They are headed for star heights as WOR's man and wife team in "Breakfast With Dorothy and Dick"

KILGALLEN and KOLLMAR

Because even radio's magic can create them only infrequently, a hit man and wife team is a station's and a sponsor's dream.

WOR sincerely believes that it has struck this bonanza in Dorothy Kilgallen and Dick Kollmar; or, Mr. and Mrs. Kollmar.

Why?
1. Because theirs is a delightful new WOR morning show that's as homey as a front porch rocker, smart as a new Spring bonnet. It stars two people who make news on an intimate, ad-libbed-from-home program that makes sales.

2. Because it's deliberately slotted at 8:15 AM to inherit the audience of New York's most popular local morning programming, including WOR's 8:00 AM news, New York's most listened-to daytime news strip, which is heard in more than 300,000 homes every day.

3. Because approximately 1,000,000 employed women who have no opportunity to listen between 9:00 AM and 5:00 PM, are exposed to "Breakfast With Dorothy and Dick".

4. Because Dorothy and Dick are wise in the audience-attracting gimmicks of the radio, newspaper and theatre worlds.

Ask WOR to tell you more about "Breakfast With Dorothy and Dick". Do it now. Here's a show that's going to be filled fast. It's in giltedge time; it's priced right; it's a proven, sales-tested formula.

— that power-full station WOR at 1440 Broadway, in New York
Martha Crane, above, has been with WLS since 1928; as a housewife and mother, she knows the problems of her listeners. Her friendly help is responsible for much of the large volume of audience mail received consistently by WLS Feature Foods. An ideal teammate for Martha is Helen Joyce, right, with WLS since 1935. Her varied community interests are all reflected in her splendid air personality; she and Martha together make perhaps the most effective food-selling team in America.

Martha Crane and Helen Joyce have been talking to the WLS audience for ten years now, six mornings a week (ever since WLS Feature Foods went on the air in 1935). In addition, they have met and talked personally with over 100,000 women at club meetings in the Chicago area. Naturally, then, Martha and Helen speak as old friends, welcome friends who come to help in the housewife's many difficult situations. Martha and Helen thus typify the WLS operation: announcers, singers, newsmen, musicians, farm editors: they're all accepted as friends. Which makes WLS itself speak as The Voice of a Friend. Friendship rests on mutual confidence. Confidence generates response. Response equals results for the advertisers who use WLS — The Voice of a Friend in Midwest America.
Here is Philadelphia, the country's third largest market. In this market, The Evening Bulletin has, through a knowledge of the needs and interests of Philadelphians, built the largest evening newspaper in America. Under the new ownership and management of The Bulletin, Station WPEN is being developed to serve an increasing circle of listeners in this great market.
NABET will file 30-day strike notice today (Monday) with Secretary of Labor in dispute with WFBR Baltimore over questions of wages, overtime, holiday pay, and retroactivity. Technicians voted action late Friday.

AMERICAN BROADCASTING Co., which on June 15 officially replaces the Blue Network appellation, would like to acquire the WABC (New York) call from CBS, has offered latter the WCBS call, now used by Blue affiliate, Springfield, Ill. CBS has evinced no interest in trade. NBC has rights to the call WNBC.

LESLIE C. JOHNSON, general manager, WHBF Rock Island, was re-elected director from NAB District 8, meeting in Chicago late Friday. (See earlier story, P. 83.)

WNEW New York hopes to move into new quarters at 565 Fifth Ave. at 46th St., formerly the S. W. Strauss Bldg., early next year or as soon as it can complete remodeling of second and third floors to include studios and offices. Planned costs: $300,000 for 10 studios. WNEW has signed 10-year lease with Atlantic Coast Network which has acquired half of stock in Fifth-Forty-Sixth Corp.

UNITED BROADCASTING Co., licensee of WHK Columbus, WHK Cleveland and WHK Akron, last Friday filed applications with the FCC for a Channel 4 commercial television station in Columbus, a Channel 8 outlet for Akron and a new FM station on 47.1 mc with 4,500 square miles coverage for Akron. Estimated cost of FM outlet is $53,000.

Rhetorical Repartee

UPON his appointment to the FCC, Charles R. Denny Jr., erstwhile general counsel, received an epistle from Paul W. Kesten, CBS executive vice-president. By reading every other line, he found he was being congratulated. Then: from Denny to Kesten a letter typed upside-down and backwards. From K to D a reply of the hold-to-the-mirror species. From D to K a retort in hieroglyphics from King Tut's era said to be in Serbian tongue translated into Sanskrit. (At Deadline, Kesten not heard from.)
If you think nylons are hard to get, try getting complete radio coverage on the Pacific Coast without Don Lee. It can't be done—for while all 4 networks cover the "inside market," only Don Lee completely covers the "outside market" (where half the retail sales are made).

Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 38 local stations, broadcasts from within each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of "outside" listeners tuned to Don Lee stations.

How about "inside coverage?" According to regular Hooper reports, during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

You'll have to wait for nylons—but you don't have to wait for complete Pacific Coast radio coverage. Buy Don Lee, the only network that delivers both markets of the Pacific Coast!
Mr. Gordon Gray, General Manager  
Radio Station KOIL,  
Omaha, Nebraska  

Dear Mr. Gray:

This is to express our thanks and appreciation to station KOIL for the assistance rendered us during the recent heavy snowstorm, which brought about an urgent, immediate need for snow shovels by the various railroads in Omaha.

As a result of your spot announcements, approximately 100 workers reported to this office and we answered innumerable telephone calls. Our office remained open until 9:00 P.M. to accommodate the callers.

Through your help, the emergency was handled without difficulty. Thanks again.

Yours very truly,  

K. R. Harbour  
District Manager

HITTING IN THE PINCHES WINS!
KOIL Comes Through in Emergencies with outstanding results for advertisers . . . .  
In Omaha, It Pays to Advertise on KOIL!
Think This Over!*

WAAT delivers more listeners per dollar in America’s 4th Largest Market than any other station— including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

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

"DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY"
“The Voice of St. Louis” speaks for both..
NEWS-MINDED LISTENERS—SALES-MINDED SPONSORS

With history-making events sweeping to the forefront of broadcasting attention in this mid-Mississippi Valley region, listeners are today relying more than ever on KMOX and its newscasts.

Sales-minded sponsors like them, too. Here's why this dual preference prevails:

The man behind it all is tall, news-wise Guy Runnion, veteran of a dozen years as radio editor, newscaster, reporter and columnist. As KMOX news chief, aided by eight reportorial veterans, he skillfully assembles the daily procession of world news gathered by the two major press associations and by CBS correspondents scattered around the globe into newscasts that win the attention of radio listeners throughout the mid-Mississippi Valley. (And listener preference for KMOX is typically reflected in the popularity of Headline Highlights, noontime round-up which, says the last Hooper report, has a 9.1 rating in St. Louis...equal to that of all three network competitors combined.)

Sponsor preference for KMOX is equally reflected by its list of long-term advertisers. Manhattan Soap Company, Griffin Manufacturing Company, Peter Paul, Inc. are all using KMOX news broadcasts for the fifth consecutive year. Planters Nut & Chocolate Company is now well into its third year.

KMOX news periods aren't often open for new advertisers. The old ones hold on, happy with the selling job KMOX and its brand of news reporting does for them. But today there's opportunity for two newcomers to join the old guard of satisfied KMOX news sponsors. For more details, call us or Radio Sales.

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

NEVILLE MILLER, former NAB president and for nearly a year with United Nations Relief & Rehabilitation Administration (UNRRA) in the Balkan theatre, is returning home. On March 15 he reported he had finished his mission in Cairo, Egypt—and would be returning shortly.

The last official photograph of Mr. Miller, who served as NAB chief executive from 1938 until 1944, appears herewith. It was taken in front of King Tut’s tomb.

When he wrote March 15 Mr. Miller had just returned from eight days in Athens. He left Washington last July as second man in the Balkan Mission.

"Administering relief in the Balkans is no Community Chest affair," said the former NAB head and erstwhile mayor of Louisville. "Factions contending for postwar control have been playing the game for keeps during German occupation and intend to continue."

"I recently spoke before the Rotary Club (of Cairo)," Mr. Miller reported. "While standing in a drug-store recently, a British soldier mistook me for the clerk, so I must be acquiring a native appearance. I had better be getting home."

Sellers of Sales

A WEEK before D-Day, a letter went out to almost half of the stations in the country who were broadcasting Colgate-Palmolive-Peet Super Suds announcements. Over the signature of Richard C. Grahl, in charge of timebuying activities for the William Eady Co., New York, the letter gave the stations carte blanche to rearrange and cancel, if necessary, all C-P-P announcements when the news of invasion broke.

The efficiency, dispatch, and timing with which the matter was handled is indicative of the way Dick Grahl operates. Dick is a "clean desk" man. He has set up in the past two years a streamlined method of handling spot radio data that not only enables him to keep fingers-tick tabs on the many and varied spot schedules he has running, but leaves him time to devote to client service, analysis of market and distribution data, and personal discussions with station men. He buys time for Super Suds (one of the largest spot accounts on the air), Baume & Bungue, Hinds Honey & Almond Cream, Piel Bros. beer, and R. J. Reynolds Tobacco Co. (Camel cigarettes and Prince Albert Smokin' Tobacco).

Dick has devised a series of simplified business forms that enable him to delegate much of the routine paper work.

His forms include an original schedule describing the announcements, adjacencies, etc.; spot radio change form; uniform affidavit discrepancy form. These include colored copies for station's representative, advertiser, and agency departments. But these cover only half the picture.

Dick has a master control at his elbow so that he can tell at a glance the schedules on each station, when they expire, reinstatements, etc. He has compiled a data book with latest audience figures. He has made unusually interesting use of the Broadcasting Yearbook, coding each station with the account running on it so that if he has to get out a general mailing to each station carrying, for example, the Super Suds business, a stenographer can get letters on it in a matter of hours with the coded list in the Yearbook before her.

A native of St. Louis, Dick went to work for the American Mfg. Co. after attending St. Louis College. He later joined the Poster Selling Co. He came to William Eady in 1942 after seven years at McCann-Erickson, New York.

He is chairman of the Media Men's Assn. of New York. His pre-war hobby was golf. Now, it farming. Ruddy-complexioned, affable, Dick, a denizen of Bronxville, appears to be in his middle thirties. He has a 21-year-old-daughter.
LET US Consider TOGETHER

If American radio broadcasting is to fulfill its destiny we believe:

Radio station management must establish and maintain editorial policy. Regardless of where any program originates, if our transmitter broadcasts that program, it is our microphone speaking to our listeners. Therefore, without editorial policy our license grant responsibility to the people is impossible.

Operating with editorial policy radio station management must continue to permit proponents of both sides of any controversial issue to present their views; editorial policy obligates station management to support and aggressively promote that which the station believes to be in the best interests of the area it serves.

Editorial policy for radio stations is predicated on the theory that station management is qualified to exercise good judgment and is responsible. This is one of the license grant requirements. Editorial policy must be denied all who have no licensed responsibility.

W. B. WAX, General Manager

In a Republic, local discussion builds National opinion.
The Bond Clothes Company, manufacturers and retailers of popular priced clothes, wanted to reach the vast Chicagoland market with a message about the value and quality of their wearing apparel. They wanted to reach the 2,855,700 families in this area who spend over $3,500,000,000 annually.

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

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

The Chicago station most people listen to most

670 ON YOUR DIAL
2-WAY BIRTHDAYS

1945—25th Anniversary of Radio
1945—15th Anniversary of the world's oldest continuous breakfast hour program . . .

"THE EARLY BIRDS"

This is a most significant year in radio . . . with intensified realization and special importance to us and to the legions of listeners in our coverage area. Radio's oldest continuous daily morning live talent program . . . our famous EARLY BIRDS, celebrated its 15th Anniversary on March 31.

Away back in 1922, when people didn't listen much to whatever might come over the air and from their old loud speakers, we came to the conclusion that they would listen regularly if they heard something that would help give their days a cheery beginning. So, we then became pioneers in "big time" programs around the breakfast hour. Listeners liked us. And from those fledgling days there was born the now top-ranking program of the EARLY BIRDS. Not only first in this field, but we were also first to employ a regular staff orchestra for such a show.

Multiplied thousands of listeners in every part of the Southwest listen religiously (and hilariously!) to the EARLY BIRDS as they cavort, caper and carry on under the lead of the inimitable Jimmie Jefferies, original EMCEE who is still on the job in more BIG ways than one. It has long been as much a part of the morning down here as eating breakfast. The program is an institution that continues to win appreciation and grow in tradition. In these fifteen years of mirth, melanges and melody, it clicked and continues to do so. Anything's liable to happen on this show (and does!).
"Quit saying you 'thought', Thistlewaite! Why didn't you call F & P, and KNOW?"

- Gosh!—maybe even we wouldn't have known!

But whatever you want to know about spot broadcasting, it's a cinch that F&P either knows it now, or can quickly find it for you!

Give us a ring—anytime!

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

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 180 N. Michigan Avenue
Franklin 6373

NEW YORK: 444 Madison Avenue
Plaza 5-4130

SAN FRANCISCO: 111 Sutter Street
Sutter 4353

HOLLYWOOD: 6331 Hollywood Boulevard
Hollywood 2151

ATLANTA: 322 Palmer Bldg.
Main 5667

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BROADCASTING • Broadcast Advertising
FCC Begins New Station-Scrutiny Policy

WOV, WOKO Hit; 77 Renewals Are Temporary

By BILL BAILEY

IN RARELY invoked procedures, the FCC by a 4-0 vote last week refused to renew the license of WOKO Albany, N. Y., effective April 27, and denied transfer of control of WOV New York from Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester, doing business as the Balbo Oil Co., Brooklyn.

Both stations are affected by the Commission's duopoly regulation (Sec. 3.35) which bars ownership of more than one station in the same servicing area. Owners of WOKO hold majority interests in WABY Albany. Mr. Bulova owns the majority interest in WNEW New York.

WOK May Appeal

Indications were that WOKO Inc., licensee of the Albany station, would file petition for reargument and failing in that, appeal to the U. S. Court of Appeals for the District of Columbia, under Sec. 402 of the Communications Act.

In the WOV case (text of FCC release on page 69) interests involved have 20 days in which to file exceptions. The case then will be designated for oral argument, which the Commission will consider at a later date.

Attending Tuesday's meeting and voting for the two actions were Chairman Paul A. Porter and Commissioners Clifford J. Durr, Paul A. Walker and Norman S. Case. Commissioner E. K. Jett was absent because of illness and Commissioner Ray C. Wakefield was out of the country.

That the FCC is scrutinizing renewal applications likewise was evidenced last week when temporary renewals were issued to 17 stations pending further study. These renewals were due April 1 and the Commission, following discussion at its Tuesday meeting, decided on the 60-day temporary authorization for 58 stations because there was insufficient time to complete the studies. On Thursday the FCC placed 17 more stations on temporary license to May 1, presumably for similar reasons. Also temporarily extended to June 1 was another batch of 33 applications which previously had been extended.

For list of temporary renewals, see actions of FCC on page 82.

No Cause for Alarm

At the FCC, it was stated there was no cause for alarm on the part of stations which held temporary renewals as the bulk of them would be cleared up swiftly. In certain instances the Commission may seek additional information. In others, there will be engineering and technical questions of a routine character. It was readily admitted that the Commission is pursuing the new policy enunciated by Chairman Porter in his March 12 address before an NAB district meeting in Washington, that renewal procedures would be strengthened to give the Commission a more definite picture of overall operations [BROADCASTING, March 19].

The Commission's proposed findings of fact and conclusions in the WOKO case, adopted last Nov. 9, was appealed by Mr. Bulova. At the last session attended by former Chairman James Lawrence Fly who resigned Nov. 15, were adopted last Tuesday as the "final findings and conclusions." In its conclusions the Commission held that Sam Pickard, former Commissioner and later CBS vice-president in charge of station relations, "and/or Francke Pickard, his wife," from approximately Oct. 23, 1931, "until the present time" were the real owners of 240 shares (24%) of the common stock of WOKO Inc., although the stock was in the name of Pickard's brother-in-law, R. K. Phelps, Kansas City.

Denny Takes Oath; Hyde Is Successor

Vernon Wilkinson New Broadcast Counsel; Marks Promoted

COINCIDENT with the swearing-in last Friday of Charles R. Denny Jr., as its seventh member, the FCC announced selection of Rosel H. Hyde, veteran assistant general counsel, as Mr. Denny's successor in the general counselship.

Simultaneously, the Commission announced appointment of Vernon L. Wilkinson, of the Lands Division, Dept. of Justice, as assistant general counsel in charge of broadcasting, succeeding Mr. Hyde.

Leonard H. Marks, chief of the New Facilities Division, was promoted to assistant to the general counsel, filling the vacancy created last November when Peter Shuebruk resigned to join the New York law office of former Chairman James Law. Mr. Wilkinson will take office in about three weeks.

Mr. Denny, whose appointment runs until 1951, is the youngest man to sit on the FCC or its predecessor, Federal Radio Commission. He joined the FCC in 1942 as assistant general counsel, having come from the Lands Division of the Dept. of Justice. His predecessor as general counsel, Telford Taylor, now an Army colonel, came from the same division.

Of several candidates considered for Mr. Hyde's broadcast division post, Benedict P. Cottone, assistant general counsel in charge of the common carrier division, was foremost. Because of forthcoming developments in the common carrier field, particularly the proposed international communications merger, the Commission felt that moving Mr. Cottone to the broadcast division would be unwise.

Mr. Denny was confirmed without objection by the Senate last Monday, three days after the Interstate Commerce Committee unanimously reported his nomination [BROADCASTING, March 26]. He succeeds T. A. M. Craven, now vice-president of the Cowles Broadcasting Co.

A native of Chelan, Wash., Mr. Wilkinson was born Jan. 31, 1909. After five years with the Law Division, Library of Congress, Mr. Wilkinson in 1934 was appointed attorney in the Lands Division, Dept. of Justice, was made assistant chief, Appellate Section, two years later and in 1942 became chief of the Section and special assistant to the Attorney General.

In his new post Mr. Marks will assist Mr. Hyde on all FCC law activities, but his primary responsibility will be broadcast matters. The forthcoming clear channel hearings, television and FM proceedings will fall in his purview. He joined the FCC in February 1943 as senior attorney after a year with OPA. In June 1944 he was named chief of the New Facilities Section under Mr. Hyde.

The Commission carries a $10,000 salary and the general counsel's post $9,000, plus overtime which makes the remuneration $9,624. Mr. Wilkinson takes over a $7,500 job, plus overtime, while Mr. Marks serves as assistant to the general counsel at $6,500 plus overtime.
Atlantic Refining Sponsors Baseball in Eastern Markets

ATLANTIC REFINING Co., Philadelphia, will broadcast professional baseball games in the eastern regions, a schedule similar to the 1944 lineup, according to Wal-

laid Banner, executive of N. W. Ayer & Son. Hookups will be used in New Englan
d and eastern and western Pennsyl-

ania, with one in or league schedule in Baltimore. The At-
lantic budget may reach $500,000, judging by present plans.

In New England the refining company will use Yankee Network, as in other years, for home games of the Boston Braves and Red Sox, with a co-sponsor not yet an-
nounced. Nineteen stations will carry the play-by-play key from WNAC. Tom Hussey again will an-
nounce.

From WIBG Philadelphia, At-
lantic will key home games of the Athletics and Phillies to WSAN Allentown, WMRF Lewi-
ston, WKOK Sunbury. Negotiations are under way to add stations in four other cities. Byron Sam and Claude Haring will announce.

In Western Pennsylvania the Atlantic Network, keyed from WWSW Pittsburgh, will carry home and away games of the Pirates on WISR Butler, WKST New Castle, WERC Erie, WPJA Wash-

ington, WCED DuBois. Rosey Rowswell and Jack Caddock will announce. Altoona and Johnstown are not included in the 1944 lineup.

Atlantic will sponsor games of the Orioles on WITH Baltimore, again sharing sponsorship with Gunther Brewing Co. Bill Dyer will announce.

Handling the campaign is Joseph R. Rollins, advertising manager. Les Quailly, Atlantic sports direc-
tor, is in charge of operations.

Perfume Firm Increases Its Time to 72 Stations as Part of National Campaign

COUNTRY PERFUMERY Co., Bloomfield, N. J., finding that with the addition of radio in 1944, "sales enjoyed a substantial stimulus", has increased its 1945 schedule to a total of 72 stations, as part of its first national advertising campaign in newspapers, magazines and radio for Brylcreem, a hair

dressing. Reported is a 100% in-
crease in sales in 1944 over 1943.

A. A. Starn, advertising manager, expressed the belief that "sales increases are attributable to radio".

In certain markets, where space ad-
vertising produced only limited re-

sults, the introduction of radio as exclusive medium produced soaring sales, he declared.

Schedule in 1945 calls for spot announcements on an average of five times weekly:

<table>
<thead>
<tr>
<th>Station</th>
<th>Time</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIBG Philadelphia</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WMRF Lewiston</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WKOK Sunbury</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WISR Butler</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WKST New Castle</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WERC Erie</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WPJA Washington</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WCED DuBois</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WISR Butler</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
<tr>
<td>WISP Pennsylvania</td>
<td>5:30-5:46 p.m.</td>
<td>620</td>
</tr>
</tbody>
</table>

Best Foods on NBC

BEST FOODS Inc., New York, will sponsor a Saturday news broadcast by John W. Vandercook over 14 NBC stations starting April 21, 5:30-5:46 p.m. Nucoa margarine will be advertised on 127 NBC sta-
tions and Shinola shoe polish on others. Agency is Benton & Bowles, N. Y. Electrical Research Labs., Evanston, Ill., discontinues Mr. Vandercook April 14 in the 5:30 p.m. period.

NEWSPAPER DRIVE 'HARMFUL'—RYAN

J. HAROLD RYAN, NAB president, last week labeled the St. Louis Post-Dispatch editorial cam-
paign against certain types of ra-
dio commercials as "harmful".

The Post-Dispatch, which has been exerting against mid-commercial-

news copy, replied ed-
torially to Mr. Ryan's charges,

which were made at the 7th Dis-

trict NAB meeting in Cincinnati.

The editorial campaign is harm-

If in two ways, Mr. Ryan said:

(1) "Cometing newspapers for re-

sons of their own have started it" and (2) "Instead of announcing grand housecleanings stations should improve programs quietly

--for the public may wonder what sort of impossible condition existed before."

Mr. Ryan referred, in his state-

ment, to radio as the first line of defense of "freedom of speech". The Post-Dispatch, owner of KSD St. Louis, called this statement "sententious".

C&S Replacement

STANDARD BRANDS, New York (Chase & Sanborn coffee), on June 3 replaces Charlie McCarthy Show for 12 weeks with a musical-varie-
ty program starring Frances Lang-
ford, vocalist, on NBC stations, Sunday 8-9:30 p.m. (EWT). Summer-

replacement will also feature Tony Romano, guitarist, with

weekly name guest talent from music and comedy fields. Spike Jones is signed as musical director with an augmented 20 man orches-
tre. Earl Ebi will be producer of J. Walter Thompson Co., agency servicing account. Program will originate from Government hospi-
tals and rehabilitation centers.

Revere Eyes Series

MUTUAL's series of The Roman adven-
ture, may be heard under sponsor-
ship of Revere Copper & Brass Inc.

New York, in cooperation with Chicago and St. Louis, beginning July 4. Agency is St. George & Reye, New York.

American to Drop Blue Net Identity

New Air Signature Becomes Effective on June 15

FINAL PHASE of the change-over from Blue Network to American Broadcasting Co. will go into effect on June 15, when the familiar iden-
tification on the air of "This is the Blue Network" recently succeeded by "This Is the Blue Network of American Broadcasting Co." will be replaced by "This Is the American Broadcasting Co.," Mark Woods, president, announced last Thursday.

A persistent belief that the Blue is still a part of NBC as it was for so many years is a major reason for the move, Mr. Woods explained. Speaking at a press lunch-

cer for the ABC network's new network, Mr. Woods, in charge of advertising, said that this belief is particularly trouble-
some in Washington, where Gov-

ernment officials still "blame the Blue for NBC's mistakes and praise NBC for the Blue's accomplishments."

Extensive Promotion

The date was chosen, Mr. Smith said, because on that day an im-
portant group of stations will be-

come affiliates of American Broad-
dcasting Co. and as the company expects to do an extensive promotion in connection with these new members of the network it seemed logical to promote the new name at the same time.

Asked about possible confusion with Associated Broadcasting Corp., Arizona Broadcasting Co. and other organizations whose names were Smith's, rarely be abbriva-
ted as ABC, Mr. Smith said his company had gone to a lot of trouble
to clear up conflicts on the name American Broadcasting Co. and that for the least, the abbreviations would be attempted.

Anyone else using the ABC abbreviation for American Broadcasting Co. does so at his own risk, Mr. Smith said.

Benny's USO Tour

JACK BENNY last week an-
nounced plans for his third over-
seas summer tour of the fighting fronts under the auspices of the USO. American Tobacco Co., New York, will replace him on NBC Sunday 7-9 p.m. with the Way-

ing orchestra, Vocalists Skip Far-
rell and Dolores Grey, and Frank-
lyn MacMormack, story teller. Pro-
gram will originate from Chicago and beginning June 3 will run for 17 weeks. Agency is Ruthrauff & Ryan, N. Y.

