.

26-foot corn is unusual—even in the Tall Corn State. Raising it is a novelty stunt that interests Iowa farmers who produce one-fifth of all the corn in the U. S. A. So why do Iowa farmers compete for the Tall Corn Championship?

WHO is largely responsible. WHO has fostered their sense of pride in their rich, black earth, has stressed the importance of their place in the national economy, has shown them the need of publicizing themselves and their abilities. WHO has helped the farmers of Iowa attain their present prosperous, modernized condition.

That's another reason why Iowa prefers WHO. If you want the actual statistics on this preference, among city and town people as well as farmers, we'll be happy to furnish details. Or ask Free & Peters.
Postwar Television Shown by RCA

New Projection Model Reveals Improved Quality

A GLIMPSE of postwar television reception was given last Thursday when a video program produced by NBC was received on an RCA laboratory demonstration model of a projection-type receiver. The picture was received by a 5-inch tube and produced an image filling a screen 16 by 21.3 inches, compared to the largest RCA preview set which produced an image of approximately 7 x 11 inches, from a 12-inch tube. Image on the projection model was of greatly improved quality over that of preview sets.

Program was viewed by New York radio editors. It featured Russell Patterson sketching Convoyer models, Bill Robinson in one of his dance routines, a dramatic playlet and Signal Corps motion pictures of the battle of Corregidor. The demonstration equipment that television programs must be filmed because viewers are accustomed to the perfection of the movies which cannot be bettered by any live studio show was to some extent answered at the demonstration, when one spectator asked if the playlet was a motion picture and several other members of the audience admitted they had also been fooled, so good was the quality of production.

Ready Year After War

Questions about production technique were answered by John F. Royal, NBC vice-president in charge of television.

Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, said that the improvements were primarily due to prewar developments of RCA engineers and scientists. Some were demonstrated in 1941, when RCA showed a large-screen theatre television receiver in a New Yorker Theater, New York, Dr. Jolliffe said, but the entry of the United States into the war blocked their commercial development in home receivers.

Frank M. Folsom, vice-president in charge of the RCA Victor Division, has previously announced that RCA expects to have large-screen home receivers on the market about a year after the resumption of civilian production. Console models, including both AM and FM receivers as well as the projection-type video, will retail for approximately $395, he said, with the RCA line also including direct-viewing models, with at least a $200 table model priced at about $150.

The four main technical developments embodied in the large-screen receiver, Dr. Jolliffe said, are a special high-voltage type of cathode ray tube, producing a much brighter image than could be obtained from lower voltages formerly used; a translucent plastic viewing screen designed to provide even distribution of light over the image and proper distribution of transmitted light within the normal viewing angle; an automatic frequency control designed to eliminate distortion caused by "noise" interference and a special optical system which is really the basis of the large-screen reproduction.

Bowl-Shaped Mirror

This optical system, Dr. Jolliffe said, is made up of a bowl-shaped mirror and specially designed molded plastic lens which delivers to the back of the viewing screen about six times as much light as could be secured from a conventional F.2 motion picture projection lens. System was developed by a group of scientists under the supervision of Iory G. Maloff of the RCA Victor Division and David W. Epstein of RCA laboratories.

The cathode ray receiving tube in the demonstration model was mounted face downward at the bottom of the cabinet. The bowl-shaped mirror, below the tube and facing upward, reflected light from the face of the tube up through the plastic lens to a flat-inclined mirror near the top of the set, whence it was thrown onto the back of the viewing screen.

LARGE-SCREEN television for the home providing high-definition pictures 16 by 21.3/4 inches was demonstrated for the first time by RCA Victor Division of the Radio Corporation of America in NBC studios last week. This receiver projects the image on a built-in screen through a lens projection system with molded plastic lenses. An automatic control virtually eliminates picture distortion. At left the ingenious optical system developed by RCA Laboratories is illustrated. Broken lines indicate the path of light beams from a single picture element on the face of the cathode ray receiving tube to a corresponding point on the screen. A plastic lens is used to bring these light beams to a sharp focus on the screen. The combination of spherical mirror and correcting lens delivers to the screen about six times as much light as could be obtained if a conventional F.2 movie projection lens were used. The company expects to market the set for about $395.

Surrey Sponsor

JOHN SURREY Ltd., New York, March 18 started promotion of Snow Apple Smoke Tobacco as type of The Sealed Box, a mystery, on WOW New York, Sunday 10:30-11 p.m. Firm may embark on a national spot campaign later through Lester Garrison Assoc., New York, newly appointed agency. Surrey also manufactures Melody cigarettes.

Bates With Mathes

JOHN BATES has been appointed radio director of J. M. Mathes Inc., New York, according to Wilfred S. King, vice-president in charge of radio and films. Mr. Bates goes to Mathes from Ruthrauff & Ryan, New York, where he has served for the past four and a half years as radio supervisor, and more recently as account executive.

Odorono Plans

NORTHAM WARREN Corp., Stamford, Conn., through its newly-appointed agency, Abbott Kimball Co., New York, in April will begin promotion of Odorono cream deodorants. Initial schedule will be confined to one region—may expand nationally later. Agency also handles Odorono liquid.

Wide BBC Video System Is Planned

News and Entertainment Pooling Scheme Drafted

COMMONWEALTH Broadcasting Conference, concluded in London March 9, drafted the rough outlines for postwar pooling of news and entertainment program and other facilities between the components of the Empire, as an outgrowth of the benefits of cooperation demonstrated during the war.

A television system linking the Empire was envisioned by Sir Allen Powell, chairman of the BBC, indicating that broadcasting and television will be regarded as a Commonwealth unit rather than as a purely British development.

To ensure the flow of news and information throughout the Commonwealth, the widest possible measures have been taken by the conference, William J. Haley, BBC director general stated. This will be accomplished without supplanting regular news agencies, he said. Along the lines of the Commonwealth's courtesies in broadcasting, the conference felt that by establishing "true standards of activity" each state can create a feature of international understanding and good will can be promoted.

Technical Studies

The technical subcommittees, Mr. Haley reported, has done valuable work in studying the problems of improved coverage and transmission particularly on short wave-lengths, sound recording and reproduction, the use of ionosphere, studio acoustics, frequency, modulated transmission and other matters.

Delegates are to report to their respective authorities the decisions and results of the conference which does not override the authority of the organizations represented. Hope was expressed that all decisions may be arranged, possibly in 1947.

Sir Allen, speaking at a dinner for guests and delegates, referred to the television inquiry conducted by Lord Hanks and stressed that the Government will decide what is to be done with television but "from our point of view they cannot say it too soon..." He mentioned the BBC's enthusiasm for television and displayed similar sentiments, even envisioning a cable linking the entire Empire. "Technicians, he said, deluge him with explanations why it will be necessary to wait a long time for television but nevertheless he expressed optimism."

The Television Committee, appointed in 1943 to prepare plans for reinstatement and development of television after war, a fortnight ago made its report, which arrived here last week. Among its conclusions and recommendations on the administrative side are that the Ministry of Broadcasting should also function for video; that (Continued on page 70)
Identification, please

You don't board a ship in the harbor these days... unless you belong on it! The United States Coast Guard sees to that.

And the day is coming when a radio station won't go on a list... unless it can sell goods at a low cost. Smart advertisers will see to that.

We're looking forward to that day.

W-I-T-H didn't become the successful independent in a five-station town because it had glamour identification letters.

W-I-T-H was founded when a station was judged by its results. You'll find it true again tomorrow that W-I-T-H is the big buy in Baltimore, when the race to sell goods in this sixth largest market really gets under way.

WITH

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Porter Hints Closer Program Check

FCC Head in Favor Of Pioneering New Fields

(Continued from page 17)

at the conference in 1924, the distinguished Secretary of Commerce and future President had another try at predicting the future of this dynamic industry when he said:

"I believe the quickest way to kill broadcasting would be to use it for direct advertising. Please don't misunderstand me. The only point I am trying to make is that advertising really is a dangerous undertak ing. But Mr. Hoover, as he well knows, is a very persistent individual. Again in 1925 he had his final fling at this pastime when he said:

Advertising in the intrusive sense, will dull the interest of the listener and will thus defeat the industry. Furthermore it can bring disaster to the very purpose of advertising if it creates resentment to the advertiser.

And this particular prophecy was made, mind you, before the days of the singing commercials.

Now I sincerely hope I do not subject myself to the charge that I have made an attack on advertising, free enterprise or private initiative, because I have quoted Herbert Hoover. His early forecasts on the future pattern of broad cast ing as he saw it 20 years ago have not come to pass.

Today, however, many influential and responsible broadcasters have expressed to the deep concerns over what they themselves describe as an alarming trend toward "excessive commercialism." They see, as do many of us who have studied the great progress of this industry, developments which unless checked may lead to real difficulty in the future. I have been told, as I am sure many of you have, that somehow there must be a determination either to whether broadcasting is simply going to operate as an advertising and entertainment media or whether it will continue to perform in increasing measure public service functions in addition. As far as I'm concerned I want broadcasters themselves to provide the answer to that question. It seems to me the cloud on the horizon is bigger than a man's hand and I know that responsible broadcasters see it and are concerned about it.

Naturally you are asking yourselves the question as to what extent the Commission may propose to inject itself into this particular field. I wish I could tell you the answer to that one but I can't because I don't know. I am familiar with all the arguments about the government keeping its rude, but realistic hands off of anything that smacks of program control and I am in agreement with most of those arguments. I am likewise conscious of the limitations imposed by Congress in the statute with respect to matters involving censorship and I am fully aware of the dangers of any government agency, legislative or administrative, toileying with standards of program content.

But under present circumstances one of the issues involved has taken a different form and it has been laid right before the Commission's doorstep. Briefly the facts are these: an applicant seeks a construction permit for a new station and in his application makes the usual representations as to the type of service he proposes. These representations include specific pledges that time will be made available for civic, educational, agricultural and other public service programs. The station is constructed and begins operations. Subsequently the licensee asks for a three-year renewal and the record clearly shows that he has not fulfilled the promises made to the Commission in the original grant. The Commission in the past has refused to license applications including limitations of staff, automatically excluding the cases where there is a real disparity between the statement of performance and the public interest.

We have under consideration at the present time, however, a procedure whereby the parameters will be compared with performances. I think the industry is entitled to know of our concern in this matter and should be informed that there is pending before the Commission staff proposals which are designed to strengthen renewal procedures and give the Commission a more definite picture of the station's overall operation when licensees come up for renewal.

New Public Service Methods

I have no present views as to what further steps should be taken when it appears from the record in a specific case that an applicant has completely disregarded the representations upon which he obtained his original grant. Obviously no one would advocate that the representations made in the original application constitute a rigid blueprint for the future. Experience will dictate new and superior methods of performing public service. But in cases where commercial opportunities cause a complete abandonment of other services which he has agreed to perform a different question is raised. I am not charging obviously that broadcasting generally has tossed public service out the window. We all know that is not true. What I am saying is that there seems to be a growing body of responsible opinion that believes that the public functions of broadcasting may become submerged by commercialism.

Under these conditions, I submit to you that in a case such as I have described, the Commission is confronted with a real problem. As a matter of fact the Commission is faced by the need of assuming that the statutory standard of public interest becomes a more negative presumption and that so long as the station meets none of the specific prohibitions against obscenity, immorality, and the like, the regulatory authority cannot in the present situation require the licensee to carry out its original promises. I do not believe Congress is intended—or at least some individuals members of the present Congress are not looking to the Commission for some clarification of this respect.

We all recognize the important part played by broadcasting in the war pro gram. None should seek to detract from vast war functions. But there is much that has been made by the networks and a great many of the individual stations. Resources and the like, the regulatory authority cannot in the present situation require the licensee to carry out its original promises. I do not believe Congress is intended—or at least some individuals members of the present Congress are not looking to the Commission for some clarification of this respect.

Above all, it seems to me that it does no good to merely resist criticism. The nature of broadcasting is such that most listeners feel a proprietary interest in its operations and I premise too, that it is often true that the sins of a few are charged against the industry as a whole. We must be ever so careful to seek to remove the cause of justifiable criticism.

That is my personal position, as I have indicated, and it is fair burden for broadcasters themselves to take whatever actions may be necessary to eliminate the causes of general public dissatisfaction. I would view with great reluctance any attempt to legislate more detailed standards in the field of the public service obligations of broadcasting. I have grave doubts not only as a

BMI Names Marlin

ALBERT W. MARLIN has been named midwest field representative of Broadcast Music Inc., New York, replacing Charles Ball, who has joined KDAL Duluth as program director. Mr. Marlin was formerly program director for WHAS Louisville, and for 10 years served as general manager of WMAS Springfield, Mass., and KOKY Kansas City. Mr. Marlin will serve stations in Ohio, Illinois, Indiana, Minnesota, Michigan, Kentucky, Tennessee, Missouri, Iowa.
Forerunner of a Greater Fast-Growing Southern Market

This airport . . . even now one of America's finest . . . will, when completed, be one of the largest and most magnificent ever planned . . . further indication of the continuous expansion of the profitable market served by WLAC.

Tell your story to the hundreds of thousands of industrious families whose prosperity today is but a forerunner of tomorrow's greatly increased buying power.

Take a tip . . . follow the airlanes to the ever-growing Nashville market area.

50,000 Watts

Represented by the Paul H. Raymer Co.
to the propriety but as to the prac-
ticality of spelling out by mathemati-
cal formula or some other device the
general methods which broadcasters
should follow in discharging their pub-
lic service functions.

Want Free Broadcasting

The question of freedom of broadcast-
ing is involved and those of us who feel
deeply about this subject want broadcast-
ing to remain free because it
deserves to and not simply because it
may under our system be entitled to
claim some kind of special immunity
from enforced standards of conduct.

What I have said lacks specificity.
And I have been general on purpose.
But I think responsible broadcasters
are aware of the nature of the prob-
lems to which I have alluded. I have
attempted to call attention to con-
clusions which I know are of con-
cern to you, to increasing segments
of public opinion, to the Congress and the
Commission. I have no suggestions as to
any general remedy. I think the an-
twer rests primarily with the broadcast-
ing industry and it is my hope that
there will be honest public discussion
on basic questions of policies and pro-
cedures and that action will follow
which will make it apparent to all that
casting can and will perform those
functions which Congress intended it
to perform and which its licenses re-
quire of it.

There is one basic conception I
would like to emphasize. Broadcasting
has some of age. I think you gentlemen
as leaders of the industry know that it
has stand on its own feet now and need
not rely upon heavy aggregations of
outside capital for future development.
Those of you now in this field, plus
independent newcomers who propose to
bring to broadcasting their skills and
resources, will be in a position, with
accumulated funds, can I think carry
broadcasting to the new heights which
Nominations Are Sought
For Bernays Radio Prize

NOMINATIONS blanks for naming
programs to consider for the $1,000
Edward L. Bernays Radio Award
went to 590 radio editors
throughout the nation this week.
Under sponsorship of the Ohio
State University Institute for Edu-
cation by Radio the award will be
made in May.

Editors are asked to name the
individual they believe responsible
for the program or series doing the
most to further democracy in
America during the year ending
March 1, 1945.

J udges are Norman Corwin, H.
V. Kaltenborn and Raymond Swing.

BLANKET BUFFALO WITH
WEBBP

AND YOU COVER THE
WESTERN NEW YORK
MARKET AT
Lowest Cost!

HERE ARE THE FACTS: 65% of the
population and 70% of the total
retail sales of the eight county area in
Western New York are concentrated
in metropolitan Buffalo . . . . well within
WEBP's primary service area.

Nationally
Represented
by
Weed & Co.

BUFFALO Courier-Express STATION

PHILADELPHIA

Mutual Network

Better Informed Congress

Fortunately, both for the Commission
and for the industry as a whole, for
the past has been the future of
the present, we have today a
Congress which is per-
haps the most respect for those who
broadcasting than its predecessors were.
A long succession of hearings, first on
the White Resolution then on the
Sanders Bill and then on the Wheeler-
White Bill and then the Select Com-
mittee to investigate the FCC, inter-
spersed with annual sessions before
the House and Senate Appropriations
Committee and of course the perennial
Pet	trillo hearings—these sessions have
certainaly made the Congress expert in
the problems which we face together. It
is accordingly not too much to hope that
during the critical period of planning
ahead for the decade, the Commission
and the Congress can each in its own
sphere work toward a sound broadcast-
ing structure for the future.

I mentioned how much harder it is
to undo mistakes on the past than to
build right from the beginning. An
example of such hearings which the Com-
mission has announced on the clear
channel for May of this year. The need
for this hearing can be clearly stated.
According to the best data currently
available to the Commission, approxi-
mately 54% of the area of the
continental United States lies outside
homes Territory at noon April 12, 1889.
I do not believe the Federal signal
will be fired. It will soon, I hope. But
to the Select Committee, the high
prices promoters and others who are
looking merely for a quick turnover.
A common policy of religious leaders
is to call instead for what I believe
are genuine monop-
oloy, the first, the
second and the
third requirement
of a democratic society:
the economic structure.
I am going to broadcasters—the
those of us who believe that the
lead the great developments
that lie ahead. And Iконcept to be
the reason for our legislation which
would give every encouragement to

For a complete coordination of selling effort in the Oklahoma City market, the four lane approach of The Oklahoma Publishing Company delivers a punch unparalleled in modern merchandising history. Each a powerful factor for moving goods in its own right, the combined weight of The Oklahoman and Times, The Farmer-Stockman, radio station WKY and Mistletoe Express gives any campaign a follow through that sells and sells and sells.

For Outstanding ACHIEVEMENT

1. For the past two years (and in three out of the past six years) Oklahoma Publishing Company owned Mistletoe Express Service has been awarded the National Safety Council award for fleets, a record unapproached by any other fleet operator.

2. When WKY set up its farm service department, Claude H. Wickard, Secretary of Agriculture, wrote, "I don't see how you could improve it." This is but one of the hundreds of similar expressions that come to WKY each year for its outstanding service to Southwestern listeners.

3. No plaque, no award, however elaborate, can measure up to the constant flow of pencil-scranned letters which pile high on the desks of Farmer-Stockman editors from farm men and women who say: "The Farmer-Stockman is the best friend we farmers have."

4. Recognition for The Oklahoman and Times over the 56 years of their history has come many times. Typical of these honors is the election of their publisher to the directorate of the AP for the fifth consecutive year and his more than 12 years of service as director of the Southern Newspaper Publishers Association.
the daytime service area of any stand-**-**

broadcast station; in this area live
more than 10,000,000 people who are
then without daytime radio service. At
night nearly 31 percent of the area of
the country lies outside the primary
service area of clear-channel
stations; and hence the 21,000,000 people
living in those areas must rely on
a relatively inferior secondary service.
This is an intolerable situation for
a country with our great resources
and technical capacity. The situation
is particularly aggravated when you
consider that the stations who have no
service or only inferior service are
precisely those isolated rural families
which of necessity must rely on the
most radio service. If we are to meet
the demands of an ever-increasing
outside world I want to emphasize that
the decision to require the
radio service is a unanimous decision.
I know of no one in the
Commission who does not recognize
the need for a reappraisal of this problem.

If we look far into the begin-
ning in standard broadcasting, as we
are in television, for example, the
Commission's engineers and the
industry could sit down and draw a
master plan of allocation which would
theoretically meet the service require-
ments of the entire country, both rural
and urban. But of course we all recog-
nize the differences between starting
as a new and doing the best we can
within the limits set by the existing
situation. Just because an engineer's
vision of what that wider coverage
could be obtained by moving a
clear-channel station located on the
coast of an island, does not mean that all
these considered public interest would
require such a shift. But I hope we will
catch the opportunity to look at many
capabilities and I want to assure you
that the Commission is determined
to consider all relevant factors—social,
economic, and night coverage—and
urban coverage, considerations of
allocated channels, distribution of
facilities and similar considerations even before
it reaches tentative conclusions.

No Advance Commitments

What I am asking is full and com-
plete cooperation of all interested ele-
ments in building a record from which
sound conclusions can be drawn. The
allocation hearings just closed were
a manifestation of the way the industry
and government can work together in
reaching an agreement. I am not asking
for agreement on all facts upon which
consideration may have been reached.
There were, of course, some exceptions in the allo-
cations hearings; a few problems too
ough to achieve agreement even on the
facts. But in reviewing the spectrum
from 75 kilocycles to 30,000 kilo-
cycles, the amount of agreement reached is
amazing—thanks principally to in-
dustry cooperation in building the
record NBC and CBS for example both
stated that in their allocation the
vision is not part, it is natural that similar cooperation
efforts will characterize the channel
beings and from the way we are starting. I think
I want to say to you further and with
all the reservations that in the
future faces the clear channel problem
with no advance plan or commitments.
So far as I know, we are completely
open-minded and ready to whatever
come from the signal of future
will determine what the national-service
program will be. We have not been able to
surveys that subject is already seven years old
and-will have been the investigate even when
it was made. We want a picture
of what is technically possible from an
engineering point of view. And we want
all the other facts in addition to empl-
ployment data on the present situation.
With such a record, it should be
possible for the Commission to draw
conclusions which would bring service
to those areas not now accessible
without doing violence to the American
system of broadcasting.

