"It's got to be delivered!"

War supplies can be produced and loaded on board ships... but they might as well not be made if they aren't delivered.

It's the same thing in radio.

You and your clients can load the soundest sales argument into a package... put it on the air...

But it's got to be delivered to do you any good!

We know the sure way you can get your sales appeal across in the country's 6th largest market... use W-I-T-H when you come into Baltimore.

This is the successful independent station that delivers more listeners-per dollar spent than any other station in this 5-station town. Facts to prove this are available for you to see.

WITH
BALTIMORE, MD.

Tom Tinsley, Pres. * Represented Nationally by Headley-Reed
The Voice of a Friend

with the Confidence long-time Friendships give

WHEN Al Tiffany or George Menard talk to Midwest American farmers, it is with the Voice of a Friend. For these two men, specialists in their fields, have both been WLS farm men since 1938. Listeners can recall hearing them on many special farm features in 1938, in 1940 and right on through the years.

In fact, you get a total of 30 years of farm service when you add up the time spent with the WLS audience by George Menard as Farm News Editor, Al Tiffany as Assistant Farm Program Director, and Arthur C. Page as Farm Program Director.

This is a familiar story on WLS. Farm editors, musicians, announcers, singers, newsmen—all are accepted as friends. Friendship rests on mutual confidence. Confidence generates response. Response equals results for the advertisers who use WLS—The Voice of a Friend in Midwest America.

This is the seventh and last in a series of advertisements telling the story of WLS as The Voice of a Friend. If you would like these seven ads reprinted as a booklet for reference, write WLS, Chicago 7, Illinois, for your copy.

890 Kilocycles
50,000 Watts
Blue Network

Represented by
John Blair & Company

In the Interest of Radio

Last Jan. 18, the Post-Dispatch printed an editorial whose first paragraph read as follows:

The time has come to urge the big radio networks to change some of their practices regarding newscasting. In particular, NBC, Columbia, Mutual and the Blue Network (1) should quit interrupting news broadcasts with commercial plugs and (2) should quit permitting these broadcasts to be sponsored by objectionable advertisers.

This editorial, and subsequent ones in which the idea was explained and developed, have received considerable attention in magazines and in the press, and they have received particular attention in publications whose primary concern is the radio and advertising industries. In the course of the discussion, the Post-Dispatch position has sometimes been misunderstood and misrepresented. We should like to clear up some of these misunderstandings and misinterpretations.

Here are two typical instances: J. H. Ryan, head of the National Association of Broadcasters, in a speech in Cincinnati, saw in the Post-Dispatch attitude a threat to freedom of the radio. He argued against criticism of newscasts on the ground that it might invite Government intervention. At a recent meeting of radio and advertising executives in Chicago, the charge was made that, in essence, the Post-Dispatch suggestion of Jan. 18 represented an attack on the radio as a competing advertising medium. "Other misunderstandings and misinterpretations may be cleared up by a restatement of this paper's position."

(1) To begin with, we repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper. New techniques, such as the roundups of world capitals and battlefronts, have brought the 'war vividly to every American household. Too much praise cannot be given to the networks for designing these new techniques and for the general excellence of the newscasts themselves. By the very nature of its medium, radio's superiority over newspapers in the immediate transmission of important news has long been obvious. The newspaper "extra," once the fastest means of communicating news of extraordinary importance, is just about as dead as the dodo.

(2) We repeat that the Post-Dispatch is as jealous of freedom of the air as it is of freedom of the press. To imperil one is to jeopardize the other. In its 87 years, this newspaper has fought for every form of freedom of expression guaranteed in Article I of the Bill of Rights. (3) Just as the Post-Dispatch is supported largely by advertising, so we believe that radio should and must be supported by advertising. We believe this because the alternative would be Government ownership and control of radio. The idea is abhorrent.

(4) It was precisely for this reason that our suggestion of Jan. 18 was made. There are forces in the administration and Congress which have warned radio that Government might be compelled to act if radio standards do not measure up to "public interest, convenience and necessity," for which radio is licensed. The surest way to prevent Government interference, and to discourage demagogues who would seek to impair freedom of the air, is for radio itself to set its own high standards for public service.

(5) It is not doing this when its principal contribution to public service, namely, the broadcasting of news, is marred, tortured and made nauseating by those commercial announcements which have become known as plug-uglies. This is particularly true in time of war. As Leo J. Fitzpatrick of Station WJR, Detroit, aptly said: "We must remember that practically all listeners have relatives or close friends in the armed services, and that their interest in newscasts is quite personal, quite emotional and sometimes becomes terribly tragic, as they hear the names and stories of loved ones in the news."

(6) We are not criticizing the commercial sponsorship of news. We are criticizing two specific methods that have crept into the commercial sponsorship of news. One such method is the interruption of news for sales talks. The other is the use of news by advertisers who deal in palliatives for bodily aches and pains, stomach acidity and gas, body odors and a thousand and one equally revolting subjects.

(7) Of course, the advertiser who pays for the newscast is entitled to tell his reasonably-timed story both at the beginning and the end of the program. No one objects to that. Such newscasts, as a matter of fact, are on the air. Two examples—and others could be cited—are the Lowell Thomas and Kaltenborn programs. These open and close with commercial announcements, but there is no interruption once Thomas and Kaltenborn begin to speak.

(8) While the Post-Dispatch station, KSD, nearly a year ago eliminated interrupting commercial newscasts originated by it, and has also barred newscast advertising which it considers inappropriate, it admits an inconsistency. KSD has continued to broadcast NBC news programs which do not conform to the station's own standards. We could correct this by ending our connection with NBC and directing its service to some other outlet. Our position, however, is that not only would that be to our financial disadvantage—we admit this frankly—but we believe our listeners would lose more than they would gain by such divorce from the many excellent programs originated by a great network.

(9) NBC is the oldest national network—a pioneer in developing our American radio system. Its achievements in the fields of entertainment, of education, of newscasting, of cultural contributions in music and in the arts are a monument to the principle of free radio. In the subject under discussion, NBC was the first of the big chains to outlaw the middle commercial in newscasts, though it was not until after the war began that NBC stations, with NBC backing, followed suit. Sometimes the networks tend to forget that NBC was the first to challenge the use of middle commercials, and it is certain that NBC has lagged behind the Columbia Broadcasting System. CBS uses the middle-commercial, but it has long ago fused to permit distasteful sponsorship of its excellent network news service.

(10) We recognize it is only natural for the networks to be disturbed by a proposal whose fulfillment would affect an intricate series of relationships with advertising agencies and advertisers themselves. The sponsorship of news is one of radio's chief sources of revenue.

(11) We believe, however, that the elimination of the newscast plug-ugly would be to the advantage both of the networks and of the advertisers. They have a common stake in maintaining the effectiveness of the radio appeal, now marred by the newscast plug-ugly. There is a large percentage of the listening public which does not willingly accept or which consciously resents bad taste and interruptions in newscasts.

(12) KSD's experience, and that of a growing list of other individual stations which have voluntarily barred the newscast plug-ugly, show that the advertiser, as well as the public, is pleased by the result. The latest advertiser to adopt this policy is the Standard Oil Co. of Indiana.

(13) We repeat we are making no attempt and have not the slightest desire, "to reform the radio industry". We have only challenged one small phase of radio's activities. We think that middle interruptions in amusement programs are in quite a different category from newscast interruptions. We have no quarrel with radio except in the matter of the newscast plug-ugly. This is not a press attack upon radio. It is, we believe, a constructive suggestion offered in the interest of radio.

(14) Our position is a simple one. The plug-ugly, we hold, is neither good broadcasting nor good advertising. News is news and the public is entitled to hear it truthfully and with good taste. We hold that the radio industry whose function it is to serve the "public interest, convenience and necessity" has far more to gain than to lose by eliminating the newscast plug-ugly—lock, stock and barrel.

If radio did so, it would fortify the great and fundamental principle of freedom of the air.
NEVILLE MILLER, former NAB President, who has just concluded a year's tour with UNRRA as deputy director of its Supply Mission, plans to leave Government service upon his return here soon. He has not announced future plans. He may hang out his shingle both in Washington and in Louisville.

IT HAS BEEN LEARNED that Paul A. Porter, FCC chairman, was strongly endorsed by Justice Fred M. Vinson for the Federal Loan Administrator's post. Mr. Porter was Justice Vinson's assistant when the latter was Director of Economic Stabilization. Mr. Porter, in turn, is reliably learned, was disposed to endorse his colleague, Commissioner C. J. Durr, for the loan post. The Alabaman, prior to his appointment to the FCC in 1941, was a director and general counsel of the Defense Plant Corporation, one of the loan agencies. President Truman may have a different idea.

THE FCC MAY pull a double feature on allocations by about May 1. Along with its “grand finale” report on allocations for FM, television and other services above 25,000 kc, the Commission simultaneously may issue its proposed allocations for television. In a show 25,000, covering international broadcasting and enlargement of the existing broadcast band. Staff sessions started last Wednesday on the allocations. Best bet: both FM and television allocations will remain as in the proposed report, with some possible slight modifications on each. Emphasis will be on “upstairs” development of both broadcast media.

DESpite an APPARENT determination to get the so-called clear channel hearings under way May 9, prospects now are for a postponement of the opening date. At best, there could be only a single day or two with the economy data already prepared thrown into the record and with a prompt recess to allow for assembling of highly technical coverage and economic data. Thought is that it would be foolish to bring in people from all over the country on a token start with ODT still asking: “Is that trip necessary?”

RADIO FOLK WHO planned to attend the Inter-American Telecommunications Conference in Rio in June can unpack their bags. The State Dept. last week suggested to the Brazilian Government that the proceedings—first since the war began—be postponed because of the pressure of other preparatory work. No new date indicated, but probably no parley before fall.

LOOK FOR THE FCC to intervene in the Federal Court proceedings involving efforts of the religious groups thrown off WPEN Philadelphia to peg broadcast stations as common carriers which cannot refuse to sell time as long as there are buyers. Philadelphia Bulletin, upon taking over ownership of WPEN several months ago, canceled commercial religion programs.

(Continued on page 74)
FIVE FINE PROGRAMS WIN TOP HONORS

and Mutual salutes them all

In what the New York Times acknowledges as “the most satisfactory job yet done”, the Peabody Radio Awards Committee has selected “radio’s honor roll for 1944”.

Five programs broadcast coast to coast were cited for distinguished service to the American listener, and so were the achievements of ten stations and individuals. These are the winning programs carried by nationwide networks:

Outstanding Educational Program: “The Human Adventure” (MBS)
Outstanding Entertainment in Drama: “Cavalcade of America” (NBC) and Fred Allen (CBS)
Outstanding Entertainment in Music: “The Telephone Hour” (NBC)
Outstanding News Commentary: Raymond Gram Swing (ABC)

The Mutual Broadcasting System sincerely congratulates the skilled men and women responsible for this stellar radio fare. Our nation is surely privileged above all others in its regular access to entertainment and enlightenment of this calibre. We extend equally sincere greetings to the stations whose programs were individually honored by the Peabody Committee for 1944; WLW, Cincinnati; WTAE, Worcester; WNYC, New York; WIBX, Utica; Koin, Portland; WFBL, Syracuse; KVOO, Tulsa; KMOX, St. Louis; KFI, Los Angeles, and to Col. Edward M. Kirby of the War Department.

We are particularly pleased at the honors won by Sherman Dryer, producer-director of “The Human Adventure” for Mutual, and his able staff, working with WGN, the University of Chicago and the Encyclopaedia Britannica. That this is the only network-financed, network-presented program among all the Peabody winners is gratifying, too—but the creative personnel behind all fine radio on all networks and all stations merits a profound bow from all of us engaged in the business of broadcasting.

THE MUTUAL BROADCASTING SYSTEM
Mr. Gordon Gray, General Manager,
Radio Station KOIL,
Omaha, Nebraska.

Dear Mr. Gray:

I just want to tell you how well pleased we are with the results from our recent relatively short radio advertising campaign with your station.

The results exceeded our expectations, and we received inquiries and orders from a much wider territory than we had thought possible.

Ours was a new product, and we believe that the publicity through your station immediately stamped it in the minds of the public as a quality product, and one that could be bought with confidence.

Very truly yours,
Petroleum Specialty Company,
by DWIGHT E. SLATER

For Results in Omaha—It’s KOIL

GORDON GRAY, General Manager

KOIL CBS in Omaha

5000 WATTS . . . 1290 Kilocycles

Page 6 • April 16, 1945
For best RESULTS, select the POWER designed for your job. In the rich Ark-La-Tex area, KWKH — with its 50,000 watts — is the one medium with the POWER designed for full coverage of this buying market.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

Represented by The Branham Co.
Jack Carson is the comic on that coast-to-coast Campbell Soup funfest. Cottonseed Clark is head man of the stompin' Hollywood Barn Dance, musical hoe-down presented exclusively for the ears of Southern Californians.

Different shows, different personalities—but they have a lot in common. At KNX, all programs—network and local—must measure up to the same exacting CBS standards, for KNX is CBS-in-Hollywood. The same mastery in production, the same excellence of talent and wealth of facilities that send network programs
to the nation's millions, also create local shows especially seasoned to Southern Californian tastes. And Hollywood Barn Dance is doubly-slanted for local appeal.

Long a favorite of fun-loving Westerners, its popularity has soared with more than 656,000 newcomers* who have arrived in Los Angeles from other states during the past four years. Over 70% of them came from rural areas between the Mississippi and the Rockies. With a strong preference for old-fashioned fun, corn-fed humor and back-country barn dances, they've voted this Western style hillbilly show pleasure-perfect.

On Saturday nights, natives and newcomers alike pack a huge KNX studio, Barn Dance entertainers take over—and Hollywood goes hillbilly! With guest appearances by screen favorites, with top talent familiar to Western movie fans and radio listeners, Hollywood Barn Dance is a sales-sure program package just waiting for some sales-minded, on-his-toes advertiser.

Hollywood Barn Dance is now available. Run, don't walk, to us or the nearest Radio Sales office.

*Bureau of the Census, Congested Production Area Report, April 1, 1944—covering Los Angeles and Orange Counties.
The Town Crier Shouted His News

... but only a few were within range of his voice.

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

...but only a few were within range of his voice.

WFLA

5000 WATTS DAY AND NIGHT

Feature of the Week

Romulo Gets Flag From Youths

A HAND-MADE FLAG was hoisted over Malacanan Palace in Manila after it was liberated. Twenty-seven months before the flag had been painstakingly finished and trustingly placed in the hands of Brig. Gen., then Col., Carlos P. Romulo for just such an eventual-ity.

Makers of the flag were the members of the WSYR Syracuse Youth Fourth Front, conducted by Ray Servatius for a local ice cream company. The program, participated in by various youth organizations, was originally the Juvenile Newspaper of the Air but was rechristened when war was declared.

One of the projects of the show was the making of an American flag. A big one, eight by ten feet, carefully stitched of silk which they made to keep for themselves. But in Dec. 1943 the "last man to leave Bataan", Col. Romulo, came to speak in Syracuse and the kids inveigled an introduction through H. R. Ekins, WSYR commentator, an old friend of Romulo.

They asked Romulo to take their flag to the Pacific with him and give it to Gen. MacArthur to fly over liberated Manila. Romulo consented and apparently so did the general but the children's mother would have heard the denouement had it not been for a coincidence.

The newsmen covering the liberation of Manila never paused to wonder about the large hand-made flag so the story didn't get out that way. But a public relations officer sent to GI papers in the Philippines a small release which announced: "A hand-made American flag presented to Brig. Gen. Carlos Romulo by Boy and Girl Scouts of Syracuse, Dec. 12, 1943, was hoisted in Manila recently."

A soldier from Syracuse working on a four-page GI newspaper noticed the squib and relayed it back home where it was signaled as the completion of the Youth Fourth Front's most important project.