Pabst Substitute

PABST SALES Co., Chicago, has signed Harry James Orchestra as a summer replacement for the Den-
ny Kaye Show on 141 CBS stations Sat., 8-8:30 p.m. Substitute will run for 17 weeks, beginning June 9, with Mr. James as m.c. of his own show. Agency is Warwick & Legler, New York.
Radio Alert

Following Peace Rumor

Briefing by Military
Tuesday With Net
News Chiefs

By ROBERT K. RICHARDS

DAME RUMOR, helped along her way by a zealous newspaperman and some credulous radio reporters, spread word through America last week that the war in Europe was about to end.

She lifted her hoop skirts and dashed from coast to coast spreading her glorious, albeit phony, tidings, after a Washington news service reporter had listened to a news conference conducted by Jonathan Daniels, neophyte Presidential secretary. This particular newsman, an INS reporter, wrote part of his story from the facts presented by Mr. Daniels and sucked the remainder from his thumb, an alchemic process not unknown to Washington newsmen. But if his glance penetrated the crystal ball, that of a West Coast radio newsman shattered it.

Leon Pearson, brother of Drew Pearson, was the INS reporter who heard Mr. Daniels say that the President had asked all military and Government officials who could do so to stay at their desks during the San Francisco conference, to be held in April. Mr. Daniels explained that this was requested by the President in view of the critical situation in the war and because of his desire to destroy the facilities and San Francisco hotel accommodations overtaxed.

Misinterpretation

Mr. Pearson, working from this, wrote a story which stated in part that the Cabinet had been ordered by the President to stand by in the light of the critical war situation.

Mr. Pearson's copy was filed and coursed into the newrooms of INS radio station-clients throughout the nation. In Los Angeles, Henry Orbach, Blue news manager, wrote a statement for Gil Martyn, newscaster, who put it on his network broadcast at 11:40 a.m. EWT. It announced as "electrifying news" that "President Roosevelt and his Cabinet are preparing for news of victory in Europe." This was on Tuesday.

Earlier on the same day (7 a.m. EWT) INS had received a dispatch from SHAEP quoting Gen. Eisenhower as saying, "... the Germans are whipped." In transmission to the West Coast, according to Barri Faris, INS editor-in-chief, this was garbled and became, "Eisenhower says the Germans have quitted." The error was retrieved in 10 seconds. Mr. Faris said, but not before it had been broadcast on the Don Lee-Mutual network. A correction was aired immediately.

Allegiance Repeated

But by this time the damage had been done.

In New York, and in major cities throughout the nation, radio and newspaper switchboards were clogged within seconds.

In New York, several stores were closed for the "victory celebration."

In Detroit, stories called stations to ask, "Is the war over?" One person asked the WJR operator, "Is Roosevelt dead?" Another chastised the station for failing to carry a broadcast by Churchill and Roosevelt which she insisted was scheduled for 2 p.m.

In Los Angeles, a meeting of the city council was interrupted for a peace announcement. Council members were stunned and recited the oath of allegiance.

In Chicago, courts in the criminal courts building were adjourned.

In Boston, a radio announcer read to the Office of Censorship and the FCC in an effort to bring official action against a station which aired the false report.

HeId Up Dispatch

In Detroit, Henry Alexander, news chief of WWXZ, Blue outlet, held up the INS dispatch to hear it fed through his station's transmitter later by the network.

Newspapers took the bait, too. In the same city, the Times carried a two-bank, eight-column streamer: "ROOSEVELT'S ORDER: STAND BY FOR VICTORY."

At 12:35 p.m. EWT the Blue corrected its 11:40 broadcast. It is reported, news chiefs of the networks will meet in New York with a select group of military authorities who will give the networks' representatives a statement which will bulwark against repetition of such a fiasco. It was not learned whether a similar chalk talk would be held for news service writers and editors.

Reporters Covered Crossing Of Rhine From Plane Armada

FROM Piper Cubs, Flying Fortresses and other aircraft forming part of the air support for the Rhine crossings March 23, radio reporters covered one of the major military operations of World War II. While ship-side reports have figured in many of the outstanding broadcasts of the war, radio's coverage of the Rhine was characterized by a "bird's-eye view," although there were plenty of correspondents slugging along with the troops, and sharing their hazards.

500-Mile Armada

One of the former, NBC's John MacVane scored what appears to have been a scoop when the first broadcast from the Rhine was made Saturday March 24, at 9 a.m. "He roine" of Mr. MacVane's coup was the U. S. Army mobile transmitter "Jig Easy Sugar Queen." JESQ was the first mobile unit claiming to transmit from the Normandy coast, and has followed Gen. Eisenhower's armies into German soil. The same transmitter from which MacVane was heard Saturday, 1:45 p.m. with a description of a tour of the Remagen bridgehead from the west side of the river. NBC's Army Hour on Sunday, March 25 included recording made on a plane, describing airborne troops jumping into Germany.

Herbert Clark, coming in from Paris on the Blue Network at 7:47 a.m. Saturday, March 24 claimed for his network the first broadcast announcement from Europe of an all-out Allied launching across the Rhine, pointing out that CBS was beaten to the gun by 30 seconds.

MBS Plans to Present Allied Officers And Officials From Berlin on V-E Day

LEADING with a special program from Berlin, featuring Allied staff officers, plans for which are necessarily rather indefinite at present, Mutual has lined up a score of proposed programs for V-E Day.

Another program, Home Front Rededication consists of interviews with James Byrnes, direction of War Mobilization and Reconversion; Basil O'Connor, Red Cross chief; Paul V. McNutt, WMC chairman; Maj. Gen. W.H. Hersey, director, Selective Service System; James A. Krug, WPB chairman; Chester Bowles, OPA administrator; Claude R. Wickard, Secretary of Agriculture; Henry Morgenthau Jr., Secretary of the Treasury, and others.

Other Washington programs planned for V-E Day are: A quartet on V-E Day plans with story of Army and Navy Chaplains; interviews with Senators and Congressmen; a special Navy program with Secretary of Navy James E. Forrestal; former Secretary Josephus Daniels and top-ranking admirals.

Victory Salute

From New York, Mutual will broadcast a musical-dramatic Victory Salute to the Armed Forces, a special program by Morton Downey, and a religious period with clergymen from various churches. A Surrender Day Salute from a major Naval base will be broadcast from Rochester, N. Y.; the Detroit Symphony will present a special V-E Day concert; Hollywood is also preparing a victory presentation; Dwight Green, Governor of Illinois, and Edward J. Kelly, Mayor of Chicago, will speak from that city.

Pickups from Times Square in New York, Hollywood and Vine in Los Angeles, and special spots in Chicago, Cleveland, St. Louis, Washington, Denver and Morgantown, Va., will be made during Main Street America, which will also broadcast the Liberty Bell from Philadelphia and the chimes in the Peace Tower in Ottawa.

These programs, arranged by Tom Simon, director of special features, will be augmented by pickups from Mutual correspondents abroad, supervised by John Whitmore, director of news.

Other networks have not announced their V-E day plans in any detail. CBS will broadcast an hour documentary program written and produced by Norman Corwin, which will be on the air and is all ready to go, and has in preparation a half-hour documentary show on the Pacific war, emphasizing the fact that the end of the German war does not mean that the fighting is all over. NBC is considering a special musical program conducted by Arturo Tosciani.

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Range Control Causes Wide Comment

Prior Development of Similar Systems Is Claimed

By JACK LEVY

DISCLOSURE of patent application for Dynamic Range Control in the March 26 issue of BROADCASTING brought forth the following repercussions last week:

1. The FCC officially took notice of the Shannon Allen-Henry Meisinger invention claims by calling for copies of the application and drawings illustrating the workings of the system.


3. Publication of basic data regarding DRC brought forth a claim that a similar system of broadcasting was discovered independently of any Meisinger invention and that extensive developmental work on it is now under way.

Experts Disagree

4. Opinions of engineers differed sharply on the practicability of designing devices to put the system in use. Some believed receiver costs would be raised prohibitively; others said the problem could be easily handled at small cost.

5. Considerable interest was evidenced in the invention by several large manufacturing companies which are understood to be studying the feasibility of producing devices to be attached to existing transmitters as well as to be incorporated in new receivers.

First reactions to claims for DRC were that it had been done "long ago," that the AT&T had developed devices, but which does much the same thing, that it would cost too much to produce devices to apply it, etc. But the inventors countered that DRC is not an application of the "companion circuit" principle. They averred that their searches of patent records failed to disclose similar devices.

Further, they asserted, their patent application and detailed drawings explain fully the application of their system and answer various problems regarding its practicability.

Discussion of the Allen-Meisinger claims brought out that a system for transmission via dynamic control of volume would be a significant one if the dynamic range at point of reproduction had been developed by Royal Howard, director of engineering for KSFO, San Francisco, and Associated Broadcasters Inc., who has been working for many years along similar lines to those of Allen and Meisinger. Mr. Howard's system, it is understood, is designed to improve the efficiency of transmission and to give the listener fuller control of reception.

Developmental work is reported to have begun on devices to adapt the Howard invention. An automatic gain control, patented and copyrighted under name of Pro- duction Radio Corporation (Mr. Howard is president of the firm), is to be manufactured as soon as materials are available. This device, which simplifies the work of "vanguard" and can be installed in any transmitter that has been used on KSFO and other Associated Broadcasters stations for several years. The device, it is held, imparts a more even signal with correspondingly increased coverage.

It was learned that developmental work is also under way to apply the Howard system to the receiver.

Must Be Developed

Radio men differ widely in their appraisals of Dynamic Range Control. One prominent engineer who reviewed the patent application saw promising possibilities in the use of the system in minimizing wear on records but expressed skepticism in applying the invention to radio.

Several FCC engineers who were informally shown the plans for their possible effect on the coming determinations of frequency allocations took the position that a great deal of experimental work will have to be done before the system could influence spectrum assignments.

One engineer thought the invention might be most readily applied to subscription radio, permitting a division of a channel to transmit media simultaneously. Another stated unqualifiedly that the Allen-Meisinger system can be reduced to practical application.

Looks Good on Paper

"On paper it looks awfully good," said Dr. Ronald R. Lowdermilk, of the Office of Education, Federal Security Agency. He disagreed with the inventors' claim that full dynamic range can be carried on a 35 kc wide FM band and thought the system would require a width closer to 100 kc. But even 100 kc would be an enormous saving, he said, and would make available twice as many stations.

The theory of Dynamic Range Control grew out of Mr. Allen's interest in reducing wear and needle scratch on records and transcriptions, a problem he has endeavored to solve during his years in broadcasting studios of the Interior Dept. where thousands of recordings are made for broadcast by OWI, Coordinator of Inter-American Broadcasters, Army, Navy, and other Government agencies.

Mr. Allen first conceived the idea of building two grooves into a record, one of which would carry the sound and the other the weight of the pick-up stylus as well as a double tone arm for "packhorse" pickup, with the needle merely "floating" or trailing along the sound groove while the second groove carried the load, both scratch and wear on the record would be almost eliminated. From this conception, in collaboration with Sgt. Meisinger, who was then engineer at Interior recording studios, the plan for compressing the dynamic range of the program at the transmitter and decompressing it at the receiver was evolved. Unsuccessful, Meisinger was called to military service before he could undertake experimental work to demonstrate the system.

ARMSTRONG CITES PRIOR PILOT USE

EDITOR BROADCASTING:

May I comment on the leading article in your issue of March 26 entitled "Inventors Claim Dynamic Range Broadcasting System." In this article your correspondent describes the use of a pilot or auxiliary channel for frequency modulation and consequent improvement in the dynamic range of the system.

This process is described as something new. For the information of your readers I would like to point out that this system was used in the original experimental work on FM by Dr. Roy W. Emerson in 1934-1935 for the purpose of combating ignition noise and the process was not original with me at that time.

Who first suggested it I cannot state at the moment as I have no immediate access to the records, but it was in the patent literature a number of years prior to my use of it. It has also been used in the motion picture art and on communication circuits in various forms.

There are, of course, all sorts of ways of doing the pilot or auxiliary system as described and if the system here under discussion proposes some new method of using a pilot or auxiliary channel, I undertake to describe it. I feel quite sure that no inventor cares to be put in a position of laying claim to a principle long known in the art.

EDWIN H. ARMSTRONG

NAB Presidential Selection Committee to Weigh Names

WITH THREE months to go before the term of NAB interim President J. Harold Ryan expires July 1, the NAB presidential selection committee will meet in mid-August to choose a new National President. Richard Shafto, WIS Columbia, S. C., during which time it hopes to "make material progress" in developing a presidential prospect.

Eight names are understood to be under consideration.

The mid-April session follows a meeting held in New York March 20, 21 and 22, of five of the six members of the committee, at which time an original list of 17 names was reduced to the current eight.

Big Names Considered

While a number of figures—including important personalities in public life—have been discussed as possible selections, if available, it is understood that the committee has been given to the new NAB head is prominence, since the committee has not had the opportunity to confer individually with such personalities as to their availability.

Coinciding with the committee's explorations but having no definite relationship to them was the announcement last week that Stephen T. Early, Presidential press and radio secretary for the past dozen years, would retire from the Secretary June 1 to enter private business. Mr. Early said, however, that he was not quite committing himself to definite commitments, although he had had a number of proposals during the past eight years. Mr. Early added he had never gone into any offers he had received.

Similarly, the name of Byron Price, Director of Censorship, was brought forth as a possible appointee. Mr. Ryan, who returns to the Fort Industry Co. July 1, after having been drafted to serve as interim president last year, was Asst. Dynamic Director of Censorship in charge of radio under Mr. Price and is known to hold him in high esteem.

Members of the full presidential selection committee are Richard Shafto and Mr. Ryan, are James D. Shouse, WLW Cincinnati; Don S. Elias, WWNC Asheville; Paul W. Morey, WTNIC Hartford; John J. Fiske, WOR Boston; Walter R. Ord, WOW Omaha. Mr. Ryan was absent from the session last month on his NAB district meeting swing. Mr. Shafto pointed out that since

the NAB Board authorized the enlarged committee to select a new president late February, the committee has not yet been able to have personal consultations with the individuals finally screened out of the original list.

The committee was given broad powers with regard to selection and as to compensation. The NAB board is reported to have set a maximum salary, but it was pointed out that the maximum salary heretofore paid— to former NAB President Neville Miller—was $35,000 annually plus $6,000 in side income, any figuring decided upon beyond that amount presumably would have to be authorized by the wage stabilization authorities.

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BROADCASTING • Broadcast Advertising
Shadow compass "double checks"

That's a close-up, outside view of the Boeing-developed shadow compass installed in the astrodomes of B-29's. It checks the variation of the plane's other compasses. It works on the same principle as the age-old sundial. It's a "double check."

To radio advertisers who want a double check on where they're going in Baltimore . . . we suggest that age-old measuring stick, "How much do my sales cost me in the sixth largest market?"

If you want the greatest number of listeners for the lowest cost . . . you take a direct course to W-I-T-H . . . the successful independent station. Facts are available to "double check" your other decisions. You can't beat the shortest distance between two storm-free sales points. In Baltimore radio . . . it's W-I-T-H!

W I T H

Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed
Local Interest Coverage Aim Of Independents at Conference

Wide Open News Policy Promised by McDermott As Example at United Nations Meeting

INTERPRETING events at the forthcoming United Nations Security Conference, opening April 25 in San Francisco, in terms of local interest is the aim of most of the independent stations planning supplementary coverage, Broadcasting learned last week. All the individual coverage, thus far announced, will be on a public service basis.

At a meeting in San Francisco Monday with network and station representatives, Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, disclosed that the Conference will be "wide open" for news coverage. Mr. McDermott completed arrangements whereby the Palace Hotel will house all news personnel, including radio.

Independent stations will share space in the Opera House and Veterans' Building, where the sessions will be held, with the BBC and CBC. In the event the meetings are of wide scope, independent stations will share facilities with the four American networks. Details are yet to be worked out.

Nets Feature Meet

"We are going to try to give the nations of the world an idea of just what we mean by freedom of information for which we have been crusading all over the world," said Mr. McDermott.

All four major networks plan to make the Conference the top feature during its tenure, while the independent stations contemplate daily wire copy for regularly scheduled newscasts, transcriptions and direct pickups.

So far, of the stations whose plans are completed, none will sell the special programs. Most of them will spot news on regularly scheduled commercial newscasts, but by and large the extra activities will be presented as public service broadcasts.

Pre-Conference programs will begin this week, with the networks and independent stations alike scheduling speakers and interpretative commentaries. Mutual has announced that Secretary of State Stettinius will be heard exclusively over MBS when he speaks on "Our Foreign Economic Policy," at 9:30 p.m. (EWT) Wednesday (April 4) from the Chicago Council on Foreign Affairs dinner in the Stevens Hotel.

CBS last Monday reported its preparations for the Conference on Feature Story, 4:30 p.m. (EWT). Program included Tris Coffin, speaking from WTOP Washington; Don Mosley, KQW San Francisco, and Mayor Bernard Samuel of Philadelphia, speaking from WCAU, on the city's bid to be named the permanent home of the United Nations Council.

On Friday (April 6) Secretary Stettinius will speak at 5:30 p.m. (EWT) over CBS, "Dumbarton Oaks—What It Is and What It Is Not." His talk will be delivered at the opening of new headquarters of the Council on Foreign Relations, at the Harold Pratt House, New York.

Other Broadcasts

Among Mutual's other pre-Conference broadcasts was a forum on "The Yalta Declarations and the United States" during Northwestern U's Reviewing Stand at 11:30 a.m. Sunday. Charles Heslep, Washington director for Mutual, will assist in coordinating activities at the Conference.

First of a series of four programs, World Peace Forum, headed by Sumner Welles, former Undersecretary of State, was to be aired by the Blue at 10:30 p.m. (EWT) April 2. Three similar programs will be broadcast at 10:30 p.m. on succeeding Mondays. Mr. Welles, who has been named Blue Conference advisor, also will make weekly talks on the network, Tuesdays, 9-9:15 p.m. (EWT) during the Conference, starting May 1.

On April 25 the Blue will present a special half-hour dramatic show, written by Ben Hecht and narrated by Orson Welles, 9-9:30 p.m.

Thomas J. Dolan, Blue network traffic manager, New York, and Walter Lonner, western division traffic manager, are in San Francisco conferring with KGO executives on coverage of the forthcoming Conference. G. W. (Johnny) Johnstone, director of news and special features, will head a staff of reporters, commentators and special events personnel at the Conference.

NBC will originate two programs from the West Coast during the Conference, Our Foreign Policy, under auspices of the State Dept., beginning April 28, and Walter Van Kirk's Religion in the News.

That April 25 the stations planning supplementary coverage are thinking in terms of their respective areas was indicated in announcements last week.

"If Mr. and Mrs. Common Folk expect to avoid future wars and keep their youngsters out of a possible future war, they had better start becoming thoroughly acquainted with the Dumbarton Oaks proposal and what it stands for," said Phillip G. Lasky, general manager and part-owner of KBOI.

(Continued on page 74)
Portland school children sold $1,500,000 worth of war bonds when KGW's "Schools At War" program arranged for the winning school to launch a ship. Peace has been brought a little nearer by another KGW FIRST.

In 1926 the Pacific Northwest enjoyed KGW's bridge lessons over the radio. Stylish maidens played bridge while a stately gentleman broadcast a play by play description and suggestions for improving the game. A FIRST in its day, it received thousands of letters from grateful listeners.

Whether in the stress of war or the comparative serenity of peace KGW anticipates the demands of its audience. Twenty-three years of accurately sensing audience interests has put KGW FIRST on the radio dials of the Pacific Northwest.
130 Sponsors Can’t Quit at Once

Hometown Influence of Co-Op Programs Praised

By BAUKHAGE

THE TIMES has come for this man who enjoys life, liberty of expres-
sion and the pursuit of happiness to enjoy the benefits of the cooperative
sponsorship system.

The commercial departments of the networks and the individual stations know
its advantages, but few others have weighed the various and imponderable
benefits which accrued to programs, broadcaster, listener and radio itself from this
form of sponsorship.

Let me be personal and tell you why I like working for a boss whose
name is legion.

Can’t Quit at Once

First, there is the obvious advantage of the security in numbers. One-hundred-and-thirty sponsors
can’t make up their minds all at once to quit. And even if such an unpleasant unanimity were achieved
I still would not find myself suddenly jobless—no two contracts expire the same day.

But that is the obvious and purely material benefit of being sponsored by a group of local advertisers.
There are advantages to my mind greater, advantages.

From the broadcaster’s standpoint, co-op sponsorship provides a solid foundation for program	
不间断. It gives me what I call an e pluribus unum boost. Because I have a feeling that a lot of people have elected me to my job instead of one man hiring me. I feel that I have become a citizen in a sort of new-found economic democracy.

Now from the listener’s standpoint: When a program is sponsored locally the townfolk are
bound to look on it with a lot more intimacy. The people of X-ville, listen-
ting to me as they have for the last three years, I am sure, that they know me better because they
know my sponsor, Joe Doe—a lot of them personally, a lot more because they have almost daily personal
contacts with the station clerks in his big department store. And that goes for the flour mill, the bank,
the bakery, the dairy, the hotel, the electric power company, the finance company, the flour and feed store, and what have you (and what haven’t you in the co-op dish?).

GROUP GATHERED to plan solid send-off of MusicalMillwheel. Bowman Dairy Co. show which began on WMAQ March 9, Chicago, included (1 to r): E. C. Carlson, NBC central division advertising and sales promotion manager; W. R. Jacksion, J. Walter Thompson Co., Chicago, pro-
cut director; Lyle L. Tour, vice-president and general manager; Jack E. Hume (standing), NBC local and spot sales account executive; Oliver Morton, NBC central division local and spot sales manager.

BAND BACKGROUND FOR CIRCUS SPOTS

RINGLING Bros., Barnum & Bailey Circus, Sarasota, Fla., in its radio promotion for the New York
showing at Madison Square Garden, is airing commercials on 10 stations, in some cases up to 30 times
a week. Station announcer presents plugs against a background of recorded music by Circus Bandmaster
Merle Evans. Circus supplies the discs already cut by Columbia Recording Corp. of such circus tunes as “Jungle Queen,” “The Olympic Hippodrome,” and “Old King Cole Melody March.”

To reach children listeners, sponsors have advertised a “Let’s Listen to a Story” weekly half-hour has been secured on WMCA New York for an indef-
it period starting May 5. The hour-long color TV program is a different series of TV cartoons presenting a different story about old-fashioned America.

CHAT Opens in Fall

CHAT is the call of a new Canadian station to open at Medicine Hat, Alberta, in the autumn, ac-

nording to J. H. Yull, president of the company which will operate the station. Keith Mackinnon, consult-
ing engineer, is developing the antenna system. Studio plans are ready and the transmitter site has been approved by the civil aviation authorities of the Dept. of Transpor-
tation, Ottawa. Station had previously applied for 1490 kc with 100 w, but new frequency for 1 kw trans-
mitters is now under investigation.

Seven-Up on MBS

SEVEN-UP Co., St. Louis Stars Barney Grant and Arthur Elmer, comedians, in The Fresh-Up Show, a 240 MBS stations April 4, Wed., 8:30-9 p.m. Revolving around the boss-employee formula, program includes Annette Warren, singer, Dave Terry’s orchestra and Jerry Lawrence, announcer. Agency is J. Walter Thompson Co., Chicago.

CBS Experiments For War Outlined

Annual Report Tells Networks Progress During the Year

IMPORTANT experimentation in electronics have been carried on for the Government during the war period to date. It is revealed in the annual report of the network.

Guarding carefully against release of military information, the report, signed by Paul W. Kesten, executive vice-president, hints at the nature of these experiments by stating: “As to the urgent work we were able successfully for the Navy, this was unusual in ways which cannot now be told. But its bearing on the future of broadcasting can be stated quite simply. Together with other secret electronic work which the CBS television laboratories have carried on for the United States Government from the outbreak of the war, it made us concentrate: that post-war television, simply by following in the footsteps of military elec-
tronics, could emerge at a much higher level than its present ‘fuzzy.’”

The report revealed, also, that 84% of men of all ages who were serving the network on Dec. 7, 1941 now know the armed forces—either their own or other government service. The network president, William S. Paley, is serving as a lieutenant colonel in Gen. R. D. Law.

The report, unique in presentation, offers gatefold illustrations depicting color television as proposed by CBS standards and a black and white illustration depicting television as it is presented today.

Buy Night Time

TWO DAYTIME Italian language sponsors on WOV New York have added Italian speaking to their English programming. Buitoni Products, New York, in addition to three Italian programs daily are now sponsoring a quarter-hourly program every evening weekly, with commercials in English for their macaroni. Bis-
gelli’s has another. In New York, also has a musical program, Songs from Paradise, six evenings a week on WOV. Ralph Well, WOV gen-
eral manager, said, “It’s the only opportunity the sign language broadcasters to follow suit in expanding their market.”