FM Effect Uncertain

The clear-channel program of broad-
casting, the four networks and all other
interested parties who have something
to say with regard to it, are con-
sidering the present situation.
Such proposals might involve the
reallocation of some facilities, changes
in power upward or downward, duplic-
ate operation on clear channels,
changes in antenna design or any other
proposals directed toward the objective
of assigning a really nationwide service.
It is my belief that we'll come out
with a much better solution if we
have constructive proposals from the
industry to consider, rather than hav-
ing a record filled with attempts to
explain some of the channels which were cleared with such great diffi-
culty in the late 1920's are now ren-
dering their primary service to the
residing with the television centers.

I've been asked why there was no FM
issue written into our clear-channel
order. The answer, in part at least, is
that it's still too early to determine the
effect of FM on AM broadcasting. In
the highly unlikely event that FM sup-
plants AM for serious use for the next few
years, of course, the problem solves it-
self. We don't have to worry about
FM, because by then the FM licenses
will be so firmly in AM that they just
won't have the standard broadcast licenses, it may be possible to
do some better job with the additional
channels, but that's the way it is.

I think that solution is complex and
construction of the television industry,
it's little to tell them that some day FM
may replace all the standard broadcasting. That's why we're opening the
open-clear-channels and leaving
the FM effect on clear channel
radio to the future. I need not remind
this group that, under the legis-
lative authority of the FCC has
enacted in 1934, a radio channel is pub-
licly available to the broadcast
industry. Congress could hardly have
stated anything different than what it provided
and I quote the Congressional lan-
guage as follows: "Of the
channels, but are not the ownership thereof, by persons for limited periods of time, under license-
gs granted by Federal authority, and to
such extent as Congress, in setting the terms of
conditions, must under the law
grant the license, where the license, in setting the terms and conditions, must under the law
be conditioned to the public service.
In conclusion, in my one final statement, I would like to
be presented by the presence of members of Congress is too
tempting to refrain from a little lobby
I want to lobby quite openly and
quite frankly for a bigger and better FCC
appropriation. And I am optimis-
tic enough to believe that the broad-
casting industry, which is alleged to have
hated limited times in this activity,
may offer some assistance. Be-
cause I think I can prove to you that
it is to our advantage that the
licensing facilities of the Commission be
expanded as we need.

Would Do Better Job

Mr. Speaker, I hasten to point out to
the gentlemen that I have
read Section 203 of Title 18 of
the United States Code which makes it a
punishable offense to use approximations to

BROADCASTING • Broadcast Advertising
In KGW's unique "Now Take My Case" program the public gets the answers to wartime problems direct from representatives of government agencies involved. A lady, stumped by her income tax, gets help from an Internal Revenue expert. A war worker calls on the WHA man for help in finding a home and so on... another fine example of public service... a national FIRST for KGW!

Back in 1925 KGW broadcast a debate... set the pattern for the radio forums of today. An Oregon team argued the affirmative from the KGW studios, a Stanford team gave the negative from an Oakland, California station. It was the first broadcast of a debate, first program on the coast to originate from widely separated stations. Thus KGW blazed the trail for a better understanding of the problems of government by the American people.

Case after case can be cited of KGW's leadership year in and year out for 23 years. KGW is ever alert to the needs of its vast listening audience throughout the Pacific Northwest. This consistent policy has established unusual listener loyalty. In KGW the timebuyer selects the Portland station selected by the people.
IRE Seeks Funds

BROADCASTERS are being asked to contribute in accordance with the power of their stations to the $500,000 building fund of the Institute of Radio Engineers. J. R. Popple, chief engineer, WOR New York, chairman of the broadcast division of the initial gifts committee of the fund, has written all stations regarding the campaign, asking stations with power of less than 760 w to contribute 10 cents a watt, and stations of more than 760 w to contribute five cents a watt. The Commission urgently needs more personnel to process broadcasting applications. On the very day the War Production Board gives the green light for civilian station construction, the Commission will be besieged for prompt action on some 500 applications for new FM stations (more than 350 of these are now on file), almost 300 television applications now on file and many, many more to come in these and other services. We estimate that when manpower and materials become available our licensing work will be increased 10-fold over the rate that prevailed before the war.

Even if procedures are drastically revised and every effort made to simplify and stream-line, the more administrative burden of discharging our statutory functions in determining the legal, technical, financial and other qualifications of applicants will be enormously increased. Many of you broadcasters here have applications pending. Perhaps you have been consulting with Members of Congress with a view of expediting them. I hope you have. There are many others in the industry who have been waiting for a termination of the war in order to improve existing facilities or build new stations. Considerable sums have been invested in preliminary engineering and legal work, money has been expended on sites and other preliminary and development expenses have been incurred. After months of waiting and planning you and other broadcasters will want and expect and deserve prompt service from the Commission. Frankly, you are not going to get it unless the Commission has the opportunity to expand its facilities and personnel to give this service. All of you are familiar with the amount of work necessary to bring an uncompleted application to final decision. This is not the place to debate whether all the procedures in effect are essential but I think there will be agreement at least on the necessity of the Commission making an adequate review of the proposition it receives. Then think about the 300 FM and 190 television applications, with many more to come when the green light flashes. Then I will ask you to make a mental estimate of the number of engineers we now have on hand to process them. The Non-Standard Broadcast Section of our Engineering Department is responsible for processing these applications. But, in addition to television and FM, this section also has responsibility for international broadcasting, facsimile, studio-transmitter link and other miscellaneous categories. And the section which has all these duties is composed of precisely three engineers.

We are reviewing our work-load, present and anticipated, with a view of asking Congress for a supplemental appropriation in order that those who have post-war plans about communications, including broadcasting, will not be held up by the Commission. Our goal in broadcast matters is to give the industry and the public a 30-day speed service on all applications which should be granted without a hearing and a 90-day speed service where a hearing is required. If we achieve this, the development of post-war broadcasting will be expedited, employment opportunities obtained for returning veterans and others and when final victory over our enemies is achieved we should be ready to move forward without undue delay.

It is a source of embarrassment to those of us at the Commission to have to explain to members of Congress and applicants in the matter in which they are interested have been pending for months without action. Frankly, we all have gotten a little weary of having to apologize to you about going to make our work as accurately as we can and submit a plan to the Budget Bureau and Congress which will be designed to achieve the goals we have set for ourselves. And I have every confidence that Congress will view our requirements sympathetically.

Quality of Service

Speed of service is only one aspect of the problem in which broadcasters should be interested. Here is also the question of quality of service. FM, for example, is being widely advertised to the public as an interference-free service. It is also being urged as the final solution to all theills of broadcasting, all the way from the need for more free speech to the question of what to do about clear channel. I hope it fulfills these expectations and I believe it has a chance to do so. But we shall be achieving these or any other ends will depend in good measure upon the soundness of the Commission's FM rules, its Standards of Good Engineering Practice and the proper application of its ability.
“Neither snow, nor rain, nor heat, nor gloom of night shall stay these couriers from the swift completion of their appointed rounds.”

—HERODOTUS

You remember Roddy, surely. New York remembered him for his tribute to the runners at Marathon, Thermopylae, and Salamis, circa 430 B.C., by engraving it upon the architrave of the mid-city post office.

“Swift completion of their appointed rounds,” eh? That may have been fast in the fifth century B.C., but radio now makes the rounds of the earth in one-seventh of a second. In less time, in fact, than it took a courier to lace the latchets on his sandals. Instantaneous!

Radio is the fastest means of putting messages before vast numbers of the population. Messages from the world’s battle-fronts. Messages about the need for buying war bonds and more bonds. Messages from advertisers about the goods and services they have to offer. Radio advertising is so flexible that its messages can be made to conform, where need be, even with the changing weather!

“Vast numbers of the population” is no exaggeration. In the primary areas of the stations of Westinghouse alone, there are 18,000,000 folks with fat purses, and the normal, human impulse to open them... with proper urging. Consult our National Representatives, listed below, for availabilities or other information you may wish.

WESTINGHOUSE RADIO STATIONS INC

WBZ • WBZA • WOWO • KEX • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX

KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
WHEN TO MAKE SALES AT A PROFIT

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today’s new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners... and the listeners have the money to spend for the things they want.

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

REAL TEAMWORK is exemplified here, as four networks are represented on this broadcast, using Navy facilities. Interviewee on the CBS-Admiral World News Today was Capt. James R. Krantz, who was liaison officer with Superfortresses over Japan and lived to tell about it over the air. Aiding in the broadcast are (1 to F): Lt. Comdr. Robert (Don) Thompson, officer in charge, radio section, Navy PRO; formerly special events director of WGN-MBS Chicago; Capt. Ward D. Ingraham, AAF public relations officer; formerly of Don Lee and Blue; Sgt. Krantz Engineer (not shown) was Clark (Red) Waller, Blue Net-work. Program was broadcast from Navy's Pearl Harbor studios.

Copyright Music Costs
In Canada $159,381

CANADIAN RADIO STATIONS will pay $159,381 in 1945 for use of copyrighted music, according to a ruling at Ottawa, March 12, by the Canadian Copyright Appeal Board. This is an increase of nearly $4,000 over last year. Fees are based on 8 cents per licensed set to Canadian Performing Rights Society (Canadian ASCAP) and 1 cent per licensed set to BMI (Can-
da). CPRS this year will receive $141,672 as against $138,310 in 1944, and CPRS (Ont.) will receive $17,709 as against $17,288 last year. CPRS had filed a schedule asking for $266.66, based on 14 cents per set, but the wartime rate was upheld by the Copyright Appeal Board following presenta-
tions of Canadian Association of Broadcasters and Canadian Broad-casting Corp., before the board in January [Broadcasting, Jan. 29].

Blue Outgrows Space
FOUR BLUE network departments have been moved from the RCA Bldg. in New York to the Aeolian Bldg. 33 W. 42d St., original home 23 years ago of WJZ, the Blue's New York outlet. Move is attribut-
ed to expanding personnel and activ-
ties at the Blue. Departments and their chiefs, now installed with their offices at the new address are cooperative program department, Stanley Florsheim; spot sales, Ralph Dennis; television, Paul Mowrey; and comptroller's office, A. D. Nicol. Telephone is Wis-
consin 7-1757.

MORE agencies and advertisers joined the Cooperative National Services of Broadcast-
ing in January than in any pre-
vious month in CAB history, A. W. Lehman, president, announced. Present membership totals 144, he said, of whom 74 joined within the last 16 months.
THREE MONTHS...

An interim report on some of the first things
being done by the network that hastens slowly

For the past three months, Mutual's use of white space in the trade press has been devoted mostly to a plain exposition of new operating policies. We bragged not; neither did we promise miracles. We ventured to interpret nary a single rating trend. Except for noting a couple of rather spectacular newsbeats from the warfronts, our ads spoke simply of the easy, deliberate pace to which we've geared our progress.

Comes now, we believe, a proper time to report the state of the network and how it has changed during these three months. Some top advertisers and agencies have moved their business to Mutual. A few have departed. And some exceptional new program material has been signed.

1,042 NEW STATION-HOURS*

Look at the ledger first. Nine commercial programs were added, December through February, putting 1,042 more station-hours to work every week. Five sponsored shows, occupying 223 station-hours a week, were dropped during that period. And within the past few days we've signed 133 more station-hours a week in new business scheduled to start on Mutual soon.

Among Mutual's new (or returning) sponsors since December 1 are Carter Products, Chesapeake & Ohio, Coca-Cola, Kellogg, Textron, Seven-Up. Former shows have been lately replaced here by General Cigar, Semler, Van Camp. The agencies in charge of this expanded activity include Ted Bates; Calkins & Holden; D'Arcy; Erwin, Wasey; Kenyon & Eckhardt; J. Walter Thompson.

AGATHA, ARCH & COMPANY

Program talent coups comparable to the newsbeats mentioned above have been scored by Mutual's newly strengthened Program Department. Agatha Christie's best-selling mystery fiction came to life, exclusively on these airlanes February 22, in the person of Hercule Poirot. Mutual also acquired the script and direction skills of that master craftsman, Arch Oboler, whose original dramas for radio will tingle spines and tickle funnybones when his new series begins April 5. Add, also, to the popular music sky Mutual's two new singing stars, Curt Massey and Anita Ellis.

Don't let our recent reticence fool you; this network is on its way...UP. And, as we promised three months ago, we'll keep you posted from time to time on our progress.

This...is MUTUAL

*By station-hours, we mean 60 minutes of commercial time per station.
February 3, 1945

Mr. William C. Hutchings
World Broadcasting System, Inc.
301 E. Erie St.
Chicago, Ill.

Dear Hutch:

I thought you would like to know how pleased we are that we bought the "Songs of Praise" program for WGN. As you know, we had been looking for a program of this type for about two years but had been unable to find one with which we were completely satisfied. The program that we now have is one that our program schedule should include since it is one that we are receiving some casting for just a short time over 100 letters from our listeners praising the program and expressing the hope that we will keep it on the air permanently.

Not once have we asked, suggested, or prompted mail from listeners. Everyone received has been entirely voluntary. We have not made any energetic attempt to sell the program, because we wanted to put it on the air without any advance notice or publicity to see what kind of a reaction we would get. Judging from this mail indication, we will have no trouble WHATSOEVER in selling the program and I thought you would like to know how pleased we are.

Enclosed are a few samples of the letters received.

Sincerely,

WGN, Inc.

Bill McGuiness
Commercial Manager

WAMGuiness/encls.
HERE'S WHAT WGN SAYS ABOUT THIS NEW WORLD FEATURE...

"we had been looking for a program of this type for about two years..."

THIS letter is typical of the reports we're getting on the new WORLD FEATURES.

No wonder they're enthusiastic! These radio shows are right out of the top drawer—star talent, top notch writers, directors, producers. Above all, WORLD FEATURES bear the stamp of great showmanship—the skill and imagination that know how to create shows that listening audiences want to hear!

The cost? These Features are priced to fit even the limited budget—each one is truly "a show for your money!"

WORLD FEATURES are available in two types: Open end and "Audi-Flex"—World's flexible new form that combines expertly-written scripts with music recorded on bands on each disc.

Eleven WORLD FEATURES are ready now. The shows include, in addition to "Songs of Praise": Casa Cugat, Jam Session, Mandrake the Magician, Rhythm Range, Irene Wicker—The Singing Lady, Strange as It Seems, Sagebrush Serenade...all 15 minute programs. Also these 5 minute programs: Footprints on the Sands of Time, Fireside Tales and Once Upon a Time (Maureen O'Sullivan).

Local stations will be glad to quote prices and audition these shows for advertisers and agencies. If your local station doesn't have WORLD FEATURES, write direct to: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters
WORLD BROADCASTING SYSTEM, INC.
A Subsidiary of Decca Records, Inc.
New York • Chicago • Hollywood • Washington
Sale of Sam Pickard Interest
In WOKO Proposed by Ernst
Station Counsel Offers Plan as 'Punishment'
For Alleged Concealment of Ownership

PROPOSAL that Sam Pickard, former FCC Commissioner and
onetime CBS vice-president in
charge of station relations, be per-
mitted to withdraw from ownership
of WOKO Albany, and that he be required to sell his 24% in-
terest for 20% over depreciation as "punishment", was submitted to
the Commission last week by Mor-
ris L. Ernst, New York attorney
representing WOKO Inc. He also
is counsel for the American Civil
Liberties Union. Mr. Ernst ap-
peared at oral arguments before the FCC en bane on the proposed
decision of the FCC to delete
WOKO because of the "hidden
ownership" aspect [Broadcasting,
Nov. 13, March 12].

Suggests Net Study
At the same time the Press Co.,
publishers of the Albany Knicker-
bocker News, and 25% owner of
WOKO Inc., proposed to sell its
interests to other WOKO owners
and in turn purchase their inter-
est in WABY Albany as a means
of solving the duopoly problem in-
volving the two stations.

Mr. Ernst admitted failure to
disclose Mr. Pickard's interest in
the station. He alleged that Wil-
liam S. Paley, CBS president, cau-
tioned Mr. Pickard in 1929 not to
reveal that he owned an interest in
a station. "Networks of that day in
general were not desirous of hav-
ing known the interrelationship of
network officials with affiliates," he
said.

He suggested the Commission
might look into networks today to
solve whether any interest are
held by employees, directors or of-
ficials in any station.

Mr. Ernst deposed newspaper
ownership of radio as "monopolis-
tic" and declared: "I believe sooner
or later we must diversify ownership
of press and radio in this country."
He hastened to point out, however,
that in its years of affiliation with
WOKO the Knickerbocker News
exercised no control over programs;
now has it attempted to dictate to
the station.

With the "full knowledge" of Mr.
Pickard, Mr. Ernst said, "In this
instance Pickard was the originator
of the causes which caused failure
to disclose his ownership in the
station. Commissioner Case inter-
posed, however, that Harold E.
Smith, station general manager
and 25% owner, "were responsi-
able" also.

Chairman Porter commented that
under Mr. Ernst's proposal that
Mr. Pickard sell his interests to
Mr. Smith for 20% above deprecia-
tion, "Mr. Smith would be reward-
ed by getting Pickard's interests
under market price." The attorney
had estimated his figure would be
about half market price.

Available to All
Mr. Ernst pleaded that WOKO
had made its facilities available to
all comers, including the CIO, AFL,
the Communist Party and he re-
marked: "I know they had the
same disdain for Communists that
I have." He contended that no com-
plaint had been made about the
station's operations and that it
should be continued with Mr. Pick-
ard and the Knickerbocker News
out of the picture.

"It seems to me the sanction of
decapitation is too cruel," he de-
clared.

On behalf of the Press Co. Louis
G. Caldwell and Reed T. Rollo,
Washington attorneys, filed a let-
ter in which their client agreed,
contingent upon license renewal of
WOKO, to sell its 25% Interest in
WOKO to Messrs. Smith and Cur-
tis for $75,000. In turn Smith and
Curtis would sell their interests in
WABY for $82,500. The Press Co.
owns 15% of WABY.
These Railway Yards Are Only 4 Miles FROM ASHLAND, KENTUCKY

An installation of this kind necessitates the maintenance of a large personnel, thereby creating vast industrial payrolls. Many Chesapeake and Ohio employees reside in Ashland, making this railway an outstanding contributor to the city's industrial growth. The Chesapeake and Ohio Railway, American Rolling Mills, and scores of other important industries make Ashland and the Tri-State Area a top-ranking industrial market.

Ashland, Kentucky; Huntington, West Virginia and Ironton, Ohio are three busy cities that constitute the heart of the Tri-State region. All are within WCMi's primary coverage.

Let WCMi be your medium in reaching the sales Responsive Audience in this rich market.

STUDIOS: ASHLAND, KENTUCKY, HUNTINGTON, W. VA.

... A MUTUAL AFFILIATE ...

L. D. Newman, Mgr.

— REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO. —
PACIFIC NETWORK LISTENING IS UP

"PACIFIC" Network Hooper ratings for January-February released by C. E. Hooper Inc., show that in general listening increased for both daytime and nighttime hours over the previous report, and last year's record.

Average Evening Audience Rating of 10.3 is up 0.6 from the last report, up 0.1 from last year, while the nighttime rating is 4.2, up 0.1 from the last report, down 0.1 from a year ago, the only decrease in the January-February report.

Average evening sets-in-use, at 35.9 showed an increase of 1.3 over the previous report, and over last year. The comparable daytime figure is 15.7, up 0.9 from last report, up 0.8 from a year ago. An increase of 0.1 from the last report, and of 0.5 from a year ago is reported for average evening available audience, bringing the figure to 78.3. The increase is greater for the available daytime audience of 68.3, up 0.9 from the last report, up 1.0 from a year ago.

Bob Hope, Fibber McGee and Molly and Charlie McCarthy lead in that order in the list of "First Fifteen," followed by Screen Guild Players, Hildegarde, Fannie Brice, Abbott and Costello, Can You Top This? Great Gildersleeve, People Are Funny, Radio Theater, Ray Kyser, Take it or Leave It, Walter Winchell, and Bing Crosby.

Cleric Cancelled

WILLIAM H. MARKWARD, managing director of WCAM, Camden, N. J. municipal station, has announced that the Sunday afternoon Gospel program of the Rev. Charles Gilmore has been cancelled. In a letter to Aaron Heine, president of Mack Radio Sales, Camden, Mr. Markward said the action had been taken because of Gilmore's violation of the Code of Wartime Practices for American Broadcasters. Mr. Heine has a contract for 25 hours weekly time on the station. Rev. Gilmore, president of the Glenloch Park Camp Meeting Assn., Glenloch, N. J., is one of his clients. Mr. Markward recalled that on March 5 it was necessary to cut Rev. Gilmore from the air after six minutes of broadcasting because he refused to follow script, inciting a near-riot.

