KOY Serves Them All, So

They Listen to KOY

FROM governor to school child, KOY serves them all—all the vital regional, state, and civic interests. The pictures on this page give you just a beginning of an idea of how KOY supplements CBS entertainment with local color—with broadcasts that support the progress of all Arizonans.

Naturally, this local interest draws its return in enthusiastic listenerhip, for Phoenix knows tuning 550 brings not only superb entertainment but what’s going on in their state and city through the voices of people they know. KOY’s advertising results flow from this listener-attention built by KOY’s policy of serving them all, all the time.
It takes far more than a wire-report and a Spalding Guide to make a real sportscaster. What it does take, Jon Hackett’s got.

Jon gets around. He meets the people...so he knows not only his sports, but the sporticipants as well. On the daily reviews, he supplants ticker-tripe with meaty eye-witness sports-fare, served hot every afternoon and evening.

In Des Moines and its extensive trade area, fans say “This boy’s the McCoy.” Sponsors agree, as the folding money-piles up.

Jon Hackett is typical of the listenable personalities that put plenty of friendly “sock” into KRNT’s schedule from morn till midnight...and bring their full share of the “gate” to KRNT advertisers.
Wholesale Grocer To Continue Advertising On WSIX For Sixth Year

E. B. Franklin, treasurer of Robert Orr & Company, distributors of famous Hermitage Coffee throughout Middle Tennessee and sections of many neighboring states, signs another WSIX contract.

Here is what Mr. Franklin had to say about the results his company has received: "We have now been advertising Hermitage Coffee over station WSIX for more than five years and during this time our coffee sales have substantially increased every year. It is also interesting to know, that in spite of rationing our coffee sales have continued to increase: although the year preceding rationing was largest of any year. Since we are distributors, we naturally want to do a job in increasing acceptance and demands for our products, by both retailers and consumers, throughout our entire territory. WSIX has done this job very satisfactorily and we shall continue to appropriate a large portion of our advertising funds in purchasing time on your station."

THANK YOU MR. FRANKLIN for these fine statements and for giving us the opportunity to be of further service.

THE KATZ AGENCY, INC., National Representatives

Blue Mutual

5000 WATTS 980 KILOCYCLES

WSIX "The Voice of Nashville"

NASHVILLE, TENN.
LOOK FOR GREATER Congressional interest in station ownership. Last week John C. Wheeler, son of the Montana Senator, was reported acquiring one-third interest in KFPY Spokane. With financial aid coming from his father. Now Sen. Warren G. Magnuson (D-Wash.) is understood to be looking into broadcasting for investment purposes.

WORD THAT WHT CHARLOTTE will be put on the block by CBS [BROADCASTING, March 19] has precipitated a scramble among the bidders. In addition to a local group headed by A. D. (Jess) Willard, WBT manager [see story page 43], John E. Fetzer, owner of WKZO Kalamazoo and WJEF Grand Rapids, has talked purchase with CBS executives. Understood an important North Carolina newspaper, officials of an insurance company and another prominent midwestern licensee are in the bidding. Price talk: $75,000,000 up. Best bet: Manager Willard will head up station regardless of purchaser.

YOU CAN EXPECT announcement that Harry Burke, assistant general manager, WOW Omaha, is new manager of KFAB Lincoln, succeeding Hugh Feltis, who resigned to become RMB president.

NOW THAT SPOT commissioning of William S. Paley, CBS president, as colonel on Gen. Eisenhower's staff, has been confirmed [CLOSED CIRCUIT, March 19], next step is being awaited. Best judgment here is that Col. Paley shortly will be nominated by President Roosevelt for brigadier generalship, which will be subject to Senate confirmation. Under regulations, spot commissioning as colonel was highest grade possible. (Aside: Col. Paley, of equal rank but junior in stature, must at this writing salute Capt. Harry C. Butcher, USNR, Eisenhower staffer. Capt. Butcher, before the war, was CBS vice-president.)

WHILE WE'RE ON THE SUBJECT of military personnel, many will want to know that Capt. Charles W. Horn, an assistant to the Director of Naval Communications, does not plan to return to his NBC post as director of research and development after the war. He recently turned down top executive post with RCA subsidiary. He may enter Latin American radio field when he returns to civvies.

IN THE FUTURE BOOK, MBS has been selected by Treasury Dept. to provide closed circuit network April 5-12:30-1 p.m. EWT to permit bond-selling officials to brief their regional sales offices for Seventh War Loan Drive. Prep sessions were held "on location" previously at Byrnes' travel ban. Full MBS network and supplemental stations will be tied in. Watch for announcement that MBS scores a scoop with a pre-San Francisco conference address by Secretary Stettinius.

AS A SEQUEL to its recent order eliminating middle commercials in news programs, NBC shortly will require announcer's voice to handle intercos and commercials on newscasts on its M & O stations. Extra cost to the six M & O stations for this may run into six figures.
KOA LEADS THE WAY
IN PROGRAMS!

In addition to carrying all top-flight NBC shows, KOA presents many popular locally-produced programs. They're built to give listeners what they want to hear, not what KOA thinks they should hear. All the ingenuity, ability and experience at the command of KOA's program, continuity and production personnel are called upon to make each program a standard for those which follow.

That KOA leads the way in Denver in programs, is evidenced in a tremendous mail response from listeners, and in the many thousands who visit KOA each month to see broadcasts of KOA programs.

You stand to make sales for your product or service, and to gain prestige for your company with a program—conceived, written and produced at KOA, and featuring personalities who are as near and dear to KOA listeners as an old friend.

Ask your nearest NBC Spot Sales representative for complete details on programs currently available on KOA.
In the newest suburb of New Orleans...

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

Folks turn first to—WWL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
Gentlemen will please remove their hats

Can the lid ... Doff the derby ... skip the skimmer! Whatever your style of lingo, you've got to take off your hat to the little lady known as Miss 580 at WCHS in Charleston, W. Va. How do we get that way? Listen to this one! Remember when Howard Chernoff went to the ETO last summer and contacted West Virginia boys in the service? Well, when those boys get back, they look Howard up. The other day, PFC Kendall Walker stopped in at WCHS and had a talk with Mr. Chernoff. During the conversation, Howard asked Kendall if there was anything he could do toward making his furlough more pleasant. Did he need any money? No. There wasn't a thing he needed. ... BUT, just as he was leaving, PFC Walker said, "You know Howard, there IS something you can do for me. It's been on my mind, but I just hated to ask you. Do you suppose I could meet Miss 580? My sis listens to her every afternoon and used to write me every night and tell me what Miss 580 had to say."

Gentlemen will please remove their hats, and tip them in the direction of Miss 580 ... not a glamour girl, not a movie star ... just another woman who knows how to talk to them as well as to their sisters and mothers. Miss 580's Women's Club of the Air has been broadcast over WCHS for over five years ... one half hour every afternoon Monday thru Friday.
Our thanks to . . .

29 local, national spot and Mutual advertisers—and their agencies, who in the past 24 weeks have added, in new business,

87 commercial quarter hours* to the weekly schedule of

WOL

"The Voice of Washington"

37 commercial quarter hours of this new business have been placed by local advertisers and their agencies, who know the real "Washington story." These advertisers are joining the WOL "old timers," 14 of which have the following renewal record:

8 have been on WOL 5 years or longer
6 have been on WOL 10 years or longer

There is a reason for this swing to the Washington market and to WOL. Write us for your copy of "The Washington Story," now in production. Meanwhile, earn while you learn, by sponsoring one of the programs listed below:

AVAILABLE! "So the Story Goes" with Johnny Neblett Monday through Friday, 7:15 P.M. following Fulton Lewis, Jr.

AVAILABLE! "The Texas Rangers" Monday through Friday 12:30 P.M. following Morton Downey

AVAILABLE! "Background for News" with Walter Compton, Mutual news commentator Monday through Friday, 4:00 P.M.

* New business (not renewals) now on the regular weekly schedule, evenly distributed over morning, afternoon and night hours. Does not include participation periods for which Washington is so famous.

Represented Nationally by The Katz Agency, Inc.

KEY STATION MUTUAL BROADCASTING SYSTEM
This golden Burley (typical scene on one of Lexington's 24 huge warehouse sales floors, is shown above) won't be cigarettes until 1946 or 1947—but growers have already "gotten theirs" in cash (90 millions)—and they're ready to spend it now!

* Represented Nationally By The John E. Pearson Co.

*Only WLAP... fully and exclusively serves this rich Bluegrass area

Lexington, Kentucky

THE BLUEGRASS IS KENTUCKY'S 2nd MARKET

J. E. Willis, Manager

WLAP

A NUNN STATION

March 26, 1945 

Broadcast Advertising
IF YOU'RE jaded and worn by all this confusing talk about sporadic ionospheric elements, inconsistent wave lengths and other frequency furbelows, perhaps you will find the following definition of radio comforting.

It is taken verbatim from the Fibber McGee & Molly program as broadcast at 9:30 p.m. last Tuesday night, 7/15 over NBC. Dialogue is between Fibber and "Teeny," the little girl character portrayed by Molly. Writers of the show are Don Quinn and Phil Leslie.

TEENY . . . Hey, what makes a radio work, Mister? Radio? What does it mean? Will you explain it to me, mister? What's a wave length?

FIBBER . . . Why, Teeny, do you mean to sit there with your little pigeons on the wrong end of the little pig and tell me you don't comprehend the nature of the wireless?

TEENY . . . (Giggles) No.

FIBBER . . . Well sir, close your mouth and open your eyes and I'll tell you something to make you wise. Now then . . . What happens when you tune your radio?

TEENY . . . It makes a kind of a click and the little lights turn on.

FIBBER . . . Exactly . . . and away out in that other, Mother Nature hears that little click, and quick as a flash she calls in all her little kilos and megacycles, "radio tuned on at 94th and Oak, Westfield Vista." And all the little kilos hop on their kilocycles, and all the little megacycles hop onto their megacycles and race away as fast as their little fat wave-lengths will carry em.

TEENY . . . Aw, shucks.

FIBBER . . . You know what a wave length is, ain't you?

TEENY . . . Sure I do, I betcha. Five feet, two.

FIBBER . . . How do you figure that?

TEENY . . . My sister is a WAVE. And that is her length.

FIBBER . . . Oh, Aheem. Well sir, all them little kilos and megacycles ride along on their kilocycles and megacycles till they see that little light that shines in your radio . . . then they hop off, into the back of the radio . . .打听, why they always are the back part of a radio open . . . and quick as a wink they decide who's gonna be music and who's gonna be dialog and who's gonna be announcements. And if any little meg or little kilo has got a bad cold, they let him be the static. Well sir . . . then you hear the music and the dialing and the commercial, which is when everybody turns the radio down and rushes into the kitchen for a bottle of root-beer before the music comes on again.

TEENY . . . Poor Mr. Marcon. To think he spent his whole life laboring under the delusion that radio was based upon the utilization of electro-magnetic waves converted into electrical impulses, known as audio-frequency currents and amplified by means of the vital tube to a disturbing radio loud speaker. Gee if he'd only known.
In fact, it is hard to think of anything this rollicking soul has not sold, in his more than fourteen years before a WOWO mike. Happy Herb is a well-known figure among musicians and radio entertainers from coast to coast... and to highly gratified sponsors too numerous to mention.

Happy-go-lucky Herb Hayworth sings the novelty-tunes, jests with the emcee and announcer, and occasionally unburdens himself of a bit of homespun philosophy. He is clever at parodies, and unusually effective lead-ins to commercials.

On one offer, he pulled over 100,000 soap-wrappers, with dimes, for a pocket handkerchief. On another, he sold shirts to customers in more than 100 cities in the WOWO area. At present, with a “Rise and Shine” routine, he sells shoe-polish at 7:15 A.M. across the board.

Herb, aided and abetted by the “Griffin Gang”—four instrumentalists— is available for sponsorship on a noon or evening period. Ask NBC Spot Sales to break-out the figures, and an audition-record.

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WBZ • WBZA • KEX • KYW • WOWO
REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
"Mr. Blunk, I insist on spot broadcasting for this campaign!"

Spot broadcasting is the most flexible medium in advertising. It goes exactly where you want it, with exactly the right message for each market, at exactly the right time. It reaches more people at less cost. It is selective among sexes, age groups and, to a certain extent, among income groups. It alone can give you the kind of audience you want, where you want it, when you want it. It is radio advertising at its top efficiency.

Why don't you insist on spot broadcasting?
Inventors Claim New Broadcasting System

Frequency Saving Seen in Dynamic Range Control

BY JACK LEVY

OPENING VAST possibilities for greater utilization of available space in the radio spectrum, a new system of broadcasting, called Dynamic Range Control, which permits the use of a much narrower channel in transmission of signals, has been discovered by two Government officials.

If the claims of its inventors are substantiated by developmental work now under way, the system will, among other things, make possible two to five times as many FM stations as are now obtainable in the present assigned bandwidth of 200 kc.

In behalf of its inventors—Shannon Allen, chief of the Radio & Television Section of the Department of the Interior, and Sgt. Henry Peter Meisinger, Chief Engineer for the Section, now serving with the U. S. Marine Corps in the South Pacific—an application for a patent has been filed with the Patent Office, reserving certain rights in the use of the invention to the U. S. Government. Royalties from broadcast and receiver equipment and other devices adopting Dynamic Range Control are to go to the inventors.

The Government's interest in the invention is being handled by J. Y. Houghton, an attorney in the Claims Division, Dept. of Justice, under the direction of Asst. Atty.-General Francis M. Shea.

Development Undertaken

BROADCASTING has learned that one of the largest manufacturers of broadcast and receiver equipment has undertaken developmental work to design and perfect the Allen-Meisinger invention. It is expected that research will be carried on by other organizations to further the introduction of perfected Dynamic Range Control.

According to the claims of its inventors, the application of DRC would bring about substantial improvements in both FM and AM broadcasting, television, facsimile, recordings and transmissions, magnetic recordings, sound films, network transmission, and practically any communication system or mechanical carrier of sound.

The invention embraces a new theory which makes it unnecessary to keep soft and loud passages of sound within the limitations of the transmitter to carry a signal without distortion or over-modulation, a danger which is averted by "riding gain" at the transmitter, i.e., building up soft tones and holding the dynamic level of loud tones. With DRC, according to the application of the inventors, "gain is preferentially imparted to all soft passages and suppression to all loud passages to bring them all as near as possible to the common ideal level for transmission or recording, and provision is made to restore at the receiver, or in the translating system, the true dynamic range of the original rendition."

High Ratio of Signal

"In this way a very high ratio of signal to noise level is maintained at all times in the transmitted or recorded signal, and in restoring the true dynamic range to the signal in the translating circuits, the dynamic level of noise is correspondingly suppressed for all soft passages with consequent improvement not only in dynamic range but in quality of the reproduction. At the same time the very loudest passages perceptible within the dynamic range of the human ear may be reproduced without distortion from overmodulation and with as good a ratio of signal to noise level as is possible with the best systems in use today."

The original in "dynamic level", according to the inventors, is restored "by reflecting in a second signal, whether on a carrier frequency or on a separate recording, the alterations in gain imparted either manually or automatically to various passages of the original rendition to reduce them to an ideal dynamic level greatly exceeding the dynamic level of the extraneous factors producing noise and the like."

This second signal, termed by the inventors the "gain control channel", is then used to restore in the translating circuits of the receiver or recording reproducer the "original true dynamic level of the original rendition".

Wide Deviation Ratio Unneeded

In the case of FM transmission, the application states, "it is unnecessary to maintain a wide deviation ratio (as the currently favored 5-to-1 ratio) to keep soft passages above the noise level and provide even an approximation of true dynamic range for passages of widely different dynamic level. Further, since the present invention suppresses noise with respect to signals of low dynamic level the deviation ratio by this invention may be materially reduced. Accordingly, the width of frequency band necessary for proper transmission of full orchestrations and the like by this new method may be greatly reduced compared to present standard practice."

In diagrams illustrating the principles of the invention, which accompany the application, an "amplitude leveler" is used to both impart gain to soft passages and to act as a "limiter", suppressing passages of "excessive amplitude" to hold the dynamic range of the transmission.

May 9 Is Definite Clear Channel Date

Second Conference With Lawyers, Engineers To Be Held

DEFINITE assurance that the FCC will begin the clear channel hearings on May 9 now, if necessary, "adjourn for a month or two", was given a group of radio attorneys at an informal conference with the FCC legal department by Harry M. Plotkin, assistant general counsel and chief of litigation.

A Second Conference

His statement came after most of the lawyers protested that they could not be ready until after three engineering committees set up on March 16 had completed their studies [BROADCASTING, March 12].

"The Commission will take what evidence it can and will adjourn for a month or two," said Mr. Plotkin. He likewise held firm when Paul M. Segal, of Segal, Smith & Hennessey, asked that the filing date of April 2 be postponed. Mr. Segal contended that no lawyers would know by that date who was to appear.

Requests for appearances at the May 9 hearing have been filed by the Crosley Corp., Cincinnati, licensee of WLV, 50-kw Class I-A station, and Fisher's Blend Station Inc., licensee of KOMO Seattle, Class I-B station, now operating with 5 kw on 1,000 kc and which has an application pending for 50 kw.

A second conference with lawyers and perhaps engineers will be held within the next two or three weeks to assist Commissioners and attorneys in drawing up an agenda. A public notice will be issued sufficiently in advance to permit all interested counsel to attend, according to Mr. Plotkin.

Last week's meeting, called at the request of Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, and Paul D. P. (Continued on page 55)

Paper Rationing

THIS ISSUE of BROADCASTING is thinner than usual—by some 20 pages. That's because of War Production Board paper-rationing requirements and the desire to balance our consumption this quarter. News content, however, equals that of normal issues. To meet the rationing requirements, we have reduced weight of our paper, trimmed size and effected all possible economies without, however, disturbing our news budget. We wish to express our thanks to those advertisers who, when called upon, have cooperated so wholeheartedly in the necessary readjustment of schedules.
Radio Prepares Peace Conference Coverage

Four Major Nets, 29 Independents Represented

APPLICATIONS of 29 independent stations, the four major networks, three organizations serving radio and two foreign networks last week were approved for accreditation to the United Nations Conference in San Francisco, beginning April 25.

All applications were checked by the executive committee of the Radio Correspondents Assn., of which Richard Harkness, NBC commentator, is president. The committee met with Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, and Mr. McDermott's assistant, Lincoln White, to make its recommendations. Three applications were deferred for further information.

Hotel Facilities Limited

The State Dept. called on the standing committee of the Congressional Press Gallery and the executive committee of the Periodical Correspondents Assn. to clean newspaper and periodical correspondents. Meetings also were held with those groups last week.

A decision confronting the State Dept. is a limitation on hotel facilities as well as travel accommodations. Correspondents are asked to share hotel rooms, since the hotel reserved for news gatherers consists mostly of large rooms.

In San Francisco a host committee, set up a few weeks ago to lay the groundwork for radio's coverage, will continue to function throughout the conference period. Headed by William Fabel, general manager of KFRC San Francisco, the committee is assisting the State Dept. and the conference in planning the events, news and programming setup.

Summer Welles, former U. S. Under Secretary of State, has been appointed Blue Network advisor on the coverage of the San Francisco Conference and on subsequent problems of peace and international affairs, Chester J. LaRoche, vice-chairman of American Broadcasting Co., announced on Friday. Mr. Welles will broadcast a Monday evening pre-conference series on the Blue, 10:30-11 p.m., April 2, 9, 16 and 23, and during the conference will discuss the events of the session and their significance in a series of 15-minute programs, time for which has not been set.

Mr. Welles will work closely with Blue executives, both in the planning and presentation of his programs, the announcement stated. The pre-conference series, it said, "designed to present a clear-cut and authoritative analysis of the issues and problems facing the United Nations at the San Francisco conference, will see Mr.

CBS to Use Full Facilities to Explain West Coast Meet to American People

By PAUL W. KESTEN

Executive Vice-President, CBS

THE BIGGEST single news development since D-Day is the meeting of the United Nations in conference at San Francisco starting on April 25th. Here the draftsmen of peace will develop the first blueprints for a peaceful world.