WBTH to NBC

WBTH William, 8, Va., 250 w on 1500 kc, will join Mutual April 19 as the network’s 256th affiliate.
What, another kid-show? Yes. But child-talent has a habit of being good, when well-handled. In this case, affable Ed Schaughency, one of the best announcing emcees in the business, and Betty Dugan have done and continue to do a remarkable job.

The Starlets, 40 talented and singing youngsters, are Pittsburgh's favorite and most entertaining kid-show. They never fail to click, on the air, or on personal appearances. Kids forsake the streets at 9:30 every Saturday morning, to enjoy this popular half-hour.

Here is a grand round-up of children, receptive to any product-story with child-appeal. There's no better way of reaching the children who make or influence purchases, in the vast KDKA Tri-state area, than using "Starlets on Parade." Learn all about it from NBC Spot Sales.
ALL WE AIMED TO DO was talk about the Blue's progress. (We find competitors strangely reluctant to do it for us.) So we wrote an ad. Headed it, "How to Have Fun with a Hooper." We kind of liked that ad, too.

We never did check its readership, but at least one man read it. Mr. WCAU, of the CBS WCAU's. He got real mad and took a shot at us just when we were leaning over to file our fan mail.

The shot he took at us was an ad... or rather it was a well circulated layout with copy. Headline said: "WCAU accepts the Blue Network's invitation to 'Have fun with a Hooper'". People called it a "mystery ad" because it just got passed around among the boys in the back room. It never really ran.

But anyone looking at it must have gotten the idea that we at the Blue are frightful liars. We blushed a little ourselves when we read: "statistical skullduggery," "shameless misuse of figures" etc. By actual count there were nine double-barreled, supercharged epithets before Mr. WCAU made a single definite statement of what we were supposed to have done wrong. Gosh, it was awful!

We would have spoken up sooner... in a friendly way, of course, but we've been pretty busy reorganizing our network, improving our program schedules, switching the whole trend of Sunday night listening, adding eight new stations, and doing a few other important things like that. We're still busy, but we guess you're entitled to know about that ad.

Well, as we were saying, CBS's Mr. WCAU was mad... and he broke out in a rash of adjectives for which we forgive him.

Finally, he got down to his version of what he labels, with great indignation: "the facts"; and do you know, his facts were absolutely right. The catch was that he crossed them and got an entirely new breed of pups.

For instance...

WE SAID: (in that ad we still like) The Blue has a very slight edge over CBS coverage in 561 important counties.

But Mr. WCAU, without reminding you of what we actually said, writes: "The Blue would have you believe its primary coverage tops CBS." We wish it did, and hope someday it will, but right now we only claim progress! The Blue has higher morning ratings than any other network (and that's gospel, friend).

But Mr. WCAU, pretending to refute our claims, picked sponsored programs only, added the afternoon for confusion, and came up with a whole new set of figures. They were accurate, too, but he can't shift the base line that and prove with his new figures we were wrong.

In 1944, the Blue had more quarter-hour firsts in the morning than either of the two major networks.

This time Mr. WCAU, to make us look wrong, tossed in the afternoon, only considered sponsored programs, and then threw in a brand new requirement: Our sponsored quarter hours had to be opposite CBS sponsored quarter hours. Thus he kicked out 32 per cent of the programs we were talking about, and left us stunned with admiration.

The Blue had better ratings between 9 and 10 P. M. Sunday than either of the two other major networks, and in certain other night-time periods "when we have top shows."

But Mr. WCAU put some words into our corporate mouth that never were there, and then called us naughty names for claiming what we'd never claimed: Over-all night-time superiority. (Sure wish we had it!)

The Blue is making progress, and the 1944 Hoopers prove it.

But Mr. WCAU liked June and December better than all the months in between. So he averaged himself some Hoopers from these two months only, mixed them with his own guesses about Blue coverage, and came out with us going backward.

(Actually, the only thing we're backward about is charging high prices. You can still buy a bargain audience on the Blue and save $3500 on an evening half hour.)

If you aren't tired of all this by now, we are... tired but game, and we still kind of like that ad we ran. If Mr. Hooper hadn't put his limitation on the use of his figures (and, incidentally, his office passed our ad), we'd write some more.

P.S. WOULD SOMEONE CARE TO TAKE A SHOT AT THIS ONE?

The Blue was the only one of three major networks with an increase—1944 over 1943—in average Hooper rating of all daytime programs.

THIS IS THE BLUE NETWORK

AMERICAN BROADCASTING COMPANY, Inc.
Check Determines Information Desired By Agencies, Clients

ROUNDUP of what sort of station information is desired by advertisers and agencies was reported by the Oklahoma Publishing Co. stations—WKY Oklahoma City, KLZ Denver and KVOR Colorado Springs, based on a questionnaire. With 106 advertisers mailing in their Feb. 22, 106 advertising managers of large national concerns and 129 timebuyers of agencies selected from the combined mailing lists of the three stations gave their choice of information.

Readers were requested to indicate 1-2 the "type of data which you find most helpful to you in determining station values." To prevent bias, orders of listings were rotated on the questionnaire. As of March 12, 89 replies had been received from 25 advertisers and from 64 agency executives. These 89 respondents gave their selections in order of helpfulness as follows:

ORDER OF IMPORTANCE

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*Weighted importance determined on basis of 3 points for first choice, 2 points for second, and 1 for third.

In addition to the tabulated returns many additional acknowledgments and queries were received referring us to their agencies for the information, according to the stations. Nine respondents, in addition to giving the information, gave qualifying data which is quoted here.

A New York agency executive, "My first choice would be a standardized map; second, signal strength third, popularity. We do not say that BMB is the last word in coverage data but we do think the industry should have some type of data that could be used as a measurement stick for all stations.

A second New York agency buyer, "It seems to me that in the intensely competitive postwar period a more widely known and accurately measured form of advertising a home in a city has never been of more importance. It is the type of data that is most important to us.

A New York agency executive, "Half-millivolt maps are important but only if local and regional stations can make their restricted nighttime coverage as well as their daytime coverage. As a matter of fact, I would like to see a field strength measurement superimposed over a BMB map. I think we would then have a very sound basis for comparison."

From a Chicago agency executive, "Dr. Whan Survey is good but only covers three states."

Another Chicago timebuyer, "I rate Audience Intensity Ratings, Dr. Whan's Studies and the BMB, with adjustments to the present plan, equally useful. In general, one would be of little help without the others."

From a Chicago advertiser, "If station's coverage did not extend far beyond the home metropolitan area, the coincidental surveys would be No. 1 in importance. But if the advertising is concerned with rural coverage, some of the others might come first. I would put the BMB method rather far down the line for an individual station but it would be extremely valuable for a national chain.

From a midwestern advertiser, "Dr. Whan's Intensity and Popularity Ratings and Potential Coverage Maps, based on FCC, are enough."

From a Minneapolis advertiser, "We have not included BMB in our first three since we have had virtually no experience with it. In our opinion, usefulness of this type of data is very important, but the tabulation is handled, how detailed the information is and how much of it in the form of data will be released to advertisers."

From a second Minneapolis advertising executive, "Popularity Ratings interesting and informative but not in large enough use to allow comparisons."

PALAU POLL

GI's Vote Own Shows—High in Ratings

GI LISTENERS to Radio Palau, Armed Forces Radio Service station in the Caroline Islands, selected some locally produced programs as their top preference list, choosing them over Benny, Allen and other high raters.

First place went to Hit Parade, followed by Bob Hope and Command Performance, the latter a special overall survey request show produced by the AFRS.

Shows produced and originated by Radio Palau staff were included in the top four with Club Pacific and Boondock Barney in fourth and fifth places, respectively, Club Pacific is the brain child of Bob Benny, Allen and other high raters.

The South Pacific

C.B.C. FM Hearing

FM applications will be heard at the April 9 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. It is understood a number of private station operators applying for FM licenses may appear at this hearing.

No commercial FM licenses have been granted yet in Canada, and only a few experimental ones have been issued. The CBC itself has placed 18 FM stations in Toronto and Montreal as soon as equipment is available, and private stations expected to do likewise after the next CBC board of governors meeting.

Brazillian Radiophone

DESCRIBED as a major step toward achievement of the national radiotelephone network for Brazil authorized last year by President Vargas, radiotelephone service was opened March 22 linking the public telephone systems of Recife, Baia, and Natal with recently opened circuits between Rio de Janeiro, Porto Alegre and Curitiba. Announcement came from International Telephone & Telegraph Corp., New York, which engineered the move.

More Fitzgerald Sponsors


Hanrahan, Smith Given Decorations

Broadcasters Are Honored

For Action in War Theaters

TWO BROADCASTERS now in the armed forces—Lt. Col. James C. Hanrahan, on leave as executive vice-president of Scripps-Howard Radio Inc., and Maj. Joseph L. Smith Jr., owner of WJLS Beckley, W. Va., and part owner of WKWK Wheeling—have been decorated for meritorious conduct in the war theaters.

Col. Hanrahan, who is with Allied Military Government in the European theatre, has been awarded the Bronze Star "for distinguish-

Col. Hanrahan, Maj. Smith

ing himself by meritorious service in connection with military operations against the enemy of the United States. He also was awarded the Purple Heart for injuries to an arm on the occasion which won him the citation. Col. Hanrahan, on active duty for the past three years, headquartered at WMPM Memphis, Scripps-Howard station, and at the same time served as executive vice-
president of the operation.

Maj. Smith, son of former Rep. Joe L. Smith, was awarded the Croix de Guerre by the French Gov-

erment for his part in the libera-
tion of France. The order was signed by Gen. Charles de Gaulle, president of the French Republic, on active duty for the past three years, headquartered at WMPS Memphis, Scripps-Howard station, and at the same time served as executive vice-
president of the operation.

Maj. Smith, an infantry officer, entered active service on Oct. 2, 1941. After a year with the War Dept. Public Relations Bureau in Washington, he was assigned to the Public Relations Sections, ETO, in May 1943. He is a graduate of the Command & General Staff School, Fort Leavenworth.

Russian Pick-up

THE Patriarch of Russia, of the Russian Orthodox Church, Metropolitan Alexie, was to be heard on NBC last Saturday in what was said to be the first religious service to be broadcast from the USSR to this country. Alexie's special message, in Russian, was to be translated by Robert Magidoff, NBC's Moscow representative, with a chorus presenting Easter songs.
A COWBOY,
A TRUCK
and a WHEELBARROW!

WWVA listeners know him as Big Slim, the Lone Cowboy and just how well they know him sometimes amazes even us who think we understand the friendly tempo of WWVA's humanized broadcasting.

The story is this:

During one of his appealing, informal broadcasts, Big Slim mentioned in his typical WWVA friendly manner that he would like to get a wheelbarrow of letters. A listener took up the suggestion and in came a hand-made wheelbarrow addressed to him.

In acknowledging this friendly listener gesture, Big Slim just hinted that maybe someone would consider a truck-load of letters. Lo! and behold, in came a hand-made truck for him!

Big Slim, the Wheelbarrow and the Truck, are pictured above. To us, they tell a close-in, friendly story of why WWVA is one of the world's better radio stations. They tell, in a dramatic and compelling manner, of an audience famous for its loyalty and devotion to a radio station and its entertainers that is astounding.
**Promotion**

Perfume Included

BOTTLE OF FRESHLY PRESSED BÉNÉCH PERFUME SUNK AT PLACED HEADED "SAMPLE MY WARES" TO BE DISTRIBUTED TO 10,000 NEW YORK radio listeners and agency radio departments as the first in a series of "samples" under Mr. Gay's delivery of commercials on WMQX, which is regularly scheduled for "Gay's Program" on NBC until April 8 when program shifts to WJZ.

WSM Color Program Schedule

NEW WSM Nashville program release features on the cover a mountain scene illustrating a story of a fully blooming mountain laurel backed up by a spruce and overlooking a valley with the typical blue sky. Mule is "From Morning, Gentlemen: It's Spring Down Here and Job printing plant merger with reminder that "folks are busy buying.""

Christmas Club Report

FOURTEENTH page illustrated financial report on the $853,186,000 donated to the Prairie Farmers Neighbor Club since its founding in 1935, with distribution, by states, of the gifts. Booklet contains 20 photography and color brochure on advertising and distribution of the gifts. All club administrators and editors will be invited to the Prairie Farmers WLS.

KMXO Folder

TO SHOW TO THE country folks of the Mississippi Valley the importance of the "large order on the scheme of things" and how Farm Director Ted McRae handles them, with a "multitude of farm news, trends and helpful suggestions" is a "scrapbook" folder and a letter announcing the availability of the "Ted Manger Program."

McClaughry Promotion Dept.

NEW PROMOTION department to serve the program departments of the Broadcasting Co. and McClaughry newspapers of California has been formed. Fred Bradley, manager and Bradley Riter, McClaughry veterans of the staff, Inc. The caption was gravering manager for the Sacramento Record, the newspaper. Mr. Riter was promotion editor for the SF Chronicle.

CBS Contest Winner

WINNER of the CBS caricature contest was Corp. Herbert A. Witter of WUSM in New York. The contestant delivered a 200 WUSM, WSPD and WCHP Carl, J. Burkard, manager of WTOP-AS. The caricature features three with a "multiply of farm news, trends and helpful suggestions" is a "scrapbook" folder and a letter announcing the availability of the "Ted Manger Program."

Limerick Contest

WBN H New York is conducting a limerick contest on its "Goon Duggers" program with an opportunity to win a New GI wall, "Oh, My Acht! Back", written by Morey Amsterdam, co-m.c. of the show, who also wrote "Hum and Coca-Cola". Five best verses will be aired weekly by a New GI WBN H, will receive passes to a Manhattan theatre.

KROS Club News Series

FIVE-MINUTE new series is presented by a member of KROS Club, 1a, at each civic club meeting in the KROS area. The carded area to the clubs into the regular business session of the organization. The program has been made available by KROS since the opening of the station in 1941.

Video Promotion

ADMIRAL CORP., Chicago, electronics and appliance manufacturer, and television station WGN Chicago have concluded a joint agreement to further television development in Chicago as announced by Elmer C. Upton, advertising and sales manager of the radio division. Manufacturer will use station as a proving ground for equipment.

Advisory starting April 3 will sponsor telecasts for two evenings a week. Shows will test and evaluate television fundamentals to retail dealers. When sets are made by Admiral again, plans call for more frequent telecasts by dealer in local stores (via the sets) to customers.

**WOR RECORDING division has endeavored to expand the syndicated program field with the release of "The Sealed Book," half-hour mystery series. First sponsor on WOR is John Surly.**

CHILDREN'S SERIES, released to over 50 stations this week.

**WPTF Welfare Series**

PUBLIC WPTF listeners enjoy by WPTF Raleigh in 1945 is featured in a new 2-week series of Community Council broadcasts under its "Inside Story." The program for first 13 weeks will deal with services by social welfare agencies.

Long-Distance Basketball

VIA direct wire from Madison Square Garden, NEW YORK, KOMA OKLAHOMA CITY will broadcast the Tuesday and the Wednesday basketball game between the Oklahoma Argies and New York U., in the finals of the National College Basketball East-West championship match.

Correspondents Forum

A WASHINGTON correspondents forum on the United Nation's San Francisco Peace Convention and its significance is being sponsored by the Advertising Club of Akron to-air on the Blue Net Tuesday, 8:30-9:30, WFT.

Veterans on KNX

WITH VETERANS as members of the show's cast each week, "Welcome Home" has been started on KNX Hollywood and is designed to aid rehabilitation of veterans.

Amateur Announcers

AMATEURS have their chance at broad- casting on the new WHBQ Memphis under "Back Want Ads and the Announcer". Three contestants appear on the show this week.

Relief Aid Series

WOW NEW YORK is broadcasting "Re- port to the Community," weekly ten- minute news series of "Local, home and world news" to aid the American Relief for Italy campaign.

Old West Series

ROMANCE of the Old West as told 100 years ago has been started on KKXI, an old West classic. It is for the "Western Theatre of Mind" which has started on CBS Pacific stations.

End of Document
Meet Our New GENERAL MANAGER!

Harry Burke, KFAB’s new general manager, brings a wealth of radio experience to KFAB. Starting his radio career at WJAG, Norfolk, Nebraska, Harry has been associated with WOW at Omaha for the past 13 years. He has served as program director, sales manager, and assistant general manager of that organization.

For 17 years Harry has been working and living with the people who make up the Midwestern radio audience. Under his able supervision, KFAB will continue to render the same fine services to the people living in the vast 200 county area served by the BIG FARMER STATION.
Pollock Tells How Radio Men Bring War Home to U. S. in Spite of Risks

MAJ. BOB POLLOCK, chief of radio, SHAFF Public Relations, last week told Broadcasting of the tremendous risks Army radio men are taking across the Rhine in Germany, in France, in Italy and all over the European theatre in order to bring the war home to the American people. In the States for a brief leave, the former WSB Atlanta director of special events has already returned to Paris.

"The men are going in the center of the action," he said, "many of them broadcasting direct from mobile transmitters at the front. Others send their wire recordings to SHAFF where they are beamed from the Paris studios. One of our men, Capt. Ted Bergmann, formerly of NBC, was on the lead plane of the Allied airborne invasion of Germany with his wire recorder. This was the recording heard Sunday, the 25th on the Army Hour."

Difficulties Tremendous

As an example of the difficulties under which they work, Maj. Pollock cited Capt. Don Witty, another ex-NBC man, who with Capt. Bob Hibbard of WGN Chicago, worked for ten hours during air and ground bombardment of Ft. Driant, guarding the stronghold of Metz, to get a wire recording for the Army Hour. "Everything happened," the major said. "Generator went dead, the recorder wouldn't work, and shells were dropping all around him. But somehow, the recording went on the air on schedule the following Sunday."

The biggest recording operation of SHAFF radio public relations, according to Maj. Pollock, is the "Homeowners" series. Over 2,000 discs a month are sent to stations throughout the U. S., featuring individual interviews with G.I.'s in the European theatre. From the front lines, rest camps, service units near the front, the Army radio men send back to SHAFF the interviews on wire recording spots. The radio staff at Paris head-

Beaumont has money to spend NOW! LATER!

Approximately $864,000 is paid out WEEKLY in Beaumont to industrial workers alone. Yes, they are spending some of it now, and they're saving some of it to spend LATER. Shipbuilding, oil, and synthetic rubber plants are topping activity in this phenomenal market now. And there's plenty of evidence to show this is a stabilized market for post war—ask for copy of Committee for Economic Development Survey on Beaumont.

KFDM is your standout major network station which gives you full coverage and penetration of the rich Sabine area.

WAC Thanks WABC

WABC NEW YORK and its leading woman commentator, Margaret Arlen, won highest praise from the Civilian Advisory Committee of WAC, Service Command, for work in recruiting enlistees in the newly-commissioned WAC medical unit, the Gen. Theodore Roosevelt Jr. company. Within one month's time appeals for WAC recruits were made on 32 station break announcements, 25 Margaret Arlen programs, one special dramatic show and in five guest appearances on other programs. A record number of applications for the WAC, 90 more than during the landslide month immediately after D-Day were received. On March 7, 452 young women were sworn into the company at a special ceremony in the Chrysler Playhouse 4, with Mrs. Theodore Roosevelt Jr., Col. Ovetta Culp Hobby and Brig. Gen. Sumner Waite present.

Parker Buying Time

PARKER WATCH Co., New York, as part of a projected national campaign for Parker watches, has purchased time on WJJD Chicago and WDGY Minneapolis. Chicago contract, effective April 15 for 82 weeks, calls for 4,441 day announcements, and 1,006 night spots, broadcast every hour on the half-hour Monday through Sunday. Contract with WDGY calls for 36 time signals weekly for 82 weeks beginning April 16. Expansion of campaign will continue with purchases in other primary areas, according to Sterling Adv., New York.

quarters dubs them on the discs and mails them to stations selected on a rotation basis for cities having more than one station.

SHAEF studios are located in the Hotel Scribe in Paris, and operate under the direction of Col. Ralph, head of the Communications Branch, SHAFF. Several voice circuits to the U. S. are used, including Signal Corps, Mackay, and Press Wireless. There are also land lines from there to London. The studios are at the disposal of all correspondents in the theatre.

Coordinates Officers

Maj. Pollock handles the European portion of the Army Hour in addition to his other duties including coordinating work of the radio officers attached to the armies in ETO. Lt. Col. Howard Nussbaum, NBC, is radio officer for the Twelfth Army Group. Under him are: Capt. Don Witty, NBC, First Army; Capt. Bob Hibbard, WGN Chicago, Third Army; Lt. George Fuller, NBC, Ninth Army; Lt. Jack Hansen, Third Army.

Capt. Carl Zimmerman, WEMP Milwaukee, is radio officer with the Sixth Army Group, working with Sgt. Jay McMullen, Princeton U. station; Sgt. Wallace Irwin Jr. This unit has been in operation since the North African operations. Maj. Pollock joined the Army in August 1941 as a second lieutenant. He went overseas in 1945, and has been with SHAFF since October 1944.

Page 30 • April 2, 1945
"STATIONS THAT WENT ONE STEP FURTHER IN THEIR BASIC OBLIGATION TO THE AMERICAN PEOPLE" 

VARIETY

TO THE WINNERS—

Our Congratulations

- Stations WKY and KLZ bow in esteem to the ten other stations cited by Variety for 1944 Showmanagement awards and particularly to WLS, Chicago, and WSB, Atlanta, with which WKY shared honors for outstanding service to farmers, a distinction in itself.

TO WKY AND KLZ LISTENERS AND SPONSORS—

Our Pledge

- The showmanagement activities of KLZ and WKY during 1944 to which Variety has given acknowledgment have not been isolated spurts. Despite the accomplishments of 1944, both WKY and KLZ are conscious of still great obligations in the future. These stations accept their challenge and pledge their thinking, their facilities and their resources to continuing to serve listeners and advertisers "beyond the call of duty."

--AND TO VARIETY OUR SINCERE APPRECIATION

WKY · OKLAHOMA CITY 
KLZ · DENVER
Less than a year ago, when WKY's farm service department was organized under the fulltime direction of Edd Lemons, long a leader in Oklahoma farm affairs, the promise was made that this department was "being geared to render a service without a peer or parallel both in scope and practical usefulness." Variety's recognition of WKY's service to farmers "beyond the call of duty" is evidence that this pledge has been kept. It is evidence, furthermore, that the Credo of the WKY Farm Reporter has become a program of action: "To contribute to the security of life on the farm; to the advancement of the science of farming; to the social and economic advancement of our farmers; to the conservation of the soil resources of our state; and to the proper utilization of its fertility."

The "extra step" WKY took in its service to farm listeners was only one of many extra steps WKY takes continuously to serve every segment of its huge audience, every phase of community interest.

As Variety puts it: "Even a 'Variety' tenderfoot can understand WKY's part in the life of its community. It's as sharply branded as any prize Oklahoma steer."
"The inertia that envelops too many network stations," said Variety in its 1944 Showmanagement Citations, "particularly in these war days when alibis can be pulled out as easily as recordings, is not evident at KLZ. KLZ could have done its job the easy way, drawing almost exclusively upon the CBS program output. 

"But when KLZ mapped out its wartime operation many months ago it was determined to make its local programming a stand-out feature. KLZ not only made the promise but came through with the performance.

"In almost every category, KLZ home-made thinking, writing and production asserted itself."

KLZ's accent on local programming, on doing a network-quality job on local programs of specialized interest and service has brought it numerous other citations, both local and national. Variety's award, one of the most coveted in the industry, is the tenth significant award which has come to KLZ since 1940, in the fields of programming, publicity, public relations and merchandising.

Greatest of all rewards, however, is the ever-growing majority esteem and loyalty of Denver region listeners.
There is deep significance in the fact that stations WKY and KLZ, affiliated in management, were two of the 12 stations singled out by Variety from among the nation's 900 odd radio stations for plaque awards in its 12th annual Survey of Show management.

It is recognition by an authority of unquestioned prestige of the showmanagement know-how behind these stations. It points out a fundamental characteristic, a family trait, common to all properties and affiliates of the Oklahoma Publishing Company which make them landmarks in their communities.

Doing an inventive, ingenious and aggressive job, day after day, week after week, year after year ... using their heads, hearts and facilities to serve the people ... taking the extra steps beyond the call of duty ... these things are routine at KLZ and WKY, things which add up to noteworthy showmanagement.

Recognition by Variety, however, would be empty without the supporting vote of listeners in the areas served by WKY and KLZ. Fortunately, there is overwhelming evidence that the cumulative effect of this type of operation has established these stations as top favorites in the esteem of their listeners. This type of operation has paid off in many ways, not the least of which is the way it pays off for WKY and KLZ advertisers.
McCormick Named GOP Radio Chief

Job Is Given Fulltime Status; Bacher Chosen as Aide

APPOINTMENT of John McCormick, former NBC Chicago account executive and onetime general manager of WKRC Cincinnati, as radio director of the Republican National Committee was announced last week by Herbert Brownell Jr., GOP national chairman.

Mr. McCormick

At a news conference Tuesday at Washington’s Statler Hotel, following an all-day meeting of the Republican executive committee, Mr. Brownell disclosed that a $750,000 budget for the remaining nine months of 1945 had been approved. That money will be divided between radio, publicity, research and field organization work, he said.

The GOP National Committee does not plan an all-out campaign time; neither does it contemplate the purchase of newspaper space, he said. “We plan to see that we get our fair share of free time,” he added.