Interchemical Test

INTERCHEMICAL CORP., New York, has appointed Fuller & Smith & Ross, New York, as agency for all divisions except Trade Sales, manufacturers of Set-Fast and Milt-Du-Kid. Test spot campaign is now being conducted for latter product through Sherman K. Ellis & Co., New York. Interchemical comprises various divisions manufacturing paints, dyes, and oil cloths. Future advertising plans are being formulated, and may include consumer campaigns for Standard Coated Products, and Murphy Finishes Corp.

Falstaff Discs

FALSTAFF BREWING Corp., St. Louis, in mid-April begins sponsorship of a quarter-hour transcribed series, "Mystery & the Wranglers," produced and packaged by Neblett Radio Productions, Chicago, a weekly run for 22 weeks, placed through Dancer-Fitzgerald-Sample, Chicago, on the following stations: KNTA KTKO KELO WBBM NEWKYN KOMA KTUL KARK KSD KOIL.

Adm. Hooper Gets Cressen Citation

Naval Radio Pioneer Given Honor for Discoveries

ELLIOTT CRESON Gold Medals in 1945 go to Stanford Caldwell Hooper, Rear Admiral USN (re-tired) and Lewis E. Moody, of Princeton U., Dr. Henry Butler Allen, secretary and director of The Franklin Institute, Philadelphia, has announced.

Adm. Hooper receives the award "in consideration of his pioneering leadership and practical utilization of discovery in the field of radio for the Navy."

The medals, which are awarded for "discovery or original research adding to the sum of human knowledge, irrespective of commercial value," will be presented April 18 at the Franklin Institute.

Born in Colton, Cal., in 1884, Adm. Hooper was graduated from Annapolis in 1905 and spent five years on sea duty, then became an instructor at Annapolis so that he could keep in touch with "wireless" by working at the Labor Bureau of Standards on week-ends.

With Former FRC

He was appointed fleet radio officer in 1912 and in 1915 was made head of the Radio Division of the Bureau of Ships. He commanded a destroyer in 1918 but returned to the radio division post where he served several tours of duty until 1928.

In 1925 he was fleet radio officer again and on the cruise to Australia carried out the Navy's pioneer tests with high frequency waves. In 1927-29 he was chief engineer of the Federal Radio Commission, now FCC. In 1928 he became Director of Naval Communications and in 1924 chairman of the Naval Research Committee and director, Technical Division, Naval Operations. Since 1940 until his recent retirement he has been director of the Radio Liaison Division.

Coast Transfer

CANCELLED off Don Lee California stations before actual starting date because it did not conform to that regional network's program policy, Chemicals Inc., Oakland, Cal. (Vano), on March 14 shifted its weekly quarter-hour radio commentary with Evelyn Bigsby to 16 Blue California stations, Wednesday 9-9:15 p.m. (PWT). Contract for the weekly program was raised to mention of other networks' talent on program. Under present set-up with Blue, Miss Bigsby will be given free rein to discuss opposition shows and interview their stars. Agency is Garfield & Guild Adv., San Francisco.

Local Advertisers Know...

The $200,000,000 steel plant at Geneva, Utah, 40 miles from Salt Lake City, drawing all its iron ore, coal and limestone from Utah, has created thousands of new jobs and drawn attention of industry to this state. With annual capacity of 1,283,000 tons it is the largest integrated steel mill in the west, and another reason why business is good in Utah.

When it comes to selling, local and national advertisers know by experience that KDYL brings results. For instance, one national account in renewing his contract, said, "We want you to know how pleased we are with the fine results your station has given us. Our sales in your territory have almost tripled."

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Let Us Consider Together

What is the real meaning of radio's Charter from the People, our license grant, which requires that we operate "in the public interest, convenience and necessity"? We believe these simple words mean:
1. Service for the greatest good for the greatest number. In other words, radio "of the people, by the people, for the people".
2. That the station, being a single entity and licensed for operation in but a single definite service area, must accept the citizenship responsibilities of that area.
3. That, therefore, in matters of importance to the station service area, the station shall not be neutral, but must take a positive stand while also permitting the opposition to be heard, for this is a fundamental obligation of American citizenship.
4. That, where network or other outside commitments may conflict with the station's service area obligations it is the duty of the station to serve the area need.
5. That, station management must have the highest consciousness of personal integrity and civic responsibility.

Wm. B. Way, General Manager
Vast Postwar Receiver Market Shown

65% of Radio Families Will Buy New Sets, Sylvania Finds

A VAST RADIO receiver market in which 65% of the present radio families in America will buy new sets, will open up after the war, it is revealed in a study conducted by an independent research firm, Stewart, Brown & Assoc., for the Sylvania Electric Products Inc.

Announcing results at a special conference in New York Thursday, Frank Mansfield, Sylvania's Director of Sales Research said that the study was part of the Sylvania Continuing Surveys; that neither the researchers nor the people interviewed knew who was financing the study.

American families will buy 100,000,000 radios within the first five or six years after total victory, the survey concludes—preferably radio-phonograph models. Mr. Mansfield explains this figure by stating, "Thirty-six million families now populate the United States. Eighty-three percent have home radios. The number of families will increase at the rate of about 1,000,000 a year for the first five or six years following the war. Returning veterans will marry and set up new homes while others, already married but living with their families, will set up housekeeping for themselves. All of them will want radios.

Add this to the steady increase in home radio ownership apparent before the war and the average turnover rate of seven years.

Simple arithmetic gives the seemingly startling total of 100,000,000 radios including automobile sets." Mr. Mansfield said that for a period of over four months interviewers traveled to homes of all economic groups in large cities, small cities, country towns and farms from Maine to California.

Age Classifications

Of the total number of sets now in the United States (48,298,000), the study showed that receivers fell into these age-classifications as of October, 1944:

- Two years old... 8.7%
- Three years old... 12.3%
- Four Years old... 18.0%
- 5 to 7 Years old... 31.8%
- 8 to 11 Years old... 16.8%
- 11 or More Years old... 12.4%

Of those interviewed in the survey, Mr. Mansfield said, 77.5% said "tone" and "reception" on their sets were "good" and "clear.

Nevertheless, it was discovered that 91.3% stated that they would want FM on their sets after the war. Only 7.3% said they did not want FM.

To obtain FM, 70.1% of those wanting the service indicated their willingness to pay $5.00 extra per set to get it; 48.9% said they would pay $10.00 extra; 27.5% will pay $15 and 16.5% are willing to pay $30 extra.

Asked their opinions on television, 49.5% said they want it and will pay $75 extra for it. 22.3% said they do not want television; 21.2% were undecided.

Mr. Mansfield said 91.3% of those interviewed indicated they would get FM if available, 48.3% said they would get TV if available, 22.3% said they would get both if available, but 16.5% said they did not want TV.

Further figures released coincidentally:

There are 36,000,000 families in the United States. Of these, 31,000,000, or 83.3%, have home radios.

Of these families, 58.5% or 18,135,000 have one set accounting for 18,135,000 sets; 31.7% or 9,827,000 have two sets (total: 19,654,000); 6.9% or 2,159,000 have three sets (total: 6,617,000); 2.1% or 651,000 have four sets (total: 2,604,000); .8% or 244,000 have five or more sets (total: 1,488,000).

These figures, it was pointed out, do not include 8,000,000 auto radio receivers or those in restaurants and public and commercial locations of that nature.

Here, according to the survey, are the types of set models now in use:

- Table models: 42.2%; Consoles: 34.9%; Midgets: 16.0%; Combination-Console: 5.4%; Combination-Table Models: 1.7%. Unclassified were 5.2%. (These figures do not include auto radios.)

Deciding factors in the purchase of sets most recently acquired, surveyors discovered, were these: Better tone: 25%; Better reception: 24%; Better looking: 21.5%; Short Wave Band: 17%; Push Button Tuning: 15%; Record Player Attachment: 12%; Smaller (Portable) Model: 10%; Larger Model: 7.5%; More Tubes: 5%; Miscellaneous: 33%. Total adds to more than 100% because most of interviewees gave more than one answer.

What Set-Owners Think

Here is what set owners think about "features" of home radio, according to the study: 52% have shortwave; 48% do not have. Of those who have shortwave, 9.9%
POWER isn't everything; it's what it produces that counts. Here, in the Inland Empire, huge dams like this 175 footer produce cheap power to keep effective Buying Income at double the national average of $1,031; and Farm Income 73% above the U. S. Average.

POWER isn't everything. 5,000 watts of power, together with an ideal wave length (590kc), completely blankets the Spokane Trade Area. That's why KHQ is the only single medium that gives complete coverage of this rich area at the cost of just one medium.
CORRIDOR CONFAB on Seventh War Loan radio plans following preliminary meeting at Treasury of War. Final list of media representatives includes (1 to r): Thomas H. Lane, WFD director of radio, press and advertising; LeRoy H. Avery, NAB director of broadcast advertising, and Eugene Carr, on loan from the (Phil) J. Richards stations to Treasury as chief of the WFD Radio Section.

WANAMAKER STORE BUYS TIME ON WIBG
JOHN WANAMAKER store is going on the air for 10 hours daily from Thursday through Saturday over WIBG Philadelphia featuring the John Wanamaker Great Organ, reputedly the largest in the world.

The store, early operators of WOO Philadelphia which was one of the country's pioneer noncommercial stations, has not used radio as an advertising medium in spite of constant solicitations from every station in the area.

A sizable spot-announcement schedule supplements the 25-minute program which will be broadcast from the grand court of the store.

Built under the supervision of the late Rodman Wanamaker, son of the founder, the great console has been played by world famous organists on many occasions. It is noted for clarity and fullness of tone and accuracy of sound reproductions.

Cross Sponsor Referral Is Forbidden by CBS
SPONSORS of CBS programs are being notified that as of May 1 they will not be permitted to refer to programs on other networks during their CBS broadcasts. Notification is being done informally and by phone or personal call, not by written announcements as in the case of NBC, which some weeks ago [Broadcasting, Feb. 26] announced the abolition of cross-network references as part of a revision of commercial program policies.

CBS admits that once NBC had taken this step it had no choice but to follow suit.

One network has no cross references on at present, but it has no blanket rule against them, it was said, and any request from an advertiser will be considered as an individual case on its own merits.

Mutual is contemplating no change in its policy, which permits cross-references.

Griffin on 68

The village church spire, towering over the green; small boys poking small toes into green lawns fronting spacious homes; hydro-electric powered factories humming tunes of merchandise-in-the-making; farmers, drawing almost leisurely furrows; philosophers in the village square. That's Spartanburg in the Piedmont area of South Carolina. . . New England with a Southern accent.

Rich in history, industry, agriculture, the Piedmont is "one of the best-balanced sections in the entire country."

WSPA swings the balance your way.
Scripps Plans FM, Video Operations

Estimated Investment in New Fields is $850,000

E. W. SCRIPPS Co. newspaper-radio interests, through its subsidiary, Scripps-Howard Radio Inc., and affiliated operations, proposes to invest more than $850,000 in FM and television stations with filing at the FCC last week of new applications requesting construction permits for commercial FM and TV (television) facilities in Cleveland.

Applications already are pending at the FCC for FM stations in Cincinnati, Indianapolis and Memphis and for video facilities in Cleveland.

The Cleveland FM station would operate on 46.5 mc with coverage of 8,500 sq. mi. and would cost approximately $100,000. Television facilities sought are assignment on Channel 2 (60-66 mc) with 1720 effective signal radiation. Cost is $175,000.

Licensee of WCPD Cincinnati and WNOX Knoxville and operator of WMC Memphis, Scripps-Howard estimates to date an FM investment of more than $500,000 and TV expenditures of $350,000. These new services also may be sought in Pittsburgh and other locations, but plans are incomplete.

Channel 1 (50-56 mc) assignment and ESR of 1060 is asked for the Washington video outlet, also to cost an approximate $175,000.

Other FM assignments asked for are: Cincinnati—47.9 mc, 13,700 sq. mi. coverage, $200,000 estimated cost; Indianapolis—45.9 mc, 8,400 sq. mi. coverage, $100,000 estimated cost; Memphis—48.1 mc, 19,040 sq. mi., $117,500 estimated cost.

Changes at WSAR

WSAR Fall River, Mass., has a new staff under the newly formed Fall River Broadcasting Co., successors to Doughty and Welch Electric Co. Melvin Lahr, formerly manager of WKOK Sunbury, Pa., heads the sales and commercial department; Cliff Holman, formerly with WEEI Boston, is program manager while John T. Crowley continues to head publicity and John F. Lyons production. Continuity is headed by Linwood Miller and Josephine Panariello, formerly with WEEI Boston, is in charge of traffic. New announcers are Lee Vincent from WWJ Detroit, Jack Kleber from CBS Boston. Betty Blair, newcomer, will have charge of women's features. Philomena Mauretti continues as bookkeeper. Edith Gauthier is clerk while Eddie Burke, veteran WSAR figure, and Frank Keavy, announcer, remain with the new organization. Angus Bailey continues as news editor.

Teheran Wedding

AEP RADIO personnel played prominent parts recently in the wedding of Seraphine West, Frank P. McDonald, of Lowell, and Boston, Mass., and Miss Astrid Abadjian, of Teheran. The wedding took place in a French Mission Church at Teheran. Sgt. McDonald is chief announcer of AEP, where programs are broadcast daily to U. S. troops. Before the war he was employed by WOR, WBT, Boston and WLHL, Tech. Fifth Grade Edwin (Larry) Brown, Forest Hills, N. Y. and also connected with the station, was best man. Miss Abadjian is a native of Aleppo, Lebanon (Syria). She was educated at Teheran French Mission School.

Doubts Heard, Answered Of Video's Use by Stores

DOUBTS THAT department stores will rush into television as the solution to postage advertising problems are expressed by B. Lewis Posen, publicity and sales director, Buchschild, Kohn & Co., Baltimore, in an article in the March issue of Promotion Exchange, issued by the National Retail Dry Goods Assn.

"I have just seen a motion picture on television," Mr. Posen writes, "and that's what raises the doubts in my mind."

Citing the "complicated control-boards," the "every cameras," the "Hollywoodian dollies," the "make-up men and engineers and several sets of "two other guys" busy and dizzyly running in and out," and the writers, directors and scenarists and sets and rehearsals, Mr. Posen states: "From my limited knowledge of retail stores, I simply can't see the average store paying for all that talent and equipment for a broadcast of any kind, even video!"

A partial answer is supplied by Dan D. Halpin, assistant to the vice-president, RCA Victor Division, RCA, who in the same issue cites steps Bloomingdales, Macy's and other stores have taken to prepare for the receiving video set owners with their sales story. He states that ten years after the production of television receivers is resumed, the video public should include about 10,000,000 people, or 82% of the nation's buying power.

Jones With Buchanan

MARTIN JONES has been named radio director of Buchanan & Co., New York, succeeding Jack Wyatt, now on leave in absence with the Merchant Marine. Mr. Jones served until recently with the American Red Cross as chief of the entertainment activities in southern Europe, and before joining the Red Cross was with NBC first as producer-director of video programs, later transferring to network public service shows. He is a well-known producer, and owns the Vanderbilt Theater, now leased by the Blue Network, as a studio.

TO ATTAIN more rapid transmission of world news to the midwest, WGN Chicago has added Reuters service to its news facilities. Service supplements AP, UP, PA., and the Chicago Tribune-Press Service.
A City with a Main Street 65 Miles Long!

The Magic Empire of the Rio Grande is One Big City dominated by KRGV . . .

The "VALLEY," Mr. Time Buyer, is that rich, highly productive area down near the border where much of the nation's finest citrus fruits and fresh vegetables are produced. The "VALLEY" is 65 miles long, each community blending into the other. The income per capita is over $650.00, totaling 165 million dollars effective buying income in KRGV's primary area. This is a PERMANENT MARKET—one of the top ringers in America!

How can you attract those magic dollars to your client? Why, through KRGV—the only network station heard at all times throughout the "VALLEY."

Affiliated with N. B. C. and the LONE STAR CHAIN
We Never
Give A Young Man A Chance

Sometimes it would be much easier to help a young man along and give him an opportunity to try his hand, but there is no place here for beginners. There is no chance for a young man to "make good." He must be already good.

We have always considered this representative business "post graduate." It is an advanced responsibility for the skilled and experienced only.

When a man comes here for a job it has been our consistent practice to require a minimum of ten years' previous successful experience in advertising and selling, and in most cases all of this experience has been in the market where he is to be employed. This policy may seem pretty stiff but it has resulted not only in more business but in better business for the stations we represent. Their welfare and the orders we get for them are far too important to be left in youthful hands—however ambitious.
Bewitching Hour

WHEN THE midnight curfew tolled three weeks ago, there were horrendous tales about how it would affect radio—even reports that stations would black out at the bewitching hour by order of Uncle Sam. Just the opposite has occurred. While some revamping of schedules has been entailed, audiences obviously have skyrocketed. Sloughing off of motion picture and night club attendance has tended to increase, after-midnight listening. Late time therefore becomes more salable.

Radio certainly doesn't growl over this. It's one of the breaks of an unpredictable wartime economy. It also has its compensating factors. It means that stations must gear up their lobster shifts; that program standards should be reappraised and probably altered.

7th Man: A Natural

PRESIDENT Roosevelt's nomination of Charles R. Denny, Jr. to fill the remaining vacancy on the FCC sets up the ablest and best-balanced membership since the Commission was created more than a decade ago.

For some time it has been evident that Chairman Paul A. Porter wanted the young general counsel because of a genuine wish to use his demonstrated talents. It was Mr. Porter who sold the President on the nomination on a merit basis. Wise beyond his years, he has tremendous capacity for work, amply displayed during his three years with the Commission—first as assistant general counsel and since October 1942 as general counsel.

Charlie Denny piloted the Commission through the House Select Committee investigation. The fact that the inquiry fizzled is largely ascribable to his diligence and courage. His performance, particularly of the allocations proceeding added new laurels.

Under the former FCC chairmanship, he was a vigorous advocate of the reforms decreed from the front office. As legal spokesman, he had advocated restraints which have not heeded to the legislative line. His support of a uniform system of accounting for broadcasting, which would be the opening wedge for rate regulation, is a shining example. That is repugnant to the law and to broadcasters because it follows the common carrier concept. Was Mr. Denny pleading only the views of the then FCC majority—or his own? As a Commissioner he will sit as a judge, not an advocate. In that capacity, the question soon should be answered.

It is logical to expect elevation of Rosel H. Hyde, assistant general counsel in charge of broadcasting, to the general counselship. Himself strongly supported and well-qualified for the FCC vacancy, Mr. Hyde, by training, experience and background is ideally equipped for the Denny successorship. It likewise would be a source of encouragement to the FCC staff. In a field as specialized and sensitive as radio, the men and women who have served their stewardship in the ranks are deserving of merit promotions. Charlie Denny is of these.

Blueprint, by Porter

AFTER THREE months' exposure to radio as chairman of the FCC—a new side to him—Paul A. Porter last week unburdened himself. It was a diagnosis and a prognosis. It covered the turbulent past, the sensitive present and the unpredictable future. To the 160 delegates and Congressional guests at the NAB district meeting in Washington it was the most candid and forthright appraisal of radio they had yet heard. We publish it in full text (despite paper rationing) as must reading.

It wasn't the sort of speech broadcasters particularly wanted to hear. But after they heard it, they got a new perspective. Some of their conceptions were confirmed; others dispelled. No one got the notion that there's a complete change in regulatory philosophy and that it's all going to be different from here on.

Mr. Porter knows the business side of radio, because he was on it before Uncle Sam beckoned just prior to Pearl Harbor. He practiced before the Commission. Last week he demonstrated, too, that he knows the regulatory side; that he wants art and Government to work harmoniously. The latter isn't going to be any trifling or favoritism in the process. Big things are ahead in radio, and he wants to see them accomplished "without doing violence to the American system of broadcasting."

Mr. Porter covered a lot of ground in his maiden speech. He diagnosed the ills, but didn't attempt to prescribe the cures. He wants radio to do that and by self-regulation.

There's the current talk of "excessive commercialism," which now has reached crusade proportions. It's not our contention that it's a synthetic issue, although we feel much of it is being fed by those who would put commercial radio in a strait-jacket.

On that score, we think the records will show that commercialism is just as rampant in other advertising. Magazines and newspapers certainly are running a far greater proportion of advertising space in radio to editorial content than ever before. More time and space are being bought.

Paul Porter's pointed comments will excite swifter action. We liked his comments because he had no veiled threats and he didn't talk down to broadcasters.

It can be expected that some stations will be cited on renewal under the revised FCC procedure. When the FCC gets more manpower, scrutiny of past operations will be closer. All this depends on how the FCC proposes to enforce renewal procedures, and whether it will deign to go into programs per se.

Mr. Porter shed considerable light on the clear channel proceedings coming up. He wants more appropriations to expedite handling of applications in the new fields, once the freeze is thawed. This looks toward 30-day processing of uncontested applications in 90 days for those going to hearing. That sounds like the millennium. We hope he achieves it. And there's no gainingays that more engineers are sorely needed on the FCC.