To give America a better understanding of the objectives of the conference and the fullest news of its progress is the immediate task of radio.

Those objectives can be realized only if the whole American people are informed honestly and impartially about them and if, in the light of full knowledge, they decide to support them. There is no more efficient instrumentality for reaching the American people than radio.

CBS will bring listeners of all political persuasion and all economic levels the hour-by-hour de-

velopments of the United Nations Conference. Every vehicle known to the other branches of broadcasting will be utilized in reporting, explaining and analyzing the great drama which is being staged on our West Coast.

Every Means Used

Columbia Broadcasting System, through the medium of its news, discussion, talks, drama, special events and educational programs, is planning to bring to the thirty million American homes the outstanding developments of the conference. No effort will be spared to present to every facet of the listening audience an understanding of the purposes and potential effects of this important international meeting.

CBS World News, under the direction of Paul White, will take to the air 24 hours a day in its familiar voice of Blue executive committee, the Radio Correspondents Assn., of which Richard Harkness, NBC commentator, is president. The committee met with Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, and Mr. McDermott's assistant, Lincoln White, to make its recommendations. Three applications were deferred for further information.

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Full Reporting of Security Session Will Be Provided by Large NBC Staff

By FRANK E. MULLEN
Vice-President, General Manager, NBC

THE UNITED Nations security conference opening in San Francisco April 25 holds the promise of being a major step toward enduring global peace when the world conflict is at last ended. So, in the public service and interest NBC has made plans to report fully the important developments of the lengthy international meeting.

A seasoned staff of newsmen and commentators, selected with an emphasis on experience and ability rather than number, assures NBC's affiliates an adequate account of events from the opening of the sessions until announcements of decisions reached are made. However, the amount of air time devoted to the conference will be based solely on the news merit of public information made available.

NBC probably will originate many sustaining programs to report special developments at the conference but the regular commentaries of newsmen and analysts assigned, heard throughout the broadcast day, will be the backbone of the NBC coverage.

NBC's staff will be under the supervision of William F. Brooks, director of news and special events. Under his direction the broadcast report of the conference will be kept in proper proportion to the current war news. We know that spot news of the war may often transcend in importance the running story of the conference so we feel the necessity of not letting news of the sessions make us lose our perspective.

During the lengthy conference it may sometimes be necessary to cancel other programs to give results of meetings and decisions of the delegates. This will be done when we feel that the news story has enough appeal and actual importance.

NBC's broadcast report of the international convention will follow its policy of keeping the public accurately informed within the bounds of objectivity and military security.

Blue to Have Newsmen, Commentators at San Francisco for Peace Meeting

By MARK WOODS
President, American Broadcasting Co.

RADIO will have a great opportunity at the United Nations Conference in San Francisco beginning April 25 to contribute to public understanding of the problems of the peace. Nothing can be more important than a meeting of the United Nations to agree on the framework for lasting peace. Yet unless the news coverage of these vital meetings is intelligent and accurate, the peoples of the world may lack the understanding so vital to public support of peace agreements.

Easy Listening

The Blue Network of the American Broadcasting Co. will cover the proceedings of the San Francisco conference with one objective: To report the news comprehensively, and in a way that will make the discussions and conclusions easily appreciable by listeners. Whether radio meets its public obligation of intelligent coverage of this conference will depend, in great part, upon the determination of our government and the other participating nations to give access to full and complete information concerning the conference.

If a policy of "free and open discussion" is not followed at the conference, radio, together with the other communications media, will be greatly handicapped and the result, I am sure, will be public misunderstanding of the problems of the peace.

News and Comments

Intelligent coverage of the San Francisco conference by radio, will require careful and accurate news coverage supplemented by competent interpretation from skilled commentators supplemented by broadcasts both of the proceedings of the conference and the news of the delegates. The Blue Network will make every attempt to provide this type of coverage. Such well-informed commentators as Raymond Swing, Vincent Sheean, Bawhage, Edward Tomlinson, William Hillman, Ray Henle and David Wills will be at the scene. Regularly sponsored shows, carried on the Blue Network, will originate in San Francisco whenever appropriate.

In connection with the coverage of this conference, I should like to repeat a statement of news policy made to our affiliated stations last week: "The Blue Network, as its sole editorial prerogative, reserves the authority to keep the public accurately informed on as many sides of as many issues as possible."

Mutual to Provide Extensive Facilities To Cover Conference of United Nations

By EDGAR KOBAK
President, MBS

THE COMING conference of the United Nations at San Francisco in April may well prove to be one of the most decisive gatherings in recent history. What comes out of that conference could very well affect the peace for decades to come.

What the delegates say and do in San Francisco will be of utmost importance: It will be just as important that the deliberations and decisions shall be made known to all the world so that people everywhere will have a chance of knowing the things that are being done affecting their own future.

Chance to Serve

Radio has served people in a multitude of ways in peace and war, but never before, I believe, has radio had the opportunity to render as far-reaching a service as the opportunity it will have in San Francisco.

Mutual, as a part of the whole American broadcasting industry, is planning a most thorough-going coverage of every aspect of the United Nations Conference, and will bring to bear all of its resources of facilities and manpower.

We see the job, not as one of merely reporting meetings and speeches and decisions. Rather, we see our responsibility to be one of taking the high and often difficult diplomatic language of the delegates and translating what is said into the language of Mr. and Mrs. World Citizen, so that they can understand and will realize the impact and the importance of the decisions upon their own life in a new world for which we all hope.

To sum it up, we expect to do a job of analytical reporting, and for this job I am frank to say that I believe Mutual is particularly well equipped. Mutual's plans, under the general direction of Philip Carlin, vice-president in charge of programs, are fast being completed. We expect to have in San Francisco, broadcasting over the Mutual network, a large and competent group of nationally known commentators, including Leo Cherne, an authority on social and industrial economics; Alexander Griffin, who knows his way around in national affairs; Royal Arch Gunnison, who was in Poland when the Germans moved in and in Manila when the Japanese moved in; Upson Close, an authority on Far Eastern affairs; Charles Hodges, Gabriel Heath, Fulton Lewis and Arthur Gaeth.

These well-known commentators and analytical reporters will function as a team and will be headed by John Whitmore, manager of the Mutual news division. Their headquarters will be at KFRC, Mutual's San Francisco outlet, and they will have working with them William Pabst, KFRC's manager, who has been elected by the West Coast news bureaus of the four networks to act in the capacity of chief coordinator.

Extra Programs

As at present planned, Mutual will present these commentators in their regular times, but will have, in addition, four extra broadcasts a day for the first week of the conference. After that the schedule of additional broadcasts will be kept flexible according to the volume of material to be presented. We are also planning a special "across the board" evening broadcast presenting personalities of the conference.

Supplementing the news coverage, Mutual will broadcast a number of special events programs designed to give our listeners the necessary background to a complete understanding of the meaning of the news which will be made in San Francisco.

March 26, 1945 • Page 15
Wheeler Hints at Government Control

Suggests Radio Should Be Common Carrier at Merger Hearing

BY BILL BAILEY

HINTS that Congress may be thinking of radio as a common carrier, subject to rate regulation and control, were dropped last week by Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, at subcommittee hearings on the proposed merger of international communications.

During testimony of FCC Chairman Paul A. Porter, who advocated a “unified” international telecommunications system, Sen. Wheeler remarked that broadcasting “probably would be a common carrier.” Mr. Porter had testified that the FCC could require that Western Union establish service in areas not served.

Not Common Carrier

Sen. Wheeler interjected that radio would not go into “unprofitable” areas. “Radio is not a common carrier under the statute,” said Mr. Porter and Sen. Wheeler replied it “probably should be.”

Again on Thursday Sen. Wheeler, who sought last year to ban commercial sponsorship of news on the air, made his feelings known in debate over the same subject of serving unprofitable areas.

“IT seems to me a company ought to serve the public generally and take the less profitable business, too,” he said. “We could, say, to radio broadcasters—Congress could say, ‘you’ve got to serve the smaller towns’. They claim they’re not common carriers. Congress has agreed to that, temporarily.”

Amendments recessed Thursday noon, after Mr. Porter completed two days of testimony, until 10 a.m. Tuesday (March 27), when the

THE SWING was to Swing, when the British Broadcasting Corp. presented to the Blue Network commentator this handsome silver cigarette case (loaded with a popular brand) at a testimonial luncheon in Washington. Here are (1 to r): Bob Kintner, Blue vice-president; Raymond Swing; John Salt, BBC North American director, who made the presentation; Lord Halifax, British Ambassador, and Paul A. Porter, chairman, BBC. “Presented to Raymond Swing by the BBC in recognition of his unique contribution to Anglo-American understanding during the years 1935-1944 in interpreting the United States of America to the people of Great Britain,” Mr. Swing was awarded a George Foster Peabody citation last week (see page 45).

Adam Hat on 30

ABOUT 30 stations throughout the nation are now carrying the quarter-hour Adam Hat Stores mystery thriller, The Strange Dr. Dweir, under sponsorship of local dealers, according to the agency. Buchanan & Co., New York. The Hooper rating of 6.1, is available to Adam Hat dealers in transcription form, the agency said, and no charge will be made for its use.

White “Overcome”

SEN. WHITE (R-Me.), Minority Leader and co-author of the White-Wheeler Bill to amend the Communications Act, which died in the last session of Congress, was “overcome” by FCC Chairman Paul A. Porter’s continu- al deference to Congressional wishes. As Porter referred to questions as within the province of Congress and the FCC, Sen. White commented: “I’m quite overcome by this new deference shown to Congressional wishes.” Mr. Porter’s predecessor, James Lawrence Fly, was at odds with Congress most of his stormy five years at the Commission helm.

Sen. Wheeler remarked that the corporation should be either owned outright by the Government or the Government should remain at “arm’s length.”

To Await Testimony

Chairman Porter offered no concrete plan, but told the Committee the Commission preferred to await all testimony before committing itself to a recommendation. He said the FCC had considered public hearings, but since the Senate Committee was conducting hearings, such action would be duplication of effort.

Mr. Porter listed several reasons why international communications should be merged. Among them was scarcity of frequencies. He also told the Senators many parts of the world are without service because it is economically unfeasible. He had a previous FCC record for consolidation, and to that extent supports the Navy Department’s position, said Mr. Porter. “I believe it would be unfortunate at this time if the Committee’s thinking crystallized upon any particular form of organization. I have serious reservations about the structure proposed by Adm. Redman and I think the Committee should give detailed consideration to what I believe are basic principles of public administration, which are involved.”

The type of organization suggested by the Navy would, said Mr. Porter. (Continued on page 48)

Downey Proposes Speech Broadcast

No Action Can Be Taken on 10-12 a.m. Session Daily

NO FORMAL action can be taken by the Joint Committee on the Organization of Congress on recommendations of Sen. Downey (D-Cal.) that a two-hour session be set aside each day for Senatorial speeches to be broadcast to the nation, according to Committee member.

Testifying before the Committee, of which Sen. La Follette (P-Wis.) is chairman and Rep. A. S. (Mike) Monroney (D-Okla.) is vice-chairman, Sen. Downey on March 16 criticized radio commentators, suggested that the period from 10 a.m. to 10 noon could be set aside for speeches and debates and that the proceedings could be broadcast that the people might be given firsthand, uncolored facts.

Lauds Press

“Now I have no complaint at all to make against the press of the United States,” said Sen. Downey. “I think our reporters do an exacting, precise and very comprehen- sive job. I do feel, however, that many of our radio commentators and columnists are much looser and inaccurate in their reports and are inclined to give exaggerated or distorted views on the Senators or on what happens in the Congress.”

FRED SHAWN NAMED MENSER’S ASSISTANT

FRED SHAWN, program manager of WRC-licensed station, has been appointed administrative assistant to C. L. Menser, NBC Washington bureau chief, and manager of charge of programs, and will take up his new duties in New York April 19.

FRED SHAWN, formerly assistant to Carleton D. Smith, general manager, WRC, will succeed Mr. Shawn as ABC Washington bureau chief, Eugene Juster, WRC continuity editor, will become Mr. Wheeler’s assistant in charge of a newly-created program service division.

In radio for 13 years, Mr. Shawn started as an announcer at WLW Cincinnati. He joined NBC in Washington in 1933 as an announcer-producer and was subsequently named assistant to Kenneth H. Brumfield, WRC station manager. Following the separation of the two station operations, he became program manager of WRC. He is credited with originating the Mile O’ Dimes campaign.

BROADCASTING  •  Broadcast Advertising

Page 16  •  March 26, 1945

LT. BILL COYOTE, USNR, on leave as radio director of the Washington Navy Yard, Naval Base Washington, was in Washington last week on a furlough following 14 months with a Pacific Naval task force as a line officer. Lt. Coyote has been on active duty with the service since June 1943 and recently attended the Naval War College and Marine Staff Command School before joining Rear Adm. Connolly’s amphibian operations.
This is a PT boat

You've heard a lot about those babies. Plenty of speed and firepower. They're maneuverable and seaworthy. And they pack a terrific wallop. It can be summed up in the phrase "A small, but mighty independent unit."

We like to think of W-I-T-H in terms of the PT boat. A small but mighty independent radio unit.

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

We have the facts to prove that W-I-T-H packs a big wallop too. A lot of radio advertisers have looked them over... and decided that W-I-T-H belongs at the top of any budget list.

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Regional WLB Reverses WOV Finding

Denies Order Reducing Musicians’ Quota; Review Sought

REVERSING recommendations of its senior hearing officer, the Regional War Labor Board in New York last week denied the request of WLB to reduce the quota of musicians it must hire according to its contract with Local 802 of the American Federation of Musicians, with the industry members of the board dissenting.

WOV will file an application with the NWLB in Washington asking for a review of the Regional Board’s decision, Sanford F. Cohen, attorney for the station, said. Declaring that “the WLB is permitting the musicians to fiddle while our boys burn,” Mr. Cohen termed the majority opinion “inconsistent with matters as they are.” It is “tragic,” he said in view of the efforts of the War and Navy Departments to manpower Commission and the War Production Board for a work-or-fight bill because of the lack of manpower, that unessential musicians should be permitted to continue to be hired while services could be used in the war effort.”

Public Members’ Opinion

Board also unanimously ordered the station to pay a 15% increase in wages to musicians it employs, retroactive to April 1, 1944, in accordance with the Little Steel formula, since they have had no increases since Jan. 1, 1941. Herbert R. Northrup, senior hearing officer, following hearing of the dispute last November, had recommended that the WOV quota be reduced from 5 musicians and that the 15% increase in wages be granted only to the five men retained by the station [Broadcasting, Jan. 22].

An opinion of the public members of the board, written by Thomas L. Norton, chairman, and Walter Gellhorn, vice-chairman, points out that since July 11, 1941, the WOV-802 contract has required the station to employ a minimum of 12 musicians, an obligation for which WOV desires to be relieved. Excluding references to James C. Petrillo, AFM president, as “irrelevant” because “the problems which the present case illustrates are not created by Petrillo,” the opinion declares: “Bluntly stated, the issue before us is whether or not we shall destroy or diminish privileges won by a long history of collective bargaining privileges which, may be assumed, the employer, unaided, could not now withdraw.”

Stating that the War Labor Disputes Act directs the board “to provide by order the wages and hours and all other terms and conditions (customarily included in collective bargaining agreements) governing the relations between the parties,” and gives the board “no roving commission to reform or innovate,” the opinion declares that the WLB “has resisted pressures to create new solutions.”

The opinion discusses “featherbedding” at some length, citing numerous authorities, and states: “It is not our purpose here to justify or advocate featherbedding. We do not condone waste in manpower, especially during this critical period of the nation’s history. It is important to show, however, that devices to increase the number of employees required to complete a given volume of work have not always been unequivocally denounced.”

Voluntary Action

“May well be true,” the public members say, “that terms like the one now being discussed should be suspended or modified as a war measure. But to do so must, however, be reflected in voluntary action of the affected parties or in legislation on rather than adjudication which touches only on the fringes of the problem.”

A dissenting opinion, written by two industry members, Stephen B. Mamber and Arthur M. Torrey, declares: “The industry members are convinced that the board has erred in ordering that the provision in question be included in the contract. It is their opinion that the interests of the parties, of labor and of industry, as well as the welfare of the country, would be best served by its elimination.”

Pointing out that the issue is “clear-cut” that WOV was compelled to accept the 12-man quota following a union strike and that the station “has consistently opposed the inclusion of a minimum-quota provision in its contracts with the union,” the industry opinion continues: “It is willing to emphasize in any court, to continue the closed shop arrangement and to provide for eight weeks’ notice of dismissal, but it opposes any requirement compelling it to pay a fixed weekly wage to musicians whom it does not need and who do no work.”

The hearing officer who heard the testimony and had the opportunity of observing the witnesses, the industry members state, “has found as a fact that Radio Station WOV has no need for and cannot use 12 musicians. He has stated, ‘no principle of law or economics or ethics warrants the preservation of unionism’s power to deal unfairly with employers by obsolete and uneconomic featherbedding pay-without-work rules.’”

Dissenting Opinion

Calling attention to the fact that “the activities of this union have aroused the indignation of the public and the press,” the dissenting opinion declares: “The union in question has . . . come into public notoriety by reason of its policy and its actions. It has seemed to many people to favor anything which immediately helps the United States, regardless of the ultimate effect of its policies on the union, on the public, on the war effort and on the country. A continuation of this policy and particularly the adoption of the position that it has the right to control manpower even during a critical period in our nation’s history will not fail to bring disastrous results to this union and necessarily will harm the cause of unionism in the entire country.”

GATHERED at the Treasury Dept. in Washington to consider plans and broadcasting policies for the Seventh War Loan in May and June were these representatives of the NAB program managers committee and the Trends Committee of which was in Washington for a three-day meeting March 14-16 on various industry and government problems. First row (l to r): Henry H. Slavick, WMC Memphis; Irving Malef, WBMA Richmond; Ray Shannon, WHAS Louisville; Lillie Tannen, Jo Anna Walters, KOMA Oklahoma City, WOF Madison; Wayne Latham, WSPR Springfield, Mass.; USMC Sgt. J. A. O’Leary, WFD; Ed Lally, WBAP Ft. Worth. Third row: Robert Evans, WOR New York; Pearl M. Haupt, WJAC Salt Lake City; Robert H. Wesson, KGO San Francisco; Richard Day, WDFY Minneapolis; Arthur Stringer, NAB Washington; Robert L. Fidler, WOAI Miami. Fourth row: Howard Chamberlain, WLM Cincinnati; Clarence L. Menser, NBC New York; Robert Atherton, WMC Memphis; Elliott Stewart, WIBX Utica; Barney Molohon, WFD; William E. Green; Harold Fair, WHO Des Moines. Last row: Roy Langham, CBS News Washington; Frank J. Deyo, WOR; John Delehanty, Eugene Carr (leave from WJR-WGAR-KMPC); William R. Cline (leave from WLS), all of WFD Washington.

Apache Operation Told by Feldman

Radio Ship Now in Manila Bay Still Serves Correspondents

THE RADIO SHIP Apache, floating 10 kw transmitter which went to sea during the first voice accounts of the landing of American troops on Leyte and Luzon, now lies in Manila Bay, still serving the correspondents who operate from an office building in Manila, Arthur Feldman, Blue Network correspondent, reported last week on his return to New York after seven months in the Pacific.

The ship had been outfitted in Australia and arrived only the day before the convoy sailed for Leyte. It set out with only the most superficial tests. Other radio correspondents aboard were George Folster of NBC and Gordon Walker of Mutual, who arrived at L.A. Col. A. Schechter, communications officer.

First Broadcast

The first broadcast from the Apache came at 1 p.m. Philippine time (the preceding midnight in New York) on Oct. 29, he said, several hours behind schedule because of the Navy’s insistence on radio silence which was withdrawn only after Col. Schechter went aboard the Apache, and got permission to broadcast from Gen. MacArthur. To insure the signal getting through, the Signal Corps, which had arrangements, had arranged for a triple communications route to the U.S.