Sellers of Sales

CHIEF TIME BUYER of Compton Adv., Frank Kemp is a serious-minded young man with a great fondness for facts and figures—a fondness intensified by his three years of electrical engineering study at MIT.

A great believer in research, Frank would like to see the sample of the coincidental survey, both local and national, enlarged to provide greater statistical reliability. He predicts a great future for the Nielsen audimeter especially when it's expanded to a national basis.

Frank is also a confirmed believer in BMB, as is the agency.

A native New Yorker, his first job was with the Chemical Bank & Trust Co., where he designed statistical cards used in IBM banking systems. After two years he joined Compton as a statistical clerk.

During his six years with the agency, Frank has seen all the angles of timebuying. First he bought spot time, then network and in his present position, supervises all Compton timebuying, both spot and network.

Agency radio accounts are Procter & Gamble (Crisco, Ivory Soap, Ivory Flakes, Duz, Bar- soilou), Allis-Chalmers, Goodyear, Scull Coffee, Krueger Beer and Scoony Vacuum. Potential radio advertisers not currently active in that field include Wheatena, Kelly-Springfield, New York Life Insurance Co. and Pocketbooks.

Frank is single and lives in Brooklyn near Prospect Park. Within walking distance of Ebbets Field, Frank claims he can hear Lippy Durocher when the wind is in his direction.

His hobbies include photography, squash and hiking.

3 SOLID YEARS ON WWDC!

Morton's have used 22,500 consecutive broadcasts—spots, 1/4 hours and on Sunday three 1/2 hour programs!

Three years is a long time. Long enough to prove that once a smart merchandiser—always a smart one. For Morton's has grown big!

Since they started on WWDC, Morton's has opened a new building and has added four new departments.

It's nuts-and-bolts facts like those behind Morton's success that give us the idea that if you have something to sell, WWDC can do the job for you. Availabilities sent upon request.

WWDC

the big sales result station in Washington, D.C.

Represented nationally by WEED & COMPANY

Page 10 • April 16, 1945
ONE COMPLEMENTS THE OTHER...

SALT and Pepper. Different as night and day. Yet, we think of them and use them together. The two great metropolitan New York markets that listen to WOV, also are individual and different. And they too, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience. In the daytime, WOV overwhelmingly dominates New York's Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nor'l Rep.
IS YOUR HAT IN
THE TELEVISION RING?

Television promises unprecedented profit and prestige to men of vision and energy. Television will be tomorrow's highroad to local and national leadership.

If you plan to toss your hat in the Television ring, arrange now to assure both early postwar delivery of your telecasting equipment and the proper training of your Television station's operating personnel. Both equipment and staff training are provided for in DuMont's Equipment Reservation Plan.

DuMont-engineered telecasting equipment has rugged dependability and practical flexibility; will be designed for economical operation and is realistically priced. These facts have been spectacularly demonstrated by more than 4 years' continuous operation in 3 of the nation's 9 Television stations.

Furthermore, a pattern for profitable station design, management and programming has been set at DuMont's pioneer station, WABD New York... a pattern and backlog of Television "know-how" which is available to prospective station owners. Call, write or telegraph today.

Copyright 1945, Allen B. DuMont Laboratories, Inc.
It's a fact that WIBC reaches out farther, and covers a larger area of the prosperous farms, towns and cities in Central Indiana, Western Ohio and Eastern Illinois, than any other Indianapolis station. Having the lowest frequency (1070 Kilocycles) with 5000 Watts power, WIBC provides a crystal clear signal that makes listening a pleasure. Let us tell you about our new and intensive merchandising program for advertisers.

JOHN BLAIR & COMPANY  •  NATIONAL REPRESENTATIVES

WIBC
"Could you come right over, Mr. F & P—
Why, hel-lo, Mr. F & P!"

- Spot broadcasting is a fast business. Good availabilities and good program ideas get snapped up pretty quickly. We're geared to that tempo, here at F&P, and when you give us the green light, we really move!

Not that we're impetuous. We're simply organized for fast service, and can therefore give it. Want some?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Radio Returns to Its Grim Wartime Task

Truman to Follow Present Radio Pattern

RADIO RETURNED to its wartime task today after a weekend in which its voices mingled with those of the world in bereavement for the departed “Chief”.

The great flood of tributes which flowed through American transmitters to listening millions was stemmed. From the first flash, which stunned the nation, radio cancelled normal commitments. Grief for the late President and the memory of him were put aside reluctantly by the 30,000 who make up the broadcasting industry, to all of whom the life of the “Radio President” had special significance.

Radio turned to the new President, Harry S. Truman. There were, of course, imponderable questions. It is known that President Roosevelt is no novice in the art. He knows broadcasters. He likes and understands broadcasting.

His Radio Advisers

Paul A. Porter, FCC chairman, was his close advisor in campaigning days following the nomination of the Roosevelt-Truman ticket. As publicity director of the Democratic Committee and the campaign, Mr. Porter was at his elbow.

The new President’s actual schooling in the art came from J. Leonard Reinsch, youthful and personable managing director of the James M. Cox radio stations (WSB Atlanta, WIOD Miami and WHIO Dayton), who served as radio director of the Democratic Committee under Mr. Porter.

Mr. Reinsch reported at the White House Thursday evening after a rush trip from New York. He was to remain indefinitely, to perform whatever services he could.

On few occasions during recent months has President Truman fulfilled a radio engagement without calling into consultation Mr. Reinsch. Speculation is not unfounded that Mr. Reinsch, should he be able to relinquish present commitments, might end up in the new White House family of President Truman. This, should it eventuate, would present an interesting coincidence; for Mr. Reinsch has risen to his present leadership in broadcasting as a satellite of Mr. Cox who, as candidate for President in 1920, had as his running mate Franklin D. Roosevelt.

Only last week, it was recalled, Mr. Reinsch presented to the White House a new microphone stand designed by engineers at WSB Atlanta. It was made especially for Mr. Roosevelt, to be employed by him first at the San Francisco conference. Probably it will be used by President Truman in his future broadcasts.

There is no reason to believe that President Truman’s philosophies about broadcasting and the manner in which it should be conducted differ from those of his predecessor. More of a middle-roadman than the late Chief Executive, he is nevertheless of liberal bent. It is certain that his relationship with Chairman Porter is amicable and that he places great faith in the man President Roosevelt selected to head the FCC.

Knows Radio

As a former member of the Senate Interstate Commerce Committee and as a lawmaker of long experience, President Truman’s legislative knowledge of broadcasting probably is more extensive than most would assume. No upheavals —insofar as radio are concerned—are in sight.

Doubtless, in time, there will disappear from the White House such men as Robert Sherwood, the playwright, Sam Rosenman, David Niles and others among the late President’s advisors who assisted him in developing his masterful radio addresses. They will be replaced by men of President Truman’s own selection.

Gift of Oratory

It is doubtful—and few will challenge this—that President Truman, whose background and training are more grass-rotlish than those of his predecessor, ever will attain the oratorical heights which marked Mr. Roosevelt’s career. Rarely is one with such great gifts for showmanship as those displayed by the personable, charming and irresistible Mr. Roosevelt born to the world. Even more rarely is the influence which his voice can exert felt so personally by so many.

President Truman cannot be expected to match his performance. In his radio appearances to date, President Truman’s microphone technique has been ordinary. It is true, certainly, that it has improved.

First Broadcast

MR. TRUMAN’S first scheduled broadcast as President: 1 p.m. Monday, an address before joint session of Congress on all major networks. Doubtless the President will address the people directly on all networks soon after this broadcast. Certainly it can be expected that President Truman, himself a veteran of the last war, will communicate by some means with the fighting troops. His most logical medium will be radio.

Further coverage of death of President Roosevelt on pages 16, 17, 18, 60, 63, 64, 65, 66.
THE GREATEST voice in the 25-year history of American broadcasting is still.

To every man and woman of the 30,000 whose talents are devoted to broadcasting, the loss of Franklin Delano Roosevelt, with his special personal charm, and a grievous one in these times.

The only President of whom it can be truly said, "Radio elected him," Mr. Roosevelt had turned not once, but four times, to the microphone to appeal for votes in the face of a generally unsympathetic press. Tragically crip- pled and without cruelty of manner, he found in radio a link with the people.

Mr. Roosevelt made nearly 300 major broadcasts to the nation during his lifetime. He died on the eve of another broadcast. He was to have spoken for four minutes on the combined American networks at 9:54 p.m. Friday, 29 hours after his death. His speech was to have climax a special hour-long presidential Day program in which Robert Hannegan, James V. Forrestal and President Truman were to participate. Oddly, on this broadcast, for the first time in his four terms as President, Mr. Roosevelt had asked that another, Mr. Truman, deliver the main address.

It is doubtful that his greatest Day will be heard. It would have come on that glorious day when he could have announced on the air to the world that the last enemy of the United Nations had laid down his arm. It would have been the report of a magnificent soldier that his armies had been victorious. That he, who spent his great energies so relentlessly, has been denied this is most tragic of all.

With his passing, many broadcasters whose contact with him had been intimate summoned memories of his respect for the power of the microphone. It was a ready instrument to him when he wished to talk, in a personality personally and to his fellow citizens. In these "fireside chats" Mr. Roosevelt discovered, first among us, that he was being transported into the family circle and could therefore converse quietly and convincingly, without histrionics.

None highly trained in studio technique had better timing than his; none could more cleverly intermingle the political with the personal."

"...Although I shall not be present at the opening of the theater."

"...Much of this which contributed so immeasurably to his stirring broadcasts was inherent in his naturally vibrant personality. But his knowledge of radio was not acquired acciden-
tally. As Assistant Secretary of the Navy in the first World War, Mr. Roosevelt was in charge of naval communications. He encountered radio then, studied it, foresaw the gigantic influence it would exert. When nominated for the Presidency in 1932, he turned to the medium, then relatively new, to convey his pro-
gress to the voters.

As early as 1936, one incident illustrated his intimate knowledge of commercial broadcasting. Conversing then with Carleton Smith, general manager of WRC Washington and dean of Presidential announcers, Mr. Roose-
velt announced that he was going on a few stations with a speech. "Not a network," he continued, "just a few stations in New York." He then proceeded to name off, by call letters, the numerous outlets which were to carry his address.

In those same days, when he was preparing a radio address with his colleagues at the White House, he would read it over aloud, interjecting such occasional remarks as: "I'll cut that. That'll get 'em." His instinct for radio showmanship seemed infallible.

His death brought to the stations of the nation a profound grief. Regular schedules on all networks and in studios from coast to coast were discarded. Programs were altered with feverish devotion. The voice of broadcasting reflected the saddened spirit of America in its tones.

Known to have expressed often a desire to own and publish his own newspaper (he was editor of the daily Crimson when a student at Harvard), Mr. Roosevelt once said to a friend, possibly with tongue-in-cheek: "I know what I'll do when I retire. I'll be one of these high-priced commentators."

He was, in fact, the highest-powered commentator of them all. He was the voice of humanity. That voice—now laughing, now jest-
ing, now speaking with sincerity and conviction—lived in the homes and in the hearts of millions the world over. That this great, buoyant spirit is gone forever is difficult to comprehend. Those who gave wings to his words will miss him.

ed, mostly as a result of considerable
injection by intimates fam-
ilar with the art. But there can be no doubt that his first broadcast after taking office which made it in by millions—and less doubt that many of these will shake their heads, recalling the buoyant, warm "My friends..." of a day so re-
cently past. Mr. Roosevelt has plac-
ed upon radio, in his communion with the people, an emphasis which cannot be ignored. It is up to those who follow him to train themselves in the medium's use, and this Presi-
dent Truman certainly will do.

Probably the "Fireside Chat", as it was known during the 12 years Mr. Roosevelt spent in office, will become part of the legend of the land. There is not the familiar manner in President Truman's broadcast presentations, despite the man's innate friendliness, to lend to such informal discussions with the people the sense of intimacy which made them such occasions in the past.

But whatever the great radio strides he must take to match the footsteps of his predecessor, Presi-
dent Truman certainly recognizes them, for he is by reputation a modest and humble man and en-
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ed spirit is gone forever is difficult to comprehend. Those who gave wings to his words will miss him.

IN TRIBUTE

By PAUL A. PORTER
Chairman, FCC

THE DEATH of President Roosevelt leaves those of us who loved him and worked for him stunned and sad. The heavy heart of humanity finds consolation in the confidence that those principles for which President Roosevelt gave his life will triumph. There must be no compromise, no false adjustments, no betrayal of the tenets of human liberty and decency which our great and beloved leader and friend cherished so sincerely. The risk and the order and the opportunity which President Roosevelt’s vision foresaw; and we pray that America’s greatness is rededicated to that goal.

J. LEONARD REINSCH, managing director of the Cox radio sta-
tions, arrived at the White House Thursday evening to remain indefi-
nitely and to render whatever serv-
ices he could. He has been President
Truman’s radio and public rela-
tions advisor since the campaign,
having served as radio director of the Democratic Committee during the fourth term campaign.

AT WHITE HOUSE
ROOSEVELT AND RADIO. Left, before a carbon mike as President-elect in November 1933. Center, marking a new era in diplomacy, a cabinet meeting in 1938 with receiver on the floor to pick up domestic and foreign broadcasts on European war crisis. Right, a typical candid shot before a microphone in Cincinnati on a tour two years ago.

Roosevelt Was First Radio President

Placed His Main Reliance Upon Microphone

ROOSEVELT and radio were synonymous.

He was the first national figure in history to place main reliance upon the microphone to reach the electorate. He was the first Presidential candidate to wage a successful campaign by radio. That was in 1932. He remained in office until he “slept away” last Thursday.

Much as Franklin D. Roosevelt owed radio, the art owed him more. A perfectionist before the microphone, he was the nation’s No. 1 radio personality throughout his 12 years in the highest office of the land. He grasped his every public utterance to radio’s tempo; his resonant voice, mastery of inflection and emphasis, placed him in a class by himself as a radio orator.

Four times he was swept into office, each time by a greater popular vote than before. Each time—even in the momentous campaign of last fall—his vote-getting power was reflected in his superior microphone presence.

Set the Pace

It was during the eventful last 12 years that radio achieved its greatest developments. The President’s meteoric success in the use of the microphone led others to emulate him. Radio became the anchor political campaign medium. News releases were timed for radio deadlines as well as the press. Press conferences became “radio and press conferences” from the White House down. Radio galleries sprouted in Congress. Radio correspondents were accredited on the press level at home and in the war theatres.

That is not to say that broadcasters have not had anguished moments during the Roosevelt tenure. His affinity for radio caused him zealously to guard it against encroachment by interests which he felt might submerge its objectivity as a news medium. He once alluded to radio (in 1939) as an instrumentality that would overlook the “loudly proclaimed untruths or greatly exaggerated half-truths”.

The Roosevelt antipathy toward the press generally inspired his respect for radio. One of his earlier press conferences remarked on the day of his passing that his success in public life was attributable “90% to his adept use of radio”.

Shortly after his ascendancy to the Presidency, the White House household assumed the sobriquet of “The Radio Roosevelts.” Elliott Roosevelt, now a brigadier general with the Air Forces, became vice-president of a southwestern radio group which later was absorbed by Hearst. Subsequently he was president in 1932 of Hearst Radio and prior to his entry in the service in 1942 he had assumed part ownership of KFJZ Fort Worth and the Texas State Network.

Mrs. Roosevelt took a fling at commercial network broadcasting for a couple of years but donated the proceeds to assorted charities. Jimmy Roosevelt, now a Marine Corps colonel, became identified with the Yankee Network in Boston as a news commentator in 1932. Brother Elliott also was a commentator over Mutual, via his Texas State affiliation, and on one occasion criticized the Administration’s policies.