On one additional count, Mr. Porter deserves praise. Nothing could undermine future broadcast services as swiftly as a Wall Street or speculative invasion. He said he looked to broadcasters—the homesteaders—to take the lead in these new radio arts.

Some things had to be said. The FCC Chairman said them intelligently and honestly.

Our Respect To—

Thomas James Slowie

IF RADIO had such a personage as a "Great Privy Seal", that man would be Thomas J. Slowie. As secretary of the FCC, his bold Spencerian appears on literally hundreds of thousands of documents, because every official action of the Commission—from public notice to license—must bear his signature. To countless hundreds in radio he is a sort of great unknown, as far as physical features are concerned. He's like Jimmy Durante's "Umbragio" of radio renown, or Frank Fay's invisible "Harvey". Tact is Tom Slowie's stock in trade; a sort of intuitive understanding of political vagaries his college degree.

Since his appointment as secretary of the FCC in April 1937, Tom Slowie has built for himself a reputation of being a square-shooting Government official—one who has won the respect of industry and Government alike.

He took the job nearly eight years ago with the proverbial two strikes on him. It was shortly after the 1936 election. The Commission secretariat had been vacant for some months. Robert J. Berger, radio director of the 1936 Democratic campaign, was mentioned as the new secretary. He was understood to have the backing of James A. Farley, then Democratic National Chairman.

Up popped the name of Thomas J. Slowie, who had served as secretary to an Iowa Representative. There was political bickering. Berger had the backing of New Deal stalwarts. Slowie's supporters were Democratic and Sociables.

Consequently, when he was elected by the Commission, he was eyed furtively in some quarters on Capitol Hill. But it didn't take long for Tom to convince the opposition that he meant to do a job, regardless of political lines; that he took his oath of office seriously.

Tom's political career began in 1920 when his home town of Clinton, IA, elected him city auditor-clerk. He was born in Lyons (now a part of Clinton) Sept. 24, 1899, and attended Parochial schools as a boy.

At the outbreak of the first World War Tommy enlisted as a buck private, was assigned to a transport corps and promoted to sergeant. He never got overseas, but he spent many a long hour helping thousands of other soldiers get on the move.

After the war he returned to Clinton, tossed his youthful hat into the political ring and came out city auditor, a job which carried with it the honor of being city clerk. Following his two-year term Tom went into the insurance and bond business. He remained in that field until 1929, but through it all the political winds blew across his brow. As a good (Continued on page 48)
Nobody wants anyone in the United States to be unreached by radio. Nobody cares to accept the responsibility for depriving anyone of the opportunity to listen. Yet, 82% of the area of the United States is outside the range of urban broadcast stations.

The only way these people can hear a reliable day and night radio service is through clear channel broadcasting.

This is the purpose of clear channel broadcasting.

Without such a service, our farmers would have to go back to the horse and buggy days of getting their news through the weekly county paper; of getting weather reports from a look at the sky and the feel of their bones; of getting stock and grain reports only after long trips to market. There would be no news, no diversion to fill up the long afternoons and evenings, without clear channel broadcasting. Our farmers would be the new American unreachables.

That is why we have programmed our station so carefully for the past twenty years. To help bring this area of 82% in reach of the news and service they need.

Over 5,000,000 in rural and small-town America go to bed each night confident that WSM's strong signal will be there to wake and serve them on the morrow. This is WSM.

650 KILOCYCLES    NBC Affiliate
National Representatives, EDWARD PETRY & Co.
National Life and Accident Insurance Co. Nashville, Tenn.
Our Respects to
(Continued from page 46)

Democrat belonging to the old school, and a convincing speaker, Tom Slowie was chosen as campaign manager by the late D. M. Jacobsen of Clinton, who ran for Congress on the Democratic ticket. With a successful campaign behind him, Tom Slowie went to Washington to serve the new Representative from Iowa as secretary. That was in 1930.

In 1936, following his nomination for the fourth time, Rep. Jacobsen died. The Democratic bosses of Iowa wanted Tom Slowie to run. He was virtually assured of election, but Tom declined in favor of young William S. Jacobsen, son of the late Congressman.

Once more Tom Slowie managed the campaign and won. He returned to Washington as secretary to young Rep. Jacobsen. Then came the FCC appointment. Tom resigned in May 1937 to enter the new field.

Letters Bear His Signature
All FCC correspondence is routed through his office. Tom hasn't kept a check, but thousands of pieces of mail are handled daily. Applications go first to the secretary's office, then are routed to their proper places. The name "T. J. Slowie" is appended to the majority of letters going from the Commission. All public notices, with rare exceptions, bear his signature. In other words, he's the official letter-writer and spokesperson for the FCC.

Of all his duties, however, Tom relishes one—that of liaison between the Commission and Capitol Hill. Almost daily he has occasion to call on various Congressmen. And he looks forward to those trips, because in 1929, when he has been in Washington, he thinks of Capitol Hill as "home".

When the House Select Committee to Investigate the FCC was created two years ago, Tom Slowie was appointed liaison between the FCC and Committee. He maintained an even tenor through two chairmen and four general counsels. He was consulted both by Commissioners and Congressmen.

Tom is married, lives in McLean Gardens, Washington, and has two daughters, Joanne, now a member of the Cadet Nurse Corps in training at Mt. Carmel, Columbus, O., and Lois, student at Pennsylvania State College.

He swears he has no hobbies as such, but he'll tell you about a host of friends—how he enjoys talking to them, listening to their views on current trends. Of all his possessions Tom prizes most highly a little statue of the three famous monkeys, one covering its eyes, the other its mouth and the third its ears signifying: "See no evil, speak no evil and hear no evil." It was presented to him in 1940 by fellow employees of the FCC at a Christmas party.

Durham
North Carolina's third largest city (1940 U. S. Census). City and county are compact and easily sold as one unit. Present estimated Durham County population is . . .

100,000

market

can be air-dominated at 250 watt rates over the station which surveys repeatedly prove has more listeners in the area than all other stations combined.
In May, 1944, Sears Roebuck & Company's San Antonio store enlarged their special Catalog Order Department where customers select merchandise direct from catalogs. The increased space and enlarged staff necessitated an aggressive and extensive advertising program. To avoid confusion it was decided to divorce this department's advertising from that of the rest of the store. Radio advertising was chosen to promote the department, backed by the distribution of mail order circulars mailed once-a-month direct to a list of "active" customers.

Radio advertising consisted of 15 minutes each weekday at 8:45 A.M. KTSA was chosen to carry this quarter hour program because of its ability to deliver in this 64-county sales area. Here is 23.11% of Texas' effective buying income; 22.06% of Texas' retail sales; and 24.35% of Texas' population. How well KTSA reached the people the station was designed and built to serve is best shown by the results in terms of Sears' Catalog Department sales.

In October this department won first prize for largest percentage of increase in store. And was third in the Sears' system in Catalog Order business among unattached "A" stores.

KTSA can write a success story for you, too. Let us send you complete facts about specific job it is doing for sales NOW and in the postwar era.

**The PROBLEM**

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**The STATION**

In October this department won first prize for largest percentage of increase in store. And was third in the Sears' system in Catalog Order business among unattached "A" stores.

KTSA can write a success story for you, too. Let us send you complete facts about specific job it is doing for sales NOW and in the postwar era.

**The RESULTS**

In October this department won first prize for largest percentage of increase in store. And was third in the Sears' system in Catalog Order business among unattached "A" stores.

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KTSA can write a success story for you, too. Let us send you complete facts about specific job it is doing for sales NOW and in the postwar era.
Herbert Widmark, formerly with WOR, New York, is now program director of WMGM, New York. Joe Bonham, program director of WJAI, Kansas City, has resigned from that post and accepted the position of program director at WMGM.

Lt. Joseph Brechner, radio officer of the Ninth Air Force, has resigned from his position as program director at WRKO, Boston. He has been transferred to the Second Radio Unit, New York.

Joseph Honan, former program director of WHIS, Los Angeles, has been named program director of WOR, New York. He was formerly with WHIS and has been a member of the National Association of Broadcasters.

Mrs. Florence Toovey, executive secretary of WMBA, Washington, D.C., has been appointed program director of WMGR, New York.

Walt Walrath, program director of WYCA, Abilene, Texas, is now the program director of BDDO, New York.

Jim Barnett, new to radio, is now the program director of WMCA, New York, and has been made a member of the Twenty Year Club.

L. J. Joseph Brechner, radio officer of the Ninth Air Force, has resigned from his position as program director at WRKO, Boston. He has been transferred to the Second Radio Unit, New York.

Michael J. Boscia, formerly with WOR, New York, has been named program manager of WHOR, New York.

Henry Silvern is leaving WINS, New York, as program director.

Jack Goldstone, formerly of WMCA, New York, has been appointed program manager of WOR, New York.

Bob Laws, formerly of WMCA, New York, has been appointed program manager of WOR, New York.

Muriel S. Stites, formerly of WMCA, New York, has been appointed program manager of WOR, New York.

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Smashing frozen barriers, the United States Coast Guard icebreaker "Mackinaw" opened Great Lakes waters for passage of vital new lakes-built minesweepers and cargo vessels, on their way to combat zones. WGAR's audience went along with Commander Edwin J. Roland and Announcer Arthur Hannes via a special broadcast, heard another timely, exclusive and inspiring WGAR wartime service program.

"Morrie" Pierce, popular chief engineer of WGAR, was awarded the Marconi Medal for his aid in the surrender of the Italian fleet and capture of Radio Luxembourg.

Homes for veterans were encouraged by C. W. Grove, President, Second Federal Savings & Loan Ass'n. and Brig. Gen. W. L. Marlin in a WGAR program sponsored by Second Federal.
HILDRED (Bitty) SANDERS, radio director of Mitchell Faust Adv. Chicago, has been named vice-president in charge of radio. Miss Sanders has been with the agency for three years, L. T. COSDUR, HOLMAN FAUST, soon to be released from the Navy on inactive duty, will return to the agency as vice-president and member of the executive board.

WILLIAM BROOKINGS, radio director of J. Walter Thompson Co., San Francisco, is on tour to establish offices for the agency and develop radio services.

W. J. (Bill) TRADER, former account executive of XPAS Pasadena, has joined Scholto Adv. Service, Los Angeles, in a similar capacity.

EILEANOR (Mickey) MULLIGAN, account executive of Garfield & Guild, San Francisco, has joined the American Red Cross as staff assistant in the possessional division for overseas duty. LT. COMDR. HOLMAN FAUST, formerly with Garfield & Guild, has returned to the agency to take over Miss Mulligan's accounts.

CRAIG E. DENNISON, ADV. AGENCY, Chicago, has opened a Buffalo office with WILLIAM E. TANNER, general manager, and JOHN J. FOY, account executive.

ELLIO V. BOGERT, who has been account executive with Poone, Cone & Belding, San Francisco, has joined Bridgecutter, Van Norden & Staff, Los Angeles, as staff executive.

LENNEN & MITCHELL, New York, has adopted a retirement pension plan for all employees within the eligible limit. The plan provides pension benefits of one-third of the employee's salary at retirement. In addition to life insurance ranging from $1,000 to $25,000.

GRANT ADV. last week moved its New York office, including the agency's International division, from the RCA Bldg. to Midtown Bldg., 550 Fifth Ave., New York.

TED EUSTARLE, left Geyner, Cornell & Newell, New York, as television director last week to establish for the American Film Center, New York, the American Film Center Previews, project to enable professional film people to view at regular showings of the latest 16 mm documentary, educational and commercial films. Mr. Eustarle will also do freelance television production, with offices at 11 W. 44th St., New York.

RONALD T. JACKSON, in advertising work in Vancouver, Los Angeles and London, has joined Stewart-Lovick Ltd., Vancouver, as vice-president.

W. WEAVER, released from the RCAF, has joined the Toronto office of Walsh Adv. Co. Before joining the RCAF he had been with McKim Adv., Toronto.

JOHN LECHNER, director of media for outdoor and car card advertising for Poone, Cone & Belding, has been elected a vice-president of the company. Mr. Lechnner headquarters in Chicago.

JESSE BUTCHER, radio director of the National War Fund and USO, has been appointed national radio director of the United Nations National Clothing Collection, working with Lawrence Beller, public relations chief. Robert Mason, formerly of WHN New York and the Red Cross, will handle network contacts and Joan MacDonald will serve as New York radio director. Julius Berens, public relations counsel, is consultant on the national drive and public relations director for New York. Campaign has been given a special OWI assignment under the allocation plan for five weeks, beginning March 26. Plans call for two major projects—person appearance of Henry J. Kaiser, chairman, on network programs, and overseas pickups from network correspondents giving descriptions of clothing needs in stricken countries. Mr. Kaiser will participate on We the People, CBS March 26, in a special NBC broadcast 10:45-11 p.m. March 30 and on Report to the Nation, CBS March 31. The four network heads have pledged full cooperation.

WICK CRYDER, publicity chief of J. Walter Thompson Co., New York last week for Hollywood to line up promotion for Texaco's Helen Hayes show on Mutual.

MAL WINTER, secretary and media director of Raymond Specter Co., New York, has left the agency.

KARL REID, formerly of KMTR Hollywood, has joined Allied Adv. Agencies, Los Angeles, as account executive.


MARION HARPER, 1933-1935 owner and president of Compton Adv., New York, is operating a research organization under the name of Marion Harper Assoc. at 247 Madison Ave., New York. Firm specializes in general marketing work for manufacturers. MARION HARPER JR. is manager of copy and radio research at McCann-Erickson, New York.

EDWARD MAZZUCHEI of Export Adv. Agency, New York, has been appointed president of the Assn. of Spanish-American copy writers, a group of New York export copywriters. L. R. NUNEZ of Westminster Electric International was appointed vice-president and FULGENZIO GARCIA RUIZ, of LaFletande, secretary.

FRANK KIERNAN, 75, director head of Frank Kiernan Adv., New York, died Manhattan, Brooklyn. He had been associated with the agency since the turn of the century. Firm was founded by his father, the late John J. Kiernan. New York State Senator. A son and two sisters survive.

"I keep abreast of the news over WDFD Flint Michigan."

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 45

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

ON TOP WITH 136
Throughout the week WWNC has 136 quarter hour periods with ratings higher than the top rating produced by any other station with any fraction of the Western North Carolina listening audience.

More Western North Carolina listeners are yours at less cost per thousand on WWNC.

570 KC Serving Western North Carolina from ASHEVILLE

Represented by the Kata Agency

BROADCASTING • Broadcast Advertising
Everyone has an ear for news

What's the latest news? In Europe? In the Pacific?
What's doing in Washington?
How did the Red Sox make out?
These are but a few of the scores of questions people ask every day—for everyone has an ear for news.

And in Boston, you'll find attentive ears for the vital newscasts carried by WCOP.

WCOP broadcasts 21 newscasts per day.
138 per week.

It's complete, authentic and accurate news, edited from AP, UP and INS. What's more, WCOP is the only radio station in Boston using all three of these major news services.

If you are looking for ways to bring Boston news about your company, why not reach for your buzzer and dictate a letter to get the facts about the people who reach for their radio dials, and lend an ear to the news from WCOP.

7 newscasts per day are still available... but they won't be for long. Sponsors are bound to hop aboard this bandwagon... but FAST.

Why don't you get there first?

NEW TO THE BLUE JUNE 15th

WCOP Boston

A COWLES STATION
Represented nationally by the Katz Agency
TEN YEARS BEHIND
the industry in age ... BUT OUT IN FRONT when it comes to performance and popularity! Consult any survey you prefer and the answer's the same—down here in our neck of the woods the station "MOST people listen to MOST" is—

ADAM SCHEIT BREWING Co., Nor-
vine, New York, has re-
newed sponsorship of six-weekly half-
hour "March of Time" on KFY in
Philadelphia. Other new and renewed
KFW stations: Scranton Watch Co.,
New York, six weekly station breaks for
52 weeks through Young & Rubicam,
New York; Fejes & Co., New
York (Don Juan lipstick), 5 one-minute
spots per week for 52 weeks through
Korn Agency, Philadelphia; Lyons
Flint, Chicago; and three-weekly six
spots per week for 52 weeks through

CIGAR RING, B.A., has named
G. F. Carre, Havana, Cuba, for
advertising in the Cuban capital for
H R Laboratories, New York, five
daily radio may be used.

RED MARIE YEST & PRODUCTS Co.,
Milwaukee, has appointed Campbell-
Jones, Chicago, to handle its
advertising effective April 1.

REPUBLIC PICTURES Corp., New
York, is supporting its current series
"Detroitz Vanities" in St. Louis March 13 with 52 weekly for
KSD. Agency is Donahoe & Co., New
York.

NATIONAL SMALL BUSINESS Men's
Club, has signed for series on
"Dr. Donahue's Comments"
through April 12 by
McJunkin, Chicago, WLS.

"Valley Forge Agency,
R. I. Walter Thompson
Agency, New York, has
placed its advertising with
Alki-Kynett Co., Philadelphia; Griffin
Mfg. Co., Chicago, and as
time spot in Cleveland.

BOWMAN DAIRY Co., Chicago,
effective March 19 will sponsor Musical
Millionaire's half-hour show heard
A.M. weekday through Friday, 11:30-12 p.m.
WBMB, Lansing. Contract for 52 weeks was
placed by J. Walter Thompson Co., Chicago.

CONSOLIDATED BISCUIT Co., Louis-
ville, has renewed sponsorship of sp.'s
on WOR, New York, and WBEN Wil
the "Time to Shine" for 52 weeks through
Binghamton, New York.

MACHUSETTS MOHAIR PLUSH Co.,
Boston, voluntary fabrics is defending its
advertising account with William
Hart Adolph Inc., Chicago.

BOWMAN DAIRY Co., Chicago,
effective March 19 will sponsor Musical
Millionaire's half-hour show heard on

Waits WENY WJW WLS, all Chicago stations.

Contract for 52 weeks was
placed by Ruthrauff & Ryan, Chicago.

CASTLE Corp., Hastings, Mich. (Castle
modeless underlay in cell), March 15 will start
sponsorship of three station break
announcements on WQBF, Bridgeport
WWBM Chicago. Agency is Keelk & Co., New
York.

RUBSAM & HOBKAN BREWING Co.,
Philadelphia, has purchased six-weekly quarter-hour "Ruth Welles at Home" for
38 weeks through Al Paul Lefron Co.,
Philadelphia. Phillips Packing Co., Cam-
bridge (soups), three station breaks weekly for 52 weeks through Akin
Kynett Co., Philadelphia; Griffin Mfg.
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FOR THE FIRST TIME...

Labor, Agriculture, Business—
talk war and the waging of peace on the new NBC program "AMERICA UNITED"

• For the first time in history, the facilities of a national radio network have been made available at a regular period each week to major labor, agricultural and business organizations for co-operative programs—discussions of important objectives under the war and post-war economy.

Result: throughout 1945, leaders representing the Big Three of the home-front participate in a significant NBC public service program, America United.

Leaders of the American Federation of Labor, the Congress of Industrial Organizations, the American Farm Bureau Federation, the National Grange and the United States Chamber of Commerce choose subjects and programs broadcast every week.

Each of these groups carries tremendous responsibility for supplying the war effort. Each sponsors vital economic plans and philosophies. Once again NBC pioneers in service to its listeners.

America United is a distinguished addition to the long list of outstanding public service programs which help to make NBC The Network Most People Listen to Most.

SUPERVISORS AND ADVISORY COMMITTEE OF "AMERICA UNITED"
Seated, left to right: Edward A. O'Neal, President, American Farm Bureau Federation; William Green, President, A. F. of L; Phillip Murray, President, C. I. O.; Albert S. Goss, Master of National Grange. Standing: Frank E. Mullen, Vice President and General Manager, NBC; Eric Johnston, President, U. S. Chamber of Commerce; Niles Trammell, President, NBC; Dr. James Rowland Angell, Public Service Counsellor, NBC.

National Broadcasting Company
America's Number 1 Network
1945—Radio's 25th Anniversary—Pledged to Victory!
Have you been asleep to the fact that
Fulton Lewis, jr.
is now available in
32 MARKETS
all with a rating of
10% BETTER

Fulton Lewis, jr. — "America's Most Listened To" News Reporter — is currently heard on 24 stations from coast-to-coast with more than 130 sponsors. His program formula is proved ... boasting an audience that rates him 10 or better in each of the 50 markets available at this time.

In these days with good programs at good times hard to find ... DON'T OVERLOOK THIS BUY! ... Remember, Fulton Lewis, jr., is heard on more stations by more people with more sponsors than any other News Reporter.

For Further Details — Phone, Wire or Write WILLIAM B. DOLPH,
Barr Building, Washington, D. C.

WGNB INAUGURATES
NEW PROGRAM PLAN

A NEW plan of operation stressing "live" broadcasts and serious musical programs, went into effect Sunday on FM station WGNB Chicago, with a special broadcast of The Chicago Theatre of the Air.

Simultaneously the WGNB staff under the direction of Marion Claire moved to its new offices on the 11th floor of Tribune Tower, adjacent to the new studio designed specifically for FM broadcasts. Staff members under Marion Claire are Lewis James, who will supervise production; Estelle Barnes, program manager; Eloise Keeler, script editor; John Barclay and Richard Loughrin, producer-writers.

