Because WHO's wide-awake Production Department originates so many live-talent shows (often as many as 25 to 30 per day), we felt the need of some reliable method for testing studio-audience reaction.

So WHO's alert Engineering Department got to work seven years ago—invited a remarkable little gadget called the WHO Audience Reactograph—designed and then built it in our own research laboratory. On its dial are six familiar words: "Excellent," "Good," "Fair," "Poor," "Bad," and (pardon us) "Lousy."

Groups of from twenty-five to one hundred audience members are given individual Reactograph dials, asked to register their secret opinion of the performance from minute to minute throughout the program. The manner in which they individually set their electrically-operated dials forms an instantly-printed graph of the entire group's average opinion!

Poor performers succumb quickly to such a jury—and good ones get top encouragement. This is a sample of the trouble WHO takes to keep its programs fresh and enjoyable. It's one of the ways in which we prove to Iowa people that their hard-won friendship is something we value and mean to keep! So again—Iowa Prefers WHO!

+ WHO for Iowa PLUS +
Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
Inspiring Confidence that Builds Response

More than just an announcing voice, Jack Holden is an old friend to the people of our four states, because they have been hearing him, buying at his suggestion, getting needed information from him ever since 1931. Many of Grace Wilson's listeners can recall the first night she sang to them over WLS—the night the station went on the air, April 12, 1924. Bill O'Connor carries this same stamp of friendliness, based on years of radio-visiting in WLS-Midwest homes.

With singers, announcers, farm editors, musicians, newsmen on WLS, it is the same. They are accepted as old friends. Friends have confidence in each other; confidence brings response. And it is this response which shows in the form of solid results for advertisers who use WLS—the Voice of a Friend in Midwest America.

Grace Wilson, above, sings "Songs You'll Remember" and her repertoire frequently includes melodies she first sang 21 years ago this week on WLS—April 12, 1924. Bill O'Connor, seen with her in the picture above, is practically an institution on Dr. Holland's Morning Devotions; he is another 20-year WLS veteran.

Jack Holden, left, who has been talking to WLS listeners since 1931. Best known on the WLS National Barn Dance, Jack is equally well accepted as a narrator for special musical and other features.
A WARM, friendly introduction means quick, friendly acceptance. It's the door opener to more dealers and their customers.

The hometown station that serves the local merchants, the banks, the gas company and other hometown business can give you an introduction that has the advantage of direct contact with your market.

It enables you to meet and tell your story to more people at one time. Nobody gets bypassed by accident. You reach them all.

Yankee's 21 hometown stations will take you into every downtown and neighborhood shopping center in New England. That's the most inclusive selling job that can be done for you in New England by radio.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

Upcoming

WCHS Charleston, W. Va., license renewal hearing before FCC examiner 10 a.m. April 9.

WGBP Evansville, Ind., license renewal hearing (duplex) before FCC examiner 10 a.m. April 10.


Business Briefly

EXPANDING SPOTS • Wildroot Co., Buffalo, expanding spot radio for Cream Oil Formula to 226 stations through BBDO, New York, April 10; starts one-minute-transcribed spots on a network of 64 Keystone Broadcasting System stations. Firm is adding spots on WMIN KEWE WHBF KXYZ KOB WFBA WBAP WMNB, programs and participations on WEEI and WHAS.

NO MIDDLE COMMERCIALS • Revere Copper & Brass Inc., New York, metal products, will have no middle commercials in its first radio show The Human Adventure, a dramatization of scientific programs. Produced by Chicago U., half-hour show will be Wed. 10 p.m. beginning July 4. St. George & Keys, New York, is agency.

BASEBALL HOOKUP • Griesedieck Bros. Brewery, St. Louis, has signed seven stations for its hookup of broadcasts on the Cardinal and Brown baseball games. Stations are WL St. Louis, KHMO Hannibal, KFPR Columbia, KDRO Sedalia, KFPS Cape Girardeau, Missouri; WPJF Herrin, WKRO Cairo, Ill. Agency, Ruthrauff & Ryan.

COFFEE QUIZ • M. J. B. Co., San Francisco, for coffee has signed 52-week contract for Meet the Misses, quarter-hour quiz Friday 2:45-3 p.m. on CBS network of seven Pacific Coast stations, through BBDO, San Francisco.

TOBACCO CO. RENEWS • Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes, Sir Walter Raleigh tobacco), on April 27 for 52 weeks renew People Are Paying on 125 NBC stations. Friday 9:30-10 p.m. Agency, Rusell M. Seids Co., Chicago.

CIRCUS PARTY • Annual circus party for servicemen’s children gin by Fitch Broadcasting, NBC 7:30 p.m. will be held April 15 at the Ringling Bros. Barnum & Bailey Circus, at Madison Square Garden, with F. W. Fitch Co., Des Moines, the sponsor, as host.

20TH CENTURY LEASES WIXG

TWENTIETH CENTURY FOX FILM Corp., New York, has leased from General Television Corp., Boston, video station WIXG, which “will actually be a station operating as a public service.” Policy and programming plans have not been determined. Company will apply to the FCC for an experimental license for the station, which has been inactive. Arrangements are being made to renovate equipment.

BEAL NAMED V-P

RALPH R. BEAL, assistant to the vice-president in charge of RCA Labs, and for nine years research director of RCA, was elected vice-president of RCA Communications in charge of engineering at a board meeting Friday. Joseph V. Heffernan, who was appointed general attorney of RCA in January, was elected vice-president and general attorney of RCA.

Bulletin

Capt. E. M. Webster, chief of communications of U. S. Coast Guard, last week was elected chairman of the Interdepartment Radio Advisory Committee (IRAC), which handles frequency allocations for Government agencies and which precipitated controversy over its place in the radio spectrum of FM and television. Col. A. G. Sisson, in charge of Liaison Branch, Army Signal Corps, becomes vice-president, and M. H. Woodward, chief, International Division, FCC, was reelected secretary.

As a result of inquiries, George Ludlam, chief of the OWI Domestic Radio Bureau, will send a letter to all advertisers, networks and stations urging them to stick to regular allocations when V-E Day comes. If additional messages are desired they should be written from the fact sheet on the Job Ahead in Japan, reminding listeners of the war in the Pacific still to be won.

Five radio program directors will go on an observation tour of the Mediterranean theatre as soon as arrangements can be completed. The trip is to acquaint program directors with actual battle conditions so that they may make war programs more realistic. Expected to go are Frank Telford, Young & Rubicam; Robert Shayon and William Robson, CBS; Anthony Leader, NBC; and perhaps Peter Lyon, national president of the Radio Writers Guild, whose work schedule may interfere.

Shortage?

MANPOWER shortage notwithstanding, when the greatest forest fire hazard in years developed in Michigan over 300 men were netted in an hour by an appeal over WKIZ, a 100,000 watt station, to conservation authorities. Shortly after the first appeal it was found necessary to issue a second — this one to shut off the supply of volunteers who were rapidly overcrowding the area.

Page 4 • April 9, 1945
in the country's BIGGEST community...
WMCA is THE community station!

"Too many stations adopted the convenient ostrich technique... but from New York... came a strong and hopeful voice, and the voice belongs to WMCA."

So said Variety when it singled out WMCA as the only New York station to receive a 1944 Show management Plaque Award. Fourth award in a three-month span.

Through such continued public recognition, WMCA occupies a unique place in New York radio. It has won authoritative acceptance for its community efforts.

Next step? More of the same...

Like WMCA's new program, "New Yorkers at War," heard Monday, Wednesday and Friday at 6:30-6:45 PM. This show has the same importance—for the Metropolitan community—as "Mail Call" for servicemen!

"New Yorkers at War" enables families and friends of New York, New Jersey and Connecticut men overseas to hear actual front-line interviews with those men. Plus last-minute news of their assignments... their deeds and medals... and in the case of the wounded, their current hospital records.

"New Yorkers at War" will enable an advertiser to win the unparalleled loyalty of the people in the Metropolitan area. An area in which WMCA is the community-accepted community station.
To get the latest news first—in New Orleans . . .

Or in Jackson County, Florida

Folks turn first to—WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
A fast climber... built to last... a safe investment for now and the future — that's WSIX. ... Let's take a look at the record! ... For the two year period ending in January, our over-all Hooper average rose 81.5%. NOW, WSIX has more daytime listeners than any other Nashville station — and BLUE AND MUTUAL listeners are spenders! If you are looking for a booming market with over a million people who are potential customers for your product, don't overlook Nashville. And if you want to make this powerful trade area yours quicker and for less money — then buy WSIX.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

980 KILOCYCLES
The 1944 George Foster Peabody Radio Award for outstanding meritorious Public Service by a Local Station of One thousand watts, or less, was given to

WIBX
UTICA, NEW YORK
for
"Cross-Rhoads"

A weekly program dramatizing the actual battle experiences of returned veterans. Originating at Rhoads General Hospital, Utica, N.Y. — all personnel appearing on the program, including the announcer, are patients at the Hospital.

WIBX is proud of this recognition and our heartfelt thanks go to the entire Hospital Staff at Rhoads and especially the returned veterans for their devoted service and co-operation.
YOU can sponsor this
great network radio show—locally

HERE ARE OTHER
NETWORK PROGRAMS
YOU CAN SPONSOR LOCALLY

RAYMOND GRAM SWING: World-famous news analyst, broadcasting
direct from Washington. Early evening, Mon.-Fri., 15 minutes.

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

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like
the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from
New York. Monday through Friday.

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

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

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

KIERNAN’S NEWS CORNER: Walter Kiernan direct from New York. One of
the outstanding human interest reporters of our time. Mon.-Fri., early
evening, 15 min. Available East only.

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

LIVE Broadcasts

You pay only for your own area

HEADLINE EDITION presents the day’s news in a dramatic new
way—brings the men and women IN PERSON who make the news.
Many world-famous personalities appear on this show. They broadcast
right from where the news happens.

HEADLINE EDITION can be your show, can help sell your
products or services right in your territory! Here’s how it works . . .

The program is broadcast LIVE over the coast-to-coast Blue Net-
work at a popular early evening period (7 P.M. Eastern War Time),
Monday through Friday. Your local Blue station announcer gives your
commercials during the broadcast—and identifies this great show as yours.

Your sales message, linked with this big network program, will have
added appeal—build more sales and prestige for you. The cost is low
because you pay only your area’s share of the program’s national cost.
Consult your local Blue Network station or contact the Cooperative
Program Department of the American Broadcasting Co., Inc., 33 West
42nd St., New York, or Merchandise Mart, Chicago.

AMERICAN BROADCASTING COMPANY, INC.
THE BLUE NETWORK
Feature of the Week

BRIGHT SPOT on the muddy horizon of the Italian Front is the 5th Army's Mobile American Expeditionary station, still wheeling entertainment and news to the 5th's fighting men as they drive up "The Boot." It is now one year old, earning a higher "GI Hooper" every day it operates.

The station went on the air as a fixed station operating from the gatehouse of a Fascist estate overlooking the Bay of Naples. The 5th was soon out of reach of the broadcast waves. Lt. Vern Carstensen, station manager, and an ex-announcer of KROS Clinton, Ia., decided to dismantle the station and mount it on a truck. Maj. Francis L. McAlon, then assistant Special Service Officer with the 5th, secured much of the equipment and the O.K. for the project.

Close to Front

The unit rolled through Volturno, Caserta, Spartanese. The boys at Anzio weren't hearing the signal. The unit moved to within sight and range of the big guns. The men turned in from their foxholes with whatever receivers they could scrape together.

Many of them used mess kits as receivers, together with ear phones they had "requisitioned" from combat engineers who used them to find German mines.

During the year the station has rolled more than 500 miles across rough Italian mountain country. It has moved nine times—each time returning to the air within 24 hours or less. When the 250 w station was inadequate for reaching the extreme northern positions of the Army, the boys boosted the tired transmitter to 1000 w. Broadcasts hit their objective.

They broadcast 16 hours a day, seven days a week. Much of the material is written and produced by the staff, some programs are furnished by the Armed Forces Radio Service, Information & Education Division, Army Services Forces. There are 15 news periods.

Station Cited

Lt. Gen. Mark Clark, 5th Army's Commanding General, presented the station with a citation and awarded the 5th Army Plaque and Clasp for "meritorious service. Often in the face of serious obstacles," the citation continues, "this organization has established an outstanding record in the performance of services invaluable to the 5th Army..." Each man at the Station is trained to "double in brass" and in an emergency is capable of stepping into any one of the jobs. At present the staff consists of: 1st Lt. Carstensen; T/5 Warren J. Ostrode, editor and assistant station manager; T/4 Harold Tucker, T/5 Lloyd Murray, code interpreters; T/4 William T. Griskey, former Philadelphia announcer, T/5 Russell W. Shepard, T/5 Harold Klein, announcer; T/5 JohnAnn Bonnensen, announcer; T/3 Warren T. Edwards; T/4 Alex L. McKeel, engineer; T/3 Edward E. Reicher, chief clerk.

Sellers of Sales

Approximately $1 1/4 million dollars worth of time a year is the responsibility of vivacious Frances Valtuysa, time buyer for Sherman K. Ellis & Co., Chicago.

A native Chicagoan, Frances attended the Chicago City College where she majored in English. She intended to teach the subject but in 1933—during the depression years—she switched to a business course.

She became secretary to J. L. McKee, president of the Medinah Club, Chicago. Two years later (1936) she joined the Toth Agency to handle the Pabst Beer account and act as the secretary to the media director, Morris Schenker. She remained with the agency until February 1939 when she joined the Pabst Co. as secretary to the merchandising director. In September 1939 she became assistant media director to Caroline Bonnensen at Sherman & Marquette, Chicago, where she first came into contact with radio time buying. She was associated with the agency until Nov., 1943 when she joined Sherman K. Ellis.

As space and time buyer for the latter agency, she handles Quaker Oats, Aunt Jemima, McLaughlin Manner House Coffee and Penn Salt Co.

Frances lives with her parents on the North side. Her hobbies are music, dancing and making her own hats. She likes detective stories and serious non-fiction as well as a philosophy. Swimming and walking are her favorite sports.

One of her chief dislikes is the mis-spelling and mispronunciation of her name. She says she had a "lot of requests to change it but no offers."
Magnolias Are No Myth

Perhaps you've thought magnolias couldn't be as lovely as the songs and stories would have you believe, but here they are, in bloom throughout the South, as you can see for yourself.

Some things just seem too good to be true—such as WAGA'S new importance in the Atlanta market. Investigate and see for yourself how WAGA, during the past two years, has made more progress than any other Atlanta station.

WAGA
ATLANTA

5000 Watts on 590 Kilocycles • Blue Network • Represented by Headley-Read
This U.S. Navy photo shows Howard Handleman, INS correspondent, making a transfer at sea by breeches buoy from the flagship of Vice-Admiral Barbey to the flagship of Rear Admiral Fechteler. The caption is the Navy photographer's, an unofficial recognition of a well-known fact—"Where There's News INS Goes After It." And appropriate for a slogan, by the way.

Handleman is one of the top-notch reporters on INS' round-the-world staff. His accounts of the recapture of Attu, of the Marshall Islands operations, of the landing in Leyte, of the campaign on Luzon and the storming of Corregidor made front pages everywhere. He is author of the best-seller, "Bridge To Victory," a stirring narrative of the recapture of Attu.

In a recent letter, Handleman writes, "Corregidor for me was the toughest beach so far and I have covered eight landings. That afternoon is only a memory of machine gun bullets killing men in our barge."

More and more, editors are using the graphic, eye-witness stories for which INS reporters are conspicuous. Replete with human interest, they bring the war home to us with all its drama. In national and local interest news, too, INS gives thorough and accurate coverage.

INTERNATIONAL NEWS SERVICE
235 EAST 45th STREET, NEW YORK 17, N. Y.
Little Elmer says: "You're always on terra firma when you use WGN in the Chicago market where WGN's leadership in local and national spot advertising continues dominant among the major stations."

A Clear Channel Station

CHICAGO 11
50,000 WATTS

ILLINOIS
720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET,
NEW YORK 17, N. Y. • WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
BROADCASTING • Broadcast Advertising

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"He looks silly, but he's the one who first recommended spot broadcasting!"

- Looking back over the thousands of agency and advertiser "contacts" we've had since 1932, it's interesting to ponder on the kind of men who have battled hardest for spot broadcasting. 99 times out of 100, they've been the hard hitters, the men interested in nothing but results.

Maybe that's why spot broadcasting has grown so enormously—and will continue to grow.

FREE & PETERS, inc.
Pioneer Radio Station Representatives
Since May, 1932
Clear Channel Parley May Alter All Radio

FCC Order Hints Band-Wide Probe Of Broadcasting

By SOL TAISHOFF

SOMETHING akin to a full-scale reallocation of standard broadcast facilities, rather than a restricted reappraisal of clear channels, can be expected to stem from the so-called “clear channel” hearings scheduled to get under way May 9 before the FCC. This is evident not only from the FCC’s order setting forth the issues for the proceedings—which conceivably could last several months—but also from recent conferences of attorneys and engineers with FCC department heads.

Basic Data First

That the proceedings will embrace more than a technical physical reallocation and will go into the whole underlying philosophy of broadcast allocations and service seems certain. The hearings probably will be the most comprehensive ever conducted by the FCC.

Practically every issue raised over standard broadcast station operation—power, program duplication and network service—and new ones in the offing, such as the effect upon the national service pattern of FM and television—will fall within the purview of the inquiry. Existing engineering standards, admittedly outdated, also will be up for review and basic testimony in connection with those standards and service requirements will be adduced.

As things stand now, the Commission plan is to get the hearings under way on the scheduled date May 9, at which preliminary data will be covered. Then, if necessary, the Commission proposes to recess to give the various groups time in which to prepare technical exhibits, many of which must be based on new engineering surveys. Availability of manpower and equipment also will be factors. Wartime restrictions may augur even greater delays than FCC attorneys and engineers now anticipate.

Whereas existing allocations were premised wholly upon technical limitations, advancement of the art since the present standards were established in 1926, it is generally felt, makes it incumbent upon the Commission to reach a determination on such matters as program distribution (as distinguished from context) before its plans can shape a structure that would best conduce to equitable nationwide standard service.

Another fundamental which must be established before any scientific distribution method can be devised, program-wise, is that of whether FM stations will provide identical or different program service from stations in the standard broadcast band. The Commission has made no statement of policy on this.

Reallocation

Has it stated whether eventually it will construe ownership of FM and AM stations in the same area as constituting “duopoly”. The fact that the Commission, prior to wartime freezes, licensed FM stations to AM operators in the same community is not regarded as adequate assurance, particularly where substantial investments are involved which could not be amortized for a number of years. Where FM will fit into the overall structure as far as coverage pattern is concerned also constitutes a fundamental question.

Major Change Possible

From the comprehensive hearings may evolve the first basic change in allocation principles since 1928, when the present clear-channel structure was developed. The 1941 NARBA reallocation (Havana Treaty) was based on the technical fundamentals established by the former Radio Commission in 1928, which were reaffirmed after the extensive broadcast allocation hearings in 1938.

It was at the 1938 hearings that the existing engineering standards first were adopted. It is evident that the Commission plans extensive testimony on economic aspects of station operation, along with its inquiry into program duplication. Even in the early days of the Radio Commission, whose functions were taken over in 1944 by the FCC, the question of duplication of network programs was at issue.

It is likely, too, that before positive action is taken, the FCC will make legislative recommendations to Congress designed to revamp the law to make possible the changes in regulatory policy which could be entailed in developing a new broadcast structure. Implicit in the hearing procedure will be revision of the Havana Treaty, because of the clear-channel breakdown factors. This will entail clearance through and negotiations by the State Department.

Open Mind Policy

The allocation proceedings are being approached on the basis of technical certainty that even if all of the 106 channels in the standard band were distributed on an optimum basis geographically, it would be impossible to provide primary broadcast service throughout the country and also supply sufficient duplicated facilities in centers of population to afford a competitive program service of, say, four major networks. It is recognised, therefore, that a substantial portion of the remote areas of the nation will be forced to rely upon the secondary signals of clear channel stations.

It must be assumed, of course, that the FCC goes into these epoch-making proceedings with an open mind. This has been emphasized in the only public statement from the Commission—the address on March 12 of Chairman Paul A. Porter, who emphasized that no conclusion had been reached and that the FCC proposes to get all the facts before it undertakes to draw up revised allocations or regulations.

Nevertheless, there has evolved, at least on the part of some members of the FCC, the attitude that clear channels place too much strength in the hands of too few and that increased wattage would tend to aggravate that condition.

Giving incentive to this view and

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Stations Draw Battle Lines For Clear Channel Hearings

Large Number of Appearances Filed; Definite Data Withheld Pending Engineering Reports

ONE of the toughest battles and most difficult decisions in its history faces the FCC on May 9 when hearings are scheduled to begin on clear channel broadcasting.

With deadline for filing appearances last Monday, 45 licensees of 83 stations, three major networks, one regional network, three farm organizations and an individual had filed to participate in the hearings.

Disclosures Not Made

Although many of the individual stations and groups withheld names of witnesses and issues pending from four committees set up at an engineering conference, others set forth definite issues they plan to touch, indicating that the Clear Channel Broadcasting Service will be aligned on one side and the Regional Broadcasters Committee on the other.

The CCBS didn’t disclose its presentation, but Louis G. Caldwell, general counsel, notified the Commission in his filing that 16 members would participate. These include KFI WFAA WSM WHAS WHAM WJR WOAI WSAP WCAU WWAY WSB WGN WLW WLS KDKA.

Neither did the Regional Broadcasters Committee, of which John Shepherd 3d is chairman, make any commitments, other than to list Dr. G. W. Pickard and Paul F. Godley, consulting engineers, as definite witnesses. Paul D. Spearman, general counsel, notified the FCC that the issues of the regional group could not be determined until after the engineering committees report their respective findings.

Several additions were announced last week to the four special committees set up last month at the informal conference between Commission officials and attorneys for the major networks.

(Continued on page 61)

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Donald Withycomb Is Named To Blue Washington Office

APPOINTMENT: Donald Withycomb, veteran broadcast executive, as Washington representative of American Broadcasting Co. (Blue) became effective today (April 9). Mr. Withycomb, who will continue to direct the Blue's International Division, will be associated with K. W. Berkeley, Blue's Washington representative.

In his new capacity, Mr. Withycomb will report to Robert E. Kintner, American vice-president in charge of news and public service activities. Mr. Kintner will continue to divide his time between New York and Washington.

Mr. Berkeley, Mr. Kintner announced, will remain as head of the Washington office, in addition to his duties as general manager of WMAL, American Washington outlet owned by the Evening Star. In announcing the appointment, Mr. Kintner said Mr. Withycomb will be responsible for liaison between the company and the Government.

The appointment is the "first step" in the Blue plan to expand Washington facilities, he said.

A pioneer in commercial radio, Mr. Withycomb began his career as executive assistant to Mr. H. Aylesworth, first president of NBC in the late 20's, afterward becoming station relations manager for both the Red and the Blue, then owned by RCA. In 1936 he became general manager of WFLW Philadelphia.

Discount Discussed

OPEN forum discussion of the continuing discount took place at the Chicago Radio Management Club last Wednesday. Most members objected to the discontinuing of continuing discounts. It was pointed out the agency rate should not have to be earned each 13 week period and that the continuing discount-eliminated some of the bookkeeping problems. Committee of timebuyers will be appointed by president Harlow Roberts to study the matter.

Waltham to Sponsor All WABD For Blue During V-E Day

WALTHAM WATCH Co., Boston, will sponsor all time breaks on the time to be taken over V-E Day by Blue-ABC on WABD New York, the DuMont station. Watch firm will be the first commercial video sponsor signed by Blue-ABC since the network entered television. There is no time-charge on WABD, but Waltham will pay production costs.

Number of time signals will total about eight, depending however on the length of time to be used by the Blue for its special V-E Day presentation, which may run from three to five hours. Commercials placed through N. W. Ayer & Son, New York, will probably be limited to straight credit for the sponsor.

Blue-ABC has arranged for the time a presentation tentatively set to include films of major World War II battles, live broadcasts by commentators, and special films taken in the Blue newsroom on V-E Day and telecast as soon as processed. The whole plan is contingent however on whether or not the Government officially approves the V-E celebration idea.

Doans on Coast

FOSTER-MILBURN Co., Buffalo, in addition to its national spot radio schedule for Doan's pills, this week starts sponsorship of a quarter-hour news program by Gil Martyn thrice-weekly on 12 Blue-ABC Pacific Coast stations. Business placed through Spot Broadcasting, New York.

Ward Child Show

WARD BAKING Co., N. Y., maker of Tip-Top bread, has started a quarter-hour children's show, Tennessee Jed, five times weekly on WGN Chicago and stations in other Ward markets. Created and produced by J. Walter Thompson Co., New York, the program is on 52 week contract.