Some Trials, Too

On the regulatory side, broadcasters have had more than a few vexatious experiences. In the earlier days of the McNinch chairmanship of the FCC, they viewed with trepidation Government inroads into radio’s freedom. When Judge McNinch’s health broke in 1939 and Chairman James Lawrence Fly took over the FCC reins, there were even greater periods of anxiety. Mr. Fly’s open sessions at the White House door and the stolid support he received from the Chief Executive more than once caused some broadcasters to think their radio properties and investments hung heavily.

But all this stemmed from the President’s deep affection for radio and his desire to keep it in friendly hands with a maximum diversification of ownership. There is no gainsaying he wanted radio divorced from the press, but his FCC minions never could achieve that goal.

Early in his first Presidential term (in June 1934) the President first evidenced his impassioned desire to keep radio free.

“To permit radio to become a medium for selfish propaganda of any character would be to shamefully and wrongfully abuse a great agent of public service,” he told a radio convention. “Radio broadcasting should be maintained on an equality of freedom similar to that freedom which has been and is the keystone of the American press.”

The chronology of the development of radio, as recorded by Broadcasting in its Yearbooks, is sprinkled with mentions of Roosevelt radio “firsts.” On Nov. 9, 1932, as Governor of his native State of New York, he made his first radio address as President-elect, thanking the electorate.

On March 4, 1933, the Roosevelt

(Continued on page 60)

BIRTH OF FIRESIDE CHATS

Term Created in 1933 by Capt. Harry Butcher, Then General Manager of WJSV

By GLADYS HALL

Secretary to Earl Gammons, CBS Washington vice-president, and to his predecessor, Capt. Harry Butcher, aide to Gen. Eisenhower, how President Roosevelt’s radio messages to the nation came to be called “fireside chats” was disclosed during a review of broadcasts on WTOP (then WJSV) when it increased its power to 50,000 watts in March, 1940.

Harry Butcher (vice-president of CBS on leave as Naval Aide to Gen. Dwight D. Eisenhower), who then general manager of WJSV, suggested the title during arrangements on the broadcast preceding President Roosevelt’s address following the declaration of the bank holiday in March, 1933.

The following dialogue between Ted Church, special events director (now assistant director of news, CBS, New York) and Mr. Butcher at the time, was reproduced during the special dedicatory broadcast for the increased power, and broadcast on the Columbia network:

TED: I don’t like this one, Harry. I made it a little too stiff. It’s the usual formal thing. I think we ought to get something more human.

BUTCHER: Well, that’s the President’s term. He says he isn’t just making a speech. He wants to sit down and talk to people just as he would if they were here.

BUTCHER: Sort of a fireplace.

BUTCHER: Fireplaces—friendly chat.

BUTCHER: People listening to their President as if he were right at their own firesides.

Butcher: I know. I think I’ve got something. Let’s call it a fireside chat.

TED: Fireside chat. That sounds exactly right to me. Harry.

Harry: The introduction, together with the more formal introduction, was taken to the White House for the broadcast. Later, Mr. Butcher was talking to Mr. Marv McIntyre, one of the secretaries to the President.

McINTYRE: Harry, the President has read them both and he says this one about the fireside chat is a honey.

BUTCHER: Well, that’s the one we like, too.

McINTYRE: Let’s go ahead and call it that. Maybe we’ll have a series of fireside chats to the nation.

Butcher: I think maybe you put a new phrase in the American vocabulary.

PS . . . Bob Trout was the announcer first to use the phrase. He did the broadcast that night.
Radio Handles Tragic News With Dignity

Medium Displays Its Maturity
In Crisis

FACED WITH the unprecedented responsibility of announcing to a nation at war the passing of its leader, American radio proved its maturity by handling the tragic situation with all the dignity and restraint called for by the occasion. From the moment of the announcement of Mr. Roosevelt's death at 5:47 p.m. Thursday regular schedules were strapped by networks and independent stations alike. All commercial announcements were cancelled. The only programs on at their scheduled times were news broadcasts, seri- ous musical programs and others which could be adapted to the solemnity of the situation. Tributes from leaders of church and state and public opinion; special requiem music; accounts of reactions to the news and biographical reviews of the lives of the late President and his successor accounted for most of the programs broadcast.

Blue Network

Although definite plans for the weekend were still in the making Friday afternoon, all networks planned to broadcast the services in Washington on Saturday after- noon and at Hyde Park the following day, surrounding them with appro- priate program material. WHN New York and other independent stations announced that all commercials had been dropped until after the interment. It was out of respect to the late President.

Outstanding among the host of noteworthy memorial programs was the March of Time special on the Blue at 9 p.m. Saturday. Receiving the news of the President's death as they were completing final

INS GAVE FIRST
FLASH OF DEATH

INTERNATIONAL News Service scored a beat on President Roose- velt's death, flashing the news at 5:47 p.m. Thursday. Within minutes other news associations followed, but INS radio clients were ahead of competitors with the bul- letin.

At CBS New York for instance, Lee Otis, in the newsroom, heard the INS 10-bell flash signal, thought Berlin had been reached and was shocked when he read the bulletin. "Africa!" he exclaimed. "President Roosevelt is dead!"

In short order INS began to receive congratulatory messages from stations throughout the country. Among them was a wire from Leland Bickford, Yankee network chief: "Your story on President's death one of major scoops of our times. Thanks for your ag- gressiveness. It was a 20-caravat beat."

TRIBUTES BY INDUSTRY LEADERS

BRIG. GEN. DAVID SARNOFF
President of the RCA Corporation of America.

America has lost a great President and a great war leader. When it was Mr. Roosevelt, American radio found its best friend. His magnetic personality lived on in the waves—through thousands of radio stations. Mr. Roosevelt will echo and re-echo throughout the ages in the language of freedom and jus- tice for all people.

J. HAROLD RYAN
President WHN-ABC's chairman, Edward J. Noble, broadcast his tribute to the chief executive, under whom he had served as Under-Secretary of Com- merce, in 7 p.m. Thursday. Other notables on the Blue Thursday evening schedule included James A. Farley, former Democratic National Chairman; Orson Welles, who broadcast a requiem musical interlude from Hollywood; Basil O'Connor, former law- yer and chairman of the American Red Cross, to list only three. Other national figures. Sir Thomas Beecham conducted a half-hour musical tribute to Mr. Roosevelt. The Blue, the new President, Harry S. Truman, appeared in another special Blue broadcast.

The Blue aired a tribute by Orson Welles at 10-10 p.m. EWT Thursday night, who broadcast a requiem musical interlude from Hollywood, stressed the need for continuation of Mr. Roosevelt's work, saying, "He has no need for homage and we who loved him have no time for tears. Thech has left us and sons and brothers cannot pause to- night to mark the death of him whose name will be given to the age we live in. We cannot do him reverence this April thousand. We cannot do him reverence this April. We cannot do him reverence this April thousand. We cannot do him reverence this April thousand. We cannot do him reverence this April thousand. There will be time for tears only when his work is done."

NILES TRAMMELL
President, NBC

The broadcast community mourns the passing of Franklin D. Roosevelt, one of the great leaders. Among his accomplishments, he will long be remembered as one of the greatest communicators in the history of mankind. He brought his messages directly into the American home. His unselfish and humanitarian issues which were deep and complex, and which he so easily adapted to the facilities of the successful prosecution of the war and the realization of lasting peace under the leadership of President Harry S. Truman.

JAMES LAWRENCE FLY
Former Chairman, FCC

American Broadcasting has lost its greatest champion and leader: NILES TRAMMELL, President, NBC

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Executive Vice-President, CBS

It is now time to acknowledge the world-shaking announcement of the President's death, which we all made radio. At CBS we are all humbly aware of the great responsibility placed upon broadcast and the medium. This was delivered with a great deal of carefulness. "The President's death," it was said, "is a fateful hour."

FRANK E. MULLEN
Vice-President and General Manager, 

The death of Franklin D. Roosevelt at the time of our nation's need is a national calamity. The President was the guiding light of a great medium and the one with whom we are all in sympathy. He has been a great champion of our cause for peace and the realization of the great media freedom."

Vice-Chairman, Blue-ABC

The death of Mr. Roosevelt was a stunning blow to the entire world. We have lost our first great soldiers and not for the right for freedom. His life, which he gave for that cause, which he so wholeheartedly believed, can be and must be an inspiration for our people."

EDGAR KOBA
President, MBS

The tragic and untimely death of our great President must be a blow to the nation and to all freedom-loving peoples. It is a national calamity. The nation is stricken, and it is a national calamity. The nation is stricken, and it is a national calamity. There is no way we can substitute for the great leader who has left us."

CHESTER J. LA ROCHE
Vice-Chairman, Blue-ABC

The death of Mr. Roosevelt was a national calamity. It was the death of a great man, a great leader, a great medium and a great opportunity. I am sure that Mr. Roosevelt thought of the future, and he asked us to think of the future."

PHILLIPS CARLIN
Vice-President in Charge of Programs, WBC

of my 22 years in broadcasting, re- members the time of our first broadcast was the saddest duty radio has ever had to perform. The genius of the Blue-ABC's will be missed by a heavy war burden as was the shooting of Abraham Lincoln."

All Is Relative

THE INEVITABLE happen- ed, said the Blue-ABC. Washington, DC key. In the midst of our early confusion and sorrow of covering the President's death, a small boy called the group together and asked the question uppermost in his mind, and doubtless spoken for thousands of little boys and girls throughout the nation, "Is there going to be school tomorrow?"
Every group of people has some one person to whom they turn in time of trouble—the proverbial friend in need who is a friend indeed.

In Iowa, WHO is such a friend. Dozens of letters pile up on WHO desks daily, requesting information and help of all kinds—they add up to thousands in a year’s time. Herb Plambeck’s Farm Service Department alone gets more inquiries each day than his big staff can easily handle.

Recently, for instance, a farmer wrote that he and neighbors suspected they were being badly gypped on the grading and pricing of eggs by a local produce buyer. WHO investigated—found the suspicions to be true—had the situation immediately corrected. Naturally, those farmers love WHO.

We’ve “settled bets” for soldiers in New Guinea, regarding how tall the corn grows in Iowa—put announcements on the air to help find missing people—advised school kids how to start and maintain their “school papers”—helped many farmers and war plants find desperately needed help, etc., etc., etc. We could continue this list for hours!

So what? So thousands of Iowa folks hear the voice of a friend when they hear WHO. Maybe that’s one reason why the 1944 Iowa Radio Audience Survey shows that more people “listen most” to WHO than “listen most” to all other stations heard in the State, combined.

WHO for Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, President  J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising
PEABODY DINERS (seated, l to r): Frank Stanton, CBS; C. W. Myers, KOIN Portland, Ore.; John Royal, NBC; Raymond Swing, Blue-ABC; Mrs. Scott Hawes Bowen, WIBX Utica, N.Y.; Edward Weeks, chairman, Peabody Advisory Board; John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia; Paul A. Porter, FCC chairman; Mrs. Dorothy Lewis, NAB; Col. Edward M. Kirby; Phillips Carlin, Mutual; James D. Shouse, WLW Cincinnati; Sophie Wilds; Waldemar Kaempffert, New York Times. Standing: William Hart, E. I. duPont de Nemours & Co.; Newbold Morris, president, New York City Council; Morris Novik, WNYC New York; Edward H. Mutual; Chester G. Renier, KMOX St. Louis; David H. Harris, WTAG Worcester; John Benson, AAAA; Thomas T. Cook, New York Telephone Co.; William S. Hedges, NBC; Robert G. Soule, WFBL Syracuse. WTAG has won three awards this season.

Porter Urges Radio to Promote Peace

Calls for Redoubling of Industry Service at Peabody Dinner

DISCLAIMING official interest in program content, but exhorting broadcasters to lend their full devotion to promoting a just and lasting peace by spreading understanding of the issues, Chairman Paul A. Porter of the FCC saluted 1944 winners of the Peabody Radio Awards at a celebration dinner in New York last week.

"I have a respect that is equivalent to reverence for that part of the statute which inhibits the Government from prescribing program content," Mr. Porter, main speaker at the annual awards dinner, said. He addressed an assemblage of broadcasting notables and awards winners.

Praise for Swing

"For all of us who have to do with radio—station operators, broadcasters, program builders and especially we listeners—the presentation of the George Foster Peabody Awards is a significant event," he said. "On this night, our great democratic system of radio turns to the world and says: 'These are my jewels.'"

Mr. Porter saluted the award winners as a group, singing out Raymond Swing, who received the accolade for his 1944 commentaries, for special mention. Of Mr. Swing, he said in part: "As a listener, I certainly would like to hear more commentators with the intellectual capacity and sense of humor of Raymond Swing." Of Mr. Swing's commentary, Mr. Porter added: "Who can say that there is not a great need for more of this type of distinguished news reporting and analysis?"

The FCC chairman, after applauding the public service contributions of broadcasting during 1944, called upon the industry to redouble its efforts in covering the San Francisco conference.

"We need," he stressed, "to understand the complicated issues involved in taking these first steps toward building for a permanent peace. Broadcasters use a radio channel which is public property. Therefore, they are obligated to open it to the public. The FCC is not, including the obligation to present balanced discussions of controversial questions. But does anyone now contend that the need for some kind of international cooperation is still in the realm of controversy?" Tracing the intrastate conflicts that marked early development of unity in this nation, Mr. Porter said that uniformity comes with the challenge to find a way now to reach lasting understanding with our neighbors of other nations.

Kirby's Acceptance

Accepting his special award "for brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale," Col. Edward M. Kirby, chief of the War Dept.'s Radio Branch, stated he was doing so not for himself but "on behalf of those radio men and women in uniform whose unselfish devotion to duty has helped keep this nation informed of the progress and the problems of the war both at home and abroad."

Praising radio's war correspondents for "a gallant job" of getting the Army radio men for getting the correspondents to the front and their copy and programs back home, Col. Kirby said, "They will continue to move their wire recorders into combat, to bring home the sound of war and the voices of those who have earned the right to speak about it: the men doing the fighting. Here is American radio production at its finest—where no sound effects men are needed—where the hands of Fate replace the boards of the studio clock."

Fred Allen, who declined a place at the speakers' table to sit with a group of newspapermen and CBS program producers, in his speech of thanks pointed out that during his 12 years of broadcasting the Peabody Committee paid no attention to him, but gave him an award the minute he got off the air. Newbold Morris, president of the New York City Council, speaking for Mayor LaGuardia, who had recovered his senses privately the day before as he had to be in Canada the night of the dinner, described a new method of measuring listening—by watching the rise and fall of the meter that registers the use of water in the city. When the Mayor broadcast on Sunday, he said, "you can see housewives turning off their kitchen faucets. No one takes a bath; no one sprinkles his lawn; no one fights any fires."

WTAG's Third Award

Pointing out that the Peabody award was the third such honor received by WTAG Worcester for its series "Accent of the World" and "Arm and the World," David Harris, program manager of the station, said that although the program was "conceived, planned, executed and financed" by WTAG, it could have been successfully carried out without the wholehearted cooperation of the United Nations Information Office, the representatives of many foreign countries.

Award Winners

FOLLOWING were winners of 1944 Peabody awards:

WTAG Worcester
Mr. Edward M. Kirby
Raymond Swing
WFBL Champaign
"Cavalcade of America" and Fred Allen ("Phone Company"")
"The Telephone Hour"
"Human Nature"
"Philharmonic Young Artists Series"
WNYC New York and Mayor LaGuardia; WIBX Utica (Double Award)
KOIN Portland, KVOC Tulsa, at WFBM Los Angeles; KMOX St. Louis (Special Citations)

Quotes From Chairman Porter

ON THIS NIGHT, our great democratic system of radio turns to the world and says: "These are my jewels."

The system by which these selections are made could well serve as an example for civic-minded people everywhere to develop a keener, more systematic scrutiny of their broadcasting fare and to become more articulate about their judgments upon the cultural values of radio programs.