Bacher to Assist

Mr. Brownell also announced the appointment of Edward L. Bacher, Washington, formerly with the U. S. Chamber of Commerce, as executive assistant to Mr. McCormick, who resigned March 15 from NBC to accept the GOP post, becomes the first radio director appointed by the National Committee on a year-round basis. During the last campaign Henry R. Turnbull, chairman of the plan committee, Duane Jones Co., New York, served as radio director, sharing responsibilities with Wells (Tel) Church.

Mr. McCormick began his radio career in 1929 as announcer at WGBS New York (now WINS), later becoming program director. In September 1934 he joined WKRC, then a CBS-owned station, as production manager; he was made assistant manager in 1936 and on May 15, 1937, was appointed general manager. A year later he was transferred to WCCO Minneapolis, also a CBS-owned station, as assistant general manager, later became account executive of NBC Chicago.

In addition to Mr. Bacher and Mr. McCormick, the Committee will name a fulltime publicity director shortly, according to Mr. Brownell. Since the election last fall, Leland K. Chesley, former news editor of WKRC, has been acting publicity chief until he resigned early this month.

Former Sen. John A. Danaher (R-Conn.) has been named Congressional Aide to the National Committee, with headquarters in Washington, to serve as liaison with Republican leaders in Congress.

EFFECTIVE PUBLIC SERVICE through citywide cooperation is handled by the three Rochester stations WHAM WHEC WSAY through the Rochester Radio Committee. The group is comprised of two representatives from each station, excluding management, and handles all civic, semi-civic, professional, patriotic, charitable and other public service campaigns. A chairman is elected from this group to serve three months and all requests for time are channeled to him. He presents the picture to the group which either accepts and draws up plans for the three stations to cooperate or rejects the project if analysis determines it is not of interest to the community. Front row (l to r): Charles Siverson, WHAM program and network director and committee chairman; Elmer Walt, WAYS commercial manager. Back row: Harlan Evans, WSAY public relations director; Jack Kennedy, WHAM commercial manager, and William J. Adams, WHEC program manager. Mr. Adams is secretary-treasurer for the Rochester Radio Committee.

Radio Gave Over $161,000,000 To War Messages During 1944

STATIONS, networks and advertisers contributed $161,752,000 in time and talent for war messages during 1944, NAB estimated last week in accordance with the formula adopted by the media committee of the War Advertising Council. The figure represents an 9% increase over the volume of 1943 messages.

NAB explained that the tabulations were made from records kept by stations and networks for the second half of the year together with an estimate for the first half which was based on the WAC formula. Gross rates were used and announcements carried within the framework of programs were assigned a value “in proportion to the percentage relationship of war message length to the NAB Code stipulations on the length of commercial copy”.

Radio advertisers accounted for $64,000,000 of the total time contributions during 1944, with stations and networks donating $97,752,000. Value of performers’ services was estimated at approximately $20,000,000.

To promote the sale of war bonds, the Treasury Dept. received the largest radio support, valued at $43,852,000. Next was War Food and法’t Department, $28,730,000, and Dept. of Agriculture, $15,567,000. War, Navy, WPB, War Manpower Commission, OPA, Red Cross, War Shipping Administration, Office of Economic Stabilization, National War Fund and Office of Defense Transportation received services ranging from $1,000,000 to $12,000,000.

Formula for computing the value of radio time and talent devoted to war themes was approved unanimously last July by directors of the WAC as a result of recommendations of a committee of representatives of the four major media trade associations, with J. Harold Ryan, NAB president, representing radio [Broadcasting, July 31].

WEU, WRJN Join Blue WEU Reading, 1,000 w on 850 kc, daytime only, leaves NBC to join the Blue Network June 15. WRJN Racine, 250 w on 1400 kc fulltime, also will join the Blue on that date, transferring its affiliation from Mutual.

NBC-NORTHWESTERN INSTITUTE JUNE 25

FOURTH annual NBC-Northwestern University Summer Radio Institute courses will start June 25 until August 25, it was announced by Judith Waller, public service director of NBC.

Nine-week period will include eleven courses, carrying full university credit. Enrollment will be limited to 100. Two new subjects, Music for Radio and Radio Dramatic Production, will be conducted by Dr. Roy Shield, music director of NBC central division and Albert Church, NBC production director.

Other courses to be offered at the Institute and their instructors are:

- Introduction to Radio, Miss Waller and guest lecturers.
- Sound Recording Techniques, Beverly Fredendall, NBC.
- News and Broadcasting, John Thompson and Baskett Mose, NBC.
- Program Planning and Building, NBC.
- Radio Drama and Radio Continuity, Paul Knight, Chicago Speech Correction Society, and Louis Bein, NBC.
- Radio Dramatic Writing and Radio Continuity, William Murphy and Myron Golden, NBC.
- Radio Sales and Promotion and Publicity, Lou Tilden, Jack Ryan and E. Neumann, NBC.
- Teaching of Radio and Utilization of Radio, David Hefferman, assistant superintendent of schools for Cook County, Ill.

Tuition fee will be $100 plus incidentals. Laboratory classes will be held at Chicago NBC, while lectures will be conducted on the Northwestern Campus at Evanston.

Cleveland Council Makes Study of Commercials

NINE questions about commercials are being asked of 10,000 questionnaire-givers being distributed by the Radio Council of Greater Cleveland to a group representing approximately 100,000 women.

Opinions on the singing commercial and middle commercial are asked. Questionnaires are to be returned by April 26 for tabulation by Mr. Jack Secor, head of public relations, and a special committee. Results will be ready in May and will be sent to networks and advertising agencies.

Goebel Sponsors Tigers

GOEBEL BREWING Co. will sponsor the Blue program broadcast for the Detroit Tigers for the third year. Harry Heilmann, ex-Tiger star, will announce the games over WJB Detroit and the Michigan network including WLOU WCAR WPFD WBOM WJIM WLAV WELD WZOO WTMC WHLS WDBJ WDKA. Agency is Brook, Smith, French & Dorrance, Detroit.

B. & W. Sponsors Louis

BROWN & WILLIAMSON Tobacco Corp., Louisville, makers of Raleigh cigarettes, will replace its Blue program sponsorship on NBC Tuesday, 10:30-11 p.m., with a summer program featuring Sigmund Romberg as conductor of a 45-piece orchestra with weekly guests solosists. Originating in New York, the first in the series of 50 programs sold out immediately.

Increasing shortage of parts may cause Swiss broadcasting stations to reduce hours. Most equipment was imported before the war.

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You have to know to design for quality . . . efficiency . . . reliability.

In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal — whose engineer-specialists know FM.

Federal’s broadcast equipment has earned an enviable reputation . . . the end result of a long list of impressive achievements. It was Federal’s engineers who contributed their knowledge to the development of the “Micro-ray”, the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal’s FM equipment — the ultimate in modern engineering design.

Look to Federal for complete FM installations . . . antennas, cables, transmitters, transformers, vacuum tubes . . . all backed by Federal’s name . . . the name that stands for the best in broadcast equipment.
Regional Group Stations Sales Up 28% Over ’43, FCC Reports

Second Revenue Compilation Finds Earnings Over Seventy Million; Other Breakdowns to Follow

IN ITS SECOND compilation of station revenues by categories during 1944, the FCC has announced that 191 of the country’s 225 standard broadcast stations in the so-called regional group (5,000 to 20,000 w) realized net time sales of $71,268,000, an increase of $15,581,000 or 28% over 1943. The remaining 31 stations did not file reports. All of the stations, said the FCC, reported increases in net time sales, ranging from some $5,000 up to $375,000 above 1943 figures.

The regional station gain of 28% compared with the increase of approximately 20% shown by 52 stations operating in the 50,000 w category in 1943 [BROADCASTING, Feb. 26].

The FCC accounting department also is preparing breakdowns for stations in the low power regional category of 1,000 to 2,500 w; the local class, 250 to 500 w and the low power local category from 100 to 200 w. These will be released later.

The FCC announcement on 5 to 20 kw stations follows in full:

Net time sales for 1944 by 191 of the Nation’s 225 standard broadcast stations (209 commercial and 16 non-commercial) operating in the range of 5 to 20 kilowatts, totaled $71,268,000, an increase of $15,581,000 or 28% over 1943.

All of these stations reported increases in their net time sales, 20 reported increases of $150,000 to $274,700; 28 of $100,000 to $150,000; 39 of $75,000 to $100,000; 55 to $50,000 to $75,000; 49 of $35,000 to $50,000; and 11 of $5,711 to $25,000.

One hundred and eighty-one of the 209 commercial stations are classed as outlets for the four major networks, as compared with 194 stations of the same class in the year 1943, or an increase of 16 per cent, as follows: Blue Network; Columbia; Mutual; 24; NBC; 51; Blue and Columbia; 1: Blue and Mutual; 5; Columbia and Mutual 2.

Ten of the 225 stations in this category are owned or controlled by non-commercial networks, as follows: Blue Network (American Broadcasting Co., Inc.); CBS; 1: NBC, 1: Yankee Network, 4: and Don Lee Broadcasting Co.

The licenses of 155 of these 225 stations, or the companies owning or controlling them, are engaged in other businesses, as follows: Publishing, 66 stations; Manufacturing, 12; Stores, etc., 12; Educational, 19; Insurance, 4; Religious, 2; Theatres, 5;Labor organizations, 1; and various other businesses, 25 stations.

Two hundred and seventeen of these stations are located in 44 States (Nevada, New Mexico, Vermont and Wyoming excepted); 1 each in Alaska and Hawaii; 2 in the District of Columbia; and 4 in Puerto Rico. They are located in the States as follows: Alabama, 4; Arizona, 1; Arkansas, 4; California, 18; Colorado, 3; Connecticut, 2; Delaware, 1; Florida, 16; Georgia 5; Idaho, 1; Illinois, 9; Indiana, 7; Iowa, 12; Kansas, 8; Kentucky, 5; Louisiana, 1; Maine, 1; Maryland, 1; Massachusetts, 1; Michigan, 1; Minnesota, 1; Missouri, 1; Montana, 4; Nebraska, 2; New Hampshire, 3; New Jersey, 1; New York, 12; North Carolina, 3; North Dakota, 2; Ohio, 12; Oklahoma, 2; Oregon, 3; Pennsylvania, 5; Rhode Island, 1; South Carolina, 2; South Dakota, 1; Tennessee, 1; Texas, 5; Utah, 3; Virginia, 4; Washington, 8; West Virginia, 2; and Wisconsin, 7.

The 225 stations may be classified by power and type of operation as follows: 1 station operating with 20 kilowatts, limited time; 11 with 10 kilowatts, limited time; 12 with 10 kilowatts, unlimited; 1 with 7 1/4 kilowatts, unlimited; 150 with 5 kilowatts, unlimited; 1 with 5 kilowatts, night; 10 kilowatt day, unlimited; 1 with 5 kilowatts, limited; 2 with 1 kilowatt, 5 kilowatts, day, unlimited; 1 with 500 watts; 5 kilowatts, day, limited; 4 with 5 kilowatts; 7 with 5 kilowatts, sharing time; 1 with 5 kilowatts night; 10 kilowatts, day, unlimited; 31 with 1 kilowatt, 5 kilowatts, day, unlimited; 1 with 500 watts, 5 kilowatts day, unlimited; and 1 with 1 kilowatt, 5 kilowatts day, sharing time.

JOLLIFFE PREDICTS POST WAR CHANGES

"IF THE SPARK of public demand for new things is struck, we will be in on a much larger explosion than that which occurred with the start of sound broadcasting," Dr. C. B. Jolliffe, vice-president in charge of RCA Labs, told the American Institute of Electrical Engineers and the Institute of Radio Engineers meeting in a joint session.

"At the end of this war, he added, "we will have all the conditions necessary for an explosive mixture."

"The application of electronics can revolutionize manufacturing," he continued. "In air transportation the use of new developments in radio aids to navigation and communications will change our conception of the reliability of air transportation . . ."

He prophesied the radio industry as a possible "five or even ten billion dollar enterprise." Tests have proven that six mc channels and carrier frequencies below 500 mc can produce "very satisfactory" television pictures, he said.

AFRA Wage Fact Approved

WAGE agreement, with increases ranging from 15% to 20%, was concluded by AFRA with nine independent Los Angeles area stations, has been approved by the Tenth Regional Labor War Board in San Francisco. WLB also approved contracts providing for vacations for staff announcers but refused to allow double time for holiday work. Negotiations conducted by Claude McCue, executive secretary of Los Angeles Chapter of AFRA, mark first time stations have dealt jointly with the union, thereby setting a pattern for future relations with the industry.

AAA Names Oliver

C. BURT OLIVER, general manager of Foote, Cone & Belding, Los Angeles, has been elected chairman of the board of governors of Southern California Chapter of the American Assn. of Advertising Agencies. Wayne Kaiser, vice-president of BBDO Hollywood, was made vice-chairman, with Carl K. Tester, executive of Philip J. Meany Co., Los Angeles, secretary-treasurer. Other board members include Norman R. Barnes, head of Barness-Chase Co., San Diego, and Burt Cochran, manager of McCann-Erickson, Los Angeles.

DUKE OF IOWA!

Farmer Bill in his battered topper (it's just a gag!) is not of royal lineage, but he and his kind probably make up a better market than the whole of Burke's Peerage!

For Iowa farmers are rich to the extent of an average income in 1943 of $7,672—with predictions of a 20% increase for 1944. As a group, they comprise the No. 1 Farm Market not only of America but of the world!

By far the best way of reaching them is through the No. 1 Farm Station, KMA—the only full-time farm station in this section. We give our farmer friends their market reports when they need them. Farm news and USDA requirements are not just read here; they're interpreted by men familiar with farming practices. Maybe our announcers could speak in eloution-school accents, but they don't: they use plain Iowa language.

And do such policies please our audiences? Well, they send us more than twice as much listener-mail as any other station in this area. That looks as though we offer you twice as good a chance of making sales!

Our schedules are crowded, but requests for availabilities and information are still welcome. Write us or call Free & Peters!
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories - world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

From tiny tubes to eight foot water cooled giants — from vest pocket aids for the hard of hearing to super-powered radio transmitters — Western Electric has led the way in electrical communications equipment for many years.

Western Electric vacuum tubes for over 30 years have been noted for their uniformity and long life. Scores of new and radically different
types of tubes have been introduced by Western Electric and Bell Telephone Laboratories for war services. These new tubes—and the techniques used in developing and manufacturing them—will find many important uses in communications at the war's end.

In all forms of electrical communications, count on Western Electric for continuing leadership.
Saturday Time Value Argued at WDSU
Hearing on Overton Political Charge

FURTHER action on the WDSU- Sen. Overton hearing, conducted March 21, was held in abeyance last week to allow both parties time to file briefs on proposed findings. FCC Commissioner Norman S. Case, hearing officer, set April 20 as the last date the briefs may be filed.

In what was the first hearing of an alleged violation of Sec. 315 of the Communications Act, the comparative value of Saturday evening time as against weekday evening time apparently became the deciding issue as WDSU New Orleans defended itself against charges by Sen. John H. Overton (D-La.) that he had not been given the same time in the last Senatorial election as E. A. Stephens, part owner of the station and also a candidate.

Testifying first under questioning by FCC Counsel P. W. Seward, Senator Overton and J. A. Oswald, commercial manager of KWKH Shreveport, who handled the Senator's radio campaign, repeated charges previously made to the Commission [BROADCASTING, Feb. 19]. They stated that time was refused Monday through Friday, 6:10-5:5 p.m. and upon later request of availabilities were told only Saturdays and Sundays were open. Saturday evening time was considered unequal by Mr. Overton because he felt people were going out or shopping. After 10:35 p.m. on weekdays, the Senator said, people are asleep in that part of the country.

Mr. Oswald was questioned about the interests of his employer, John D. Ewing, owner of KWKH. William C. Koplovits, WDSU counsel, asked about his application for a station in New Orleans, now pending, and stated that he would assume Mr. Ewing is interested in the proceedings.

Quite a bit of testimony for his co-partners, Mr. Stephens and H. C. Wall, Fred Weber, manager of WDSU, said he considered the Saturday time period superior, if anything, to weekdays and that no distinction in price between the two was ever made by broadcasters. Quoting Hooper surveys for the pre-election period, he showed that 32.7% of sets were in use in New Orleans at the Saturday time offered whereas on the Thursday night period used by Mr. Stephens only 27.9% were in use.

Mr. Weber stated that it was policy never to cancel a commercial time if other equal time were available and that the only reason the Saturday time was open was that the Boston Symphony Orchestra doesn't play in the summertime and another spot was being held open by the network for a show which was to switch shortly from another network. No replacements were used, he explained, since the networks do not sell national shows for just two months.

Mr. Wall testified that at the formation of the partnership it was agreed that the station would be run on a non-political basis and that Mr. Stephens would be treated the same as any other candidate.

Corroborating this, Mr. Stephens said he had made requests for time that were not granted and that he did not use the Saturday time because he felt people, throughout the state, took him out-of-town on weekends.
To millions of people in the rich Missouri Valley-Great Plains area, “Radio Omaha” means “Radio WOW”.

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the “WOW habit” over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that’s why “Radio Omaha” means “Radio WOW” . . . that’s why millions have the “WOW habit”.

As every experienced Time-Buyer knows, it’s “listener habits” that determine the advertising value of radio media. That’s why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
"Look for man going under name of Sam Henderson—alias 'Opportunity'— genial, witty, friendly... emcees a half hour radio show... topnotch modern music, interspersed with fast-paced quips and commercials... can be heard over WGAN, 3:30 p.m., Mondays through Fridays... when last seen this man was buried under landslide of fan mail and requests for 560 REVUE membership cards... calling all sponsors..."

(And when you find him take advantage of his widespread popularity... people in WGAN's listening area—14 Maine counties; 1 in New Hampshire—like Sam Henderson instinctively... and they TELL us about it! This chap's no novice to the entertainment world—and the grand music on 560 REVUE is only half responsible for its success!)

Participation sponsorship in the 560 REVUE was offered, at first, to local advertisers only—our own method of "kitchen testing" a program. Now we've proved to everyone's satisfaction that this audience is both large and responsive—so here's your opportunity to tap a rich market! Send in your request for membership today—we'll divulge complete details by return mail!

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**Stromberg-Carlson Net Profit for '44 Up 16%**

STROMBERG-CARLSON Co., Rochester, ended the year 1944 with a 16% higher net profit than in the preceding year, according to the company's annual report. Net profit, after income taxes and other deductions amounted to $845,007 in 1944, compared to $744,583 in 1943. Company sales totalled $55,140,312, an increase of more than 34% over the $40,946,618 volume achieved in 1943.

Backlog of unfilled orders at the end of 1944 stood at $22,406,182, according to Wesley M. Angle, president, who stated that 95% of the 1944 production went to the armed forces.

**Film Advertized**

REPUBLIC PICTURES Corporation used a heavy publicity and spot radio advertising campaign over Mutual's KLO Ogden, Utah, and the Intermountain Network for the March 17 premiere of Roy Rogers' new picture, "Utah." The picture opened in Ogden with a broadcast from the theatre lobby featuring interviews with civic officials including Gov. Herbert B. Maw.

As part of the advance buildup, Rogers' transcriptions were used over Intermountain for a week before opening. Agency is Donahue & Coe Inc., New York.

**One of Five CPs Granted**

With APPARENT feeling that experimental FM work of the network offered by the Gowes group could best be utilized just in the New York area, the FCC last week granted application for a new developmental station at WHOM Jersey City and denied four other petitions for such stations in Washington (WOL), Des Moines (WHO), Minneapolis and Boston (WOCF).

The Jersey City station will operate on frequencies to be assigned by the chief engineer of the commission.

**WKRC Anniversary**

WKRC Cincinnati was 21 years old March 29. The station was started by Howard Gates, Lee Ainsworth and Dan Myers, manager of the Hotel Alms, where first studies were located. Last, Clarence Ogden, president of the Kodel Radio Corp., bought the station. After additional changes, the Cincinnati Star Times purchased WKRC from CBS in 1939 and network was changed to Mutual. On June 1, however, the station will rejoin Mutual as a basic network affiliate.

**Alta to Expand**

ALTA VINEYARDS Co., Fresno, Cal., which started a spot radio campaign last December when its distribution expanded to a nationwide basis, has taken over George Brooks Confidentially Yours ten-minute program on WNEW New York. Alta, makers of Alta Wines, Mattei and St. Charles wines, plans to enlarge its radio advertising using local stations, according to L. H. Hartman Co. Inc., Agency, but no definite plans have yet been made.

TWO OF RADIO'S four Patti brothers, Robert G. (Jr.) promotion manager for WHN New York and John F., vice-president and general manager of WGAR Cleveland, met at WGAN. Bob, a lieutenant (j.g.), was on leave from the South Pacific where he was communications officer for a group of LCI's and participated in four major campaigns. During his leave he married Miss Loluta Eloss, formerly with CBS in Chicago. Other Patts are Ralph, former manager of WRAY Portsmouth, a Navy lieutenant and James, former program director of WRCN Cincinnati, a seaman 2/c with the Armed Forces Radio Service in Hollywood.

**KFI Renews on NBC**

SPIKING reports that KMPC Hollywood, will become the NBC outlet in that city, KFI Los Angeles has agreed to a five-year affiliation contract renewal. Deal was worked out by Earl C. Anthony and William B. Ryan, station owner and manager, respectively, with Niles Trammell, NBC president and Sidney N. Stroitz, network western division vice-president, during a three-day session in Las Vegas, Nev. Current contract, signed in 1934 and revised several times since, runs out in June. Mr. Anthony reportedly turned down a purchase offer from NBC.

**Hope Replacement**

PEPSODENT Co., Chicago (tooth powder, paste), with broadcast of June 12 replaces Bob Hope Show with Mace Called X for 13 weeks on NBC stations. Tuesday, 10-10:30 p.m (EWT). Summer replacement will star Herbert Marshall, film actor, Felix Mills is signed as musical director, with Jack Johnson producer. Agency is Foote, Cone & Belding, Chicago.

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**Announcing the appointment of Wm. G. Rambeau Co. as exclusive National Sales Representatives for KFBC**

Cheyenne, Wyo.

Blue

Wm. C. Grove, Gen. Mgr.
FM STATION WGTR
Owned and operated by the Yankee Network

FREQUENCY: 43.3 MEGACYCLES
INPUT TO FINAL AMPLIFIER: 83 KW.
OUTPUT TO ANTENNA: 50 KW.
TOTAL HOURS OPERATION TO DATE: 29,100
PERCENT OPERATING TIME TO OUTAGES: 99.92%
TYPE OF TRANSMITTER: REL NO. 521 DL

COMPARE THIS RECORD
Only REL has built FM transmitters in this high-power class. Yet the performance record of WGTR compares favorably with even the low-power installations of other makes.

THE VITAL LINK . . . Broadcasting originating in Station WEOD, Boston, are relayed without wires to station WGTR, Paxton, . . . 43 miles distant . . . and thence to the six stations which comprise the Yankee Network. Thanks to WGTR, and to its consistently fine performance, the Yankee Network has functioned perfectly since 1942. REL installations have clearly demonstrated the dependability and efficiency of the Armstrong Phase Shift method of frequency modulation . . . the method employed in REL transmitters of all power ratings.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
CINCINNATI IS A GREAT TOWN FOR SPOT IS A GREAT SPORTS REPORTER
DICK BRAY

WCKY
50,000 WATTS

THE L.B. WILSON STATION  CINCINNATI
When in Doubt, Don’t

THE WORLD’S all-time, winner-take-all, chameleonic journalistic sap is going to be the chap who goes on the air and announces to a waiting audience that the war is over in Europe—BEFORE THE WAR IS OVER!

Perhaps it won’t happen. Perhaps Lady Destiny won’t crook her finger coaxingly at some dandy Albert, urging him to spout forensic fiction into a hot microphone. But the possibilities are there, as was demonstrated on both Coasts only last week.

Jonathan Daniels held a press conference. He asked, in the name of the President whom he serves as secretary, that no one go to San Francisco for the international conference who does not have business there. He urged, for the President, that Government workers and others remain at their desks if possible.

This understandable admonition was interpreted by one reporter, who used up his life line—nothing but professional quote, no paraphrase, no lead paragraph, to mean that the President had put the Cabinet on alert—that big news could be expected. His copy flowed into radio station newsrooms and through the microphones to the public untouched by a copy pencil.

This graphic tidbit of repotorial ectoplasm was taken firmly by the West Coast commentator and molded into the proclamation that the war was about to end in Europe.

Little avails in pointing out the pitfalls of such behavior. They are obvious. One need hardly recall the Great Martian Episode in American radio to sense the responsiveness of audiences to the broadcast word.

The ending of a war in Europe is as solemn, and more solemn to some, than its beginning. It is not a subject which should be handled by the inept. It is not a subject which lends itself to atartastic since, of itself, it is the most dramatic news of this generation, of this century, perhaps of time to date. Certainly it is a news story not of how the reader can make an impression upon it. It is a story within which is an understanding of how a proposition to make an impression can itself become a subject.

A cool head, then. A dispassionate eye on that news wire, which has its own limitations and carries words that are only as faultless as the fallible humans who write them. No matter what the source, check it.