The Apache stayed at Leyte until early in January, when the convoy set out for Luzon. First Apache broadcast after the landing on Luzon was on Jan. 11, but by the 15th a small transmitter had been set up in a hill on Taguig which worked so well the correspondents did not have to return to the ship for the broadcast. As the Luzon invasion began, 11 correspondents followed the troops to a spot near Tarlac, about 60 miles from Manila and the same distance from the Apache, using land lines to get their broadcasts back to Dagupan and thence to the Apache.

When the American troops first entered Manila the correspondents were looking forward and forth between there and the transmitter near Tarlac, he said, to get broadcasts out, but within 10 days and short hops the wave were operating fairly well between Manila and Dagupan. When he left Manila on Feb. 11, the Apache had moved into Manila Bay and to all intents of was a regular land transmitter, he said.

Mr. Feldman also revealed that a second communication ship, FP47, commissioned as a convoy ship and loaded with dispatch code transmission of press copy and service messages. From Leyte these were relayed to New Guinea and thence to San Francisco. From Luzon the FP47 sent its copy to Press Wireless at Tacloban where it was relayed to Los Angeles.

Page 18 • March 26, 1945
WOR is proud to present...
...another promotion job that can be used by everyone who buys or sells radio time*

* For more than a decade WOR has periodically released unbiased studies that have, either directly or indirectly, aided in the increasing acceptance of radio as an advertising and public service medium. These studies include “Hand to Mouth,” a study of the food market; “WOR Continuing Study of Radio Listening,” the most advanced form of local audience analysis being conducted for any station; “How Department Stores Use Radio to Sell”; “A Study of FM Listening,” and many others.
THE STORY we are about to tell grew out of a chance remark made by a WOR sponsor during the latter part of December, 1944. He is a nationally-known drug manufacturer, and a buyer of time on stations from Maine to Mexico.

“Look,” he said, “sales are excellent and my WOR rating ranks with the best of 'em. But I'd like to know what New York's druggists think about radio anyway.”

We suggested that his salesmen ought to have a pretty good idea from talking to hundreds of druggists day after day.

“Sure. They talk about it and they get no kicks, but in a market like New York where there are 3700 drug stores and drug sales are more than $120,000,000 a year, I'd like to have something a little sort of . . . well, scientific, if you know what I mean.”

WOR knew what this sponsor meant all right. And WOR turned to the crack marketing research department of The Reuben H. Donnelley Corp. to get a reliable, unbiased and accurate report.

“Five hundred good personal interviews with 500 druggists in New York's five boroughs will give you a true cross-section,” reported the Donnelley people.

Into the field went the Donnelley sleuths during the first two weeks in January, 1945. Eventually, came the report of their talks with all kinds of druggists in all kinds of stores in all kinds of neighborhoods:

radio is a 10 to 1 favorite with druggists!

**question:**

“Which type of advertising (more than any other) do you believe most effective for a well-established line of drug products?”

<table>
<thead>
<tr>
<th>ANSWERS:</th>
<th>Number</th>
</tr>
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<tbody>
<tr>
<td>RADIO</td>
<td>431</td>
</tr>
<tr>
<td>NEWSPAPER</td>
<td>45</td>
</tr>
<tr>
<td>MAGAZINE</td>
<td>9</td>
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<tr>
<td>OTHER</td>
<td>3</td>
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<tr>
<td>Combinations of above,</td>
<td>10</td>
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<tr>
<td>including radio</td>
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</tr>
<tr>
<td>Combinations of above,</td>
<td>1</td>
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<tr>
<td>not including radio</td>
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</tr>
<tr>
<td>No preference</td>
<td>1</td>
</tr>
<tr>
<td><strong>total</strong></td>
<td>500</td>
</tr>
</tbody>
</table>
8 out of 10 druggists say full-length sponsored program sells best!

**question:**

“If such an advertiser were to go on the radio, which do you think would be more effective—

a. Several “spot” announcements (commercial messages between programs), or
b. A sponsored program 15-minutes or more in length?”

<table>
<thead>
<tr>
<th>ANSWERS:</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>A SPONSORED PROGRAM</td>
<td>398</td>
</tr>
<tr>
<td>SEVERAL “SPOTS”</td>
<td>93</td>
</tr>
<tr>
<td>No preference</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>500</td>
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</tbody>
</table>

There was a third question, too. It differed from the others in that it was a bit on the ulterior side. It was:

Question: “If the advertiser were to use a news commentator, which of these men should he choose for best results in your store?”

(Note—The druggist was shown a list containing the names of 8 outstanding news commentators on New York stations. He was asked to check the names in order of preference.)

FOR OBVIOUS REASONS, WOR CANNOT REVEAL THE RANKINGS OF THE COMMENTATORS LISTED. But WOR can say this . . .

WOR’S GABRIEL HEATTER WAS FIRST CHOICE OF MOST DRUGGISTS AS A SELLER OF GOODS.

In fact, Gabriel Heatter outranked the second most popular commentator by 67%.
whether your product is a drug or a dishpan, we believe that WOR should rank high, if not first, in your thoughts as the fastest, most economical and effective means of bringing your message to the attention of millions of people in one of the greatest listening territories on the Eastern Seaboard.

WOR

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

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
Harris Predicts an Increased Radio, Press Coverage of War Against Japs

WIDER coverage of the war against Japan by both radio and press is foreseen by Lt. Col. Jack W. Harris, executive officer of the Radio Branch, War Dept. Bureau of Public Relations, who returned to Washington headquarters after a two-month special communications mission in the Central and Southwest Pacific areas.

Detailed by Maj. Gen. Alexander D. Surles, Director, BPR, Col. Harris laid the foundation for increased radio activity in the Pacific theatres. During his tour, which took him over 40,000 miles by air, Col. Harris consulted with both Army and Navy officers.

'Army Hour' Plans

He arranged for future Army Hour (NBC Sundays, 3:30-4:30 p.m.) coverage from the Pacific, looking to the time when the European war ends and the Pacific becomes the only theatre of operations.

In Pearl Harbor Col. Harris conferred with Lt. Gen. R. C. Richardson Jr., now in command in Hawaii and former BPR Director, and Gen. Richardson's public relations officer, Maj. Millard Pivy, former Oklahoma City, W. A. Ansman. At Guam he met with Capt. Harold B. Miller, USN, Chief, Pub-


Col. Harris discussed future coverage of events with Gen. L. C. Diller, Gen. MacArthur's public relations officer. There he worked with Lt. Col. A. A. Schechter, former NBC Idaho newspaper bureau chief in setting up the historic MacArthur broadcast when American and Filipino troops recaptured Corregidor.

Independent Correspondents

Although few independent stations have correspondents in the Pacific theatres, it is expected that several will make application for accreditation when the European war ends. Col. Harris said arrangements have been made to handle radio correspondents in the Pacific on a basis similar to the European theatres.

Former director of news and special events of WSM Nashville, Col. Harris reported that radio is a boon to thousands of men on scores of assignments in the Pacific. In many places he found the men listening to radio while they worked. The Army Ex-

pionary Station's broadcast news direct from San Francisco and transcripts of the top network shows, such as Jack Benny, Bob Hope, Victory Parade of Spot-

light Bands, Lux Radio Theatre and others.

The AES are operated by former radio personnel and follow closely the American pattern. For instance, the Jack Benny Show is aired Sunday nights and the others are spotted in times as nearly as possible those of the original broadcasts.

"Radio is the one thing of America that goes right with our men," said Col. Harris. Movies are presented nightly and in virtually every instance news broadcasts direct from the States are fed through the theatre public address systems.

Col. Harris spent 200 hours in the air, traveling in a large Army transport. He visited Pearl Harbor, Kwailejai, Guam, Tarawa, Saipan, Leyte, Luzon, Biak, Finch Haven, Hollandia, Australia, New Cale-

donia and Guadalcanal.

Lowell Thomas Elected

LOWELL THOMAS, NBC has been elected president of the Assn. of Radio News Analysts, succeeding John W. Vandercook, NBC, elected a vice-president. Other officers elected were: Max Hill, NBC, treasurer; W. W. Chap-

lin, NBC, secretary; Johannes Steel, WHN New York, assistant secretary. H. V. Kaltenborn, NBC, was re-elected chairman of the ex-

ecutive committee.

Charlie Chan' Co-Op

BLUE Network will present the Chick Vinitc mystery series, Charlie Chan, as a local co-operative show Monday-Friday, 6:45-7 p.m. beginning May 14. Another mystery, Man From G-2, makes its Blue debut April 12, Thursday 7:30-8 p.m.

Calls Doctor

ONE OF TWO emergency announcements broadcast over WWNC Asheville located a doctor for Announcer Norman Young. Mr. Young had been rushed to his death as pital during the morning but by early evening a local doc-

tor was on hand for consultation. A radio appeal brought the doctor within 10 minutes and an emergency appendectomy was performed. Young's condition was satis-

factory.

70% REFUSE ALL HARD LIQUOR ADS

FIRST RETURNS from radio stations in 47 states show more than 19% refuse time for any advertising of alcoholic beverages, 70% will not accept hard liquor advertising at all, 5% will accept any such advertising that is offered according to the American Business Mens Research Foundation's survey of the subject.

Of stations replying 81% say definitely they do not regard acceptance of liquor advertising as a financial necessity while less than 5% regard such revenue as essential. They do not say the exclusion of such advertising is bene-

ficial, according to the foundation. A tendency was noted to decline acceptance of any educational ad-

vertising on the effects of alcohol as "too controversial." Many stations expressed willingness to con-

sider such programs, if authentic and dispassionately presented.

MBS Adds WNX

WNEX Macon, Ga., now under con-

struction, will become affiliated with Mutual April 15, bringing total MBS stations to 254. Station op-

erates with 250 watts on 1400 kc under the management of Al Lowe, for-

merly business manager of WBML Macon.

Keystone Suggests Changes for BMB

Refinements Urged Following Survey in Huntsville, Tex.

NEED for refinements in the method presently contemplated by Broadcast Measurement Bureau is indicated by results of a survey made by the American Radio System, transcription network, to test the BMB plan in the field.

Reporting on a survey made in Huntsville, Tex., where Ross Fed-

eral Referee interviews were covered 24.7% of the town's radio families, with all income groups and all sections of the city represented, KBS said everyone interviewed mentioned KASM, the local sta-

tion, in answer to the question, "What are the call letters of all radio stations which you or someone in your family listens to in your home at the time?"

Just that one other station, one 900 miles away, received 50% or more mentions and so, under the BMB method, would include Huntsville as pri-

mary coverage.

What They Listen To

Responding to a question inter-

polated by KBS, one said he would go with the suggestion of the local station—"What stations can you receive without interference winter or sum-

mer?"—KBS mentioned KASM, with only 7% naming another sta-

tion. To another interpolated ques-

tion—"What is your reason for listening to the station you listen to most?"—"Clear re-

ception," 46.5% said "better programs," 26% said "news."

The question on reception, if ad-

dressed to the BMB questionnaire, would be of value to timebuyers in presenting a clearer picture of cir-

ulation, KBS suggested, proposing that letters be used to indicate reception without interference, sta-

tions with no such mention another sta-

tion being labeled "A," etc. A "why" question to bring out reasons for listening would also be a valuable addition to the BMB form, KBS said.

KBS also reported that the Huntsville study, done by the per-

sonal interview method, was con-

ducted, completed and tabulated within a period of two weeks, while results are just starting to come in from a mail survey, started at the same time in Montana.

AAF Branch

RADIO Coordination branch of Army Air Forces Personnel Distribution Command has been established in Hollywood to handle combat record-

ings for guest appearances on radio shows, movies and special events. Hollywood special events producer and an-

ouncer, heads the unit. Group will also act as liaison for clearing scripts with Leonard D. Callahan, chief of West Coast office, radio bureau of pub-

licity relations, AAF Dept.

WESTERN ELECTRIC Co. has declared a dividend of 50 cents per share on common stock, payable March 30 on stock of record March 23.
Art Baker's Notebook, heard Monday through Friday on KFI from 4:30 to 5:00 P.M., is now in its sixth year. This popular participating feature has the highest daytime Hooperating of any local non-news program.

Here is another example of the high quality of local programming that has long identified KFI, and another of the reasons for KFI's undisputed leadership in Los Angeles.

*Check with KFI or Edward C. Petry and Company, Inc., for rates and availabilities.

KFI...NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
Recalling Early Days on WGY Schenectady While celebrating the 23rd anniversary of the GE station (1 to r) Bernard Cruger, acting for W. J. Purcell, chief engineer; Edward A. Rice, musical director; A. O. Coggeshall, program manager; Kolin Hager, station manager; Capt. H. H. Banker, Blue Town program; W. T. Meenan, news editor; C. D. Wagoner, GE news bureau.

On-the-Spot Coverage Featured In AAF Show Starting on Blue

Maj. Frederick Brisson in Charge of Show Which Will Be Carried Over Entire Chain

AUTHORIZED as a "military operation" of the Army Air Forces, the Fighting AAF, new combat program, started on the full Blue network at 1 p.m.-6 p.m. (EWT). On the war's most active fronts, combat radio reporting teams formed in the theatre, will fly regular missions with the troops in action and fight enemy territory and give on-the-spot coverage of the battle action.

Maj. Frederick Brisson, just appointed by Gen. Arnold to head the new AAF office of radio production, is in charge of setting up the series. Edward Noble, chairman, and Chester LaRoche, vice-chairman of the Blue network, have agreed to carry the Fighting AAF over the entire chain. Previously, Maj. Brisson was partner in charge of radio in the Frank N. Vincent Agency, London, Paris and Hollywood.

Lafferty Producer

Capt. Perry Lafferty, former NBC script writer, ad director, will produce the show for the Army, with M/Sgt. Warren Lewis, who will also write for the program. Hubbell Robinson, Blue vice-president in charge of programming and Adrian Samish, national production manager are supervising the program for the Blue.

Ten radio correspondent teams, comprised of a recording engineer, writer-producer and announcer will handle the combat portion of the show, from planes in action. Material will be shortwaved direct or recorded and sent by courier plane to be edited to fit into the pattern of the half-hour program. Actual production will take place in Los Angeles, New York, Washington and overseas headquarters. Fighting AAF will also feature a weekly report by high ranking AAF officers, with Gen. H. H. Arnold, Commanding General, AAF, as the first speaker. Musical portion will be by the 60-piece AAF orchestra and soldier chorus under the direction of Lt. Col. Edward J. Dunsteder, picked up from Santa Ana.

The Radio Branch, Army Bureau of Public Relations under Col. Edward M. Kirby, former NAB publicity head, is setting up equipment and fighting units on enemy territory.


Decca Sales

DECCA RECORDS, New York, and subsidiaries, for the year ended Dec. 31, set a new record for yearly sales with a total of $13,416,935 compared to $11,278,345 for 1943, according to the annual report. Net profit totaled $1,000,000 for 1944, representing $2.56 per share on 385,626 shares of outstanding capital stock, after all charges. Net profit for 1943 was $1,306,361, equal to $2.95 per share on the same number of outstanding shares. Current assets totaled $7,787,977 and current liabilities $3,079,410. History of the company from its start in 1934 is traced by Jack Kapp, president, in a letter to stockholders.

ITT. To Sell Spanish Stock

INTERNATIONAL Telephone and Telegraph Corp., which controls about 80% of the common stock of the Spanish Telephone Co., has agreed to sell its interests to the Spanish government, for approximately $1,000,000. Although the sale has been agreed to by both parties, the contract is still to be executed and must be authorized by the Spanish Cortes and a license for the sale must be obtained from the U. S. Treasury Dept.

Students Name Correct Sponsor

A GOOD percentage of the students were able to give the correct sponsor identification for the General Electric Co. news programs on 13 Intercolligate Broadcasting System stations, according to a "col- lege radio survey" just released by IBS. An average of 88.5% of the students gave correct answers at seven stations covered by the study. G-E started last November as sole sponsor of the news periods. Survey interviewed 591 students at Cornell, Harvard, Williams and Yale students placed their campus outlets ahead of local stations.

At Boston, the campus station was fourth in seven stations, headed by WGY Schenectady. At Radcliffe, the station placed third, with WCOP Boston at the top, and at Alabama, EFN, which has one hour per day, placed third with WJBD at the top of the list.

The student listens an average of 1.15 hours per day to his station, and agrees that two stations broadcasting six hours daily, Cornell reports an average 1.83 hours of listening and Yale an average of 1.09 hours.

An average of more than 73% has a radio in the room and an average of 94% has access to a radio, according to the survey.

General Electric Net Income Up 13% in 1944

NET INCOME of GE for 1944 was $50,800,000, an increase of 13% over 1943, the company's 63rd annual report. Before dividends of $234,732 stockholders amounted to $40,300,000 of this sum. By the end of 1944, the company's surplus stood at $171,946,145.

Main reason for the firm's high volume production were the inventions and development achievements of GE engineers and scientists, the report states, and among these are radar, scientific devices which link all branches of the armed services everywhere.

Sylvania Record

ALTHOUGH only 12% of its 1944 production was available to civilians, Sylvania Electric Products, with its subsidiary, Colonial Radio Corp., reported record sales volume of $101,527,010, an increase of 67% over Sylvania's 1943 mark. Consolidated net income, after tax and extraordinary items, increased to $2,053,256, equal to 53.8 cents per share of common stock outstanding at year's end. That figure compares with $1,567,830, equal to $1.79 a share in 1943, on the 39.7% outstanding at the end of that year, after deducting preferred dividends.

ADM. C. C. BLOCH, USN Ret., Chairman of the Navy Board for Production, this week conducted a complimentary visit of Radnor Radio Corp. of America for its "splendid production record," J. F. Pannill of the award of a fourth star for the company's Army-Navy
When an advertiser talks over WKY, he talks to the people who do just about three-fifths of all the retail buying in Oklahoma. He talks to an audience with a 38% bigger buying record than the audience of the state's second station. The people in WKY's morning primary service area spent $471,335,000 in retail stores in 1943; the Oklahoma people in the morning primary service area of the second station spent $238,990,000.

WKY is the kind of station which does the biggest and best possible job for an advertiser at the lowest unit cost.

It does this kind of job, first, by reaching more people than any other station in the state; secondly, by reaching the people who do the most buying; and thirdly, by holding their attention and interest more of the time than any other station.

Morning, afternoon and evening, according to the statewide survey of listening made by Dr. F. L. Whan of the University of Wichita, WKY does this kind of coverage job in Oklahoma, does this kind of selling job in the state's biggest market for food, drugs, apparel, merchandise and services of every kind.

WKY is the FIRST station in Oklahoma's FIRST market and the FIRST choice of advertisers.
Frankly frilly in the daylight hours, WSAI programs are aimed straight at the purse strings of the Lady of the House ... with success attested by Hooper reports and the ever-increasing number of program-minutes sponsored by Cincinnati department stores (835 minutes a week right now!).

But woman-wise WSAI has a talent the leopard lacks ... for ...
at 6 o'clock the distaff flavor changes... into a deft mixture of music, mystery, news, views, comedy and conversation pieces for the Master of the House as well as his lady. Blue Network programming, teamed with a WSAI talent for "slanting" air-fare to the audience of the moment, makes WSAI as much a family favorite by night as it is a ladies' love by day.
Caesar's Memoirs

MEMORANDUM
To: JAMES C. PETRILLO
Re: Ban on Royalties
From: Broadcasters (who told you so, too).

NOW LOOK what you've done! Senator Josiah W. Bailey (D.-N. C.) has introduced a bill which would outlaw royalty payments to all unions. That's because of your ingenious plan to tax record and transcription manufacturers for your cozy little private WPA.

John L. Lewis thought it was a swell idea and went you one better. Instead of a measly $4,000,000 you estimate you will get in tribute from the recording field, Big John is out after $60,000,000 from the coal folks, at the rate of 10 cents per ton.

Now, neither of you will get anything. Congress knows that the public will pay in the end. And even Congress understands that there just isn't any unemployment among musicians or miners in these days of war shortages and the tightest manpower situation in history. They're not being taken in by the unemployment relief hoax.

You know, Jimmy, if we metaphorize history, even Caesar met his Waterloo. And even you'll admit you're really not as great as Caesar. You might as well start writing your memoirs now. And when you get to that chapter dealing with your great radio conquest, you'd better eliminate those passages dealing with the recording coup d' etat of 1944. Our guess is that it'll be expunged from the records in 1945 by Congressional mandate and the righteous indignation of an aroused public.