Radio has many problems and will have more but the most urgent and continuing problem is the further improvement of program standards.

We want more of the fine musical, dramatic, educational and public service programs such as we are recognizing here tonight.

American radio in 1944 was replete with examples of enterprise above and beyond the call of duty.

It goes without saying that radio will bring us news from San Francisco in overwhelming abundance. The effort will be made to bring to our firesides the detailed developments of this humanity's greatest adventure.

The job of bringing to the American people an understanding of the processes by which civilization seeks to save itself will call for the highest abilities, for the highest devotion to public service.

During the critical weeks and months that lie ahead, American radio will play the leading role in reaffirming our faith in free inquiry and full discussion as the surest road to a lasting peace in this tragic yet hopeful world.

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(Continued on page 62)
Selling is a habit, not a problem, in the Oklahoma City market. The four-fold punch of the Oklahoma Publishing Company makes it that way. Cash registers ring louder when the Oklahoman and Times goes to work . . . sales charts soar upward when WKY goes on the job . . . new records are written when farm selling is put up to The Farmer-Stockman . . . distribution problems melt when Mistletoe Express takes over. And all because these big four of 1945 merchandising know the market they serve and know how to deliver it to advertisers.

1. Holder of the nation's outstanding safety award for big fleet operators, Oklahoma Publishing Company owned Mistletoe Express took to the state's highways in 1944 with the Mistletoe Mobile Safety clinic. More than 600 drivers a week were examined. A Mistletoe Safety award was announced for the Oklahoma City reporting the lowest accident record between July 1, 1944 and June 30, 1945.

2. In 1944, the Oklahoman and Times brought to Oklahoma City the Four Arts Forum. Memberships for the season cost but one dollar. Names like Ruth Draper, Channing Pollack and Leland Stowe were the attractions. The Milk and Ice Fund for the under-privileged children of the city was the beneficiary. More than 3,000 Oklahoma Cityans enrolled for the six-lecture series.

3. Last November WKY took its second Television Show on a tour of 19 Oklahoma towns, played 31 performances in 23 days to 41,000 persons who bought War Bonds to gain admission. Listeners have become accustomed to expect WKY to lead the way in improving service and in introducing new transmission techniques in Oklahoma.

4. When farmers can get together to discuss their troubles they can usually solve their most serious problems. The Farmer-Stockman has arranged just such an opportunity for Oklahoma and North Texas farmers. Through a series of Farmers' Forums Farmer-Stockman editors ask the questions. The farmers supply the answers. The result is a complete understanding between the Farmer-Stockman and its readers.
WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

*WOW's 1/2-millivolt contour actually reaches out nearly 200 miles!
Average Net Sales of Local Stations
For Last Year $85,400, FCC Data Show

THE AVERAGE local station last year turned in net sales of $48,500—what the FCC calls its 1943 volume. This calculation was made by the FCC last week in computing the last of its series of breakdowns on broadcast station business during the year.

Net time sales of 383 of the 446 standard stations operating with power of 200 to 500 w (all of which, except a handful of vacuum tubes, are old) amounted to $32,708,160. This was an increase of $9,286,433, or 40% over the $23,421,727 reported by the same stations the previous year.

The FCC's announcement continued:

Thirteen of these 383 stations showed decreases in net time sales of $108 to $12,122. Of the remaining 370 stations, 34 reported $5,000 to $50,000; 10 of $50,000 to $250,000; and 27 of $250,000 to $500,000. Three hundred and thirty-eight of the 446 commercial stations serve outlets for the four major networks, an increase of 78 stations over the year 1942, as follows: Blue, 97; CBS, 38; NBC, 101; Mutual, 146; Blue and Mutual, 32; CBS and Mutual, 3; and NBC and Mutual, 2.

One of these stations is located in Puerto Rico and the Virgin Islands, and the District of Columbia. There are 20 of these stations of the group located in the States of Rhode Island or Vermont. The other 441 are located in the States as follows: Florida, 11; California, 11; Pennsylvania, 10; Arkansas, 7; California, 18; Colorado, 4; Connecticut, 2; Delaware, 1; Florida, 13; Georgia, 22; Idaho, 3; Illinois, 17; Indiana, 11; Iowa, 14; Kentucky, 10; Louisiana, 3; Maine, 2; Maryland, 6; Massachusetts, 50; Minnesota, 18; Mississippi, 11; Missouri, 11; Montana, 7; Nebraska, 8; Nevada, 1; New Hampshire, 1; New Jersey, 5; New Mexico, 4; New York, 22; North Carolina, 18; North Dakota, 4; Ohio, 13; Oklahoma, 11; Oregon, 11; Pennsylvania, 29; South Dakota, 3; Tennessee, 7; Texas, 60; Utah, 4; Virginia, 11; Washington, 10; West Virginia, 8; Wisconsin, 13; and Wyoming, 4.

The 446 stations in this category may be classified by hours of operation as follows: 3 stations operating with 500 watts, unlimited time; 8 with 500 watts, limited time; 2 with 500 watts, shifting time; 8 with 250 watts, unlimited time; 1 with 250 watts, shifting time; 11 with 100 watts, unlimited time; 1 with unlimited time.

IHEW in Minneapolis

FIRST IHEW charter covering radio announcements was established in Minneapolis April 5 when Local 1331, Twin City Radio Announcers, was installed by J. C. McCowan, international representative of the Electrical Workers. Elected officers were: Bob Boucher, WLOL, presiding; Bill Cleland, KSTP, vice-president; Ed Viethman, WCCO, treasurer; and Dave Rice, WLOL, recording secretary.

Former WIGE, Minneapolis, now WLOL, president.

Bob Boucher, Paul Warn of WCCO and Larry Munson of WMIN.

DEFENDERS OF LUXEMBOURG

ACCEPTING the congratulations of Lt. Col. Sam Rosenbaum, former manager of WFFIL Philadelphia, for defending Radio Luxembourg when German paratroopers came within a mile of the transmitter during the counteroffensive last December is Don V. Drenner, former engineman of 10 comes and hurt by OWI earthquakes or other public disasters is strengthened by the communications service provided by these stations.

The amendment was to part 15 of the Commission rules governing stations in the War Emergency Radio Service and authorizes these stations to cooperate with the Weather Bureau, issuing flood and storm warnings. Licenses for these stations hereafter may be issued or renewed even though the civilian defense forces are not necessarily active in the involved areas.

WVO Business Up

WVO New York, bilingual English-Italian station, reports a business increase of 14 1/2% during the first three months of this year over the same period last year. English language increases of 10 1/2% in the first quarter of 1945 over last year and Italian daytime commercial broadcasts are up 10 1/2% for the same period.

Orange Crush Spots

ORANGE CRUSH Co., Chicago, is distributing five minute recordings to their bottlers to be placed on approximately 100 stations throughout the country. Production was handled by Aubrey, Moore & Wallace, Chicago.

Hope First Again

In Latest Hooper

Pacific Area Listening Is Up From Last Year's Reports

LISTENING in the Pacific area for the February-March period, according to the Network Hooper Radio Research, March, will be C. E. Hooper Inc., New York, was generally higher than last year, and below that shown in the last report.

Average Evening Audience rating was 10.2, down 0.1 from the last report, up 0.4 from a year ago, while the daytime figure dropped 0.1 from the last report to 4.1, the same figure reported last year. Average daytime sets-in-use of 15.9 was up 0.2 from the last report, and up 1.5 from a year ago. Average evening sets-in-use, 35.6, experience a drop of 0.3 from the last report, an increase of 1.7 from last year. Average available audience for the daytime was 68.1, down 0.3 from the last report, up 1.7 from a year ago; for nighttime hours, 78.5, the same as the last report, 0.8 above last year.

Bob Hope is first, Fibber McGee & Molly McCarthy, third in the list of "First Fifteen," programs on the Pacific Coast. Screen Guild Players placed fourth, followed by Pinnie Fricke, Great Gildersleeve, Abbott and Costello, Radio Theatre, Aldrich Family, Walter Winchell, Thanks to the Weather Bureau, Eddie Bracken Show, Bing Crosby, and Mr. District Attorney.

Raytheon Names Mathes

To Handle Advertising

RAYTHEON PRODUCTION Corp., Newton, Mass., manufacturer of vacuum tubes, electrical and electronic products, has appointed J. M. Mathes Inc., New York, as agency. Mathes takes over July 14 from Burton Browne Adv., Chicago, Raytheon's Blue-A-CO program Meet Your Navy, which will come under the over-all supervision of Mathes' new radio director, John Bates. Richard K. Bellamy is being transferred from Mathes in New York to Chicago to handle public relations on the program.

Now engaged 100% in production for the military, Raytheon will be active after the war in the manufacture and distribution of transmitters, receiving and special vacuum tubes, home sets for AM, FM and television, and industrial electronic equipment.

Ask Martinsburg CP

APPLICATION has been filed with the FCC for a new standard local station on 1340 kc at Mar-

tingsburg Broadcasting Co., a new partnership

composed of C. G. Zill, Berl Kreimer and Cream, salesmen of York, Pa., and C. Leslie O'Connell, announcer-operator, with WING Winchester, Va. Unlimited hours and power of 250 w are asked.
Most CBC Shows Originate There
Report to Parliament Says Commercial Spots Refused

OVer 60 PER cent of commercial programs carried on Canadian Broadcasting Corp. networks, originated in Canada, the 1944 annual report of the CBC reveals. Commercial programs averaged a daily 7.18 hours in the year, April 1, 1943-March 31, 1944. The report has just been released after presentation to Parliament.

In connection with commercial broadcasting the report says "considerable business was rejected, since commercial programs must meet with rigid acceptance requirements. Spot announcement business and most spot program business (except governmental) which would have represented thousands of dollars of additional

Canadian Leaders

CANADIAN daytime programs led in popularity for March according to the national rating report of Elliott-Haynes, Toronto. First place went to Soldier's Wife with a rating of 21.2, followed by Happy Gang with 18.9. An American originating daytime serial Big Sister was third, followed by Mr. Perkins, Road of Life, Pepper Young's Family, Lucy Linton (Canadian origin), Claire Wallace (Canadian origin), Woman of America and Right to Happiness. The five leading French-language daytime programs for March were Jeunesse Doree with a rating of 35.8, followed by Joyeux Troubadours, Quelques Nouvelles, Grande Soeur, and La Fille Princesse.

DELIBERATING DETAILS of West Coast competition for best program dramatizing theme, "25 Years of Radio Broadcasting," this panel of contest judges met to map out rules and regulations. Packard-Bell Co., Los Angeles (radio set mfrs.), is offering $600 for winning programs specially produced and broadcast between May 1 and June 1. Silver plaques will also be presented. Awards will be divided into two groups, one to stations of 5,000 watts and over, and one to stations under 5,000 watts. Transcriptions of all entries will be judged first by regional committees of Pacific Advertising Assn. clubs. Final arbiters (clockwise) are Dan B. Miner, president of Dan B. Miner Co., Los Angeles agency servicing Packard-Bell account; Arch Oboler, Hollywood freelance writer-producer; William L. Lawrence, freelance producer; H. A. Bell, head of Packard-Bell Co.; Howard D. Thomas Jr., firm's general manager; Irvin Bordets, president of Los Angeles Advertising Club; Fred R. Kerman, vice-president of Pacific Mutual Life Insurance Co.
The Pied Pipers of Radio

Listener-loyalty is not something that can be weighed in the scales, like a Spring pullet; nor yet something that can be measured, like lumber or dress-goods. It's something pretty tangible, however... tangible and terrific.

Not only do the music-makers of radio have their followings, but the men and women who headline radio's various programs do, too. When they mention a product, advise a listener to buy it and try it, that product is as good as sold.

Here is a plus which the radio advertiser gets for his money. In addition to what he says about his product or service, there is the endorsement of the man or woman who has come to be like a personal friend to vast numbers of the radio audience.

Tap this allegiance through the stations of Westinghouse, which have 18,000,000 potential listeners in primary areas alone. Give your product the plus that costs nothing extra. The call-letters of Westinghouse are letters of recommendation in many of America's strategic markets. Consult our national representatives listed below.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • KEX • KYW • KDKA • WBZ • WBZA

Represented Nationally by NBC Spot Sales—Except KEX
KEX Represented Nationally by Paul H. Reymer Co.
Navy Plans Wider Pacific Coverage Following Successful Iwo Reporting

WIDER RADIO coverage of future operations is planned by the Navy and Marine Corps following success of reporting the Okinawa and Iwo Jima invasions, in which the services worked in close cooperation with the networks.

The Navy is scheduling installation of more transmitters aboard ships with large units of the Fleet. There will also be mobile broadcasting equipment available for correspondents going in with landing forces, in addition to facilities for future broadcasts from planes over the beaches. Live broadcasts were made direct from the airstroke Okinawa BROADCASTING, April 9.

Plans are under way to replace the Navy's 5 kw transmitter at Guam with a more powerful sender.

A second transmitter is in operation on the island for press copy, freeing one for radio broadcasts. The Navy radio studio's have moved with Fleet Adm. Chester W. Nimitz' headquarters from Pearl Harbor to Guam.

Began Plans in November


Comdr. Hartley, who was assistant special events director of NBC before he was commissioned, had set up the studios at Pearl Harbor before he and Lt. Marvin Royston, USNR, former Blue and NBC engineer, went on to Guam to start radio facilities there. The first voice broadcast was made from the Guam studios Oct. 26, Navy Day.

In November 1944, Lt. James Hurlbut, USMC, radio public relations officer, Marine Corps headquarters, and ex-publicity director, WTOP-CBS Washington, left for the Pacific for a three-month trip to coordinate Marine Corps radio facilities for the coverage of Iwo Jima and future invasions.

When the Iwo campaign began, in mid-February, the press and radio set-up was complete, with headquarters at Guam, and both network and Marine combat correspondents covering the operations from all angles.

Bud Foster, NBC, and his engineer, Fred Frutchey, were assigned to go in with the Marines as they secured the beach. They broadcast from Vice-Admiral Turner's flagship, lying off the island, the team "commuting" from ship to shore.

USMC Correspondents Sgt. Richard Mawson and Sgt. Alvin Josephy recorded on-the-scene action of the entire operation, using film. The recordings were flown to the States by Lt. Hurlbut and aired by the networks the day they arrived BROADCASTING, March 12. Sgt. Mawson was production manager and director of special events for WBAX Wilkes-Barre. His engineer was Sgt. Harvey Williams, ex-announcer of KROC Rochester, Minn. Sgt. Josephy was former director of special events with WOR-Mutual, New York.

Ready for Broadcast

Assigned to cover the carrier strikes of Adm. Marc Mitscher's task force operating against the Jap homeland, in preparation for Iwo, were Leslie Nichols, MBS, with Edmund Franke, engineer, and Blue correspondents, Norman Paige, and Clark Sanders, engineer. These teams were aboard battleships equipped with transmitters to be used for live broadcasts in the event radio silence could be broken. As radio silence was kept, the teams did not broadcast, but made film recordings on Amertype film machines loaned by the Navy.

Aboard Vice-Admiral Turner's

(Continued on page 28)

Success Story

IN THE newly-formed Japanese cabinet, Domei reports, two of Japan's top radio executives will be in charge of propaganda. Dr. Hiroshi Shimomura, president of the Japan Broadcasting Corp., was appointed Minister Without Portfolio and president of the Board of Information. Tanio Hitomi, managing director of the corporation, was made vice-president of the information board.

Cover the Rich Lehigh Valley

WEST EASTON, PENNA.

NBC Mutual
WHEN THE BELL SOUNDS "TIME!"
for the start of every business day,
Weed men come out of their corners from coast-to-coast, ready for the kind of action that makes time mean money for sales-able stations.

At the end of each round, Weed-represented stations find themselves with more solid sales punches scored. For time is Weed's business, and when handled through Weed, "time will sell!"