Marti-Sweet Test

CHILDREN'S PHARMACAL Co. (Marti-Sweet, proprietaries for children), on March 19 began a test spot announcement campaign of two to five spots weekly on four Indianapolis stations, WIRE WFSM WISH WIBC. Contract for 26 weeks was placed by Wade Adv. Agency, Chicago.

First Farm Census Data in Fortnight

Survey Now Half Completed; Stations Thanked for Aid

ENUMERATION work for the 1945 quinquennial agricultural census is about half complete, J. C. Capt, director of the Census Bureau, Dept. of Commerce, announced last week. He declared that every facility of the Bureau is being utilized to hasten publication of preliminary tabulations, which are being urgently awaited by agricultural, industrial, business and governmental agencies for use in wartime and postwar planning.

Radio Data Later

Radio is being used extensively in furthering the five-year census, both for recruiting enumerators and for eliciting cooperation of farmers in filling out schedules. William F. Callander, chief of the Bureau's Agriculture Division. He expressed appreciation for the promotion of all stations in making time available for Census field men and Dept. of Agriculture agents who have been cooperating with the Bureau.

First returns will be issued in a week or two, Mr. Callander said, but will be confined to data on crops, livestock, aerease and number of farms. Tabulations on ownership of radios, electric and telephone facilities, automobiles, tractors, etc., will be available about four to six weeks later. Statistics will begin to appear in the fall and national totals should be available by next winter.

Releases on Request

Preliminary releases on county totals, covering basic agricultural information, will be obtainable upon request from the Census Bureau, Washington 25, D. C., as long as limited supplies last. As returns from all counties in a state are compiled, a series of state bulletin will be issued and will be available by purchase from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

$50,000 for Flit

ANTI-MOSQUITO spot radio campaign for Flit insecticide starts the last of this month on 14 stations throughout the South and Southwest, and will continue until September. With radio budget of about $50,000 Stanco Inc., New York, maker of Flit, plans to use dramatized one-minute announcements featuring sound effects from the hum of a giant mosquito to swatting noises. Stanco also plans to revive for this campaign its famous slogan, "Quick; Henry, the Flit!". After a year's absence, Henry will reappear on the radio, in newspapers and magazines. Agency is McCann-Erickson, New York.

Lorillard Baseball

P. LORILLARD Co., New York (Old Golds), for the third successive year will sponsor games of the Washington Senators. WOL will carry day games and WWDC night games. Russ Hodges will announce. For the first time Sunday and holiday games will be broadcast. Recorded versions will be shortwave to service men. Agency is Lennon & Mitchell, New York.

"He's Not Very Accurate—For a Sharpshooter!"

Drawn for Broadcasting by Sid Hick

Page 16 • April 9, 1945
V-E Day to Clear Way for New Stations

Transmitters May Be Made Available This Year

WITH FLEXIBILITY as the basic policy for civilian production to insure sufficient manpower and materials to prosecute the war in the Pacific, the War Production Board indicated last week that broadcast transmitters and receiver equipment in good supply should be rolling off the assembly lines within a year after V-E Day.

Explaining procedures to carry out the reconversion program submitted to the President and Congress by James F. Byrnes, former director of the Office of War Mobilization & Reconversion, WPB Chairman J. A. Krug told a news conference he expected that within the first year after organized resistance is declared ended in Germany "there will be a substantial release on production of everything." Asked specifically if that included radio, he answered "yes.

Big Backlog

With a backlog of 666 applications pending before the FCC last week for new FM, television and standard broadcast stations, it immediately became apparent that 1945 will start a record period for new station construction. Unlike receivers, which can be put into production on short notice, it will require six to nine months for transmitters to be available in volume. Transmitter tubes, amplifiers, microphones, turntables, and other broadcast equipment can be turned out in shorter time and may be expected by fall while transmitter units will be reaching completion in winter. By 1946 there should be in excess supplies for new stations.

Several factors will affect the volume of receivers which can be put on the market in 1945. Perhaps the most important is tubes. There will be a continuing demand for this item from the military, although reduced in volume as compared to current requirements.

Industry will likely allot part of the civilian margin for much needed FCC-I existing sets. How much will be left over for consumer use is uncertain. Of course, an earlier end to the Japanese war than is now anticipated would solve the tube problem.

Types of Sets

Another factor, and one which would affect the availability of quality sets, is the determination by FCC of FM and television allocations. With the possibility that the war in Europe may end at any moment, manufacturers are faced with the necessity of gearing their facilities for the new frequency assignments. Any delay beyond the May 1 deadline indicated by the commission for final allocations might result in manufacturers engaging in a competitive race to dump thousands of "cigar box" AM receivers on the market at bargain basement prices. Such a development is regarded as by no means unlikely should V-E Day come before the allocations are announced.

A third factor which may play an important part in receiver sales involves manufacturers' policies regarding sales of unused sets designed after V-E Day. Some of the larger producers—those who will continue to carry the brunt of military requirements for the war with Japan—will have only combination sets in the future and will hold off until they are prepared to use their facilities to this end. They expect to sell only advertising appeals to induce consumers to wait for their products, emphasizing the new developments of FM and television in postwar.

For the first time, the FCC has decided to keep station applications just as soon as controls on construction and materials are relaxed. Chairman Paul Porter told the NAB District 4 meeting in Washington last month that "on the very day the WPB gives the green light for civilian station construction the Commission will be beseeched for prompt action on some 500 FM applications [388 now on file], almost 100 television applications now on file and many more to come in these and other services."

Pointing out that additional appropriations will be needed by the FCC for expanding its facilities to handle the increased workload, Chairman Porter said the commission's goal is to give 30-day service on all applications which can be granted without hearing and 90-day service where hearing is necessary. "If we achieve this goal," he asserted, "the development of postwar broadcasting will be expedited, employment opportunities created for returning veterans and others and when final victory over our enemies is achieved we should be ready to move forward without undue delay.

It is expected that WPB will grant partial release to the several large transmitter manufacturers now engaged in war work, permitting them gradually increasing portion of their production to be devoted to civilian transmitters as military needs taper off. The Board plans to withdraw its controls on communications broadcasting, which will follow as soon as critical communication needs are satisfied.

MIKELESS and phoneless, Lt. Col. A. Schechter, communications officer for Gen. MacArthur, nevertheless completed his mission April 2 as host guest at a luncheon broadcast and press executives at the 21 Club, New York. His host was J. V. Connolly (r), president, King Features Syndicate. Col. Schechter, before becoming NBC director of news and special events, was city editor of INS.

Wasmer Sells KHQ for $850,000 Plus

Bankers Buy Outlet Subject to FCC-SEC Approval

IN A UNIQUE transaction which will entail action both by the FCC and the Securities & Exchange Commission, Louis Wasmer, Spokane broadcaster, has sold KHQ, Spokane regional and NBC outlet, to Strauss & Blosser, Chicago investment bankers, for a net figure of $850,000. The transaction was arranged by Arthur L. Bright, former manager and part-owner of KFPY Spokane, who will become president and general manager of the new KHQ Inc. and will purchase a 15% interest.

Other owners, who would acquire their interests through the Chicago investment firm, are undisclosed, presumably until such time as the transaction is approved by the FCC and the SEC.

The sale—several months in the making—is in accordance with the original plan, since Mr. Wasmer also owns KGA in Spokane. He will continue operation of that station, a Blue outlet. Mr. Wasmer recently was placed on inactive duty after having served for some two years in the Army Air Forces as a major.

The sales contract provides for an $850,000 sales figure, plus liquid assets, which are estimated to amount to approximately $445,000. Since KHQ Inc., the new company, would acquire Louis Wasmer Inc., as a corporate entity, the expected sale price of $1,295,000 will be translated into $1,295,000.

Mr. Bright, for many years associated with KFPY, CBS outlet, recently contracted for the sale of KPIF, that station's interest in a transaction to the Queen City Broadcasting Co., operating KIRO Seattle, of which Saul Haas, collector of customs in Seattle, is the majority stockholder and president, for a reported figure of $150,000. It is understood he is reinvesting that sum, plus additional funds, to acquire the 15% interest in KHQ and to become its active operating head.

The balance of the stock, according to the sales agreement, already has been allocated to partners Strauss & Blosser. Their identities, however, will not be divulged until after FCC action, and issuance by SEC of the requisite registration certificates. The company structure will presumably be closed held. Probably a small syndicate will assume control. Pending FCC action, the Chicago investment house will guaranty the operation and the financial stability of the prospective owners. Earnings of the station will accrue to Mr. Wasmer until the buying date.

The contract has been in negotiation for some weeks, both in Chicago and Spokane. The agreement was completed by Judge John C. Kendall, of Portland, attorney for Mr. Wasmer and by the firm of Gottlieb & Schwartz, of Chicago, representing Strauss & Blosser. Franklin G. Schmick, partner in the investment firm, was the principal negotiator.

Upon approval of the sale, KHQ will be separated immediately from KGA. They now have separate studios and offices, but dual transmitter operation probably will continue until wartime freezes on technical equipment are thawed. The staffs likewise will be separated.

Applications for the transfer, it is expected, will be filed with the FCC this week, through the Washington law offices of Fisher & Wayland.

WKAT to Mutual

WKAT Miami, operating with 1,000 w on 1,360 kc, will become a Mutual affiliate June 15, 1945, the station discloses this week. In its operation to MBS from its present network, Blue-ABC, was anticipated last January. With the broadcast station's shift to MBS from its present network, Blue-ABC, was anticipated last January. With the broadcast station's shift from MBS to its Blue-ABC's present network, Blue-ABC, formerly known as Mutual, will be Blue-ABC. (BROADCASTING, Dec. 11) WKAT is owned and operated by A. Frank Katzenstein. Application has been entered with the FCC for a boost in power to 50,000 w.

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McDonladPressure Campaign Scored By Porter

By BILL BAILEY

CONGRESS will adhere to a strictly “hands-off” policy with reference to allocating FM in the spectrum, despite efforts by Comdr. McDonald, Congressman and FCC Chairman Paul A. Porter. The Commission is expected to release its allocations above 25 mc in the next fortnight.

Commission Is Capable

“...We plan no investigation into the location of FM or any other technical phase of broadcasting,” said Chairman Wheeler (D-Mont.) to Broadcasting. “That’s a job for the Commission. We have a capable Commission and I have confidence in its judgment. The allocation of FM is not a matter for legislation. It’s an administrative function.”

Sen. Clyde M. Reed (R-Kan.), member of the Committee, took a similar view. Sen. Chan Gurney (R-S.D.), former broadcaster, likewise felt that allocating the spectrum is a duty of the FCC and not of Congress.

Comdr. McDonald, on March 20 addressed telegrams to members of the Senate Committee, the House Interstate & Foreign Commerce Committee, and the House Merchant Marine & Fishery Committee, which used to handle radio, protesting the move of FM to the 146 mc region. Comdr. McDonald, and recommended the FM band begin at 46 mc. At the same time, Sen. Wheeler was informed Comdr. McDonald sent copies to other manufacturers and to owners of Zenith sets.

Meantime other developments occurred in the proposed allocations above 25 mc. Dr. W. E. G. Baker, General Electric vice-president and chairman of the Radio Technical Planning Board, filed a letter last week with the Commission requesting that his firm be granted a secret March 12 and 13 be classified. His request followed a letter from C. J. Minsky Jr., Washington consulting engineer and chairman of RTPB Panel 6 on FM, declaring that “it is the opinion of a number who attended the two-class radio hearing that not only does the issue still remain, but the position of taking FM out of broadcasting, has been justified to even greater extent than previously.”

John Shepard 3d, Yankee Net-
work chairman, wrote Mr. Porter that a questionnaire sent manufacturing additional information as to costs of building sets in the 46 mc band and the 80-mc region, didn’t go far enough. It should have industry he informed was for a “generic FM set or not.” He also suggested that no mention was made of “what the delay would be to produce FM sets at a rate which would meet the demand. The Report of plant capacity” available after the war “on a band beginning at 84 mc from a band beginning at 44 mc.”

 Didn’t Go Far Enough

Along with the McDonald tele-
gram, Members of Congress re-
ceived letters from Dr. Baker, Ray H. Manson, vice-president of Strom-
berg-Carlson Co., Rochester, N. Y., Frank Freiman, Magnavox Co., Fort Wayne, Ind., concurring in Comdr. McDonald’s opposition to moving FM.

Sen. Reed wrote Comdr. McDon-
ald as follows: “The modulation matter is one that is left entirely to the discretion of the Committee. At the Chairman’s opposition to moving FM.”

“Let me say that I have not reached any conclusions in my own mind. I will be guided largely by the recommendations of my chairman, to whom I believe to be competent, disinterested and without any private axe to grind.”

Mutual Launches Energetic Drive for Better Programs

WITH A GOOD budget at his com-
mand, Phillips Carlin, Mutual vice-
president in charge of programs, has undertaken an energetic cam-
paign for the overall strengthening of the network’s program struc-
ture. This will entail both the addi-
tion of new programs and a re-
arrangement of commercial caliber and a re-
arrangement of the program sched-
ule, he said last week.

In a new series which started last week—Arch Oboler’s Plays, Thursday, 10-10:30 p.m., and Calling All Detectives, Satur-
day, 9:30-10 p.m.—as examples of the quality of program he expects to bring to Mutual, Mr. Carlin an-
ounced that a new half-hour show will start April 29 at 2 p.m., with Dorothy Arzner, the Hollywood director, as mistress of ceremonies. Essentially advice on domestic problems, the program will be pre-
sent in novel dramatic form.

Vocabulary Program

This program will probably be moved to an evening period when time can be arranged, Mr. Carlin explained. At that time, What’s the Good Word, vocabulary lesson sugar-coated with comedy, which starts April 15 in the Sunday, 10:45-11 p.m., spot, probably will be lengthened to a half-hour and shifted into the Sunday afternoon schedule where it can reach a larger family audience, he said.

A series based on G. K. Chesterton’s Father Brown stories, now in the preparation stage, may also be added to the Sunday afternoon schedule.

Another program being audited at Mutual is Roundtable of Ro-
mance, a comedy-quiz show with a dramatic form. It will have been answered by listeners and being heckled by a masculine objector to their feminine logic. The new program, which is being auditioned, Mr. Carlin stated.

In the mornings, Elsa Maxwell starts April 30, 11:15-11:30, five days a week, replacing June Porterfield, which has been available for local sponsorship. Another co-op program The Handy Man, 4:45-5 p.m. is also being dropped, Mr. Carlin said. A private program in the future only programs which can be sold by a reasonable number of Mutual affiliates will be kept in the network’s co-op line-up.

Henry Gladstone’s news report, broadcast on Mutual, New York, 10-
10:15 a.m. six mornings weekly, sponsored alternately by Hudson Pulp & Paper Co. and Serutan, in April, followed the networked reports, Mr. Carlin said. He also reported that he is looking for a commentator to open the network at 9 a.m. and that a half-hour audience participation program will be furnished the network for the 10:30-11 a.m. period.

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Size doesn’t mean a thing!

That’s a 155 mm. gun . . . “Long Tom” the troops call it. But that type gun was silent for four days during one of the German counter-attacks. No ammunition.

So size . . . and being on the spot . . . don’t mean a thing in guns or radio stations.

Radio stations need ammunition too. That’s why in this five-station, network town an independent is the big buy. It’s the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore . . . America’s 6th largest market.

**W-I-T-H**

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

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Silen to Build New Station in Manila

Former Head of KZRH Tells Experience As Prisoner

By DOROTHY WILLIAMS

BERT SILLEN, NBC's Manila correspondent who built four radio stations in the Philippines capital and later blew them to bits, now wants to buy a new one.

Back in the States as ever since three years in the Jap prison camp of Santo Tomas, Mr. Silen last week told the story of how he and some fellow radio men, on Dec. 31, 1941, immediately prior to the Japs' entry into the open city, set off five cases of dynamite, completely leveling Manila's four radio outlets, all of which Mr. Silen had originally established.

Accused of Sabotage

"When the Japs took over, I was accused of sabotage, according to international law," said Mr. Silen who, besides his NBC correspondent's duties, was station manager of both KZRH and KZRC, NBC affiliates.

"They held me prisoner and questioned me for seven days. The only thing that saved my life was a scrawled receipt on the back of an old envelope which one of the Army officers gave me before our troops pulled out for Corregidor. He acknowledged receipt by the Army of our stations and all equipment so the implication was that Army demolition squads had blown up the buildings. But convincing the Japs took three days of fast talking."

After the initial questioning period, Mr. Silen, his wife, Margie, and their three daughters were taken to Santo Tomas where he began publication of two camp newspapers.

About life in the prison camp and the treatment of prisoners, Mr. Silen told a far less cheerful story.

"Our guards on the whole were pretty decent and let us run our internal affairs through an elective council," he said. "The cruelest touch was the systematic starvation of prisoners. They gave us food in bulk but almost entirely lacking in calories. During the last six or eight months, we were losing seven or eight people a day from slow starvation."

Japs Seize Gifts

Last December after the U. S. occupation of Mindoro Island just south of Manila, Mr. Silen said, the Japs cut prisoners down to a minimum existence diet of 140 grams a day, or less then four and one-half ounces of ground pig corn and soya bean mash. There was no food shortage on the island, he said. Jap guards had meat each day and more than a pound of rice at every meal. At Christmas, the Catholic Women's League, an organization of Filipino women in Manila, packaged 4000 two-pound boxes of food for distribution among the 3750 internes—or prisoners—of war, as they were then classified—in Santo Tomas.

"The Japs confiscated the packages and passed them out to their wounded soldiers," Mr. Silen said. "And then they had the gall to run an article in the Jap-controlled press saying that the Women's League had collected these boxes for their troops in appreciation of benefits received under the Jap occupation."

Other aspects of prison camp life Mr. Silen discussed only briefly. The filth, the flies, dysentery, the lack of medical supplies, the lack of clothing—those things became routine, he said, and eventually were almost accepted as normal. The worst came when American troops began their campaign to free us, he explained. "There were two large buildings in the camp, one of which our soldiers tore right away. The Japs were in the other one with about 200 of us as hostages.

"Actually they used us as shields, firing from the third story windows at American soldiers as they advanced, trying to liberate us. That was worse than anything that happened in the whole three years."

After a 36-hour parley between the commanders and a safe conduct guarantee for Jap troops, Mr. Silen and the others were released on Monday, Feb. 5. On Feb. 7, he delivered his now famous broadcast to the States over the Army shortwave station:

"Hello, NBC. As I was saying when I was so Yalely interrupted over three years and a month ago..."

Mother Faints

His mother, listening to her radio in San Francisco, fainted.

Already accredited to Gen. MacArthur's headquarters as a war correspondent, Mr. Silen went forward with the Army to help free his wife and children. Los Banos, a camp outside Manila to which they had been transferred in December along with about 150 other Santo Tomas inmates, was there—at the end of three long years of horror and suspense and courage that Mr. Silen's oldest daughter, Betty, 20, was shot and seriously wounded. "We thought we had killed all the Japs around the camp," Mr. Silen said, "but just as Betty stepped out of the barracks door, with a Catholic nun on each side of her, a Jap who had been hiding closely in a ditch jumped up and fired at her. An American soldier promptly blew his head off."

Betty was rushed to the nearest Army field hospital, a trip which required four long hours, Mr. Silen said. Although she is now almost fully recovered from her wound, another operation is necessary, he explained, and she will be flown from Manila to Letterman General Hospital in San Francisco as soon as possible.

Mrs. Silen and two other daughters, Shirley, 19, and Joan, 11, are due to arrive by boat about the first of May, he said.

Mr. Silen, who appeared on Sheaffer Pen Co.'s World Parade at 3 p.m. Sunday on NBC, will spend this week in Washington conferring with various Government officials. After that, his plans are not yet definite but the first thing on the schedule, he says, is to buy himself a new radio station for that day in the future when he goes back to Manila.

"Manila is my home...I lived there 20 years unless you count the three in Santo Tomas...and me, I don't."

FCC LEGALITIES

Mr. Wilkinson Mr. Marks

VERNON L. WILKINSON (1) takes office as FCC assistant general counsel in charge of broadcasting, about April 20 [Broadcasting, April 2]. Leonard H. Marks (r), newly appointed assistant to the general counsel, will devote his efforts to helping General Counsel Rosel H. Hynde handle expanded communications activities.

Fund for BMB Survey 72% Subscribed

First Phase of Drive Complete With 490 Stations Signed

CONCLUDING the first phase of its membership drive—the Broadcast Measurement Bureau last week was assured 72% of the necessary funds to make its first biennial survey as 65% of potential station members had signed up. Hugh Feltis, BMB president, announced.

A telegram from Col. Harry C. Wilder to Broadcasting on Thursday, announcing that his four stations had signed BMB contracts in the interests of a united industry, brought to 490 the standard stations now members of the new measurement organization. The Wilder stations are WSYR Syracuse, WTRY Troy, N. Y., WKNE Keene, N. H., WELI New Haven, Conn.

As of April 5, a tabulation of BMB subscriptions disclosed that the 490 standard U. S. commercial stations, four FM stations and a Canadian border outlet had subscribed $380,285 annually to the BMB. Since the survey will be conducted every two years, the first to start about March 1946, the trip which required four long hours, Mr. Silen said. Although she is now almost

meeting, but in Detroit last Monday and Tuesday, District 8, of which John Fetzer of WKZO-WJEF is district director, coped the district director's prize, when 29 of 30 stations attending, or 97%, subscribed.

"The first part of our battle is won, now comes some hard, intensive work contacting stations not yet members," said President Fel tis on his return to Washington from Detroit. "We have not contacted any stations except through the district meetings. Because of travel restrictions, many broadcasters remained at home. Consequently we hope to increase our membership and reach our goal of $1,000,000 within a relatively short time." Mr. Feltis left Washington
WKY Covers The Biggest Part of Oklahoma's General Merchandise SALES

WKY Covers 37% MORE Than Oklahoma's Second Station!

An advertiser who wants to promote a product sold in department, variety, dry goods or general merchandise stores in Oklahoma can do it most effectively and economically over WKY.

WKY covers that portion of Oklahoma in which 58.3% of the state's $120,886,000 in general merchandise sales are made.

WKY, by itself, covers more listeners in Oklahoma than any other station, but what is more important, it covers the biggest-buying part of Oklahoma. WKY's morning primary coverage of 1,079,500 population, representing 58.3% of the state's total, rings up 58.4% of Oklahoma's retail sales, 57.4% of its food sales, and 60.1% of its drug sales. The people of this area possess 58.0% of the state's effective buying income and the farmers of this area, furthermore, receive 65.2% of Oklahoma's annual $407,805,000 cash farm income.

When you choose WKY to carry your selling messages, you choose the station that reaches more people in Oklahoma, more of its buying power, more actual listeners and MORE CUSTOMERS FOR YOUR PRODUCT OR SERVICE than any other station can deliver, and at the lowest unit selling cost.
Monte Randall is moderator of
"CHICAGO SPEAKS"
FORUM

CHICAGO'S OUTSTANDING PUBLIC SERVICE FEATURE

Chicago's foremost symposium of expression, featuring prominent Chicago personalities, dignitaries, civic leaders and citizens in all walks of life...who give...from their own standpoints...their views on vital Chicago topics about which the public is anxious to hear.

"Chicago Speaks" Forum is one of WJJD's many audience-compelling public service programs which constitute 18% of WJJD's time on the air.

Under its new management
WJJD has increased public service
73%

This represents 18% of WJJD's time on the air

CHICAGO 1, ILLINOIS

PAUL M. RAYMER
366 Madison Avenue New York City

Saturdays 2:30 - 3:00 over WJJD

WJJD 20,000 WATTS
KGW Orders All Commercials Eliminated on Its Newscasts

WLW Limits Opening Announcements; WOR Refuses To Accept ‘Exaggerated’ Advertisements

While the St. Louis Post-Dispatch last week continued its campaign against middle commercials in newscasts, KGW Portland threw the campaign for a slight loop by announcing that it will eliminate all commercials in newscasts—front, middle, and rear. WKY Oklahoma joined the campaign by announcing that it has never allowed middle commercial in newscasts.

‘Public Service’

WLW Cincinnati limited opening announcements to sponsor and product identification and WOR New York planned to accept no advertising that is “exaggerated, unnatural” or offensive. This is conducted by Crossley for WOR found two women listeners answered “no” to every “yes” to the question “Do you object to advertising on news programs? Men were about equally divided.

Ardon X. Pangborn, KGW managing director, said his station has gone a step farther than NBC in elimination of middle commercials from newscasts and all news will come to listeners purely as a KGW feature. “We believe that news broadcasting is more than a profit service,” and a rare is by conducting a feature by the radio audience.

At WKY the current activity re minded station executives that the question of middle commercials was settled there 2½ years ago when news service was first offered for sponsorship after 6½ hours without any commercial tie-in.