FM for GI's

WITHOUT going into the merits of the battle over FM's niche in the high-frequency spectrum, there's one suggestion made to the FCC that seems both apt and timely.

In the brief filed for FM Broadcasters Inc. by its counsel, Philip G. Loucks, on the FCC's proposed allocations, it is proposed that the 20 FM commercial channels which would be withheld from assignment be restricted for future assignment to members of the armed forces. The brief brings out that these men are "not now in a position to prepare and file FM applications" and some might desire to include construction and operation of FM stations in their postwar plans.

We know from the correspondence we have maintained with a sizable number of radio men now in foreign theatres (and quite a few in this country) that they are looking to that postwar era when they might be able to get into business for themselves. Most of them won't be able to fulfill their cherished ambitions. But the way should be open for them to have that opportunity. They shouldn't be penalized because they have taken up arms for their country.

Precisely why the FCC had in mind in "reserving" 50 of the commercial channels we don't know. The Commission didn't express its thought in its proposed report. There's been no new light since.

If there are to be reserved channels, certainly the veterans of World War II should get first preference, gilt-edged priorities and less rigorous prerequisites as to financial and technical qualifications.

Our Respects To

HARRY STEPHEN ACKERMAN

NINE years ago Harry Ackerman, just out of college, got a call from Sigurd Laron, now Young & Rubicam president.

Mr. Laron said the agency was organizing its own radio department, and he asked Ackerman if he'd be interested.

What happened in the meantime is an unusual account of how a young man—he's 32—rose to the top.

During Harry Ackerman's last two years at Dartmouth he wrote, directed and hosted in his own radio programs for the school's station. In his senior year he managed and wrote the pageant of the Dartmouth Winter Carnival. Raymond Knight, who was then doing the Cuckoo Hour on the air, heard about Harry and asked him to do a spot.

He wrote the five-minute script on the train from Dartmouth to New York the day after graduation. After the program Mr. Knight offered the young grad the lead in a Knight play then running at the Buck Hill Playhouse in Pennsylvania. At the end of the play's run, Ackerman became business manager for Ray Knight, then promotion director, and finally announcer for the Cuckoo Hour, also doing some of the writing. He began doing free-lance writing spots for several other radio shows.

When the Cuckoo Hour went off the air, Harry went up to the Y&R office and jogged their memory about the job offer. "Nothing open right now," they told him. But he was insistent and landed a job as messenger boy at $25 a week. After a few months he wheeled a place in merchandise research, where he constantly harped on the idea of a transfer to the radio department.

He finally made it and became an assistant director on the Phil Baker and Helen Hayes programs, and was in charge of auditioning for the Fred Allen show.

His first full-charged directing was for the Broadway Melody Hour starring J. C. Flippen. The agency later sent him to Detroit to do the Lewis Ranger show, then to Los Angeles a couple of weeks, a week, writing, directing and flying to San Francisco once a week as announcer for the client. To complete the week, on Saturdays and Sundays he assisted Tom Lewis on the Screen Guild Shows.

Although he says he had a wonderful time with this hectic schedule, it landed him in a hospital for two months with a breakdown.

When he returned during the spring (Continued on page 32)

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BROADCASTING • Broadcast Advertising
The next time you hear Schubert’s immortal Unfinished Symphony remember it laid in oblivion on a dusty shelf for over forty years. Then one day it was discovered and played before an audience. Immediately it was recognized as a masterpiece.

Which indicates that even genius must be heard before it can be appreciated.

This same thought applies to radio. The most compelling “commercial” spoken into a microphone would be a waste of breath if there were no listeners at the receiving end.

Your selling story, spoken into a WCBM microphone is certain to reach a profitable proportion of the Baltimore market, for listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore’s Listening Habit
of 1939, he was made director of the Al Pearce program. He married Mary Shipp. The couple returned east where he directed the Kate Smith Hour and The Aldrich Family programs.

Even bigger opportunities opened up when he went back to the Coast in the fall of 1940, when he was in charge of the Screen Guild shows.

His eagerness to try new ideas, to insist on the best from every one concerned with the program, brought him credits from film and radio industries.

"He was full of that terrific kind of courage—the kind of boldness which would have gotten him in plenty of hot water if he hadn’t the red wine force of personality to carry through his ideas," Tom Harrington, former head of radio for Y&R, says, referring to his work on the Coast.

Back to Gotham

Ackerman says he was never so happy as in this assignment. But New York demanded he come back to supervise all radio shows for the agency. For the first time Harry Ackerman refused a promotion.

Tom Harrington had to fly to the Coast and practically drag him to a plane for New York.

In December 1942 he was appointed head of radio production, and in January 1944 he became associate director of the division in charge of production and television activities.

By October of ’44 he was top man of a division consisting of production, talent, station relations and commercials.

Now and then, "just to keep his hand in," he writes a spot for the Kate Smith show. Another job he enjoys is a weekly radio column for a small newspaper in Nantucket.

In Manhattan and in Nantucket, Mr. Ackerman hopes to settle down on the Pacific Coast, surrounded by cameras, an airplane or two—and of course several radios.

West Coast Crosley Office

CROSLEY Corp. has opened a new West Coast sales office in Hol-lywood’s First National Building with Tracy Moore in charge, Robert E. Dunville, WLW general manager has just announced. Mr. Moore will also represent KGIR Butte and the Bar-Z network. For three years he was western sales manager for the Blue Network.

Heads WFIL Promotion

ROGER W. CLIFF, president of WFL, Philadelphia, has appointed Malcolm MacPherson, former publicity relations director of the Ralph H. Jones Agency, Cincinnati, as promotion director. Mr. MacPherson served as special advisor to Governor John Bricker during the 1944 Presidential campaign. He succeeded Ted Oberfelder, now Coordinator of Audience Promotion for the Blue Network.

SEARS & AYER has been named representative for KOPN Port An-geles, Wash.
FRANCES FARMER WILDER, CBS New York consultant on daytime programs, is on her way East to present network research report to executives of local agencies as well as interested radio groups.

RICHARD MACNAMARA, former WIXX Washington chief announcer, is now program director, ISABEL T. RYMEY LEE is assistant program director.

LT. (jg) FRED WIEITING is first WIBG Philadelphia man to return to the station from the war. After 30 months in service, 20 in the Pacific area, he rejoins the announcing staff.

KATHLEEN NORRIS, novelist, takes over April 2 as writer on Lever Bros.

"Bright Horizons" on CBB, Agency is Young & Rubicam, New York.

WALT FRAME, who joined WATT Newark, N. J., some months ago, as audience promotion manager, has taken on added duties as director of publicity, reporting to ROY DE HOLAND TRENCHARD, public relations director.

WALTER ROBINSON, formerly of WAGE Syracuse, and ROBERT G. WALTER of WPIEL Syracuse, have joined the announcing staff of KYW Philadelphia.

LOUIS THORPE, formerly of WKBW Reading, Pa., joined the announcing staff of WIBG Philadelphia.

BOB MOWERY, former announcer of WTRY Troy, N. Y., and TOM GILLESPIE of WGBF Tennessee, have joined the announcing staff of WNYY Watertown.

WGY's EDWARD J. NEWMAN, known as Dick Kirby and m. of New York all-night record shows before joining the Army, has been appointed radio director of the New York Service Command, Boston, as a result of his work as writer-producer of the WAC show, "Everything for the Girls".

MEL FRITZEL, formerly of KROW Oakland, Cal., has joined the CBS San Francisco as announcer.

CATHERINE ACKERMAN, formerly with KQW and KFRC Francisco, is now in charge of WVW Cleveland transcription dept. PEGGY WIRSON is new continuity editor. She was with KMPC Beverly Hills.

RICHARD M. WOLLEN, for three years with Horace Heidt in various capacities, has joined the Blue Hollywood production staff.

GAETAN BARRETTE, formerly of CBF Montreal, has joined the announcing staff of CBF Chambly, Que.

CLAIRE MARTIN, formerly of CBV Quebec, has been transferred to the announcing staff of CBF Montreal.

ETHY PARKE TAYLOR, formerly of CBMT St. John's, N. B., and STEPHEN KERLEY, returned from service after three years overseas with the RCAP, have joined the program department of CBH Halifax.

CHEY BHRMAN has returned to WCKO Koko, Ind., as director of continuity. He has been doing television production research work in Hollywood.

BOB FOX, formerly with WBCL Bowling Green, Ky., is now an announcer at WGBQ Louisville. CELESTINE HAUNOST has assumed duties as writer in the WGRC continuity department. JON PAYTON has been named music librarian.

HARRY CARROLL, formerly with WDAB Kansas City, Mo., is now with WADT St. Louis as announcer. FRANK ALLEN shifts from the announcing staff of WJSA Louisville. "TO DU MOX C. G. (FRED) RENIER, director of program sales, has been traveling during the past two months to contact and addition talent for KMOX and other CBS stations.

DAVE MOORE, formerly on the editorial staff of Billboard in Chicago, is now KMOX director of publicity.

BOB UMBACH, released from the Army Air Forces, is now an announcer with WLZB Des Moines. DOROTHY ALEXANDER is in charge of the continuity department.

DOUGLAS MUSINSON, formerly of WLV Cincinnati, has been named continuity director of KOMA Oklahoma City.

WILLIAM F. BEATTIE, known as Bill Freeman, has resigned from WWIN Louisville to join the announcing staff of WGBF Evansville Ind.

DELORES SWANBERG has resigned from KQVO Missoula, Mont. continuity staff.

RAY BERGMAN has joined the KSIL Salt Lake City continuity staff.

GEORGIA DAVIDSON, former production manager at WDBO Orlando, Fla., and previously with WKRC Cincinnati and WJW Cleveland, has been appointed radio director of public information at eastern area headquarters of the American Red Cross. Miss Davidson was one of the first women to go overseas for ARC.

MARTIN SILBurt, formerly of CKSM Bouguenais, has joined the announcing staff of CKSY Toronto, HAL KELLY, released from the RCAF, has also joined CKSY.

L. G. YULL, formerly of the CBC Montreal, is reported wounded in Belgium.

AL STEITZON, former receptionist at NBC, has been appointed assistant supervisor of the NBC guest relations department, reporting to LATHROP BERRY, manager. Mr. Steitzon replaces JOE PUSSER, on leave of absence due to illness.

GREENVILLE DARLING, former program director of KANS Wichita, is now an ensign attached to the communications staff of Adm. Nimitz in Guam.

DICK WILLIAMS, at 17 a noted midwest magician and winner of the KANS $200 amateur announcers' contest, has joined the KANS announcing staff.

Gerald Brown, announcer of WGCC Louisville, on Feb. 18 married IRENE SIMPSON.

HERB HALEY, announcer of KGO San Francisco, has been appointed executive producer of WABD, DuMont television station in New York, Samuel H. Cuff, general manager, has announced. Mr. Lowther will supervise all programs on WABD. He is author-producer of an original series presented by the "DuMont Players" each Sunday evening.

Other personnel changes include the appointment of Louis Sposo as manager of the program service dept. Bright has been named art director. Eleanor Ball is setting up a new motion picture department at WABD. Scott Belt and Otis Freeman have been assigned as supervising engineers to WABD's two studios.

WALTER STONE

WALTER STONE, Sr. KBUR Burlington, Ia. continuity director, died early in February. He had written many plays and comedies, coached student plays at Northwestern U. and for seven years wrote and directed for the John B. Rodgers Producing Company. He was well known in musical circles.

3/5 of WMT'S LISTENERS ARE CITY FOLKS!

More than one million of the listeners in WMT's vast potential listening audience (3,500,000) are "City Folks." These are the same people you meet in any city—doctors, lawyers, engineers, factory workers, clerks. They contribute their share toward Iowa's $1,500,000,000 (plus) yearly income. Don't think Iowa begins and ends with farming—sell both the farmers and the city folks with WMT. WMT's 5,000 watts at 600 kr. can't miss when you're yelling your sales message at Iowa.
NEW YORKERS EARLY RISERS

WOR Survey Shows Four Out of Five Families

by 8:30 on Sunday morning two-thirds of all New York families are astir and that by 8:00 two-thirds have sat down to Sunday breakfast.

WHAT WAS the earliest time last Sunday morning that a member of your family was up? What time did the family have breakfast?

You could jog your memory for the answer—but why bother? It’s scarcely an epochal subject for small talk. Like, say, the weather.

The weather at least is ubiquitous. And you’re just one family.

Multiply your family by two-and-a-half million, and you’ve got an opinion for Eisenhower. Two-and-a-half million is the number of families who, squeezed into New York City and its four congested adjacent counties, rub their eyes each Sunday morning, hop, squirm or fall out of bed and—by direct or detour routes—make for the breakfast table.

Aggrandized by such sheer weight of numbers, every minute matutinal move of John Smith or Joe Zilch thus is lifted out of the commonplace, endowed with prime significance as a Merchandising Fact. Enormous quantities of advertising and public service may hinge on that fact.

Significant Activities

Will the little Smiths brush their teeth this Sunday morning? How much Infeclo Mouth Wash will Smith sluice around his collective tonsils? Does Mrs. Zilch blow her coffee strong or weak and does Jasper grab for Wheaties? Does the family fight for the Sunday contest and/or tune in a radio program?

Always intensely interested in the living habits of their listeners, WOR New York needed to know—how and more especially when—New York gets up on Sunday. So Crossley Inc. was called in, questioned 6,705 representative families, came up with the answer.

Boiled down the answer is: On Sunday the Smiths (New York’s most representative family) toss aside the first coverlet at precisely 8:05 a.m. and foregather at the breakfast board at exactly 8:45.

This is a good deal faster than had been predicted by night-owl radio executives. They were surprised to learn, for example, that

ON his 22d anniversary in radio, Lewis W. Joy, general manager of KYW Philadelphia, was showered with 22 different brands of cigarettes by 22 girl employees of the station. Mr. Joy broke into radio on St. Patrick’s Day in 1923 as a concert singer on WZGF and became an announcer with WEAF in 1925. He joined KYW in 1935.

GAG - WRITERS PROTECTIVE Asm, formed at the instigation of George Lewis, WHN New York publicity director, has tabooed jokes about Mrs. Franklin D. Roosevelt on the grounds that they are being overdone on the air, and are too often disrespectful.

“What was the earliest time last Sunday that a member of your family was up?” during October 1944. The second question, “What time did the family have breakfast last Sunday?” was asked of an entirely different group during November.

Both surveys were made in connection with the WOR-Crossley continuing study of radio listening in the area. Breakfasts Lag

The chart below shows breakfasts lagging behind the getting-up period by about a half-hour until after 9:30 a.m. when the two curves start closing in.

Peak period for rising is between the hours of seven and nine during which time nearly three-quarters of all families start getting up. Nearly three-quarters of all Sunday breakfasts occur between 8 and 10 o’clock.

In the light of these findings, some WOR programming policies may need revision. For example, a popular commercial carrier now occupying the half-hour from 11:30 to 12 noon and featuring the Sunday morning breakfast, might fare better much earlier—perhaps at 8 or 9 o’clock.

Significant Activities

More Newspaper Space

NEWSPAPERS are allotting more space to radio in the face of wartime paper shortages. It was revealed in an annual survey by the NBC Central Division press department of newspapers in the 22 states served by the department.


The Shreveport Times out radio material as have The Detroit Times, The New Orleans Times-Picayune, and the Mason City (Iowa) Globe-Gazette.
Running NBC that town, and WKBN award Angeles past been em
sions tator, Bond prizes. Drawings were grand
magic 1945, each day. personalities of six
responded to Been in a party cor-
 Bordcasting won Top -Thompson's
$resultant, Skelly and Robert

COLUMBIA NETWORK

KROW Banner LAROE felt banner day by foot, hands below the KROW Oakland, Cal. broad-
casting booth in Winterland. San Fran-
cisco ice hockey rink, to identify the station which regularly broadcast
the games. O'Rourke of California (men's hockey) and their version of con-
test winners. Agency is Oakfield & Guild, San Francisco. Banner reads "KROW Broadcasting for Castle Hall."

Playbills for Audience NEW PROMOTION place for WNAC and WAMC. Network flyers is a theatre
playbill given each week to an audience of 80 at New England Mutual Hall, Boston at General Tire's "Thanks to America". Sunday afternoon variety show, with flyers on new programs en-
closed.

Inc. held at the Biltmore Hotel March 2, 1945, was sponsored by WRIT, New York
station of the Yankee Network. Among the award winners of the event were: Mrs. Estelle Beers, Mrs. William McLeod, Mrs. John
Donald Freeman and Boris Aronson.

Dreier Booklet ALEX DREIER, NBC Chicago comment-
tator, has written a pamphlet, "His Natism Failed", a compilation of impres-
sions of the German people and Nazi persuasion by Mr. Dreier as a member of the NBC Berlin staff in 1941 and foreign correspondent in some 16 for-
gion countries. Eight-page booklet will be distributed by one of the comment-
tator's sponsors, Skelly Oil Co.

WHOM Booklet PHOTOS of studio personnel and program personalities of WHOM Jersey City
station will be featured in a book by the station. Book will be distributed to all correspon-
dents and station staff.

Reaction Presented WBT, in a brochure "At Home Lincoln Might Have Been There", describes last De-
cember's broadcast on CBS of "people's Platform" from Charlotte, N. C., which
featured a discussion of the negro-
white problem in the South. Copy em-
phasizes the favorable reaction which
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featured a discussion of the negro-
white problem in the South. Copy em-
phasizes the favorable reaction which
gave rise to programs and staff per-
sonalities, FM and network programs and schedules of Evansville stations.

KRTN Des Moines KRTN Des Moines has issued an "Emerald Brochure" to promote the "Gene Emerald Show" 3:30-5:30 p.m. trim-
ed with green, brochure features a picture of Mr. Emerald and compares him to Martin Block in New York and Arthur Godfrey in Washington.

WNAC Montage MONTAGE of newspaper clippings in connection with typical Mont-
Farm Family's trip to Washington has been prepared by WNAC. "Valentine" of March 5, 1943 has been selected as one of the most widely read articles in the field.

IN TRIBUTE to her morale-building services to armed forces overseas, Dinah Shore, star of weekly NBC "Jubilant Singer's Open House," has been selected as first entertainer to receive citizenship medals of Veterans of For-
gian Wars.

GETTING RESULTS

Today, Quebec Province is progressive and alert—a wide-awake market for your goods or services. Her $35 million people constitute a specialized radio audience for your sales message. You can make loyal customers for your product—provided your Radio program is designed with knowledge of their preferences in Enter-
tainment. That is where we specialize at Biltmore. We now produce programs in both English and French for many leading National ad-
vertisers.

LET US HELP YOU

BROADCASTING • Broadcast Advertising

CHATEAU DE RAMSEAY WHERE THE FIRST LAWS FOR CANADA WERE DRAFTED

RADIO PROGRAMME PRODUCERS MONTREAL CANADA

March 26, 1945 • Page 35

Merger Spots

GENERAL PETROLEUM Corp. of Cal., Los Angeles, in a two-week campaign to announce consolidation of that firm and Gilmore Oil Co., on March 28 & 29, is using a heavy daily schedule of spot announce-
ements on 75 Pacific Coast stations. Agency is Smith & Drum, Los An-
geles.
Poll Gives Four WTMJ Staff Members, Two Programs High Popularity Rating

FIFTEENTH annual poll of the Milwaukee Journal placed four WTMJ Milwaukee staff members and two station-produced programs high in popularity.

The Grenadiers, 13-year-old WTMJ noon music and variety program won first in the day show classification with a third of the vote, cast Play 'Em or Pay 'Em, another local show placed fifth with Breakfast at Sutro's, The Breakfast Club and Finder's Keepers in second, third and fourth places.

Bob Heiss, chief WTMJ announcer, placed first in listener preference with Don Ameche, Harry Von Zell, Bill Goodwin, Harlow Wilcox and Don Wilson following in that order. Two other WTMJ announcers, Paul Skinner and Gordon Thomas, placed seventh and eighth.