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
Local Advertisers Know...

Utah’s sheep, cattle and hogs brought $54,531,000 of new wealth into this state last year, according to preliminary figures. That averages more than $1,000,000 a week—and livestock is just one of Utah’s basic industries, just one of the reasons why business is good here.

To reach Utah’s radio homes—and that means 970 homes in every 1000—local and national advertisers know they can depend on KDYL, the station that brings results. For example: Salt Lake’s four largest department stores consistently use KDYL.

In the Utah Market

(Continued from page 26)
flagship off Iwo Jima, Don Pryor and Gene Rider, CBS correspondents, made numerous broadcasts, using the transmitter aboard the ship. The broadcasts were relayed to Guam and beamed to the States.

Broadcasting from Guam studios were Webley Edwards, CBS; Larry Tigue, Blue; Robert McCormick, NBC; and John Hooley, stationed at Guam to represent the four nets as a pool correspondent.

All broadcasts from the flagships and all communiques by Adm. Nimita were pooled under the agreement signed with the Navy in December. There were approximately 125 broadcasts made either at the scene or from CINCPAC headquarters at Guam from D-Day until the conclusion of the operation. This is comparable to the network Normandy coverage.

The present staff at Guam includes: Lt. Comdr. Hartley; Lt. Royston; Lt. Comdr. Don Thompson, ex-assistant director of news and special events, NBC West Coast; Lt. James Shattuck, former commercial editor of CBS; Lt. Harold Mantell; Lt. (ig) George Zachary, ex-CBS producer; Lt. Richard L. Linkrum, of CBS Washington; Lt. (ig) Bruce Dennis, formerly of WGN Chicago; R/M 2d Class C. K. Chrismon.

Bedside Account of Iwo Jima is recorded from Capt. Loyal B. Hays. USMC combat correspondent, interviewing Lt. Pete Zurlinden, Marine Corps public relations officer, and one of the first casualties to arrive at the Central Pacific Hospital from Iwo. Capt. Hays was formerly manager of KSBH Vallejo, Cal. Lt. Zurlinden was head of the Annapolis, Md., AP bureau before he entered the corps.

Swift Spots

SWIFT & Co., Chicago (ice cream), will begin sponsorship April 30 of 5 to 15 transcribed spots weekly: KGO KFY WCFI WSOY WHOT WMC WREC KERN KPMM KJX KARM KFEL KOA WGH WTAR WSIX WLC WSBT KTAR WAPO WDDO WOOD WJCH KANS KBBI WKZD WHBF WC WINN WAVE KOIN KTUL WDSU WWL KOMA KTOK WKY WMOX KRNT WHO KSO, and live spots on WBBM WGN WMAG. Decision of live or transcribed spots on WLS has not been made as yet. Contracts for 18 weeks were placed by Needham, Louis & Brorby, Chicago.

Fourteen radio scripts written by the late Stephen Vincent Benet have been published in book form (Farrar & Rinehart, New York, $2.50), under title "We Stand United and Other Radio Scripts".

Fish

Make poor customers!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer
President
George H. Saeder
General Manager

FREE & PETERS, INC.
Exclusive National Representatives
WTAM's Sohio Reporter Rates First with Cleveland Listeners

The most popular news programs in Cleveland. Four times daily, Clevelanders get their news the way they want it...brief, concise and without bias from the Sohio Reporter. A vital, four pronged newscast written and edited in the WTAM News Room. "Another Sohio Service" is another community service by WTAM... first in listening audience, day and night and first in all program popularity polls, year after year.

WAYNE JOHNSON... the "voice" of the Sohio Reporter gives facts, not opinions

The WTAM News Room in an all night "jam session"
Left—The control room in the studios shared by FM station WSBF and AM station WSBT. Two RCA 76-B2 Consolettes handle the output of two studios. A master control console (center) provides monitoring and switching of outgoing lines to the two transmitters. The RCA 70-C Turntables may be seen in the foreground. In the studios RCA 44-BX Microphones are used.

Below—The FM-10-A Transmitter at WSBF is installed in the center of the operating room. This 10 KW Transmitter, presently operated at reduced power, will resume operation at full-power rating as soon as wartime restrictions are lifted. To the left and right of the FM transmitter are racks containing the AM and FM monitors; and beyond them, at either end, are the main and standby transmitters of WSBT.
WSBF, the FM station of the South Bend Tribune, uses RCA equipment throughout. In the studios are RCA 44-BX Microphones; in the control room are RCA 70-C Turntables, RCA 76-B Consolettes and a special RCA-built master control console. At the transmitter building are an RCA FM-10-A Transmitter and RCA frequency and modulation monitors. The antenna is an RCA-developed four-bay turnstile using concentric feeders.

WSBF is a sister station of WSBT, the AM station operated by the South Bend Tribune. It is interesting to note that WSBT, like hundreds of other AM stations is also completely RCA equipped. Operators of AM stations know the meaning of "RCA all the way." And they know that in RCA FM equipment they will find the same dependability and the same advanced design features that they have come to expect in RCA AM equipment.

Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan write Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

BUY WAR BONDS

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.

Below—The transmitter building and antenna system of the South Bend Tribune's dual installation. This building houses the 10 KW FM Transmitter of WSBF, the 1 KW AM Transmitter of WSBT, an auxiliary AM transmitter, audio and monitoring equipment for both AM and FM systems and necessary maintenance facilities. The 4-bay turnstile of WSBF is mounted on the top of one of the towers of WSBT's 3-tower directional array.
No... WBIR doesn't cover all of East Tennessee and the Great Smoky Mountains to the South—
it's true that we are crowded for time, but we are...

Positive... that WBIR is in the nation's number one market from the standpoint of increase in population and buying power. We know that WBIR reaches 75% of the people who represent 90% of the buying power in the Knoxville market. We also know that we have good Blue availabilities and can figure a low cost per thousand listeners based on recent HOOPIERS. Ask a John E. Pearson man about us. Let us "Accentuate the Positive", too.

Julius Haber Promoted To RCA Advertising Post

Mr. Haber Mr. Desfor

JULIUS HABER, former publicity director of RCA Victor Division of RCA, has been named assistant director of the division's advertising and sales promotion department. Harold D. Desfor, formerly Mr. Haber's assistant, succeeds him as publicity director. Mr. Haber has been with RCA since 1923, except for a year with Lord & Thomas, New York. Mr. Desfor joined RCA in 1941 after working as a reporter and publicist.

Promotion Personnel

JOANNE MITCHELL has been appointed sales service manager of WNEW Chicago replacing FLORENCE WALLING who has joined the overseas division of the American Red Cross.

GEORGE L. KETCHAM, feature writer, is now director of publicity, promotion and merchandising for KTUL, Tulsa.

TOM RUCKER, WY Oklahoma City publicity director, has returned from the shakedown cruise of the USS Okla-

homa City. The light cruiser was named for the capital after Oklahoma City bought $40,000 of War Bonds in one day.

JOHN KELLY, former public relations head of WIP Philadelphia, has joined the American Red Cross in a similar capacity.

New Schedule Folio

MUTUAL's program folio appears in a new form—a single green and white sheet with vertical columns for each day's programs. Horizontal sections designate the broadcast time. Some 1400 copies will be distributed each week.

(Continued on page 64)

This is ROCKFORD

1944 RETAIL SALES—$85,975,000

A NEW ALL-TIME HIGH!

WROK

THE ONLY STATION THAT WILL DO A JOB FOR YOU IN ROCKFORD, ILLINOIS

1000 WATTS • BLUE NETWORK • REP.—HEADLEY-REED

Broadcasting • Broadcast Advertising

Page 32 • April 16, 1945

WBIR

KNOXVILLE, TENNESSEE
Fun is cooking, when Mildred Bailey gives her special brand of meal-making magic over WCOP.

"Food Is Fun" is a refreshingly new and different participation program. Mildred is setting it up at Boston's WCOP after five years of wowing the women of Worcester over WTAG and through her daily newspaper column.

The Bailey formula is sure-fire. Most women have to cook whether they like it or not. They want something to make them like it. They don't need recipes alone — most of them are knee-deep in recipes. Mildred's recipes are tops for taste and practical about point problems. Women love her gay music and pleasing patter.

"Food Is Fun" lures listeners because Mildred is no mere kitchener. She's a domestic scientist with plenty of background — and plenty of merchandising know-how, too — acquired at WTAG, and before that, with KPO and other top coast stations.

Do you know a sponsor's bandwagon when you see one? "Food Is Fun" runs on WCOP Monday through Saturday from 1:30 to 1:45. Hop on while there's room!

Costs and availabilities from any Katz office.

NEW TO THE HERALD JUNE 15th

WCOP Boston

A COWLES STATION
Represented nationally by the Katz Agency
Garland Heads Unit

CAPT. DAVID S. GARLAND, assistant public relations officer of Santa Monica, Cal., Army Air Forces Redistribution Station and onetime CBS sales promotion manager for WEEI Boston, has assumed command of Army Air Forces Radio Coordination Unit, Hollywood. He replaces Lt. Paul Langford who has been transferred. AAFRC unit handles placement of returned AAP combat veterans on station and network programs, with cooperation of War Dept., Bureau of Public Relations. Group has started a weekly series, "Revue in Uniform," on W6XYZ, Hollywood television station operated by Television Productions Inc., Paramount subsidiary.

Sarnoff Talk Reprint

RCA New York has reprinted in booklet form the text of an address delivered Feb. 18 by Brig. Gen. David A. Sarnoff, RCA president, at a "One World Dinner" given in New York by the American Nobel Center. Title of the talk is "Science and Peace".

Window Streamers

TIE-IN window streamers plugging Enos Salt and its "Betty and Bob" dramas series are being sent to druggists by WAAT Newark which carries the program five-weekly. J. C. Eno & Co. account is handled by Atherton & Currier, New York.

Oboler Plays Brochure

MBB has issued a brochure on its new series "Arch Oboler's Plays" started in the Thursday 10 p.m. period. Pamphlet gives Mr. Oboler's reasons for wanting his plays broadcast and, with photos of the playwright at work, briefly summarizes nine plays to be presented.

POSTER & DAVIES, Cleveland, has been named by WJW Cleveland as advertising counsel. Selling helps, national advertising campaigns and local promotion have been planned.

NEW YORK office of the Treasury War Finance Division Radio Section is now located at 1270 Sixth Ave., Room 1801. Phone is Circle 9-0794.

24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night—all night.

"THIS IS MUTUAL"

At 6 P. M., KCKN becomes a BASIC station of the Mutual Broadcasting System.

24 Hours a Day

KCKN's "one and only"

THE sole object of KCKN's affections always has been, and is today, the Greater Kansas City Market. It's a rich, fertile market—with nine hundred million dollars of buying power.

Leaving the surrounding thinly-spread farm and small town market to others, KCKN, and only KCKN, programs exclusively for city listener tastes—for the concentrated sales potential that is Greater Kansas City.

And so, without the rate penalty of outstate coverage, you may tell and sell Greater Kansas City's in-the-money, easier-to-buy listeners—through KCKN.

Phone or wire your nearest Capper office for availabilities.

The Voice of Greater Kansas City

BEN LUDY, general manager, KCKN, Kansas City...WIBW, Topeka
ELLIS ATTEBERRY, manager, KCKN, Kansas City

Network Accounts

All Time Eastern Time unless indicated

New Business

LEVER Bros., Cambridge (Swan Soap), on Sept. 24, Oct. 1 or 2 starts Joan Davis in "Her Husband's" Mon. 8:30, 9:30; Tues. 8:30, 9:30, 10.30, p.m. Agency: Young & Rubicam, N. Y.
MANHATTAN SOAP Co., New York (Sweetheart soap), on April 16 starts "The Soldier Who Came Home" on 7 NBC stations Mon. thru Fri. 11:30-11:45 a.m. Agency: Diane Jones Co., N. Y.

Renewal Accounts

LIBBY, McNEILL & LIBBY, Chicago (food products), April 16 for 52 weeks renews My True Story Mon. thru Fri. 9-9:45 a.m. (PWT) on Blue-ABC. Agency: J. Walter Thompson Co., Chicago.
SHELL OIL Co., New York, has renewed Shell Digest Thurs.-Fri.-Sat. 6:15-6:25 p.m. on Yankee Network and will add WHER for total of 10 stations. Agency: J. Walter Thompson Co., N. Y.
RAINIER BREWING Co., San Francisco, on May 1 for 52 weeks "Murder Will Out on 7 Blue-ABC Pacific stations Tues. 9:30-10 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

Net Changes

BOURJOB Inc., New York (Evening in Paris perfume; soap), on April 2 changes Here's to Romance to Romance, Rhythm & Ripley, adding Robert L. Blocker as mid. on 123 CBS stations Thurs. 10:30-11 p.m. Agency: Foote, Cone & Belding, N. Y.

Guy Rollston

GUY ROLLSTON, 69, died last week on his way to his post as news service editor for the Foreign Broadcast Intelligence Service, FCC, Washington, D. C. Mr. Rollston had been with the FCC three years and before that spent 6 years with the New York City News Association, three years with the New York World-Telegram and 25 years with the old New York Evening World. He worked for 5 years as the managing editor of the Paducah Sun where he was an editorial rival of the late Irvin S. Cobb.

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"RING THAT BELL! -- WE'LL BE LISTENING!"

The members of the Red Cross Disaster Committee were tense, as they always are when the Ohio River signals a rampage. How best to notify an anxious public of official flood stage predictions, was the point being discussed.

A representative of W W V A suggested a definite time schedule for flood bulletins; whereupon a committeeman interposed with this enthusiastic comment:

"Forget about the schedule—just ring that bell! We'll be listening!"

"That Bell" is a W W V A institution reserved for flood service only. Its ringing has preceded official Ohio River flood bulletins down through the years. It is symbolic of a veteran friendly voice that is always of service in the public interest, convenience and necessity. And because of that, when W W V A speaks, people listen—hosts of them.

In the foreground of the above illustration is "That Bell" in company with its loyal co-worker, a W W V A microphone. On through the W W V A window from which the picture was taken can be seen the majestic Ohio River sweeping on its way to the sea. It is flanked by the friendly rolling hills of Ohio and West Virginia and sloping shores that proudly present smoke-dimmed steel mills and factories and a portion of the busy water-front business section of Wheeling. This dramatic setting welds into one magnificent study all that has made W W V A one of the world's better radio stations.
Count on $100,000,000, over-the-counter

Everyone knows that the Wichita market is a standout today with millions in war industry payrolls. But when conditions become normal, you can count on solid retail sales over Wichita's up-to-the-minute selling counters.

The reason has always been apparent to solid-minded time buyers who know the great Southwest. They know some sections depend alone on oil; some alone on wheat; some on agriculture or cattle...but Wichita, that solid section of Kansas' biggest and richest market, is enriched and perpetuated by all four to which is added solid industrial growth.

Although Wichita's retail sales reached $102,162,086 in 1944, Wichita retailers predict new increases in 1945. Your share is waiting for you on that selling station for Kansas' richest market.

KFH Wichita

WICHITA IS A HOOPERATED CITY
CBS • 5000 WATTS DAY & NIGHT
CALL ANY PETRY OFFICE

International Town Meeting

WBAI Cincinnati and the BBC will do a two-way transatlantic broadcast April 22 with teen-agers in London and Cincinnati discussing their hopes for post-war education, government responsibility for higher education and the place for vocational training. Four participants were chosen for the broadcast. Broadcasts are a product of the "Junior Town Meetings of the Air" which are now held over 24 stations weekly in the U. S. after being started in Cincinnati in the spring of 1944.

New KGW Programs

KGO Stockton, Cal., has started two new programs: "Memo for This Morning," Monday through Friday 9:15 a.m., dealing with problems of the home-maker and work-site; and "Your Date at 1230," Monday through Friday 3 p.m., a column of the air with news and transcribed music.