Among the live programs to be presented on WGNB regularly are:
- a weekly book review series by Patton Bradley;
- a children's symphony program with Claudia Cassidy, music critic of the Chicago Tribune, as the narrator;
- a program of poetry read by John Barclay; Fulton Lewis Jr., news commentator, featured nightly in broadcasts direct from the Mutual Network.

Other Mutual programs to be carried by electrical transcription are The Human Adventure, Mysterious Traveller, Agatha Christie's Poirot, and Northwestern U. Reviewing Stand.

WGNB broadcasts on 45.9 mc daily from 5-11 p.m. CWT and from 2-10 p.m. CWT on Sundays.

CBC Meeting

SPONSORSHIP of five-minute newscasts and local programming facilities for network stations will be discussed by privately-owned Canadian broadcasters at the April 8-9 meeting of the board of governors of the CBC at Ottawa. As a result of resolutions passed at the recent annual meeting of the Canadian Assn. of Broadcasters, at Quebec, the CAB will present reasons for a change in present CBC regulations to allow in addition to quarter-hour and 10-minute newscasts, the sponsorship of five-minute newscasts, requested by a number of stations. The private stations also will ask for local autonomy in regard to network sustaining, to allow them to locally developed sustaining or sponsored programs if desired.

Harco Steel Co. Designs
Tower for Fast Erection
ENGINEERED for speedy erection through the use of light weight individual parts, a new triangular radio or structural tower has been designed by the Harco Steel Construction engineer.

A four-man crew of unskilled laborers is sufficient to erect the tower, named "Blizzard Kings" which vary in height from 90 to 425 feet. Required building time, depending on size, is from 10 to 50 hours. The average weight of component parts is 5.3 pounds and the heaviest section is only 8 pounds. Bolt and sleeve construction are employed.

Shields Cut Radiations
TESTS RECENTLY completed by RCA Victor Division, Camden, N. J., have shown that separate shielding of proper design for electronic power generators, work assembles and transmission lines will reduce the field strength of radiations which might interfere with home radio reception by a factor of 45,000 to 1. Results of the experiments, conducted one mile from the generator, were described by G. H. Williams, RCA Victor development engineer, March 5 at a meeting of the Philadelphia section of the American Institute of Electrical Engineers.

WARREN MARSHALL of the orchestra of WMBD Poshiw is the father of triplets. Lever Bros. sent him a case of Swee Prick which was presented on his early morning show "Brook's Breakfast Party".

OWI PACKET, WEEK APRIL 9

Check the list below to find the war message announcements you will broadcast during the week beginning April 9. OWI transcriptions contain six 45-second announcements suitable for sponsorship and three 20-second chain breaks on either side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
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<th>Station Announcements</th>
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See OWI Schedule of War Message 155 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Page 56 • March 19, 1945
With singular pride, Station WIBG welcomes JOHN WANAMAKER to its family of sponsors. The selection of WIBG by this world famous business institution serves to demonstrate again how highly regarded this station is among businessmen who are on the Philadelphia Scene — and can adequately judge the reputation of WIBG with its listeners.

As the majestic tones of The Wanamaker Great Organ go out over the airlines and into the homes of the great Philadelphia audience, they carry with them the real significance of this important “success story,” that is added to the many others being told every day by Philadelphia’s Largest Independent Station — WIBG.

This is the Wanamaker Great Organ, reputed to be the largest in the world. It is heard Monday through Saturday on WIBG, from 10:05 to 10:30 A.M. Situated in the famed Grand Court of The Wanamaker Store, this majestic organ is noted for beauty of tone and artistic perfection.
WAR NEWS REPORT BY COL. WARNER
FOR A BETTER understanding of the war and events in Washington relating to the war's progress, the War Dept. is now broadcasting to troops overseas a weekly War Department Report, based on Secretary Stimson's weekly review. The 18-minute report comprises a factual account of the action in the war theatres together with a military interpretation of events during the week.

Col. Albert L. Warner, former CBS news analyst and head of the CBS Washington news bureau, now chief of the War Intelligence Division, delivers the report, which is sent out to every theatre except India where reception is poor. Col. Warner also gives the War Dept.'s official war news summary of the week on the Army Hour.

During his war news conference, Col. Warner said:

"Frightened?" queried Elmer, the bull. "Frightened? No! Why should I be?" answered Elsie, the Borden Dairy Queen.

"Oh," said Elmer, "being in the big time on the BLUE with so many great stars. First, with Ed Wyn. Now with the NEW Borden Show."

"Silly, of course not," grinned Elsie, "I may be a country cow, but I'm a Borden, and a Borden's got to be good. So, I just naturally feel right at home on the BLUE."

... AND, LIKE THE BLUE NATIONALLY,
PACIFIC BLUE IS BETTER BALANCED.

Time buyers agree popularity alone is not enough. Look at all three-cost, popularity and time clearance in relation to each other, and we believe you will agree, too... the Pacific BLUE is BETTER BALANCED. There are still availabilities if you will call us in...

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

4 BLUE NETWORK DEPARTMENTS
MOVE TO NEW ADDRESS

Because of the increased operations of the BLUE Network and the expansion of the staff, the Spot Sales, Television and Co-operative Program Departments, and the office of A. D. Nicoll, controller, have moved to the 4th floor, Aeolian Building, 33 West 42nd Street.

The new offices have a separate switchboard and telephone number, Wisconsin 7-1737. (It will be impossible to reach the four departments by calling the BLUE Network.)
YOU would be happy too if you were Francis McGrath shown here leaving the hospital restored to health. Francis is one of 42 victims out of the 70 new cases of Poliomyelitis reported during 1944 in Hartford County already sent home without any apparent trace of residual paralysis.

Since 1941 WTIC and the Hartford Courant have conducted an annual Mile O' Dimes campaign for the benefit of Polio sufferers. Each year this joint promotional drive for funds has resulted in the highest per capita response of any section of the country.

The recently completed 1945 Mile O' Dimes campaign topped all records. More than seven miles of dimes totalling over $63,000 were given by a generous citizenry to help others like Francis McGrath on the road to happiness when they fall victims of this dread disease.

We at WTIC are proud of our five-year record in promoting this important work, one of the many in the public interest to which the station dedicates itself. But the liberal response with which the people answered our appeal is cause for even greater pride.
Cummer Switches From Y&R to DFS
Appointment Covers Energine Products; Radio Resumed
CUMMER Co., Brattleboro, Vt., division of Sterling Drug Inc., New York, has shifted its advertising from Young & Rubicam, New York, to Dancer-Fitzgerald-Sample, New York, the appointment covering all Energine products, including cleaning and lighter fluids and shoe white. Radio was resumed immediately last Monday on several network serials handled for Sterling divisions by D-F-S, which described the move as a "starter," indicating that further radio plans might be in the works.

Backstage Wife, sponsored by R. L. Watkins Co. on NBC, with primary promotion for Dr. Lyons Toothpowder Monday through Friday, now features Energine products instead. Thursday and Friday, five trailers have been added on other Sterling-NBC shows. Cummer products are featured Wednesday on Amanda of Honeymoon Hill on CBS with Phillips Tablets and Toothpaste, continuing the other four days.

Other Accounts
Cummer's last network show My Best Girls went off the Blue last January, Y & R, which has handled the account since 1945, continued as agency for Fletcher's Custaria, Melle Brushless Shaving Cream and Kling (all Centaur Co.). D-F-S handles radio only for other Sterling accounts—R. L. Watkins Co., Chase H. Phillips Chemical Co., Bayer Co., and Sterling Products Division. Pedler & Ryan, New York, is the agency for Z.B.T. powder, and Ironized Yeast, and Sherman & Marquette, Chicago, for Dr. W. B. Caldwell Division of Sterling Drug.

Canadian Show Ratings
CANADIAN and American daytime programs hold equal place in popularity for February, according to the latest Elliott-Haynes national radio ratings report. Sallie's Wife, Canadian originating program, leads with a 21.3 rating followed by Big Sister with 19. Third place is held by Canadian program Happy Gang, and the remainder of the ten leading daytime programs are in order of Life, Mo Perkins, Claire Wallace (Canadian program), Lucy Linton (Canadian program), Pepper Young's Family, Woman of America and Right to Happiness.


CROSLEY'S PROFIT
$6.04 PER SHARE
CROSLEY Corp. made net profit after taxes of $2,889,541 on total sales of $26,168,486 according to the annual statement just sent to stockholders.

In 1943 total sales were $80,447,762 and net profit was $2,694,159. With 545,800 shares of common stock outstanding, net profit was $6.04 a share in 1944 compared with $4.93 a share in 1943.

The 1944 total amounted to $17,090,000 more than 1943 but the actual increase in production was much greater because the company made substantial reduction in costs and consequent reduction in price, the statement pointed out.

Sales of the company's broadcasting division increased but the major increase was in war production by the manufacturing division.

A total of $10,900,709 was provided in 1944 for payment of federal income and excess profit taxes as compared with $8,400,000 in 1943. Earned surplus on Dec. 31 amounted to $9,083,151 in 1944, while in 1943 the same figure was $6,303,521. War production orders on the company's books total more than $80,000,000.

During the year the company sold WSAI Cincinnati to comply with FCC regulations and the money will be applied on the purchase of WINS New York City if this is given FCC approval.

"The broadcasting division is maintaining its policy of keeping abreast of technical developments and proper steps have been taken to protect its position in the fields of frequency modulation and television," the statement says.

Hooper in Chicago
PLAN to open new offices in Chicago March 16 was announced by C. E. Hooper, of C. E. Hooper Inc., at the Radio Management Club last Wednesday. Janet Widner, of the New York office, will be office manager and Harriet Clemens, formerly personnel director and secretary to Mr. Hooper, will transfer to the Chicago office as assistant manager.

Jack Gaver, Broadway columnist, and Dave Stanley, press agent, have compiled a number of radio's top comedy scripts, representing some of the best broadcasts of Fred Allen, Jack Benny, Bob Hope, Edgar Bergen, Fibber McGee & Molly and other programs into the volume titled There's Laughter in the Air (Greenberg, New York, 82).

SPORTS
Exclusive!
Pac. Coast League
BASEBALL
Entire 1945 Season

THE LONE STAR CHAIN
805-8 Tower Petroleum Bldg., DALLAS, TEXAS, Riverside 5663
Clyde Melville, Managing Director
In the production of Amperex tubes every construction step is carefully watched to ensure greater operating efficiency and lower operating costs. Welding, for instance, is done in an inert or reducing atmosphere in specially designed apparatus. This "Amperextra" means that there is no oxidation of metal parts. As a consequence, there is much less liberation of gas later on in the life of the tube, and a more consistent hard vacuum is maintained.

More than 70% of all electro-medical apparatus in this country is equipped with Amperex tubes. More than 40% of the nation's broadcasting stations also specify our products as standard components. There's an Amperex type for every application in every field using transmitting and rectifying tubes. Your inquiries, for present or peacetime assignments, receive prompt attention.

NOTE: Many of our standard tube types are now available through leading radio equipment distributors.

AMPEREX ELECTRONIC CORPORATION
79 Washington Street • • • Brooklyn 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y. Cables: "Arlob"
O’Daniel Case Sent to Justice Dept.; Taft Cleared by Expenditures Report

The Justice Dept. was asked to examine the facts disclosed on Sen. O’Daniel in relation to the sections of the Corrupt Practices Act prohibiting contributions made by corporations; defining the term political committee and requiring filing accounts of receipts and expenditures.

Organized by friends of Sen. O’Daniel ostensibly to distribute copies of his radio addresses, the Common Citizens Radio Committee was declared to have transferred to the W. Lee O’Daniel News Inc. large sums of money including one check from Marrs McLean, finance chairman of the Texas Republican State executive committee, plainly marked “political”. The expenditures report, it was found, sponsored and paid for a radio campaign on more than 100 stations in 44 states. A separate part of the investigation devoted to the citizens committee directed further attention to the portion concerning Sen. O’Daniel since the two “were inextricably interwoven”.

The investigating group concluded that the activities of the newspaper were “directed toward influencing the election of Presidential and Vice-Presidential candidates in 1944. The radio broadcasts were palpably political. All contracts for them ended on election day or shortly prior thereto. Political rates were paid in some instances. To arrive at any other conclusion would be to contradict the statement made by Sen. O’Daniel, “With enough people back of the W. Lee O’Daniel News and our radio broadcasts, we can whip the New Deal nationally just the same as we whipped the New Deal in Texas!”

Complaint against Sen. Taft alleging attempted use of his position as Senator to deny access to broadcasting facilities was made by the Ohio CIO Council in answer to charges originally made against it by the Senator. Sen. Taft had sent telegrams to Ohio stations stating that other stations ruled not to accept dramatized CIO discs and ended with the “request that you refuse to accept the transcription.”

Investigation by the Senate group disclosed that no station to whom the recording was offered refused to accept. Despite the apparently falsified telegram the committee ruled that “While the telegraphic request of Sen. Taft may have raised many difficulties, it did not exclude the Ohio CIO Council from radio broadcasting facilities.” However, no substantiation was found as to alleged improper or excessive expenditures by Sen. Taft.

WERC to NBC
WERC Erie, Pa., will join NBC June 15. Station, 250 w on 1499 kc, is currently a CBS affiliate.

HUNTING FOR MORE BUSINESS IN IDAHO?

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
“Our family tunes in all Philadelphia Radio Stations at times, but most of the time we tune in WCAU. Why? Well, tuning in WCAU has been a Philadelphia Tradition ever since we owned a crystal set. You see, WCAU has always had wonderful programs. I remember when WCAU brought us the first Columbia Network program ever broadcast. Then too, WCAU has always been Philadelphia’s ‘strongest’ station. It was our first 50,000 Watt station, and though there are other high-powered stations in Philadelphia now, I notice WCAU comes in clearest and strongest.”

Mr. Girard Franklin Pennmore is typical of millions of long-established Philadelphians whose roots go deep in Philadelphia Traditions. As Survey Experts know, WCAU leads in total listening audience in Philadelphia, but even more important is the fact that WCAU has always been Philadelphia’s Prestige Station.
MAGIC!

In effect, WMMN results might well arise from the boiling of some magic radio potion. But in reality they spring from solid, fundamental broadcasting practice with a strong personal touch.

That’s why we are able to deliver to advertisers one of America’s Greatest Direct Response Audiences.

ASK A BLAIR MAN
Columbia Network

5,000 WATTS
FAIRMONT, W. VA.

Page 64 • March 19, 1945

SERVICEMEN NEWS

PERSONAL NEWS about New York City services featured in “New Yorkers at War”, thrice-weekly quarter-hour program heard on WMCO New York. Presented in cooperation with the news services of the armed forces, material includes battle stories, hospital records, assignments and promotions in all theaters of war. Interviews recorded in front line areas are featured. Program is directed by Leon Goldstein, vice-president in charge of news and special features. Who is awaiting accreditation from the War Dept. to go overseas, where he will collect material for the series.

WCKY Service Voice of the CINCINNATI families which have had to be satisfied with letters from their fighting men overseas now are given the opportunity to hear the voices of their sons, brothers, and husband on “Cincinnati Service Record”, new program on WCKY Cincinnati Tuesday 9:45 p.m. Program uses transcriptions sent by the 8th Army Group Press Camp in the Pacific. WCKY sends records to the families of the men after they are played.

SALUTING a fighting man from Los Angeles area who lost his life in the war, Los Angeles Times is presenting a nightly tribute on KMPC Hollywood. Approximately five-minute broadcast precedes station sign-off at 12:05 a.m. Names are selected from Los Angeles Times News dispatches casualty lists. Tribute includes a letter from the Times to war hero’s relatives in advance of broadcast and transcription of the salute.

HEALTH SERIES

PROBLEMS & EXCHANGE of the individual’s health and his responsibility to others in his community are worked out in a new weekly Canadian Broadcasting Corp. Trans-Canada network program called “Your Health”. Program is produced in cooperation with the U. of Toronto School of Hygiene.

“I OUGHT TO KNOW BETTER THAN TO LEAVE MY BONE IN THE KSOO MAIL ROOM!”

NAVY PROGRAM

DESIGNED to equalize the public with the Navy’s present activities are in progress on Treasure Island in San Francisco Bay and to expedite recruitment of civilian employees. KGO San Francisco has started a 15-week series of weekly transcribed broadcasts titled “Treasure Island Navy”. Scripts are written by the Navy public relations office, with music by the Treasure Island Band.

CITATION ON WNEW

LOCAL Navy men who have distinguished themselves in service receive citations in “Now Hear This!”, weekly half-hour program on WNEW New York dedicated to the Navy. With orchestra and vocals supplied by Navy personnel, program includes “profiles” of leaders in the service.

MYSTERY SERIES

NEW MYSTERY detective series, “The Thinking Machine”, adapted from the writings of the late Jacques Futrelle, was started March 12 on WBBM Chicago 11:05-11:30 p.m. Weekly series revolves around a detective who solves crimes for the fun of the mental exercise.

BATTLE WEATHER

WEATHER conditions on the Western Front are now covered in the nightly weather bulletins on WNEW New York. Reports come in by telephone from correspondents of major news agencies, with the station paying the cost.

VARiETY QUIZ

DIFFERENT type of quiz is presented each day on “Idea Parade”, novelty feature introduced on WINS New York with Maurice G. Dexter as moderator and m.c. Contest to translate various foreign language phrases is regular feature on one day.

Legislative Personalities

LEGISLATIVE personalities are featured on a new quarter-hour show on KSFN Minneapolis-St. Paul during the remainder of the current Minnesota legislative session. Speaker of the House of Representatives Lawrence M. Hall directs legislative leaders in a roundtable discussion of current bills.

Farm Features

VARIETY program featuring farm news, music and interviews with farm authorities is now heard nightly on WJAR, East Lansing, Michigan State College station.

Chaplains on WSHA

TO ILLUSTRATE the chaplain’s work in the Army, “Chaplain on the Air” is heard weekly on WSHA Savannah. Programs are open to all denominations and feature chaplains of Hunter and Chatham Fields.

KMOX Service Show

MISSOURI department headquarters of Selective Service is sponsoring a series on KMOX St. Louis Saturday 3:30 p.m., featuring information on re-orientation of discharged veterans and problems of rehabilitation.

Victory Gardens

WPBL SYRACUSE is presenting for the third year Victory Garden talks each Saturday by representatives of the Syracuse Garden Club.

KOIL, KFOR Transfers

APPLICATIONS have been filed with the FCC requesting transfer of control of KOIL Omaha and KFOR Lincoln from Charles T. Stuart and Capt. James Stuart to Stuart Investment Co., family holding company, which two transmitters are major stock holders. Transaction involves issuance of new common stock totaling 2250 shares by Stuart Investment to the Stuart brothers.

Hunt Buys Fontana

AS THE initial step in its program to broaden its operations into the general food line, Hunt Brothers Packing Co., San Francisco, has acquired Fontana Food Products Co. Radio will be used for Fontana, according to Norton Simon, chairman of the Hunt board. Garfield & Guild, San Francisco, handles the account.


HALICRAFTERS Co. Chicago, producers of high frequency radio war equipment filed for registration with the Securities & Exchange Commission 225,000 shares of common stock.

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YES, WE TRAVEL FAR

That compelling force—the demand for quality—has spurred Audio-discs to ever greater production. Each month we manufacture a larger number of these superior recording blanks, but most of this increase must be devoted to radio programs for the armed forces. Yes, we travel far to aid the war effort—and we have traveled far in quality that means better recordings both now and in the years to come.

AUDIO DEVICES, INC., 444 Madison Ave., New York
Promotion

Department Store Displays
HECHT Co., Washington, D. C., department store has extensive local radio and television schedules, devoting an entire bank of store display windows to promote the store's various radio programs. WMAL—"History on the March," with Raymond Swing, Wednesday, 1:30 p.m.; WBC—"World News Roundup," 8 a.m. weekdays and "Insider's Magazine on the Air," Wednesday, 1:30 p.m.; WMAL—"Chuck All-Over!" Friday, 7 a.m.; WTOP—"Today in History" with Elmer Louis Kayser, dean of George Washington University's radio and television programs, with photos, posters, program and station information and other material.

CBS Art Exhibits
CBS will be represented by 12 art pieces in the National Annual 34th Exhibit of Advertising Art, to be held April 10-18 at 430 Fifth Ave., New York, by the Art Directors Club, There will be 300 advertising art presentations in the exhibit, which will later go on a road tour. CBS promotion pieces include "Paleff Open- shock's Poem," Al Hirschfeld's poster for Big Town and eight pieces prepared by the network for CBS-owned stations including Zolotnick and the Polar Bear," for WTOP Washington and "How to Make a Success in the South" for WBT Charlotte.

WJBC Farm Service
WJBC Bloomington, Ill., has issued a market folder promoting its service programs "Rural Free Delivery," "Local Farm Front," and other local market reports of interest to farmers. Folder carries a picture and short biography of Church Mabry, farm service director.