Radio must do this job with poise, with dignity and with memorable good judgment. That is possible at no cost to news enterprise.

Badger State Confusion

AS RADIO develops in stature and public importance the temptation to hobble it with regulatory restrictions increases apace. In Wisconsin a fortnight ago hearings were held on a bill which would regulate radio as a public utility, subject to state jurisdiction.

Congress has stated, and the courts repeatedly have held, that radio is an instrumentality of interstate commerce and therefore subject only to Federal regulation, as opposed to state control. Similarly, the Federal law states radio broadcasting is a public utility—see, the same as the postal carrier, open to all comers. Thus the character of service and the rate structure of radio cannot be controlled either by the Federal licensing authority or the respective states in which stations may operate.

The author of the Wisconsin measure, State Senator Fellenz, in testifying before the Committee on Corporations and Taxation, stated simply that radio was growing so rapidly it was now necessary to regulate it in the interest of the public. Opposition witnesses raised the Constitutional question as to the power of a state to regulate radio as a public utility.

The Wisconsin incident is another in a series of state moves to grasp some measure of control over a vital medium, presumably for purposes of taxation. The fact that such operations pay Federal and state impost along with other enterprise evidently is overlooked.

With new services just ahead which will broaden radio’s horizons—FM and television and facsimile—it is easy to conjure up the grab for power that are in the offing. It might be a good time for radio’s legal lights to get up a sort of easeul presentation, pointer and all, to exhibit before the 48 state legislatures.

The Thorny Side

THE FCC, as newly constituted under the Porter chairmanship, demonstrated last week that it means business. Almost without precedent is the action proposing to deny the sale of control of WOV New York to new owners. And that revoking the license of WOKO Albany a month hence, because of hidden ownership aspects, is without parallel for an old-established station.

Without attempting to assay the details, it is probable that political friends attempted to convince the FCC that both the WOV sale and the WOKO renewal should have been approved. It isn’t unusual for men in public life, or even in high places, to plead such causes. The fact that the Commission, by unanimous vote of those present, took these harsh steps, should make it clear that this Commission doesn’t propose to be pushed around.

As to the propriety of the Commission’s actions, other considerations come into play. In the WOV case, if the facts are those stated by the Commission in its proposed denial, then the authorities should not be an inexcusable basis for questioning the qualifications of the owners themselves or their brothers as licensees. So far as we can detect, however, there has been no court adjudication of the practices which brought Federal Trade Commission complaint.

The summary action against WOKO presents certain exonerating aspects. The station’s ownership record admittedly is poor, and full disclosures as required, were not made. But does the order to delete the station hurt its owners alone? What about the service the station renders listeners? Of course there will be bidders for the facility, and it would be up to the Commission to see that they are responsible. Yet it seems tragic that the major ownership background, engaged in its active management, should suffer the supreme penalty because of the sins of a minority.

These actions are indicative of the changed FCC order. Stations here and there are going to be cited on license renewals, where they have failed to live up to commitments as to program or other service. The Commission presents a new concept of the license responsibilities are met. No broadcaster will object to strict regulation, so long as it is fair and reasonable, and within the bounds of the law.

Gene Laurence Cagle

Our Respects To—

At an age when most men just have managed to see the bare horizon of their vocational desires, Gene Cagle has come close to reaching the peak of his career.

At 32, only 12 years after his first job as part-time announcer on KFJZ Fort Worth while still a student, Gene has succeeded his erstwhile boss, Elliott Roosevelt, now an Air Force Brigadier General, as president of the Texas State Network and KFJZ, its key station. Ironically, Gene’s aspiration toward radio was fostered by the same source which turned him down on his initial quest. He later came to head that station.

A class play in which Gene was appearing was attended by the program director of KTAT Fort Worth, who was deeply impressed by his deep baritone voice. At his instigation Gene soon afterward pryed into the possibilities of a part-time announcer’s job at KTAT. Receiving no definite offer he decided to try his luck at KFJZ and was hired on the spot. That was in 1933. Gene was manager of KFJZ in 1939, at which time it absorbed KTAT.

Since Gene joined it in 1933, KFJZ has stepped up from 250 w to 5000 w and he, along with it, has stepped up by successive stages to commercial manager in 1937, manager in 1938 and executive manager in 1941, of both KFJZ and the Texas State Network including stations WACO Waco, KNOW Austin and KABC San Antonio. His last achievement came recently when the board of directors elected him president of KFJZ and the Texas State Network while appointing him executive director of the above named South Leg stations.

Under Cagle’s executive management ten of TSN’s sixteen affiliate stations have become Blue Network outlets and KABC is being stepped up from 250 w to 50,000 w day and 10,000 w night on a frequency of 680 kc. Experts in the radio industry were of the opinion that this power increase represented an impossibility. Notwithstanding, Gene determined to accomplish the job. He managed to purchase a 50,000 w Mexican station which has been dismantled for removal to San Antonio to accommodate KABC’s increased power range. The transmitter now is in San Antonio.

Born in Weturma, Okla., Jan. 6, 1913, of native Texas parents, Gene moved to Texas at the age of three and lived in the small town of Crosbyton until 1922 when he entered Texas Christian U. He met his wife Christine, the (Continued on page 50)
KOIN does not draw the line that says:
"This is where our responsibility ceases..."

Out our way, "Hello Soldier" is a radio greeting as familiar as "Pacific War Time". It's KOIN's way of bringing together Army men now mending at Barnes General Hospital in Vancouver, Wash., and the people of this area. KOIN provides a sock-o variety show headed by Johnny Carpenter, versatile director of special events. But "Hello Soldier" is more than entertainment. Among many instances, the hospital urgently needed old-fashioned clothes wringers for drying woolen cloths used in the Kenny treatment for Infantile Paralysis. Seemingly unprocurable, wringers—enough for two hospitals—came in great numbers when the program asked listeners, "How about it?"

But there's another side of KOIN activities at the hospital—not for broadcast. Eight KOIN men have a purely private assignment over there. They meet the soldiers regularly in man-to-man "reconditioning" sessions. This, the hospital staff tells us, helps to ready the soon-to-be-discharged veterans for civilian life again.

"Hello Soldier" cheers the soldier patients. In turn it earns the cheers of friendly Northwesterners.

KOIN
PORTLAND, OREGON
FREE & PETERS, INC.
National Representatives

April 2, 1945 • Page 47
Hooperatings Show Network Daytime Audience Is Down Since Last Report

C. E. HOOPER Inc., New York, in the March Network Hooperatings, discloses a decrease in daytime listening over the previous report and over last year. Average daytime audience rating of 4.6 is down 0.6 from the last report, down 0.3 from a year ago, while average daytime set-in-use of 16 is down 0.8 from last report, up 0.1 from last year. Average daytime available audience dropped 2.1 from last report, and 1.7 from last year to 69.9.

When a Girl Marries is first in the list of "Top Ten" weekday programs. Breakfast in Hollywood (11:15-11:30 a.m.) in second place is followed by Face Life, third. Ma Perkins, fourth, is followed by Right to Happiness, Young Widder Brown, Our Gal Sunday, Life Can Be Beautiful, Pepper Young's Family and Breakfast in Hollywood (11-11:15 a.m.).

Stars Over Hollywood ranks first and Theatre of Today second of the Saturday daytime shows.

Hymns of All Churches has the highest sponsor identification index—71.3, with 3.3% giving the wrong identification and 24.9% unable to name a sponsor.

Metropolitan Opera shows the largest number of women listeners, per set (1.88) and the most men (0.61), while Captain Midnight has the most children listeners per set (1.50).

The five top-ranking programs listed in terms of the number of listeners per listening set are as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captain Midnight</td>
<td>0.64</td>
<td>0.34</td>
<td>1.50</td>
<td>2.88</td>
</tr>
<tr>
<td>Hop Harrillan</td>
<td>0.48</td>
<td>0.59</td>
<td>1.21</td>
<td>2.28</td>
</tr>
<tr>
<td>Jack Armstrong</td>
<td>0.52</td>
<td>0.37</td>
<td>1.34</td>
<td>2.23</td>
</tr>
<tr>
<td>Terry and Pirates</td>
<td>0.84</td>
<td>0.19</td>
<td>1.28</td>
<td>2.25</td>
</tr>
<tr>
<td>Let’s Pretend</td>
<td>1.15</td>
<td>0.20</td>
<td>1.15</td>
<td>2.50</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 157 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
By day...
we're lipsticks mixed with soapsuds,
back fences blended with bridge tables...
good company for the Lady of the House.
From A. M. grin-surce
om afternoon affection,
WSAI programs give
the ladies
what they want.
Men would be
bored stiff, if any men
were home to hear,
but retailers' results and
Hooper reports show that
it pays to be a homemaker
in the daylight hours...

But ... after sundown
... when soapsuds become champagne
bubbles, our daytime gingham-girl just as
magically changes into a glamour gal.
She walks in out of the Blue,
bringing gay laughter and soft music
and a touch of the dramatic—
just the kind of varied entertainment
it takes to make WSAI popular
with both men and women
in the evening.

Just as there's a little of each in every female
of the species, those changeable creatures
who account for 90% of consumer purchases,
so is there a little of gingham and a little of
glamour in WSAI. Maybe that's why WSAI
rates high with men and women in Greater
Cincinnati.

BASIC BLUE NETWORK

WSAI

CINCINNATI 2, OHIO

A Marshall Field Station
Burke General Manager Of Lincoln Station

HARRY BURKE has been appointed general manager of KFAB Lim-
[Broadcasting, March 24] with ex-

Clagett J oins Bennett

JOHN F. CLAGETT, former spe-
cial assistant to the Attorney Gen-
eral, has joined in the practice of
law with Andrew W. Bennett, ve-
eran radio attor-

Mr. Clagett

Mr. Clagett

WILLIAM EWING, account executive of
Spot Sales, New York, has been
named commercial manager of WENT
Olive Grove, New York. Before joining
Spot Sales Mr. Ewing was space sales
man for the New York Herald-Tribune,
before that he was with NBC in
Washington and New York. He assumes
his new post April 2.

ADELE REINISCH, formerly with Asso-
ciated Hospitals, New York, has joined
the KGO San Francisco traffic depart-
ment.

EDWARD MELTZER, former teacher, has
been assigned from the overseas service
of NBC central division as salesman.

CHARLES F. PHILIPS, vice-president,
commercial and program manager of
WFBF Syracuse, has been elected to the
board of directors of the Advertising
Club of Syracuse.

FLORENCE WALLING, sales traffic man-
ger of WENR Chicago, resigned March
20 to join the administrative branch of
the American Red Cross as a home ser-
core correspondent in an overseas head-
quarters.

SHELTON EARP, account executive of
KECA Los Angeles, is the father of a
boy.

ROBERT G. DICKSON, auditor of
WCAO Philadelphia, has resigned to be-
come trust officer of the Lawrence Sav-
ings & Trust Co., New Castle, Pa.

ARTHUR NICOLS, released from the
RCAP after overseas service, has joined
the commercial department of WJCA
Edmonton.

Graham J oins CBS

IRVIN GRAHAM, former adver-
tising and sales promotion manager for
SESAC, has joined CBS as prom-
tion manager for radio sales, the
network's spot broadcasting di-
vision. Mr. Graham before his asso-
ciation with SESAC had previously
been a copywriter with Schwab &
Beatty, New York, and Carver &
Brown, New York, and also with
the American Press Assn. Mr. Gra-
ham is replaced at SESAC by Alan
Hahn, formerly of WKY Philadel-
phia, who was in charge of con-
tinuity writing, some commercial
broadcasting and the station's FM
outlet.

Our Respects to

(Continued from page 49)

dughter of a West Texas rancher,
on the campus and married her in
1933 after a courtship of one year.
They have two children, Carol,
eight and George, three.

A hunting and fishing fan, he is
admittedly a gun crank. One room
in the Cagle household is devoted
to guns. Although he complains
about not having sufficient oppor-
tunity to use them, he is known as
never missing a chance to sneak
off for a day's fishing or hunting
with anyone in the organization
whom he can coax away from the
job.

There is a general misconception
that Gene is an ex-football star
probably stemming from the popu-
larly in the late '20s of Chris
(Red) Cagle, LSU and West Point
gridiron star. He definitely scotches
this by reporting that he never even
went out for football in college, his
efforts in the line being mediocre
and confined to high school.
EVERY weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of New Yorkers off to a good start for the day. "Wake Up New York" is a fast moving program that gives listeners what they like, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York", enjoys one of the highest ratings of any early morning program on a New York Independent station, delivers this audience at an exceptionally low cost per listener and is doing a great selling job for participating sponsors.

The saxophone is a wide metal tube of parabolic bore with the key arrangement of the oboe, the mouthpiece of the clarinet and the shape of a tobacco pipe. In timbre it falls between the brass and woodwind, and can approximate the softness of the flue, the mellow tones of the cello or the metallic strength of the cornet. First written into orchestrations in 1845, the saxophone, also known as the "plumbing," has become one of the leading instruments in the American swing band.

It's a big family

The modern saxophone family comprises two major groups. The first, in E flat or F, is made up of the soprano, alto, baritone and contrabass instruments. The second, in B flat or C, consists of the soprano, melody or tenor, bass and contrabass instruments.

The natural beauty of saxophone music may combine the whisper of the woodwind with the blare of the brass in one recording. The full range of the saxophone is most faithfully reproduced by:

**Vertical Cut Recordings!**

---

**Electrical Research Products Division of Western Electric Company**

233 BROADWAY, NEW YORK 7, N. Y.

**Page 52 • April 2, 1945**
THE LONGEST "PULL"
OF ANY INDIANAPOLIS STATION

- Due, primarily, to its lower frequency (1070 Kilocycles with 5000 watts) WIBC reaches out farther and "pulls" listener response from a wider area than any other radio station in Indianapolis. Extending throughout Central Indiana, Western Ohio and Eastern Illinois, this station provides the most effective coverage of this rich industrial and agricultural region.

Owned and Operated by the INDIANAPOLIS NEWS

A Mutual STATION
INDIANAPOLIS

Represented Nationally by John Blair & Co.
Behind that Smokescreen

WAGE’S AVERAGE DAYTIME
Station B’s is 5.7—Station C’s

IN 1941

WAGE, with 1 kilowatt on 620, began operating in competition with a long-established NBC station, a long-established CBS station, and a local independent station.

IN 1942

WAGE, carrying play-by-play baseball, a strong schedule of news and special events, and featuring popular local radio favorites against the network stars, was beginning to change the radio picture in Syracuse.

IN 1943

A Hooper study of Syracuse listening showed WAGE giving the top Syracuse station a close race for daytime leadership.

IN 1944

A second Hooper study, and a four-station-sponsored Crossley study showed WAGE with a narrow margin of leadership over the next highest station . . . with top daytime listenership.

NOW IN 1945

A third Hooper study, based on 38,000 coincidental calls in Syracuse and sponsored by three of the four Syracuse stations, shows WAGE far and away the top daytime station* . . . with an average daytime quarter-hour Hooper rating of 7.9 and with 38% more daytime audience than the next best daytime station.

Some people guess at audience. Some people send postcards. We submit the findings of a nationally accepted research company—C. E. Hooper, Inc.

*NO “PRIZE-FOR-LISTENING” PROGRAMS ON WAGE.

WAGE BLUE

WILLIAM T. LANE
Vice President & General Manager
HOOPER RATING IS 7.9
is 2.8—Station D's is 3.8

HOOPER MEASUREMENT OF RADIO LISTENING
SYRACUSE, NEW YORK

JANUARY AND FEBRUARY, 1945
Monday thru Friday

<table>
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<tr>
<th>Time</th>
<th>Sets in use</th>
<th>WAGE</th>
<th>Station</th>
<th>Station</th>
<th>Station</th>
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Sets in Use
2.8
Station D's is 3.8

Average base for conclusive 34-hour measurements, 854 homes called and therefore, acceptable as conclusive.
Average base for indicative 34-hour measurements, 427 homes called and, therefore, submitted as indicative but not conclusive.

SYRACUSE
THE EDWARD PETRY CO., Inc.
National Representatives
Blue's 'Headline Edition' Offered for Local Sale
AFTER SEVERAL weeks testing as a network sustainer, the Blue is offering Headline Edition to affiliates effective April 2 for sale locally, Stanley Flerthorne, manager of cooperative program division, notified stations. Program, a presentation of the news by the people who helped make it, will go on the Monday-through-Friday, 7:00-8:00 p.m., spot, just before Raymond Swing. Stations are urged to put local newscaster on at 6:30, so that the listener can get the news, news personalities and news analysis from his Blue station between 6:30 and 7:05 p.m.

Produced under the direction of Adrian Samisch, national production director of the Blue, Headline Edition has Dick Tobin in New York, Albert Ritchie in Washington, Ulmer Turner in Chicago and Vic Reed in San Francisco assigned to handle the program and arrange interviews with newsmakers.

Cubs on WIND
CHICAGO CUBS baseball club begins sponsorship, April 2, of Cub News, featuring Bert Wilson Mon. through Sat., 6:30-6:45 p.m. (CWT) on WIND Chicago. Format includes human interest stories on Cub players and brief reviews of the day's game. From April 6 through April 11 show will be broadcast from French Lick, Ind., Cubs training ground. Contract to run through season, was placed by Arthur Meyerhoff Adv., Chicago.

RUGENE N. AXTELL, assistant to FREE-MAN KEENE, president of Rauen, M. Seeds Co., Chicago, now on leave with an infantry group in Germany, has been promoted from first lieutenant to captain. MONTE RANDALL, on leave as traffic manager and now in the Marine, has been promoted to staff sergeant.

BOB FREISS, head of program promotion and publicity of KDFW-Fort Worth-Sample, Chicago, has been advanced to assistant to DAVE BROWN, account executive on O'Day. His successor is ED GOETZ, released from the Army Air Corps.

DR. LEONARD LUDWIN, for two years on the research staff of McCann-Erickson, New York, has been named director of foreign research.

RICHARD FEHR, released after two years in the Army, has rejoined the Benton & Bowles New York publicity department.

JOHN M. KEAVY and FRANK F. PETERSEN, formerly in the copy department of Henschel & Pratt, New York, have joined the copy staff of Fuller & Smith & Ross, New York.

MARGORIE BURKE, former sales promotion and fashion copywriter of Amos Patterson & Co. and previously with Montgomery Ward and James McCrery & Co., New York, as a copy and radio writer, has joined the copy staff of J. M. Madies Inc., New York.

ALBERT EVANS, Jr. is new firm name of Evans & LeMay, Ft. Worth, Tex. 

WALTER KIEHN and LEO COX have been elected vice-presidents of J. J. Glidden Ltd., Toronto and Montreal offices respectively.

THE ONLY
CHICAGO
STATION
WITH 24
HOUR NEWS
SERVICE
UP—PA—INS

NORTHERN FLORIDA'S
BEST RADIO "BUY"
— Send for Details

MORRIS F. TERRY, head of the new motion picture distribution department of the Bow Co., has shifted operations from New York to Hollywood.

RICHARD DANIELS, formerly of KFI Radio Pictures and Poete, Cone & Beiding, Hollywood, has joined C. F. MacGregor Co., Los Angeles transcription production, as transcription and publicist. He succeeds ORAN NANCE JR., who resigned to freelance.

N.Y. AAAA Elects
ROBERT E. LUSK, vice-president and account executive of Benton & Bowles, has been elected chairman of the board of the New York Council, American Assn. of Advertising Agencies. Robert M. Ganger, Geyer, Cornell & Newell, has been elected vice-chairman and Robert B. Grady, Robert B. Grady Co., has been elected secretary-treasurer. Lawrence L. Shenefield, Doherty, Clifford & Shenefield, and A. W. Lewin, A. W. Lewin Co., have been elected to the board. Retiring from the board after two years of service are Sherman K. Ellis, Sherman K. Ellis Co.; H. B. LeQuatte, H. B. LeQuatte Inc.; I. L. Vladimir, Irwin Vladimir & Co.; and O. Kiepper, Co.
KOA LEADS THE WAY IN Coverage!

What better proof could be offered than the following success story:

Bekins Moving & Storage Co., sponsors of KOA's "Men of the West" quartette, Fridays at 8:45 p.m., made a one-time offer of a map of the city of Denver.

We were deluged with requests. 50% of the replies came from Denver. The balance was received from 73 other Colorado and Wyoming cities and towns, and 15 other states. Requests for the Denver map came from such distant places as Terra Haute, Indiana; Los Angeles, California; Baton Rouge, Louisiana; and Norquay, Saskatchewan, Canada.

Is that coverage? Decidedly. It's typical of the results KOA delivers its advertisers.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER 50,000 Watts
PROGRAMS Top NBC Shows
COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY* 59% to 79% in seven of Colorado's largest cities
DEALER PREFERENCE** 68%  
*NBC Survey "1077 Cities". **Ross-Federal Survey
It's almost like another gold rush in the Bay Area and Northern California. People have come from all over the country and are earning and spending lots of money. That means paydirt for you. If you've got something to sell, sell it faster by using KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

**News**

MAX LERNER, editorial writer for PM just returned from a four month tour of European battlefronts, has resumed his commentaries on WOR New York.

CEDRIC FOSTER, Yankee and Mutual commentator, spoke at three different affairs last week. He is a member of the 147th anniversary of Greek independence from the Turks. He has been previously honored by the Order of Ahepa and the Greek War Veterans League for his championing of the Greek cause.

RAYMONDS JOHNSON, released from the Coast Guard, has joined Blue Hollywood as junior news writer.

RICHARD E. STOCKWELL, associate news editor at WCCO Minneapolis, has been awarded master of arts degree in economics and political science at the U. of Minn. GLORIA DAPPER has been appointed legislative correspondent for WCCO.

ROBERT HECKERT, KYW Philadelphia commentator, will undergo a minor operation this week.

THOMAS B. MORGAN, news commentator of WOV New York and head of its Washington bureau, has started a Wednesday program "Report From Washington," recorded after the President's news conference and mailed to New York for broadcast. Mr. Morgan, who formerly commuted between the two cities, is now stationed permanently in Washington, and has discontinued his five-weekly broadcast.

MERT EMMERT, who conducts "Modern Farmer" on WRAP New York, is the father of a girl.

EDITH SULKIN has rejoined the CBS shortwave listening staff as a foreign news reporter, after an absence of 19 months. A native of Russia, she replaces ALEX ROSOWSKY, resigned. RUTH FINN, formerly with Overseas News Agency, has joined the network shortwave news division as news writer.

GÜTHRIE JANSEN, NBC war correspondent, returned to the U. S. last week after six years abroad, where he covered the recent Greek insurrection and has handled other assignments from Athens, Ankara and other points.

KENNETH BANGHART, NBC news announcer, will be transferred from Washington to New York April 15.

BILL EDWARDS, former news writer and announcer of KMTR Hollywood, has joined the Navy. WALTER BREWER, formerly of KIRO Seattle, has been added to KMTR news staff.

Schechter Luncheon

JOSEPH V. CONNOLLY, president, King Features Syndicate, was to be host April 2 at a luncheon at the 21 Club, New York, in honor of Lt. Col. A. A. Schechter, communications officer for Gen. MacArthur and former NBC news chief, recently returned from the South Pacific theatre. Guest list includes top network and station executives, including news department heads; publishers and editors of New York newspapers; high military figures, including Brig. Gen. David Sarnoff, Brig. Gen. L. A. Diller, Col. L. E. Kirby, Col. J. R. Reitmeyer.

Col. Rorke Back

LT. COL. HAL RORKE, former director of publicity, CBS Hollywood, and assistant publicity director, CBS New York, now public relations officer with the Army Air Forces, has returned from a tour of the European battlefront. He accompanied a group of creative writers who visited AAP installations throughout ETO, gathering material that is planned to bring the war into sharper focus for the home front.
The future events of the world will be heard and seen on "Detrola-built" instruments of unsurpassed value and beauty.


division of INTERNATIONAL DETROLA CORPORATION
Detroit 9, Michigan
BULLOCK'S, Los Angeles (department store), to promote Sportman's toiletries on April 14 starts a weekly quarterhourly叙述性 series of announcements on CKTQ. Contract is for 13 weeks. Also sponsors five-quarterhourly nut-" hour "Hollywood Fan Magazine" and weekly 30-minute "Down the Dark Continent" series starting April 25 on KFI. Agency is Dana Jones Co., Los Angeles.

BELL TELEPHONE Co. of Canada, Toronto (recruiting for operators), has started two daily spot announcements on CFEY Toronto. Agency is Cockfield Brown & Co., Toronto.

COLOR MOUNTAIN MUGS, Toronto (institutional), has started five-minute transcriptions of "Pipsqueak" on nine Canadian stations. The series of 30-minute programs on KFI. Agency is McConel & Co., Toronto.

CROWN DIAMOND CO., Montreal (paint and varnish division), has started five-minute transcriptions on two Canadian stations. The series of 30-minute programs on WBNX. Agency is Cockfield Brown & Co., Toronto.

THE CHICAGO SUN, effective April 1 will sponsor "One Sure Way" on WJJD Chicago. Contract was placed direct.

DEE PARK BAKING CO., Chicago (cookies), has appointed H. & Jacobs, Chicago, to handle advertising. Radio is considered.