ARThUR GODFREY will broadcast for a consecutive 3½ hours beginning April 30 when he starts a CBS series "An Arthur Godfrey Time" Monday through Friday 9:15-1:30 a.m. Supported by orchestra, chorus and two vocalists, Mr. Godfrey will offer ad-lib comment in a show similar to his shows on CBS New York outlet, WABC, 6:30-7:45 a.m., and WTOP Washington, 7:45-9:15 a.m.

WJR Names Liberated Prisoners

WJR DETROIT has set aside its 8 a.m. newcast to keep listeners informed of the names of American service men liberated from German prison camps. Names are obtained from the War Dept.

BBC to Interview Iowans

IOWANS in London hospitals will be interviewed by the BBC for broadcast over KIRN Des Moines.

KFH Wichita

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CBS • 5000 WATTS DAY & NIGHT
CALL ANY PETRY OFFICE

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BBC to Interview Iowans

IOWANS in London hospitals will be interviewed by the BBC for broadcast over KIRN Des Moines.
In war or peace the fight to save Oregon's forests (greatest remaining stand of virgin timber in the U.S.) from fires, goes on. Forestry officials give much credit for 1944's record of a 45% decrease in fires to a series of KGW public service programs, "Forgotten Enemy." It's another example of KGW's progressiveness in the field of public service.

In the early 1930's KGW quite literally "pioneered" with "Covered Wagon Days", a dramatization of the pioneer period in Oregon history. KGW written and produced, the program was highly successful, set a record for longevity by remaining under one sponsorship for more than eight straight years!

Twenty-three years of anticipating and then meeting the desires of its audience has kept KGW FIRST with radio listeners of the Pacific Northwest. This established pattern of audience response works to the benefit of every KGW advertiser.

in Audience Influence

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.
We Never Send
We like to think of this business of ours as post graduate. It is an advanced responsibility for the skilled and experienced—only. Certainly there is no place in it for beginners—or for a young man to "make good." Before he comes here, he must be good.

The stations we represent know their affairs are in the hands of competent men, able to accept the many responsibilities of station representation. This policy has resulted in not only more business for them but better business. We never send a boy—this is a man's errand.
IT'S THE MOST natural thing in the world to expect reforms with each change in Administration. The FCC certainly has been no exception.

When Paul A. Porter alighted at 13th & Pennsylvania Avenue four months ago he found a reform movement well under way. It was that most tempting of all radio morsels—programs. Clifford J. Durr for months had been needling his colleagues on over-commercialism. Last week the Commission yielded. Mr. Durr succeeded in selling his radio burr to his colleagues. The vote was unanimous.

Six stations were given temporary licenses because in their "original applications" for construction permits (which may have dated back many years) they made representations about the amount of time to be devoted to sustaining programs and for educational, religious and other renditions. The fact that the stations were not set for hearing is significant. But even the relatively mild course pursued should cause broadcasters—and the FCC—to take pause. We think the procedure is of doubtful validity. The stations are called upon to furnish statements showing future ratios between sustaining and commercial, network and non-network, transcription and live.

What happens if they don't comply with the mathematical commitments? Obviously, they could be called to the carpet. The yardstick in the law is "public interest," not commercial vs. sustaining. The public is the judge—not a body of Washington bureaucrats whose radio predilections may be at odds with the law. The public hasn't complained.

Hark back to the controversies incited by the CIO on allocation of time for controversial issues and for membership campaigns. Recall the all-out attack on the NAB code. It doesn't take too much ingenuity to tie those developments into the new "renewal procedure".

On the very day the FCC announced its new policy, Chairman Porter told the Peabody Radio Awards dinner in New York:

"I have a respect that is equivalent to reverence for that part of the statute which prohibits the Government from prescribing program content. That, as well as previous statements by the FCC chairman, tends to allay any fear of direct program control. Yet it is understandable why broadcasters view with some trepidation the present course of events.

If the Commission attempts to invoke a rigid program review policy, its law department probably would have time for nothing else. It's one thing to measure sustaining time against commercial, but it's quite another to determine whether a commercial is educational or religious or of local interest.

Are Cavalcade of America, or Town Meeting of the Air, or March of Time less educational because they are sponsored? Is Metropolitan Opera less inspiring because the time is sold?

There are the war effort programs. War messages carried on the air run into the heavy millions in time and talent. When Bob Hope tours the military bases, is he selling toothpaste or Americanism?

Turn back the radio ledger a couple of decades. In 1927 the old Radio Commission asked stations to set forth anticipated program services. Many stations, in filing renewals since then, simply have copied off the broad categories. In the 20's there were about 200 educational and religious stations—non-commercial. All save a score have gone—gone commercial, most of them. When they shifted, they were not required to make a showing against original representations.

Some stations have been slip-shod in handling their renewals. A minority have gone overboard on commercials. But all radio has gotten the black eye. Radio manages to adjust those tendencies toward extremes.

Take the middle commercial in news and the St. Louis Post-Dispatch's campaign. The results—by self-regulation—already are evident. We think the current FCC move will spend itself. We believe the Commission will find that which the public already knows—people like the radio good, whether commercial or sustaining.

Even the Government has learned, through OWI war campaigns, that the best commercial programs draw the biggest audiences.

A rule of thumb which might well be applied: "If it's not good enough to sell, it's not good enough to be on the air."

Zenith to Nadir?

IN A 3,000-word telegram to members of Congress, E. F. McDonald Jr., president of Zenith, has proposed the tentative allocation of FM in the 100 mc band.

We hope all Congressmen can find time, in these trying days which find many message-bearers parading through their offices, to read Comdr. McDonald's telegram carefully.

There are noticeable inconsistencies.

Mr. McDonald says: "... FM has come forward on its merits and IS ACCEPTED BY THE PUBLIC." A few sentences later: "... few cities today enjoy the benefits of FM." Where's that public acceptance?

Mr. McDonald says: "This (proposed FCC allocation) would obsolece all present FM broadcasting stations and destroy the FM value of many millions of dollars worth of radio sets in the hands of the public." And he follows this with: "FM because of the superior service it renders may even be destined to replace many of the present-day broadcast stations especially in the smaller towns." Is there not an investment threatened here, both on the part of broadcasters and on the part of the listeners?

Mr. McDonald's alarm seems undue. To accept one of his own illustrations—that of the railroad replacing the stagecoach—we do not believe that existing interests can, will or intend to stand in the way of better program service. If FM is superior, in any band, that will be, and the choice will be dictated finally by the listening public.

At least, it is refreshing to find a manufacturer of receivers, whose largesse can be attributed directly to the progress of the broadcasting art, taking this sudden and unparalleled interest in the troup from which he feeds.

(Continued on page 42)
Sure they're using KOA!
In Denver KOA leads in every way!

KOA leads the way in Power!

KOA is the dominating force in its "area of influence." This includes Colorado and adjoining states.

It's probably the only U.S. station with over three times the power of all competing stations in the city wherein it is located and with nearly double the power of all stations in the state it serves.

With its 50,000 watts, KOA carries your messages to more radio families at lower cost per listener than any other Denver station or combination of stations in Denver or Colorado.

KOA's big story is results for advertisers. Power is the big reason for KOA's results! When KOA listeners hear your message they respond!

In Denver—KOA gives you more than the other four

Power 50,000 Watts
Programs Top NBC Shows
Coverage Denver and the Mountain and Plains States Region
Listener Loyalty* 59% to 79% in seven of Colorado's Largest Cities
Dealer Preference** 68%

KOA 50,000 watts 850 KC
Represented by NBC SPOT SALES

1945—Radio's 25th Anniversary—Pledged to Victory
Our Respects to
(Continued from page 40)
craft plane to visit company plants. In 1914 Mr. Jones married Nettie Marie Marvin and the couple has two daughters, Elizabeth Marie and Patricia Jane. He is a member of the Metropolitan, the Recense, Deepdale, Economics, Union League and other New York Clubs, the Bohemian Club of San Francisco, the Burning Tree of Washington and the Electric Club of Chicago.

Sweetheart Serial
MANHATTAN SOAP Co. is starting a second daytime serial for Sweetheart Soap, The Soldier Who Came Home, on NBC. Program, beginning today (April 16), is broadcast at 11:30-11:45 a.m. EWT, an hour later than Manhattan's Strange Romances of Evelyn Winters on CBS. Company also sponsors news programs on about 76 stations. Advertising is handled by Duane Jones Co., New York.

DESIGNER'S CONCEPTION of the postwar Federal Telephone & Radio Corp. laboratories is this structure. When completed it will serve as headquarters for the worldwide research activities of International Telecommunication Laboratories Inc., newly-formed $2,000,000 scientific research subsidiary of International Telephone & Telegraph Corp., also parent company of Federal [Broadcasting, April 2]. First unit of the project is now under construction on site at Nutley, N. J.

By
75 sponsors news
Tan's Strange
broadcast
beginning
Came Home,
Sweetheart
ing
the Electric
mian

MANHATTAN
Burning
other
dale, Economics, Union League
the Metropolitan, the
Patricia

(Continued from page
1914
plane
(19)

1945
plane

WALLOP!

Two stars of our big broadcast show
MORTON DOWNEY
THE SONG CHEIFS Trio
Helen Hayes
Gabriel Heatter
Dorothy Thompson
The Home News
Milton Berle
William Marlowe
NINA HARDY
THE SONG CHEIFS Trio
Witudes are used for entertai
ing patients aboard the Army's latest
and most luxurious hospital ship, the
Louis A. Mills, 1000-bed hospital craft
recently reconditioned and commis
ioned. Ship has 113 loudspeakers, stem
ning from a Stromberg-Carlson sound
system installed by DeMambro Radio
Supply Co. Boston.

IN PHILADELPHIA

WBG

Leads in Sports
10,000 Watts
Leads in Music
Full Time!
Leads in News
Philadelphia's
Most Powerful Independent

Page 42 • April 16, 1945

COM. GROSS NAMED TO UNION IN BERNE
CARRYING TO fruition plans evolved several months ago, appointment of Gerald C. Gross, on leave as assistant chief engineer of the FCC, to the post of vice-director of the International Telecommunications Union of Berne was announced April 7 at the Swiss capital. Mr. Gross, now on temporary duty in Bogota, Colombia, has just completed a tour as a lieutenant commander in the Naval Reserve, dealing in radio. He has been on active Naval duty since January.

Mr. Gross will relinquish his position as assistant chief engineer of the FCC and chief of the Broadcast Division. While he was assigned to that post in April 1941, Mr. Gross was transferred to the Common Carrier Division as acting chief. A member of the original engineering staff of the Federal Radio Commission, Mr. Gross participated in its formation in 1928. He served as chief of the International Division of the Engineering Dept. after its creation in 1934 and has represented the United States at more than a score of international conferences on communications.

Mr. Gross succeeds Franz Schwill, German vice-director of the radio section of the International Telecommunications Bureau (formerly known as UIR). The appointment was ratified by the Swiss Federal Council April 6. He is expected to take over his new post in May, the first American to be appointed to one of the four international unions with headquarters in Berne.

RECORDINGS of American broadcasts and a selection of varied recorded musicals are being used for entertain
in the Detroit area, it's...

CKLW

800 on your dial

in The DETROIT AREA, it's...

Union Guardian Building, Detroit 26

J. E. Campeau
Managing Director

Adam J. Young, Jr., Inc.,
National Representative
"VIA RADIO NETWORK"...WITHOUT PAYING METROPOLITAN RATES—YOU CAN NOW BUY FOR THE FIRST TIME A SEVEN BILLION DOLLAR RURAL MARKET!

THREE-FOURTHS of all hogs, grain, cattle, and poultry produced each year in the United States is direct from the area served by MVN. "Mr. & Mrs. Farmer" have billions of dollars to invest, spend and speculate with...Mississippi Valley Network was established to blanket this area wherein our 79 affiliated stations reach...1,600,000 farm radio families (urban families within this coverage are not counted).

Our programs will command the largest rural audience because of the factual information the farmer will receive as well as the entertainment.

To merchandise and sell your products most effectively to the exclusive rural audience consider one of the special farm features of MVN... (don't wait too long to do it—time is being optioned now for Sept. 1 starting date).

HIGHLIGHT PROGRAMS BEING MADE AVAILABLE FOR SPONSORSHIP ARE:

6:00 AM Mississippi Valley Time (complete network)
7:00 AM Agriculture and the News
9:30 AM Features for "Mrs. Farmer"
12:15 PM News and the Farmer's Views

For cost estimates and further details contact any NCBS office

Mississippi Valley Network
OPERATED BY
North Central Broadcasting System, Inc.

New York
8 East 41st St.
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Ave.
State 0361
Well, He Paid

Maj. Eneynd ridge, director of WBIG Greensboro, N. C., and U. S. Marshal, wants to know the worth of 25 million drachmae. Neville Miller, former NAB president and for the last year deputy administrator of the United Nations Relief & Rehabilitation Administration, sent that amount of Greek currency to pay for a year's subscription to the WBIG Bus Sheet, special publication for the station's men in service. [Note to Maj. Ridge: The drachma became worthless in April 1942.]

NILES TRAMMELL, president of NBC and Mrs. Cleo M. Black, were married April 3 at Greensboro, Md. It was the second marriage for both. Mr. Trammell having been divorced on March 30 and Mrs. Black several years ago. W. Alton Jones, president of Cities Service Co., attended Mr. Trammell, while Mrs. Arthur Kuder was matron of honor.

CHARLES E. RYND, vice-president, treasurer and assistant secretary of Blue-ABC, is the father of a boy, Charles Edward Rynd Jr. He has two daughters.

COL. THEODORE R. BARTLETT, formerly in charge of the FCC Law Dept., Administrative Division, has been appointed by BRIG. GEN. H. M. McCLELLAND, Air Communications Officer, to handle all international communications affecting the AAF. For two years Col. Bartlett has been Air Communications Officer in the Mediterranean theatre.

CAPT. STEVE A. CISLER, USMC, former manager of WORC Louisville, is now officer in charge of the Armed Forces Radio Station WWX, somewhere in the Pacific. He reports it is "way out—on front door of Tokyo'.

ROBERT G. SOULE, vice-president and treasurer of WFBL Syracuse, has been elected to the board of directors of the Syracuse Chamber of Commerce.

MILTON N. SAMUEL, promotion and publicity head of Blue's western division in Hollywood, was in New York last weekend on a fact handling of San Francisco peace conference.

ALBERT A. CORMIER, formerly with WOR New York and more recently with Joseph Hershey McMillivra Co., New York, and JACK HARRYHINGTON Jr., formerly with General Outdoor Adv., have joined the WODS Columbus commercial department.

CHARLIE BUKSDAL, Columbus, S. C., newspaper advertising man, has joined the WCIO Columbus commercial department.

A. R. CONTROY, formerly with WCBI Columbus, Miss., is new sales manager of WROX Clarksdale, Miss.

STEWARD MILLER, recently with the Merchant Marine and formerly with NBC and Blue-ABC New York, CHML Hamilton and CPFL London, Ont., is a new member of the sales staff of Joseph Hershey McMillivra Inc., New York.

EDWARD F. DARRELL, public relations supervisor of the Electric Boat Co. for three years, succeeds IVON B. NEWMAN as business manager of WNCL New London, Conn. He formerly was assistant account executive with N. W. Ayer & Son, New York, for 13 years.

"NOW I BELIEVE IT," said George Johnson (left), general manager of KTSA San Antonio, "but I don't think it's commercial," he added cryptically. News Editor Pat White decided that if eggs could stand thus in Chungking, why not in San Antonio.

PARADE OF STARS CAMPAIGN STUDIED

RESULTS of NBC annual Parade of Stars promotion as well as plans for next year's series were studied by network affiliated stations, representatives, agency executives and Hollywood talent, during two-day sessions at Beverly Hills (Cal.) Hotel and Biltmore Hotel, Los Angeles, on April 9-10. Attending conference were...