Doughnut Holes
TO PROVIDE that "there is something in the hole of a doughnut," WNAX Yankton, S. D., has issued a pamphlet in the shape of a doughnut with a picture of a Jolly -g in the middle. On the other side from picture is his broadcast time over WNAX.

Wartime Cultivation for Peace Time Sales

Coverage of stable markets for present and past war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station WBNL are stable markets.

The facts on the right are proof of results.

<table>
<thead>
<tr>
<th>Coverage of stable markets for present and past war sales is a wise sales promotion investment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>70% of the national advertisers on this station are renewals.</td>
</tr>
<tr>
<td>68% of the local advertisers on this station are renewals.</td>
</tr>
</tbody>
</table>

Advertisers don't renew contracts unless the medium they use pays off in results.

Chick Carter Promotion
LATEST Mutual program for local cooperative sponsorship—"Chick Carter"—is backed by material designed to sell the series locally, as well as to build larger audiences before the program goes cooperative March 28. The "Junior Mystery," which is the subject of comic strips in Street & Smith Publisher's Shadow Comics and was found to be a popular series, is heard five-weekly 5-5:15 p.m. Promotion material includes script of closed-circuit sales presentation on Mutual; information on the effectiveness of children's programs; copies of letters to be sent to special radio director; newspaper and magazine ad; display sheet showing the cover of 15 sales bulletins which promote "Chick Carter".

New Series Folder
NBC is distributing 50,000 copies of a promotion piece on the new State Dept. series "America and the World," including a list of program topics and statements by Alles Trammell, NBC president, the folded sheet is being sent to NBC stations, the Commission to Study the Organization of the United States Information Agency and the News Fund and the Foreign Policy Assn. for distribution. Copies of the announcement bearing endorsements of major Protestant groups, are being circulated to 47,000 members of the Presbyterian, U.S.A., Congregationalist, Baptist and Methodist Churches.

Promotion Inserts
BOOK OF THE MONTH CLUB, New York, to promote its sponsorship of "Author Meets the Press" on WNY, New York, is distributing to subscribers in the New York metropolitan area more than 500,000 four-page inserts, carrying pictures of particular books and short reviews of them, and recommendations of the series. Agency is Schwab & Beauty, New York.

G-E Diary
VARIETY of information about General Electric products and sales, electricity in general is included in a 1965 "G-E Diary," mailed out. 

WBT Promotions
"TO PROMOTE its news programs, WOV New York is distributing a one-page mimeographed news bulletin at lunchtime to Chids and other restaurants in the mid-town area calling attention to WOV commentators. Monday through Friday distribution is planned.

Lemon Label
ONE MILLION gummed labels promoting the news programs of Johannes Steel on WBNL have been prepared for distribution to 100 different organizations in the metropolitan area, for use on outgoing mail.

Farm Forum
FIFTY-NINE counties participated in the KXEL Waterloo second farm forum with 100 farm women appearing in the forum to preside over discussions and receive representatives attending. Program included talks by state farm authorities.

WCHS

Halifax
Nova Scotia

The busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

Page 66 • March 19, 1945

Broadcasting • Broadcast Advertising
FM calls for not only the finest in music but the finest in reproduction of that music.

On both scores ASSOCIATED ranks first among all libraries! That's why it leads all libraries in FM subscribers.

It takes ASSOCIATED's wider range, vertically-cut transcriptions to do full justice to FM equipment. And every test proves it—proves that nowhere can you find transcriptions with more freedom from surface noise... lower distortion... more natural, lifelike tone.

In quality of reproduction as well as programming material, ASSOCIATED is the library that gives you most hours of the best radio music!

No wonder so many of America's successful stations are discovering that ASSOCIATED is a plus for AM, a must for FM.

Want the facts, without obligation? Write today for the ASSOCIATED LIBRARY booklet.

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... Represented by Loren Watson, 400 Madison Ave., N. Y. C.
License Fee for Broadcasters
Is Proposed by Sen. McKellar

Acting Chairman of Appropriation Committee
Revises Plan; Porter Voices Opposition

A LICENSE fee to be paid by broadcasters was advocated by Sen. McKellar (D-Tenn.), acting chairman of the Senate Appropriations Committee, during hearings on the Independent Offices Appropriations Bill for the 1946 fiscal year (HR-1984), it was disclosed last week upon reporting of the measure. FCC Chairman Paul A. Porter, opposed the idea.

The Senate by voice vote cut a mere $4,000 from the budget request which had been asked for the purchase of five new cars. Otherwise the House-passed measure as it affects the FCC was unchanged, with the Senate voting the Commission $5,001,400 as follows:

For regular activities, $2,650,400 (reduction of $4,000); for printing and binding, $21,000; for national defense, $2,430,000.

Monopoly Fears

Declaring that radio is "an enormously profitable business," Sen. McKellar requested of Chairman Porter that the Commission consider a license fee project to help the Government pay its $30 billion dollar debt. Sen. McKellar said it appeared to him that "three-quarters" of radio time is devoted "not to news and educational proposals, but to advertising" and added: "It does seem to me instead of it [radio] being an art that we have just turned this great advertising agency over to the people who are advertising this way. I hope the Commission will take the lead in undertaking and issuing licenses and provide that the Government not only reimburse itself for its gift to this marvelous advertising agency to the nation but that it receive some benefit from it."

Sen. McKellar also objected to newspaper ownership of stations, cautioning Chairman Porter about issuing licenses "too rapidly" after the war. "I have some doubts about whether the competitive news service and also the service of broadcasting stations—if you put them together—that tends to a monopoly in one of the greatest services that the Government has put forth," he said.

"For instance, you take a great newspaper and let it broadcast in that city or locality, and it seems to me that leads to monopoly very rapidly," Chairman Porter assured him the Commission's continued emphasis would be on the "widest possible diversification."

Chairman Porter, who appeared before the Senate subcommittee on appropriations on March 1, opposed a license fee system, contending that radio already pays more Federal taxes than other industries by comparison; that the two-billion-dollar advertising expenditures radio gets 200 to 250 million; that a license fee would stifle competition.

Sen. Wallace H. White Jr. (R-Me.), member of the Interstate Commerce Committee, also opposed a licensing fee. Earlier Sen. White said: "I have been out of sorts with the FCC in the past year or so, but I am in sympathy with them now."

Sen. McKellar proposed that the FCC take an arbitrary cut of 10% from its national defense budget, in addition to the reductions made by the Budget Bureau and $201,600 by the House. In a subsequent letter, after taking it up with the Commission, Chairman Porter wrote that to reduce the national defense appropriation by 10% more would mean abolition of necessary monitoring and other services now being performed in the war interest.

He pointed out, however, that monitoring of European and South American stations will cease as of Dec. 31 this year. The FCC proposed to the Budget Bureau that the "state of war permitting, we would discontinue intercepting and recording radiotelegraphic traffic to and from Germany, as of July 1, 1945, at a saving of $99,650," Mr. Porter wrote Sen. McKellar.

Warner Appointed

SAM BASS WARNER, formerly head attorney for compliance of the War Production Board and Harvard Law School professor of law, has been appointed Register of Copyrights of the United States, Luther H. Evans, Acting Librarian of Congress has announced. Mr. Warner replaces the late Col. Clement L. Bouve.

Listening Habits
in Philadelphia

Nearly everybody listens to
BROADCASTS OF NEWS
WDAS ON THE HOUR • EVERY HOUR

That's why most
Philadelphians have
formed the habit
of dialing
1400 regularly.

With "Listening Habits" like this, it's no wonder
that 78 percent of this station's sponsors renew regularly.
Hooperatings Show KXOK
Daytime Audience up 29.7%

1944 compared with 1943 shows a daytime increase in listeners to KXOK of almost 30%. All other network-affiliated stations in St. Louis showed an average audience loss in the daytime.

KXOK advertisers, on the average, enjoyed a plus audience of 29.7% at no increase in cost.

For the 40 quarter hour periods between 8:00 A.M. and 6:00 P.M.—a total of 200 Hooper checked periods Monday through Friday—KXOK increased its average audience almost 30% for the year 1944 compared with 1943. This overall measurement is the first annual composite station listening index ever produced by C. E. Hooper, Inc.

This spectacular daytime increase in listener audience, without any increase in rates, means that KXOK advertisers received an average bonus measured in extra homes reached per dollar invested of almost 30%.

It is profitable to place your business on a station zooming to the top. It is satisfying to be among the many alert advertisers now enjoying a plus audience. No wonder KXOK’s advertising volume has grown in pace with the station’s listening audience.

KXOK
SAINT LOUIS (1), MISSOURI

630 Kilocycles • 5000 Watts • Full Time • Basic Blue Network
Owned and Operated by the St. Louis Star-Times
British Video

(Continued from page 80)

the BBC should operate the service; that an advisory committee should be appointed.

It is the opinion of the Committee that television should not be delayed but should be opened in London immediately after the war utilizing the old 405-line definition with future plans providing for extension to the six most populous provincial centers and program relay to those provincial centers. The aim should be toward improved service, the report continues, with definition approaching that of the cinema and perhaps color and stereoscopic effects. The system, however, should not embody any patented devices "prejudicial to the general interests of British manufacturers." Pooled patents are encouraged with an eye toward export.

Agreement Suggested

International standardization, it is stated, is desirable but the British should not change immediately to the American 525-line definition. An international agreement on frequency bands is suggested at the earliest possible moment.

The immediate arrangements for financing television must depend on the BBC's arrangements for financing sound broadcasting after the war, the report states, but the former service should be made self-supporting as soon as possible. This will be impossible in the early stages, however, as a starting point, the committee recommends a special receiving set license at the rate of one pound a year in addition to the present 10 shillings for radio listeners. A special cinema video also was suggested but details on the amount and inception date of the tax were left for later consideration.

Extension of service to the large centers outside London is expected to greatly increase the demand for receivers thus solving the problem of high price which should decrease when mass production is achieved.

It is estimated that 405-line operation can be resumed within nine to 12 months after release of the necessary staff from war duties.

WKBZ Starts Suit On Fetzer Grant

Contests Right to Frequency On Public Service Issue

GOING before the U. S. Court of Appeals in Washington for the second time in contesting the FCC's actions regarding the operation of a station at Grand Rapids, Mich. by John E. and Rhea Y. Fetzer, the Ashbacker Radio Corp. has filed an appeal from the grant of a license to the Fetzers. Mr. Fetzer now is serving as Assistant Director of Censorship for radio.

The dispute arises from the desire of both parties for assignment on 1320 kc, which it is claimed is the only one available for use in the area. Ashbacker at present operates WKBZ Muskegon, Mich. which is less than 50 miles from Grand Rapids, on 1490 kc and wants to switch frequencies because of the alleged poor propagation qualities of its assignment which make it impossible to reach the larger area due it as the only station in Muskegon neighborhood.

Granted Permit

In June 1944 the FCC granted a construction permit, filed March 1944, to the Fetzers without hearing and designated for hearing a similar application filed April 1944 by the appellant. At that time Ashbacker protested to the Commission and later "sought relief" in the Court of Appeals. The decision, then as now, was that the proximity of the stations excludes mutual use of the same facilities and grant to the Fetzers of the construction permit then and now, is tantamount to refusal of the Ashbacker application without hearing. A separate hearing, such as designated by the Commission, is declined by the appellant, and a comparative hearing with the Fetzers is asked of the court in addition to the setting aside of the Fetzers' license.

Violation Claimed

At such a hearing Ashbacker would attempt to prove that its application is, in the public interest, superior. WKBZ makes the contention that there is already adequate service in Grand Rapids from two existing stations. In addition it is pointed out the Fetzer-owned station WIZO Kalamazoo maintained studios at Grand Rapids and claimed coverage of that community.

It is argued that the grant thus violates Section 324 of the Rules and Regulations of the Commission by providing additional service where not needed and at the expense of listeners in the Muskegon vicinity who do not now have a single primary service. Also brought up is a claimed violation of Section 335, in that the grant results in common ownership of two overlapping stations.

WPIC Curtailed

FOLLOWING petition by WTAR Norfolk, Va. objecting to interference from WPIC Sharon, Pa., the FCC last week notified WPIC to discontinue operation prior to local sunrise in accord with Sec. 237 of the Commission's Rules and Regulations. Station is licensed to operate on 790 kc with 1,000 w daytime only, but under the regulation has operated between hours of 4 and 6 after local sunrise subject to the proviso that such operation would be ceased upon notice of undue interference to another station. WPIC will have to refrain from such operation until further notice from the Commission. WTAR operates unlimited time on 790 kc with 5,000 w.

NOTICE

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

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,253,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
Frank Conniff, INS correspondent, earned the soubriquet “One-Man Beachhead” in as stirring an experience as any newspaper man wants to encounter. When Conniff was assigned to cover the operation against the island of Elba, he thought INS was handing him a vacation. He was soon to know better. Elba now has become legendary among newspaper men as the roughest, toughest landing in the Mediterranean theater.

With a landing party, Conniff started toward the historic island. From prepared positions in the hills, the Nazis opened a withering fire and Conniff was thrown into the water in the darkness. For three hours he struggled in the surf and finally, at dawn, was washed up on shore, alone. The intense German resistance having made the beach impassable, the Allied command had diverted the landing to an alternative beach. Thus, Conniff had become a one-man beachhead.

After the Elba invasion, Conniff returned to Rome, but soon took part in the invasion of the French Riviera, covering the U. S. Seventh Army on its drive northward. Later, he was assigned to the U. S. Ninth Army, now moving deep into Germany.

Conniff’s vivid, eye-witness accounts of the fighting in Belgium and Germany have been conspicuous for their excellence. His dramatic story, last December, of Yank courage at La Gleize, Belgium, long will be remembered by editors as one of the best to come out of this war.

Frank Conniff’s reporting is typically INS in quality. It is accurate, graphic, and replete with human interest. More and more, newspaper editors and news-conscious radio station managers are turning to INS.

From every sector in this global war, INS correspondents are distinguishing themselves by their capable and thorough coverage of our relentless march toward victory. In local and national news, too, INS continues to make front-page headlines.

INTERNATIONAL NEWS SERVICE
235 EAST 45th STREET, NEW YORK 17, N. Y.
Raytheon Applies For Relay Station For Mountain Top Test of 30-mc Band

SUPPLEMENTING earlier proposals filed last January, the Raytheon Mfg. Co., Waltham, Mass., filed application last Thursday with the FCC for a Class 2 experimental relay station to conduct tests in the 30-mc band from the top of eight high mountains in the West in connection with Raytheon’s proposed nationwide relay work [BROADCASTING, Nov. 6, Jan. 22].

Last week’s application, filed by Louis G. Caldwell and Reed T. Rollo, Washington counsel for Raytheon, said the company plans experiments consisting of field strength measurements and determination of propagation data from the mountain tops under various conditions “with a view to the establishment of certain commercial services”.

Public Services

Those public services would include an airways beacon system for guiding aircraft safely over some of the country’s most mountainous terrain; television and FM broadcasting over large areas of the Pacific Coast and Western states; television and FM broadcast inter-station relays; television and FM relay pickup service; forestry and conservation radio service; state police services; weather bureau observations, automatically or manually relayed to information collecting points.

Raytheon requested authority to operate on 30,860 and 39,540 kc, pointing out that it now has available portable FM equipment for conducting tests on those frequencies “which will afford immediate investigation of that portion of the spectrum approximating the Commission’s present assignments to FM and various other services such as police.”

Later, applicant proposes to request authority to experiment with frequencies ranging from 90 to 26,000 mc as soon as equipment can be constructed. Raytheon desires to investigate propagation and service area characteristics of the 90, 200, 400 and 900 mc frequencies “with a view towards FM and television operation on the other frequencies as proposed by the Commission.” Experiments also are planned for frequencies of 1900, 4000, 6000, 10,000 and 16,000 mc “in the same operation” as well as for general relay services.

Raytheon is willing to undertake at once the experiments proposed and will supply the FCC with all information and data gained by such tests, the application said. Matters relating to mountain-top operation of stations, such as power, transportation, servicing and construction have been under investigation for some time and consultations have been held with the Forest Service, Dept. of Agriculture.

“...Raytheon applied research and development have passed the stage of transmission and reception in the laboratory for military use and authority for transmission research and development separate from that now being carried on is the desire of the applicant,” said a supplementary statement filed with the application. Raytheon pointed out that the program of research and experimentation will be conducted by a staff of engineers and administrators with many years of experience in electronics and super-high frequency transmission and in domestic and international radio communications.

Experimental test transmissions are proposed from and between the tops of Mt. Adams, Washington, 12,307 feet; Mt. Shasta, 16,161 feet; Mt. Tamalpais, 2,600 feet; Mt. Whitney, 14,496 feet; Mt. San Gorgonio, 11,488 feet, all in California; Wheeler Peak, Nev., 10,068 feet; King’s Peak, Utah, 13,498 feet; Gray’s Peak, Colo., 14,340 feet.

As for television and FM broadcast inter-station relays, Raytheon believes a satisfactory network can be developed extending from Seattle through San Francisco to Los Angeles, with a branch eastward via Wheeler Peak, which will reach King’s Peak and thence to Gray’s Peak, for serving the Salt Lake City and Denver areas.

Applications for experimental relay stations above 1900 mc in Boston and New York, as part of the eastern nationwide network, were filed by Raytheon last January.

Santa Fe Gets Stations

SANTA FE RAILWAY’S application for two new portable radio stations for experiments in construction of efficient antenna systems, control units and similar devices for railroad right-of-way and rolling stock was granted last week by the FCC. Stations are to be used between Chicago and Galveston and Chicago and the West Coast.

Sell the Booming Hard Coal Region!

Page 72 • March 19, 1945
The

HAUNTING HOUR

In response to demands for "MYSTERY AT ITS BEST"

From the moment this program opens ... as the clock strikes and footsteps echo ... and a voice speaks the words quoted above ... this is "Mystery At Its Best."

THE HAUNTING HOUR presents original psychological mysteries, "whodunnit" thrillers, crime crusade themes and weaves exciting horror stories. It creates true-to-life characters, unrolls probable and possible situations, spots solution clues and ties-up a complete story in each half-hour dramatization. Mood music and skillful sound effect set the scene. Top-flight writers furnish imaginative scripts which offer the fullest opportunity to cast of network stars. The unmatched facilities of NBC Radio-Recording, coupled with expert direction and production, mark each program with the stamp of master showmanship.

Offering sociological and psychological problems, THE HAUNTING HOUR gives listeners' imaginations free play ... makes them part of the human drama enacted ... provides an appeal equal to the finest network show.

Capitalize on the outstanding features of THE HAUNTING HOUR. The popularity of this series stimulates regular listener-interest. The reality of the program leaves your audience attentive ... receptive to a sponsor's message. THE HAUNTING HOUR is an excellent vehicle for any advertiser interested in building increased sales, good-will and prestige.

26 Half-Hour Programs for 1-a-week Broadcast

Time Allowance for Commercials 3:00

COMPLETE PUBLICITY AND PROMOTION AIDS

TOP NETWORK TALENT, WRITING AND PRODUCTION

A prominent cast includes Berry Kroeger, Elspeth Eric, Eddie Nugent, Jean Gillespie; brings the biggest names of radio and stage to THE HAUNTING HOUR. Original stories are written by radio's top writers to introduce atmosphere and variety to each show.

Bert Wood, Staff Director NBC Radio-Recording, producer.
WORD Names Rambeau

WORD Spartanburg, S. C., will be represented by Wm. Rambeau & Co., effective Feb. 16. Station operates with 250 w on 1400 kc.

Committee, presided Dr. Harrison B. Summers, director of public service of the Blue network, urged delegates to solicit the aid of public spirited civic groups in scheduling community programs.

Robert L. Kemnitz, manager of the program relations division of CBS, spoke before the program meeting, which was presided over by Irvin Abeloff.

COLLEGE MAY ADD RADIO INSTITUTE
WESTERN RESERVE University has given the green light to a general multiplex plan which would eventually bring to its campus a communications institute of arts and sciences where studies would be made in television, radio, motion pictures, facsimile and races.

Currently the plan is in the investigation stage for no money has been appropriated for the ambitious post-war project.

Plans, however, would call for a $2,000,000 three-story building with $3,000,000 more needed for the operation and the endowment of the venture, a round sharing budget of $5,000,000.

Austen Company, Cleveland engineers and builders, is said to be at work on a model of the proposed building which would include two large research studios with provisions for televising both indoor and outdoor scenes.

Barclay Leatham, professor of dramatic art at Western Reserve, who has been doing some progressive research in television programming, said today that if the plans materialize, the new communications institute would make Cleveland the leading city in the country in this field.

ROBERT W. BROWN, day news supervisor of NBC's News and special events department, resigns in April to become executive news editor of INS Morning Newspaper Service. He will be replaced by Arthur H. Waklee.

NBC, newswire for two years.