DEPT. OF LABOR, Ottawa, has started short-spot announcements on 14 stations in Canada to assist men to return to their farms after winter work in lumber camps or urban industries. The series of 30-minute programs on WBNX. Account was placed by R. C. Smith & Son, Toronto.

KELLOGG Co. of Canada, Toronto (Pep), has started a transcribed announcement campaign twice daily on CFEY Toronto. Agency is J. Walter Thompson Co., Toronto.

WYNOA Corp., Toronto (Nut Shoes), has started transcribed announcements daily on a number of Canadian stations. Agency is Ellis Adv., Toronto.

IT Co., Toronto (shoe polish), has started five-weekly transcriptions on a number of Ontario stations. Agency is R. C. Smith & Son, Toronto.

HOLT RENFREW & Co., Toronto (chain furrier), has started daily announcements on CKEY Toronto. Account was placed by Associated Broadcasting Co., Toronto.

DALGLISH (Ont.) Ltd. (Jaxes), has started three-weekly musical program on CKEY Toronto. Account was placed by Maclaren Adv., Co., Toronto.

BELL & Co., Orangeburg, N. Y., has appointed Redfield-Johnstone, New York, as agency for Bell-Aire, in aid to digestion. Formerly handled by Underwood-Davis & Plate, New York. Radio may be used next year.

United Drug Signs

UNITED DRUG Co., Boston, has again signed with Columbia Rec-ording Corp. to cut "Realla Hollywood" Reviewed, transcribed program spots, to be regularly in connection with the semi-annual promotions of Realla Products. Program will be carried April 28, May 1, 3 and 5 on 210 stations, according to W. N. Aver & Son, New York.
The above statistics, recently compiled by the Detroit Board of Commerce, reveal what a really great market Detroit is ... what an opportunity for sales it will offer when the war is over. Remember that, and remember ... WWJ is the favorite station in this great market ... that it has been Detroit's most listened-to station since it was established 'way back in 1920.
EARS AND INCOME

There are 24% more ears in California than there were in 1940. . . ears that have heard the call of agriculture and industry . . . ears that are tuned to their nearest radio station. 3,497,208* of them are in the 41 county Bee-line area alone, where radio ownership has increased an average of 12%.

WHAT IS The Beeline

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

See McClatchy Beeline rate listing first under California in Standard Rate and Data.
NEWS ABOUT A FAMOUS NEWSMAN

STATION WSYR'S
BRILLIANT COMMENTATOR
H. R. EKINS

WSYR Syracuse, was the first independent radio station to send not one but two correspondents to America's fighting fronts. WSYR's Vadeboncoeur flew West to the Pacific. WSYR's Ekins flew East to Europe. Thanks to what Ekins saw and went through (the Normandy Beachhead and combat flights with the 9th Air Force, for example) he now reports and interprets the war news to WSYR's radio listeners with increased authenticity and vigor.

His Syracuse audience is up 70% from September 1943. Four different surveys (none by WSYR) show this amazing increase in Ekins' total city listenership.

His outside-the-city audience is 59% of the total. Another outside survey (not by WSYR) shows this preference for Ekins among the retail trading-area audience.

3487 Replies on War Map Offer. On Ekins' 6:05-6:15 PM program, he offered a war map. The offer was mentioned only 5 times. Yet 3487 answered from 22 prosperous Central New York counties.


He has been everywhere. For 20 years, Ekins was a crack foreign correspondent for United Press; stationed in New York, Washington, Honolulu, Manila, Shanghai, Peiping, Tientsin, Tokyo, Rome; expelled from Italy by personal order of Mussolini. Special assignments in London, Paris, South Pacific, Mongolia, Manchuria, Malaya. Covered the Ethiopian war from the Ethiopian side. In 1936, girdled the globe in 18½ days (new record) in competition against New York Times and Hearst representatives. Author of "Around The World In 18 Days," co-author of "China Fights For Her Life."

TIME IS AVAILABLE ON EKINS' PROGRAMS

1:00—1:15 P.M. This time now open across the board, Monday through Saturday.

6:05—6:15 P.M. Ekins is sponsored Monday-Wednesday-Friday for the second 52-week cycle. This time now open: Tuesday-Thursday-Saturday.

Ekins has a record of results. His sponsors profit by his large radio audience as well as his many public appearances. This year he has been invited to speak 2 to 3 times a week all over Central New York, also in New York City, Chicago, Detroit and Buffalo.

WRITE OR WIRE TO WSYR SYRACUSE—NBC 5000 WATTS AT 570 Represented by Paul H. Raymer Company
HELEN PHILIPS, for several years a composition assistant at National Concert & Art Corp., New York, has taken charge of all publicity for the NCAC popular division, replacing ED BROWSE who became one of the corporation's salesmen. NCAC has prepared a new Joseph Dunstill program with a lineup including Edward Everett Horton, Martha Tilton, Donald Novis, Al Trace and his band and the Trace Silly Symphonists. No sponsor has been signed. It is understood Mutual is interested in series.

TIMES APPLIANCE Co., Sunbury, Pa., which introduced the original Westinghouse home receiver in the New York metropolitan area nearly 24 years ago, will be exclusive distributor in the same area for the Westinghouse postwar line of standard and television receivers and tubes.

TOMMY KEARN, headquartered in Honolulu, has been appointed distributor in Territory of Hawaii for Hoffman Radio Corp., Los Angeles (radio set manufacturers).

Bissell Missing
LT. (j.g.) PHILLIP A. BISSEL, of Los Angeles, formerly associated with the Duncan Scott Co., newspaper and radio representatives on the West Coast, has been reported missing since a routine training flight in Florida March 19.

RICHMAN-SANFORD Radio Productions, New York, has prepared a summer replacement package titled "Radio Proudly Presents" which will feature some of the better dramatic shows written for radio in recent years. BOB SHAYON will direct the show with EARL J. McGILL as commentator-e.c., MILTON GEIGER as supervising writer and HARMOLD LEVEY as musical director.

ROGER BROWN has been named general manager of Radio Feature Service Inc., radio publicity firm, and the Earle Ferris Co., public relations counselors, both headed by Earle Ferris. Mr. Brown joined the organizations in September 1943 as sales manager.

JAMES L. COX has been added to the staff of field representatives of Broadcast Music Inc., New York. Mr. Cox was formerly with AP and UP, where he handled news writing and radio relations work.

ED SANFORD of Richman-Sanford Production, New York, and CAROL KAHN, Pacific College student, are to be married this 24 couple plan a combined honeymoon-business trip to Hollywood.

G. MYRON GWINNER has been appointed associate and research techni- cian of Edward G. Doody & Co., St. Louis, market opinion and radio research firm.

Wesson Campaign
WESSON OIL & Snowdrift Co., New York, has announced a special campaign for Wesson Oil, is sponsoring seven station breaks and two one-week spot touts weekly for 24 weeks on WJZ New York. Agency is Kenyon & Eckhardt, New York.

CONGRATULATING the new vice-president are Lyman L. Weld (l), treasurer of Mitchell-Faust Ad, Chicago, and Lt. Comdr. Holman Faust, USNR, vice-president and director of the agency, on his return after three years' duty. Comdr. Faust announced that Hildred Sanders (c) has been elected vice-president in charge of radio.

Canada Dry on WOR
CANADA DRY GINGER ALE, New York, April 16 adds WOR New York to a spot radio schedule promoting ginger ale and sparkling water and may add other markets. WOR contract calls for five-times weekly participations for 52 weeks on Martha Deane, beginning April 16. Spots started on WBIG Greensboro and WGST WAGA Atlanta.

News broadcasts by Webley Edwards have been added on KQW San Francisco. KCMO Kansas City continues on the schedule. Agency is J. M. Mathes Inc., New York.

Peabody Speakers
PAUL A. PORTER, FCC chairman, and J. Harold Ryan, NAB president, will address the Peabody Awards Dinner April 18 at the Hotel Commodore, New York. Winners of the 1944 awards will receive medals and certificates from Chancellors S. V. Sanford of the U. of Georgia. Awards are under the auspices of the Henry Grady School of Journalism of the university, working in cooperation with the George Foster Peabody Foundation which sponsors the awards.

WIL Fort Wayne, 250 w on 1460 kc has appointed Headley-Beer Co. exclusive representative as of April 1. WIL, is owned by Farmworth Telev. & Radio Corp. and is an NBC outlet.

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Today's
BEST BUYS

AU D I E N C E T E S T E D F O R B U S Y T I M E B U Y E R S

EAST

WHN—New York
50,000 Watts
DICK GILBERT
2:00-3:00 P.M.—5:00-6:00 P.M.
Mon. thru Fri. Sat.
The singing disc jockey. Versatile vocalist, master salesman. (You can say that again.) Tuneful, different, gets results.
4-hour participation.
$500.00 6 days—$100.00.

WNBH—New Bedford, Mass.
925 Watts—Blue
LOCAL NEWS
8:00-8:30 A.M.—6:30-8:00 P.M.
Mon. thru Sat.
Two good news periods on a station that Hooper shows with a 20% to 125% audience gain in six months! Participation—$40.00 per day.

WATR—Waterbury
1,000 Watts—Blue
SHOPPERS GUIDE
8:15—9:00 A.M.
Mon. thru Sat.
Saddle Morris has been doing this one for eight years.
Participation—$25.00 per wk.

WJEL—Hagerstown, Md.
250 Watts—Mutual
SADDLE PALS
11:15-11:45 A.M.—1:30-2:30 P.M.
Mon. thru Sat.
That old time zany show that gets mail and sells merchandise.
Participation—$25.00 per week.

WRAW—Reading, Pa.
150 Watts—NBC
IT'S IN THE BAG
(Meaning the grocery bag)
10:00—11:00 A.M.
Mon. thru Fri.
Year: this one rings cash registers in grocery stores.
Participation—$25.00 per wk.

WJAS—Pittsburgh
8,000 Watts
LEE KRIOFON'S ORCHESTRA
5:30—6:00 P.M.
Mon. thru Fri.
A half-hour of appealing, easy-to-listen to music by one of Pittsburgh's leading orchestras.
Participation—One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue
1100 CLUB
7:00—8:00 A.M.
Mon. thru Sat.
Bridgeport's best bet for breakfast.
Daily participation—$2.50 per week.

WNIC—New Haven
250 Watts
510 MUSIC ROOM
2:00—4:00 P.M.
Mon. thru Sat.
Music for the hart.
Daily participation—$1.50 per week.

WOCB—Cape Cod, Mass.
250 Watts—Blue
WORLD NEWS
7:00 A.M.—12:00 P.M., 6:00 P.M., 11:00 P.M.
Mon. thru Sat.
Hot from the four corners of the earth by Associated Press Wire.
Spot participation—$15.00 wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue
MEMORY MATRIMONIES
5:00—5:55 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.00 per wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue
THE BURLINGTON BUGGY RIDE
11:00—11:30 A.M.
Mon. thru Sat.
The program that rides into the hearts and homes of Burlington folks. Participation—$25.00 per week.

WCLO—Janesville, Wis.
250 Watts—Mutual
THE HOMEMAKERS
9:00—9:30 A.M.
Mon. thru Sat.
AUST ESM is telling 'em how to keep house for fourteen years and they love it.
Participation—$25.00 per wk.

WDGY—Minneapolis-St. Paul
5,000 Watts
VILLAGE RAMBLERS
11:15—11:30 A.M.
Mon. thru Fri.
Old time music at its best, on the leather-jacket station of the great Northwest.
$160.00 per week, complete.

KMYR—Denver
250 Watts
BEN BIZOFF
6:00 to 6:15 P.M.
Mon. thru Fri.

WJM—St. Louis
250 Watts
THE BREAKFAST CLUB
7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen to music, makes this one outstanding.
30 minutes or $14 at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue
TWILIGHT TIME
5:15—5:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual
FARM & HOME PROGRAM
11:30—12:00 Noon
Mon. thru Sat.
A newsy farm program in the State where the tall corn rings.
Daily participation—$15.00 wk.

KFUN—Las Vegas, N. M.
250 Watts
THE SPANISH HOUR
2:30—3:00 P.M., 7:00—8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$15.00 wk.

KFBC—Cheyenne, Wyo.
250 Watts—Blue
THE COFFEE TIME
2:30 to 2:45 P.M.
Mon. thru Fri.
A smart one and the customers in the popular Shy Ann Cafe makes this a sparkling quarter-hour.
$75.00 per week complete.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts
MAKE BELIEVE BALLOON
11:00 A.M. to 12:00 P.M.
Mon. thru Sat.
The original Make Believe Balloon—12 years on KFWB—lowest cost per listener in Los Angeles.
$10 per 1/2 hr.—50 word spots—$12.00.

KJBS—San Francisco
600 Watts
ALARM CLOCK CLUB
5:00 A.M.—5:00 A.M.
Mon. thru Sat.
Surveys prove it's the best dollar buy in this area.
Spot participation—$5.00 per wk.

KFTM—San Diego
600 Watts—Blue
MORNING MELODIES
6:00—7:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $5.00.

KTRC—Fresno-Valisia
8,000 Watts—Blue
ALL STAR DANCE PROGRAM
2:15—2:45 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts
BREAKFAST PLATTERS
7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participation—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual
JITTERBUG HALL
2:30—3:00 P.M.
Mon. thru Fri.
Seven years at the same time. It's lively—it's musical—it's hot—in fact, it's the highlight of the day down Memph.
Minute participation—$7.50 each, base.

WTAW—College Station, Texas
1,000 Watts—Blue
PARK FAIR
12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate $4.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual
WOMEN IN THE NEWS
10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women of especial interest to women.
Daily participation—$21.00 wk.

WORD—Spartanburg, S. C.
250 Watts—Blue
1400 CLUB
7:00—8:00 P.M.
Mon.-Wed.-Thurs.
Recorded music, plus a smart disc jockey plus a lot of merchandising tie-ups make this an outstanding particip.
ator. Card rate.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD
FM does it

More than double the Dynamic Range
A vast new program naturalness for your listeners

Dynamic Range — the infinite contrasts of sound intensities from soft to loud—give hearing its perspective. Match in true magnitude the sounds of a whisper, the full orchestra, the lion’s roar and you have dynamic range that provides reception in all its glorious realism.

FM captures shades of sound that vastly widen dynamic range. It removes the unreality of artificially controlled sound levels that compress the fortissimo—for an FM broadcast transmitter requires no limiting of audio peaks in a program pick-up. It eliminates the unnaturalness of the expanded pianissimo that AM needs to over-ride high background noise levels—for an FM receiver does away with background noise that normally masks AM reception, particularly at low sound levels.

Consider the reasons why an FM broadcast program is able to provide over twice the dynamic range of an AM broadcast program. The intensities of ordinary sounds range from the threshold of hearing at 0 decibels to the crash of thunder at 110 decibels. In this range, AM is capable of reproducing sound intensities from the average minimum noise level of a typical AM receiver at 40 decibels to its maximum audio sound-handling ability at 70 decibels—a dynamic range of 30 decibels. Compare this limited range with that of FM which is capable of reproducing faithfully sound intensities from the minimum noise level of a typical FM receiver at about 20 decibels to its maximum audio sound-handling ability at approximately 80 decibels—a dynamic range of 60 decibels! FM’s ability to handle a greater range of sound intensities will bring a new dimension to your program reception, increase listener interest, and provide a better service for your advertisers.

When you plan your FM station, look to General Electric. G.E. is the one radio manufacturer with experience in designing and building complete FM broadcast systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of the half million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their credit. And at Schenectady, G.E. operates its own FM proving ground station, WGFEM. For information on General Electric FM broadcast equipment, write Electronics Department, General Electric, Schenectady 5, N. Y.

Establish a priority on delivery of your FM equipment. Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric’s plan to help you obtain early delivery of transmitters and associated equipment.

50 FM BROADCAST STATIONS ARE ON THE AIR; OVER 370 APPLICATIONS ARE PENDING.
AM broadcast programs lack realism because the range of natural sound intensities is artificially limited.

FM broadcast programs have glorious realism because sound intensities achieve truer proportion.

General Electric's new frequency-modulated equipment will include revolutionary circuit developments, new component designs, and improved layout features.

FM DOES IT—
- FM gives your audience programs with virtually no man-made noise or static.
- FM multiplies your effective coverage day and night.
- FM minimizes station interference.
- FM gives your programs vivid naturalness with greater dynamic sound range.
- FM contributes to the economy of a broadcast system.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p.m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p.m., EWT, CBS.
TEXT of the FCC news release announcing the proposed denial for consent to transfer control of WOV New York from Wodaam Corp. to the Mester brothers follows:

The Commission was not satisfied from the record that the transferees possess the qualifications essential to operate Station WOV in the public interest or that they had shown that they are capable of being entrusted with the responsibilities and obligations expected of a person privileged to hold a station license.

The Commission’s Conclusions follow:

1. The transferees, in carrying on their edible oil business, have violated and disregarded regulatory laws of the States and Federal Government on numerous occasions, ever since they have been in business. The particular violations they have been guilty of are in several cases obvious and clearly not matters of inadvertence. For example, at one time their products, consisting essentially of cottonseed oil, were designedly labeled with the words "Tipo Lard," olive branches, a coat of arms and crown, and wording in Italian, with the true content inconspicuously marked in English, for the apparent purpose of misleading buyers into thinking that the contents consisted of imported olive oil. In addition, Murray Mester, admitted, after having denied on oath any connection with the incident, that he shipped an authorized domestic oil in interstate commerce, which he said, he had first sold to the packer who falsely labeled it as imported olive oil and failed to pack full measure.

2. These acts, together with the fact that the transferees have been convicted of violations of such laws and federal regulations, and Federal and State food authorities, show that the transferees lack even that sense of responsibility toward the public expected in ordinary business dealings. The mandate of Congress contained in the Communications Act of 1934 requires the Commission to select as station licensees those who will operate under the public interest, convenience and necessity, which to determine in accordance with the definition of "caveat emptor."

3. Moreover, the transferees, at the hearing, although testifying under oath, chose to ignore the primary facts within their knowledge relating to the record of the Mester brothers in business as commercial entities. This lack of credibility is indicative of what could be expected of them. In the submission of papers, the applicants requested the Commission to consider the shows of record of the transferees. According to the law, the applicants have failed to do so and in carrying out its responsibility the Commission could only conclude that the statements made by the station licensees, "Caution must, therefore, be exercised in granting station licenses only to those persons whose statements are trustworthy."

4. Moreover, the applicants have come to the Commission seeking to assume the public interest, convenience and necessity would be served by granting a broadcasting license to this corporation holding such a license. The applicants do not possess the qualifications expected of a person privileged to hold a station license.

The Commission concludes that transfer of control of Wodaam Corp. to the transferees would not serve the public interest, convenience or necessity. The application, therefore, should be denied.
The only radio station in all broadcasting history to receive these THREE AWARDS in one year

**VARIETY**

**PLAQUE AWARD for 1944**

presented to **WTAG** for

"Helping to make One World — Blueprint for Future"

**The Peabody Award**

(by the GEORGE FOSTER PEABODY COMMITTEE)

presented to **WTAG** for

"Outstanding Contribution to the Welfare of the Community it Serves"

**The du Pont Radio Award for 1944**

presented to **WTAG** for

"... outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community ..."
EXECUTIVES OF NEW BLUE OUTLETS MEET

OFFICIALS of nine stations joining the Blue Network June 15 met with network executives in New York March 26 for an overall discussion of programming, advertising, promotion and publicity in connection with their Blue affiliations.


James Poole

JAMES POOLE, 84, markets broadcaster with WLS Chicago for 18 years, died Wednesday, March 28. Before entering radio, he was markets editor of the Breeder's Gazette. He was born in Poole, England.

FCC Station-Scrutiny Policy

(Continued from page 15)

of Sec. 10 of the Radio Act of 1927, Sec. 308(b) of the Communications Act of 1934, and the Rules & Regulations of both Commissions.

The concealment was not caused by a "slight inadvertence," said the opinion. "On the contrary the testimony clearly establishes that the deception was carried on at Pickard's instigation for approximately 12 years. Pickard was not the only person responsible. He was aided from the inception of the scheme by Harold E. Smith, who has been a principal in WIKO since it was established and who, during the entire period, has been general manager in complete charge of the station's operations as well as an officer and director of the corporation."

Mr. Smith holds 25 1/2% interest in WIKO Inc. Other stockholders are, according to FCC records, Raymond M. Curtis, president, 25 1/4%; The Press Co., publisher of the Albany Knickerbocker News, 25%.

During oral argument March 14, Morris L. Ernst, New York, appearing on behalf of WIKO Inc., admitted failure to disclose Mr. Pickard's interests, urged the FCC to require that the former Commissioner dispose of his holdings at less than market value and told the Commission that Mr. Pickard withheld his holdings at the request of CBS [Broadcasting, March 19].

Chairman Porter at the time commented that Mr. Smith would be "rewarded" by being permitted to purchase the Pickard stock at less than market value. Commissioner Case interjected that Mr. Smith was "in it, too". Reed T. Rollo, appearing for the Press Co., filed a letter proposing his client sell its 25% interest in WIKO to Messrs. Smith and Curtis and in turn purchase their interests in WABY.

WOV Transfer

Regarding the proposed WOV transfer, the FCC news release announcing the action said: "The transferees, in carrying on their edible oil business, have violated and disregarded regulatory laws of the States and Federal Government on numerous occasions, ever since they have been in business. The particular violations they have been guilty of are in several cases odious and clearly not matters of inadvertence."

Several alleged violations were cited; the proposed transferees, according to FCC accusations, "concealed and misrepresented numer-

(Continued on page 72)
“My Make-Believe Ballroom Needs Transcription Equipment That’s Really Rugged!”

“That’s why our installation is PRESTO”

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

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

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

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada
MAJ. TED SHERDEMAN, radio advisor, Information and Education Section, U. S. Army Service Forces in the Far East, has been awarded the Bronze Star Medal "for meritorious achievement in connection with military operations against the enemy in the Southwest Pacific ..." The former Young & Rubicam writer-producer originated, wrote and produced a series of radio programs to acquaint U. S. troops with the Philippines and their people before the American invasion of Leyte. He is also in charge of the Armed Forces Radio Stations U. S. Army Forces in the Far East.

Sherdeman Honored

We've been telling you for years that our hayseeds, out here, are in the dough. Well, in 1944, the average North Dakota farmer's income was $7,250! Fargo's bank clearing on personal checks were over $250,000,000! North Dakota topped the nation in per-capita B-Bond sales in four of the six drives . . .

If you've been missing Fargo and the amazing Red River Valley, you've missed one of America's real miracle markets. Let us send you the facts—or ask Free & Peters!
THE VARIETY PLAQUE AWARD FOR 1944

..."Beyond the Call of Duty"

WTIC, Hartford

Whereas WBT had a scourge at its doorsteps and acted, Hartford's WTIC used its facilities in anticipation of one. WTIC learned that alcoholism was a health problem number four and particularly aggravating in war time. Not a moral depravity but a disease, WTIC decided to awaken and educate its listeners to its causes and cures.

In cooperation with Alcoholics Anonymous, WTIC's Paul Morency and Leonard Patrincelli arranged for a series of broadcasts, presenting case histories faithfully dramatized and narrated by actual ex-alcoholics. WTIC didn't want too many Lost Weekends in Connecticut. Not a pretty subject but an important one, brought out into the airwaves by a front line radio operation.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Oakland, Cal. "We strongly feel that radio can do the very best job of informing them—not making up their minds, but thoroughly informing them so they can make up their own minds."

Earl E. May, president of KMA Shenandoah, Ia., said: "We will transcribe color stories and human interest angles with a midwestern slant."

"We will take care of any developments that will be of any interest to our particular area by overhead wire," said Storm Whaley, manager of KUOA Siloam Springs, Ark.

Using Wire Recorder

Harold A. Safford, program director of WLS Chicago, said: "We will use a wire recorder and make transcriptions, interviewing dignitaries and farm and economic experts, pointing our material to the food and agricultural angle as well as events and proceedings especially pertinent to midwest interest and economics."

Following, in brief, are plans of networks and stations as reported last week to BROADCASTING:

NBC—William F. Brooks, director of news and special events, will supervise network's coverage. Key newsmen assigned include H. R. Allen, Lowell Thomas, Robert St. John, Elmer Peterson, Alex Drier, Richard Harkness, Fleetwood Lawson, Ernest Fletcher and Art Baker. Two war correspondents, George Polster, just back from the Pacific, and Guthrie Jackson, recently returned from Europe, also will represent NBC.

KMA Shenandoah, Ia.—Earl E. May, president, and Owen Suddler, assistant to the president, will file daily wire reports for regularly scheduled newscasts, transcribe interviews with dignitaries and outstanding network commentators, do color stories and will interpret programs for farm men and women, explaining what those programs mean to them. All special broadcasts will be sustaining. Wire reports will be included in commercially sponsored newscasts.

KMTR Hollywood—Two complete recording units will be sent to San Francisco, Kenneth O. Tinkham, general manager, announced. He has assigned K. Louis Fesau, news analyst, Jim Strain, program director, Lyman Smith, chief of the reporting division, and Ed Lippe, engineer, to cover. Plans include transcribed interviews with every representative of note at the Conference, transcriptions to be flown to Hollywood for special broadcast on KMTR.