Robert E. Dunville, WLW general manager and vice-president of Crosley Corp., said the commercial department will be limited to the handling of commercial not related to newscasts. The current news events have been completely covered. After the commercial, feature items, international, national or local news will be given. Length of the commercial will be limited to one minute and thirty seconds.

Will Bar “Flash”

Mr. Dunville said the station will continue to prohibit such introductions to commercials as “Flash”, “Bulletin”, and “there is some good news”. WLW was the winner of the George Foster Peabody award for “outstanding reporting of the news”.

The Crosley survey in New York indicated 8,448 men and women of all economic lines in New York City, northern New Jersey, Westchester and Nassau counties. Of the 4,514 women polled 67% had no objections to advertising on radio news shows; 33% did object and 1% had no opinion. Of the 98 men polled 48.4% voiced no objections, 47.8% said they objected, and 2.8% had no opinion. T. C. Streibert, president of WOR, pointed out the question was deliberately phrased to prompt the greatest amount of negative reaction and cited the extremely small percentage of “no opinion” answers as indication that the listeners listen to the radio audience.

In a statement WOR officials pointed out that they believe radio advertising, when properly conceived and executed, constitutes a service to the radio audience.

The application of their policy of not accepting objectionable advertising, does not forecast indiscriminate elimination of any practice, such as middle commercials in news, recorded spot announcements or singing jingles.

Federal Agencies Act to Halt XELO From Alleged Conspiracies to Defraud

REACHING across the border the Government last week took preliminary action in an attempt to crack down on XELO Juarez, Mexico badlands station which, reaching a vast U.S. audience with its 100,000 watt beam, has been getting away with a program/service long taboo on U.S. stations.

W. E. Branch, engineer and concessionaire of the station; his wife, “Margo”, psychonaut and fortune-teller, and her assistant Jean Nichols were charged by postal inspectors and the U.S. Attorney’s office with using the mails to defraud and conspiracy to defraud.

Four Arrested in El Paso

The four were arrested in El Paso, the U.S. headquarters of XELO and mailing address. The complaint is that Margo offered to send a 10-cent booklet and the annual set for $1 but it is held in no such booklet exists. The Government’s case rests in the determination of how far its jurisdiction may go in controlling the operation of stations playing tag across the border.

Branch was released on $5,000 bond and his 24-year-old wife, Lois, on $2,500 but Margo is wanted on other counts. She was also an independent agent from the Dallas County Grand Jury in connection with $800 in cash missing from the safe deposit box of a confidant.

A telegram from the Dallas sheriff requested the arrest of “Margaret Porter, alias Margo Porter, alias Margo Merritt, alias Sheila Wright, alias Mrs. Jack A. Marjorie A. Haliburton, fortune-teller.” Margo denied the names and the charges but the Dallas assistant district attorney said more charges may be filed against her and added that she has posed as a psychonaut for a long time, advising citizens on their personal affairs.

Both Margo and her assistant fail the mail bond. They were in the middle of a six-week run on XELO when arrested. Margo’s predecessor, Irene Noble, whose fan mail and dollar bills far outweighed her’s, had signed an affidavit agreeing never to sell her services over the air as a psychologist or fortune-teller.

Arraigned before the U.S. Commissioner, Branch refused to comment. His wife, though, was “con piden we have done nothing wrong.” Branch’s dour attitude changed, however, and a local paper describes him as gaily thumbing his nose at his photographer who came out first in fisticuffs later on with some bodyguards or friends who tried to stop the picture-taking. The photographer finally got a picture but the 47-year-old, 288-pound subject had effectively hidden himself behind his slim, daughter who accompanied him.

Last of the border stations, XELO has been the source of considerable State Dept. inquiry and has been charged by stations in Texas with violating the Havana Treaty. Branch is the principal owner under a Mexican corporation. The station originally was located in Tijuana but its 800 kc wavelength was shifted to Sonora, under the Havana Treaty. Branch, however, managed to get a temporary special authorization from the Mexican Ministry of Communications to operate in Juarez. He is still operating under that grant.

Time is sold for novelty, trinkets, life insurance, advice to the lovelorn and for other questionable practices definitely not contemplated by the FCC. By moving from its assigned area the station is causing adjacent channel interference with Texas stations.

Builder of many stations in the States, including in Fort Worth, Memphis, Chicago, and Los Angeles, Branch later had a hand in several of the border stations including the construction of the new Gem station border station, XER, at the time the most powerful in the world.

KPHO, WMFR SHIFTS ARE FILED AT FCC

APPLICATIONS have been filed with the FCC for the acquisition of control of KPHO Phoenix by Rex Scheppe, president and now third- owner, and for the acquisition of the license of WMFR High Point, N. C., from a corporation to a new partnership composed of six members of the James E. Lambeth family. Corporation is owned by James E. and Helen M. Lambeth.

In the Phoenix transaction, Mr. Scheppe purchases 216% shares controlling for $252,333.33 from Central Newspapers Inc., owner of WIRE Indianapolis and WALD, Inc., owner of the station, desires to withdraw its interest, as the station is located outside of In- terstate the other business interests of firm are in state.

James and Helen Lambeth divest themselves of all but a 16% interest in the Phoenix outlet, dividing equally as a gift the remaining interest among their four children.

Transfers Granted

CONSENT has been granted by the FCC to voluntary transfer of control of McDowell Service Co., licensees of WBDW Wilkes, W. Va., WBLX Olympia, Wash., WMG, Chicago, WOR New York, and WMFR Dallas, to WLOG, for $175,000.

In the transaction, the transfers toll all 150 shares outstanding stock for $675, 320 to Messara. Frey and Greerer (25 sh each); Joe G. Hunt (50 sh), wholesale beverage distributor; W. R. Keyser (25 sh), editor of the Welch Daily News and general manager of Welch Pub. Co., and Ellis Landreth (25 sh), business manager of Welch Pub. Co., assumed the publisher of the Logan Banner. The Commission granted KTBK Austin. The latter was assigned of license from State Capital Broadcasting Assn. to Claudia T. Johnson, sole assignee and wife of Rep. John Johnson (D-Tex.).
Senate Group Told State Dept. Opposes International Communications Merger

COMpletely reversing the stand expected of it, the State Dept. went on record Tuesday before a subcommittee of the Senate Interstate Commerce Committee as opposed to a merger of international communications and dubious about the value of even a partial merger.

W. L. Clayton, Assistant Secretary of State, giving the department's viewpoint, stated: "If any merger is undertaken, it hopes that it will be so limited as to permit competition between the different kinds of service, including competition between the cables and radiotelegraph, and that such exceptions may be made, even to this rule, as to provide for special cases."

Based on Trade Interests

Surprised by the State Dept.'s apparently changed viewpoint, Chairman Wheeler (D-Mont.) remarked it is embarrassing and confusing to Congress to have the various departments vacillate so. Sen. McFarrand (D-Ariz.) interrupted Mr. Clayton's testimony frequently, demanding some scientific backing for the Department's suggestions. Mr. Clayton replied they are not based on such knowledge but merely on an interest in trade and international relations. Rather than give reasons for the Department's opinion Mr. Clayton placed the onus upon others. He said, "It is surely not too much to say that the burden of proof must be on those who would substitute monopoly for the traditional competitive system in any field."

Specifically the department suggests that in dealing with foreign interests and the technical problems involved in the efficient utilization of frequencies and coordination of radio and cable services, the remedy lies in unified control of policy at the Government level, rather than in unifying competitive operations.

In the Department's opinion the most that should be considered at present is merger within each type of service that would retain competition between the wire service, radiotelegraph and radiotelephone, according to Mr. Clayton.

The "high degree of specialization" maintained by Press Wireless Inc., in the field of press communications, Mr. Clayton said, makes it desirable to leave the company out of any merger. Sen. Wheeler concurred with the sole reservation that the frequency problem might make this impractical. The State Dept. also assumed that broadcasting would be left out of the setup and although it is studying the problem, has reached no conclusion on frequencies for international shortwave broadcasting.

Sen. Wheeler, after being told that the State Dept. spoke only for itself, as it was assumed other departments did, said that he had spoken to Judge Samuel Rosenman, White House advisor, and gathered that the President is in favor of a consolidation.

Brig. Gen. H. M. McClelland, air communications officer appearing on behalf of the Army Air Forces, said "there should be specifically excepted from any merger, permissive or mandatory, air traffic control communications, and safety devices as they pertain to aircraft." This is in agreement with the position taken by the CAA. The general mentioned that the nature of the service will continue to require allocation of frequencies exclusively for aircraft control.

A closed executive session was held Wednesday with FCC Chairman Paul Porter, Mr. Clayton, and Army and Navy representatives. Industry witnesses are supposed to be heard when the next session convenes and Sen. Wheeler stated that Adm. Stanford C. Hooper, retired naval communications chief, has decided to appear as a witness.

OWI has started a Sunday series of programs beamed to Portugal to answer questions of Portuguese natives about the United States. OWI broadcasts similar programs to France, Italy and Spain.

Universal Broadcasting Net Formed in California

WITH linking of KSFO San Francisco and KPAS Pasadena, formation of a new California network to be known as Universal Broadcasting Co., effective April 15, was announced by Wesley I. Dunn, president of Associated Broadcasters Inc., and Pacific Coast Broadcasting Co. Wilt Gunzendorfer, manager of KSFO in addition to his station duties, has been appointed manager of UBC. He will coordinate the activities of the Universal System, Mr. Dunn said. Loyal King continues as manager of KPAS. With start of the new Universal Broadcasting Co. Mr. Dunn said a definite allocation of network time will be devoted to public service programs.

WNYC Service Series

A PROGRAM of recorded interviews with New York servicemen and women on fighting fronts, "New Yorkers Overseas," is heard twice weekly over WNYC New York, which began its interviews in 1940 with New Yorkers going into the armed services. After broadcasts, records are presented to the families of service people interviewed.
AUSPICIOUS SPIRAL  The spiraling growth of the Pacific Northwest, under constant acceleration since Covered-Wagon Days, has transformed this region into one of the nation's great consuming areas. The war has served to emphasize its tremendous natural resources.

To those who desire comprehensive coverage of Portland, Oregon, and environs, the choice of Westinghouse Station KEX is indicated. Through KEX, Portland's Blue Network affiliate, advertisers may beam their sales-messages directly to an area embracing more than 175,000 prosperous radio homes.

The roster of clients served by the six Westinghouse stations includes 200 of the nation's leading advertisers... some with a record of more than 15 years' continuous scheduling... evidence that Westinghouse Response-Ability should be linked to the distribution of your product.

Hooper-wise, it's wise to buy KEX... and availabilities will be furnished by the KEX Sales Department, Portland, or through the Paul H. Raymer Company.
on the completion of your twentieth year of broadcasting. We are proud to have been your national representatives through so many years of your successful career...and we join you in looking forward to the greater scope and opportunities of radio in the future.
On the occasion of this, our twentieth consecutive year of broadcasting, we at WDOD, extend thanks to our many friends, clients and co-workers who have made this anniversary possible.

"Proud of the Past... In step with the Present... Prepared for the Future."
Newsmen Touring European Fronts

Seven Radio Correspondents Are On Air Forces Trip

SEVEN radio correspondents are taking a three-week tour of the battle fronts, inspecting 8th and 9th Air Force installations in England, the European and Mediterranean theatres. They are Lowell Thomas, John Vandercook, Commentator, for NBC; Joseph Harche and Quincy Howe for CBS; George Hamilton Combs Jr. and Johannes Steel for WHN New York. Also included is Howard Van Dorn, correspondent for the New York Herald Tribune.

N. Y. Herald Tribune is doing special broadcasts for WOR New York.

Maj. William Hodapp, AAF public relations officer and former NBC Chicago producer, and writer with Schwimmer & Scott, is conducting the tour. Flying in ATC planes, the group is visiting military bases in England, France, Turkey and Italy. Some will broadcast where studios are available; others will do transcriptions and gather background material.

Gibson Takes Thomas Spot

Lowell Thomas’ spot on NBC, Monday through Friday, 6:45 p.m. is being taken by Hugh Gibson, former member of the U. S. Diplomatic Corps. Sponsor is Sun Oil Co.; agency is Roche, Williams & Clarke, New York City. Gibson, who is taking over John Vandercook’s period 7:15-7:30 p.m., Monday through Friday. Miles Labs. is sponsor, with Wade Agency. Chicago as agency.

Cesar Sachingor, heard every Sunday on NBC, 11:15 p.m., plans to do his sustaining broadcasts from overseas. Quincy Howe and Joseph C. Harlach will also be heard from overseas in special broadcasts, with “stand-ins” heard in their regular time on the network.

Quincy Howe, 6-6:15 p.m., daily except Thursday and Sunday. In Mr. Howe’s Tuesday and Friday 11-11:15 a.m., Bill Henry is taking over. Bob Trum will report for Joseph Harach 9-9:30 p.m. Monday through Friday.

Both correspondents from WHN, Johannes Steel and George Hamilton Combs Jr. are continuing their regular spot while overseas. Mr. Combs is heard 7-7:15 p.m., with Mr. Steel on the air 7:45-8 p.m. 44 Bonduelle and Company, sponsors. Mr. Steel is sponsored by Puritan Watch Co., New York.

Bickford Back

LELAND C. BICKFORD, 41, former Coast Guard chief warrant officer, has returned to his post as editor of the Yankee Network News Amateur. After 24 months in the Pacific as a combat correspondent and on submarine patrol in the Atlantic, Bickford established the news service in 1934.

Commentator Ban Explained by KFI

General Manager Ryan Says Plan Has Been Attacked

DENYING a free speech issue is involved, and answering criticism of 10 California congressmen as well as various local organizations, William B. Ryan, general manager of KFI, has stated that there are reasons for discontinuance of local sponsored commentators on that station. Policy, adopted as of March 1, has been targeted of an order by the league, against various local organizations and groups. Statement in full follows:

A radio station has a definite responsibility and duty to the public. KFI has always endeavored to fulfill this responsibility by maintaining a high standard of broadcasting. The Supreme Court of the United States in a recent decision stated that a station is obliged to reserve to itself “the final decision as to what programs will best serve the public interest.” Many commentators have discussed controversial issues out of factual news stories. By stirring up controversy, or making attacks, on prominent individuals they seek to develop an audience for themselves. There is an important place in radio broadcasting for discussion of controversial issues, but when such issues are aired, it should be done fairly, factually and as impartially as possible. That is our aim. The corporation has always been opposed to the use of a forum or round table type of program. Mr. Combs, our first commentator, was appointed by us to help fill in the past to provide time for the discussion of issues that are not part of forum programs or in other impartial manner. There is a limit to what we can be held responsible and impartial, sponsorship of all local commentators was discontinued. This policy applies only to KFI. KFI will continue to carry our own program, with such material of value to the public.

The issue. From which is involved in the discontinuance of sponsored commentaries, KFI says, is not open to non-partisan. No preference is given to any group or individual and KFI does not have any editorial policy. The only news broadcast over this station that which is received through the world-wide news service of the Press and United Press, two of the three American news gathering services in the world. KFI contracts with these news agencies for their full and complete service just as the daily papers do in the field of print. KFI said it by broadcasting the stations or selected and arranged in logical sequence of programs. But the policy KFI listeners are assured that they will get the truth by impartially and as accurately as possible, and that there will be no editorialized comments or directors’ meeting March 20.

Radio Handbook


Hypo Humus Test

HYPO HUMUS Co., Newton, N. J., the first of April started a test campaign for Newton, N. J., using three-weekly announcements designing the various uses for the product. Distribution is handled by E. C. Boston, and spot radio schedule might be expanded accordingly if test is successful. Agency is Lee Stockman, New York.
IN BOWLING A "WELL PLACED" BALL MEANS A STRIKE

IN RADIO A "WELL PLACED" AD MEANS SALE RESULTS

Advertising is Well Placed when it’s aired over WSPD—the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area—the home of over a million and a half prosperous prospects.

For 24 Years
The Voice of Toledo

WELL PLACED

WSPD
TOLEDO, OHIO

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

Just Ask Katz
Nets Expected to Invade Court Action on Platter Turner Fight

Likely to Advise NLRB They Will Not Observe Order to Bargain With

UNANIMOUSLY affirming the recommendations of its trial examiner, Howard W. Myers [BROADCASTING, Feb. 12], the Board:

1. Noted a concession by AFM counsel at oral arguments before it "that unless the Board were to reverse its determination of the proper unit in the representation proceeding, the contentions of the AFM would constitute no valid defense to the respondents' (networks') refusal to bargain with NABET" and reaffirmed its unit determination.

2. Found that the letters of Jan. 27 and 28, 1944 from NBC and Blue, respectively, acknowledging Mr. Petrillo's platter Turner demands were admittedly subject to NLRB unit determinations and "do not constitute a valid defense to the respondents' refusal to bargain."

3. Decided that the AFM threat of economic reprisals if the network management bargains with NABET "neither as a matter of law...nor in the exercise of our discretion" constitutes a defense to the failure to bargain or can be regarded as a "valid justification for such refusals."

The Board ordered both NBC and Blue to "cease and desist" from refusing to bargain with NABET as the exclusive representative of their technical employees with respect to wages, hours and other conditions of employment or to engage in any acts to interfere with its employees joining NABET or any other union for the purpose of collective bargaining.

The networks were further directed to take affirmative actions to bargain with NABET as the representative of technical employees for "on the air playback" except in Chicago and to post notices for 60 days in conspicuous places in their various studios declaring they will carry out the policies of the Board in recognizing NABET's jurisdiction.

To Notify Board

Concurring in the decision and order were Chairman Harry A. Mills and Gerard D. Reilly and John M. Houston, members.

It is expected that after being advised that the networks will not observe the order, the New York regional Board will notify the national Board of failure of compliance. Authority will then be given for filing a petition with Second Circuit Court of Appeals in New York. Parties to the case will be given 20 to 30 days to file briefs with the Court after which limited arguments will be heard. It appeared likely the Court would hear the case about V-E Day.

In issuing its order, the Board brought to a conclusion proceedings started before it last August after the War Labor Board averted a strike by NABET against both networks as a result of the Petrillo move to invade its jurisdiction. The NLRB has since certified NABET's jurisdiction on platter turners, issued a complaint against the networks for refusal to bargain and thrown out a charge by AFM that NABET is company dominated. Enforcement of NLRB orders will now rest with the Court.

BBC V-E Plans

BBC is ready to go with the break of the war's biggest story, victory in Europe, according to John Salt, North American BBC director who recently returned from London. The corporation entrusted by its reporters from major world capitals; on-the-spot broadcasts with Allied soldiers; London interviews including talks with U. S. servicemen, talks by military and political leaders and also "Victory Anthems" were by Britain's music laureate, Dr. Ralph Vaughan Williams, especially for V-E Day. Washington correspondents of BBC report America's reactions, Mr. Salt said.

In Kansas alone, 1944 farm crops totaled over $540,000,000*. Farms and agricultural communities in our five state area make up the greatest part of WIBW's audience.

We're farm minded...always have been. And we're proud of it.

That's why we get such immediate and gratifying response for advertisers who want to reach and sell this market the quickest and most economical way. Let us prove it in YOUR case.

* U.S.D.A. figures

In Kansas alone, 1944 farm crops totaled over $540,000,000*

Farmers have Money in Kansas...

WIBW's primary area

Nebraska

Missouri

Iowa

Oklahoma

WIBW in Topeka: The Voice of Kansas

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPERS PUBLICATIONS, INC.

NEW YORK  CHICAGO  KANSAS CITY  SAN FRANCISCO

Page 30 - April 9, 1945
On November 19, 1863, a group of people gathered at Gettysburg to honor men who had fallen in battle several months before. Abraham Lincoln arose to deliver his speech. It lasted less than four minutes. Lincoln returned to his seat sad and disheartened. There was very little applause. Yet Lincoln had delivered one of the greatest speeches of all times—267 words that were to live forever, translated into almost every language on earth.

The truth of the matter was, Lincoln had spoken in such low tones very few people could hear him.

From this it is evident that what cannot be heard cannot be appreciated.

If you are using radio in Baltimore and want to assure yourself of being “appreciated” by a profitable proportion of the market, WCBM is your station. Listening to WCBM is a habit in Baltimore.
Two AM, Five TV, 23 FM CPs Asked In New Applications Filed With FCC

AMONG more than a score of new applications filed with the FCC and including those not previously reported are requests for 23 new FM stations, five commercial television (TV) stations, two local outlets, two new developmentals and a new international station for the West Coast.

Request Local CPs

New local outlet on 1450 kc operating unlimited time with 250 w is sought in Orangeburg, S. C. by Orangeburg Broadcasting Corp., secretary-treasurer and a third-owner of which is J. B. Fuqua, executive vice-president and general manager of WGAC Augusta, Ga. Remaining majority interest is held by J. I. Sims, president, who is general manager and half-owner of Orangeburg Theatres Inc. Mr. Fuqua is also part-owner of Tennessee Broadcasters, Nashville, applicant for a new standard station in that city.

The Corinth Broadcasting Co., Corinth, Miss., is applicant for a new local on 1220 kc with power of 250 w and unlimited time. New company is owned by a group of local businessmen.

Scripps-Howard Radio Inc. has added Pittsburgh to its list of areas to receive new services [BROADCASTING, March 19] with filing of petitions for FM facilities of 46.9 mc and 8,400 sq. mi. coverage, and TV assignment on proposed Channel 3 (60-66 mc) with effective signal radiated 1230. Estimated cost for the FM outlet is $100,000.

Crosley Corp., licensee of WLW Cincinnati and also applicant in several areas for new services, has requested a new commercial video station for Dayton, O. on Channel 4 (78-84 mc) with ESR of 1920.

Channel 2 TV facilities (180-186 mc) and ESR of 770.7 are sought for Philadelphia by the Philadelphia Daily News Inc.

Iowa State College, licensee of the noncommercial standard station WOI Ames, has filed application for a commercial television station to operate on Channel 3 with ESR of 1227 and 1992.

The Kansas City Star Co., licensee of WDAF Kansas City, has filed for a new commercial television outlet on Channel 1 (44-50 mc) as proposed by the FCC, with ESR of 445.

FM Applicants

New FM applicants, facilities sought and locations follow:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency (mc)</th>
<th>Coverage (sq. mi.)</th>
<th>Estimated Cost ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHVA</td>
<td>Richmond, Va.</td>
<td>134.5</td>
<td>17,900</td>
<td>52,000</td>
</tr>
<tr>
<td>KTPI</td>
<td>Twin Falls, Ia.</td>
<td>89.3</td>
<td>2,600</td>
<td>40,000</td>
</tr>
</tbody>
</table>


WITP - St. Petersburg, Fla. - 46.1 mc, 5,940 sq. mi. coverage and $57,000 estimated cost.

KGFF - Shreveport, La. - 49.9 mc, 3,200 sq. mi. coverage and $13,000 estimated cost.

WMJQ - Wilmington, N. C. - 47.5 mc, 4,800 sq. mi. coverage and $30,000 estimated cost.

Mid-Coastal Broadcasting Co., Washington - 49.9 mc, 10,800 sq. mi. coverage and $60,000 estimated cost.

WSAD - Hendersonville, Tenn. - 49.9 mc, 7,600 sq. mi. coverage and $27,500 estimated cost.

FM Stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency (mc)</th>
<th>Coverage (sq. mi.)</th>
<th>Estimated Cost ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSPF</td>
<td>Hampton, Va.</td>
<td>125.5</td>
<td>1,000</td>
<td>60,000</td>
</tr>
<tr>
<td>WHOF</td>
<td>Hopkinsville, Ky.</td>
<td>44.9</td>
<td>2,841 sq. mi. coverage and $11,000 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle, Wash.</td>
<td>43.5</td>
<td>17,400 sq. mi. coverage and $135,000 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>KROM</td>
<td>San Antonio, Tex.</td>
<td>93.9</td>
<td>15,326 sq. mi. coverage and $154,000 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>KLOS</td>
<td>Los Angeles, Calif.</td>
<td>107.1</td>
<td>20,792 sq. mi. coverage and $22,000 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WRAL</td>
<td>Raleigh, N. C.</td>
<td>86.7</td>
<td>15,864 sq. mi. coverage and $15,500 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WATC</td>
<td>Columbia, S. C.</td>
<td>86.7</td>
<td>12,850 sq. mi. coverage and $12,500 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WSMK</td>
<td>Mineola, N. Y.</td>
<td>107.1</td>
<td>19,326 sq. mi. coverage and $19,000 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WOFM</td>
<td>Mobile, Ala.</td>
<td>93.9</td>
<td>15,326 sq. mi. coverage and $154,000 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WBBA</td>
<td>Chicago, Ill.</td>
<td>107.1</td>
<td>19,326 sq. mi. coverage and $19,000 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WPAD</td>
<td>Paducah, Ky.</td>
<td>86.7</td>
<td>12,850 sq. mi. coverage and $12,500 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WAGA</td>
<td>Atlanta, Ga.</td>
<td>86.7</td>
<td>12,850 sq. mi. coverage and $12,500 estimated cost.</td>
<td></td>
</tr>
</tbody>
</table>

For the answer to all your recording problems,


good advice for the best results

Write-Wire or Call for Details

U.S. RECORDING CO.
1121 VERMONT AVE. WASH. 5, D.C.
It's the WNAX Sunday Get-Together—and it smacks the jackpot every week. How the mail rolls in—MONEY MAIL—over 16,000 orders in the first eight weeks of 1945.