DRINKING SONG

Good wine has probably inspired more lyrical outbursts throughout the ages than any other beverage. Good wine and the grapes from which it comes, produces another kind of well-being for the California farmer . . . whose table wine grapes brought him an all time high of $125 per ton last year . . . whose average gross farm income was slightly over $11,000 in 1944.*

*Based on figures obtained from State Statistician.

WHAT IS The BeeLine

Not a regional network but a group of long-established key stations, each the favorite in its community...combined on a new basis for National spot business.

"See McClatchy BeeLine rates listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Page 74 • March 19, 1945

Without this

No touchdown

Unless the ball lands in the hands of the end, it's an Incompleted pass. In radio, unless an audience "catches" your sales story, it's another "Incompleted pass.

Score a touchdown with your program. Use WCBM, Baltimore's listening habit.

The Blue Network Station

WCBM
Baltimore
JOHN ELMER GEORGE H. ROEDER
President General Manager
Engineers at Hallicrafters are continually striving for new heights of perfection in high frequency development work. The Model S-37 is one example of the progress they have made. This is the first and only set of its kind—covering both AM and FM and operating in the range of 130 to 210 Mc. Two r.f. stages are used and in conjunction with an intermediate frequency of 18 Mc., assure an amazingly high ratio of image rejection. It is becoming a valuable instrument in the hands of all exploring the upper reaches of the high frequency ranges.
More Than 30 Stations File To Cover Allied Conference

Several Plan Direct Pickups; Others to Cut Records; NBC to Telecast Proceedings

APPLICATIONS from more than 30 stations, exclusive of the major networks, indicated last week that radio's coverage of the forthcoming United Nations Conference in San Francisco will be one of the most complete jobs since the national political conventions.

Final determination of policy on radio, press and motion picture coverage will be made by the Conference itself, Secretary of State Stettinius announced last week. The American government, he said, proposes that proceedings "be conducted with the greatest possible consideration for the widespread interest of the world in its deliberations", and that plenary sessions and meetings of the principal commissions of the Conference be open to press and radio correspondents.

Many of the stations, particularly those on the West Coast, indicated they plan direct pickups from the conference. Others will make transcriptions and still others will cover by overhead.

Television Coverage

Television coverage for New York has been promised by WNBT, the NBC television station. Plans are to telecast the conference through films especially made for video and flown to New York for immediate airing. John F. Royal, NBC vice-president in charge of television, told the San Francisco Advertising Club last week that set-owners in New York will watch conference sessions through television within 24 hours of each day's event.

Following are stations and organizations which have filed at deadline Thursday application for accreditation to cover the conference, together with proposed personnel:

WITH Baltimore—Dr. Lewis F. Tobey, president.
KESF San Francisco—Charles Pendleton, George Ensign.
KOBE San Francisco—Charles Pendleton, George Ensign.
KQW San Francisco—Grant Holcomb, Fred Ruegg, Ralph R. Brunton, C. L. McCarthy, Oscar Baas, Walford Johnson.
KLX Oakland, Calif.—Harlan Frederick.
KQW San Francisco—Grant Holcomb, Fred Ruegg, Ralph R. Brunton, C. L. McCarthy, Oscar Baas, Walford Johnson.
KTSB Santa Barbara, Calif.—Louise F. Mears, Frank H. Wetmore, Kenneth Peters.
KRNT Des Moines—Stanley Dixon.
NAB Washington—Dorothy Lewis, coordinator of AER.


British Broadcasting Corp.—John Salt, Anthony Wiggin, Alfred Cooke, William Newton, Thomas Gale, Christopher Cross, Gerald Cook, Louie Ryerson.

Tilden Appointed

LOU TILDEN, account executive of NBC central division and spot sales department, succeeds John McCormick effective March 15 as network salesman. Mr. McCormick resigned to head the radio department of the Republican National Committee. Mr. Tilden joined NBC in January 1941 as Chicago representative of the international sales division and assumed his present position in Sept. 1942. No successor to Mr. Tilden has been named.

EWELL K. JETT, FCC commissioner, will be interviewed March 31 on post-war uses for the walkie-talkie, on "What is a David Adventures in Science on CBS.

RELIGIOUS TRANSCRIPTION LIBRARY

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

CAMPUS CHRISTIANS
427 WEST 5TH STREET
LOS ANGELES 13, CALIFORNIA

Page 76 • March 19, 1945

BROADCASTING • Broadcast Advertising
UNIVERSAL'S NEW D-20 MICROPHONE

The stage was set for something new and here it is. Universal's new D-20 Microphone... soon on your radio parts jobbers' shelves to fill your essential requirements... uses Universal's "Dynoid" construction... A dynamic microphone of conventional characteristics built to fill the utility requirements of war time plus advance styling of the many modern things to come. Orders placed now with your Radio Parts Jobbers will assure early delivery when priority regulations are relaxed.

Write for Bulletin 1458 covering this new microphone.

FREE - History of Communications Picture Portfolio. Contains over a dozen 11" x 14" pictures suitable for office, den or hobby room. Write factory for your Portfolio today.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
Denny Nominated to FCC

(Continued from page 15)

ber of the Commission, who was 35. Dr. Stewart resigned in 1937 to return to executive educational pursuits and is now executive secretary of the office of Research and Scientific Developments.

Mr. Denny was not a candidate for the commission and was disposed to support Mr. Hyde. The hard-hitting young general counsel, however, had won the respect not only of members of the FCC but of responsible personages in Congress.

A Democrat and a Washingtonian, he is regarded as a New Dealer. During the tenure of James Lawrence Fly as chairman, Mr. Denny operated on all legal and legislative fronts and demonstrated marked ability in his defense of the Commission during the rigorous two years of proceedings before the House Select Committee to Investigate the FCC. His grasp of technical aspects of radio in connection with the network regulations, the spectrumwide allocation hearings and run-of-the-mill FCC activity likewise won the esteem of a number of FCC members and particularly Chairman Porter.

Replaces Craven

Mr. Denny will replace Comdr. T. A. M. Craven, who was not a candidate for reappointment when his term expired last June 30. Even before that, however, the FCC had not functioned with its full strength. The vacancy created by the President's failure to reappoint the late George Henry Payne in June 1943 remained open until E. K. Jett, chief engineer, was confirmed the following February.

Mr. Jett is the only engineering member of the FCC. Chairman Porter, while an attorney, also has a newspaper background and was a Government wartime official before being called to the FCC chairmanship. He had acquired an intimate knowledge of radio, however, by virtue of having served for some five years as Washington counsel for CBS.

Other lawyer members of the Commission are Paul A. Walker, formerly with the Oklahoma Public Service Commission; Norman S. Case, former governor of Rhode Island; Ray C. Wakefield, former president of the California Railroad Commission, and Clifford J. Durr, who was general counsel and head of the Defense Plant Corp. before coming to the Commission in 1941.

Charles Ruthven Denny Jr. was born April 11, 1912, in Baltimore, although his family at the time was living in Washington, where his father was in the wholesale wallpaper business. Grandfather Denny was in the same business in Baltimore. Reared in Washington, he attended public schools, sold newspapers and graduated from Western High in 1929. After three years at Amherst, where he received an AB degree in 1933, he

Page 78 • March 19, 1945
was a sort of jack-in-the-box. He would bob up any time he felt the urge and on more than one occasion was threatened with ejection from the hearing room. He displayed a rare coolness under fire.

On Committees
As general counsel, Mr. Denny served as chairman of the Law Committee of the Board of War Communications and also sat on a number of interdepartmental committees identified with legal aspects of communications. In 1937 he married Elizabeth Woolsey, of New York, a graduate of Smith College. They have two children, Alison Byrd, 5, and Christine, 2. He is an Episcopalian.

Rosal Herschel Hyde, the prospective general counsel, has been with the Commission since the old Radio Commission days in 1928. He was named assistant general counsel in October 1942, after having served as staff attorney, attorney examiner and senior attorney. Mr. Hyde was born in Idaho in 1900 and educated in its public schools, Utah Agricultural College and George Washington Law School, the latter while on the FCC administrative staff. He is married and has three children.

STEEL CO. SERIES
SCHEDULES McNUTT

Paul V. McNutt, War Manpower Commission chairman, Sunday made the first of his regularly scheduled appearances on the Allegheny-Ludlum Steel Co.'s weekly public service program, Steel Horizons, Mutual, 9-9:30 p.m. He outlined the general manpower problem, its causes and effect.

Arranged through the agency of the OWI Domestic Radio Bureau, Mr. McNutts' talks are to be for approximately four and a half minutes and henceforth probably will be confined to one particular manpower problem. When travelling or otherwise engaged a deputy may take over for him or pickups may be used. An up-to-the-minute job highlight follows the WMC chief, informing of areas in which critical shortages exist.

FM Shift Seen
(Continued from page 18)

Planning Board that FM be allocated in its present location.

Still insisting that it should be moved upward, it is said, was Dr. Norton. His opinions have been attacked as "theory" not based on fact but on his predictions of what the next sunspot cycle maximum will be.

Four Factors
In a public statement last week, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Co., called upon the Commission to apply its "public interest, convenience and necessity" yardstick to the controversy regarding FM's location. He cited four important factors which, he said, must be considered in making the final decision, as:

(1) a preponderance of evidence that FM operation in the higher spectrum will give marked improvements to the public; (2) that the increased cost to the public of receivers to operate on the higher frequencies will be justified by sufficient improvement in quality of performance; (3) that this improvement in performance will be of sufficient value so that present owners of FM sets can afford and be willing to scrap their remaining depreciated investment of over $500,000 in FM receivers; (4) that the improvement in performance in the higher frequencies also will be sufficient to warrant the delays in design and production of receivers and other FM equipment of equivalent quality to prewar designs.

Unless the preponderance of "factual evidence" presented at the secret meeting last Monday and Tuesday "gives marked improvements in FM operation" in the 100-me region, "from the listeners standpoint, then the allocations should continue in the present place in the spectrum or in some compromise location overlapping the present FM channels," said Dr. Manson's statement.

Transfer KTUL Control

Granted by Commission

CONSENT WAS granted by the FCC last week to involuntary transfer of control of KTUL Tulsa from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin. No money is involved in the action.

The Commission granted consent to involuntary transfer of control of WIAIC San Juan, P. R. from Enrique Abarca Sanfeliz, deceased, to his wife as executrix of the estate. No monetary consideration is involved.

Voluntary assignment of the license of WBIR Knoxville, Tenn., was granted from American Broadcasting Co., a Kentucky corporation, to Radio Station WBIR, a new Tennessee firm under the same management and ownership. J. Lindsay Nunn and his son, Capt. Gilmore N. Nunn, on foreign duty with the Air Transport Command, are owners of the station.

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BMB Signs 89% of Stations Attending 4th District Meet

RECOVERING its momentum, after a rabbit-punch from New York independents, BMB signed up 89% of the stations attending the NAB 4th District Conference in Washington. All West Virginia stations represented signed, the second state delegation to go 100%.

First station to pledge its support of the audience index plan at the Statler Hotel meeting in Washington Monday was WWVA Wheeling. George Smith, managing director of the Fort Industry Co., requested the president of the parent corporation, asked the station's pledge be recorded as a tribute to J. H. Ryan, president of NAB, on leave as vice-president and general manager of Fort Industry.

Stations Supporting

Others pledging their support of BMB were:

- District of Columbia—WMAL, WJZ, WWDC; Virginia—WBTV Danville; WLWA Lyttleburg; WMMV Martinsville; WGN New York; WSB Richmond; WSN Richmond; WSLS Roanoke; WINS Winchester; WVIR Virginia—WLSJ Beckley; WHIS Bluefield; WCHS Charleston; WBLK Clarksburg; WMNN Fairmont; WSAZ Huntington; WABJ Morgantown; WPAP Parkersburg; WWKV Wheeling; WWVA Wheeling; WBTH Williamson.

Other stations in the 4th District, which had signed before the meeting, included WTAR Norfolk; WRNL Richmond and WDBJ Roanoke. Texas is the only state, besides West Virginia, whose delegates to the NAB district meeting have subscribed 100% to BMB.

Support of the plan, at the rate of 89% of those present, in the District meeting, followed on the heels of the New York (1st District) meeting, in which only 38% pledged their support.

Asked to explain the cool reception given the plan in New York, Hugh Feltis, BMB president, told his audience that he ascribed it to the WNEW New York report on a "test" audience survey made last fall. Result of the survey by the New York independent, released prior to the New York meeting [Broadcasting, March 12], led other independents in the New York market to believe that they would not receive equitable treatment under the terms of such a plan in a metropolitan area as large as Manhattan.

Mr. Feltis denied this, stating that the rebuttal to the WNEW report, released by the NAB Research Committee [Broadcasting, March 12], would provide the system with the WNEW procedure for testing the plan. He said, for example, that the New York station failed to receive 50% return of ballots, which the BMB plan requires as a floor before results can be official. He and Paul F. Peter, Director of Research, NAB, thanked the management of the New York station for its support and said that it would contribute to "the store of knowledge required to make BMB successful."

Mr. Feltis emphasized that one large New York independent, WMCA, had subscribed to the plan. Frank Silvernail, chief time buyer, BBDU New York, representing the AAAA, co-sponsors of the BMB plan with the ANA and NAB, presented the agency reasons for wanting BMB to become a reality.

Mr. Feltis reminded delegates that all stations, whether or not they belonged to NAB, were eligible for participation in the BMB. He said that between 15% and 20% of those now pledged were not members of the NAB.

District Meetings

The two-day NAB meeting brought representatives of 78 stations from the northern section of the 4th District to Washington Monday and Tuesday. Southern section (N. and S. Carolina) met in Charlotte Thursday and Friday. The Washington meeting was headed by Campbell Arnoux, general manager of WSGN Birmingham and west vice-president of The Birmingham News for nine, who has been elected executive vice-president of the Birmingham News Company, owner of the station. Other officers elected include: Ruth Lawson Hanson, chairman of the board; James E. Chappell, president and general manager; Clarence B. Hanson Jr., publisher and vice-president, and John C. Clark, secretary and treasurer. Mr. Johnston will continue as director in charge of WSGN.

978

HARDWARE STORES...

where $63,375,000 change hands across the counters in a single year. That's the kind of department store business you find in the WGY COMMUNITY— that prosperous and busy section of central and eastern New York and western New England.

And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

WGY's primary and secondary areas contain over 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.
NLRB Dismisses AFM Charge; Order to Nets Expected Soon

Board Probably Will Seek Decree to Enforce Its Ruling in New York Circuit Court of Appeals

THE WAY was cleared last week to bring the NABET-network-Petrillo platter turner dispute to the courts when the National Labor Relations Board regional office in New York dismissed a charge filed by the AFM that NABET is a company-dominated union. It is expected the Board will issue an order next week directing the networks to bargain with NABET as recommended by its trial examiner, Howard Myers, who heard testimony Jan. 30 on the unfair labor practice charge against the nets.

Although the charge filed by NABET against the networks for refusing to recognize its jurisdiction on platter turners could be processed by the Board independently of any other proceeding, Chairman Millis has been disposed to await the determination by the regional Board of the company domination charge before issuing the order. It is considered unlikely that the national Board would review the regional Board's findings should the AFM appeal within the 10 days allotted. The AFM charge had been filed Jan. 27 and is understood to have been fully investigated.

Cease, Desist Order

The Board's order will direct the networks to "cease and desist" from its refusal to bargain with NABET and to commence negotiations to recognize the certification of the technicians' union as the appropriate unit for platter turner operations. Should Mr. Myers' recommendations be followed to the letter, the Board will order the nets to post notices at their studios for 60 days notifying their employees they will bargain with NABET "and if an understanding is reached, embodying such understanding in a signed agreement."

The networks, under usual procedure, will only be given 10 days to notify the Board of steps taken toward compliance but it is likely they will allow the allotted period to expire as they have asserted on many occasions, in public statements and before the Board, that the dispute should be conclusively settled in the courts. The Board is expected to seek a decree to enforce its order in the Second Circuit Court of Appeals in New York. Joseph A. Padway, AFM counsel, told the Board at oral arguments March 6 on the complaint case he would attempt to prevent such a decree from being issued.

Meanwhile, the House Committee on Interstate & Foreign Commerce was gathering information to form the basis for legislation to cover various Petrillo practices, including the platter turning dispute. In letters sent to about 50 broadcasters and organizations [BROADCASTING, March 12], Chairman Lee listed the recording ban, employment of standbys, the quota system for musicians, and the AFM-NABET controversy as among practices on which the Committee desires full data and "specific suggestions for legislation desired to cure these abuses."

Mr. Lee has asked broadcasters to testify at hearings to be held before the Committee on these practices "and any other practices of the AFM which may tend to interfere with stations operating to the best public interest." It is expected that the NAB will offer voluminous data which it has assembled over the past eight years. The Assn. recently circulated all stations to make available any data of interest to the Committee, pointing out that "Petrillo's continued aggressions have aroused deep Congressional interest in the extent to which his unwarranted demands have placed restraints upon broadcasting in the public interest and served as a precedent for demands on other industries."

It is uncertain as to when the Committee will hold its hearings. Mr. Myers had been hopeful that sessions might begin at the conclusion of current deliberations on railroad retirement legislation which may be wound up this week. However, there is considerable sentiment in the House to begin its Easter recess this week-end to last until about April 10, in which case hearings could not be held earlier than the second week in April.

ITALIAN Cook Oil Corp., Brooklyn, marketers of San Gennaro, Bravo and Italian Cook oils brands, has appointed S. Duane Lyon Inc., New York, advertising agency. Radio will be used.

We said it in 1941! ...and We Say It Again in 1945*

*IF YOU DON'T BELIEVE THAT . . .

WFBL IS THE LEADING STATION IN SYRACUSE, N. Y.

We'll prove it to you!

- Select any modern-type survey.
- Choose whom you want to make it.
- Choose when you want it made...
- and we'll pay all the charges!

If you still don't believe that WFBL is the top station in Syracuse, New York, we'll gladly provide an accurate, modern survey . . . the way you want it . . . at our own expense! Absorbed, no obligation on your part. Write or wire, WFBL, Syracuse, N. Y. . . . or Free and Peters, Inc., National Representatives.

WFBL SYRACUSE, N. Y.

Member Basic Network, Columbia Broadcasting System National Representatives.

March 19, 1945 · Page 81
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**MARCH 10 TO MARCH 16 INCLUSIVE**

**Decisions .. . ACTIONS BY COMMISSION**

**MARCH 14**

1240 kc WBBR/Beaver Falls—Granted voluntary transfer of control from J. T. Griffin, deceased, to John T. Graw & Marjorie Griffin Leake, executors under will of J. T. Griffin.

580 kc WJAC San Juan, P. R.—Granted involuntary transfer control from Enrique Abarco Santaella, deceased, to his wife, Edith, executrix of estate.

NEW-1490 kc Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted modified CP (pursuant to PTC action 11-17-44) for new station WZM (WXW) 250 w unlimited; for approval antennas and trans. and studio location. Also ordered CP as mod. be issued.

NEW-1490 kc Mason Broadcasting Co., Mason, Ga.—Adopted memorandum granting modification to licensee (CP) pursuant to PTC action 11-17-44) for new station WMB 250 w unlimited, for approval antennas and studio location; further ordered that CP as mod. be issued.

NEW-1490 kc Lincoln, Salamanca, N. Y.—Adopted memorandum granting modification to licensee (CP) pursuant to PTC action 11-17-44) for new station WSG 250 w unlimited.

NEW-1540 kc Central Valleys Broadcast Co., St. Simons, Ga.—Ordered license renewal for regular period.

1230 kc WSBK McComb, Miss.—Granted extension license on temp. basis for 1 mo.

1200 kc WPFT Kingston, N. C.—Same.

1415 kc KING Dayton—Granted extension license on temp. basis for 6 mo.

770 kc WEW St. Louis—Denied request for change site and extend license for new WSG 250 w unlimited for period ending 11-17-44.

790 kc KECA Los Angeles—Denied request for service authorization 770 kc w unlimited, pending completion construction contemplated in pending application.

950 kc KJH Seattle, Wash.—Denied request for service extension for new station WSS (licensed by Fisher’s Blend Station Inc. to Birt V. Fisher).

770 kc KXO Seattle, Wash.—Denied request for service authorization 770 kc w unlimited for period ending 11-17-44.

1460 kc WMPF Memphis—Granted license renewal; conditions.

790 kc WMCM Memphis—Granted petition for continuance hearing re license renewal now set 3-21-45 for 30 days.

**ACTIONS ON MOTIONS**

**MARCH 14**

KHQ Spokane—Granted petition for continuance hearing re license renewal now set 3-19-45, continued to 4-18-45.

KGA Spokane—Same.

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted petition to intervene in hearing on application of Georgia Broadcasting Corp. for new station Rome N. Y. set now 4-15-45.

**ACTIONS BY ADM. BOARD**

**MARCH 12**

NEW-1450 kc Evening News Press Inc., Port Angeles, Wash.—Granted license to transfer station (WTTW) to new station (KOMP) 250 w unlimited.

NEW-1450 kc WATW Ashland, Wis.—Granted license to cover CP for increase power from 10 kw to 134 kw.