Wisconsin listeners placed Mr. Skinner third in the news commentator field just behind Gabriel Heatter and Walter Winchell. Robert St. John, H. V. Kaltenborn were fourth and fifth with Bob Heiss, of WTMJ sixth.

Bing Crosby was most popular male singer and Frank Sinatra second. Mr. Skinner placed third in this division. He was followed by Dick Haymes and Perry Como. Russ Winnie, of the Milwaukee station, was most popular sports announcer followed by Bill Stern and Bob Heiss of the WTMJ staff and Ted Husting, Mickey Heath, and Jack Brickhouse.

Other results showed Bing Crosby's show first in the favorite program division followed by Bob Hope, Fibber McGee and Frank Sinatra. Dinah Shore was tops among girl popular singers, Harry James the most popular dance orchestra; Truth or Consequences headed quiz programs and Lux Radio Theatre dramatic shows.

LATCHING ON to a congratulatory handshake from Ed Kohak, president of MBS, is Mrs. Myrtle Goulet, midwest traffic manager of Mutual, who recently completed her tenth year with the network.

Ade Hult, newly appointed Mutual vice-president in charge of midwest operation, smiles on.

Pulling Power in Philadelphia!

WDAS Pulls War Bond Money
Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.

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

NBC POLICY SHORT OF PAPER'S PLAN

NBC's new advertising policy will not bar entirely interruptions of news broadcasts by commercial announcements, Sydney H. Eiges, NBC press department manager, told a St. Louis Post-Dispatch correspondent last week.

While the new policy bars interruptions in the middle of the newscasts it still permits them within the first two minutes and the last three minutes of 15-minute programs. and does not comply with Post-Dispatch editorial suggestions for improvements in newscast advertising, a story in that paper declares.

"What is likely," Eiges explained, "is that the sponsors will begin the news broadcasts by headlining a 'bulletin board,' following that with a one-minute commercial announcement. There then would be 10 minutes of uninterrupted news, followed by a commercial 'spot' with possibly some final bulletins or sports and weather reports at the end."

Eiges pointed out the network limits total advertising time to two minutes and 15 seconds. The Post-Dispatch has suggested broadcasters "quit interrupting the news with commercial plugs.* It also suggested that they do away with "plug-uglies" or broadcasts submitted by advertisers who deal in palliatives for "bodily aches and pains, stomach acidity and gas, body odors, enlarged pores, bad breath and a thousand and one equally revolting subjects. The Post-Dispatch story denied NBC had done anything to comply with this suggestion.

Snapp Award Entries Will Close April 5

COMPETITION for the Josephine Snapp Award for the woman who has made the most outstanding contribution to advertising closes Thursday, April 5, the Women's Advertising Club of Chicago, sponsors, have announced.

Responses this year reflect the varied part women are playing in the advertising field during the war period. Four of the judges are Charles Luckenm, president Lever Brothers Co.; Bruce Barton, president Batton, Barton, Durstine & Osborn and chairman of the board of directors of the Advertising Federation of America; Helen Holby, director of a club contact department Advertising Federation of America and Donald D. Davis, vice-president of Minnesota-Ontario Paper Co. Minneapolis, Minn. A fifth judge will be announced later.

Walgreen Renews

WALGREEN DRUG Co., Chicago, has renewed its spot announcement campaign in 38 markets effective April 1 for 39 weeks. Agency: Schwimmer & Nitt. Walgreens will alternate baseball sponsorship in Chicago with Lorillard. Alternate schedule under plan is for Walgreens to sponsor on WIND one day with Lorillard on WJJD; following day schedule is reversed. WJJD will carry White Sox; WIND, Cubs.
"ALL MY WISHES END..."

... where I hope my days will end... at Monticello."  Author of the Declaration of Independence, of the Statute of Virginia for Religious Freedom, and Father of the University of Virginia, Thomas Jefferson had two great romances. One, his charming young wife, Martha; the other his "Little Mountain", the noble house built on a favorite hilltop where he used to sit and dream as a boy. Monticello is not only the inspiration of the purest American architecture, reflected in many other famous buildings including the State Capitol at Richmond (directly across the street from WRVA's Richmond Studios), but it is also revered as the Shrine of Democracy. The Sage of Monticello epitomized the fact that character is a blend of many qualities. In WRVA... a blend of the modern miracle of radio with the charm and graciousness of the Old South.

50,000 WATTS... NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK
Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
I've changed my mind—I'm staying home to hear the Lone Ranger on WFDW Flint.
Tom Olsen Appointed To New Treasury WFD Post

TOM OLSEN, owner and operator of KYG Olympia, Wash., is to join the U.S. Treasury Department about April 1, according to an announcement made by Eugene Carr, chief of the WFD Radio Section. Mr. Olsen will have charge of a new post involving coordination and reporting of the activities of local stations in the promotion of the Seventh War Loan Drive for $4,000,000,000 in nominal next May 14-June 30. He will serve with Treasury as a dollar-a-year man.

Long active in the newspaper reporting and theatre advertising fields, Mr. Olsen became interested in radio through his close friend, Harry Speer, owner of KXRO, Aberdeen, Wash. He purchased an interest in KYG, becoming general manager of the station in 1935. The 250 w outfit since then has gone to full-time operation with 250 w on 1400 kHz as a Mutual affiliate. Mr. Olsen is president of the Washington State Assn. of Broadcasters and is secretary-treasurer of the Northwest Broadcasters Assn.

Barrere Made Assistant Promotion Manager

CLAUDE BARRERE, formerly manager of syndicated sales of NBC Radio Recording Division, has been named assistant to Charles Vail, promotion manager of WEAF, NBC's New York outlet. Mr. Barrere joined NBC in August 1941 as a salesman, was placed in charge of syndicated program sales in 1942 and became manager last year. His replacement has not been announced.

One of several new appointments in the recording division is that of Helen Bernard as commercial sales representative, replacing Rady D. Sosfeld, who left the network last January, and has now been appointed to the sales staff of WCPH Boston. With NBC for the past six years, Miss Bernard has been increased to the syndicated sales manager.

Addison C. Amor has been named salesman for NBC Theatricals, and Daniel Denny Jr., has joined syndicated programs in a similar capacity. A graduate of Duke U., Mr. Denny was discharged from the Army Air Corps, as a captain in special services. Mr. Amor has produced such programs as Lower Basin Street, and Boston Symphony, Blue, and is a songwriter, with two compositions on the Theatrical list.

Shift to New York

DEAL has been completed whereby weekly Eight Ball program on Blue stations will shift from Hollywood to New York for four weeks. The weekly program originating from Paramount Theatre starting June 6. Besides the Andrew Sisters, personal appearance will include George (Gabby) Hayes, Dewey (Pigmeat) Markham and Marvin Miller, announcer. Deal was consummated at price of $80,000. Nash-Kelinbator Corp. sponsors the program.

Cowlies Red Cross Series

THE COWLIES eastern stations, WCPH Boston, WCLP Washington and WHOM Jersey City, are presenting a transcribed series of American Red Cross War Fund programs specifically prepared overseas by Gordon Gammack, European correspondent of the Des Moines Register & Tribune, a Cowlies newspaper. Program features interviews with servicemen from the community, now convalescing in military hospitals in England and France. At WHOM parents are invited to the studio and interviewed on the air playing of recording, of which they receive a copy. Series started March 13 on WHOM and will run for four weeks as a six-weekly quarter-hour program.

Community Forum

COMMUNITY "Sunday Citizens Forum" is aired weekly as a half-hour evening program on CJRL Kenosha, Ont., by the Kenosha Times Publishing Committee, and has citizen from all branches of community life give oral released opinions on various subjects of interest to the community. Such topics as recreational facilities for children, town planning for postwar housing, and for postwar homemaking, health, and welfare are among subjects discussed.

Juvenile Video Show

PLANS for a children's hour on WHMT, NBC's television station in New York, were announced this week by John F. Ford, NBC vice-president in charge of television. Series starts April 7-8 p.m., with time and format subject to change. Presenting new material from viewers who will be surveyed for their opinions. Program will combine films with live talent production. Details are still to be set.

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KENYON & ECKHARDT, New York, last Thursday formally opened to the press a test kitchen set up in an old town house at 111 E. 78th St. Agency has taken over the entire ground floor of the building for a kitchen and furnished apartment complete with reception room, powder room and dinette for entertaining the press. Kitchen will be used for displaying and experimenting with household appliances as well as for recipe feature and cooking shows.

DOUGLAS J. MURPHY, former supervisor of advertising for Metropolitan Life Insurance, has joined Waring & Legler, New York, as account executive, assigned to Equitable Life Assurance Society of U. S. Company starts "This Is Your FBI" on the Blue April 6.

PAUL FIELD, former feature writer of the Associated Press and at one time writer of commercial and printed copy at Lord & Thomas, has joined the radio copy staff of Compton Adv., New York.

DAVID C. GIBSON, former vice-president and advertising director of Maryland Casualty Co., has joined J. M. Mathes Inc., New York, as account executive.

EDWARD POLA has joined Doherty, Clifford & Shenfield, New York, as program director assigned to Bristol-Myers "Alan Young Show" on the Blue. Mr. Pola for eight years was a writer with BBC London and served on the production staff of J. Walter Thompson Co. and Lord & Thomas in that city. He joined NBC's production staff when he returned to this country in 1930. Recently he has been freelancing.

KEN WEBB, BBDO producer, has been transferred from New York to Hollywood where he is supervising duPont "Cavalcade of America" on NBC and Cresta Bianca "This Is My Best" on CBS.

DWANE STEWART, formerly on the sales staff of World Broadcasting System and as promotion director for the music section of shortwave at NBC's international division, has joined the publicity staff of Doherty, Clifford & Shenfield, New York. He was released from the Army as sergeant.

EDWARD B. BEDFORD, with Geyer, Cornell & Newell, New York, since June 1944, has returned to Ondita Ltd., Ondita, N. Y., as coordinator of advertising and marketing research.

C. MERRITT TROTZ, account executive of Courtland & Freeman, Washington, has been appointed manager of the Baltimore office of the agency. He is succeeded in Washington by FORREST R. ENTWISLE, formerly of the Washington Post, as regional sales manager.

COAST WESTERN ADV., AGENCY, Los Angeles, has moved to 272 Lafayette Park Place.

H. B. FINNELL, formerly of Bayard & Eccleston Adv., Los Angeles, has joined Lockwood-Shackelford Adv., as account executive.

In the Utah market

The Station That Does Things

You have to KNOW HOW for smooth performance...
Our years of experience in covering and dominating the Magic Circle offers BIG RESULTS at SMALL COST. We'll gladly give you more details on this station...serving the South's Number One Market.

Underwood Resigns

CEDIC P. UNDERWOOD, Hollywood vice-president and manager of Needham, Louis & Brorsby and for eight years producer of NBC Fibber McGee & Molly Show, has resigned effective June 1 to establish his own firm for packaging programs and independent production. Plans call for a Hollywood headquarters with a New York office. He will continue present agency duties until successor to dual post of network producer and Hollywood manager has been appointed. Underwood is director of NBC's Great Gildersleeve. Frank Pittman will continue as producer of that series.

ROBERT MAGIDOFF, NBC Moscow correspondent, has arrived in Bucharest, Romania, to cover political developments. NBC reported last week, Daniel de Luce, AP correspondent, will cover Soviet capital for NBC during Mr. Magidoff's absence.
Wheeler Hints at U. S. Control

(Continued from page 16)

Porter, tend to divide Government regulatory authority "and thus create confusion". The relationship of a regulatory agency to a private monopoly "should be one of arm's length and the limited participation of Government directors in the affairs of the company would destroy that relationship," he said. Further the public might "tend to be misled in the purchase of securities of the new carrier because of this limited Government participation on its board of directors." When the hearings opened Monday, Secretary Forrestal, the first witness, advocated merger of all international communications facilities as "essential to the protection of the national interest". He said the consolidation must be mandatory. It must be total, embracing all commercial international communications by cable and radio, "including radiotelegraph and radiotelephone".

He suggested a new privately-owned corporate body be established on a national basis, "representing the national interest in international communications negotiations", this group to have no Government participation "but with full Government support and guidance". He would exclude any alien or alien interest from participating in ownership or management. Safeguard Labor

The new corporation should not hold any domestic communication facilities, said Secretary Forrestal; neither should it manufacture equipment, "except to the extent that it may manufacture equipment incidentally in support of its own operations". It shouldn't participate in business or activity in any foreign country, other than that immediately incidental to its operation of the foreign end of any circuit.

Provision must be made, he continued, to safeguard the interests of labor, by protecting the rights of all employees affected by any reorganization incident to the consolidation.

"The time for action is now," he said, "that we may be assured of a firm legislative foundation for a united communications policy in those international negotiations which must attend and follow the end of the war."

Adm. Redman, who followed the Secretary, detailed the Navy's plan for consolidation of international communications. He denied that the plan would put the Government in the communications business, but emphasized it provided for Government participation in those international negotiations which must attend and follow the end of the war.

Adm. Redman suggested a board of directors of 20, of whom five should be the Secretary of the Navy, State, Navy and Commerce and the Postmaster General. The corporation would be "privately capitalized by stock subscriptions".

Complete Statement

Returning to the stand Tuesday he completed a 34-page prepared statement, introducing the provisions for using the radio spectrum and the portion involving international communications. Sen. Wheeler vigorously opposed including press services in the merger, declaring: "I can't see how any of the arguments you advance would apply to radio press service. That would mean censorship. I think that would be one of the worst possible things that could happen to this country. If I were running a newspaper I certainly wouldn't want somebody at the State Department to tell me I can't send it.

Adm. Redman contended that the monopoly would bring more efficiency to international communications. Sen. Wheeler retorted: "The larger the monopolies get, the more inefficient they get. It's the same way with Government. God knows you've got more inefficiency in Government than ever before."

Sen. Wheeler asserted he couldn't find any radio people involved in the proposed merger who agree with it. Sen. Capehart commented: "My impression is that your Government control is almost equivalent to Government ownership. Don't you feel that the people going along with the wishes of Government?" Adm. Redman said he didn't think so.

Stock Characters Aiding Intolerance, Says Report

Writers War Board, New York, in a pamphlet "How Writers Perpetuate Stereotypes," summarizes the findings of a study of the treatment accorded white, Protestant Anglo-Saxons in mass media, as against the treatment accorded other elements of the population. Radio, one of eight fields covered in the summary, ranges in its handling of colored and other racial and religious groups from innocuous to sympathetic, despite some invidious stereotypes. Columbia U. Bureau of Applied Social Research was commissioned to conduct the survey. Findings which may be published in full were presented last January to a group of broadcasters, advertisers and others. They show that constant repetition of racial stereotypes was discouraging and perpetuating the false and mischievous generalizations. The document states: "Mrs. Eleanor Roosevelt is a white, Protestant Anglo-Saxon in country in which all other racial stocks and religious faiths are of lesser dignity."

VICARIOUS fishing and an actual suntan were the main accomplishments of a fishing trip at Clearwater, Fl., taken by station managers (1 to r): Harold Burke, WBAL, Baltimore; Leonard Kapp, WCAE Pittsburgh and general manager of Hearst Radio Inc.; and Ralph Weil, WOV New York. Their connection with this piscatorial display is not clear.

Helfer, Slater Signed

GILLETTE Safety Razor Corp., Boston, which will sponsor broadcasts of home games of the Yankees and Giants on WINS New York, has signed as its announcers Al Helfer, who broadcast the Brooklyn Dodgers games in 1939 and 1940, and Bill Slater, co-announcer last year with Don Dunphy on the Yankee and Giants home games. Helfer has been retired from the Navy with the rank of lieutenant commander and Slater was retired from active Army duty as a lieutenant colonel. First broadcast will be March 29 from Atlantic City, at the Yankee-Boston Red Sox exhibition game, with the season officially opening April 16. Broadcasts are placed through Maxou Inc., New York, Gillette agency.

V-E Day Telecast

ON V-E DAY, activities in the WJZ-Blue network newroom in New York will be filmed by RKO and pictures of the newsmen at work will be shown to the New York television audience through DuMont station WABD, it was announced this week by Paul DuMowrey, manager of Blue's television division. A special fast processing method will be used, Mowrey said, so that owners of television sets will see films of newsroom activity within two or three hours of the time of its actual occurrence.

Today's Buy

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

Represented by Ramsaur
CBS Negotiating For Sale of WBT

North Carolina Group Among First to Approach Network

NEGOTIATIONS for acquisition of WBT by a group of North Carolinians got under way in New York last week where A. D. (Jess) Willard, WBT general manager, conferred with CBS officials. The conversations followed formal notification given the FCC last week that it would sell the 50,000 w outlet as soon as an acceptable buyer is presented, complying with the FCC regulations, which would bar network ownership of stations in other than key program originating points [BROADCASTING, March 19]. Mr. Willard was in New York Tuesday and Wednesday.

Other Offers

Presumably WBT will be sold to the highest qualified bidder. In addition to the North Carolina group, it is understood conversations have been initiated by other interests, but their identities have not been divulged. No mention of price was made by CBS. Mr. Willard, a veteran CBS employe and former manager of WJSV (now WTOP) Washington, had been approached some time ago by local citizens with a view toward purchase of the station. The transaction, however, did not crystallize.

Last year a plan whereby WBT would have been sold by CBS for approximately one-half million dollars, plus other considerations, to KFAB Broadcasting Co., Lincoln, with CBS in turn acquiring a 45% interest in the KFAB company, was dropped because of FCC opposition. The Commission previously had granted technical approval of this plan whereby KFAB moved from its 780 kc channel to 1110 kc, on which WBT operates, thereby making 780 kc a clear wave for WBBM Chicago, with which KFAB previously had synchronized. Under this proposal, CBS would have become a 45% partner in WBT as well as in KFAB. The KFAB company would have operated both stations.

Poultry Spots

PRIEBE & SONS, Chicago (poultry, eggs), has extended its advertising campaign by adding a twice-weekly news program on WGO Des Moines; three-weekly ten-minute show Harmony Train, on KGGP Coffeyville, Kan., and a series of spot announcements on WAX Yankton. Contracts are for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

JEAN WRIGHT, Blue Hollywood senior news writer, has been appointed news features editor and currently handles cut-ins from Pacific war theatre as well as other Asiatic points.

JOHN RANDALL, former writer for "Pitch Baudwagon," and freelance Chicago announcer, has joined KMOX St. Louis as newscaster and writer.

JIM VINSON, released from the Army Signal Corps, is now on the news staff of WRAP-KGKO Fort Worth, Tex. He was formerly a reporter for INS in New Orleans and for several Texas newspapers.

H. N. COWAN and E. R. BRACK have joined the newsroom staff of CBL Toronto.

EVELYN VAN BERKUM has joined the news staff of the CBC international service at Montreal.

WELCOMr HOME is extended to Jack Stapp (1), program director of WSM Nashville who has been a year in London as director of special events for the OWE Overseas Branch, by WSM General Manager Harry Stone. Mr. Stapp flew from New York to Nashville for a short visit with his family while awaiting reassignment abroad.

Estey to Mc Cord

F. CLIFFORD ESTEY, former vice-president of Burton Browne Adv., Chicago, has joined Mc Cord Co., Minneapolis, as general manager in charge of Chicago activities.

Wanta know the real dope about this country

Market and radio conditions change by the minute. That's why you'll find us extra helpful in providing accurate, up-to-the-minute information about this rich area...about our splendid radio affiliates. We're accustomed to the constant changing trend, so that your efforts in this area can be more effective and profitable.

Sales Offices

Dallas 1: 805 Tower Petroleum Building; Telephone: Riverside 5663; Manager: Clyde Melville.

San Francisco: 681 Market Street; Telephone: Garfield 5512.

San Francisco: 681 Market Street; Telephone: Garfield 5512.

Detroit 2: 2101 Smith Tower; Telephone: Elliott 7417.

Portland: Studio Building; Telephone: Beacon 4107.