It's a Sunday treat for nearly five million folks in five states, and a picnic for advertisers. Sure, it's corn, but it's SWEET corn.

To speed sales in Minnesota, Iowa, Nebraska, North or South Dakota—or to pull direct orders for anything farmers buy—get in line for a quarter-hour on the Sunday Get-Together. Ask Katz about future availabilities.
Cleveland's afternoon seekers of entertaining patter and the best tunes on platters are turning their dials to 850 every afternoon at 4:05, Monday thru Friday. This is the "Bandstand" forty minute "participant" program that recently pulled 1625 pieces of mail in two days. A live spot for one minute live or transcribed commercials—and there's still room for a few more.

Lund's growing popularity on the air in Cleveland may be gauged further by the success of his "Midnight Varieties" for late shifters and "curfewed" night owls—A solid hour—sold to Barbasol—and selling Barbasol—six nights a week—for a solid year.

It's another example of WJW's talent for placing the right talent in the right place.

(Continued from page 32)

HOWARD LUND "TURNS THE TABLES" ON AFTERNOON ENNUI

Cleveland Publications publishes the Bradford Morning Era and Evening Star-Record and the Southport (Pa.) McKean County Democrat.

Mid-Coastal Broadcasting, a new company, is partly owned by Lt. Comdr. James W. Cosman, president, 49 shares (49%), who is on leave with the Navy as president and part-owner of WATF Patterson, N. J., and his wife Elisa M., 1 share, vice-president, who is WATF secretary-treasurer and business manager. Remaining interest is held by B. H. Kaufman, secretary, 1 share, and Joel S. Kaufman, treasurer, 49%, both local businessmen.

James A. Hardman is publisher of the North Adams Transcript, an evening daily paper.

Donald W. Reynolds has been active in newspaper work since 1927. From March 1942 to February 1945 he was a major in the Army and was in charge of New York magazine in the Southwest Pacific and later in Europe. He is also part owner of several publishing companies in the Midwest.

Mark Wilson is a general contractor and instructor of industrial electronics application.

William Henry Alford, member of the technical staff of WSJS Winston-Salem, N. C., is applicant for a new developmental station on 420 kw. with power of 160.7 w using A3 and FM emission.

Joseph F. Novy, a lieutenant in the Navy stationed in Washington with the Bureau of Ships, is applicant for a new developmental broadcast station to be located in Riverside, Ill., and to operate on 45.6-47.1 mc with power of 1,000 w using A4 and special emission.

CBS seeks a new international broadcast station for Delano, Calif., to be operated on a number of different frequencies with power of 200 kw using A3 emission.

Cresta Blanca Schedule

CRESTA BLANCA WINE Co., Los Angeles (Dubbonet wine), on April 2 started five-weekly quarter-hour recorded Tune Time on KJU Hollywood, and is also using similar type programs on KGW San Francisco, and WDSU New Orleans.

Contracts are for 52 weeks. Firm sponsors three-weekly participation in Yankee Kitchen on YMAW Network, with newscasts and commentaries on WCAE WND WJW WQXR WLIB. A spot campaign is being conducted on WWDC WINX. Agency is BBDO, New York and Los Angeles.

DISCUSSION of the proper place of FM in the radio spectrum which occurred Jan. 27 at a special session of the IRE Wireless Technical Meeting in New York has been transcribed by the Institute and copies are available from it at $3 each. Participants in the discussion included Dr. E. H. Armstrong, inventor of FM; F. W. Allen, Jr., radio engineer for R. A. Norton, former director of FCC; C. M. Jansky Jr., chairman of HTP Panel 5 (FM), and others.
Waiting for the GREEN LIGHT of VICTORY

Post War Special
NEW PRODUCTS

THE Day of Victory will herald the start of a new distribution era. New products must move swiftly to waiting markets throughout the nation. Advertising will be the “road-bed” for the “Distribution Special”. Advertising must, and will, create a consumers demand for new products in order that they may move smoothly and steadily. We feel that such a test will be met successfully by the advertising world. The Nunn stations have built substantial broadcasting foundations so that they, too, will be in a position to meet tomorrow’s demands, efficiently and aggressively. Sound programming, intelligent and alert supervision and continuous promotion have built a loyal listenership for the Nunn stations.

Nunn Stations

WLAP
LEXINGTON, KENTUCKY

WBIR
KNOXVILLE, TENNESSEE

WCMI
ASHLAND, KENTUCKY

KFDA
HUNTINGTON, W. VA.

AMARILLO, TEXAS

Represented nationally by the John E. Pearson Company

The Nunn Stations

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Broadcasting • Broadcast Advertising

April 9, 1945 • Page 35
All of us at WIP are very proud of having received Variety's 1944 Plaque Award for "fostering racial good will and understanding..." and it was a particularly nice birthday present for Philadelphia's oldest radio station on its twenty-third anniversary.

Series on Radio Progress
THREE EXPERTS on scientific radio research will discuss radio's progress in electronics on a half-hour program over WMCA New York April 11. Guest speakers on "Four Invisible Servants of the Electron" will be Dr. Otto S. Schairer, vice-president of RCA; John Mick, director of Bell Telephone Labs, and Stanley P. McMinn, managing editor of Electronics Industries magazine. This is a special feature of the WMCA weekly Business Forum series presented by the New York Commerce & Industry Association, with Neal Dow Becker, association president, as moderator.

WOR Telephone Quiz
WOR New York started "Telle-Test" April 2 in the 1-1:15 p.m. period Monday through Friday. Sponsored by Schwimmer & Scott, Chicago, program offers cash prizes for answering questions asked by telephone during the broadcast. Person called is not required to listen to the program or even to have his radio on to participate. WOR is offering 10 old records and everyone called will receive a pair of tickets to a WOR program in "Serf's Memory Album", a feature of "WAT's New In Hollywood". Broadcasts are promoted on trailers in 25 nearby Warner theatres.

Homecoming Interviews
WPAT Paterson, N.J., is starting a weekly interview program with returning war veterans who announce their homecoming to their families within a few hours after disembarkation and while they are still in a de-embarkation center. Camp Kilmer, New Brunswick, N.J., WPAT's series originate from the camp's mess hall where returning servicemen have their first meal upon landing. Two Webbe, WPAT program director, handles the interviews.

Show for Musical Kids
WCOOP Boston last week started "Musik-Kids Quiz", program designed for musically inclined youngsters from six to fifteen. Program is aired Friday 7:15-7:30 p.m., and features your children on music from Bach to boogie-woogie. Girl or boy will play or sing as "Music Maid" or "Music Master" of the day. Two quiz participants are carried over to the next week with the third a newcomer to the program.

Novels to Be Dramatized
THE World's famous novels will be dramatized in "Presenting Michael Scott", weekly half-hour series starting on CBS April 16 with Mr. Scott as narrator and John Barnes as writer-producer-director. Radio version of the first novel, "A Tale of Two Cities", will run for six weeks. A special touring company, directed by Sir Walter Scott's novel "Kenilworth" and Nathaniel Hawthorne's "House of the Seven Gables."

NBC Servicemen Show
NBC will start a Saturday afternoon quarter-hour program for benefit of returning servicemen and women on April 14. Lt. Col. Erroll Crum, retired Navy officer and veteran of both world wars, will host from Washington discussing pending legislation and regulations which affect former members of the armed services as well as those still on active duty.

Barn Dance on WJW
MAJOR portion of the "Saturday Barn Dance Jamboree" at the Cleveland Musi
conic Hall is now aired by WJW Cleve
donald 9-30-11 p.m. Many of the enter
tainers are Blue-ABC Network talent.

SYMPHONY SERIES
SERIES of Sunday afternoon symphony concerts performed by a specially or
ganized orchestra and conducted by Sir Thomas Beecham and other noted conductors will be broadcast by Blue-ABC beginning April 7, under the title "Saturday Symphony". Following Sir Thomas, who will conduct the first four concerts, will be Nicolai Beresow
sky, Max Goberman, and Joseph Stopak.

Recorded Prayers
RECORDED one-minute prayers by leading Chicago clergymen, representing all major denominations, now open and close broadcast operation of WMAQ Chicago each day. Same clergy
day is heard morning and night of one day. Prayers are up by organ music, following "The Star Spangle Banner" in the morning and pre
ceding it at night.

Guess the Movie
DRAWING from a collection of 200 to 300 transcriptions and records is the old movie trivia series "Quiz for the Movies". WAAT Newark invites listeners to identify films and actors in "W's Movie Memory Album". Prominent feature of "WAAT's New in Hollywood", a program of Hollywood chatter. Broadcasts are promoted on trailers in 25 nearby Warner theatres.

Service Interviews
WOL Washington has completed arrangements with the 6th Army Group to present Camp for Victory. Program will interview with soldiers from the Wash
ington area. "Guess the Movies" series is heard Tuesday 10:20
30-10:30 a.m. Nearest of kin of soldier is notified of broadcast and sent a copy of recording.

English Use
COMICAL dramatizations of the cor
cert and Incorrect use of words in Eng
lish language are featured in "What's the Good Word" weekly half-hour pro
gram starting on Mutual April 15, with Maxwell Newburg, English professor, as "teacher."

Farm Service Show
FARM SERVICE series "Farm & Ranch Program" has been started by WOAI San Antonio as a Saturday half-hour feature prepared and presented in co-op eration with 4-H Clubs, the F.A.A., Texas County Agricultural Agents and other educational groups.

Housing Program
KFDA Amarillo, noting a growing housing shortage, has started two quar
ter-hour programs per week in coopera
tion with the DSU interviewing people seeking places to live.

WDC
CONNECT IN CONNECTICUT... by reaching the ENTIRE Hartford Market on WDC, Columbia's Basic Station for Connect icut.
there's more than just CORN in Iowa

AS AN INDUSTRIAL MARKET IOWA RANKS HIGH—REACH IT WITH WMT

"...think of Iowa—think of Corn.” And rightly enough, for Iowa ranks first in the country in the value of corn production. But as an industrial market Iowa is booming—here is the home of the Maytag Washing Machine, Sheaffer Pens, Cudahy and Armour Meats, Quaker Oats and many others. Although Iowa’s soil produces more wealth in one year than ALL the gold mines in the world, don’t think that this rich market begins and ends with farming.

IOWA is rich! Iowa boasts a per capita wealth of $4,617—more than 60% above the national average.

REACH this market with WMT

Represented by the KATZ AGENCY.
The WBAL STAR PARADE

March 1945

Bing Crosby
Top-notch crooner, enjoys the WBAL Star Parade! Turn to page 3 and see how your favorite stars feel about WBAL's newest hit-mag!

1945—Radio's 25th Anniversary—Pledged to Victory
The WBAL Star Parade

...An 8 page gravure magazine now being read in 125,000 homes in the Baltimore area

And it's read in Hollywood, too!

WBAL

50,000 watts - basic NBC network
One of America's great radio stations

Nationally represented by Edward Petry & Co.
Howdy, Pardner!

WE SEE WHERE more and more of our Federal legislators are being wooed into station ownership, directly or through family ties.

In the House there are at least a half-dozen station owners. There are several Congressmen who won their political spurs by virtue of their radio identities; others who used the microphone to win.

In the Senate, there are such figures as Capper of Kansas, a pioneer station owner and a publisher; LaFollette of Wisconsin, who last year acquired an interest in WEMP Milwaukee; Taft of Ohio, whose family is in both the newspaper and radio fields. Senator Wheeler of Montana has a son who is purchasing a one-third interest in KFPY Spokane. Senator Johnson of Washington, we hear, is negotiating for station purchase. Ex-Senator D. Worth Clark last year bought an interest in KFJB San Francisco.

This is healthy. There's no more reason why elected members of Congress (or others in public life) shouldn't hold such ownership interests than there is for them to refrain from engaging in any other legitimate pursuit. Take newspapers, for example. Many a Senator and Congressman came up through the journalistic and publishing route.

From another standpoint we think it's wholesome to have the men who write the laws familiar with private enterprise and business. Let them meet payrolls or negotiate with labor unions or bang against competition. Let them take a whirl at Government questionnaires, or cope with demands from irate Congressmen for equal networks and equivalent time.

Congress can't be expected to become expert about everything upon which it legislate. Radio always has been particularly tough for legislators to comprehend. But those legislators who get into the art and craft for investment or otherwise will soon learn that the life and habits of the typical broadcaster do not even remotely resemble those of King Midas. To all those legislators who are ogling radio, we greet: "Come in, the hot water's fine."

Jimmy's Dilemma

TO: James C. Petrillo
RE: "What, Again?"
FROM: Weary Broadcasters

YOU'RE certainly a glutton for punishment. Here you are, konked again by NLQR on the platter-turner business. You should know by now, as an expert triple-tongued cornetist yourself, that it doesn't take an ear for music or even long hair to turn a record. NABET's got you there Jimmy.

But that's only part of it. Have you been reading about the folks up in Congress who are out after all labor because of your private WPA invention? They know you talk to their folks back home—they don't function like APM. Well, looks like the body politic doesn't care for that recording agreement of a few cents per record up for "unemployment relief" or whatever it is.

Frankly, Jimmy, they think your plan is a racket. That's why you're getting so much attention in Congress. We have known, over the years, what you've been up to. The public is just catching up with it.

Jimmy, you've just ridden a good horse to death. Don't you think it's time to give up?

Page 40 • April 9, 1945

Our Respects To—

Edward Merlin Yocum

When CBS eastern division wanted a man to handle its pioneering job of station relations in Washington—the liaison between Government agencies and CBS affiliates—it went to a small town station far in the West. The young man who answered the call to "Go East!" is Ed Yocum. Now when stations want to know about FM, how to secure another frequency and the answers to myriad other operational problems, they come to Ed.

His experience has taught him the language of the small station, its problems and needs. In fact he ran against a problem with his first venture into radio.

In 1917 he had a ham station in Fargo, N. D. It lasted three weeks, when the war stopped all such stations. As soon as the war was over and the bans lifted, Ed started another ham outfit. This time his father was fined for having unlicensed wiring in the house.

So for a while, Ed Yocum turned to the press. He was with the Fargo Forum, later press agent with the U. S. Dept. of Agriculture covering North and South Dakota and Minnesota. When he went back to radio in 1931, KLPM Minot, N. D. was the station. He sold time, wrote copy and did the usual small station jobs.

In the spring of 1933 he had a brief turn with KGX West Point, Montana, terminated by a hot wind that blew across the land and ruined the job along with the crops.

KGEZ Kalispell, Mont. had his services for a while, but then KGHL Billings. In 1939 he was commercial manager, 1936 station manager, 1937 general manager. Ed stayed with KGHL until Oct. 1 of last year when he accepted the CBS post.

While he was with KGHL Ed Yocum was made a member of the NBC Planning and Advisory Committee. That was in 1941 when NBC adopted the full network plan, enlarging the coverage to small communities that had before that time been left out of many of the big network programs.

In the same year, Ed Yocum was made district director for the NAB, covering the 14th District. This included Montana, Wyoming, Colorado, Utah, Idaho, part of South Dakota.

He traveled over that territory, contacting stations and getting acquainted with not only the station staffs but also the problems of the small stations, an experience that has paved the way for his position with CBS.

Ed has had some thrilling experiences in his radio lifetime. While he was with KGEZ, in 1935, Helena and the surrounding community... (Continued on page 42)
A tonic for scalps finds Spot Broadcasting a tonic for sales. So Wildroot Cream-Oil applies Spot Broadcasting generously, using everything from chain breaks to half-hour programs, saturating each selected market thoroughly!

Wildroot's success is founded on a knowledge of Spot Broadcasting technique—by which any good product can reach the largest audiences on the finest stations.

Spot Broadcasting is probably today's most adaptable medium in advertising, offering a choice of the best times on the preferred stations in any market you choose. You are not confined to one network, one program, one time of day or one copy appeal. You can buy an hour in Spottsville or 20 seconds in Spottstown, depending on the state of the market, or the pressure you wish to apply.

A John Blair man knows Spot Broadcasting. He also knows merchandising. His knowledge, plus your own, will put radio to work for you on a basis that will stretch your advertising budget measurably!
Joan Davis Signs 4-Year Contract With Lever Bros.

LEVER BROS., Cambridge, Mass., in a deal with William Morris Inc. representing Joan Davis, has acquired services of the comedienne for four-year period. Scheduled to move in late September into CBS half-hour period now occupied by Burns & Allen Show, new series built around Joan Davis will take over Swan soap, Monday, 8:30-8:55 p.m. (EWT), with West Coast repeat, 8:30-8:55 p.m. (PWT). Miss Davis has complete control of the radio package, at $17,000 per week for first two years and $1,000 increases for succeeding years. A reported $100,000 will be spent each year on exploitation. Deal involves only Miss Davis.

Reported as refusing offer by Lever Bros. of NBC time for Lipton's Tea, Burns and Allen have requested release from their contract which still has three years to run, it was said.

WFBL Syracuse is erecting the highest single wood structure flag pole and antenna combined—110 feet—in Central New York at its transmitter.

THEM MUST have reminisced about that fateful Democratic National Convention, but Cleo Randau (r), business manager of the Chicago Sun and WJJJD Chicago and WSAI Cincinnati, reports: “Here is a picture of Mayor Kelly (c) pointing me out to the Vice-President Truman (l) as a most undesirable character.”

NEW lifeboat radio equipment that automatically transmits SOS and radio direction finder signals on two frequencies with a range of 1,000 miles or more, has been developed by Radiomarine Corp. of America. A 300-foot antenna is carried aloft by kite or balloon. Handpowered, the transmitter delivers 5 w power to the antenna on frequencies of 500 and 2800 kc.

Our Respects to

(Continued from page 40)

experienced an earthquake of tragic proportions. Two tremors had already shaken the land when Ed took his mike to a street corner in downtown Helena. He plugged the lines into the telephone company switchboard and, going out into the street, began broadcasting.

“Right in the middle of the description,” Ed tells, “there was a third tremor, the heaviest of all. Then with a roar, the building right across from where I was collapsed into the street.

“It was a great news break, but the trouble was,” he says, “people kept writing in saying it must have been a frame-up. They thought we arranged the quake along with the building’s destruction, I suppose.”

For his work in raising $3,000 in Kalispell for earthquake victims—more than any other city had raised—Ed received hearty congratulations from the Governor of Montana.

Another special event that he was famous for in the West was the broadcasting of the capture and killing of the “Tarzan of the Tetons,” a Wyoming bad man. The station had been carrying a running story for five or six days on the chase of the criminal when a druggist in Powell, Wyo., called KGHL and said that the man was across the street holding up the local bank. Ed got an announcer to the phone and put a mike beside him.

Over 90 miles of wire, the druggist described the drama as it progressed, with the posse surrounding the bank. The announcer relayed the story to the listening audience, from the beginning of the end when the man left the bank and was shot on the spot. It was a high point in special events reporting.

Bowled His Best

Life in Washington may seem dull after such western dramas. He is making his home there with his wife and daughter, Nancy, 15. He married a Fargo girl, Virginia Wright in August 1928. Their favorite pastime is bowling together.

“In fact,” he says, “I had to win the North Dakota state bowling championship to get out of town in 1933. The banks were closed—remember?—and I was broke, but there was a job waiting for me in Montana. So I bowled my best and won enough to buy a train fare.”

In 1938 and ’39 he competed in the national tournaments in Chicago and Detroit.

For brief vital statistics, he was born in Grand Ridge, Ill., on April 21, 1905. He attended N. D. State College and is a graduate of the U. of N. D., with a post-graduate degree from the U. of Minnesota School of Journalism.

Stimson Praises NBC

SECRETARY OF WAR Henry L. Stimson, in a letter to NBC president Niles Trammell on the fortieth anniversary of Army Hour, April 8, said the program “has brought into American homes the sounds of war and the voices of our troops, thus bringing for an hour each week, the vast distances separating us at home from those distant battlefields.”

AP

WPDQ, Jacksonville, Florida

“That Telescript, ‘Washington Today’ is a good broadcast... already sold.”

Robert R. Feagin,

General Manager
A Community
with 978
Hardware Stores

... Picture a single Community with 978 hardware stores where in one year $22,413,000 worth of nuts, bolts, nails, screws, and all the other articles necessary to keep the home and business running smoothly are purchased.

That's the picture of the hardware business in the WGY COMMUNITY*—that section of central and eastern New York and western New England served by WGY.

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

*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.
Three New Commodores

THREE Navy communications officers were promoted last week from their rank of captain to the temporary rank of commodore. Capt. John V. Murphy is to become a commodore while serving as Deputy Director of Naval Communications awaiting permanent duty. Capt. Thomas B. Inglis, who had been Deputy Director of Naval Communications, and is now Deputy Director of Naval Intelligence, has been promoted to commodore. Third new to be promoted to that rank is Capt. Earl E. Stone, former Assistant Director of Naval Communications in charge of security operations and Eastern Sea Frontier communications officers, now Communications officer on the staff of Fleet Adm. Nimitz at CINCPAC.

W. W. (Bill) Behman, former manager of WBBW Terre Haute and for two years a Navy Lieutenant, after participating in the Philippine invasion is at a Navy base hospital somewhere in the Pacific. He reports he soon is to be evacuated to the States.

Leo Fitzpatrick, vice-president of WJR Detroit, last week was re-elected president of the Civic Light Opera Assn. of Detroit for the third year.

Edgar Knows, WBBW president, left New York last Thursday for a short vacation in Atlantic City.

Maj. Edney Ridge, WHIS Greensboro, N. C., director, has received a citation from French Ambassador Henri Bonnet expressing gratitude for his work in directing American relief for France in North Carolina.

Niles Trammell, president of NBC, has returned to New York after a sojourn of several weeks in Reno, Nev.

Stuart Odel Jr., former program director of WHIS Bluefield, W. Va., is now assistant manager of WHLN Harlan, Ky.

G. V. de Freitas, manager of short-wave station ZY in Georgetown, British Columbia, is in Washington on a six month assignment as consultant on West Indian matters to the Coordinator of Inter-American Affairs, Studios and offices of the station directed by Mr. de Freitas were destroyed in a $100,000 fire which swept the Georgetown business section in February.

Dan C. Vincent, KSL Salt Lake City traffic manager, has been elected ass't. treasurer of Radio Service Corp. of Utah.

Ed Roboff, vice-president of Blue-ABC central division, was appointed chairman of the Radio Committee of the Chicago United National Clothing Collection for overseas war relief.

John A. Phillips, who joined WOKY Charlestown, W. Va., at the end of the first year as account executive, has been named general manager of the station succeeding Joseph B. Matthews.

Sgt. Harold J. Brown, manager of Mehawch Broadcasting Co. station KERN Bakersfield, Calif., on leave with the Army Air Forces, is a combat radio reporter on the Blue-ABC show "The Fighting AAP."

Panney Eyman liftin, senior broadcaster at the FCC, left Thursday for a month's sojourn at Camp Border, Ga., where her husband, Maj. Philip Litvin, is medical officer. She has not announced future plans.

Another PROOF THAT WFL IS SYRACUSE'S LEADING RADIO STATION

WFBL wins national recognition AGAIN! The leading radio station in a rich market wins citation in the 1945 George Foster Peabody awards . . . for "Syracuse on Trial" . . . This WFBL program also received the first prize for public discussion programs in Ohio State University's Radio Institute contest.

In news . . . entertainment . . . public service . . . and educational programs . . . WFBL has been the leader for 23 years!
BLAW-KNOX and the voice of radio

Blaw-Knox Towers have played an important part in radio since the early days of Marconi. Most Radio Towers, here and abroad, are of Blaw-Knox design or manufacture. Blaw-Knox’s importance in military electronic development cannot now be disclosed.

What Blaw-Knox means to radio, it means to many other industries.

If you are concerned with modern methods for converting raw materials to usable products by chemical or mechanical means, or solvent recovery...or any ramifications of industrial processing, Blaw-Knox can carry on from pilot plant to full scale production.

Blaw-Knox can serve in other ways: with prefabricated piping, equipment for the steel industry and a broad line of construction equipment, to name a few. Let us discuss your problems with you—at your convenience.

*The Tower is an essential part of the voice of radio.