Ohio Broadcasting Co., East Liverpool, O.—Granted license to cover CP for increase power from 1 kw to 2 kw.


**Folks**

Turn First to—

**WVL**

50,000 Watts Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc. **KOIN**

We Work Today for the Northwest’s Limitless Tomorrow

PORTLAND, OREGON

**Technical**

WALTER HOWE, formerly of KOMO Seattle, has joined KTTV Yama, Wash., as chief engineer and technical supervisor. Formerly he was with RCA.

JOHN MICHAELS, transmitter supervisor of KTYW Philadelphia, has completed his three-year tour with the station, and has joined the technical staff of WOR New York.

JIMMIE JOHNSTON, KIDO Boise, Ida., chief engineer, has married WILLA MAKEY.

HOMER RAY JR., with the engineering department of WLW Cincinnati and former chief engineer of WBCK Canton, O., is now assistant chief engineer of KIRO Seattle.

J. VINCENT DIAMOND, engineer of WFAT Paterson, N. J., is the father of a girl.

NELSON GARDNER, former operator of CKY Winnipeg, is now in Italy with the Canadian Army.

CLAUDE SNIDER, released from the Canadian Army after overseas service, has joined the Marine Corps.

JOHN GIBSON, new to radio, has joined the operating staff of CKY Winnipeg.

DICK SWAN, former WJJD Chicago engineer who has been in the Marine Corps, is now with the Canadian Army.

R. SMATHERS, released from the Army, has joined the engineering staff of WABD New York.

GORDON ENGLISH, chief engineer of CJOR Vancouver, is now in training at the Canadian Army’s officer training camp at Gordon Head, B. C.

CURTIS BRINSON, an Army trained radio and radar maintenance man, has joined the engineering staff of WJNO West Palm Beach.

**TBA Meeting**

ALLEN B. DuMont Labs, New Rochelle, N. Y., Monday evening, March 16, will hold a meeting at the headquarters for directors of the Television Broadcasters Assn. Regular monthly meeting of the board will be held at the offices of WABD, New York, the DuMont Station, with J. B. Popple, WOR chief engineer and TBA president, presiding. Directors will also be guests of Dr. Allen B. DuMont at a dinner at the Waldorf-Astoria, to be followed by a visit to WABD studios. General Electric Co., Schenectady, was host for last month’s meeting.

**MARCH 19**

WGBF Evansville, Ind.—License renewal.

**MARCH 21**

WDNY New Orleans—Hearing before Commission to determine whether licensee has violated Sec. 315 of Communications Act.
Mutual Elects Swezey General Manager; Hult and Schmid Made Vice-Presidents

ELECTION of Adolph N. (Ade) Hult as MBS vice-president in charge of midwest operations and of Robert A. Schmid as vice-president in charge of advertising, promotion and research was announced March 15 by Edgar Kobak, president of the network, following the Mutual board meeting, held March 13-14 at the Ambassador Hotel, New York.

Robert D. Swezey, vice-president and assistant general manager, was elected general manager of Mutual at the two-day meeting. James E. Wallen, comptroller and treasurer of the network, was elected assistant secretary, with E. M. Antrim, WGN Chicago, continuing as secretary.

Elected Board
All members of the Mutual board were reelected with the exception of Hope H. Barroll Jr., WFBF Baltimore, and Leonard Kapner, WCAE Pittsburgh. These stations will sever their affiliation with Mutual as of June 15, when they both will join the Blue Network.

Current Blue affiliates WCBM Baltimore and KQV Pittsburgh will become Mutual stations on the same date.

Mr. Barroll and Mr. Kapner both attended the annual shareholders meeting which was part of the two-day session, as they will continue to be Mutual shareholders until June 15. What will happen to the shares they now hold after that date has not been determined. Situation is not covered in the network's charter or bylaws and probably will be decided by the Mutual board at its next meeting in May. Shares may be divided among other holders or may be issued to new ones.

MBS board now includes: Alfred J. McCooker, WOR New York, chairman; Mr. Antrim; Willott H. Brown, Don Lee Broadcasting System; Chesser Campbell, WGN; J. E. Campeau, CKLW Windsor-Detroit; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Mr. Kobak; John Shepard 3d, Yankee Network; T. C. Streibert, WOR; Lewis Allen Weiss, Don Lee.

Following a routine business session Monday morning, the board heard the network's department heads report on the activities of their respective departments. Most noteworthy was the recommendation of Phillips Carlin, vice-president in charge of programs, that the sign-off of network programs should eliminate the call letters of the originating station and mention only the city from which the program came, preceding the network sign-off, "This is the Mutual Broadcasting System."

Recommendations of Mr. Kobak for a reorganization of the network's operations, anticipated in some quarters at this time, were not forthcoming. Mr. Kobak, when questioned about this, said that his study of the network composition and operations is still in progress and will probably not be completed for several months.

Mr. Hult, who has been midwestern sales manager of Mutual since April 1941, joined the sales staff of WGN in 1929 and in 1933 switched to the MBS sales staff in Chicago. His headquarters remains in that city.

Mr. Schmid became MBS director of sales promotion in 1936, following associations with Young & Rubicam and CBS.

Radio Newsmen Get More Room
Larger Senate Gallery Voted; Dedication Is Planned

EXPANSION of the Senate radio gallery offices to permit sufficient room for broadcast booths to be installed by the four major networks and to provide a workshop for the increasing membership of the Radio Correspondents Assn. was voted last week by the Senate Rules Committee. Chairman Harry F. Byrd (D-Va.), announced Thursday.

A large room formerly occupied by Leslie L. Biffie, when he was clerk to the Majority, has been allocated to the radio gallery. The room adjoins the present gallery office. Mr. Biffie now is clerk of the Senate.

The Radio Correspondents Assn. plans to formal dedication of the new quarters with possible broadcasts by the major networks, according to Richard Harkness, newly-elected president. In last week's BROADCASTING, announcing the election of Mr. Harkness, the following stations and organizations were omitted from the list of gallery members:

WBOY Terre Haute, Ind.; WEAN Providence, R. I.; West Virginia Network; WGBF WEGA Evansville, Ind.; WICC Bridgeport, Conn.; WINX Washington; WIRE Indianapolis; WITH Baltimore; WJW Cleveland; WLY Cincinnati; WNAC Boston; WMAI Washington; WBNC Hartford, Conn.; WWDC Washington; Yankee Network; Yankee News Bureau.

Ted for W. Va.

FOR THE FIRST time since Ted Husing joined CBS he is to handle a sports broadcast for an independent group, the West Virginia Network, when he does the play-by-play account of the W. Va. U's basketball team's participation in the National Invitation Tournament at Madison Square Garden, starting March 19. Jimmy Dolan, Husing's radio partner, will participate in the broadcasts, along with Ernie Sanders, WCHS Charleston sportscaster, who will do the background and color angle. West Virginia net has cleared all commercials from the network for the broadcasts from New York.
Situations Wanted

Announcer—woman, 5 years staff experience

Wanted to buy—local radio station. Box 364, BROADCASTING.

Wanted to buy—cash, any or all parts of 5000 watt station. Box 449, BROADCASTING.

WANTED TO BUY—LARGEST COLLECTION OF ELECTRONIC TRANSMITTING EQUIPMENT IN THE WORLD. Extensive stock of RF and cabinet transmit equipment. Also has a complete line of RF and cabinet receive equipment. In stock: Fidelity, Hi-Fidelity, and Electric model receivers, transmitters, and equipment. In addition, has a complete line of RF and cabinet receive equipment. Box 145, BROADCASTING.

Situations Wanted

Announcer—woman, 5 years staff experience on 5 kw network

Wanted to buy—local radio station. Box 364, BROADCASTING.

Wanted to buy—cash, any or all parts of 5000 watt station. Box 449, BROADCASTING.

WANTED TO BUY—LARGEST COLLECTION OF ELECTRONIC TRANSMITTING EQUIPMENT IN THE WORLD. Extensive stock of RF and cabinet transmit equipment. Also has a complete line of RF and cabinet receive equipment. In stock: Fidelity, Hi-Fidelity, and Electric model receivers, transmitters, and equipment. In addition, has a complete line of RF and cabinet receive equipment. Box 145, BROADCASTING.

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Wanted to buy

Cash. Box 449, BROADCASTING.

WANTED TO BUY—LARGEST COLLECTION OF ELECTRONIC TRANSMITTING EQUIPMENT IN THE WORLD. Extensive stock of RF and cabinet transmit equipment. Also has a complete line of RF and cabinet receive equipment. In stock: Fidelity, Hi-Fidelity, and Electric model receivers, transmitters, and equipment. In addition, has a complete line of RF and cabinet receive equipment. Box 145, BROADCASTING.

Wanted to buy

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FRANCISCO URGES PERMANENT OWI
A PERMANENT Government agency, working under the guidance of the State Dept., should be established to carry on after the war the activities of the Office of War Information and the Coordinator of Inter-American affairs, in making "Uncle Sam better understood by the people of other countries," Don Francisco stated in an address given March 9 before the NYU chapter of Alpha Delta Sigma in New York. Now a vice-president of J. Walter Thompson Co., Mr. Francisco was formerly radio chief of the CIAA.

The agency, he said, should not compete, but cooperate with private industry, and should supplement commercial dissemination of information. On the other hand, Government should be willing to give financial support to activities which offer no profit incentive, such as international shortwave broadcasting, he said. With the cohesive force of common danger gone, it will be more important than ever to make an active effort to promote friendship and understanding among people of foreign nations.

Lt. Macaulay Back

GRUEN COLLEGE SPOTS
GRUEN WATCH Co., New York, has signed for all available time signals on 18 stations of the Intercollegiate Broadcasting System. Recorded signals, 22-secons in length with musical motif, are heard on every hour station break. Contract for 53 weeks effective March 5 was placed through McCann-Erickson, New York.

CONTROL OF WBYN TO NEWARK NEWS
ACQUISITION of control of WBYN, Brooklyn by the Newark Evening News subject to FCC approval was formally announced last week. It is understood the price agreed is approximately $225,000 for some 76% of the station, with negotiations still in progress for the balance, which would make the overall purchase price in the neighborhood of $300,000 [BROADCASTING, Feb. 23].

WBYN, a consolidation of the four Brooklyn stations which were involved in considerable FCC and court litigation several years ago, is owned by a partnership of the original operators of the four independent stations. Three of the stockholders, the estate of Rabbi Aaron Kronenberg, Salvatore D'Angelo and Peter and Mille Teston, holding approximately 75% of the common and an approximately equal amount of the preferred stock, have already approved the transaction. Samuel J. Gellard and Ruth B. Gellard, holding 25% of the common stock, according to reports, had not yet agreed. WBYN operates on 1430 kc with 1,000 w but it is planned to increase power to 5,000 w and eventually move to the Newark area. This would be done as soon as existing equipment freezes are ended.

ARRANGEMENTS have been completed by Richard Stark Productions, New York, and Nebbett Radio Productions, Chicago, for reciprocal representation in their respective cities.
station, which is building special broadcasting dais to be presented to Mr. Roosevelt.

Original design of the dais provides for piperets. The location in Gotham to be occupied six months annually by Vice-President Jimmy Shouse and the other six months by Vice-President Bob Dunville, the two to split supervision of WINS when FCC approves the transfer from Hearst.

KWYO Sheridan is reported closing a deal with Mutual. If contract is signed, station will become second MBS outlet in Wyoming. Affiliation probably will become effective within two months. Other Mutual affiliate in the State is KVS Rock Springs.

NETWORKS

THE BLUE NETWORK (of the American Broadcasting Co.) soon will blossom forth with a new group of stations. Kenneth Green, vice-president, Lawrence, general manager of WMAL, Blue Capital, outlet, has been doubling in brass as interim Blue Washington director.

Dan Golenpaul, owner and originator of Information Bureau (SBC), is negotiating with Army officials to send the program overseas. It is understood that John Kieran, veteran "expert", will accompany the production. Whether other program regulars will go is undecided.

BMB TO USE BOROUGH, COUNTY BALLOTS IN NEW YORK CITY

AN EXCHANGE of letters between Craig Lawrence, executive vice-president of Cowles Broadcasting Co. and general manager of WHOM New York, and Hugh Feltis, BMB president, endeavors to clear up the point that the New York market problem is entirely different from any other situation encountered thus far by BMB in the rest of the country.

Mr. Lawrence suggested that in order to secure compliance with the usable ballot returns from each of the three economic groups should be in direct proportion to the population of each group in each of the five boroughs of New York City and other cities over 50,000 and that the usable ballot returns from each of the major foreign-born groups should be in direct proportion to those from the native-born group.

Replying. Mr. Feltis said the subject will be studied by the research group.

BMB HIRES BAILEY

GEORGE BAILEY, formerly with McGraw-Hill, New York, has been retained to assist Hugh Feltis, president, BMB. Mr. Bailey currently is engaged in locating space and equipment for the Bureau's proposed New York headquarters.

WFEA JOINS CBS

WFEA Manchester, N. H. (5,000 w, 1370 kc) will join CBS June 15 as a supplementary action with a nighttime hourly network rate of $100. Currently an outlet of NBC, it is also affiliated with the New England and Yankee regional networks.

BLUE OUTLINES NEWS POLICY

SIX RULES for commercial credit on Blue network newscasts included in a statement of news policies sent Friday night by Mark Woods, president, to all Blue affiliates (see NBC story page 16).

Rules call for a definite pause between news and a commercial inserted in the body of a program; use of news as a "springboard" for commercials is not permitted; the commercial must be preceded by a statement distinguishing it from the news; "teaser" items implying that important news is being withheld for commercials are forbidden; middle commercials are not permitted on 5-minute news shows; on shows of 10 minutes or longer middle commercials may not break the continuity of thought, with the appropriate place of insertion of the commercial to be determined by the network.

DUPONT CITATIONS

HONORABLE citations for public interest programs were given WDSU New Orleans and KMA Shenedaoo, Ia., in addition to the three major awards at the March 16 presentation of the Alfred I. du Pont awards [BROADCASTING, March 12]. Lee J. Fitzpatrick, general manager of WJIR Detroit, turned over his $1,000 cash award to the Red Cross. H. V. Kaltenborn, NBC commentator, is giving his $1,000 award to the American Assn. of Radio News Analysts. (Harr) production manager of WTAG Worcester, was given the $1,000 award won by his station. Additional awards were made to Mitzi Kornetz, publicity director, and Virginia Gaskell, script editor of WTAG.

Shifts

NOBLE FILES COUNTERCLAIMS

EDWARD J. NOBLE, chairman of the board, American Broadcasting Co. (Blue Network), has filed counterclaims for libel for $1,000,000 against Donald Flamm as part of an amended answer in the suit of Mr. Flamm against Mr. Noble for $2,925,000 damages in connection with the sale of WMCA New York by Mr. Flamm to Mr. Noble. Mr. Flamm charges coercion and illegal conspiracy between Mr. Noble and Mr. Flamm to force the sale. Mr. Noble's counterclaims are based on press releases allegedly issued by Mr. Flamm.

CARL E. GEORGE, assistant manager of WGAN Cleveland, is en route to the Philippines as the station's war correspondent.

BILL SLOCUM Jr., CBS director of special events, and Douglas Edwards, news reporter for network, will leave shortly for Europe as CBS war correspondents. John Daly will replace Mr. Edwards on CBS news roundup.

JOHN G. PAINE, general manager of ASCAP, is taking shots preparatory to trip to England, where he will confer on postwar performance rights with British Performing Rights Society, its ASCAP may visit France.

ARTHUR FELDMAN, Blue network correspondent in the Pacific for last eight months, arrived in New York Friday.

WELLS (Ted) CHURCH, assistant radio director for the Republican National Committee in the last Presidential election, has been appointed assistant director of public affiars and news broadcasts of CBS, New York, replacing Everett Holles. Latter has resigned to become news editor of WBBM, CBS-owned Chicago affiliate.

FCC ASKS PROGRAM, ECONOMICS CONFERENCE

ECONOMIC and program phases to be covered in the clear channel hearings, designated for March 16, will be discussed at 3 p.m. Wednesday (March 21) at a meeting of radio lawyers with members of the FCC Law Dept.

That decision was reached Friday at a conference between Commission engineers and 48 representatives of industry, called by FCC Chairman Artie H. Hill, New York, [BROADCASTING, March 12]. Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, and Harry M. Pletkin, chief of the litigation section, agreed to the conference after Louis G. Calwell, representing the Clear Channel Broadcasting Service, and Paul D. Spearman, counsel for the Regional Broadcasters Committee, pressed for issues other than technical to be considered by the Commission.

Four joint Government-industry committees were set up to conduct investigations and report findings. They are:

Committee 1, to determine what constitutes a satisfactory signal—E. W. Allen Jr., FCC, chairman; William B. Lodge, CBS; Raymond Guy, NBC; John Barron, G. F. Leydorf, Philip Merrymann, George C. Davis.


Committee 3, to determine distances at which, and areas over which, various signal strengths are desirable—F. W. Holley, chairman; T. D. White, W. Vandivere Jr., FCC, alternate; J. W. Wright, CBS; W. S. Dugger, Merrill, NBC; Frank H. McIntosh, A. Earl Culmlln Jr., RTFP Panel 4.

Committee 4, to study population density and determine influence upon postcard surveys—D. W. Smyth, FCC, chairman; Paul D. P. Spearman, Regional Broadcasters; Philip Merrymann, NBC; Paul P. Peter, NAB; Howard Frazier, RTFP Panel 4.

Representatives of the Clear Channel Broadcasting Service and others from the Regional group were to be named later. All committees met Friday afternoon to discuss potential agendas.

BMB SIGNS 77% AT CHARLOTTE

SEVENTEEN of the stations attending the NAB 4th District (Southern Section) conference at Charlotte, N. C., Friday, have signed for participation in BMB. Figure represented 77% of stations registered. These signed: WISE WEBB WAYS WSO4 WDNC WNGC WJIB WOR WMFR WMGB WMFD WMJ WWRW WRWF WMFD WGRG WTCM WTMA WDRF. Previously signed in the area were WWNC WPTF WJS WIS. (See earlier story page 80.)

WCLS TRANSFER ASKED

APPLICATION was filed with the FCC last week for transfer of control of WCLS Joliet, III, from Walter Ashe, majority owner, through his holding of 87.6% of the 50 shares (50 shares) in the local outlet to other individuals in the licensee corporation.

FALKNER RETURNS TO KMOX

LT. COL. FRANK B. FALKNER, just returned from 15 months active service in CBI area of operations, assumes his duties as general manager of KMOX, CBS-owned outlet in St. Louis, Mo. (March 18). He also is chief engineer of the CBS central division.

ROGER W. CLIFF, President of WFLN Philadelphia, has appointed Malcolm Macpherson, former Public Relations Director of the Ralph H. Jones Co., Cincinnati, as promotion head.

BROADCASTING • Broadcast Advertising
"INDIRECT SELLING" began like this—

Why advertise something the consumer can't buy?" asked advertising men in 1914 when The American Rolling Mill Co. began this famous campaign. Originally designed to convince consumers that products made of ARMCO Ingot Iron were of superior quality, the campaign had far-reaching effects. It gave consumers a deeper understanding of merchandise, and this stimulated the demand for better things. It killed the then-dying principle of "caveat emptor", and placed on manufacturers the burden of supplying superior goods. It helped make America a better place in which to live—and a safer place in which to buy.

In the DISTRIBUTION DECADE

Advertising Must Again Stimulate Desires For Better Goods

To prevent economic depression, leading authorities agree that after Victory, we must consume, as a Nation, at least 40% more industrial production than in our greatest pre-war year. This means that we must establish higher living standards, and it will be Advertising's obligation to do this.

For production itself will be no problem. Manpower, money, materials and manufacturing facilities will be ample, DISTRIBUTION will be our "soft spot." That, too, presents an Advertising opportunity. Advertising must not only create desires for more and better merchandise, it must find ways to move merchandise quickly, economically, efficiency from factory to store to home.

In agencies everywhere, alert Advertising men are planning today to solve the problems of the Distribution Decade to come. Here at The Nation's Station we too are busy. When the time comes, we will have much of interest to show you about the great 4-State market that is WLF-land.
MERCHANDISING COOPERATION INSURES MAXIMUM RESULTS

FEW advertisers know their way around the Denver market as well as KLZ. The knowledge and experience which KLZ has gained over the past quarter century (KLZ celebrates its 25th birthday in June) is at the disposal of its advertisers.

KLZ maintains a full-time merchandising department with an experienced staff man in charge to render any reasonable service which an advertiser might request: Making surveys of sales or distribution; supplying route lists of food and drug outlets; distributing display material; making contacts with key jobbers and retailers; and many other services, especially in the way of program exploitation.

KLZ does a better job of merchandising, a better job of selling, and a better job of making radio dollars pay a profit in the Denver market.

NATIONAL RECOGNITION has come to KLZ frequently for its outstanding merchandising service and cooperation, and KLZ is known widely among national advertisers for the completeness and thoroughness of its service in this respect.