Affiliates

OKLAHOMA STATIONS

AND OKLAHOMA NETWORK

KADA-Ada
KBIX-Muskogee
KCRJ-Enid
KGFW-Shawnee
KOME-Tulsa
KTOK-Oklahoma City
KYSO-Ardmore

LOUISIANA STATION

KRMD-Shreveport

TEXAS STATIONS

KFDM-Beaumont
KFYO-Lubbock
KGCN-Amarillo
KRGV-Weslaco
KTSA-San Antonio
LONE STAR CHAIN
KFWO-Lubbock, Texas
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KGNR-Amarillo, Texas
KRGV-Weslaco, Texas
KTSA-San Antonio, Texas

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Portland: Studio Building; Telephone: Beacon 4107.
BOSTON COUNCIL
SET FOR APRIL 9
RADIO COUNCIL of Greater Bos-
ton's second annual spring confer-
ence will be held Monday April 9,
at the Charles Hayden Memorial,
Boston U.

Robert St. John, NBC war cor-
respondent and commentator; John
Rennie, radio section head of the
British Information Service and
recently returned from overseas
from his base in London where he
monitored German short-
spread broadcasts; Judith Waller,
educational director of the mid-
western division of NBC; Paul Hol-
ister, CBS vice-president; Captain
Frank of the Armed Forces Radio
Service; Paul White CBS vice-
president and director of news;
William F. Brooks, NBC director
of news and special events will be
among the speakers.

Open to all interested in radio,
sessions will start at 2:30 p.m.
with dinner at 6:30. Reservations
may be made through Mrs. Charles
W. Taylor, 181 Bay State Road,
Boston, Mass.

Agency's Luncheons
MARION HARPER Jr., research
director of McCanne-Erickson, re-
ported on some of the results of
research at a series of lun-
cheons meetings given by the agency
at the Stork Club, New York,
for executives of the four nationwide
networks. Lloyd O. Couler, vice-
president in charge of radio, and
Edward D. Madden, vice-president
in charge of new business, spoke
briefly at the meetings. Full
details of the research, including
the results of extensive use of the
Laszlof-Stanton program analyzer,
to which McCanne-Erickson has ex-
clusive rights are expected to be
published in the near future.

WJZ Moves

WJZ, the Blue's New York outlet,
last Thursday moved from the 2nd
floor of the RCA building to new
larger quarters on the 14th
floor. The space vacated on the
second floor has been retained by the
Blue for several departments to
be moved sometime next month.
In addition to space on the mezz-
nine, acquired a month ago, the
Blue has space on the 2nd, 3rd,
14th and 30th floors and recently
moved four departments to new
quarters in the Aedian Bldg.

Conti Expands
CONTI PRODUCTS Corp., New
York, which has planned to expand
Treasure Hour of Song on MBS to
a larger network, as soon as mer-
chandising conditions and advan-
tising budget would allow, on April
3 will add 81 MBS stations, making
a total of 113 stations Sun. 9:30-
10 p.m. Agency is Beren砭sche,
Castelman and Pierce, New York.

Hooker Glass News
HOOKER GLASS & PAINT Co.
Chicago, began sponsorship March
12 of a participating show "Marshall
Dames" on WOC Davenport and con-
tracted spot announcements on
WKZD and WJEF Grand Rapids for
13 weeks. Agency is Goodkind, Joice &
Morgan,

Hartz Sponsors
HARTZ MOUNTAIN PRODUCTS,
New York City, will start sponsor-
ship March 25 of the Canady Pet
Show, quarter-hour transcribed
program for seven weeks through
George H. Hartman Co., Chicago,
on WOR WJW KRTN WDGY
KPEL and Don Lee Network.

Block Drug Places
BLOCK DRUG Co., Jersey City,
which has made only limited use of
radio for Polidrin, on April 1
starts a campaign on WIBW WWL
WBAL KRST KTHS WOAI, using
three-weeks radio and musical
programs. Agency is Cecil & Press-
bury, New York.

WIBX Transfer Asked
TRANSFER of control of WIBX
Utica, N. Y., from Scott Howe
Bowne, deceased, to his estate with
Margaret P. Bowne as executrix,
is sought in an application filed
with the FCC last week. Transfer
involves 51% interest.

WJLD to MBS
WJLD Bessemer, Ala., on April 22
becomes a full-time Mutual affiliate,
making a total of 255 MBS stations.
George Johnston Jr. owns and
operates the station with 250 w. on
1400 kc.

WILLIAM P. LAWS

WBNX
DAILY PROGRAMS IN
Italian Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
American Leading Foreign Language Station
EDITOR: Broadcasting:

In relation to the St. Louis Post-Dispatch campaign against middle commercials in news broadcasts, you have so far not published any comments by that forgotten man, the advertiser.

You said, editorially, in your March 5 issue, “Let's not go overboard.” This is timely advice to broadcasters, I think. I can recall the days when newspapers were riding high, and when many of us who dealt with them felt that their publishers too often lived in a vacuum. In the Great Depression, for example, when advertisers were pointing out that everything was being deflated except newspaper advertising structures, many publishers were inclined to ignore the advertisers' problems, and to reply in a high moral tone that, in effect, the newspapers were trustees and bulwarks of the American way, etc., etc., and, by implication, should not be expected to concern themselves with anything so mundane as money.

Broadcasters Also Guilty?

Is a similar attitude beginning to infect broadcasters, now that they are drenched in prosperity? If so, they might well reflect that the days of these carefree 20c advertising dollars will not last forever. Moreover, the time will come again when newspaper advertising space will no longer be tightly rationed, and advertisers will again have a full and free choice of media to consider on their respective merits.

I might add here that newspapers had a hard fight to regain the business lost during the depression due in part to our unsympathetic attitude toward advertisers, and in fighting to re-establish their position they found it necessary for a number of years to go to the other extreme and to deliver sizable circulation bonuses to attract business (the foregoing relates to local advertising only).

At this point, one pause to wonder why only news broadcasts are involved in the present dither. Is not an objectionable commercial objectionable no matter with what type of program it is broadcast? Does not the same thing apply to an objectionable sponsor? And where is any proof based on objective fact, that a middle commercial in a news broadcast is objectionable to the public even though it does not disrupt continuity in an annoying way, or is not improperly juxtaposed to important news? Mr. Paul White, at least, thinks that there is no such public objection, as he outlined, in a letter which the Post-Dispatch published Jan. 27.

We also have heard nothing from WWJ nor from KSD about a reduction in rates (a 40% reduction would be about right) to compensate the advertiser for his lost middle commercial. Perhaps we should not bring this up until radio's easy money days are past. Still, all of us know, even if we sometimes forget it, that advertisers pay the freight only so long as it pays them to pay it.

J. Brent Wells

Publicity Director

Melville Shoe Corp.

WPVA HOPE TO GO ON AIR APRIL 1

AUTHORITY from the WPB to install equipment and adapt the building purchased at 112 Tabb Street has been granted the South-

Mr. Peterson Mr. Weiland

side Virginia Broadcasting Corp. which will operate WPVA Petersburg.

The station is expected to go on the air April 1 if the FCC gives its approval, according to Jonas Weiland, owner of the Bowman Outdoor Advertising Co., Petersburg, is the president and manager of the new company. Station personnel is being lined up.

Mr. Weiland is from New York City and opened WFTC February 28, 1937. He lives in Kinston. Mr. Peterson was formerly with the D'Arcy Adv. Co. in St. Louis.

R. H. Alber Adv. Co., of Los Angeles, has bought time from 6 to 7 p.m. Sundays for Gospel Broadcasting Co. Local newspaper advertising has announced a contest to select a name for the new station.

Dorothy Thompson arrived in England and gave her first broadcast on Mutual for Trimount Clothing Co. from London last Sunday. 9:45-10 p.m. In a closed circuit broadcast to Trimount salesmen before leaving she said she planned to go from London to Paris and hoped to broadcast from Berlin before her return. Agency is Emil Mogul Co., New York.

Statistics are nice, we think, and serve a very useful purpose. And the decimal point, we believe, is certainly here to stay. But let's lay the slide rule gently aside for a moment ... to measure something which mathematics cannot.

The above note is from one of CKLW's young friends, in thanks for the entertainment given last Christmas by our staff for the Protestant Children's Home. Young Billy Schmitz's thank-you is one of countless such expressions CKLW receives regularly. We treasure all of them, as ample reward for the many public services this radio station gladly performs as a daily routine.

CKLW thinks not only of building shows and selling radio time ... but knows that there are other important qualities a station must possess to make its wave-length attractive to a majority of the 2,250,000 radio homes in this area.

THAT'S WHY, if we were an advertiser or an agent looking for a radio station to sell a product, or influence good will, we'd give plenty of thought to these qualities which have made CKLW outstandingly successful.

Union Guardian Bldg., Detroit 26

J. E. Campeau, Managing Director

Adam J. Young, Jr., Inc.
National Representative

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES

BROADCASTING • Broadcast Advertising

March 26, 1945 • Page 45
Peabody Public Service Award Given WTAG, duPont Winner

Adaptation of Radio to Requirements of Armed Forces Brings Citation to Col. Kirby

WINNER of the duPont award [Broadcasting, March 12], WTAG Worcester has also won the George Foster Peabody Radio Award for public service by a regional station of more than 1000 w on the merits of its community educational program on the United Nations, Worcester and the World, it was announced Tuesday. Medals will be presented to the station and other 1944 winners April 10 at a dinner in New York.

Directed by Dave Harris, Worcester and the World featured one particular Allied nation each week. Outstanding speakers were invited to represent the featured country, shop windows were devoted to displays on it and open forums were used to foster citywide interest and knowledge.

Other winners were:

Col. Edward M. Kirby Raymond Swing WLW Cincinnati, "Cavalcade of America" and Fred Allen (Double Award) The "Telephone Hour" "Human Adventure" "Philharmonic Young Artists Series" WNYC New York and Mayor La Guardia, WINS Utica (Double Award)

KOIN Portland, KVOO Tulsa, WPBL Syracuse, KMOX St. Louis (Special Citation)

Col. Kirby, chief of the War Dept. Radio Branch, was voted a special award "for his brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale." Col. Kirby, former NAB publicity head, went to the Wgr Dept. in 1940 as civilian advisor to the Secretary of War on radio matters. In March 1941 he was named chief of the Radio Branch, still as a civilian and in May 1942 was commissioned a lieutenant colonel. The following year he was moved up to full colonel.

On temporary assignment to SHAPE London, Col. Kirby arranged for radio coverage of the Normandy invasion and helped set up the Armed Forces Network for broadcasts to troops in that theatre. The Army Hour, repeated winner of radio awards for the best government program on the air, was originated by Col. Kirby and is still under his supervision.

Raymond Swing, Blue newscaster, will receive the outstanding news commentary award for his "fearless and courageous" handling of the news. He was described as the "national favorite" newscaster.

WLW Cincinnati was awarded for outstanding news coverage by a station. The committee commended its thoroughness in day-to-day news presentation and its "determination" to do a complete and adequate job for the community.

Cavalcade of America, NBC, and Fred Allen, formerly on CBS, will be the recipients of a double award for outstanding entertainment in the field of drama—the former because of its "wide variety offered, with the best actors and its outstanding entertainment" after several years of broadcasting and the latter for comedy unexcelled over a period of 12 years. Cavalcade is sponsored by the E. I. du Pont de Nemours Co. Fred Allen was sponsored by the Texas Co.

Excellent Standard

The Telephone Hour, NBC, was voted to be outstanding entertainment in music because it "sets an excellent standard with the greatest living artists." Special appreciation was expressed for the five broadcasts by Fritz Kreisler who made his first radio appearance on the program.

Human Adventure, Mutual, was declared the outstanding educational program during 1944. The four chief branches of man's learning—biological, social, physical sciences and the humanities—were dramatized in an "interesting and understandable" manner the committee declared. The series was con-
Philharmonic Young Artists Series, KFI Los Angeles, was considered the outstanding program for youth. The series presents talented young artists each week and season winners, chosen by a group of outstanding musicians, appear with the Philharmonic Orchestra on a broadcast at the conclusion of the series.

WNYC, New York City municipally owned station, and Mayor Fiorello LaGuardia were named in a double award for publicservice by a local station of 1000 w. or less. They shared honors with WIBX Utica for its program Cross Roads, a dramatization of the actual battle experiences of returned veterans, originating from the Rodand General Hospital. Directed by Michael Carlo, WIBX production manager, all personalities appearing on the program, including the announcer, are patients at the hospital. WNYC and Mayor LaGuardia were cited for a "fearless approach to civic problems."

Four special citations were awarded to the following stations for their outstanding local programs:

KOIN Portland for Song of Columbia which describes the war activities and postwar possibilities in the Northwest.

KYOO Tulsa for Southwest Forum which the committee termed frank and forthright in unhesitatingly tackling the most controversial issues of the Oklahoma, Arkansas and Missouri area. Local authorities do the debating on the program.

WFBL Syracuse for Syracuse on Trial. Sponsored by the Syracuse-Onondaga Postwar Planning Council, the series uses a courtroom format to inform the public of local problems and to deal with regional issues.

KMOX St. Louis for St. Louis Speaks, a group discussion with audience participation.

HARVEST HOARD as painted by Jack Gibney, announcer, is presented to his boss William Kephart, NBC central division announcing head, who is an impatient gardner and can hardly wait to start digging in the garden again.

Publishing Co. Study

PRELIMINARY stage of a study being made by Crowell-Collier Publishing Co. of the relative merits of radio and magazines as advertising media and the most effective use of each by advertisers, separately or together, were outlined by E. P. Seymour, advertising manager, Woman's Home Companion, and George Keibler, Boston representative of the magazine, at a closed dinner meeting of the Media Men's Assn. of New York last Wednesday. Results will be available when the study is completed, Mr. Seymour said, emphasizing the fact that it is not an attack on radio but an attempt to determine best use of both media.

TAYLOR HOWE SNOWDEN, Chicago, radio representative, has moved to larger quarters at 250 N. Michigan Ave. UNITED BROADCASTING Co., Chicago, has moved its recording studios and offices to 64 E. Lake St. Telephone is Franklin 6901.

JAMES S. KEENAN, former account executive with WIBC Indianapolis and WBMM Chicago, is now a salesman with the Chicago office of Joseph Hershey McGillevra Inc.

D. B. SPENCE, for 20 years associated with Firestone Tire & Rubber Co., Akron and Los Angeles, has been appointed public relations manager of Hoffman Radio Corp., Los Angeles (radio set manufacturers), and currently is assigned to edit new edition of employee's handbook.

STROMBERG CARLSON Co. has appointed Electrical Distributions of Honolulu as Island representative of the company's "after-victory" FM and television receivers.

LEAR INC., radio manufacturer, has purchased a seven-story building in Grand Rapids, Mich., for the postwar home radio production department. To handle present increased production schedules and other postwar radio plans, Lear has leased half of the manufacturers' plant.

BENDIX AVIATION Corp. (radio sales division) has appointed Lehr Distributors to handle Bendix AM and FM radios and phonograph combinations in greater New York.

IRVING D. ROBBINS and PHILIP W. BARRER of the Institute of Public Relations, New York, will open their public relations firm April 2 at 270 Madison Ave., New York, under name of Robbins & Barber. Telephone will be Lexington 2-1000.

FULTON'S "Clermont" was a sensation on its first trip

NATIONAL SPOT BUSINESS
from soup to nuts

During 1944 a regular "Who's who" of national accounts—every product field in the book—selected QKV for their Pittsburgh coverage.

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Radar Experiments Are Traced
To 1924 by British Physicist

'Wireless World' Article Tells of Pioneering by
Scientists of Both America and Great Britain

IN A FOLLOW-UP article on Rad-
io-location (Radar), the British pub-
lication, Wireless World, March
issue, traces the development of the
art in an apparent effort to record
historic steps which marked its
origin.

Early Experiments

Wireless World first broke the
story of Radio-location in February
[BROADCASTING, Feb. 19]. It then
published, under the authorship of
Dr. R. L. Smith-Rose, a graphic
account describing the application of
radio location and detecting de-
vices in the present war, noting in
published drawings the relations-
ship of television, through use of the
cathode ray tube, to the science.
Dr. Smith-Rose is superintendent
of the Radio Dept. of England's
National Physical Laboratory and
can be assumed to speak with the
approval, and indeed express the
policy of the British government.

In his current review, Dr. Smith-
Rose notes an early experiment in
the use of radio waves for explor-
ing the ionosphere. This experi-
ment, he writes, was conducted in
England by Sir Edward Appleton
and M. A. F. Barnett during 1924
and 1925.

The experiment, conducted in co-
operation with the BBC, Dr. Smith-
Rose reports, "was the first ex-
ample of the use of frequency-mod-
ulated radio waves for determining
the existence and location of a re-
fecting layer which had hitherto
remained undetected by any direct
experiment."

It was after these measurements
were made, the British author con-
tinues, that G. Breit and M. A.
Tuve in the United States con-
ducted similar explorations which
served to confirm British findings.

Figuring prominently in pioneer
steps which led to perfection of ra-
dio location were these British
scientists, Dr. Smith-Rose relates:
R. A. Watson Watt and J. F. Herd.
They, he records, employed an os-
cillator in reflector tests which
"gave a linear time base for cath-
dode-ray oscillographic delineation
of wave form."

American Contribution

Dr. Smith-Rose ascribes to J. O.
Bentley, an American, earliest
work in applying the principles of
wave-reflection for measuring plane
altitudes. The system developed by
Mr. Bentley, he points out, later
was improved upon by the Bell
Telephone Labs.

Sub-headed, "The True Origin
of Radar", one section of the Wire-
less World article notes, "It is in-
teresting and important to record
that in December, 1931, the British
Post Office observed the effect of
reflection from an aircraft in the
course of some radio communica-
tion tests being conducted on a
wavelength of five metres over a
path 12 miles long". Experience of
these British scientists, Dr. Smith-
Rose writes, was confirmed subse-
quently by Bell Telephone Labs. in
the United States.

"It now remained," Rr. Smith-
Rose observes, "to be seen whether
this principle could be applied to
the development of a technique for
the detection and location of air-
craft at ranges and under condi-
tions of practical utility as an aid
to navigation in peacetime and as a
defensive weapon in war. This
important, and by no means easy,
step was accomplished by a small
group of British scientists working
under the direction of Mr. (now Sir
Robert) Watson Watt, who was at
the time superintendent of the Ra-
dio Dept. of the National Physical
Laboratory." (The Job now held by
Dr. Smith-Rose.)

First Image

Explaining that several British
scientists established, on the East
Coast of England, an "ionospheric"
exploring station, Dr. Rose-Smith
writes: "Thus it was that in the
early days of 1924-35, the tech-
nique of radio-location of artificial
objects was born in this country."
(England.)

He continues, "... the members
of that small band of scientists and
technical assistants will well re-
member the thrill of seeing for the
first time a clear image on the ca-
thode-ray tube due to an aircraft
which was so far away as to be in-
visible to the naked eye."

Primary Purpose

Commenting editorially on the
Smith-Rose article, Wireless
World's editors say: "An article
published elsewhere in this issue
will, it is hoped, serve something
more than its primary purpose of
giving a simple account of the his-
torical development of radio-
location. It should serve to empha-
size the futility—or worse—of indulg-
ing in undignified wrangling over
national priority in matters of
scientific development and inven-
tion."

Having stated this premise, the
editors conclude in their comment-
ary: "As Dr. Smith-Rose points
out in his article in this issue, prac-
tical radio-location came into be-
ing as a result of a carefully
planned programme of research de-
vised by the Radio Research Board
(England) rather than as the in-
vention of any one or more indi-
viduals."

Snow in September...

Cotton is the 16-county WSPA-Piedmont's largest
money crop. Over 27,500,000
baled-pounds each year are produced in Spartanburg
County alone.

WSPA

SPARTANBURG,
SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Sep. by Hollinger

COPIES

BY DIRECT CUTTING
OF YOUR RECORDINGS

33 1/3 RPM transcriptions
for broadcast or audition
use.

24 HOUR SERVICE
-packaged and shipped
from Chicago.

Aluminum based material
available for broadcast use.

Write for complete
details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

NOW OFF THE PRESS
If you failed to receive your
copy write Happy Quarles

ST. LOUIS
HOTEL
MAYFAIR

DOWNTOWN ST. LOUIS
AT YOUR DOORSTEP

BROADCASTING • Broadcast Advertising
Inventors Claim
(Continued from page 18)

signal. The amplitude leveler is thus employed "to provide a signal of varying frequency indication but of substantially constant amplitude". Conventional manual gain control circuits, automatic gain control circuits and other existing components are combined to effect the leveling process.