Blaw-Knox Towers (some over 100’ high) are used for broadcasting, communications, navigation, television, locomotives, police work...as well as for undisclosed electronic purposes.*
Folks out here can spot a phony "farm station" just as quickly as they'd recognize a play-boy farmer. When a station gives them perhaps one farm program a day, read in a suave Eastern accent, they don't tune in often.

But a full-time farm station gives out with farm news, information, and real live-talent—not jive-records. That's something different—that's what they get from KMA...and that's why KMA gets from them twice as much listener-mail as any other station in this great rural area.

Send for the story of the No. 1 Farm Station in the No. 1 Farm Market where the average farm income in 1943 was $7,672 (with 1944 estimated to have been 20% higher!)

**KMA**

Blue Network

**The No. 1 Farm Station in the No. 1 Farm Market**

**152 COUNTIES AROUND SHENANDOAH, IA.**

**FREE & PETERS, Inc.**

Exclusively National Advertisers

---

**WELL-DRESSED IOWA FARMER—**

**IN A PIG'S EYE!**

Farmer Bill's porkers might approve of this get-up...but any rural Iowan would know it's kinda queer.

Jerry Lawrence, announcer for the Seven-Up "Fresh-Up Show" on Mutual, has been signed by a radio-contract covering services for this sponsor only and including television as well as soap advertising, by J. Walter Thompson Co., New York, agency for Seven-Up.

Marian Casey succeeds Delores Swanson in the continuity department of WNOO Moline, Ill.

Bill Miller, former WEF St. Louis announcer, has joined KSKT St. Louis. Allan Flew, released from the Army, is also a new member of KSKT.

Charlie Stooley, KOKX St. Louis farm editor, has received word that his son Pfc. John D. Stooley, reported missing, is a POW in Germany.

Edgar (Cookie) Fairchild, musical director of the NBC "Johnny Presents Glenn Simms Show," is the father of a new baby.

Robert D. O'Brien, former English instructor at Harvard U., has joined CBS in the program analysis division of the research department.

Harriff Davis, former continuity writer at WINS New York, has joined the CBS education department to write the science and history programs of the American School of Chicago replacing Ruth Friedlich, resigned.

Ross E. Mohny, one of the original announcers at WOCN Dubuque, and later with WLWA Lynchburg, Va., before entering the Navy, has been in the Pacific area for ten months and has participated in several major invasions.

Klaus Landberg, television director for KCET Hollywood, and Eastern Ashlin of Rio de Janeiro were married in 2 Los Angeles.

Lt. Col. Charles Vanda, released from the Army, has returned to CBS as executive producer.

HeLEN B. Wilson, former KIDD Boise, Ida., copy writer, has resigned this position to accept a new one with E. A. Vaughn.

Maxwell Croft, previously with WCMB Baltimore, is now script writer with WTBS Columbus, Md.

Guireen Willies, announcer of KGQ San Francisco, is the father of a girl.

Steve Allen, formerly with the Artistic Producers, New York, has joined KMTR Hollywood as writer-announcer.

Bob Janes, formerly with KKKO St. Louis and KFAC Los Angeles, has rejoined KGO San Francisco as announcer.

Hal Lansing, WGN Chicago staff announcer, is the father of a boy.

Raymond C. Ganter, former WFBF Syracuse, has returned to the Army, in the business, has been promoted to sergeant.

Ed Wiebe, freelance announcer, drops seven programs on WJJD Chicago to enter the Navy as an apprentice seaman in the Navy public relations.

Hobert Dunbar, former women's program director for WVVN Waukegan, Ill., has joined WWDN Wheeling, Ill.

Ed Halbert, production manager of WIP Philadelphia, has resigned to join CBS New York as assistant program directo.

Ed Star, new announcer at WBBQ Memphis, is the sixth announcing man to be employed by the station.

Roy Neal, former announcer of WBBQ Memphis, is now a six-year member in the U.S. Army in the Pacific and has been commissioned a lieutenant at Ft. Benning, Ga.

John Holtman, NBC Chicago staff announcer, is working despite a cast on a cracked ankle bone.

Ann Kelly, who entered radio with NBC in 1927, joins WJX New York as saleswoman. The SHINE TRADE, the former Ann Kelly, is former assistant to WJX New York, is now with WJX. The station and recently was with William Morris Agency, New York.

Russ Thorson, announcer of EKO San Francisco, has resigned to freelance.

Vernon White has left his announcing post at EKO San Francisco to freelance.

Bill Brown, news and sports editor of KGA Des Moines, Iowa, has taken over as program director of the station following resignation of Dick Wynn to freelance.

Erik Barnouw, former NBC talent scout director now with Armed Forces Radio Service, is to compile an anthology of radio plays published by Farrar & Rinehart, New York.

Ed Funk, freelance script writer, has been appointed writer-editor in the NBC script department.

Harold Thompson, drummer in the WCNY Cincinnati orchestra, and Louise Tell of the WCNY sales department, have been married.

Alan Keyes has resigned as announcer at KGO San Francisco.

**THESE THREE video pioneers held a reunion in San Francisco to celebrate the 15th year of what is claimed to have been the first completely separate television station, even though experimental. Left to right, Walter Preston, CBS Chicago program manager, Sara Ann McCabe of the "Follies" and A. E. (Al) Nelson, head of a San Francisco public relations firm, recalled the program, telecast over WBOO Chicago and WXXO, formerly owned by Mr. Nelson. Brown & Williams Tobacco Co. was sponsor.

Jack W. Daub, announcer at WWBC Asheville, N. C., prior to induction in the AAF, has received his commission as second lieutenant.

W. Charles Roe, former WNOX Knoxville and now a field director in the overseas service of the American Red Cross, is home on sick leave. He reported to Washington for reassignment April 2.

Betty Talent is new music librarian of WWBW Pittsburgh.

Thomas S. Gause, formerly with WMW Wilmington, N. C., has joined WPTF Raleigh as announcer.

Fred KRA, former WMLT Dallas, program director, has joined the WMZM Mason, Ga. announcing staff.

Leonard Howard, who conducts the daily "Listen Ladies" on WOL Washington, is back on the air following a streetcar accident in January in which she suffered a brain concussion and broken shoulder.

Mike Conner, CBS staff producer in Los Angeles, has resigned to go to Chicago.

Andy Potter, producer of KFI Los Angeles, is the father of a girl.

Kety Furr, former WBBQ Memphis, has resigned to go to Hollywood.

ENS. James McNeal, UBRN, former WFBF Syracuse, has returned to the Army and has resigned as announcer of WOR New York, is to enter the Army April 12.

Sam Carver, former WDDN Wheeling, W. Va. production manager, is the father of a baby girl.

Herminia Gibson, former KGO Oakland, Calif., newscaster and manager of the American Red Cross, has arrived in New Orleans for reassignment.

Don Lee Net Buys Site In Hollywood

NBC, Blue-ABC Plan Post-War Construction on Radio Row

WITH overall investment reported around $750,000, Don Lee Broadcasting Systems, Hollywood, has purchased a 90,000-square foot Vine St. site for proposed new two-story studio and executive building, according to Thomas S. Lee, president. Lewis Allen Weiss, vice-president and general manager, with Willet Brown, vice-president and assistant general manager, handling negotiations. The site property is located in Hollywood's "radio row," three blocks south of Sunset Blvd, between Homewood and Fountain Ave.

**Lease May Be Extended**

Anticipating needs of television and FM, proposed two-story structure would house four audience studios seating between 300 and 400 persons each, with seven additional non-audience studios. Stages would be larger. Production and program-writing would be done on first floor with administrative and executive offices on second. Mr. Weiss was hopeful of an early fall ground breaking.

Beau on present site of Don Lee Broadcasting System, at 5515 Melrose Ave., owned by KROK Radio Pictures Inc. expires at year's end, but will be extended until new structure is completed.

Height-limit office buildings with space restricted to networks and allied crafts are also being blue-printed for post-war construction in Hollywood by NBC and American Broadcasting Co. NBC structure will be in addition to its present studio and executive building at 1500 N. Vine St. It will be at the corner of Vine St. and Selma Ave., location owned by the network, but now occupied by Otto K. Oleson Blvd.

If negotiations are completed, KGJF Los Angeles independent, will also shift operations to Hollywood.

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**BROADCASTING • Broadcast Advertising**

**Ask HEADLEY-REED**

New York, Chicago, Detroit, Atlanta, San Francisco
THE 4:03 TRAIN

Every afternoon for more than 12 years we have let our listeners hear
the 4:03 train go by, interrupting any program which conflicts. If you
can think of a more fundamental American urge which may be satisfied
over the radio, we will do that, too. Our job is to bring listeners what they
want, so they’ll want to listen.

We do and they do over an area of five million population.

THE STATION THAT CREATES GOOD COMPANY FOR ITS COMMERCIALS.

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
CHARLES L. ROTHCHILD, former accountant of Frank Bruck Adv., New York, and previously president and vice-president of the former Consolidated Adv., New York, has joined Emil Morul Co., New York, as executive vice-president. He retains four accounts, including two radio advertisers, Kno-Mark Mfg. Co., Brooklyn, shoe polishers, and Adler Shoes, New York. MMR BRORBY, vice-president of Needham, Louis & Brody, Chicago, will head the chairman of the advertising committee for Build for Peace, group of 125 newspaper people of Chicago about the issues and problems of world peace. The complete committee will include 20 executive members of all branches of advertising and will co-ordinate activities with the War Ad Council.

MARION CONNOLLY, formerly assistant to WALTER CRAIG, Benton & Bowles, New York, radio chief, has been named personnel director of women. Before joining the agency in 1940 she was assistant to the sales manager of Columbia Recording Corp.

LEON KEMPNER, formerly with ILKA CHASE and "Luncheon at the Wavel," and other networks, has joined Compton Adv., New York, as publicity writer.

J. M. HICKERSON Inc., New York, has opened a branch office in Atlanta at 221 Peachtree Bldg. under the direction of HARVEY CLOPTON.

HARRY B. COHEN, for 15 years with H. W. Kastor & Sons Adv., Chicago, has joined the New York Office of Dexter-Fitzgerald-Sample, where he will work on the American Home Products account.

RICHARD L. ElGERSON, formerly of Western Electric Co. and International News Service, has been named associate director of public relations of J. M. Mathes Inc., New York.

ARTHUR HURD, director of research of J. C. Thompson Co., New York, is in Puerto Rico to supervise a media survey in that area. He returns April 23.

LUCILLE RUSSEL, former script and commercial writer for NBC, and WIL- LISTON P. MUNGER Jr. of Arthur Kudin Inc., New York, have joined the copy staff of Benton & Bowles, New York.

DIE HASSLER, former public relations and special events chief of WPEN Philadelphia, has joined Beemesser, Heller & Sperling Adv., Reading, Pa.

W. A. DUNKLE has been promoted to senior security of Kudin Inc., Los Angeles office. Agency has moved to international offices on ninth floor of 550 W. 63rd St. location.

MARTIN B. JONES Jr. has been named national account executive of Kaster Adv., New York. He has been working with the agency as assistant to the chief of entertainment in the European and African territories since 1938.


UNITED BROADCASTING Co., Chicago, has moved to larger quarters at 84 E. Lake St. Telephone is Franklin 6001.

HARRY ACKERMANN, vice-president and head of program operations, Young & Rubicam, and LEWIS TITTSON, vice-president in charge of radio production, have been added to the Agency Radio Advisory Committee of the War Ad Council.

WOLFE & KELLING-DOW & CONKEY, Detroit, is a new firm name of Ralph L. Wolfe and S. Dow. All of present offices continue. More is readoption and amendment of former name to feature represent present ownership and management.

DANIEL M. EBBERTS, former advertising manager of Madsen Iron Works, Huntington Park, Calif., having joined Star-Cal-Miller Adv., Los Angeles, firm name has been changed to Star-Cal-Miller Advertisers.

WALTER LURIE, eastern production chief, Mutual Adv. Co., New York, for six months, has resigned effective April 15. Mr. Lurie will leave for the West Coast April 20 to audition a new show and will return to New York about May 5.

H. E. Cassidy Chairman
Of AAA Pacific Council

H. E. CASSIDY, of Los Angeles, has been elected board chairman of the Pacific Council of the American Assn. of Advertising Agen-

cies, Inc.

Mr. Cassidy is vice-president of the McCarty Co., former board of Governors chairman of the 4-A's Southern California Chapter and was named to the Coast agency operations for 17 years.

Serving with him on the board are Warren Kraft, Erwin, Wasey & Co., Seattle; C. L. Baum, Short & Company; Harold Brown, Bank, Young & Rubicam, San Francisco; Dana Jones, Dana Jones Co., Los Angeles.


DOROTHIA HASSLER, former director of promotion and publicity of KYW Philadelphia, has joined Beemesser. Helie C. Sperling, Reading, Pa.

LOU JACOBSEN has joined Greenfield Lippman Adv., Buffalo, as art director and account executive.

HARRY COHEN, vice-president and account executive of Kaster Adv., Chicago, has joined Dexter-Fitzgerald-Sample, New York, as account executive.

WILLISTON P. MUNGER Jr., for eight years with Arthur Kudin Inc., New York, has joined LUCILLE RUSSEL, script writer for NBC, has joined the copy staff of Benton & Bowles, New York.

A. C. McGILL, former director of Cock- field Brown & Co., Montreal, has been appointed managing director and vice-president of Young & Rubicam, Montreal and Toronto. He was formerly director of employee services at Bayswater, Montreal.

EMMA LOU MORAN, has joined Young & Rubicam, Los Angeles, as publicity director.

CHARLES SCHLIECKERT heads Technographics Inc., new agency which opened April 2 at 1497 Diversey Parkway Chicago. Personnel includes ROLAND FULTON, vice-president; CARL E. LARSEN, secretary-treasurer; SIEGEL BORDEEN, art director; FLORENCE WOLFE, space buyer.

JOHN W. KUPACK of the west coast of DON McNeill, m.c. of "Breakfast Club", has been made office manager of Gertz-Pacific Adv., Los Angeles.

MARJORIE ORMAN has been appoint- ed publicity director of Millman-Bryan, Breyer, Los Angeles. She succeeds EMMA LOU MORAN, resigned.

MCKEE & ALBRIGHT, Philadelphia, have announced their resignation as advertising agency for The Beacon Chemical Corp. (Zero and "33" Bleach) effective about May 1.

LAWS of the states and the District of Columbia governing advertising have been complied in one book, a so-called "State Advertising Legislation", the Dept. of Commerce has announced.

Copies are available on request to the Dept. of Commerce, Washington 25, D. C.
national 'names' sponsored LOCALLY
... make WXYZ a great station!
Western Electric

OK for FM

Going strong in '45!

Nine years ago, Western Electric brought out the 23A speech input console. Complete, compact, giving greater flexibility, ease of operation and high fidelity, it marked a new idea in speech input equipment, and another Western Electric first!

The 23B—differing only in arrangement of controls—followed in 1937. In 1941 came the 23C—frequency range extended to meet FM requirements.

Many of these old timers are going strong today—proving once more that Bell Labs advanced design is right for years of service.

Western Electric

Buy War Bonds—and hold them!

Page 50 • April 9, 1945

STANDARD, INDIANA, WOULD TOP SPORTS

STANDARD OIL COMPANY of Indiana is starting a five-year radio campaign with the object of becoming principal sponsor of news and sports broadcasts in its territory. In Iowa and Minnesota the company is experimenting with other types of shows.

Company began sponsorship March 31 of the KSTP Minneapolis 7:00-9:00 p.m. Saturday, and April 2 began sponsorship of a quarter hour news show six times weekly on KOIL Omaha, marking 20 shows now on the air for Standard Oil.

Three new shows are scheduled within the next months: quarter hour sports broadcast, six weekly, effective April 30 on KMBK Kansas City; quarter hour news show, six weekly, effective June 9 on KSD St. Louis; and quarter hour news show, six times weekly, effective July 2, on WIRE Indianapolis. Till for contracts are placed by McCann-Erickson, Chicago.

SAFEWAY FINANCE Co., Los Angeles. In a 13-week campaign started March 30 is using spot announcements on KFAC Los Angeles. Other local stations will be added. Western Ad Agency, Inc., is the account.

HARMAN WATCH Co., New York, has signed for sponsorship on WMCA. As of April 9, WMCA has begun a series of programs under the name "Dash to the Finish Line," which features the second half of the 1941 New York World's Fair.

WINESHIPS, New York, taking advantage of a programming feature introduced by WLB New York on its "Luncheon Musicale," promotes Cocktai-Sherry and Colombet Golden Sherry during the afternoon hours of the musical meal. Private Cellar Chablis for "entrees" and the "main dish," on the accompanying Station menu has been designated each hour during the daily program as a "special" available to all advertisers of an appropriate product. Agency is Yaple, Nyman, Inc.

KRESGE-NEWARK, Newark, department store division, has contracted for a six-hour to six-week half-hour audience participation program on WAAT Newark, has added three additional half-hourly services on WAAT and one recitation show and a "Garden Round Table." Originating from the store's auditorium, the program features gardening experts from the local area. The show is being submitted by audience. Six-weekly series "Kresge-Newark Magazine of the Week".

(Continued on page 52)
Fastest-moving team in the league

Guess everybody knows we have a lot of new folks. We've augmented the veterans, men who know the network business inside and out, with a group that knows how to sell goods. knows the client's basic problems, knows how to think in terms of cutting distribution costs and getting more for the advertiser's dollar.

We've been in hot pursuit of a pretty clear-cut objective, although it might not look that way from the outside. And we've been making some real progress. A new kind of network is being born. All that's sound about the old network (and by and large, networks are a pretty sound operation) has been preserved. But from this new team you can expect some fundamental improvements that will appeal to you as an advertiser, and to you as a part of the great American public.

You might bear that in mind when you are thinking about where to invest your radio dollars. Especially since you save $3,500 when you buy a nighttime half-hour on the Blue.

THE VETERANS (only some of them are in the picture): Standing at the left is... you're right, Mark Woods, our prexy. If you don't know Mark, you know of him because he's one of radio's real pioneers. Next there's Keith Kiggins, who's our V.P. in Charge of Station Relations, an ex-cow puncher who has been with the network since '33. Then there's Johnny Mark, who's Station Relations Manager and one of the youngest execs in the business. Next to John comes Ed Boroff, our V.P. for the Central Division; Ed has an 18-year background in the radio business. And now for the seated team members, left to right: Don Searle, who's General Manager of our Western Division, a man with years of know-how including station management. Next to Don is Charles Rynd, an NBC grad who's a V.P. and formerly our company treasurer. And last but not least is Pete Jaeger, our General Sales Manager, a V.P. too, who came to us from Transamerican.

NEW TEAM-MATES (not all of them by a long shot) also reading from left to right: Ed Noble, our Chairman of the Board, founder and chairman of the Life Savers Corp., formerly owner of WMCA and an outstanding business leader. And our Vice Chairman of the Board—yes, it's Chet La Roche, whom you remember as Chairman of the Board at Y & R, a man who did so much to build their radio department. Chet headed the War Advertising Council too. Next is Hub Robinson, another Y & R grad, where Hub was in charge of their radio department, built talent and program departments... so it's logical that Hub is our V.P. in Charge of Programs. Then comes Fred Smith, an advertising publicity expert of long standing (had his own shop, was a BBDO and Y & R man and for the past two years Henry Morgenthaler's right-hand man); Fred is our V.P. in Charge of Advertising Promotion and Public Relations. The man with the catcher's mitt is Bob Kintner, well-known writer and columnist (with Alsop, remember!), our V.P. heading up news and special events, and helping us put into practice a new kind of news policy. As for the last fellow seated, it's Adrian Samish, our National Production Manager, who has eighteen years of active production experience in stage, screen and radio... and backing up both the old and the new members are these folks, who've had many years in both the advertising and selling fields: Mike Huber, Ben Bodec, Carol Erwin, Ted Oberfelder, Ivor Kenway.

AMERICAN BROADCASTING COMPANY, INC.
The Blue Network
(Continued from page 50)

the Air” is also an audience participation show broadcast from the store itself with shoppers participating in treasure hunts and other games. Business placed direct.

INDEPENDENT COAL & COKE Co., Salt Lake City, has signed for sponsorship Mon.-Wed.-Fri. on KDKL. Salt Lake City of KDKL. Salt Lake City, H. V. Kajtenberg, NBC commentator. Auerbach Dept. Store has signed for Mon., Thurs., and Pacific War campaigns by Larry Smith.

MASSACHUSETTS State Republican Committee through John W. Queen Agency, Boston, has signed for 4:15 p.m. period for 52 weeks effective April 6 on WCOA.

GERTZ DEPT. STORE, Jamaica, N. Y., is sponsoring for 52 weeks Linda Gray in five-weekly quarter-hour women’s interest program on WMCA New York. Agency is Allied Adv., New York.

LEWIS Ltd., Truro, Nova Scotia, will use four Canadian markets starting about the first of August in its radio advertising campaign for Empire Brand men’s hats, according to agency, Birmingham, Castlereagh & Pierce, New York. Markets to be used are Montreal, Ottawa, Toronto and Windsor. Type of radio advertising has not been decided.


KNO-MARK Mfg. Co., Brooklyn, has signed for agency for shoe polishes. Firm has signed for weekly sponsorship of Ed Herlihy, quarter-hour newscast on WGBH, New York for Empire Polish, and plans to increase schedule for this product later.

STANDARD OIL, subiory of Standard Oil Co. of New Jersey, New York, an oil burner repair campaign, last week started a spot schedule on WLBW, WPAS, WSRB, using one-minute announcements up to twice daily. Agency is Marschall & Pratt, New York.

POSTAL LIFE & Casualty Insurance Co., Kansas City, has appointed Bessman & Hohman, Kansas City, to handle advertising campaign. Radio is considered.

GOODYEAR TIRE & RUBBER Co., Willowbrook, (synchronous time), will start a half-hourly network on the Thursday evening network program “Canadian Cavalcade.” Agency is Young & Rubicam, Toronto.

BORDEN Co., Toronto (milk, ice cream), has added CKNY to its contract to the Thursday evening network program “Canadian Cavalcade.” Agency is Young & Rubicam, Toronto.

CARSON PARIE SCOTT & Co., Chicago (department store), effective April 9 will sponsor a quarter-hour musical variety show titled “Variety at 3” on WMCA Chicago, 5:15-5:30 p.m. (CWTW- Mon.-Wed.-Fri.). Program will originate from various Army and Navy hangers in the Chicago area and will feature stars of the entertainment world’s guests. Contract for show was placed by Burnet-Kuhn Co., Chicago.

Softol Campaign

W. B. ASSOCIATES, New York, has signed for five quarter-hours weekly for 13 weeks on WNEW New York in a test campaign for Softol, a cuttlefish. Agency is Slans & Maury, New York.

TRIPLE AAA Tablets Inc., Buffalo, is said to be using radio. Agency is Baldwin & Shreck, Buffalo.

NATIONAL ASSN. of Margarine Mfrs., Washington, is including radio in current campaign. Agency is Leo Burnett Co., Chicago.

DEWEY SPECIALITY SHOP, Philadelphia (women’s and children’s apparel), has appropriated $25,000 for current advertising. Agency is Sterling Adv., New York.

PHILADELPHIA GAS WORKS is using radio for the first time to advertise gas appliances by sponsoring “Highlights in Winter” for five minutes Thursday, Friday and Saturday, on WFIL Philadelphia. Agency is John Paulkner Arndt Co., Philadelphia.

CLINTON Co., Clinton, Iowa (product), is said to be considering radio. Business is to be placed.

LEWIS D. DUTTON has been appointed vice-president and general manager of F. Duff & Sons Inc., Pittsburgh, a division of American Foods Inc. Mr. Dutton was formerly assistant to W. B. BODEN, P. Duff & Sons president.

KROGER GROCERY & BAKING Co., Cincinnati, is sponsoring “Famous Hooster Hop” on WOWO Ft. Wayne, Ind., 9-10 p.m. General manager is7 R. H. Jones Co., Cincinnati.

EARLY & DANIEL Co., Cincinnati (Tuesday Feed), is extending “Smiling Ed McConnell” transcriptions for an additional five-week period through May on WDAY WRKQ WRAS WSM WRJW WJW WIT WPWF WCKY. Agency is Keeler & Stites, Cincinnati.

LAURENTIEN AGENCIES, Montreal (Florida water), has started twice weekly spots on six Canadian stations. Agency is McKim Adv., Montreal.

G. T. FULFORD Ltd., Brockville, Ont. (proprietorship), has started spots on 27 Canadian stations. Agency is F. R. Hayhurst Co., Toronto.

HOFER MORTON has been named advertising manager of Leer Bros., Toronto. He was formerly with McKim Adv., Toronto. E. W. CARPENTER has been named general sales manager for Ontario and Quebec Leer Bros.