James R. MacPherson and Charles Phillips, KOF Denver; Sid Fox and Frank Baker, KDIV Salt Lake City; Roy Chapman, KTSM El Paso; Franz Bobichon, KCHL Billings; Ruth Fletcher and Oliva Leeay, KBEI Pocatello; John Edmond and Helen Murray, KPO San Francisco; William B. Ryan and Gil Purkis, KFIR Los Angeles; Arnold X. Pangborn, KGW Portland; William Stultz, KOMO Seattle; Keith Collins, KMJ Fresno; E. G. Kelly, KDATA Sacramento; Thomas Sharp and Marion Hard, KFI San Diego; William Harvey, KTAR Phoenix; R. B. Williams, KVOA Tucson; and Robert Stoddard, KOH Reno. Tracy Moore represented KGSR Butte, KGSA Helena, KRBM Bozeman. Representing NBC were Sidney N. Souto, NBC western division vice-president; Lewis S. Frost, assistant to vice-president and program director; Alex Robb, assistant program director; Frank Beck, network sales manager; Frank Ford, sales promotion manager; Paul L. Cohen, traffic manager; Jennings Pierce, manager of public service and station relations; Harold J. Bock, manager of information-press department.
WHY AMPEREX
WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES

233
Another new AMPEREX
power tube for induction and
dielectric heating equipment

The new Amperex 233 is designed for use as a Class C
oscillator or amplifier for generating radio frequency power
at frequencies up to 30 megacycles. Two grid arms make neu-
tralization more convenient in the amplifier connection, and
also permit cooler operation of the grid when the tube is em-
ployed at higher frequencies either in a self-excited oscillator or
power amplifier. As do all tubes designed and developed in our
laboratory, the 233 incorporates well-known "Amperextras" which
make for longer operating efficiency and lower operating costs. Write
for engineering data.

AMPEREX
the high performance tube

AMPEREX ELECTRONIC CORPORATION
79 WASHINGTON STREET • • • • BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"

GIVE WHAT YOU'VE GOT . . . DONATE A PINT OF BLOOD TO THE RED CROSS

BROADCASTING • Broadcast Advertising
April 16, 1945 • Page 45
LARRY S. HATFIELD, former announcer for WOLS Florence, Ala., has resigned in Washington quarters in England, has been pro-
ounced to be a captain. Capt. Hatfield, 24, communicat-
is officer, planning en-
tirely new procedure for the
Eight Air Force bombing attack on Ger-
many's target. He's a 30-year-
ning mission to his credit, holding the Distinguished Flying Medal with three Oak Leaf Clusters.

JACK MELLOV, formerly with WDAS Philadelphia, has joined WLIM Laun-
ching, Mich.

EDWARD STOKES, radio actor and for-
mum in the Coca-Cola "Spotlight Banda" show on Blue-ABC, has joined the announcing staff of WEN New York.

RICHARD GILBERT, record man at
WHN New York, has volunteered for overseas service with the USO-Camp Shows Organization.

ANNETTE EBEN, former head of the
BBC Washington office, has become
BBC-Japan, succeeding succeed-
ing EVELYN WILLS who is to pro-
scribe a special BBC educational series for members of the armed forces start-
ning shortly after V-E Day. MRS. VIOLET CROSBIE, formerly in charge of BBC
publications in New
York, has been named head of the BBC Washington office.

LOU COOK, former announcer of KHQ,
KGA Spokane, has joined KFI Los An-
geles.

ROBERT SCHOPPER, released from the
Army, has joined KFAC Los Angeles as announcer.

SALLY CARLINGTON has joined the
WBAI program department.

FRANK ALLAN, KMOX St. Louis an-
nouncer, is the father of a girl.

FRANK DUNCAN, formerly of WILL
Lowell, Mass., has joined the announcing staff of WHDH Boston.

MAXINE FUGA THEILEN, St. Louis newspaper woman, has joined the \nKXIV Des Moines "Continuity Staff."

BILLY HAMILTON, formerly on the WIND Chicago Rock announcing staff, has joined WOR Chicago.

HITOUS GRAY, former radio
actor in New
York, has joined WOR Chicago.

FRANCES SPENCER, announcer of the AMG news bureau, has joined the announcing staff of WOR Chicago.

JIM WOOD, formerly of KROW Oak-
land, has joined KGO San Francisco as announcer.

FRANCIS DILL has returned to KRCB
Columbia, Miss.

KIRK L. (KEN) RALFE, former WBYT
Stoubeville, Ohio, announcer, is now program
director for WJPA Washington, Pa.

JACK MILLER, formerly head of the
approved staff, is engaged to ADEN
BECK, producer-camera at WRGB Schenectady, OTE television station.

ROBERT GOLDBERG, veteran producer cameraman at General Electric's television station, WRGB Schenectady, will enter the Navy April 5.

JACK MELLOV, formerly assistant
announcer at WOR, has joined KXIV Des Moines announcing staff.

FRED DRAKE, formerly of WHN Buf-
falo and WFWA Frederickburg, Va., has joined WWDC Washington.

Charles Shopfner celebrates his 25 year as farm broadcaster for WCAU Philadelphia, this month.

FRANK OLEN, who has been a con-
tributing script to NBC's Radio Re-
cord Division while serving in the
network's duplicating department, has added to the script department as script writer.

JOHN EISENHARD, formerly with
WCBS-AM Allentown, Pa., is a
member of the continuity and script
staff of WOL Washington.

JO AN ARNOLD, member of the WOL
Washington continuity staff, on April 5 was married to John Neill Booth, staff correspondent of the INS Washington bureau.

LARRY COLTON, WDBC Hartford announcer, has been appointed chief an-
nouncer.

STEVE ALLEN, formerly with the Ar-
izona State Network, has joined KMTX Hollywood as announcer.

MEL HUNT, announcer of KPI Los
Angeles, and MARY SIMPSON of Blue
Hollywood traffic department, were mar-
in Santa Barbara April 9.

BERN KRAMER, formerly of KYW Phila-
delphia, has joined WOR New York as announcer.

BILL GRAHAM, former announcer for KIDO Boise and WDQY Minneapolis, has joined WLOL Minneapolis.

INTER-AMERICAN RADIO has been
established with a specialized service for radio advertising throughout Latin America. Company writes and produces programs in Spanish and Portuguese and arranges time schedules in all South and Central American republics. Among executives is ROBERT ALLAN
MORRIS, who was with CAA, is a former
radio production manager of Donahue & Co., and is now with ABC and Mutual producer. Offices are at 625 Madison Ave., New York.

WIN NATHANSON was elected presi-
dent of Tom Fiske Inc., New York, and Hollywood, following a meeting of the
doctor of directors last week. He suc-
cedes TOM PIDERAL, president and pro-
ducer, who resigned previous week to devote full time to serving as general manager of Selnick-Saphier, Holly-
wood, a position he assumed last January. Mr. Nathanson has been executive vice-
president of the Fiske organization for nine years. There will be no change in accounts or personnel, he said, adding that the company's name might be changed at a later date. BERN BERN-
ARD, with Fiske since Decem-
ber, was elected a vice-president.

Ludens on 82

Ludens, Inc., Reading, Pa. (cough drops), will continue using spot announcements in 82 stations through the summer, dropping from winter schedule of 140 stations. Following stations will continue with commercials directed at summer
ner cold sufferers: WHAS WSBM
KWKH WCHS WBAL WBZ
WTAG WJR WWJ WOD WOBC
WCCO KMBC WDAF KGBK
KMOX KGRR KFBF WGB
KARK KFI KFSD KPO KJM
KLZ WTIC WDEL WRC WJAX
WSB WSAY WBMD WBGF WIRE WSBT WHO WIBW
KPH WNBW WBN WNEW WOB
WHAM WGY WSIR WBTB
WSOC WPFT WADC WLW
WTAM WBNS WHPD WAC
WBNO WCHL WQPB WGAL
WCAU KDDA WRA WBB
WJAC WJSD WNOX WREC
WSM WFAA WBAP KRPC
KDLJ KSTAR WJVA WDBG
KIMO KFBF WBBM WMTJ.
Agency is J. M. Mathes Inc., New York.

JOHN McKAY, manager of the adver-
tising and promotion department of King Features Syndicate, has also been
granted publicity for King Features, International News Service and International News Photos, with these publicity departments merged with advertising and promo-
tion, Mr. McKay will now be responsible for the
BBC press department before joining King Features last December. GENE
COHN, publicity writer and magazine contribu-
tor, leaves a post with Central Press, a KPI affiliate, to become Mr. McKay's assistant.

ASSOCIATED MUSIC PUBLISHERS, New York, has completed new agree-
ments with KFPL WRGB WOR KGBX
KPLT. Total of 36 renewals have been made with agreements: KDSL
KMCW KFBF WJPA KFPM KOB
KOFJ KQRL KHJ KCMC KMO
KOME KRBC KRHL KSDC KKVY
KEVC KEVO KGKS KXOD WJD
KWBW WGBP WORB WBB JRT
KMBK WBBM WMBD

BERT ALLENBERG, vice-president of
Bag-Allenberg Inc., Beverly Hills, Calif., talent service for six consecutive year has been re-elected president of Artists Managers Guild. In a consecutive service of six
years to AMG he was presented with a gold identification bracelet by the board of directors.

AFTER MONTHE of research, National
Retail Dry Goods Assn. postwar com-
mittee on better selling has issued a report, "Management of Products for Better Selling." Report stresses fact that "distribution rather than produc-
tion must play the major role in the
postwar economy."
IT'S THE STATION THAT GOT ME A GOOD JOB

Helping put our returning G.I. Joes into suitable jobs is a job now actually being undertaken by WGAR. We believe that any radio station to be valuable to its advertisers must render a vital service to its community.

CLEVELAND'S WGAR THE FRIENDLY STATION
FREE SPEECH "MIKE" RADIO'S XXV ANNIVERSARY
New Advertising Agency Is Started by Millard

J. W. MILLARD Adv. has been established at 681 Fifth Ave., New York, by J. W. Millard, formerly on the staff of the WPB's requirements committee, and director of the office of materials and facilities of the War Food Administration. For seven years he had been research director of Arthur Kudner Inc., New York.

Mr. Millard's partners are Hubert Mathieu, art director, formerly with J. Walter Thompson Co. and Graham Starr, formerly vice-president and account executive of Young & Rubicam, New York, on the General Foods account. Mr. Starr has received a medical discharge from the Army Air Forces, where he held the rank of major and served overseas as public relations officer of the Eight Air Force. First account is California Growers Wineries, Cutler, Cal.

ROBERT R. DUNWODY, officer and director of S. S. Koppe & Co., has joined the advertising department of the McCann-Erickson New York office as media director, assisted by MORE HANS.

HARRISON ATWOOD continues as vice-president in charge of foreign operations.

JOSEPH T. COENEN, a partner in the Boston office of King & Richards Co., New York, has been released from the Army Air Forces after serving overseas and has resumed his position with the agency as creative and contact man. Capt. Coenen enlisted in 1942.

IAN GORDON, former New York freelance writer-producer and previously Marine Corps combat correspondent, has joined Sherman E. Ellis & Co., Chicago, as radio director, replacing PALMER CLARK, resigned [BROADCASTING, April 8].

Proetz Award Judges

ERMA PROETZ Award contest judges have been announced by Mrs. Norrie Passino, St. Louis, as follows: Valentino Sarra, New York color photographer; Sidney Weil, art director of McCann-Erickson, New York; Max Wyle, Young & Rubicam, New York; Herbert G. Gardner, chairman of the board, Gardner Adv. Co., New York and Bea Adams, vice-president, Gardner Adv. Co., St. Louis. The awards will be in recognition of outstanding creative advertising by a woman during past year. They will be made in St. Louis May 21.

BLUE NETWORK WRC, WJZ, WAYNE STATION, WSKY, WESTERLY, R.I.

28th U. S. METROPOLITAN DIST. MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco
YOU MAY BE ABLE TO SWIM 292 MILES, NONSTOP*

BUT—YOU CAN'T FLOAT INTO WESTERN MICHIGAN FROM THE "OUTSIDE"!

So you're using a 50,000-watt station within 250 miles or so of Western Michigan—and you figure you're getting "coverage!"

But listen: People in this section aren't hearing your broadcasts regularly—they can't because of a queer local condition of fading. To reach them you must broadcast from within-the-wall of the fading area. Chicago and Detroit are outside. Use of nearby stations is the only answer.

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

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

*John V. Sigmund swam nonstop down the Mississippi River, 292 miles, in 89 hrs. 48 mins., 1940.
It happened on NBC

In the Beginning...

APRIL 1935
The Johnson’s Wax people put a veteran comedy team, and a new kind of radio act, on a modest network of 26 NBC stations.

JULY 1936
After a year and a quarter on the air, Fibber McGee and Molly received a Hooper rating of 7.0—the first available Hooper rating on this show.

OCTOBER 1936—APRIL 1937
Fibber McGee and Molly received a winter season average Hooper rating of 12.8.

> Wistful Vista is the legendary home of one of America’s best-loved families—the boastful, blundering, big-hearted Fibber and his kindly, Irish-witted Molly. They have been careful to retain their “hominess” because they realize that this small-town wholesomeness is the good earth from which their comedy blossoms so lustily.

Fibber McGee and Molly would be the first to acknowledge that a large share of their success is due to Don Quinn, their writer, and to the makers of Johnson’s Wax, their sponsors. Johnson’s Wax officials have seen their faith in
OCTOBER 1944—FEBRUARY 1945
Fibber McGee and Molly received an average Hooper rating of 30.4—making them the highest-rated comedy team on the air. Incidentally, under the Crossley Recall system, they received the highest rating ever obtained by a half-hour program.

APRIL 1945
Fibber McGee and Molly celebrate their tenth anniversary on NBC. They are now heard over 141 NBC stations, short-waved to troops in every part of the world.

TODAY
Fibber McGee and Molly reach an estimated weekly audience of 10,000,000 families.

this-beloved comedy team more than justified as the program’s popularity grew steadily through the years until today Fibber McGee and Molly are good neighbors to some 30 million American listeners.

They are also good neighbors to Bob Hope, who has occupied the Tuesday night half-hour following them since September, 1938. The two programs comprise the highest Hooper-rated hour on the air.

A good show, plus good neighbors, plus NBC facilities is the NBC formula for developing a great show.

National Broadcasting Company
America's No. 1 Network
1945—Radio's 25th Anniversary—Pledged to Victory
TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

DAILY BROS. SHOE Co., Marion, Ind., which last spring began a spot campaign for Air-O-Magic men's shoes, will suspend its five-minute show "Magic Attraction Box" during the summer, but will sponsor the same program in 15 markets nationwide, which Norman L. Waters & Assoc., New York.

SHEFFORD CHEESE Co., Chicago, April 15 starts a promotion on "Sunshine Salute" and a new "Housewives Protective League" Sat. thru, to all WBBM Chicago. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.


DERMAL Co. and Melrose Co., both in Chicago, have appointed Phil Oden Agency, Chicago, to handle their advertising, which is to be said in radio.

HOUSEHOLD FINANCE Corp., Chicago, April 5 started spots on three Chicago stations: two weekly, WCFL; ten weekly, WIND; five weekly, WJJD; and quarter-hour newscast featuring Martin Agron- ster, "American Ideals," which is transcribed for 52 weeks placed by BBDO, Chicago.

MOREMANN DISTRIBUTING Co., Los Angeles, started this month, "Sings of Good Cheer," Fredric W. Ziv Co., Los Angeles. This new show, a half-hour program, is on KGB San Diego, KTOP Phoenix and KFGQ Denver. Agencies include the one-week contract for 52 weeks placed by BBDO, Chicago.