The inventors assert that when frequency-modulated radio-frequency carriers are employed the frequency band needed for the amplitude leveler is "greatly narrowed" by their invention, as no passages of extremely high dynamic level are transmitted. "It will correspondingly be apparent that as no passages of extremely low dynamic level are transmitted there is no need to provide a high deviation ratio to keep the transmitted intelligence above the noise level at all times.

"Both of these advantageous features of the present invention contribute to the narrowing of the band width necessary for FM transmission. It will also be appreciated that in such transmission the amplitude control signal may be carried by the same FM channel, as a frequency variation of a supersonic audio-frequency, or as a variation of audio frequency in a narrow band eliminated from the signal to be controlled by it."

Improve Dynamic Range
Messrs. Allen and Meissinger claim that their invention may be applied to improve the dynamic range of the reproduction of recordings, transcriptions, wire line transmissions, radio transmissions and the like, irrespective of the type of modulation employed. They declare their invention will also permit the operator of a radio receiver to control the range of the reproduction from the transmitted signal to obtain "either a restful program of reduced dynamic range or a colorful, attention-compelling rendition."

In addition, say the inventors, "it will be appreciated that in phonograph and transcription recordings where two separate recordings are made of the frequency reflecting and the amplitude varying modulations, the physical support and driving of the double tone arm may be effected by the amplitude varying groove, leaving the frequency pickup free to float in its groove for better response to the recorded modulation and to minimize wear therein."

"Again, when the amplitude control modulation is recorded as a variation in frequency, or otherwise in a manner separable from the amplitude variations due to needle scratch and the like it will be apparent that by careful selection of the amplitude control frequency range . . . the amplitude control may be rendered substantially free from effect by needle scratch or the like. Thus these provisions separately and in combination contribute to prolongation of record life by such application of the present invention."

79% Sign for BMB At Atlanta Meeting

BROADCASTING Measurement Bureau accepted subscriptions from 24 broadcasters at the NAB district meeting in Atlanta, signing 79% of those present and bringing its total to 415 stations signed.

Broadcasters attending the parley were urged to lend the new measurement plan their support by Jack Williams, operator of WAYX Waycross and member of the research committee which originally devised the plan; by John M. Outler Jr., general manager, WSB Atlanta; and by Linnea Nelson, chief timebuyer, J. Walter Thompson Co., who visited the Atlanta meeting as a representative of the AAAA, co-backers of the plan with NAB and ANA.

Stations signing with BMB in Georgia: WALB Albany; WAGA, WSB, WGST Atlanta; WRDW Augusta; WGAA Cedartown; WDAK Columbus; WBLJ Dalton; WGGA Gainesville; WBML, WNEX Macon; WSGA Rome; WRLC Toceca; WAYX Waycross; WRLD West Point. Alabama: WJLD Bessemer; WAMI, WSGN Birmingham; WALA Mobile; WCOV Montgomery.

Following stations in the area had signed before the Atlanta meeting: WBBR Birmingham and WJHO Opelika, Ala.; WMAZ Macon and WPAX Thomasville, Ga.

Mr. Allen Sgt. Meissinger

Koin

It takes an informed community to do a community job.

PORTLAND, OREGON
CBS Affiliate

Kwhk

The Shreveport Times Station
50,000 Watts CBS
The Branhm Co.

Wjhp

Blue Network Station in Jacksonville, Florida

March 26, 1945 • Page 49
Radio Sells Drug Products Fastest, N.Y. Survey Shows

Newspapers Almost Out of Picture in Check Of 500 Druggists by Agency for WOR

Radio advertising got the official nod from the men behind the drug counters when, in a recent survey, 431 out of 500 New York City druggists reported that nothing sells their merchandise faster than the air waves.

Not only did the druggists go all out in the praise of radio as an advertising medium, leaving newspapers almost out of the picture, but they named Gabriel Heather by a vote of nearly two to one, as the "dean of the commentators" when it comes to selling drugstore products.

WOR Sponsored Survey

Conducted by the Reuben H. Donnelly Corp., the survey of druggists was sponsored by WOR New York, which carries Heather's newscasts. Survey results showed Drug Salesman Heather out in front with a total of 154 votes, leading his nearest competitor, Raymond Swing, by 62 votes.

The druggists gave newspaper advertising only 45 votes but had ideas about how radio advertising should be used. Spot commercials between programs drew only 93 supporters, with 78.6% in favor of sponsored radio programs of 15 minutes or longer. Seventeen druggists advised against middle commercials and also came out against commercials which are too long.

Current radio programs are satisfactory to 13 druggists, and one complained, "The only trouble with radio—the druggist has to stock a lot of stuff he never handled before." Eight of those interviewed warned advertisers to be sure of their distribution before starting a radio advertising campaign and four druggists said a higher profit margin would be necessary on radio advertised products before they push such items.

"Make sure the product justifies your claims," druggists warned advertisers. Five claimed Kreml sells only through the efforts of News caster Heather. "Customers ask for brands by the commentator's name" was one response. Another was, "When a product goes off the air, sales drop."

The survey covered a cross section of New York's 3700 druggists whose annual sales volume is above 120 million dollars. It indicated New York's druggists have been doing some serious thinking about ways and means to move products off their shelves.

Their collective conclusion: "Radio sells about 85% of the products in my store."

Proprietary Ads Are Improving

"MUCH THAT was considered questionable in proprietary medicine advertising has definitely been removed and that general improvement is continuing," Dr. Frederick J. Cullen, executive vice-president of the Proprietary Assoc. of America, stated this week.

The increasing use of the review service offered by the association to manufacturers of packaged medicines and a corresponding improvement in general tone of advertising copy now being submitted was pointed out.

"There are only a few in the industry who violate the provisions of the association's advertising code," Dr. Cullen said. "Criticism against them is given such emphasis as to lead the consuming public to believe that these few manufacturers represent the entire proprietary industry. A high percentage of the advertising copy used today passes through the review service, and is medically sound; and the statements contained in such copy can be substantiated," he continued.

He declared that use of testimonials has decreased and prizes are used only occasionally as a means of selling packaged medicines.

The report states that scare head advertising in the packaged medicine field is being frowned upon with the intention of eliminating the plug-ugly in print and on the air.

Egg Nogg Campaign

M. LOUIS PRODUCTS, New York, started its nationwide spot campaign for Egg Nogg Shampoo this week by signing 15-week contracts with four stations, WNEW New York, KOI Seattle, KHJ Los Angeles, and KPRC San Francisco. Contracts, handled by Hirshon Garfield, New York, call for two spot announcements weekly. More stations will be added as the company can be sure of sufficient material for the plastic containers used for Egg Nogg Shampoo.
Bailey Offers Bill To Ban Royalties

Senate Measure Would Stop AFM Fees on Records

DECLARING his intention of preventing "the sort of practices referred to in the newspapers as the Petrillo practice", Sen. Josiah W. Bailey (D.N. C.) has introduced a bill (S.754) to outlaw the payment of royalties by employers to labor unions or representatives of employees. The measure has been referred to the Judiciary Committee.

Sen. Bailey's bill, if enacted, would put an end to the fee system now in force between the recording and transcription industry and the American Federation of Musicians, under which royalties are paid on all musical records to the union's "employment fund". James C. Petrillo, AFM president, has estimated that the royalties will bring in $4,000,000 annually to the union.

Tax on Consumers

Recent demand of John L. Lewis, president of the United Mine Workers, for a 10c per ton royalty on all coal produced at bituminous mines prompted Sen. Bailey to offer his measure. "John Lewis saw Petrillo getting away with it," he said, "so he asias 10 cents on every ton of coal. I want to stop it now, before it becomes a general tax on consumers.

Sen. Bailey contends that the royalties are equivalent to a tax on consumers in that any increase in production costs is almost certain to be translated into higher prices. If the practice is not checked, he declares, there will be nothing to prevent a union from demanding a percentage of a merchant's sales or of a transportation company profits.

In an editorial last Monday in the Washington Post, the Bailey measure was endorsed as "a frontal attack on a practice that is thoroughly indefensible". While declaring that more comprehensive legislation "that would not only put a stop to holdups of this type but compel every union official to render a strict public accounting of the purposes for which dues are collected" is needed, the Post feels that the "next best thing would be passage of legislation to prevent the spread of this potentially dangerous abuse that is just coming into use."

Lowell Mellett, writing in the Washington Star, thought that Sen. Bailey "is taking a real battle, but it is not certain that he realizes what the battle is about. He does not think that what Petrillo is getting away with is something peculiar to labor." Mr. Mellett suggests that if Mr. Bailey is anxious to "attack the evil at its roots" he can obtain much verifiable information from the Anti-Trust Division of the Dept. of Justice which "could show him abuses of the royal prerogative that would shock him, abuses that cost American consumers more than any royalty the miners could possibly attach to the coal we burn.

Sen. Bailey's bill provides:

It shall be unlawful for any employer to pay or deliver, or to agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are engaged in commerce or in the production of goods for commerce, unless such representative or agent of any employee who are engaged in commerce or in the production of goods for commerce to demand, receive, or accept, or to agree to receive or accept, the employer of such employees any money or other thing of value, for the use of such representative or in trust or otherwise.

The provisions of this section shall not be applicable with respect to any money or other thing of value payable to an employer for the services of an employee as employee of an employer or for the services of an employee as employee of an employer, and shall not be applicable with respect to any amounts deducted from the compensation of any employee and paid to a labor organization by an employer in a labor organization or to a union for the purpose of promoting better broadcasting in the states from Maine to California; all types of stations; and while their strong coverage and better listening - and a huge audience - they actually cost less, both in initial cost and in upkeep, when bigger cross-section for ideal radiation they please everyone from the style-minded sales force - thus the efficiency-minded manager.

Write or wire for complete information.

IT'S WINCHARGER TOWERS FROM MAINE TO CALIFORNIA

Wincharger Towers are promoting better broadcasting on the way from Maine to California - in all types of stations. And while their strong coverage and better listening - and a huge audience - they actually cost less, both in initial cost and in upkeep, when bigger cross-section for ideal radiation they please everyone from the style-minded sales force - thus the efficiency-minded manager.

Write or wire for complete information.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

BROADCASTING • Broadcast Advertising

ANNE COURTNEY KOELKER, 45, former head receptionist of NBC central division, and wife of Lt. Anthony Koelker, Blue central division publicity director, now on leave with the Navy, died March 16.
New Business

LAMBERT PHARMACAL Co., New York (Laviste toothpowder), on March 15 started Billie Burke Show on 146 CBS stations Sat. 11:30-12 noon. Agency: Lambert & Leslies, N. Y.

SEVEN-UP Co., St. Louis, on April 1 starts The Seven-Up Show on 240 MBS stations. 8:30-8:30 p.m. Agency: J. Walter Thompson Co. Chicago.


FROSTER & GAMBLE Co., Cincinnati (White Laundry soap), Mrs. Flakes (Dref), on March 26 starts Rosemary on 75 CBS stations Mon. thru Fri. 5:45-6:30 p.m. Program continues on 82 NBC stations Mon.-Sat. 11:15-12:30 a.m. through March 30. Agencies: Benton & Bowles, Compton Adv., Pedlar & Ryan, N. Y.


Renewal Accounts

LEVER BROS., Cambridge (Lipton's tea, Continental soup mix), on April 1 starts Winnie in Hit Nation Station, on 122 CBS stations Tues.-Sat. 9:20-9:30 p.m. and (for soap) on April 5 Reneuws for 52 weeks Bright Horizons on 123 CBS stations thru Fri. 11:30-11:45 a.m. Agency: Young & Rubicam, N. Y. Lever N. (in same), on March 28 for 52 weeks renues Big Sister on 122 CBS stations Mon. thru Fri. 12:15-12:30 p.m. and (Spry) Aunt Jenny on 76 CBS stations Mon. thru Fri. 11:45-12 noon. Agency: Kuthrauf & Ryan, N. Y.

Network Accounts
All Time Eastern Warms unless indicated

NEW-1415 mc KIRO Seattle—CP new FM station, 17,440 sq. ml., $135,000 estimated cost.

NEW-1250 mc Velco of Marlton, Marlton, N.J.—Petition filed for consideration of grant of FCC Policy 19-16-45 of application for new FM station.

MARCH 23

1290 mc KGKB Tyler, Tex.—Vol. assign. license from East Texas Broadcasting Co. to James G. Ulmer.

1430 mc WMYK St. Louis, Ill.—Vol. assign. license from Mississippi Valley Broadcasting Co. Inc. to Miles H. Johnson, Penrose H. Johns, William F. Johns Jr. d/b Mississippi Valley Broadcasting Co. Inc. to Duane D. Waco, Tex.—WJMC station. License to Walter C. Bridges to WJMC Inc.

WALTER L. ROE, manager of the international program and radiophoto service of RCA Communications, responsible for operations of all RCA program and radio circuits used in the transmission of news broadcasts from abroad, has re- signed after 17 years with the company. Recently returned from the Atlantic-Pacific forward area, Mr. Roe was in- instrumental in coordinating military radio operations with the company's transpacific circuits terminating at the San Francisco offices.

MAX UHLIG, former assistant sound engineer at CBS, has joined Colum- bia Recording Corp., CBS subsidiary, to head a new sound and production de- partment.

LT. COL. JOHN VASSOS has returned to the CBS studio as a consultant, design- ing new sound studios.

WILLIAM MUELLER, former transmis- sion engineer with WPTV, Syracuse, has been promoted to staff sergeant in India where he is building radios and anten- nas for the Army Air Corps.

CARRIE BUBERMAN, assistant chief en- gineer of WORC Louisville, is the fa- ther of a girl.

CHARLES RAYBURN, chief engineer of EKAV Atchison, Kan., has resigned to spend his winters in Scottsdale, Ariz.

BILLY G. PARKER, former EKAV en- gineer, is now announcer, is now in the Coast Guard.

BOB CROTTINGER has been named act- ing chief engineer for WFBY Syracuse, has been promoted to chief engineer and has re- ceived an appointment with the FCC and with WFBY Great- falls, B. C.

DOUG SQUIRES, operator of CBS War- trous, Sask., is the father of a girl.

JOE MccUTCHEON, regional engineer of the CBC, Vancouver, has been pro- moted to chief engineer and has moved to Montreal.

BOB SANISLO is now operator-announc- er with KONP Fort Angles, Wash. He was recently released from the Coast Guard.

GENERAL FOODS Corp., New York (Post’s Raisin Bran and Post’s Bran Flakes), on April 2 reviews for 52 weeks When a Girl Marries on 75 NBC stations Mon. thru Fri. 5:15-5:30 p.m. and (for soap) on April 5 for 52 weeks Bright Horizons on 123 CBS stations thru Fri. 11:30-11:45 a.m. Agency: Young & Rubicam, N. Y. Lever N. (in same), on March 28 for 52 weeks renues Big Sister on 122 CBS stations Mon. thru Fri. 12:15-12:30 p.m. and (Spry) Aunt Jenny on 76 CBS stations Mon. thru Fri. 11:45-12 noon. Agency: Kuthrauf & Ryan, N. Y.


REACH THE WOMEN OF THE OHIO VALLEY WITH...
ARMY COMMISSIONS PALEY AS COLONEL

WILLIAM S. PALEY, CBS president, was commissioned a colonel in the Army on March 13 and assigned to the Psychological Warfare Division, S-2 Section, SHAEF, as deputy chief. Previously he had been chief of the radio section, PWD, from the time of its organization in January 1944.

Col. Paley directs military broadcasting to enemy and enemy-held territory and coordinates these activities with those of other civilian agencies as OWI and NBC. The radio section also supervises all military broadcasting and public address activities in the field, including the operation of Radio Luxembourg, and assists in rehabilitation broadcasting to liberated areas.

Overseas since October 1943, Col. Paley served first in the Mediterranean theatre on special assignment for the OWI, where in that theatre he joined the Psychological Warfare Branch of SHAEF, supervising its radio activities, including the planning and organization of the Italian broadcasting network.

Biscuit News

NATIONAL BISCUIT Co., Los Angeles (crackers, cookies), on March 26 starts for 26 weeks, sponsoring Larry Smith newscasts on 3 of 4 War Network stations (KGIR, KFPA, KRMB, WMAK). Mon., Wed., Fri., 10:15-10:30 a.m. (MST). Firm also sponsors Rex Miller, commentator, on 39 Don Lee Pacific stations, Mon. through Fri., 5-15:45-30 p.m. (PWT). Agency is Bartsford, Constantine & Gardner, Los Angeles.

Gallaher Appoints Grant

GALLAHER DRUG Co., Dayton, with outlets in Ohio and Kentucky, has appointed Grant Adv., New York, as agency for radio and institutional advertising. Current schedule, which got under way March 1, includes WMIO, WING, WHIO, WHZT, WIFE. Firm uses five, ten minute and quarter-hour news and music programs from three to six times daily on each station.

OWN PACKET, WEEK APRIL 16

Check the list below to find the war message announcements you will broadcast during the week beginning April 16. OWI transcriptions contain six announcements suitable for sponsorship and three 20-second break chains on each side of disc. Tail your clients about them. Plan schedules for best timing of these important war messages.

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See OWI Schedule of War Message 156 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

John S. Daggett

JOHN S. (Uncle John) DAGGETT, 65 pioneer radio station manager, died March 14 at Doctor's Hospital, Los Angeles. Inactive in radio for some years, Mr. Daggett in the early 20's was a writer-producer, announcer and entertainer as well as manager of KJL Los Angeles. He originated and broadcast a daily Children's Hour on that station using name of Uncle John, a name he later became well known on the West Coast. Surviving is a son, John S. Daggett Jr., of Chicago.

Acme Changes

AFTER many years of cooperative sponsorship of both The Shadow and Nick Carter, Acme White Lead & Color Works of Detroit, effective April 22 will take over complete sponsorship of the Nick Carter show and place it on 113 Mutual stations Sundays, 5:30-6 p.m. EWT. Format is said to be strengthened and new writer is Edith Melzer, who once wrote Sherlock Holmes scripts. Acme will drop participation in The Shadow. Contract for 62 weeks was placed by Henri, Hurst & McDonald, Chicago.

Acquires KCHI 10%

ACQUISITION of 10% interest by S. C. Vinsonhaler in the license partnership of KCHI Little Rock, Ark., for $12,000 from A. L. Chilton and Leonore H. Chilton, was granted by the FCC last week. Mr. Vinsonhaler is general manager of KCHI and was a minor stockholder in KLRA prior to the duopoly severance of the two Little Rock stations.

Lambert on CBS

LAMBERT PHARMACAL Co., New York, resumes network advertising this week as sponsor of the Billie Burke Show on 12 CBS stations Sat., 11:30 a.m. to 12 noon. Series begins March 31 for Listeners Toothpowder, having been discontinued March 24 on 138 CBS stations by Service, Inc.

Since Lambert's last network series, Grand Central Station, discontinued in CBS in 1940, Lambert has been using spot radio. Current schedule includes Quixos of Two Cities sponsored on 19 stations in 22 markets for Listeners Toothpaste, and scattered spot announcements, with no change contemplated at present. Business placed through Lambert & Feasley, New York. Program was formerly handled for Service by BBDO, New York.

Bradley Joins Grant

EVERETT BRADLEY, former account executive of Compton Adv., New York, has joined Grant Adv. as vice-president in charge of the Chicago office, effective March 31st. Howard Jones, former vice-president in charge of the Chicago office, has been promoted to vice-president in charge of the central staff of Grant Adv. Mr. Bradley was account executive on the Ivory Soap account at Compton. Previously he was vice-president of Pedlar & Ryan, New York. Mr. Bradley in his new capacity will handle Old Dutch Cleanser, Folger Coffee and Mars Milky Way.

Griesedieck Baseball

WIL St. Louis will broadcast home games of the Cardinals and Browns for the 1945 season under sponsorship of Griesedieck Brothers Brewery. Announcer Harry Caray and baseball veteran Gabby Street will describe both day and night games, and tests. A special network comprising KFRI Columbia, Mo., KXMO Hannibal, KDKO Sedalia, KCHI Cape Girardeau, WJFP Herrin, Ill., and WKRO Cairo, Ill., will broadcast the games. Agency: Ruthrauff and Ryan.