MIR Co., San Francisco (rice, tea), on March 33 started weekly quarter-hour participation in “Meet the Message” on seven CBS Pacific stations, Mon. through Fri. 2:30-3 p.m. (PWTY). Agency is BBD San Francisco.

SIGNAL OIL, Co., Los Angeles, and Re- mar Baking Co., Oakland, will sponsor alternating half-hour basketball games on KRON, Oakland. H. PARKES and LEE GIBRUS will announce. Barton, B. Sklar & Co., San Angeles, is agency for Signal and Butler-Parker-Newlin, Portland, for Reimar.

KLEEREX Co., Chicago, has appointed O’Neill, Larson & McGlashon, Chicago, to handle advertising. Radio is considered.

Today's BEST BUYS

A full page of them in the May 7 issue

of Broadcasting on stations

Page 52 • April 9, 1945
The Most Powerful
High-Frequency Tube

200 Kilowatts—developed especially for high-power, high-frequency broadcast and industrial applications.

Into this development has gone all the knowledge and experience of the tube-building art that make the name Federal stand for dependability—a reputation earned by more than 35 years of service in the electronics field.

Federal tubes are built for long life...produced with all the care and precision of fine craftsmanship.

*Federal always has made better tubes.*
Miss Friedel to WFD

MARYL FRIEDEL, formerly in charge of exploitation for WLW, Cincinnati, has joined the Treasury War Finance Radio Unit as head of the radio information section, succeeding Barney Molohon, now with the programs division of the War Food Adm. In radio since 1929 when she presented a women's program on WOW Omaha, Miss Friedel successively was publicity director of WBBM Chicago, general manager of WLAG (Louisville) Lexington and WJKS (WIND) Gary. She also was publicity director for KMOS St. Louis and for several years ran her own Chicago office.

Bendix Sales Up

BENDIX AVIATION CORP. ended the fiscal year Sept. 30, 1944 with consolidated net income of $15,290,965, equal to $.72 a share of capital stock after all operating costs and provisions for taxes. Net income for previous year was $14,722,704 or $.89 a share. Gross sales in 1944 were $914,110,895.

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Promotion

Youth Essay Contest

EDDIE CANTOR has announced on his NBC program sponsored by Bristol Myers Co. a contest for the best essay by a high school student on "Juvenile Delinquency, How to Overcome It." He will award three prizes representing a total of $2,250 in War Bonds to the winners, to be announced on May 2 broadcast. Judges include J. Edgar Hoover, FBI chief; Dr. Nicholas Murray Butler, Columbia U. president; Dr. Gordon Sprout, president of the California. The winners' schools will receive plaques. Agency is Young & Rubicam, New York.

Quarter-Hour Chimes

EVERY quarter-hour NBC chimes are sounded from a 12-foot dummy microphone uniting the KDYL Salt Lake two outdoor billboards which mark the site of proposed new postwar studios. Chimes are sounded by automatic control. Billboards feature pictures of NBC stars.

Larus Contest

LARUS & BROS., Richmond, sponsors of the "Clay Lombaro Show" on the Blue Network, will give $1,500 in War Bonds prizes to promotion and publicity managers of Blue stations for the best promotion of the program April 13-June 15. Limited to the 190 stations carrying the series, awards will be conferred on the basis of originality of ideas and extent of coverage. Trade press editors will serve as judges. First prize is $500; second $200; third $100, and 20 of $50. Agency is Warwick & Lesler, New York.

Retail Radio Treatise

TREATISE on the use of radio by retailers by Aaron Bloom, director of the consumer department of Kasper-Gor- don Inc., Boston, is included in a packaged program presentation being distributed to department stores across the country.

Information Booklet

JO RANSON, publicity head of WNEW New York, will prepare for Vocational Guidance Manuals Inc. a guide for the use of servicemen interested in a radio career. Booklet will cover publicity, sales, promotion, announcing, engineering and other phases of broadcasting.

IF YOU SELL OIL

(WHITE OR BEER OR BRUSHES)

Ask your Distributor about KDAL, Duluth

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. You figure out how much gasoline and grease that means! Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincidental daytime survey made in Virgin-ia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He knows—and ten to one he'll say "KDAL!"

1000 WATTS • 610 KC • CBS
FREE & PETERS, INC., Exclusive Representatives
For outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves.”

THE

Alfred I. duPont Award

“The Pulitzer Prize of Radio”

* Quoted from the presentation made by the Alfred I. duPont Award Committee to Station WJR at the St. Regis Hotel, New York City, Saturday, March 10, 1945.
YOU GET IN A DUPLEX SPEAKER

A smooth 40 cycle low bass response, 15,000 cycles plus in the high frequency range is all any engineer or listener can ask for in high quality sound reproduction. Add a 60 degree angle of horizontal distribution...a 40 degree angle of vertical distribution and you have more than you ask for in sound reproduction. You enjoy them all in the Duplex speaker. The SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION.

SEND FOR BULLETINS

ALTEC LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

REGIONAL broadcast stations in the 1,000,000 to 2,500,000 watt category realized average net time sales of $151,254 during 1944—an increase of approximately 41% over average figures for the preceding year, according to the third of five compilations on 1944 business prepared by the FCC's broadcast accounting department.

The statistics revealed that 137 commercial stations of the 152 in that power category had total net time sales of $80,721,794, an increase of $5,081,160 over the preceding year. In 1943 these stations realized $14,740,634 in net time sales.

Actually, there are 162 stations of 1,000-2,500 w but 10 are non-commercial. All but two of the 137 commercial stations reported increases in net time sales. One reported a decrease of $1,087 and the other a decrease of $3,124. Seven of the remaining 135 stations reported increases of $100,000 to $259,204; $1 of $500 to $1,087; $54 of $25,000 to $50,000; 35 of $500 to $25,000; and 8 of $91 to $5,000.

Above Other Groups

The gain of 41% compares with that of 28% shown by 191 regional stations in the 5,000 to 20,000 w group [BROADCASTING, April 2]. The 52 stations operating in the 50,000 w category showed a 20% increase [BROADCASTING, Feb. 26].

The FCC's April 3 release on 1,000-2,500 w stations continued:

Ninety-nine of the 152 commercial stations serve as outlets for the four major networks, an increase of six stations over the year 1943, as follows: Blue, 25 stations; CBS, 21; Mutual, 27; NBC, 18; Blue and Mutual, 4; Blue and NBC, 1; and Mutual and NBC, 3.

One of these stations is owned by a regional network (Don Lee) and the licensees of 105 stations, or the companies owning or controlling them, are engaged in other businesses as follows: Publishing, 48; Manufacturing, 10; Brokers, 15; Educational, 8; Radio, etc., 7; Religious, 4; and various other businesses, 16.

Three of these stations are located in Alaska and one each in Hawaii, Puerto Rico and the District of Columbia. There are no stations operating with this power in the States of Delaware.

KXOA to Join Don Lee

KXOA Sacramento, Cal., now under construction, will become affiliated with Don Lee Broadcasting System, Hollywood, about May 1. KXOA is locate in the network’s coast outlet of Mutual. Station will operate with 250 w on 1490 kc, under management of Lincoln Dellar. Owner is vice-president and general manager of Associated Broadcasters Inc., San Francisco.

SPORTS

Exclusive Pac. Coast League Baseball

Entire 1945 Season

KMC, Los Angeles

The West's Greatest Independent

170-1300-10,000 kc

Baseball Advertising

Broadcast Advertising

Broadcasting
"The following is electrically transcribed..."

SuperSuds, SuperSuds, lots more suds...

To any modern youngster or her Mommy, the Super Suds jingle is as familiar as the works of Mother Goose. In two years, this merry snatch of song has proved itself a commercial with "super-do"—litting its way into the musical memory of America, and, incidentally, selling a whacking big heap of suds.

Super Suds "spots" are cut on PRESTO discs.

Most important transcriptions are. For recording engineers know that PRESTO discs give finer results with less margin for error—actually perform better than most of the recording equipment on which they are used. That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

Less Surface Noise No Distortion Easier on Cutting Needle No Fussy Needle Adjustments

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
Walter Brown Returns To WSPA Management

TERMINATING two years of service at the White House as assistant to "Assistant President" James F. Byrnes, Walter J. Brown, vice-president and general manager of WSPA Spartanburg, last week left his post at the Office of Economic Stabilization to return active direction of his station. Mr. Brown, who originally took over the Washington assignment on a one-year leave, was asked to remain by his chief and resigned coincident with Justice Byrnes' retirement, announced last week.

A top-flight Washington correspondent before taking over the White House as assistant to President Brown was asked to resign coincident with the President's effective departure.

CONGRATULATIONS were for F. J. Smalley (left), newly appointed New York resident manager for Smith, Bull & McCreery, Ltd., Los Angeles, when he left to open east coast office. Well-wishers (l to r) are Walter P. McCreery, agency co-partner, and Mel Roach, production director. Mr. Smalley was formerly commercial manager of KFVD Los Angeles.

For NEW Sales Power Test Your Plans--With Profit in the

no. 1 test market

Product, package and advertising can be proved--promptly

NORFOLK: Concentrated Buying Power. Here are 650,000 people, a metropolitan buying unit the right size for accurate, profitable testing, with a moderate test budget.

DURABLE PROSPERITY: Norfolk's tremendous industrial development needs only 10% reconversion for peace production . . . renewed foreign and coast-wise shipping will see all port records surpassed.

ACCESSIBLE: Mid-Seaboard center; easy to reach; convenient to supply, check. Location gives Norfolk another durable advantage.

ECONOMICAL TO COVER, COMPLETELY: WTAR dominates the Norfolk market, reaching more listeners than all other stations combined with listening to outside stations practically nil . . . Details on Hooper report available on request.

*NORFOLK METROPOLITAN MARKET:

a market of 3 adjoining cities: Norfolk, Portsmouth, Newport News, Virginia.

NORFOLK VIRGINIA

Drug Co. Resumes Radio on Network

Extensive Tie-in Promotion Planned by United Drug

UNITED DRUG INC., Boston, as sponsor of the Moore-Durante Show on CBS Friday 10:10-10:30 p.m., resumed network radio last week after ten years. During that period United has sponsored large-scale, short-run campaigns semi-annually for Rexall one-cent sales.

N. W. Ayer & Son, New York, the agency, and client were working last week on the next four-day campaign in 24 stations to eliminate double coverage in markets now covered by the CBS program.

Program Cost $1,500,000

Continuing Gary Moore and Jimmy Durante, both signed to five and a half-year contracts, with other stars of the former B. J. Reynolds show continuing, program will be carried at an estimated cost of $1,500,000 yearly, with the most extensive dealer promotion outlet set-up controlled by any network advertiser. In line with all-out emphasis on Rexall drug stores, title has been changed to "Rexall Radio Show" with Jimmy Durante and Gary Moore. Commercials feature the stores, and Pure-test Aspirin. Network is being expanded from 133 to 146 stations. There will be a summer replacement July-August while the comedy team goes on a USO overseas tour.

Outlining merchandising plans last week, A. C. Bond, vice-president and general merchandising director, pointed out there was a total of 8,500 Rexall stores, representing "8 miles of window display* . United is using house organs, window cut-outs, and posters, inside banners, life-size talent blow-ups, counter displays, ads in 11,000 country newspapers, Rexall club meetings, club circulars, 30,000,000 throw-aways, box inserts in regular magazine advertising, spot announcements, publicity in 900,000 monthly issues of Rexall magazine, a consumer organ, and package inserts. Rexall dealers are being encouraged to place ads locally, and national newspaper advertising is being used.

"Ye said over WFDE Flint we should be workin', didn't ye?"
Crystal gateways for your voice

Four hundred and eighty telephone conversations over a coaxial cable was one of the last peacetime achievements of communication research in Bell Telephone Laboratories. In this multi-channel telephone system, each conversation is transported by its own high-frequency carrier current. At each end of the line are crystal gateways; each opens in response to its own particular “carrier” with the message it transports. In telephone terminology, these gateways are filters.

The ultra-selective characteristic of these filters is made possible by piezo-electric quartz plates, cut in a special manner from the mother crystal, and mounted in vacuum. Each set of plates is precisely adjusted so that the filter responds only to the frequency of its assigned channel, rejecting all others. In the coaxial terminal equipment, such crystal gates sort out messages for delivery to their four hundred and eighty individual destinations.

In recent years, Bell Telephone Laboratories research has provided the Armed Forces with many types of electrical equipment in which frequency is controlled by quartz crystals. Notable is the tank radio set which enables a tank crew to communicate over any one of 80 different transmission frequency channels by simply plugging in the appropriate crystal. The future holds rich possibilities for the use of quartz crystals in Bell System telephone service.

Bell Telephone Laboratories

Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in telephone service.
Clear Channel Parley
(Continued from page 15)

threaded throughout the tortuous history of clear channels has been the resolute opposition of Chairman Wheeler, of the Senate Interstate Commerce Committee, to clear channels or to power beyond 50 kw. He induced the Senate in 1938 to adopt a resolution inveighing against power of more than 50,000 w. While this resolution has no real legislative standing, it nevertheless has influenced at least certain members of the Commission. Flanking Sen. Wheeler in his stubborn opposition always has been Ed Craney, Montana broadcaster, who is identified with the regional station committee which will urge the clear channel breakdown at the forthcoming hearing.

If current FCC thinking is a criterion, there will be duplication of clear channels now located in the major centers of population. That is accepted to mean there will be east-west coast clear channel duplication. And in the larger markets, stations presently on clear channels probably would be permitted to use power of the order of 50,000 watts or greater, for intensive coverage of their areas, but they would be reduced to 1-B or duplicated channel service, which normally would curtail secondary coverage, particularly at night.

Those clear channels which would be preserved, following this manner of thought, would be located in non-urban areas serving sparsely populated contiguous territories where a secondary signal would provide the best available, and perhaps the only acceptable broadcast service.

In some quarters it is felt that, irrespective of the procedure which the FCC now proposes to follow, it cannot determine the nature of the physical structure of the broadcast band, or establish the number of clear channels that should be preserved until it has determined at least two basic program service factors. These are (1) the number of competitive network services which would be accommodated in major markets (the existing view appears to be four) and for secondary coverage, and (2) the kind of program service to be afforded in cities and remote areas.

Drawn into the formulation of such a policy might be such factors as the network affiliation of particular stations, and whether a facility would be allocated unless the station would commit itself to affiliation with a particular network, or possibly to no network at all. This is an integral part of the program duplication aspect, particularly when powers of a higher order are taken into account.

"Circle Method" Seen

It would not surprise observers here to see the FCC introduce at the May 9 hearings a plan proposing utilization of the so-called "circle method" of allocation. This would entail arbitrary location of clear channel stations geographically to provide maximum service. The thought also is that under such a plan the Commission would be disposed to authorize power in excess of 50,000 w for such Class I-A stations.

While there has been no inkling as to how the FCC would propose to relocate clear channels, there is substantial agreement on the Commission that such facilities should not be concentrated in centers of population. The proposal might be one wherein the FCC arbitrarily would specify location of channels for maximum coverage. Stations now using these facilities might be given first option to operate the stations at the proposed new locations. In the alternate, the clear channel licensee might be offered a regional assignment in the metropolitan area, with the relocated clear channel available for new assignment.

Number Undetermined

It is doubted whether there has been even a tentative determination as to the number of Class I-A channels (unduplicated at night) that would be retained. Under the 1928 broadcast allocation, 40 clear channels were set aside. The number...
mission engineering executives and industry engineers. Additions to the committees since the memberships were published in the March 26 BROADCASTING follow:

COMMITTEE 1, Determination of What Constitutes a Satisfactory Signal—Frank Marx, American Broadcasting Co., Chairman.


COMMITTEE 3, Determination of Distances To Which and Areas Over Which Various Signal Strengths are Delivered—Benjamin Adler, American Broadcasting Co.; John V. L. Hogan for independents.

COMMITTEE 4, Postcard or Similar Surveys—Paul F. Peter, NAB, withdrew; new members: Edward F. Evans, American Broadcasting Co.; Hugh Petteis, Broadcast Measurement Bureau; Grant Whethall, independent stations; C. Maurice Wieting, National Council of Farmer Cooperatives.

Evidence to be presented will cover the purported necessity for power in excess of 50 kw to adequately solve the problem of full coverage. Opposing the higher-power proponents will be the group which advocates breaking down completely of clear channels to permit more stations, thus giving better coverage.

Added to filing listed in the April 2 BROADCASTING are the following, together with names of witnesses and issues to be covered, where given:


REGIONAL BROADCASTERS COMMITTEE—Dr. Greenleaf Whittier Ford and Paul F. Godley retained by Committees to present technical testimony; tentative arrangements made with Manfred K. Toeppen, former FCC assistant chief engineer, now consulting engineer in New York, to submit statistical data and exhibits. Other witnesses undetermined, pending findings of special engineering committees.

AMERICAN BROADCASTING Co.—Mark Woods, president, on economic aspects of operation under and comments upon present allocation of radio facilities; presentation of overall proposals other than engineering; Keith Kin Sim, vice-president in charge of stations department, on present distribution of radio facilities other than from the engineering aspect; Russell Robinson, vice-president in charge of programs, on program service; Dr. Frank O. Keen and Frank Marx on engineering aspects of present allocations of radio facilities and presentation of engineering proposals; Edward F. Evans, research manager, to offer supporting statistical and economic data.


ABC—Witnesses undetermined, pending outcome of findings by special engineering committees.

YANKIE NETWORK—George C. Davis and I. Robinson on extent to which New England residents must rely on secondary service for broadcast reception; possibility of increased AM primary service in New England; effect of future development of FM and television upon availability or radio service.

These are but a few of the many BMI licensed titles recorded by The King Cole Trio. See your BMI DISC DATA for the complete listing or write for your copy of this special service.

THERE I'VE SAID IT AGAIN Cap. Dec. 8556
SLOW DOWN Dec. 8571
THIS'LL MAKE YOU LAUGH Dec. 8592
STOP! THE RED LIGHT'S ON I LIKE TO RIFF
ALL FOR YOU EX. 8114, Cap. 139
I REALIZE NOW Cap. 169
F.S.T. Pr. 100
My Lips Remember

Soon to be released.

Pinaud Buys Time

PINAUD Inc., New York, manufacturer of a new perfume, Lillaline, starts on WJZ New York April 22, 4-4:30 p.m. EWT, with a 26-week musical series. The show was heard transcribed a week later over five other Blue-ABC stations, WENK KGD KECA KJR KEX. Agency is Bond International. Pettingell & Fenton, New York.

KING COLE

The debonair and multi-talented leader of the famous King Cole Trio is about as well known as the nursery rhyme character. With Oscar Moore on the guitar, and Bass Fiddler Johnny Miller now in the spot formerly held by Wesley Prince (who's in the Army), the Trio is winning plaudits everywhere.

STATIONS PLAN FOR HEARINGS (Continued from page 15)
Unexpected Easter Bowers to Kay Rundall of WBZ Boston by Maj. Gen. Sherman Miles, Commanding Officer, First Service Command, on behalf of Miss Rundall's boy-friend, Cpl. Ben Mitchell, now with Army paratroop engineers in Germany who wrote the Boston U. S. O. for the bouquet. The general made the delivery; the kia was his own idea.

overlapping of clear channel service, duplication of program service and general technical matters pertinent to clear channel operation.

NATIONAL COUNCIL, of Farmer Cooperatives—John H. Davis, executive secretary; plans to testify on program service suitable to rural listeners.

WNOO Charlotte, N. C. — Witness undetermined; plans evidence tending to show that under present allocation service to Charlotte vicinity is difficult.

WTRY Cumberland, Md. — Witness undetermined; plans testify as to difficulty of affording service to Cumberland area under present allocation.

KING-TRENDLE Broadcasting Co. (WTVY Detroit; WOOD Grand Rapids) — Witness undetermined; plans to present evidence tending to show difficulty, under present allocation, of affording service to Michigan.

WTOC Savannah, Ga.—Witness undetermined; plans testimony on difficulty of serving Georgia and vicinity under present allocation.

WGBI Green Bay, Wis.—Witness undetermined; plans testimony on difficulty of serving Minnesota and Wisconsin under present allocation.

WAOI San Antonio—Rush Man, general manager, and Bill Franklin on general and program policies and commercial practices of WAOI, history of station's operation; A. D. Ring on engineering questions. Testifies before Commission on technical operation of WAOI and technical questions.

WLW Cincinnati (supplemental filing) — James Drouhard, Vice-president in charge of broadcasting, The Crosley Corp., on general and program policies and history of station operation; Robert H. Dunlop and WLW general manager, on commercial and program practices. Testifies before Commission on economic results of WLW operation with power in excess of 50 kW and economic factors involved in such operation: R. J. Rockwell, chief engineer; C. F. Leydor and A. F. McDermott on engineering and technical phases.

KFDV Los Angeles — Frank Burke, principal owner, on economic effects of clear channel rule and present policy on station KFDV and the public interest; factor in the Pacific Coast viewpoint: an engineer, yet unnamed, on engineering aspects of Pacific Coast standard broadcasting on clear channels in which the dominant station is KFI Los Angeles.

JOHN D. KEATING, Portland, Ore. — One of group contending filing for 50 kW, full-time station in Portland on clear channel at KU (based on East Coast on 1-A basis) will testify on economic and other factors involved in establishment of a 50-kw station in community such as Portland; engineer, yet unnamed, to testify concerning use of clear channel, new station from Portland and that a more efficient use of the channel can be made by allocating it for use on the West Coast.

KTBS Shreveport, John C. McCormack, managing partner in economic and competitive and other factors involved in establishment of a station in Shreveport with 5 kW power or more: A. Carl Cullum Jr., on engineering and service area; W.J. McCann, on competitive factors.

KOL Seattle—Archie G. Taft, principal owner, on economic and related factors in establishment of additional 50-kW station in community such as Seattle: Russell P. May on engineering and service area.

LOUIS WASHING, Spokane, Wash. — KGA — economic and related factors involved in establishment of a 50-kw station in community such as Spokane; A. Carl Cullum Jr., on engineering and service area; W.J. McCann, on competitive factors.

KFWB Cheyenne, Wyo.—Grant B. Washburn, president and engineering evidence on amount of primary and secondary service being delivered to Cheyenne area; amount available from affiliates of four major networks; possibilities of providing primary AM service in future areas now without such serv-
ice; possibility of providing primary and secondary service to Wyoming; showing as to how clear channels could be assigned for use in U. S. to effect more equitable distribution of radio service; whether service could be provided throughout Wyoming by establishment of FM stations. William O. Davis on results of rural and suburban listener survey; public need for primary and secondary service from station located in State; difficulty encountered in providing programs of statewide interest to listeners of Wyoming due to lack of facilities; feasibility of operation a 50 kw clear channel station in Wyoming from economic standpoint and type of service such a station could render.

KUTA Salt Lake City—Grant R. Wriston on technical data (similar to that of KFBC except as it applies to Utah-Idaho-Nevada-Western Wyoming and western Montana). Frank G. Cameron on results of survey on program needs and desires of rural and suburban listeners of same territory; program service which can be provided in light of commercial support available.

KMBC Kansas City—Undetermined.

KOB Albuquerque, N. M.—T. M. Pepperday, George Johnson and George C. Davis on record of proceedings on two pending applications of KOB; economic history of KOB with 15 kw and 50 kw power as clear channel station; manner in which program service of KOB is particularly suited to needs of rural and suburban listeners of Rocky Mountain States; extent to which program service of KOB involves duplication of service.

WJJW Cleveland—George C. Davis on engineering; other witnesses, yet unnamed, will present evidence on international problems connected with present operation of WJJW and steps that might be taken by FCC at forthcoming international conferences or in rearrangement and relocation of clear channel frequencies that would avoid difficulties that might otherwise arise in future in connection with continued operation of WJJW.

KDYL Salt Lake City—Witness undetermined.

WMC Memphis—Witness undetermined.

KOIN Portland, Ore.—Witness undetermined.

WISH Indianapolis—Witness undetermined.

WWL New Orleans—Undetermined.

WLS Chicago—Witness undetermined.

WPIC Bakersfield, Cal.—Witness undetermined.

WPOT Raleigh, N. C.—Witness undetermined.

WSBC Duluth—Witness undetermined.

WCAW Pontiac, Mich.—Witness undetermined.

UNITED BROADCASTING Co. (WHK Cleveland, WHCC Columbus, WHK Akron)—Witnesses undetermined.
5,200 MINUTES

SOUTH BEND Men's Clothing Stores used that much program time, PLUS 1,192 spot announcements, on WSBT in 1944. Like department stores, time purchases by such accounts are exceptionally high—because South Bend KNOWS what Hooper SHOWS: that South Bend's preference for WSBT is overwhelming—among men, women and children!

San Francisco Radio Coverage To Cost $15,000; Facilities Set

Personnel Expected to Begin Arriving April 15

Stations, Networks Consider Coverage Plans

COST TO RADIO of covering the forthcoming United Nations Security Conference in San Francisco will be approximately $15,000; that amount to be prorated among the networks and independents on the basis of space assigned, it was disclosed last week following a meeting between State Dept. and broadcasting officials in San Francisco.