KXOW Oakland, Calif.—John R. Chapel, news editor-commentator, will head station's newsroom staff of three, doing direct pickups from San Francisco. Plans are to cover with news and special events broadcasts all newscasts to originate in San Francisco during conference; some programs will be recorded for delayed broadcasts due to the time commitments, although preference will be given direct pickups. No special broadcasts will be sold. News bulletins will be included in regularly scheduled commercial newscasts.

KSD St. Louis—Dr. Roland G. Usher, head of the Dept. of History, Washington U., St. Louis, and KSD commentator, will head staff. Plans not completed but KSD anticipates extensive newscasts and special broadcasts, said George M. Barbach, general manager. No Special Conference programs will be sold.

WOW Omaha—Ray Clark, chief newscaster, plans to reach 400 stations several days ahead of Conference, setting up special broadcast material. Plans indefinite as to whether pickups or recordings will be used, but likely that direct feeds through NBC facilities will be possible. Mr. Clark plans to cover angles of specific interest to WOW listeners; station ready to cut commercials to present full coverage.

KFWB Hollywood—Plans all-out coverage with direct pickups during the day. Radio will broadcast "morning, afternoon and evening," said Harry Malinchik, general manager, who will supervise operations. Plans include remote studios in San Francisco and possible tie-up with San Francisco station for additional feeds. Coverage will be sustaining.

KUOA Siloam Springs, Ark.—General Manager Storm Whaley will cover, transcribing his own commentaries and interviews with dignitaries. He also plans to file overhead wire copy daily.

WLS Chicago—Will use wire recorder to transcribe interviews with dignitaries and farm economists, pointing our material to the food and agricultural angle as well as events and proceedings especially pertinent to midwest interest and economics. Station also will cover overheard wire to be used on regularly scheduled newscasts. All coverage will be sustaining. WLS has comprehensive pre-Conference plans scheduled. Beginning April 1, including shortwave broadcasts from several nations to be represented and interviews with delegations passing through Chicago. Covering for WLS and the "Prairie Farmer" will be John Stromh, WLS agricultural reporter and managing editor of the "Farmer" and Harold Safford, WLS program director.

AFL Series

FOLLOWING the conclusion March 31 of the 13-week CIO Saturday afternoon series, "Job for Tomorrow," CBS on April 7 starts "Builders of Victory," an AFL series, for 13 weeks in the same period, 3:15-4 P.M. New series will be devoted to the Seabees. Series will feature interviews with Seabees at overseas posts.
**Merger Hearing Resumes Tuesday**

Gen. Ingles Favors Voluntary Partial Consolidation

IRKED because the State Dept. was not prepared to present its testimony, Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee last week postponed until Tuesday (April 3) hearings before a subcommittee on a proposed merger of international telecommunications.

Francis Colt de Wolf, chief of the State Dept. Telecommunications Division, advised Sen. Wheeler on Tuesday that a cut in secretarial staff of William L. Clayton couldn't be ready until Saturday. Chairman Wheeler cautiously remarked that the State Dept. had been preparing its evidence for two years but when the committee was ready to hear it, State Dept. wasn't.

**Voluntary Merger**

Maj. Gen. Harry C. Ingles, USA, Chief Signal Officer, put the War Dept. on record as favoring a voluntary consolidation of some international carriers, but he proposed no definite plan, as had the Navy Dept. [BROADCASTING, March 26]. Gen. Ingles said the Army's sole concern is national defense and that respect it does have a direct interest in international commercial communications.

He estimated the Army has about $152,000,000 worth of equipment, much of which could be converted to private enterprise after the war. He discounted disputes between the Army and commercial enterprises over spectrum space and said that commercial enterprise always wants more frequencies but that private interests would not be handicapped by Army needs.

Under questioning by Sen. White (R-Me.), ranking minority member of the standing committee, Gen. Ingles said he felt a partial merger would ease the demands for frequencies.

Charles I. Stanton, deputy administrator of the Civil Aeronautics Authority, said CAA was interested only in aircraft communications and navigational aids. He was not convinced, he testified, of the complete merger as proposed by the Navy would solve any problems and could see no demonstration of efficiency in such a consolidation, he added. Although there are not sufficient frequencies for direct international broadcasting and that some may be taken from aviation as a result. He pointed out that the leading nations are planning to expand international broadcasting after the war.

**NURSE RECRUITING CREDITED TO RADIO**

STATIONS in the Minneapolis-St. Paul area through cooperation with the OWI Domestic Branch Radio Bureau have been given credit for all the nurses recruited there during March and over half of those recruited since the first of the year.

Since Jan. 1 a total of 294 nurses in the Twin Cities have applied for commissions in the Armed Forces and a check by local hospitals revealed that more than half were prompted by the appeals broadcast by stations in the vicinity. The Hennepin County Red Cross Chapter in a letter to Mrs. Hayle S. Cavanor, OWI regional chief in Minneapolis and formerly WCCO, reported that 40 nurses were recruited in March and since other publicity prevalent earlier in the year has died down, the Red Cross chapter is certain radio alone is responsible.

**WRC News Sponsors**

WRC Washington commentators Morgan Beatty and Arthur J. Bergman have signed 52-week contracts with new sponsors. The former's 1:45-2 p.m. network news spot has been taken twice a week by Washington's First Federal Savings & Loan Assn. through Courtland D. Ferguson agency. The latter is being sponsored by the Adam Scheidt Brewing Co., 6:30-7:00 p.m. six days a week. Lawrence I. Everling is the agency.

**COMMERCIAL**

Commercially speaking (Kellogg's Pep and Procter & Gamble's Ivory Snow are the commercial guests at this Blue Network breakfast table), the success of the program seems to depend more on delivery than on formula. Routine business on the show never varies. The guests, both studio and listening, anticipate every course and relish the ingredients. This is another tribute to Mr. B because people familiar with the recipe, learn to be very critical of the cook.

"HAVE A CIGAR" says T. B. to a pretty breakfast guest and everyone chuckles. "Have some helpful ideas" says Printers' Ink but P. I. is serious and so are its more than 15,000 readers. They expect first quality advertising and marketing help from the first publication in the field. Since 1888 they haven't been disappointed. Like the breakfast guests on the Blue, Printers' Ink's readers are familiar with the recipe and critical of the cook.

Part of the Printers' Ink list of more than 15,000 subscribers is partitioned like this: at Kellogg and Reynolds & Eckhardt, 17 subscriptions; at Procter & Gamble and Compton, 17 subscriptions; at the Blue Network and its affiliated stations, 41 subscriptions.

We believe most people know of P. I.'s important circulation, know both its quality and quantity. We think they know that Printers' Ink carries more pages of every kind of media advertising, yes, even radio advertising, than any other publication in its field. We won't go into the score here but we will say this: Most advertisers find it profitable to use the medium their customers and prospects like best and you will find it worth while to follow this pattern. You can reach most important advertising and marketing people best when you buy P. I. first.
Antenna Systems Proposed as Subject At FCC's Hearing on Clear Channels

ADDITION of antenna systems to the issues of the forthcoming clear channel hearings before the FCC May 9 was suggested by John Barron, Washington consulting engineer, in a letter to the Commission last week.

Eight stations and one group had filed for appearances as Broadcasting went to press, and one other sought permission to file a memorandum. Indications were that the hearings will begin as scheduled, but that the FCC would continue, once under way, to permit three engineering committees to complete their studies looking towards possible new standards [Broadcasting, March 26].

Deadline for filing appearances was April 2. Among those who plan to file but whose papers were not on record last week are the Clear Channel Broadcasting Service, of which Louis G. Caldwell, Washington, is general counsel, and the Regional Broadcasters Committee, successor to the National Assn. of Regional Broadcasting Service, represented by Paul D. Spearman, Washington counsel.

Issue 8

In his letter Mr. Barron recommended that the Commission include antenna systems in Issue 8. Issue 8 is to determine what changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.

"Clear channel station could operate more effectively with directional antenna systems at night," wrote Mr. Barron, "thereby permitting such stations to render satisfactory service to certain areas and at the same time permitting simultaneous use of the frequency by one or more additional stations. Many clear channel stations will use antiquated and inefficient antenna systems. He suggested the FCC require that all clear channel stations use "modern and efficient antenna systems".

Following are the filings as of last week, with witnesses:

- Westinghouse Stations Inc. (WBZ Boston, WZAA Springfield, KEDG Pittsburgh, KTVW Philadelphia, WWO Fort Wayne, KEX Portland, Ore.)- Walter C. Evans, vice-president, will testify on general policy; Lee B. Walen, general manager, on programming and economic matters; A. D. Ring, Dwight A. Myer and Ralph N. Herman on engineering, with particular reference to the necessity of providing clear channel service.
- KRL Salt Lake City-Witness undetermined.
- WFBW Pittsburgh-Witness undetermined.
- WBW Brooklyn- Seeks permission to file memo.

ASCAP Meeting

GENERAL ANNUAL meeting of ASCAP will be held beginning of April 5 at the Ritz-Carlton Hotel, New York, followed by the Society's annual dinner in the evening.

HARMONIZING maestro of the "band that plays the blues," Woody Herman has come a long way since the days when he toured vaudeville in a solo act at the age of 11.

Born Woodrow Wilson Herman in Milwaukee, he fronted a local band as a child of ten. Since forming his own outfit in 1936, Woody has consistently held a top position among the ranks of popular bandleaders.

Praise for WTAG

GREETINGS from the BBC were sent by Director General William J. Haley, of the British organization, to George F. Booth, president of WTAG Worcester, Mass., on the conclusion of WTAG's "Hooray for the World weeks. The cable was read at a dinner at which Mrs. Franklin D. Roosevelt and ambassadors from many nations were guests.
Video's Power as Advertising Medium Said to Offset Attention Limitations

GREATER commercial value and selling power will offset the few "attention hours" obtainable by television programs and enable video broadcasting to become, before long, "a self-supporting, profitable, advertising medium," it was predicted last week by Mort N. Lansing, radio specialist, Bureau of Foreign & Domestic Commerce.

Surveying the postwar outlook for television and FM, Mr. Lansing, formerly with the WPB Radio & Radar Division, sees interesting program opportunities to attract the buying public, including televised fashion shows, appliance and gadget demonstrations, and exhibition of consumer goods more effectively than by catalogue. He believes that color video should be especially valuable in promoting sales of fabrics, furniture and household furnishings.

Seller's Market

Mr. Lansing expects that postwar television receivers will cost approximately 50% more than AM receivers of comparable quality and that AM-FM sets will cost about 25% more than AM receivers of equivalent models. The backing of business since 1941, he feels, will bring about a seller's market "but after the accumulated demand has been satisfied, there will be much competition among the various radio manufacturers to keep busy their tremendously expanded facilities".

Weighing such factors as prices, proposed new stations and increased coverage, delayed purchases to await "futuristic" models, and the increasingly larger proportion of total sales to be accounted for by television and AM-FM receivers, Mr. Lansing expresses the view that "at least on a short time basis FM will be much more important than television on account of its more general utility and the fact that sound broadcasting techniques have already been developed. As television broadcast techniques are perfected, television sales will become increasingly larger."

Prior to assuming his present post in the Government, Mr. Lansing served in various engineering capacities in the Signal Corps Laboratories and the Office of the Chief Signal Officer. He had previously been affiliated with Gross Brennan Inc., Walter S. Lemmon and Sperry Gyroscope.

Lubke Upholds FCC

HARRY LUBCKE, television director, Don Lee Broadcasting System, Hollywood, told the Society of Television Engineers that the FCC television allocations proposal had been approved by the greater part of the industry. He described as a "crying need," resolution of television receiver production under standards almost completed by the RTPB and FCC and asserted: "If receiver manufacturers are wise they will employ the improved parts developed during the war and will not attempt to produce to meet a corner drug store price level."

New Blue Series

AMERICAN Broadcasting Co. (Blue Network) is preparing a series telling the story of American management in similar way that the network's Labor-USA presents labor's viewpoints. Series will be broadcast on the same 52-week basis as the labor series, he said. The latter is broadcast Saturday 6:30-7 p.m. The network hopes to do the same thing with Government and with Peace, placing at the disposal of suitable spokesmen a weekly period throughout the year in which to keep the public informed.

FRANK H. McINTOSH, consulting radio engineers, moved into expanded quarters at 710 14th St. N.W., Washington last Wednesday. The firm formerly was in the Shoreham Bldg. New quarters include the entire fifth floor. Telephone remains the same: Metropolitan 4477.

Send for Your FREE Copy of Our New Brochure, Full of Detailed Information on Standard and Special Types of Lingo Radiators

JOHN E. LINGO & SON, INC.
Est. 1897
CAMDEN, NEW JERSEY

*AVAILABLE NOW ONLY TO THOSE WITH PROPER PRIORITY - READY FOR QUICK SHIPMENT TO ALL, THE MOMENT PRIORITY RESTRICTION ARE LIFTED...
COMMENTATOR BAN STIRS UP PROTEST

MARCH 1 ban on locally-sponsored news commentators by KFI Los Angeles [Broadcasting, Feb. 12, 1945] resulted in a storm of protest by labor, political and citizens groups which was climax last Tuesday by a resolution of the House floor asking that KFI reconsider its policy. The move was instigated by Rep. Ellis E. Patterson (R) of Los Angeles, co-signed by a non-partisan group of his colleagues.

Mr. Patterson stated in his speech before the House that the station arbitrarily put off the air six commentators whose views do not coincide with those of the station's owner, thus financially affecting the sponsors and denying to the public desired information from well-known and favored news analysts. The resolution said that public reaction was displayed to the censors and the FCC by voluminous mail and because it was "felt this is censorship on a medium of public communications" it was resolved that KFI be urged and advised to "look into its present policy to determine if this policy is in the public interest."

The FCC previously asked the reason for KFI's policy and was informed that it was felt adequate and more competent service was being supplied by its own staff and NBC programs. The complainants, including the local CIO Political Action Committee, felt that the move was political and anti-labor. The Commission decided the move does not raise any question under the Communications Act but said it does review for objective presentation of programs when renewing licenses and could then take action under the precedent set in the Mayflower case ruling.

It is understood KFI is preparing a statement in answer to the resolution. Included in the reply probably will be the argument that a sustaining public forum has been instituted in lieu of the commentators and on the first program last Wednesday 9:30-10 p.m. the CIO took one side of a debate on California health insurance.

Vincent Bendix

VINCENT BENDIX, 62, inventor, founder of Bendix Aviation Corp. and president of Bendix Helicopters, Inc., died last week in New York from coronary thrombosis. Among his inventions were the Bendix self-starter drive, generators, radio direction apparatus for ships, magnets, laundry machinery, landing gears, the four-wheel automobile brake and the modern helicopter.

Guest to Pacific

COL. WESLEY T. GUEST, director of the Public & Operations Division of the Signal Corps and its radio liaison officer for many years, last week was ordered to the Pacific theatre on an important assignment. His successor at headquarters has not been designated. Col. Guest was an important figure on the Board of War Communications and the Interdepartment Radio Advisory Committee and has attended practically all of the international radio and telecommunications conferences as one of the War Department's chief representatives.

LeGate Heads FAB

JAMES M. LEGATE, general manager of WIOD Miami, was elected president of the Florida Assn. of Broadcasters at its annual meeting in Jacksonville. Glenn Marshall, Jr. of WFOY St. Augustine was chosen first vice-president and G. McBride of WBDO Orlando, second vice-president.

Mr. LeGate

LT. TED WOODWARD, former engineer of WAPI Philadelphia who has been overseas two years, has received the Bronze Star with Oak Leaf Clusters and a Presidential Citation.

VERA IMMEIL, of WWSW Pittsburgh control room is leaving the station to join her husband who is with a Gulf Oil Corp. field crew.

J. B. BLOOM, WVL, New Orleans chief engineer, is the father of a girl.

ERAN GREEN, chief engineer of WDEA Tupelo, Miss., is former high-school teacher of L. INEZ MCDONALD, Army nurse who returned to her home school Tupelo after liberation from the Santo Tomas prison at Manila.

LEW RYDER, former NBC central division field engineer now attached to the Army Signal Corps, is the father of a boy.

EDWARD D. LOCKWOOD, radio engineering officer with the 1st Mobile Broadcasting Co. and former engineer of WLW Cincinnati, has been promoted to captain.

ELPHRAHANN has joined the technical staff of WNBW Louisville as chief engineer.

DANIEL McMILLIN and GEORGE S. THOMPSON are new control operators for WIOD Miami.

ELPHRIEBERZ has joined the engineering department of WIBO Philadelphia.

TELECOMMUNICATIONS development in Mexico is receiving the attention of the Department of Commerce with a powerful radio station one of the aims. Automatic telegraph transmitters and receivers are to be installed as soon as available.

For TAILOR-MADE SPOTS and PROGRAMS

Follow the Crowd to...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASHINGTON, D. C.
WRITE-WIRE OR CALL FOR DETAILS
FCC Surveying Effects on Receiver Costs of Moving FM Band Upward

WITH THE FATE of FM still undecided, the FCC has made last-minute attempts to glean every iota of information regarding the possible economic effects of moving the new broadcast service upward in the spectrum, it was disclosed last week.

Under date of March 12 the Commission sent to manufacturers a letter seeking additional information on the relative costs of manufacturing FM units for an 18-mc band beginning at 44 mc and an 18-mc band starting at 84 mc. Although members of the FMIB, who have protested moving the FM band upward, felt the 44-mc request was significant, Dallas W. Smythe, chief of the economics division, FCC, said it had no significance.

“It might well have been 42 megacycles,” he explained. The Commission felt more specific data than that given at the allocation hearings last fall and at oral argument in late February and early March would be of help in determining the economic factors involving FM, according to reports.

Estimates Requested

“The Commission would like to obtain more specific information on the question whether it will cost more to build an FM receiver with a band beginning at 44 mc than it would if the band began at 44 mc, assuming in both cases a total band of 18 mc to be covered,” said the FCC letter under the signature of T. J. Slowie, secretary. Each addressee was assured replies would not be used “in any way which will disclose your identity in connection with your estimates.” Specifically the Commission asked this information:

“State your estimate of the difference if any between the retail value per unit of an FM receiving set capable of receiving over the band of 18 mc beginning at 44 mc and an FM receiving set capable of receiving over a band of 18 mc beginning at 84 mc under the following assumptions in each case:

(a) 1945 cost conditions; (b) production to be at rate which will provide optimum utilization of plant capacity available after cessation of hostilities; (c) receiver to be an AM-FM combination retailing at about $75; (d) receiver to be built to specifications which you would probably adopt for your postwar product.

State the composition of this difference in price (if any) in terms of additional components, different types of components, labor, retail and wholesale mark-up, etc.

State whether the price difference would be the same for combination sets regardless of the price class of the set and if the answer to this is no, state how the price difference would vary with retail price.

Reports Due Soon

All information was to have been in by last Monday, according to the letter. Whether the FCC planned to place the results of its latest survey in the record could not be determined, although it was pointed out that several questions with reference to the cost of building receivers in the present band and in the proposed 84-102 mc band were vague.

The receiver committee of RTBP Panel 6 (FM) reported minutes of several meetings and witnesses representing various manufacturers testified the increased cost to the public of moving FM upward would be from $4 to $30 per FM unit.

Meanwhile, it was indicated that final allocations above 25 mc and a proposed report below 25 mc would be released within the next two weeks. The Commission staff is said to be eager to get as much of the allocations as possible cleaned up before delving into the clear channel hearings, which are slated to begin May 9.

A series of conferences has been held between the FCC and the Interdepartment Radio Advisory Committee, with reference to the proposed allocations below 25 mc and the final report above 25 mc. It is reported that the only stumbling block in the way of a final decision above 25 mc is the location of FM.

Jett III

COMMISSIONER E. K. Jett of the FCC was confined to his home in Chevy Chase, Md., most of last week by the flu. He was at his office on Monday, but was forced to forego the regular Tuesday Commission meeting.

KPO Institute

THE THIRD summer institute to be conducted by Stanford University and KPO-NBC San Francisco will open June 21, John W. Elwood, manager of KPO announced. This year's classes, it is expected, will hold special interest for returned servicemen. Courses will include acting, announcing, radio writing, production, control room operation, radio for teachers, and similar fields, with members of the Stanford faculty and of the KPO staff as instructors. Applicants for enrollment may write to Mrs. Inez G. Robertson, Stanford University, Palo Alto (Cal.) or KPO San Francisco.

CATHOLIC Radio Week, April 8-14, will emphasize the fundamentals necessary for a lasting peace when various state networks will carry a series of broadcasts on the topic.

PEORIAREA Moves the Earth

"Change the Paint, Joe... We're Producing for Civilians, Now!"

Changing the color of the paint will virtually transform Peoria's industrial production from war to peace. For to earth-moving equipment, a bomb crater is the same as a hole in a cow pasture...it takes the same kind of machine to fill both.

This means there'll be no reconversion delay in Peoriarea—no sales lag. Actually, there's likely to be a sales leap. Postwar will be the reconstruction period—and Peoriarea makes construction equipment.

Although Peoriarea is a BIG market today, it's likely to be a BIGGER market tomorrow. So grow with us...
WLB Denies Plea For Program Fees
But Chicago AFRA Receives Increase in Hourly Pay

REQUEST for program fees or "pay within pay" was denied and an increase of 14 cents per hour for staff announcers retroactive to Nov. 1, 1943 was authorized in a directive issued March 21 by the Regional War Labor Board of the Sixth Region in the dispute between six Chicago class B stations and AFRA [Broadcasting, Dec. 22]. Chicago stations are WJJD, WIND, WAFF, WAIT, WSBC.

In addition to two-week vacations granted to staff announcers, stations have agreed that announcers will receive one day off for legal holidays within a 28-day period following the holiday or may add such days to the vacation period whenever possible.

In denying the "pay within pay" principle, the Regional Board sustained the recommendations made in the report of the panel last December. The panel held that the extra fees asked by the union, ranging from 25c to $1.50 for commercial, would raise announcers' pay by $15 to $39 a week.

The panel had also cited the WMAL case in which the national Board had originally reversed the recommendations of the hearing officer and denied the request for extra fees. Since the issuance of the panel report, however, the Board again reversed itself [Broadcasting, Jan. 22] and the station subsequently filed a petition for reconsideration [Broadcasting, Feb. 5]. No action has been taken on the petition.

ANNUAL SPRING party of the 1619 Club, organization of KFW Philadelphia employees, is scheduled for April 13.

GOT A MILLION of 'em would be proper response when these representatives from Hollywood record pressing and processing companies formally presented Col. Thomas H. A. Lewis (c) Commandant of Armed Forces Radio Service, Hollywood, with millionth recording for entertainment of overseas servicemen on March 15. AFRS is combined operation of War and Navy Departments and is agency charged with bringing radio entertainment to armed forces overseas. Firm representatives are (1 to r): Jim Bayless, RCA-Victor; Oscar Turner, NBC Radio-Recording Division; Andrew Shrade, Columbia Recording; C. P. MacGregor, president of C. P. MacGregor Co.; Louis Goldberg, head of Allied Record Mfg. Co.; Paul Quan, C. P. MacGregor Co.; Eugene Bedell, Allied Record Mfg. Co.; Chang Winters, Radio Recorder.

IT&T SCIENTIFIC GROUP ORGANIZED

TO COORDINATE the work of electronic scientists of International Telephone & Telegraph Corp. throughout the world, a $2,000,000 corporation, International Telecommunications Laboratories has been formed, Col. Soothenes Behn, president of IT&T and chairman of the board of the new company, announced last week.

The scientific corporation was created to make possible ultimately an exchange of inventions and closer coordination of IT&T's worldwide electronic research work, the announcement stated, "including advancement in radio, television and other branches of the communication arts and the aids to aerial navigation which they will afford in the postwar era."

E. M. Deloras, general director of federal telephone and radio laboratories, New York, is president of the new organization, which is owned jointly by IT&T and a subsidary, International Standard Electric Corp.
Singing Commercials, Repeatation Draw Main Objection, Survey for ANA Shows

SUPPORTING the claims of those who believe something ought to be done about excessive commercialization on the air are the findings of Opinion Research Corp. in a nationwide survey made for the ANA to determine what the general public thinks of the wartime operations and advertising of American business.

After a number of questions in which the answers reveal the public thinks advertising of value in securing public aid for the war effort, in informing people about postwar products and in creating postwar employment, and that the man in the street tends to overestimate the amount of the purchase price of common articles that goes for advertising them, the people interviewed were asked if they find anything objectionable in present-day advertising, with the answers divided about 50-50 between those who do and those who don't.

To the next question: "Is there anything about advertising today that you object to seriously?" 21% replied, "Too many radio commercials," with singing commercials and repetition of commercials on the air cited in explanation of the general answer.

Another question revealed that one person in six has on at least one occasion switched brands because of objectionable advertising and when they were asked in what medium the objectionable ads appeared, radio was mentioned four times as often as the next medium, 13% to 3% for magazines and 2% for newspapers.

Stations Too Timid

Paul Ellison, advertising director of Sylvania Electric Products Inc. and chairman of the ANA public relations committee, in releasing the survey statistics told BROADCASTING: "I believe that stations in general have been too timid in revising the set structure of many programs as they are received from agencies and advertisers. The very great majority of advertisers, I am sure, would be eager to have stations exercise the dictates of good taste and good judgment. This applies particularly to news broadcasts."