Horn Promoted

CHARLES W. HORN, former director of research and development of NBC, has been promoted to a captenancy in the Naval Reserve. He is an assistant to Rear Adm. Joseph R. Redman, director of the Office of Naval Communications. The promotion was pre-dated to 1942, the time Mr. Horn was selected for promotion.
Help Wanted

Operator-announcer. First class radio-telephone license. Must be capable of handling continuity department and converting KONC, Seattle, Washington, for postwar future. Good salary. Apply Box 450, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive local 250 watt station. Immediate openings in Midwest. Good salary. Apply with references. Available at Oakland, Calif. Reply Box 418, BROADCASTING.

Sales manager producer with program sales experience. Work for Blue Network KCMN. Two years experience. Excellent salary. Apply with resume. Reply Box 335, BROADCASTING.

Immediate and future openings for dis- charge servicemen in announcing, production and sales. Men are looking for men who desire to build for postwar. Male or female. Must have affiliation and key station for expanding regional network. Excellent salary. Reply Box 368, BROADCASTING.

Commercial and sales managers as needed for radio station affiliated with one of the big networks. Reply Box 450, BROADCASTING.

WANTED—Man to handle continuity and converting KONC, Seattle, Washington, for postwar future. Good salary. Apply Box 450, BROADCASTING.

Situations Wanted

Transmitter engineer with first class li- cense and at least two years operating experience. 40 hour week; average earnings $44.00 to $46.00 per week depending on experience. Overlay-Continuity Department. Apply Salary depended on experience. Reply Box 429, BROADCASTING.

WANTED—Chief engineer position. Forty hours, five day week. $25.00 monthly. Day and half time overlap. Bulk of duties include maintenance and engineering. Chief must be able to work as an- nouncer when occasion demands. Air wall transcription of announcing in addi- tion to engineering, personnel development. Send resume to Box 450, BROADCASTING.

Manager of proven ability and capable of handling all phases of a complete radio station. Be able to discuss a change. Interested only in the right kind of person. Offers excellent and out- standing opportunity for future growth. Age 40. Solid background plus unusual record makes this man a natural selection for a tough but profitable job. All interested confidentially. Details can be ar- ranged. Reply Box 430, BROADCASTING.

Wanted—Chief operator and capable of handling all phases of a complete radio station. Salary $34.00 to $36.00 monthly. Replies to Box 450, BROADCASTING.

Situations Wanted (Cont'd)

Transmitter engineer to handle continuity and converting KONC, Seattle, Washington, for postwar future. Good salary. Apply Box 450, BROADCASTING.

WANTED—Combine production, program news and transcription work for Los Angeles station. Reply Box 450, BROADCASTING.

WANTED—Chief operator and capable of handling all phases of a complete radio station. Salary $34.00 to $36.00 monthly. Replies to Box 450, BROADCASTING.

WANTED—Operator- announcer. First class radio-telephone license. Must be capable of handling continuity department and converting KONC, Seattle, Washington, for postwar future. Good salary. Apply Box 450, BROADCASTING.

What do you offer newsroom, thor- oughly experienced announcer, deferred and former program director, seeking permanent position? Box 452, BROADCAST- ING.

Wanted—Position as radio announcer in Florida. Transcription furnished upon request. Box 453, BROADCASTING.

WANTED—Program director—10 years radio experience, six on networks. Thou- sandly familiar with all phases of program- ming, production, and equipped to handle personnel responsibilities. Excellent location and originality. At present employed as pro- ducer- announcer at N. B. C. key station. Interested in making change for greater opportunity. Box 457, BROADCASTING.

WANTED—Regional Radio sales, experienced, licensed. Reply Box 460, BROADCASTING.

WANTED—100 watt sales and station management. Reply Box 460, BROADCASTING.

WANTED—Regional Radio sales, experienced, licensed. Reply Box 460, BROADCASTING.

WANTED—Record backgrounds. Reply Box 460, BROADCASTING.

WANTED—Operator- announcer, first class radio-telephone license. Must be capable of handling continuity department and converting KONC, Seattle, Washington, for postwar future. Good salary. Apply Box 450, BROADCASTING.
Clear Channel
(Continued from page 18)
Spearman, counsel for the Regional Broadcasters Committee (successor to the National Assn. of Regional Broadcasting Service) developed these salient points:
The Commission plans to go ahead with the May 9 hearings, regardless of the state of preparation.
The FCC plans to inquire closely into clear channel programs.
Financial statements, heretofore filed with the Commission on a confidential basis, may be thrown open to all parties interested in the clear channel hearings.
The FCC feels the standards of clear channel broadcasting have been too lax.
Rosel H. Hyde, assistant general counsel for broadcasting, who pre-sided, suggested that attorneys could go ahead with preparation for May 9 on Issue 6 and on whether power in excess of 50 kw would unfavorably affect the economic ability of other stations to operate in the public interest; whether it is economically feasible to relocate clear channel stations to provide service to areas now without it; whether clear channel stations render a program service "particularly suited to the needs of listeners in rural areas".
Messrs. Caldwell and Spearman contended Issue 6 on relocation of clear-channel stations couldn't be determined until after three engi-neering committees report their findings and new standards are adopted. "If you're going to stick to present standards, there's no need of the hearings," said Mr. Spearman. "If you're going to change the standards, then we should have the benefit of the committee studies." Mr. Plotkin said the best data

Big Movie Fund
THE motion picture "Colonel Blimp" will make its bow to the U. S. March 29 supported by what is probably the largest radio advertising budget ever appropriated by Brandt's Gotham Theatre, according to Buchanan & Co., New York, agency handling radio promotion of the technicolor English film, a United Artists release. With more than $10,000 allotted for radio, the agency has contracted for two weeks of spot announcements over six New York stations, with commercials covering the period immediately before and after the March 29 premiere and one week thereafter. Stations handling Blimp spot also included WMCA WNEW WHN WINS WOXR WEAF.

on Issue 6 was the financial information filed by stations with the Commission. "The issue is whether the data should be made available to interested groups." That precipitated heated debate with virtually all of the lawyers insisting that the FCC obtained financial statements as confidential information and that to make it available would be to breach a confidence with the industry.

On appearances, Mr. Hyde said the lawyers to "file the best you can". Mr. Spearman requested that any information the Commission has should be made available to all interested parties, to help them prepare their parent cases.

Nationwide interest has been manifest in the Regional Broadcasters' Committee and voluntary subscriptions have been pouring in to take care of expenses incidental to the clear-channel hearings, according to Mr. Spearman.

On the committee are Campbell Arnow, WTOR Norfolk; Edgar L. Bill, WMBD Peoria; E. B. Craney, KGIK Butte, Mont.; T. A. M. Craven, Cowles Broadcasting Co., Walter J. Damm, WTJM Milwaukee; John Shepard 3d, Yankee Network; Hoyt B. Wooten, WREC Memphis.

Members of the various committees set up March 16 [BROADCASTING, March 19] and completed last week, are as follows:

COMMITTEE 1. Determination of What Constitutes Objectionable Interference—Glenn W. Owen, FCC broadcast division chairman; E. J. Gardiner, WRAM; Paul Loyet, WHO; A. D. Ring, KKE; W. J. Wright, WMIB; J. H. Davidson, WLBW; John KIr; George C. Davis Jr., WCCO; Grant Damm, WTJMH; Grant H. Washall, RFBP Panel 2; Paul F. Godley, Regional Broadcasters Committee.

COMMITTEE 2. Determination of What Constitutes Acceptable Interference—Glenn W. Owen, FCC broadcast division chairman; E. J. Gardiner, WRAM; Paul Loyet, WHO; A. D. Ring, KKE; W. J. Wright, WMIB; J. H. Davidson, WLBW; John KIr; George C. Davis Jr., WCCO; Grant Damm, WTJMH; Grant H. Washall, RFBP Panel 2; Paul F. Godley, Regional Broadcasters Committee.

COMMITTEE 3. Determination of Distances to Which And Areas Over Which Various Signal Strengths Are Deliv-ered—Dr. L. P. Wheeler, chief, FCC technical information division, chairman: Edgar F. Vandelvire, FCC, alternate; George Curran, KFI; George Lewis, WCAU; R. Morris Pierce, WRJ, to the FCC, COBS; J. W. Wright, WMIB; W. W. Dubbey, WMIB; Stuart Bailey, WWG, and Cumulm Jr., Frank W. McIntosh, RFBP Panel 4; Dr. G. W. Pickard, Regional Broadcasters Committee.

COMMITTEE 4. Postcard or Similar Surveys—Dallas W. Smythe, chief, FCC economics division, chairman: Franklin A. Caldwell, Paul Loyet, COBS; John K. Curburugh, COBS; Paul P. Peter, NAB, Philip Merriman, NAB; Howard Frazier, RFBP Panel 4; Paul D. F. Spearman, Regional Broadcasters Committee.

Radio Engineering Consultants


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FIELD OFFICE

Nat'l Press Bldg. Wash., 4, D. C.

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Frank H. McIntosh Consulting Engineers

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Globe 5880

NATIONAL BLDG., WASH., D. C.

MAY, BOND & ROTHROCK CONSULTING RADIO ENGINEERS

WORTHINGTON C. LENT

Consulting Engineers

INTERNATIONAL BLDG.

1319 F STREET N. W.

District 4127

ANDREW CO.

Consulting Radio Engineers

March 26, 1945 • Page 35
MCDONALD DEMANDS SECRET DATA BE MADE PUBLIC.

COMDR. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, Friday wired FCC Chairman Paul A. Porter, urging that unclassified testimony given by industry experts at a secret session with military officials March 12-13, be made public [BROADCASTING, March 19].

He included copy of a wire he sent to the Senate Interstate Commerce Committee, House Interstate & Foreign Commerce Committee and House Merchant Marine & Fisheries Committee, urging retention of FM in its present band and suggesting that Congress note the testimony of the secret sessions, particularly of Dr. J. H. Dellinger, Dr. H. H. Beverage and Dr. H. T. Stetson.

CBS ANNUAL REPORT STRESSES VIDEO STAND

SECRET electronic work performed by CBS television laboratories for the government since outbreak of the war has convinced the network that postwar television could emerge at a much higher level than its present freeze," Paul W. Kesten, executive vice-president, informed CBS stockholders in the company's annual report issued Saturday.

Consolidated income statement shows a net income after taxes of $4,875,361 for 1944 compared to $4,535,941 in 1943. The 1944 gross was $84,905,830; 1943 gross was $75,168,440.

WOR MEN CITED

TWO former WOR employees have been cited for outstanding performances in armed services. Lt. Jerry A. Danzig, USNR, ex-publicity director, was awarded bronze star and citation by Adm. Harold Stark, Commander, U. S. Naval Forces in Europe, "for meritorious performance" during invasion of France, June 6, 1944. S/Sgt. Robert Barkey, WOR engineer before entering service, won a certificate of merit from Gen. Ewart G. plank, "for conspicuously meritorious and outstanding performance of military duty in the European theatre" by "contributing to setting up a radio transmitter and antenna sites in connection with military operations against an enemy of the United States."

VETS TO TOUR FOR BONDS

TO PROMOTE the forthcoming Seventh War Loan Drive, the Treasury Dept. in conjunction with the Army Ground Forces has arranged for a nationwide tour of some 600 cities by groups of 24-29 infantrymen constituting an overall force of 1,100 combat veterans fresh from overseas service who will recreate and demonstrate actual battle conditions. Titled "Here's Your Infantry!", the groups will be available for presentation of programs over local stations.

ULMER WOULD OWN KGKB

JAMES G. ULMER, majority stockholder of East Texas Broadcasting Co., licensee of KGKB Tyler, Tex., would purchase stock of minority interests (38 shares) for $25 per share and become licensee as individual, under petition filed with FCC Friday for voluntary assignment of license.

PA, HUBBARD GIVE VIEWS ON STATE NEWS COVERAGE

PLANS of Stanley E. Hubbard, president, KSTP St. Paul, to revive Radio News Ann., precursor of wire service coverage for radio, have elicited from Oliver Gramling, PA assistant general manager, statement that the St. Paul broadcaster does not understand PA operations.

Mr. Hubbard announced last week that RNA now is serving, through string correspondents, most stations in Minnesota "because we are unable to get complete coverage from Associated Press." PA is subsidiary of latter.

Mr. Gramling said Friday that Mr. Hubbard sought from AP specific item out of State Legislature which PA state house correspondent had not yet reported. "No question of facilities was involved," he added. Mr. Hubbard countered, "Radio today, in proportion, is paying more money for Associated Press than the papers themselves."

Mr. Hubbard had contended that newspapers were getting protection from wire service on exclusives developing in Capital and outstate areas.

WPB NEW STATIONS POLICY WILL HARMONIZE WITH FCC

NEW CRITERIA to be used by the WPB Radio & Radar Division for passing on applications for construction of new standard broadcast stations, harmonizing policy with the FCC freeze order of Jan. 15, 1945, were adopted over the weekend. Conflicts between Construction Bureau and R&R Division are intended to be resolved by new standards.

Henceforth WPB will consider only those applications (1) from locations not now receiving primary service from existing stations and (2) which show that equipment has been or can be obtained without placing any load on production facilities. Requests for stations in military areas must be supported by the War or Navy Dept.

DEMILLE APPEALS DECISION UPHOLDING AFRA ACTION

CECIL B. DEMILLE is appealing to the State Supreme Court Los Angeles Superior Court's judgment for AFRA in his fight against paying a $1 union fee which he said was for political purposes. Judge Emmet H. Wilson last January upheld AFRA's right to suspend DeMille and prevent his appearing as director-producer of CBS Los Angeles Radio Theatre at a reported $2,050 weekly.

REICHOLD CHANGES FORMAT

AT THE conclusion of the regular Detroit Symphony Orchestra April 4, Reichhold Chemicals, Detroit, will cut its Saturday night Mutual hour to a half-hour program featuring Detroit Symphony and guest artists from the American republic. Agency: Grant Adv.

TRUMAN NAMED IN CANADA

A. W. TRUMAN, superintendent of schools for New Brunswick, has been named to serve three years on nine-man Board of Governors of Canadian Broadcasting Corp.

Business Briefly

(Continued from page 4)

General Foods program in that period, will be discontinued. Ford drops Stars of the Future on 180 Blue stations, Friday, 8-8:30 p.m.

NEW CAMPBELL SHOW • Sponsorship of Moore and Durante show on 133 CBS stations, Friday, 10-10:30 p.m. will be taken over April 6 by Campbell Soup Co., giving it three programs on CBS. No changes have been indicated on the other programs but Jack Carson show comes up for renewal in May.

FORM VIDEO UNIT • Leslie Charteris, author of "The Saint" mystery stories and radio scripts, and Amnon Bondi, producer of training films for the armed services, have formed Bond-Charteris Enterprises, Hollywood, to produce movies for television.

P & G DROPS 'PLAYHOUSE'; SWEETHEART TAKES TIME

PROCTER & GAMBLE Co., March 30 drops Star Playhouse for Drift and Crisco on 74 NBC stations Mon.-Fri., 11:30-11:45 a.m. Two weeks later, beginning April 16, time has been reserved through Duane Jones Co., for new Manhattan Soap Co. program (Sweetheart).

Procter & Gamble secured Mon.-Fri., 10:45-11 a.m. on 74 NBC stations, beginning April 2 for Joyce Jordan, second former General Foods serial recently acquired by soap firm. Crisco will be promoted in East through Compton Adv.; Drift in West through Dancer-Fitzgerald-Sample. With Road of Life shifting April 16 from 11:15-11:45 a.m. to 10:30-10:45 a.m. on NBC, P & G will have the other continuous half-hour requested on NBC. Seven Pacific coast and six Arizona NBC stations, unable to clear 10:30 a.m. spot, will record serial and broadcast locally 11:15 a.m. Agency is Compton Adv., product, Duz.

People

GWENDOLYN SCHRYVER, member of WJR Detroit sales department, has been named station commercial editor.

GEORGE GRIM leaves this week for Italy as war correspondent for five stations owned by Cowles brothers. He leaves post as radio promotion director of Cowles paper, Minneapolis Star-Journal, for assignment.

M/Sgt. Alvin Josephy, USMC combat correspondent who participated in Iwo Jima action, and others, base in U. S. He is former special encoder for OWI and WOR Mutual.

ARTHUR SIMON, formerly general manager, WPEN Philadelphia, scheduled to join WIND Chicago as promotion chief.

LEO J. FITZPATRICK, general manager, WJR Detroit, named campaign chairman for the Detroit Catholic Archdiocesan Development Fund.

1st LT. GEORGE F. PUTNAM, USMC officer with Special Services of the Corps, back in U. S. after South Pacific tour.

CAPT. MELVIN MAGINN, former chief announcer of WLW Cincinnati, where he was known as Peter Grant, broke a finger in a baseball game in Oahu, Hawaii.
Diogenes must have smiled when, in 1911, farsighted advertising men endorsed the Model Statute framed by Printers' Ink. Subsequently adopted by 25 states, this Statute led to the establishment of Better Business Bureaus throughout the country, and pioneered censorship from within the advertising business. More than this, by making Truth a selling standard, public confidence in advertising was established, and the upgrading of advertised products stimulated.

ANY PERSON, FIRM, CORPORATION OR ASSOCIATION WHO, WITH INTENT TO SELL OR IN ANYWISE DISPOSE OF MERCHANDISE, SECURITIES, SERVICE OR ANYTHING OFFERED BY SUCH PERSON, FIRM, CORPORATION OR ASSOCIATION . . . MAKES, PUBLISHES, DISSEMINATES, CIRCULATES, OR PLACES BEFORE THE PUBLIC . . . IN A NEWSPAPER OR OTHER PUBLICATION . . . AN ADVERTISEMENT OF ANY SORT . . . WHICH CONTAINS ANY ASSERTION, REPRESENTATION OR STATEMENT OF FACT WHICH IS UNTRUE, DECEPTIVE OR MISLEADING, SHALL BE GUILTY OF A MISDEMEANOR.

In the DISTRIBUTION DECADE

Advertising Must Continue To Inspire Confidence!

Advertising has a man-sized job to do in the Distribution Decade! After peace, in order to prevent an economic depression, our nation must consume at least 40% more than in the pre-war era.

Money, manufacturing facilities, manpower and materials will be abundant. With Advertising functioning at its unhampered best, the big task of rapid, efficient, economical distribution can be done! But in the doing, Advertising must zealously guard its established standards of integrity, for to be effective, Advertising must inspire confidence!

At The Nation's Station, we will be striving to elevate still further in the Distribution Decade, those high standards of honesty in advertising long advocated by WLW.
New Projection Television - Bob Hope's face "big as life"

Can you picture Bob Hope on television... seeing his face big as life—right in your own living room?

Well, you will—for now, thanks to RCA research, all limitations on the size of home television screens have been removed.

RCA Projection Television sets can have 18-by 24-inch pictures or, for that matter, pictures as large as the screen in a motion picture theater!

When you tune in an NBC television broadcast you'll almost think the actors are in the same room with you.

And trust NBC, America's No. 1 Network in sound broadcasting today, to bring you the best in home television entertainment tomorrow.

This revolutionary improvement in television was achieved in RCA Laboratories by development of an entirely new reflector and lens, shown in phantom above. This lens, made of inexpensive plastic, is eight times as efficient for the purpose as the finest optical lens.

When you buy an RCA radio, phonograph or television receiver—or any other RCA product—you receive the benefit of the latest research development of RCA Laboratories. It is this plus value which is your assurance of lasting satisfaction.

The public recognition of this plus value has given to RCA world leadership in the radio, phonographic, television and electronic art.

Dr. D. W. Epstein with a projection television tube, reflector and lens unit. Here the image on the end of the tube hits the reflector, is corrected by the lens, projected to the screen, then enlarged... making possible larger and clearer television than had ever existed before.

RADIO CORPORATION of AMERICA
PIONEERS IN PROGRESS

5400