NBC drew first choice of location as a result of lot drawing among the four major networks in New York. NBC has been assigned space for two studios and a control room near the main entrance of the building housing the conference. Blue-ABC will have similar space adjoining NBC.

Facilities Designated

CBS and Mutual will have facilities adjoining toward the rear of the building. Comparable space has been allotted to the British Broadcasting Corp., the Canadian Broadcasting Corp. and the Australian Broadcasting Corp. For the independent stations 10 smaller rooms have been assigned.

Commentators and newsmen who will cover the conference for radio are expected to begin arriving in San Francisco about April 15, according to officials of the Palace Hotel, in which all news personnel will be housed. The San Francisco Press Club will maintain open house for visiting radio newsmen and the city of San Francisco has set aside appropriations to entertain the broadcasters and press during their stay.

In Toronto on Thursday CBC and the Canadian Assn. of Broadcasters announced their respective staffs assigned to the conference as follows: D. C. McArthur, chief news editor; Neil Morrison, Toronto; Douglas Nixon, Elmore Philpott, Vancouver; William Woods, Toronto; Rene Garneau, Montreal, for CBC. Dorwin Baird, CJOR Vancouver; John Collingwood Reade, CFRB Toronto; Jim Allard, All Canadian Radio Facilities, Toronto; newscasters for the CAB.

KYA San Francisco, under auspices of the San Francisco Chronicle, has begun a series of programs featuring members of the San Francisco Counselor Corps. Tuesday and Thursday nights were preliminary to the Conference.

LEE & LOSH NAMED

The State Dept. and City of San Francisco have retired Lee & Losh, a national publicity service, to handle radio and press relations during the Conference. The firm will coordinate hotel accommodations, telephones, wire and other services needed by working news personnel.

Mutual announced last week that Elsa Maxwell, columnist and enter- tainer, has been added to its staff of commentators and writers assigned to the conference. Among Mutual's staff will be Royal Arch Gunnison, Gabriel Heather, Fulton Lewis jr., Leo Cherne, Alexander Griffin, Frank Singiser, Upton Close, Tom Slater and others.

World Wide Broadcasting Foundation has prepared a series of scripts under the title Beyond Victory to be aired on 96 stations in connection with the Conference.

Seven more stations have been

Club Nominations

A NOMINATING committee of the Radio Executives Club announced at a meeting last Thursday the following slate of officers for the season: Arthur Hull Hayes, WABC, president; Craig Lawrence, WHOM, vice-president; Claude Barrere, WEAF, treasurer; Helen Wood, secretary. Nominations will be closed after the next meeting, April 19. Meanwhile, additional nominations can be placed on the slate by a petition of seven or more members. The nominating committee consisted of Ralph Weil, WOV, chairman; Beth Black, Joseph Katz Co.; John Hines, WNEW; Pierce Romaine, Paul H. Raymer Co.; Fred Kenkel, C. E. Hooper Inc.

accredited by the State Dept. [BROADCASTING, March 26]. The stations and their representatives follow: KOL Seattle, Jerry Morris, program director; KMPC Los Angeles, Vance Graham; KTT Houston, Roy Hofheinz; WCAU Philadelphia, Dorothy Lewis; WPRA Mayaguez, Puerto Rico, Andres Camara; WDSU New Orleans, Hilda Phelps or Shirley Kilgore. Further station plans follow: KSAN San Francisco—Plans to broadcast an Oreon-Broadway special daily by Lee Giroux, KSAN program director. Programs sponsored by Merrill's Drug Centers.

KFWF Fresno, Cal.—Plans incomplete, but hopes to do live broadcasts weekly or twice weekly from the Conference, said Paul R. Bartlett, general manager.

UNIVERSAL BROADCASTING Co. (KUSF San Francisco, KPAS Pasadena)—Plans comprehensive coverage, feeding also to KWD-WIW, International shortwave stations licensed to Associated Broadcasters Inc., San Francisco, according to Wilt Guenderson, manager. Staff includes Austin Fenger, Mary Waterstreet, Sidney Roger, Stuart R. Ward, Bob Hansen, Wally King. Originations at Opera House, Civic Auditorium and Veterans Building.

KGOO Missoula, Mont.—A. J. Mosby, general manager, plans to overlap the conference and interviews and highlights. Original plans are for five days—then announced, because of delayed delivery, Station will stress human interest angle, depending on CBS for general coverage.

KIRO Seattle—Plans no special programs, other than regular CBS coverage. Paul H. Appleby, general manager, will sit in at Conference for background.

KQW San Francisco-San Jose—Station will originate CBS Pacific Network programs from Conference, featuring Harry W. Flannery, Chet Huntley and Dr. Wallace Sterling, in addition to CBS commentators from New York and Washington. Covering for KQW and assisting CBS staff will be Grant Holcomb, KQW production chief; Walred Johnson, Oscar Bann, newsmen.

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Policy on Renewals
Hits WCHS, KFNF
Hidden Interests, Policies
On Programs Among Issues

IN LINE with its policy of scrutinizing renewals, the FCC last week designated for hearing two more applications for renewal. These are WCHS Charleston, W. Va., owned principally by Capt. John A. Kennedy, now on active Navy duty, and KFNF Shenandoah, Iowa, which, along with the KFNF license renewal hearing, now designated for May 16, the FCC also set for consolidated hearing application for transfer of control from Henry Field to the Midwest Broadcasting Co.

The WCHS license renewal was to be heard at 10 a.m. April 9 on five issues as follows:
1. To obtain full information as to what interest, direct or indirect, if any, the stockholders, or any of them, of the applicant (Charleston Broadcasting Co.) now have or have held in the Kanawha Valley Broadcasting Co., licensee of WCHS Charleston.
2. To determine whether any and what false or misleading statements have been made to the Commission as to ownership and control of stock with reference to WCHS.
3. To determine what contracts, options or understandings have been entered into by the owner with reference to acquisition, ownership or control of stock in WCHS.
4. To determine whether statements filed with the Commission have fully and accurately reflected the facts.
5. To determine whether, in view of the facts adduced, public interest, convenience and necessity would be served by existing renewal.

During hearings of the House Select Committee to Investigate the FCC, a former secretary of WCHS testified that Capt. Kennedy owned an interest in WGBK.

Issues in the transfer of KFNF are these:
1. To determine the qualifications of the proposed transferee.
2. To obtain full information concerning arrangements, contracts and understandings under which transferee company proposes to acquire station and finance the proposed transfer and continued operation of the station if the application is granted, including the issuance of guarantees to the transferee and/or Iowa Broadcasting Co., the issuance of further stock of transferee to Henry Field and the effect thereof.
3. Because of the necessity of application for the renewal of license and the issues raised thereby.

Issues in the license renewal hearing include:
1. To determine the program service and as liaison between them and Mr. Smith. Ralph Gleason, trade news editor, will continue to cover all network activities for the trade press.

J. H. Loucheim, Early
CBS Stockholder, Dead

JEROME H. LOUCHEIM, 71, Philadelphia contractor and horse breeder, a pioneer in radio through substantial stock ownership in CBS during its earliest days, died in Philadelphia April 4 of a heart ailment.

Mr. Loucheim was part owner of CBS from 1922 to 1927, when it was sold to the Columbia Phonograph Broadcasting System. He sold his interests to William S. Paley who, through acquisition of other interests, became principal owner and president. Mr. Loucheim, however, continued as a director and for years afterward served as a member of the board.

M. M. COLE.
Chicagoan music publisher, has entered the transcription field, according to Broadcast Music Inc., which reported the Cole transcription library contains more than 300 titles of American folk tunes, novelty songs and hillbilly numbers.

Meet WHB's Lindsey Riddle—
Our Studio Supervisor . . . FM, Facsimile, Tele-Enthusiast!

When we need an alert engineer to do a job that hasn't been done yet—and, especially, those jobs that apparently can't be done!—Riddle's our man! At 35, he's old enough to be a seasoned operator—but young enough to tackle enthusiastically problems requiring vision and imagination.

Riddle designed and constructed WHB's high frequency transmitters, and his (and our) special pet is the "WHB Magic Carpet"—our short-wave truck for remote pick-ups beyond telephone lines. To inaugurate the Last War Loan in Kansas City, Riddle and WHB's Dick Smith lashed the Magic Carpet to a landing barge about to be launched at the Derby shipyards—and rode down the ways into the Missouri River with it, while Dick Smith gave a "wave-by-wave" description. That's typical of WHB's ingenious "special event" broadcasts.

Riddle's hobby is to ride railroad engines. He's a "swing band" fan—a record collector—and cuts very fine E.T.'s from the Mutual Network line, for "playback" broadcasts on WHB. He's enthusiastic about three great new shows on WHB, too: "SONG and DANCE PARADE"—with RUSH HUGHES. A full hour of pop music, broadcast Mondays through Saturdays at 2 p.m.—with popular RUSH Hughes of KWK as Master of Ceremonies. This program took KWK from a 1.5 to a 4.9 Hooper score in E. Kansas City, and it already won a 4.2 in Kansas City! Quarter-hour participation sponsorship available, 36 days weekly.

"THE FIRST FOUR"—with RUSH HUGHES. Kansas City's "best seller" records, as reported daily by leading retailers—together with their "platter names," some fascinating "behind the scenes" stories—and the voice of Rush Hughes. Forty-five minutes nightly, Monday through Saturday, starting at 6 P.M., exclusive. Ask Don Davis for participation information.

"KANSAS CITY HOT CLUB"—with JAMES GANTI. Nights quarter-hour of rare "hot jazz" recordings, featuring the all-time great names in jazz music—with intelligent and interesting commentary by James Ganti. A sure-fire P.M. feature available for sponsorship now.

If you want to sell the Kansas City market, WHB is your happy medium!
Tuesday 9:30 p.m  Heads Hooper Poll

Hope and Fibber Are Leaders  In Oct.-Feb. Figures

TUESDAY 9:30 p.m. with a Hooperating of 83 has the highest available combined audience for all geographical areas, according to the 9:30-11:30 “sectional” Hooperatings released to subscribers by C. E. Hooper Inc., New York Report covers the period from October 1944 to February 1945.

WABD's highest Hooperating in any section—36 rating in the Mountain area—with Fibber McGee and Molly second—34.5 for the same section. Hooper was consistently first and Fibber second in each of the five major areas.

Highest available evening audience for any geographic area is 96.2 in the North Central area for Tuesday 7-7:30 p.m. (CWT)

The 30-year old program and a couple of days out at sea and picked up WCHS. Heard it's programs and a couple of others where in the day. Well, we don't have to concern the Atlantic with our 5000 watts on the air, but we sure do claim a million West Virginians. Ask a Bracham man about that.

WCHS  Charleston, W. Va.

FCC Given Application  For Transfer of WQAM

APPLICATION for sale of WQAM Miami to John S. Knight, owner of the Miami Herald and other newspapers in the Knight chain, was filed last Tuesday with the FCC. Price of $500,000 [BROADCASTING, Feb. 12] is to be paid to sellers Fred W. Borton and W. W. Luce in different manners; the former receiving payment within five years on demand, and the latter being paid on sale.

Mr. Borton, president and manager of the station, would retain voting power on his outstanding stock and would remain for five years to manage and direct operations at a salary of $20,000 a year. Also at his option, payments could be made in installments over a period of ten years.

It's Now WGBS  Initials of Fort Industry's

President Perpetuated

INITIALS of Comdr. George B. Storer, president of the Fort Industry Co., owner of WFTL Miami, will be perpetuated in call letters because of cooperation of a former Coast Guardman. For months Fort Industry searched new call letters. Then it was learned the yacht Marbob, owned by Capt. J. Fred Carpenter, to which the call letters WGBS were assigned, had been decommissioned and returned to service after service in the Atlantic patrol with the Coast Guard.

Capt. Carpenter relinquished the call letters to Fort Industry officials who last week apprised their president, now on active Navy duty in Washington. The FCC on Tuesday approved a request to change WFTL to WGBS. At the same time Minnesota was granted call letters KUOM in place of WLB. The call letters WGBS first were assigned to Gimbel Bros., New York, the station later being sold to General Broadcasting System. In 1932 it was sold to Heard and call letters changed to WINS.

Proprietary Copy Board Suggested

A PROPOSAL that a committee be formed to discuss “problems of mutual interest to members of the Advertising Acceptance Departments of the various types of media and the Advertising Committee of the Proprietary Assn. of America” for the guidance of advertising agencies in the preparation of copy for medical products was advanced Thursday by Dr. Frederick J. Cullen, PAA executive vice-president and medical director, in an address before the Radio Executives Club of New York. The admittance that some proprietary manufacturers, advertising does not meet Proprietary Assn. standards but keeps just inside the content limits of the law, Dr. Cullen cautioned his audience “that this group represents the minority, but that advertising is as a rule quite conspicuous.” He asked whether certain prominent radio and television programs “who have indicated that it is not their desire to accept proprietary medicine copy” are justified in that position, and indicated that all should not suffer for the transgressions of a few.

INGENIOUS USE of this heart-of-the-bulletin board is made by WSPA Montgomery, Ala., to give latest news bulletins and feature important projects. Situated on top of the bus stop on Court Square the news bulletins are changed three times daily.

Lt. Joseph C. Doherty

LT. JOSEPH C. DOHERTY, 25, son of Frank P. Doherty, attorney, civic leader and owner of KKRD Los Angeles, was killed in action during the current Allied smash into Germany, according to notification from the War Department. He was attached to the Third Infantry Division of the American Seventh Army. A younger son, Capt. John Doherty, 24, was killed in the Italian campaign late in 1943. Lt. Joseph Doherty at the time asked to be transferred to his late brother’s battalion. Upon transfer he fought through the Italian drive, landed with invasion forces in Southern France and battled on up into Germany. Two more of Frank Doherty’s boys are in the armed forces, one now serving overseas and the other at West Point Military Academy.

Hunt Club Video

MARTIME MILLING Co., Buffalo, will network a quarter-hour test-television program on DuMont-WABD New York April 17 for Hunt Club dog Feed. Program will take form of a mother goose family in the Passa- tasy. WABD has aired two previous dog food shows. Agency is Baldwin & Strachan, Buffalo.
Thursday for New York to view prospective offices.

J. Harold Ryan, NAB president, expressed gratification at the "splendid response" accorded the BMB at the district meetings.

"I am gratified at the keen interest displayed in a standard method of measuring audiences," he said. "The fact that 50% of our potential membership already has signed up indicates that BMB is just what the doctor ordered for a standard broadcasting measurement service."

Detroit Presentation
Scores of stations have telegraphed their subscriptions to the BMB. Others have subscribed by mail. Nearly 64% of the NAB member-stations in the 17 districts which have subscribed to the BMB, while more than 36% of the non-member outlets in the same districts have become members.

At the Detroit Book-Cadillac hotel last week, Mr. Felts was assisted in his presentation by Otto Stadelman, media director, Needham, Louis & Brobray, Chicago; Joe Neebe, vice-president, Campbell-Ewald Co., Detroit; M. A. Hillins, radio director, Campbell-Ewald; Robert Mason, WMRN, Marion, O., chairman of the NAB Small Market Stations Committee and member of the BMB board.

Guests were Horace Stovin, Toronto, and Walter Elliott, director of the Bureau of Broadcast Measurement, Canada. The following District 8 stations signed BMB contracts prior to the Detroit meeting: Indiana—WGBF Evansville; WFPM WIBC Indianapolis; WLBC Muncie; WGTN South Bend, Michigan—WKZO Kalamazoo.

Signing during the meeting were: Indiana—WHBU Anderson; WGL WOWO Fort Wayne; WBO Hammond; WISH Indianapolis; WKMO Kokomo; WASK Lafayette; WHOT South Bend; WBO Terre Haute, Michigan—WFAG Ann Arbor; WBEU Battle Creek; WBDC Escanaba; WDFD Flint; WJEF WLAV Grand Rapids; WKLA Ludington; WDMJ Marquette; WKEZ Muskegon; WHLS Port Huron; WSAM Saginaw; WSOO Sault Ste. Marie; WTCM Travers City.

J. E. Campeau, general manager of CKLW Windsor-Detroit, directed that the NAB member of the Canadian BMB, signed a contract subject to acceptance by the BMB board, thus becoming the first major station in the Detroit area to subscribe, according to Mr. Felts.

Frank Webb, general manager of WGL Fort Wayne and member of the NAB sales managers executive committee, arose to speak in behalf of the BMB at the Detroit meeting and at the conclusion of his remarks he handed a check for one year's subscription to President Felts.

The four FM stations now members of BMB are WMFM Milwaukee, WTCI-FM Hartford, Conn., WGTR WMTW Boston. Although the BMB has not made any effort to enlist the memberships of FM and noncommercial educational stations, it is understood the board plans to discuss those phases at a meeting in the near future.

While 16 district meetings have been held this year and the bulk of memberships obtained through those sessions, District 12, Kansas and Oklahoma, held no meeting. Of the 27 NAB member stations in District 12, 11 have subscribed to BMB and one of the four non-member outlets has taken membership. Districts 4 and 5 were split into two sessions each, making a total of 16 meetings.

As soon as Mr. Felts lines up his office staff in New York, he plans a concerted nationwide campaign to interest stations not yet subscribers.

AMERICAN BROADCASTING Co. has appointed BBDO Los Angeles to handle advertising for Blue western division, Hollywood. Henry M. (Hank) Allen is account executive.

WGBF Hearing
WHETHER TWO stations in the same community under same ownership violate the Commission's duopoly regulation (Sec. 3.35) will be determined when WGBF Evansville, Ind., licensed to Evansville on the Air Inc., is given a hearing at 10 a.m. April 16. Evansville on the Air, also licensee of WEOA, contends that the duopoly rule was not applicable in view of the public service rendered by both stations and because of the diversified ownership. The licensee submitted scores of affidavits from civic, business, church and educational leaders and organizations of Evansville asking the Commission to permit the continued operation of the two stations under present ownership status.

U. S. Rubber Renews
U. S. RUBBER Co., New York, has renewed its sponsorship of the New York Philharmonic Symphony Sunday afternoon broadcasts on CBS for another year, effective May 13. With the season for the concerts at Carnegie Hall concluding April 15, disposal of 2,740 admission tickets weekly reverts for the spring and summer to the sponsor and CBS. Negotiations are in process for conductors. Bruno Walter, George Szell and Igor Stravinsky have been engaged as guest conductors for the 1945-46 subscription season opening in October, with Mr. Rodzinsky set to return for his third season as musical director, Agency is Campbell-Ewald, New York.
FCC Action Held Unlikely on WPEN

Interference on Church Issue Banned by Radio Law

FCC ACTION on a complaint of a Fundamentalist Church group in Philadelphia against cancellation of considerable religious commercial time by WPEN appeared unlikely last week in view of the Communications Act which precludes the Commission from exercising any jurisdiction over programs or business practices.

On March 26 the churches, which had purchased time on WPEN before the station was bought by the Philadelphia Bulletin, filed protest with the FCC, asking the Commission to set aside its action transferring control from Arde Bulova to the Bulletin. WPEN, under new management, notified all church groups that religious commercial programs would be cancelled as of April 2.

Time Survey

In answer to the complaint, Plierson & Ball, Washington counsel for WPEN, against cancellation of a survey disclosed the station had devoted 21.1% of its time to religious broadcasting and most of that time was commercial. The entire Sunday period between 7:30 a.m. and 11:00 p.m. was devoted to religious programs, most of which were sold to the Fundamentalist group, excluding other "Protestant, Catholic or Jewish denominations" from buying time.

WPEN proposes to sell three hours on Sunday and a quarter and half-hour Monday through Saturday for religious programs. In addition the station is giving three hours without charge to all denominations on Sunday evening and a quarter-hour daily for religious broadcasts.

Disclosure by the Commission last week of the complaint and answer led to the revelation that the Philadelphia Gospel Broadcasters, an organization of Fundamentalist churches, used the chain letter method to bring pressure on WPEN. A postcard was sent to all members with the admonition to write letter of protest to WPEN and send copies to the FCC, the protests to be "similar but not exactly like" a suggestion set forth. Each recipient was advised to "get at least 10 of your friends to do likewise."

Although there was no formal commitment from the Commission, it was understood no action would be taken inasmuch as the complaint involves programming and business practices. The Philadelphia Federation of Churches, representing 26 denominations, on March 6 went on record supporting the new policy of WPEN.

NYU Radio Course

SUMMER Radio Workshop of New York U. opens July 2 and will run through Aug. 9, under the direction of Robert J. Landry, CBS director of program writing. In addition to six regular radio courses, there will be a series of weekly lectures by guest speakers, and a 4½-hour studio production session every afternoon to give students practical experience, all conducted mainly by radio people.
**Network Accounts**

All Line Eastern Time unless indicated

**New Business**

UNITED BRIDGE Inc. Boston (Retail stores. Purse sets, aprons), on April 6 for 12 weeks started Retail Radio Show with Jimmy Durante and Gary Moore on 141 CBS stations Fri. 5:30-6:45 p.m. Agency: W. A. Ayer & Son, N. Y.

BEST FOODS Inc. N. Y. (Noco margarine and Shlomo's tripole), on April 31 starts John W. Vandercook Sat. 9:30-10.45 p.m. on 124 NBC stations. Agency: Benton & Bowles, N. Y.

SAFETY STORES Inc. Oakland, Cal. (Driftwood cigarettes), on April 1 started Night Editor on 10 NBC Mountain stations Wed. 6-9 (PWT), with west coast repeat starting April 7 on 2 NBC Pacific stations Sat. 9-11:15 p.m. (PWT). Twelve Pacific stations will be added with time clearance. Agency: Ruthrauff & Ryan, San Francisco.


LAMBERT PHARMACAL Co. St. Louis (Listerine toothpaste), on March 31 started The Billie Burke Show on 146 CBS stations Sun. 12:30-1 p.m. Agency: Lambert & Feasley, N. Y.

GENERAL PETROLEUM Corp., Los Angeles (Sowerby's), on April 15 renewed for 26 weeks undisclosed type of program on 13 CBS Pacific and Arizona stations Tues. 7-20 p.m. Agency: Smith & Los Angeles.

**Renewal Accounts**


PURE OIL Co., Chicago, May 7 renewed Kalamazoo's Edith the News Mon. thru Fri. 7-8:30 p.m. Agency: Leo Burnett Co., Chicago.

BELL Telephone Co., New York, on April 23 for 52 weeks renews Telephone Hour on 135 NBC stations Mon. thru Fri. 9-9:30 p.m. Agency: N. A. Ayer & Son, N. Y.

PHARMACAL Inc., Newark (Choco), on March 15 renewed 26 weeks transcribed repeat of Hookey Hall on 28 Don Lee Pacific stations Sun. 12-1 a.m. (PWT). Agency: Ruthrauff & Ryan, N. Y.

BEKINS VAN & STORAGE Co., Los Angeles, on April 15 renews for 52 weeks Remember Hour on 5 Blue California stations Sun. 11-12 noon (PWT). Agency: Brook Adv., Los Angeles.

**PROCTOR & GAMBLE Co., Cincinnati** (Ivy, Cysto), on April 2 renewed for 52 weeks Jack Kirkwood Show on 74 CBS stations Mon. thru Fri. 7-7:15 p.m. Agency: Compton Adv., N. Y.

**PABST SALES Co., Chicago** (Blue Ribbon beer), has renewed for 52 weeks Sat. 8-8:30 p.m. on over 161 CBS stations, with Dennis Kaye Show to be replaced for 17 weeks beginning June 9 by Harry James orchestras. Agency: Warwick & Legler, N. Y.

**GENERAL FOODS Corp., New York** (Postum, La France and Basset), on March 20 renewed for 52 weeks Two on a Clue, having shifted from 162 CBS stations Mon. thru Fri. 2-11:30 p.m., to 76 CBS stations Mon. thru Fri. 2-2:15 p.m. Agency: Young & Rubicam, N. Y.

**INTERNATIONAL SILVER Co. of Canada, Hamilton** (silverware), on April 1 renewed for 52 weeks May 27 Conley and Barry on 25 CBC Trans-Canada network stations Sun. 8-9:30 p.m. Agency: Young & Rubicam, Toronto.

**IMPERIAL TOBACCO Ltd., Montreal** (Sweet Caporal cigarettes), on April 5 renewed for May 31 Light Up and Listen on 28 CBC Dominion network stations Thurs. 10-10:30 p.m. Agency: Whitfield Broadcasting, Montreal.

**Net Changes**

COCOA-COLA Co., Atlanta, has added 9 30-MIN. PROGRAMS for 26 weeks, on April 15, 2:15, 4:30, 6:30, 8:30, 10:15, 11:30, 1:30, 3:30, and 5:30 a.m., for 30 stations. Agency: D'Arcy Adv., N. Y.