FCC Names Kibler

APPOINTMENT of Milton J. Kibler, former Army major, as attorney on the NAB staff to assist John Morgan Davis, of Philadelphia, NAB director of labor relations, was announced last week.

Mr. Kibler will assist in legal matters having to do with employer-employee relationships. He practiced law in Washington until 1941 when he became a civilian legal advisor in the office of the Chief Engineer, War Dept. In 1942 he was commissioned a first lieutenant in the Army Reserves and served as legal advisor and policy director to the Director of Procurement of the Surgeon General's office. Last November he was honorably discharged with a rank of major because of injuries incident to his service.

Florence E. Norfleet

MRS. FLORENCE E. NORFLEET, 87, mother of William J. Norfleet, FCC chief accountant, died last Friday morning at the home of a daughter, Mrs. P. C. Baldwin, in Richmond, Va., where she had lived for 40 years. Services were conducted Saturday. Besides her son and the daughter with whom she made her home, Mrs. Norfleet is survived by two other daughters.

Dr. N. M. Hopkins

DR. NEVIL MONROE HOPKINS, 71, consulting engineer, inventor of several radiod devices and president of National Electric Bum, died in New York March 26 after a brief illness. His best-known invention in the broadcasting field is the Radiovotcer, designed to provide instantaneous surveys of the radio audience.

The Radiovoter was invented in 1934 and the NEBA formed in 1936 to acquire licenses from Dr. Hopkins, for this and other audience measurement and polling devices but the device has not been produced on a large scale.

EARL O. WYLER, general manager and vice-president of KTSM El Paso, and OWE regional director for radio, has been elected president of the El Paso Chamber of Commerce.

Dr. Hopkins

Acquires KSJB Control

APPLICATION was filed with the FCC last week for acquisition of control of KSJB Jamestown, N. D. by John W. Boler, president and general manager of North Central Broadcasting System, through purchase of 72 shares common stock for $7,200. New holder of 23 shares, he acquires 24 shares Treasury stock and 48 shares new issue. Additional capital is needed in connection with proposed expansions. Application stated.

OWI Fights Jamming

OFFICE OF WAR INFORMATION, in an attempt to counteract heavy jamming of its German language communiques by the enemy, now inserts one and one half-minute German bulletins in all its 26 foreign language broadcasts and three-minute German broadcasts are scheduled every half-hour during OWI night music programs.

AP

KGGF, Shawnee, Oklahoma

"We are finding your Tele-
script, 'Washington Today,'
very fine indeed."

Maxine Eddy,
General Manager

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

**ACTIONS BY COMMISSION**

**MARCH 27**

590 kc KTBC Austin, Tex.—Granted vol. assign. license from State Capital Broadcasting Assn. to Claude T. Johnson.

1140 kc WBRW Weirich, Va.—Granted vol. transfer control from J. W. Blackman to W. F. Blythe and J. W. Blakely.

920 kc WMRO W. New York City—Denied motion inasmuch as it seeks to amend application so as to change requested 1400 kc to 1370 kc; granted motion insofar as it asks leave to amend application; denied without prejudice motion insofar as it requests that amended application be removed from hearing docket.

Ronald B. Woodyard, Utica, N. Y.—Granted motion to dismiss without prejudice application for CP change 1400 kc to 1230 kc.

**Applications**

**MARCH 26**

NEW-Channels 3 Travelers Broadcasting Service Corp., Hartford—CP new commercial TV station Channel 7 ESB 1200, as amended to request Channel 3 as proposed in allocation (66-66).<ref>
COURIER-JOURNAL & Louisville Times Co., Eastwood, Ky.—CP chance assign. WXXE.


615 kc KDJB Jamestown, N. D.—Application for control from John W. Boer through purchase 72 ch common stock.

NEW-Channels 1 WDAF Kansas City—CP new commercial TV station, Channel 1 as proposed in allocation (44-50), ESB 240.

**MARCH 28**

NEW-1570 kc The Central Valley Radio, Lodi, Cal.—Denied without prejudice motion insofar as it seeks to amend application so as to change requested 1400 kc to 1370 kc; granted motion insofar as it seeks leave to amend application; denied without prejudice motion insofar as it requests that amended application be removed from hearing docket.

Ronald B. Woodyard, Utica, N. Y.—Granted motion to dismiss without prejudice application for CP change 1400 kc to 1230 kc.

**Applications**

**MARCH 29**

1230 kc WNNF High Point, N. C.—Vol. assign. license from Radio Station WMFR to James D. Holman, Jack W. Holman, C. E. Morales, R. P. Shively and J. C. Cline.

1230 kc KPHO Phoenix—Application for control by Rex Scheppe through purchase 210 2.3 kc from Central Newspapers Inc.

1230 kc WWLr Freeport, N. Y.—Mod. license change hours operation from 17-21 to unlimited.

1130 kc WPIN Findlay, Ohio—Vol. assign. license from Findlay Radio Co. to Fred R. Haver, d/b Findlay Radio Co.

NEW-Channel 4 WHKC Columbus, Ohio—CP new commercial TV station. ESB 1920.

NEW-Channel 5 WHSK Akron, Ohio—CP new commercial TV station. ESB 970.

NEW-47.1 mc WHKK Akron, Ohio—CP new FM station, 4500 sq. mi., 153,600 estimated cost.

1230 kc WJB Bloomington, Ill.—Voluntary assign. license from Arthur Malcolm McGregor, Woodrow, Gary, Malcolm McGregor, and Hugh L. Gately d/b Radio Station WABC to Arthur Malcolm McGregor and Hugh L. Gately d/b Radio Station WABC.

**GENERAL ELECTRIC**

GENERAL ELECTRIC'S electronics department has announced a new beat frequency audio oscillator, Type AO-2, to amplify measurements of audio amplifiers and radio receiver fidelity. E. E. Williams, sales manager, has announced. The unit provides a stable sine wave, continuous variable frequency from 0 to 25,000 cycles per second.

**Docket Actions**

**MARCH 28**

WOKO Albany, N. Y.—Adopted order final proposed findings of fact and conclusions and denying application for license renewal. Effective date 4-27-46.

WOW New York—Announced proposed findings of fact and conclusions to deny transfer of control from Arde Bernard, Dorothy Carter and G. W. Brown to John E. Mize and Meyer Mester.

**Actions on Motions**

**MARCH 28**

John H. Stenier Jr., Wilkes-Barre, Pa.—In request of petitioner withdrawn petition for inclusion in hearing record in Wilkes-Barre cases (Docket 6119, 6170, 6171, 6273) of additional exhibits.

1490 kc KFPA Helena, Ark.—Motion to dismiss without prejudice application for CP change 1490 kc to 1550 kc.
Abeyance Asked On WOW Decision

PREPARED with the assistance of Charles R. Denny, general counsel and Harry M. Plotkin, assistant general counsel of the FCC, a brief filed last week by the Solicitor General at the request of the U.S. Supreme Court suggests that the Supreme Court of Nebraska should hold its judgment in abeyance on the case of Radio Station WOW Inc. [BROADCASTING, March 5]. The brief suggest this action until the Woodmen of the World Society may seek to resume operation of the Omaha station or attempt to sell it to the same or a different party upon terms consistent with state law.

This conclusion is reached as a means to separate action on the physical property of the station and the license without disconnecting the two in fact. It is further suggested that whatever operation may be decided upon, may then, after approval by the court, be submitted to the Commission for transfer of license. If the Commission consents the State court may enter an appropriate order with respect to the physical property. If license transfer is withheld, adjustments may be made which will bring an acceptable proposal.

Numerous decisions are cited to uphold these conclusions. First, it is shown that even as respects utility property, liens may be enforced if the public service is not thereby endangered and that the courts have jurisdiction over the physical property of stations notwithstanding licenses issued by the Commission. Also, the brief states, the Act contains no provision for continuance of broadcasting until permission to abandon service is obtained, frequently the case with utilities.

The ruling of the state supreme court, the brief says, went too far in setting aside the license and it should be directed to eliminate all provisions relating to this. Otherwise the Commission's jurisdiction is invaded and WOW would be prevented from opposing the return of the license to the insurance company or from applying for a new license to operate a station on the same frequency, should it get equipment.

BMB Signs 88% at Chicago Meeting For 474 Total; Big City Opposition

THE BIG CITIES still look skeptically upon BMB despite the fact that Hugh Feltis, president, signed up 88% of the stations registered for the 9th District meeting of the NAB in Chicago last week.

Of the stations signing, only one Chicago outlet—WGN—pledged its support. In New York, it was recalled, where first opposition to the plan developed, 15 of 36 stations signed. There are 16 stations in Chicago. Glenn X. Snyder, general manager, WLS, said late Friday his station would support BMB.

With the addition of the Chicago subscribers and those who had signed contracts at the 7th District meeting in Cincinnati two days earlier, total supporters now are 474.

In Cincinnati, also, only one Queen City station signed—WKRC the remainder of the members being drawn from outlying cities in Ohio and Kentucky. It was understood that WLY, in withholding its support, presented to Mr. Feltis a bill of complaint to which the BMB president said he would reply after consultation with his board.

Some considered it significant, foreshadowing things to come, that WGAR Cleveland did not sign in Cincinnati. The outlet is a sister station of WJR Detroit, both owned by G. A. (Dick) Richards. The WGAR attitude, it was thought, might reflect a similar skepticism on the part of the Detroit outlet. A third Richards station, KMFC Los Angeles, is a subscriber of Detroit, it is generally conceded, will be the most difficult selling job Mr. Feltis will encounter. District 8 meets there April 2-3.

Frank Schreiber, general manager of WGN Chicago upon signing said: "We consider BMB to be the first effort of the industry to establish a sound basis of self-evaluation."

Stations signing in Cincinnati:

Kentucky: WLBJ Bowling Green; WMU Owensboro; WKRC Ohio: WHK Cleveland; WCOL Columbus; WING WHIO Dayton; WFCI Findlay; WPAY Portsmouth; WIZE Springfield; WSPD Toledo; WFMJ Youngstown; WHIZ Zanesville; WHKK Akron. Those in this district pledging support before the meeting—Kentucky: WMCI Ashland, WJLP Lexington; Ohio: WICA Ashland, WHBC Canton, WHKC Columbus, WLOK Lima, WMRN Marion, WSTV Steubenville, WKBN Youngstown.

Stations signing in Chicago:


At the Chicago district meeting, delegates agreed to refer the Illinois radio label bill to the National Legislation Committee for study and went on record in opposition to it. J. Harold Ryan, president, and Lewis H. Avery, director of broadcast advertising, NAB, addressed the Cincinnati and Chicago meetings.

Presiding at Cincinnati was Nathan Lord, general manager of WAVI Louisville and district director; at Chicago, Leslie C. Johnson, general manager of WHBF.
Operator-announcer. First class radio-licensee must be capable of news and commercial announcing. For 230- and 500-kilowatt facilities. Good salary, anual bonus and full benefits. Reply Box 523, BROAD-CASTING.

Help Wanted (cont’d)

First-class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and send references. Letter. Box 399, BROADCASTING.

Second-liner. Saleman-Salesman. Outstanding independent station in midwest seeks commission salesman capable of selling station and accounts. Right man can earn $1,500 a year. Must know trade. Send letter, in confidence, to Box 430, BROADCASTING.


First-class engineer wanted for progressive 250 watt Blue-Mutual station in northeastern Texas. Send qualifications and salary requirements to Box 460, BROADCASTING.

Wanted—First class license. Immediately. Send complete story first letter. Box 470, BROADCASTING.


If you are a good mustard clock man we can use you. Send your qualifications and we will let you know what your experience has been, also salary expected and draft status. Box 477, BROADCASTING.

Announcer for splendid position in southeastern Blue affiliate. Congenial, pleasant, with good business background and capable of handling continuous department and giving good service. Salary $45 per week. Reply Box 471, BROADCASTING.

Wanted—Continuity writer. Not for spots alone, but a writer capable of handling continuity department and carrying out ideas into complete continuity. KONC, Amarillo, Texas.

Assistant broadcasting station has opening for operator announcer with first or second class license in Milwauk ee, Wisconsin. $2,900.00. Reply Box 472, BROADCASTING.

Top-flight Radio Executive Capable of assuming general management

SALARY: $25,000 per annum plus

Bonus Based on Earnings

(At current levels of Broadcast Advtg. this bonus is substantial)

Answers will be seen by Owners Only and will be held in strict confidence.

Our organization has knowledge of this advertisement

Write Full Particulars If You Qualify to BOX 500, BROADCASTING

Assistant manager or program director with ability and enthusiasm to back up complete knowledge of program- ming and sales. Must be interested in building radio, as well as others, who can handle personnel, and sales and who welcomes the opportunity to give maxi- mum and direct effort. Please write Box 490, BROADCASTING.

Radio promotional writer, college grad- uate with excellent radio experience. Formerly advertising manager of depart- ment store chain. Desires position of public- ity and public relations work. Box 491, BROADCASTING.

Wanted—Manager’s position with pro- grammers in charge of new low power station in post-war service. Excellent opportunity. Will be interested in a steady future. Flah-in-the-panes need not apply. Please write complete details immediately to Box 492, BROADCASTING.

BROADCASTING • Broadcast Advertising

Wanted—Everything for 100 watt station. Cash, trade, lease. Box 438, BROADCASTING

For Sale

Have all material and will erect one or more new 250 watt Class D Stations in radius of 1500 miles of Los Angeles. Box 469, BROADCASTING.

250 watt composite transmitter. FCC signed. Will sell immediately to right owner going into the service. West Coast area. Box 470, BROADCASTING.

100-watt composite transmitter, suitable for AM or FM. 4,000.00. Reply Box 471, BROADCASTING.

250-watt composite transmitter, suitable for FCC approval. $2,600.00. Regional Radio Sales, 231 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

250-watt composite transmitter, just rebuilt, fine condition, ready for FCC approval. 4,500.00. Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

Fairchild F-26-2 portable recorder playback. Dual speed 17½ turntable. Just sold one to Parnsworth Radio Broadcasting. Condition perfect. Price, $1,000.00. Reply Box 473, BROADCASTING.

1000 watt water-cooled Western Electric transmitter. Box 481, BROADCASTING.

WANTED

A Top Man (and we mean tops) with a good voice, experience, etc. looking for a position where he can take over a station or do a convincing newscast with equal facility. A Southwestern CBS station in a metropolitan market with the finest living and educational facilities wants a real announcer and is prepared to pay a good price. But we want a man who is interested in a steady future, not a steady future. Flash-in-the-panes need not apply. Please write complete details immediately to Box 490, BROADCASTING.
Seventh War Loan Radio Promotion

THE SEVENTH War Loan Drive, May 14 to June 30, will be backed by the most intensive promotion drive in history. The War Advertising Council said that to help the drive meets a goal of 14 billion dollars, advertising contributions are expected to top the record $284,289 worth of time and space contributed to the Sixth War Loan.

Radio plans, prepared by Joseph Katz Co., volunteer agency in charge of radio for the campaign, provide recorded programs for stations, all available for local sponsorship. These transmissions include a series of three-weekly 15-minute Salutes; a quarter-hour series, Music for Millions and 21 five-minute shows titled I Know The Enemy. Stations will receive a kit of announcements and program suggestions.

Six volunteer agencies cooperated with the council to prepare advertising for all media. Agencies in addition to Katz are: Albert Frank-Guenther Law, Ruthrauff & Ryan, J. Walter Thompson Co., Young & Rubicam, G. M. Basford Co. Stuart Peabody, advertising director, Gordon Co., is council coordinator on finance campaigns, and Guy Lemmon of the council staff is campaign manager.

Plans for a special network program May 13 to launch the campaign were discussed Thursday at a meeting of network program executives with officials of the Treasury Dept. and the OWI in New York. Attendance at the meeting included: Douglas Coulter, Roy Langham, CBS; Clarence Menser, Tom McCray, Dwight Herrick, NBC; Phillips Carlin, Tom Slater, MBS; Charles Barry, Blue; George Ludlam, Harold Stone, Harold Rosenberg, OWI; Ted Gamble, Tom Lane, Eugene Carr, Treasury.

ANTI-ROYALTY BILL OFFERED IN HOUSE

Another legislative proposal to outlaw royalty payments by employers to unions was offered to Congress last week with the introduction of a measure (HR-2819) by Rep. A. L. Miller (R-Neb.) which was referred to the House Labor Committee. A similar bill (S-754) was introduced recently by Sen. Joseph W. Bailey (D-N.C.) and was referred to the Senate Judiciary Committee [Broadcasting, March 20].

Rep. Miller said he was aiming at the royalty system in force in the recording industry whereby fees are paid on records and transcriptions to the American Federation of Musicians and to the recent demands (withdrawn last week) of John L. Lewis for a 10c per ton royalty on coal to the United Mine Workers. Miller's bill, if enacted, would stop the recording fee system.

Declaring that "Congress never intended that labor unions should get the green light to commit acts that would be illegal if committed by anyone else," Mr. Miller said that if the legislative action is not taken to curb "the racket of Petril-Lo and Lewis," unions in the steel industry could demand royalties on all steel produced, on every plane that is manufactured or on every radio."
STATE RADIO LIBEL BILL IS PROPOSED IN ILLINOIS

RADIO LIBEL bill was introduced in the Illinois Legislature last week by Sen. Downing (R-Macomb) and Sen. Connors (D-Chicago) to make radio equally responsible with the press for libel. Now defamation by radio is considered as slander.

The Chicago Daily Times March 29 editorialized: "It is only right that radio...should be held accountable...But why not go further and make our state constitution clear on radio rights as well?" A libel bill also is pending in the Pennsylvania Legislature.

RADIO WOULD BE UTILITY UNDER WISCONSIN BILL

OPPOSITION to a state bill which would make radio a public utility, subject to Public Service Commission regulation, was voiced at hearing held in Madison before the Wisconsin State Legislature's Committee on State and Local Government. Bill's author, Sen. Louis Felliens Jr. (R-Fond du Lac), declared he introduced the measure to test public reaction. Edwin Conrad, Madison, attorney formerly on FCC staff, declared measure unconstitutional, as radio is interstate commerce and can be regulated only by Federal Government. Also appearing in opposition was Ralph O'Conner, WIBU Madison manager.

WOR REQUESTS BMB DETAILS BEFORE DECISION

WHILE unofficially favoring the primary objective of BMB, WOR New York would like a detailed blueprint of BMB's "specific, detailed methodology for handling the job" before it pledges support, Rufus C. Maddox, WOR vice-president, states in a letter written March 30 to Hugh Feltis, BMB president. Expressing belief that "in the last analysis BMB will be determined by the technical soundness of its research," Mr. Maddox concludes WOR would be happy to sign the moment a complete operational blueprint is accepted by the WOR research staff.

HOPE STILL AHEAD

BOB HOPE, with Hooper rating of 29.8, has the largest audience of any evening network program, according to the March 30 report of C. E. Hooper Inc. Fibber McGee & Molly is second with 29.9 and Lux Radio Theatre third with 25.6. Rest of first 15 are: Screen Guild Players 24.0, Walter Winchell 23.8, Mr. District Attorney 23.2, Abbott & Costello 20.1, Bing Crosby 20.1, Kay Kyser first-half hour 19.9, Joan Davis-Jack Haley 18.7, Charlie McCarthy 19.2, Eddie Cantor 17.5, Jack Benny 17.7, Amos & Andy 17.0, Take It or Leave It 16.4. Leading Sunday afternoon programs are: The Shadow 10.6, John Charles Thomas 7.4, Sammy Kaye 6.4.

WINF TRANSFER ASKED

VOLUNTARY assignment of license of WFIF Findlay, O. is sought in an application filed with the FCC last week, from Findlay Radio Co. to Fred R. Hover, general manager and majority stockholder, who proposes to purchase remaining six shares at $250 per share, becoming sole owner of the 1,000 w daytime outlet on 1330 kc.

OFF TO FRONT

BLUE Network Correspondents George Hicke, with the First Army, and Gordon Fraser, with the Ninth Army, cabled Newshief Johnny Johnstone last Wednesday not to expect to hear from them till Saturday. Press camp is so far behind its impossible to cover front in one day for eye-witness story, they cabled, "so we're taking off with recorder to try and find the front."

SPECIAL CIRCUIT FOR RHINE NEWS

REASON NEWS FLOW VIA RADIO from Rhine battle areas has been so even can be attributed to special circuit installed few hours before big push, originating from special Signal Corps transmitter in Germany and terminating in A.T.&T. overseas division, New York. All networks are tied into A.T.&T. board for this circuit.

Arrangements were made by Col. Carl Hatch, Signal Corps, and Col. E. M. Kirby, Radio Public Relations chief, both of whom were commended by SHAPE for job. Col. Kirby telephoned New York at 5 a.m., March 23 to tie into A.T.&T. board. By midnight that date operations were complete. Circuit is still in use.

SHERWIN-WILLIAMS AWARDS

ARTHUR W. STIEUDEL, president of Sherwin-Williams Co. sponsor of the Metropolitan Opera Presents on the Blue Network Sunday evenings, during yesterday's broadcast presented Metropolitan Opera Co. contracts and checks for $1,000 to Bar's winner, Robert Merrill, baritone, heard regularly on NBC's Serenade to America, and Thomas Hayward, tenor. Formerly staff baritone solist of WDAF Kansas City, Pierrette Alarie, coloratura soprano who began her singing career on CKAC Montreal, and Joseph Laderoute, tenor, formerly of WLW Cincinnati, received scholarship awards of $500 each and options from the Metropolitan.

WPB SET SURVEY

WPB OFFICE of Civilian Requirements, using facilities of Census Bureau, is surveying consumer requirements for radios and radio repairs as part of general inquiry on household appliance needs. New question in current survey concerns difficulties since Jan. 1, 1945 in getting sets repaired. Spot check uses sample 4500 families in 68 communities in 45 states and D. of C.

SEEK WBBC ASSIGNMENT

APPLICATION was filed by WBBC Bloomington, Ill. with the FCC last week requesting investigation of assignment of license from present owners to a new partnership of the same individuals but excluding from partnership title the name of Dorothy Charlotte McGregor, deceased wife of Arthur Malcolm McGregor, co-owner and manager. Other co-owner is Hugh L. Gately, commercial manager.

CLOSED CIRCUIT MOVED

DATE and time for the Mutual-Treasury closed circuit conference originally set for April 8, 12:30-1 p.m. (EWT) [CLOSED CIRCUIT Mar. 28] has been shifted to April 7, 1:15-2 p.m. to provide more time, better preparation in the field and to enable more persons to attend local gatherings.

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A GREAT NEW AMERICAN ENTERPRISE CAME TO LIGHT!

Salute to WEAF, New York — broadcaster of "the first commercially sponsored program of the Queensborough Corporation, a real estate organization." Late one afternoon — 5:15 on Aug. 28, 1922, to be exact — H. M. Blackwell stepped before a WEAF microphone to speak on the advantages of apartments in Jackson Heights. The $100 paid for that ten minutes on the air is possibly the most significant purchase of time in a radio age. For it was the instrument whereby a great new American Enterprise came to light! Such radio pioneers as Arthur B. Church, founder and president of KMBC, mark with satisfaction this important milestone in broadcasting's first twenty-five years. Even as far back as 1915 Mr. Church was merchandising radio parts to fellow "ham" operators over his "wireless" — a forerunner to KMBC of Kansas City. Yes — a far cry from the comprehensiveness of today's commercial operation, but what better evidence could emphasize the success of the American System of Broadcasting!

"From Broadcasting Magazine's "Chronology of the Development of Radio and Broadcasting."

KMBC OF KANSAS CITY Free & Peters, Inc.
Of Course — KMBC-FM — an extra service at no extra cost Since 1928 — The Basic CBS Station for Missouri and Kansas

FIRST WEAF TRANSMITTER WITH "CLOTHES-LINE" ANTENNA AT 463 WEST STREET, NEW YORK CITY
Because KLZ Has the FACILITIES to Give
The Denver Region Its Best Radio Service!

- KLZ has the wherewith and the know-how to perform unsurpassed service for listeners in the Denver-Rocky Mountain area. KLZ possesses the most complete array of transmission equipment of any station in Denver, including a developmental FM transmitter now being installed, Denver's first FM station.

- KLZ operates one of the finest mobile units in the West equipped not only with a complete, self-contained mobile radio station, but a public address system, transcription equipment and flood lights. This unit has proved its usefulness over and over again in emergencies of all kinds and in bringing KLZ listeners on-the-spot descriptions of events of every kind.

- With two pack transmitters, a cueing transmitter and other necessary equipment, KLZ is prepared to cover events under almost any circumstance.

- The calibre of KLZ's technical staff is reflected in the outstanding operating record of its main 5000-watt transmitter. Less than 60 seconds were lost on the air in 1944 due to equipment or personnel failure.

- KLZ has proved that by having the best possible facilities and the best possible staff it does the best possible job for listeners and, therefore, for advertisers.

MORE ADVERTISERS—LOCAL AND NATIONAL
BUY MORE TIME ON KLZ THAN ON
ANY OTHER DENVER STATION

KLZ does it better

Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City

Represented nationally by the Katz Agency