CONTI PRODUCTS Corp., New York (chocolates), on April 13 added 31 new MBS stations to Treasure Hour of Song, a 15-MIN. PROGRAM, on Thurs. 9:30-10 p.m. Agency: Berminisen, Castlemont & Pierce, N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit, on April 8 adds 95 MBS stations to Carlsbad, making a total of 110 MBS stations Mon. thru Fri. 12-12:15 p.m. (MWT) on Sun. 3-3:15 p.m., replacing B. W. Ford. Agency: Arnold and Friese, N. Y.

ACME-WHITE LEAD & COLOR WORKS, Chicago, on April 15 added 123 MBS stations to Treasure Hour of Song, a 15-MIN. PROGRAM, on Thurs. 9:30-10 p.m. Agency: Arnold and Friese, N. Y.

In the Ark-La-Tex area, KWKH—with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

**KWKH**

**CBS**

**50,000 WATTS**

The Shreveport Times Station

SHEEVEPORT, LOUISIANA

Represented by The Branham Co.

**PROCTOR & GAMBLE Co., Cincinnati (Ivy, Cysto), on April 16 shifts Road of Life from Mon. thru Fri. 11-11:15 a.m. on 135 NBC stations to Mon. thru Fri. 10:30-10:45 a.m. with locally recorded repeat on 7 Pacific Coast and 8 Air stations 11-11:15 a.m. Agency: Compton Adv., N. Y.**

**AMERICAN TOBACCO Co., New York** (Lucky Strike Bricks), on June 2 for 17 weeks replaces Jack Benny with Wayne King's orchestra on 144 NBC stations Sun. 7-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

**PROCTOR & GAMBLE Co., Cincinnati** (Olin, Drif), on April 13 discontinues Star Playhouse on 74 NBC stations Mon. thru Fri. 11-11:45 a.m. and on April 2 starts Joyce Jordan on 74 NBC stations Mon. thru Fri. 10-10:45 a.m. Agency: Compton Adv., N. Y. (Olin) and Jener-Fitzgerald-Sample, N. Y. (Drif).

**WESTON OIL & SNOWDRIFT SALES Inc., San Francisco** (sald oil), on March 26 shifted Noah Webster Says on 7 NBC Pacific stations from Mon. 9-10:15 p.m. (PWT) to Thurs. 9:30-10 p.m. with delayed repeat on KGU Honolulu. Agency: Fitzgerald Adv., New Orleans.

**HALL BROS., Kansas City** (Hallmark greeting cards), on April 8 shifted Hallmark's Charlotte Greenwood Show from 163 Blue stations Sun. 9-10:30 p.m. to 163 Blue stations Sun. 1-2 p.m. Agency: Foote, Cone & Belling, Chicago.

**QUAKER OATS Co., Chicago** (Aunt Jemima pancake hour), on March 14 added 50 MBS stations and formation of Aunt Jemima show on Blue, Mon. thru Fri. 9-9:45 p.m. (PWT) to Chuckles in the News featuring Herb Newcomb in amusing news items. Agency: Sherman & Ellis Co., Chicago.

**BROWN & WILLIAMSON TOBACCO Co., Louisville** (Top Gun cigarettes), on June 12 replaces Ridesiders Raleigh Room on 136 NBC stations Tues. 10-11 a.m. with 45-piece orchestra conducted by Sidney Rosenberg, Agency: Riddell Adv., Chicago.

**PROCTOR & GAMBLE Co., Cincinnati** (Dent, Du-Pont), on April 3 replaced The Goldbergs with Young Dr. Malone on 132 CBS stations Mon. thru Fri. 3-4:30 p.m. Agency: Compton Adv., N. Y.
IN BOSTON IT'S

850 on Your Radio Dial

5000 WATTS

BY DIRECT CUTTING OF YOUR RECORDINGS
33 1/3 RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE - packaged and shipped from Chicago.

Aluminum based material available for broadcast use.

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

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WOOD
350 Madison Ave.
New York

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or JOE WOOD
350 Madison Ave.
New York
Okinawa Covered From Radio Plane
Blue's Larry Tighe Makes Live Broadcast Over Beachhead

FROM THE NOSE of a B-29, Blue-ABC Correspondent Larry Tighe on April 1 made radio history with his eye-witness account of the American invasion of Okinawa. While previous "plane-views" of battle scenes have been recorded on the spot and re-broadcast, Mr. Tighe's pool broadcast was heard in the United States live from the plane, in what is believed to be the first radio report of its kind. Clarke Sanders, Blue engineer, was at controls.

The photo reconnaissance plane's signal was picked up and amplified by the Navy station in Guam for instantaneous relay to America some 8,500 miles away and re-transmitted from the West Coast over the Blue. Philco's Radio Hall of Fame Sunday 6-7 p.m. was interrupted at 6:40 p.m. for the five-minute broadcast, and Mutual cut into Upton Close's program for Lumberman's Mutual Casualty Co., which filled the gap at the time.

High point of Mr. Tighe's broadcast was his description of an attack on his plane by a Jap Zero. Against a background of gunfire, his smooth description of the enemy plane's approach was interrupted by an explosive sound, some reporting to have heard Mr. Tighe murmur "We got him," and heave a sigh of relief.

Lt. Comdr. Jack Hartley, officer in charge of Navy Radio Public Relations Section, now on temporary duty as radio public relations officer, CINPAC, and Webley Edwards of CBS are credited with conceiving the idea of news coverage from over the beachhead. Comdr. Hartley is assistant director of news and special events with NBC before joining the Navy. CBS Don Pryor, at 10:35 a.m. the same morning had given the first eyewitness account of the invasion, speaking from a flagship. The Blue's Norman Paige came in at 12:22:30 p.m., NBC's first eyewitness account on the Army Hour.

Pryor Lindsay Watts

Pryor Lindsay Watts, an RCA theatre service engineer before the war, and recently an airborne radar specialist in the Government Group of the RCA Service Co. was killed March 8 in a plane crash at the Army Air Base at Orlando. He had been preparing for an overseas assignment. A graduate of Virginia Polytechnic Institute in 1939, Mr. Watts joined RCA in 1935 after a year as a radio repairman at the Army Air Corps for several years on the research staff of Western Union. He was assigned to the Government Group and had served in England, Ireland and the United Kingdom and at most of the naval stations in the U.S., receiving many official Navy commendations for his work.

Arnold Molloy has joined the engineering staff of WPTF, Raleigh, N.C., as assistant to the station's engineering supervisor, the father of a boy.

Postwar radio expansion plans are in the making throughout Latin America according to F. J. Robinson, Latin American sales manager for Sylvan Electric Products Inc., New York, who recently returned from an extensive tour of the American republics. Establishment of new stations as well as increasing power of existing stations is widely discussed. Mr. Robinson said that all plans are dependent on the availability of equipment.

Herbert W. Forster

HABERT W. FORSTER, 47, Western Electric Co. advertising manager, died March 30 at Roosevelt hospital from a heart attack. He was a resident of Rockville Centre, L.I., and had served in the Army as a WPTF, Raleigh, N.C., and WPTF, Raleigh, N.C., as assistant to the station's engineering supervisor, the father of a boy.

Philco Service, world-wide appliance servicemen's organization, has been formed to establish high standards in the profession. Robert F. Herr, vice-president in charge of Philco Coronet service, has announced the formation of 25,000 qualified servicemen is predicted.
Help Wanted

Operator—Announcer, first class radio technician and/or studio engineer. Excellent opportunity to be offered to a qualified technician to be in charge of a new network of stations in the Northwest. Address Box 267, BROADCASTING.

First class engineer wanted for 250-watt Indians Blue Network station. Permanent. Salary, $250.00 per month. Address Box 293, BROADCASTING.

Announcer-newscaster—Wanted by major network affiliate in northern New England. Must have good voice, clear diction, and ability to help in rewrite. Box 340, BROADCASTING.

First class engineer, permanent. Good network of stations. Do you desire to live in a quiet, country location, with a good salary? Write Box 25, BROADCASTING.

Assistant manager, North Carolina local, wants someone who has experience in connecting local news, weather, and weather bureau reports. Length of service is 10 years. Must have experience in radio. Write Box 234, BROADCASTING.

Announcer—Interested in general studio work. Has Announcing experience and experience in rewrite, in particular first letter. WAKR, Akron Ohio. Write Box 37, BROADCASTING.

WANTED—Operational experience on first class station. Excellent opportunity to be offered to a well-qualified technician to be in charge of a new network of stations in the Northwest. Address Box 267, BROADCASTING.

WANTED—First class engineer. Position includes studio and transmitter. Permanent position. BROADCASTING.

WANTED—Operator. First class license. Immediately. Send complete story first in person. Box 472, BROADCASTING.

WANTED—Announcer. Give complete details. Must have studio routing. Full particulars and noting availability. Immediately. Send complete story first in person. BROADCASTING.

WANTED—Operator, first class license. Immediately. Send complete story first in person. Box 472, BROADCASTING.

Transmitter engineer, first class license, wanted for 4,000 kilowatt station. Position includes studio and transmitter. Full particulars, including information about yourself, salary desired and any operating experience you may have, send as directed. BROADCASTING.

ANNOUNCER—First class engineering position. Must have studio experience. Excellent opportunity to be offered to a well-qualified technician to be in charge of a new network of stations in the Northwest. Address Box 267, BROADCASTING.

Situations Wanted

Announcer—First class. At present working. Desires better position and salary. Excellent audition. Excellent work and previous experience. Write Box 896, BROADCASTING.

Engineer—First class. At present working. Desires better position and salary. Excellent audition. Excellent work and previous experience. Write Box 896, BROADCASTING.

Engineer—teacher.—23 and 4F, available immediately. Send photo and complete resume. No one else available. Box 420, BROADCASTING.

WANTED—Position as chief engineer of broadcast station, some police or teaching or any combination of qualifications. Experience references including present employer. Prefer southern cities. Box 251, BROADCASTING.

HUMOR is a salesman. Gag man with radio experience. Good with characters. Includes production, advertising, promo- tion, booking—everything. Complete story and references immediately. Box 505, BROADCASTING.

Attention Washington area: Script-copyman wanted for daily newsmatic work with station or agency. Public service and educational set and news commercial. Box 484, BROADCASTING.

Partner of national accounting firm seeks executive position with progressive firm. Under 30 years, has 20 years continuous experience with one prominent firm in direction and management of extensive national accountancy and taxation practice. Well known professionally, and active member of accountants societies. Box 507, BROADCASTING.

Available new—First class operator, thoroughly experienced with remote work and all technical aspects of broadcasting. Box 509, BROAD- CASTING.

Expatriate salesman or commercial manager for good regional station. Married man with progressive experience, in four station market of half million. Best references. Box 510, BROADCASTING.

ANNOUNCER—Wanted, to operate and manage radio station at distance from big city, on lake. Must have good voice, clear diction, and ability to help in rewrite. Box 472, BROADCASTING.

Commercial man or woman to sell advertising for one of Florida’s oldest radio stations. Successful experience desired. This is a real opportunity for a salesman of the first class who is in Florida and build a real future for himself. Must be a minimum of 2½ years experience on the job. Opportunities for permanent position following. Box 496, BROADCASTING.

Technician—Draft exempt, first class license. Progressive Ohio Blue Network station. Box 474, BROADCASTING.

Outstanding 5 kw regional station with reputation of being a good place to work is in need of a well-qualified technician. Opportunity to network into major markets. Salary and operating experience desired. Box 498, BROADCASTING.

Operator—An experienced radio operator with first class license wanted by Florida regional 5 kw station. This is a permanent position for a well-qualified man. Working conditions excellent in a good town to live in. Write or phone giving experience, age, status and salary requirements. Box 498, BROADCASTING.

wants another top announcer. Call or write WBAM, Saginaw, Michigan.

Transmitter engineer, first or second class license wanted for new station, full particulars and salary acceptable. Box 504, BROADCASTING.

Southern regional station major metropolitan market, network affiliate, wants engineer-transmitter to become permanent. 5 kw translator. Write immediately. Box 505, BROADCASTING.

Assistant manager by North Carolina local. Network affiliation. Little in the way of talent, but has all-around radio and sales background. Desires a permanent job. Write immediately. Box 505, BROADCASTING.

Announcer—Excellent experience. Should have a good voice and be familiar with telephone plant. WGNR, Carbondale, Illinois.

WANTED—First class announcer who desires to operate and manage radio station at distance from big city, on lake. Must have good voice, clear diction, and ability to help in rewrite. Box 472, BROADCASTING.

Help Wanted

Announcer, top rate for news, records, interviews, etc. Now in the market. Must have experience, previous experience desirable. Write for appointment. Box 25, BROADCASTING.

Call or write Metropolitan Broadcasting Co., 110 E. 42nd St., New York City, for immediate position as engineer.

First class engineer. Permanent. State full particulars and noting availability. Immediately. Send complete story first in person. BROADCASTING.

WANTED—Announcer. Salary, $250.00 per month. Send complete story first in person. Box 472, BROADCASTING.

Operator, first class radio technician and/or studio engineer. Excellent opportunity to be offered to a qualified technician to be in charge of a new network of stations in the Northwest. Address Box 267, BROADCASTING.

ANNOUNCER—First class engineering position. Must have studio experience. Excellent opportunity to be offered to a well-qualified technician to be in charge of a new network of stations in the Northwest. Address Box 267, BROADCASTING.

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New Suit Complicates Buffalo Duopoly Action

FURTHER complications in the projected separation of the Buffalo Broadcasting Corp., stations—WGR and WKBW—under the FCC's duopoly regulation (Sec. 3.35), developed last week with the filing of a suit by Churchill Tabernacle for a new mortgage on WKBW to replace security given by BBC 15 years ago.

Controversy over the Tabernacle claim figured in a recent hearing before the FCC and the station has held a temporary license renewal. Because of that cloud, BBC has been unable to comply with the FCC's request that it terminate its dual ownership of stations, in compliance with the FCC's duopoly order of last year. A proposed report by the FCC is expected.

In the new bill, Churchill contends that when WKBW was granted an increase in power from 5,000 to 50,000 w in 1941, it was moved to a new location and the Tabernacle mortgage became of "little or no value." The complaint states BBC promised the Tabernacle a first mortgage on the property at the new location. It contends both parties agreed upon the form of the contract but that the defendant now "refused to execute" the mortgage.

TWO ASSIGNMENTS, TRANSFER GRANTED

TRANSFER of control of KICD, Sparta, Ia., and voluntary assignment of license of WMFR High Point, N. C., and WRLB Columbus, Ga., were granted by the FCC last week.

In the KICD transaction, Ben. B. Sanders, commercial representative of WNOX Knoxville, acquires 309 shares (64%) common and 120 shares (47%) preferred stock of Iowa Great Lakes Broadcasting Co., station licensee, from L. W. Andrews for a consideration of $10,000 less an amount by which accrued and current liabilities exceed accrued and current assets by more than $2,500 as at date of settlement. Mr. Andrews' health requires that he move to another climate, according to application.

WMFR High Point, N. C., was granted assignment of license from James E. and Helen M. Lambeth to a new partnership which includes four other members of the Lambeth family. No money involved.

WRLB was granted consent to shift from a corporate form to a partnership composed of the same persons and interests: J. W. Woodruff, 50%; J. W. Woodruff Jr., 49%; and E. B. Cartledge, 1%.

No money involved.

SOUND EFFECTS

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

Write for catalog.

THOMAS J. VALENTINO INC.

Transcriptions-Specialized Recordings

1600 Broadway N.Y., 19, Circle 6-4675

SOUND EFFECTS RECORDS

Gennett-Speedy-Q

Reduced Rate Library Offer Containing Over 250 Popular Sound Effects.

Write For Details.

CHARLES MICHELSON

67 W. 44 St. New York, N. Y.

"PHOENIX AND TUCSON" WILL TAKE ALL PRODUCED

THE SHADOW

Available locally as transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
At Deadline...

NOMINATING PETITIONS FOR NAB DIRECTORS MAILED

NOMINATING petitions for NAB directors-at-large were mailed last week to all members. Board nominating committee on Feb. 28 named these: Large stations, W. A. Sumner-ville, WWL New Orleans; J. Leonard Reinsch, WSB Atlanta; J. O. Maland, WHO Des Moines; Lee B. Waller, KDKA Pittsburgh. Medium stations, G. Richard Shafto, WIS Columbia, S. C.; T. A. Craven, WOL Washington; Robert E. Priebe, KRCQ Seattle; C. T. Hagman, WTCN Minneapolis; E. E. (Ted) Hill, WTAG Worcester, Mass.; George M. Burbach, KSD St. Louis. Small stations, Dietrich Dirks, KRBI Sioux City, Ia.; Clair McCullough, WGAL Lancaster, Pa.; Dale L. Taylor WENY Elmira, N. Y.; Matthew D. Bonebrake, KOCY Oklahoma City; Marshall Penng, KRRW Roseburg, Oregon. Paul Morency, WTIC Hartford, who was nominated as director-at-large, was reelected District 1 director, thus withdrew from the large station race. Franklin M. Doolittle, WDBC Hartford, has withdrawn as candidate for medium director-at-large.

NEW 'EDEX' SERVICE

TRANSMISSION Press Service, New York, has added a special service called Edex, news of particular interest to editors and executives. Service provides specialized Washington bureau coverage for full-subscriber stations and also offers three other new services: (1) a new form of interpretative dispatch called "Communicart" consisting of about 300 words approximately once an hour; (2) a radio intelligence news letter of spot business news sent twice daily; and (3) a special feature type of news service stressing women's news and byline sports articles.

SEEKS TV OUTLET

WILLIAM H. BLOCK Co., Indianapolis department store, last week filed with the FCC an application for a new commercial television station on 44-50 mc, Channel 1 of proposed allocation. Outlet would have effective signal radiation of 1045. Firm has pending application for a new FM station on 43.7 mc with coverage of 9,316 sq. mi.

N. Y. MUSICIAN EARNING

NEW YORK union musicians collected approximately $27,000,000 during 1944, it is estimated by Harry A. Suher, treasurer of AFM Local 802.

SHUPERT NOMINATED FOR PRESIDENCY OF ATS

GEORGE T. SHUPERT, assistant to the president, Television Productions Inc., has been nominated for president of American Television Society for the 1945-46 season, heading the slate of candidates whose selection by the ATS nominating committee is tantamount to election. Other nominees include: Vice-president, David Hale Halpern, Henry Souvaine Inc.; Director, W. A. Ayer & Son; secretary, Alice Pentlarge, WQXR New York; Dan D. Halpin, RCA Victor; Prof. Edw. mund C. Cole, Yale U.; Evelyn Pierce, Compton Adv.; Theodore Huston, Rathrauff & Ryan; John Florey, Grant, Florey & Williams; Charles H. Kleinman, RCA; Hubert E. Taylor Jr., Allen B. Dunont Labs. Election will be held at May meeting.

WILLIAM HILLMAN JOINS MUTUAL IN WASHINGTON

WILLIAM HILLMAN, veteran foreign correspondent and former European manager of World Broadcasting News Service, becomes a Washington correspondent for MBS April 15 [CLOSED CIRCUIT, April 2].

Announcing the new arrangement with Mr. Hillman last Thursday, Charles Heslep, MBS Capital Corporation's representative, said that Mr. Hillman would continue as Washington manager for Cowrell-Collier Publications and as an associate editor of Collier's Magazine. Mr. Hillman has for several months been featured in a world commentary on the Blue Network.

BEACH WEATHER

BEACH FANS in Southern California can time their sunnings to official "every hour, on the hour" weather reports to be started on KECA Los Angeles on May 12 and 13. In cooperation with weather bureau, station will present hourly readings on temperature of beach air and water, as well as fog conditions during 7 a.m. to 1 p.m. period on Saturdays and Sundays throughout the summer.

NBC AIRS CANCER TALK

NBC IN COOPERATION with the month-long campaign of the American Cancer Society will present a talk April 13, 10:45 p.m., by Eric A. Johnston, executive council chairman of the society and president of the U. S. Chamber of Commerce, on "Cancer is Bad Business". Society has sent dramatic, musical and spot announcement recordings to 914 stations this month. Recordings handled by Blue-ABC.

PIECES TO RED CROSS

SAM PICKARD, former member of the old Radio Commission (1927-29) and afterward CBS station relations vice-president (1929-1938), has joined the American Red Cross as an assistant to Mr. McCullos. New York, for overseas duty on March 31 after training in Washington and at Fort McClellan, Ala., he now may be en route to a war theatre. Mr. Pickard still holds minority station interests, one of which (WOKO Albany) is in dispute.

FALL-WINTER DATA

FALL-WINTER 1944-45 continuing measurement of radio listening reports for 58 cities, based on calls to more than 2,500,000 homes, are being distributed by C. E. Hooper Inc.

CLOSED CIRCUIT

(Continued from page 4)

tieup between KIRO and KFFX and perhaps other stations in area on a Northwest "quality group" basis.

ABOUT MID-APRIL, WBT Charlotte will be knocked down by CBS to the highest qualified bidder, subject to FCC approval. More than a dozen different groups now have made inquiries, but only few have made offers. Most of these in neighborhood of $1,000,000.

WATCH FOR EXPEDITIOUS action by FCC on cases which have been pending for more than two years. Reason for delay: files pertinent to cases were impounded by House Select Committee to Investigate the FCC and not returned until January. Aim at Commission is to clean up old business before construction restrictions are lifted.

PEOPLE

BURTON BRIDGENS, WRC Washington producer, has been appointed continuity acceptance editor succeeding Eugene Juster who was previously named assistant program manager in charge of public service.

DON COOKE, account executive of O'Neill, Larson & McMahon, Chicago, for the past two months and previously assistant to his brother, Jack, owner of CKY Toronto, has joined William G. Rambeau Co., Chicago, as sales representative.

PALMER CLARK, radio director of Sherman K. Ellis Co., Chicago, has resigned effective April 15. No replacement has been named.

E. L. BUSHNELL, director-general of programs, Canadian Broadcasting Corp., Toronto, has returned to Canada after visiting Canadian troops in Europe following the British Commonwealth broadcasting conference at London.

LYNN THOMAS, former writer on Pacific War Map on CBS Pacific stations, has been assigned network correspondent in the South Pacific area.

FRANK PRENDERGAST, sales manager of WTMV E. St. Louis, is one of the team captains of the St. Louis Advertising Club War Activities Committee drive for War Loan promotion campaign funds.

JOSEPH R. HAINLINE, Army lieutenant on inactive duty, has been added to NBC's Pacific staff. Now in Iwo Jima, Mr. Hainline was one of two officers who drew up the civil affairs plan for censorship and communications in the Japanese islands.

HAL CARLOCK, publicity director of KFI Los Angeles, has resigned to join Blue Hollywood publicity staff. Kay Greenbaum and Eugenie Christopherson have been added to network's Hollywood traffic department replacing Mary Simpson and Sherrill Masen.

JOHN J. LOUIS, New York vice-president of Needham, Louis & Brophy, is in Hollywood to discuss summer replacement show on NBC for Fibber McGee & Molly.
“...to WLW for outstanding reporting of the news”

In History's Year of Decision!

The Nation's Station is proud to receive, this week, one of radio's most coveted citations—the 1944 George Foster Peabody Radio Award for Outstanding Reporting of the News.

It is gratifying testimony that we have administered well our self-appointed task of making the millions who dial 700 in the four-state area of WLW-land "the best informed radio audience in the world".

It is an inspiration to continue to use our best efforts to improve this "outstanding reporting of the news" in 1945...and thereafter, so long as news shall retain its urgent importance to the nation and to the people we serve.
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Beam-power transmitting tubes provide high output with low driving power. They make possible more compact, simpler, more economical broadcast transmitters than other types of tubes.

Transmitters using beam-power tubes are more compact because fewer stages are required and because neutralizing circuits are eliminated; they are more simple because the transmitter does not have to be neutralized each time tubes are replaced; they are more economical because fewer stages and fewer tubes can be used for a given power output — and because tube replacement costs are lower.

In FM Broadcasting

The self-shielding property of beam-power tubes provides a simple, efficient means of obtaining stable operation in wide-band FM circuits without complex neutralizing circuits and adjustments.

In Television Broadcasting

The high-gain and self-shielding features of beam-power tubes make possible stable, more efficient wide-band video and r-f amplifiers with a minimum of tubes and without neutralizing circuits.

Look To RCA For Replacement Tubes

In beam-power transmitting tubes RCA has developed a whole family of high-performance champions, such as the RCA-807, 813, 814, 815, 827-R, 828, 829-B, and 832-A — the most complete line offered by any manufacturer.

When you need replacement tubes for your transmitter, specify RCA Tubes. There is an RCA Broadcast Specialist available when needed. Call him for prompt delivery and efficient service.

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