SUPREME FOODS Co., Knoxville, April 15 started "Sings of Good Cheer" on WIVK Knoxville, WWKL Kingsport, WOPI Bristol and WMWC Asheville; and WOR New York, will be seen on WABC Philadelphia, starting this week. They've added W2AP Chat- tanooga. Heard three-quarter, quarter-hour series were transcribed by Fredric W. Ziv Co., New York. Contract for 26 weeks placed direct.

ZIONITE PRODUCTS Corp., New York (Larox Division) on April 3 started two transcribed announcements weekly on KMPC Hollywood. Contract is for 13 weeks. McConnell-Mitchum, Minneapolis, has the account.

RILLING - ARNAO Co., Minneapolis (Walden) has started sponsoring total of 65 transcribed spot announcements on KFPL Los Angeles. Contract is for 18 weeks. Campbell-Mitchum, Minneapolis, has the account.

ARLINGTON MILLS (textiles) has re- newed Roger Richman's consecutive week "American Ideal," 15-minute Sunday program, on WLAW, Lawrence, Mass. Program features speakers on the Americ- an Scene.

ELMER CANDY Co., New Orleans, has named Walker Baussey Adv., New Or- leans, as agency. Radio is considered.

FISHER, THORSSEN & Co., Portland (paints), has named Adolph Bloch Adv., Portland, as agency. Radio is considered.


DAVID SELZNICK, of Selznick-Inter- national Production, in cooperation with Loew's Inc. and the Capitol Thea- tre, is spending more than $6000 weekly in the South, radio promotion of the picture "I'll Be Seeing You". Campaign will run for duration of picture's showing in New York, uses spot announcements on WEAF WBRO WJZ WNEW WOY WQXR. Agency is handling promotion.

FERRI LE (capers), which sees "How to Play the Piano by Ear," has purchased 18 ten-minute periods weekly on WMC New York and 12 ten-min- ute broadcasts weekly on WBIG Phila- delphia. Own commercials and piano playing both live and recorded. Ten spots placed thru Furman, Pelier & Co., New York.

LARUS & Bros., Richmond, sponsor of "Guy Lombardo Show" Mon. 10-10:30 P.M. on Blue-ABC stations including WJZ, Richmond, presents a recorded version in the 10-11:30 p.m. period on its own station, WJYB Richmond. Agency is Warwick & Legier, New York.

RIPLEY CLOTHES, manufacturer and owner of a chain of stores in New York, is sponsoring Steve Ella in a ten-minute sports review program five weekly on WMCA New York, signed for 26 weeks, contract was handled by the Boley Co., New York, which said Ripley plans to expand its radio advertising later.

COLGATE-PALMOLIVE Co., New York, a line agency for Colgate-Palmolive, has signed a ten-minute period for WABC New York, the program, "The Housewives of the Nation's Greatest Opportunity," to Play on Sundays at 9:45 thru April 26. This is a stress on the campaign, which began a spot cam- paign for Colgate-Palmolive last spring and will continue thru fall. Agency is the same.

ALASKA FISH & Game (books), has placed its account with Pacific National Agency, Seattle. Radio issaid to be considering radio.

REPUBLIC PICTURES Corp., New York, has started in that area what is expected to be a national spot radio cam- paign for its picture, "Early Carroll's Vow," through Donahue & Co. Inc. Republic will spend more than $2000 weekly for spot announcements on WEAF, WOR, WJZ, WMCA, WNEW, WOY, WTAG, WINW WQXR, all New York.

BENJAMIN & JOHNES, Newark, in be- half of Brennou's Foundations have signed a 15-week contract for three weekly participations on "Breakfast with Dorothy and Dick," which started April 14 on WOR New York, and contin- ues with two or more appearances in each week. Agency is the same.


PENNOZI Co., Los Angeles (lubricants), in a 13-week campaign starting April 15 will use three announcements weekly on 2-Star Network (KOIG KISK KPPA) and WCFL Chicago. The schedule also starts on KARM KGW KOMO, with KGBP to be added. Agency is The May Co., Los Angeles.

B. C. REMEDY Co., Durham, N. C. (headache powders), on April 7 started total of 30 spots on KFPL Los Angeles. Contract is for five weeks. Agency is the same.

PALMETTO Baking Co., Columbia S. C., has signed a five-week contract for the 12-12:45 P.M. Mon. thru Fri period. This is the second campaign for Columbia featuring MOODY MCEVIEEN.

(Continued on page 54)
No worry about Reconversion or Re-tooling for farmers in the productive agricultural area served by the Mid-States Group. Advertising dollars planted here today will yield rich harvests. Group rates as low as $72 for a daytime quarter-hour on 3 stations. What a buy!
... the Greeks had a word for them

The cymbals, or kymbals, as the Greeks called them, belong to a class of instruments known as the idiophones. Made of naturally sonorous materials, they do not depend upon tension for their clashing effect. Although the cymbals are mentioned in the Bible, and date back to the ancient Hebrews, Greeks, and Egyptians, their use seems to have been restricted to the more highly civilized peoples.

The gods of earth like noise

In Asia, where the cymbals originated, they were used in the worship of the gods. The Tibetans made use of a softly struck, broad-rimmed cymbal in worshiping the deities of heaven. In rites to the divinities of earth, they used a narrow-rimmed cymbal, violently clanged in a horizontal movement. The Greeks, sensing the dramatic value of the cymbals, transferred their use from the religious ceremonies of Dionysus to the theater.

The atmosphere of the Orient

Cymbals have an Oriental sound—and most of them are Oriental. Although they were first used in Europe as music in a opera of 1850, relatively few cymbals have been made in the Occident. Most have been imported from China, although the best instruments imported from Turkey are usually considered best. Today, composers frequently call upon the cymbals to accent peaks of rhythm.

The cymbals have a frequency range of 300 to more than 12,000 c.p.s. To reproduce the full range and intensity of the sound of the cymbals with the utmost clarity, use:

**VERTICAL CUT RECORDINGS!**

**Electrical Research Products Division**

**Western Electric Company**

**235 BROADWAY, NEW YORK 7, N. Y.**

(Continued from page 52)

FAMOUS DEPT. STORES, Los Angeles, adding to southern California schedule, has started a weekly quarter-hour local "Navy News" on KEGE Long Beach. Agengy is Adolph Weiland Adv., Los Angeles.

**BALDWIN WATCH Co., New York (timepieces), on March 31 for 52 weeks started 31 time signals weekly on KGKE Long Beach, Cal. The Baldwin Co., N. Y., has account.**

**STANDARD BRANDS, New York** (blue Bonnet margarine), in a 30-week campaign started in late March, is using a total of 260 transcribed announcements on 49 Canadian stations. Agency is J. J. Gibbons, Ltd., Montreal.

**PEGGY SAGE Inc., Montreal, (cosmetics), has started thrice weekly style announcements on a number of Canadian stations. Account is placed by J. Walter Thompson Co., Montreal.**

**PEPSI-COLA Co. of Canada, Montreal, has started a ten-week campaign of transcribed spots on a number of Canadian stations. Agency is J. Walter Thompson Co., Montreal.**

**KENNEDY MFG. Co., Montreal (Sapho) has started spots on CKY Toronto. Agency is Coastfield Brown & Co., Montreal.**

**B. J. DRUG Co., Windsor, Ont. (Nya products), has started thrice weekly special announcements on a number of Canadian stations. Account is placed by A. J. Denne & Co., Montreal.**

**DR. A. W. CHASE MEDICINE Co. Oakville, Ont. (proprietary), has started thrice weekly musical program on CKY Toronto. Agency is Ardell Adv. Agency, Oakville.**

**BALABAN & KATZ Corp., Chicago, effective April 2 for four weeks will sponsor transcribed spots and live station breaks to promote the picture "It's a Wonderful World" on following Chicago stations: WMAQ WENS WBBM WON WSBC. Agency is M. M. Fisher Assoc., Chicago.**

**AT A LUNCHEON celebrating the 10th anniversary of the Chicago & Northwestern Railroad's 400 Hour on WMAQ Chicago, are (1 to r seated): John E. Erickson, v-p The Caples Co., Chicago, agency for the railway; Pauline F. Nee, ad. agent, Chicago & Northwestern; Patric Gallichio, m.c. of the show; Jeanne Stowe, NBC transcription dept.; Harry Fried, adj. and promotion manager, Chicago & Northwestern; Mrs. Cecilia Evans, Chicago & Northwestern; Mrs. C. Carlson, NBC promotion manager; William Lawrence, NBC production; Walter Gibson, Caples; Art Caron, Caples, Los Angeles; Oliver Morton, NBC spot sales manager; Don Powne, Caples; and Dick Tennerstedt, who is an account executive with NBC spot sales.**

**IN BOSTON IT'S**

**WHDH**

850 on Your Radio Dial

5000 WATTS

**National Sales Representatives: SPOT SALES, Inc., New York • Chicago • San Francisco**

**NEW**

**DR. PEPPER BOTTLING Co., Stockton, Cal., is sponsoring "Dick Tracy," quarter-hour series, Mon. thru Fri. for Dr. Pepper and Squirt on KCKG Stockton.**

**SEARS ROEBUCK & Co., Stockton, Cal., is sponsoring Martin Agronsky five days weekly and seven announcements daily on KCKG Stockton.**

**NU-ENAMEL Corp., Chicago, on March 4 started one spot weekly on WGN Chicago and four spots weekly on WCFL Chicago. Contracts for 13 weeks were placed by John Turner Adv., Chicago.**

**RED ROCK BOTTLERS, Atlanta, has reappointed Roy S. Duret Inc., New York, as agency. Account has used spot radio in the past, but media plans are not complete.**

**ASSOCIATED LABS, Long Island City (Blondes), in a four-week campaign started April 2 is using three spots weekly on KMPC Hollywood. Agency is Grady & Wagner, New York.**

**JOHN HOOLEY, in Guam for six months as representative of the combined American press, has signed an exclusive contract as Blue-ABC correspondent, effective April 15.**

**BROADCASTING • Broadcast Advertising**
Dependability in transmitter performance is a package of many features . . . and one which contributes heavily to program continuity in Westinghouse 50-kw transmitters is the use of metal-plate rectifiers.

With virtually unlimited life, these surge-proof rectifiers have cut tube replacement to a new low, for only the power amplifier and modulator utilize tube rectifiers. Dependable performance is reinforced by quick tube transfer for emergency tube replacement.

Westinghouse 50,000-watt transmitters offer other advantages for clear channel service:

The smartly-styled Westinghouse 50-kw transmitters are built with 12 new, important design features. Ask your nearest Westinghouse office for the complete story.

Example: the equalized audio feedback system strengthens the naturally high fidelity of the audio and modulation circuits. No complicated circuit adjustments are needed.

Example: "De-ion" circuit breakers supply full overload and undervoltage protection, automatically reduce outage time.

Example: a tube life-meter provides a constant check on all tube life.

These basic advantages in faithful reproduction and solid dependability are features of the complete line of Westinghouse transmitters . . . 5, 10 and 50-kw AM, and 1, 3, 10 and 50-kw FM.

You can get all the facts from your nearest Westinghouse office. Westinghouse Electric & Manufacturing Company, P. O. Box 868, Pittsburgh 30, Pa.

XXV RADIO'S 25TH ANNIVERSARY KDKA
Baseball Review

ALLES & FISHER Co., makers of J-A and '63 cigars, will present JA Baseball Review for the tenth year for New England sports fans over WNAC WEAN WAAB WHNR WCOU WSAR and WSYB every Sunday 7:15 p.m. Opener, April 8th, gave forecast of the 1945 baseball season by John Quinn, Boston Braves general manager and a representative of the Boston Red Sox. They were interviewed by Nelson Churchill. Show for following Sundays will highlight two-part delivery of scores of all American and National league games for the day by Verne Williams and Churchill.

WHN Sports Spoons

NINE sponsors have signed for three sport features resumed by WHN New York for presentation before and after broadcasts of the Brooklyn Dodgers games under sponsorship of P. Lorillard & Sons, New York, for Old Golds.

"Warm Up Time," a quarter-hour sports highlight by Bert Lee and Ward Wilson, has been taken by the "N. Y. World Telegram" and Inkograph Co., for Inkograph pen, both through L. E. McGivern Inc., and by Piel Bros. through WM. E. Carter, and two sponsors together with County Perfumery. Through Atlerton & Carter, have also signed for "Sports Extra," quarter-hour sports series with Mr. Lee and Mr. Wilson covering highlights of the day's games, and Al Godwin serving as substitute. Sponsors of the third feature "Today's Baseball," quarter-hour play-by-play recapitulation of the afternoon game presented by Bert Lee 7:15 p.m. include Brooklyn Trust Co., through Breyer Service Corp.; Selden Adolph, through A. Rosenberg; Zippo Mfg. Co., for Zippo lighter, through Lee-Bookman, Consolidated Royal Chemical Corp., Chicago, for Koag's shave cream, through Russell M. Seeds Co., and Colombo Watch Co. Latter has signed on a year-round basis, in addition to six sport announcements weekly, and is considering a local or national spot radio campaign. Agency is Furman, Peiter & Co.

COMPLAINT has been issued by Federal Trade Commission charging Consolidated Royal Chemical Co., Chicago, with misrepresentation in radio advertising of "New Pe-Ru-Na" and "New Pe-Ru-Na Tanic," medicinal preparation which the company claims will prevent, shorten, and build resistance to colds. The complaint charges the preparation will do none of these things and declares the advertisements false in that they fail to reveal the preparation contains potassium iodide, potentially dangerous if used by persons having tuberculosis or a thyroid gland disease.

OWI PACKET, WEEK MAY 7

Check the list below to find the war message announcements you will broadcast during the week beginning May 7. OWI transcriptions include 30-second announcements suitable for sponsorship and three 20-second chains break on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
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<tr>
<th>WAR MESSAGE</th>
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<td>Hold Prices Down</td>
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See OWI Schedule of War Message 159 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Baseball Review

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Basic Blue Network

5000 WATTS
DAY AND NIGHT

* Weed & Co.
National Representatives

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JUST COMPLETED!

... arrangements for the first transatlantic broadcast of WSAI's popular high-school program, JUNIOR TOWN MEETING OF THE AIR. Two of the teen-aged participants next Sunday night will be British students, speaking from London! As British and American youth speak out on their hopes for Postwar Education, WSAI will mark another milestone in its path of public service. Here's still another proof of the fact that WSAI is geared to Cincinnati interests!

* Incidentally, Junior Town Meeting occupies one of the 61 department-store-sponsored periods on WSAI's program-schedule. Sponsor Shillito's has contributed its time for the April 22 broadcast to make way for the cooperation of the British Broadcasting Corporation.
Temperate P-D Editorial Concludes Campaign Against Middle Commercials

IN A TEMPERATE editorial entitled "In the Interest of Radio", the St. Louis Post-Dispatch on April 10 apparently concluded the editorial campaign launched Jan. 18 against middle commercials in news broadcasts and against objectionable advertisers of news broadcasts.

The editorial, delineating the stand of the Post-Dispatch in 14 points, was accompanied by a Fitzpatrick cartoon portraying a man seated at a microphone turning from a script entitled "News Against Plug-Uglies" to a script entitled "Higher Standards". Cartoon was entitled "Program to Insure Freedom of the Air".

Magnificent Job

Post-Dispatch stated editorially, "To begin with, we repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper. "Too much praise", the editorial continued, "could not be given to the networks for designing new techniques for world-wide news coverage."

The editorial stated that the Post-Dispatch is as jealous of freedom of the air as it is of freedom of the press, adding that to impair one is to jeopardize the other. It contended that radio, like the press, should be supported by advertising, preferring an abhorrence for government ownership and control of radio. It pointed to all alleged administrative and Congressional forces which would be interested in the control of broadcasting.

Referring to the operation of its own station, KSD, which eliminated middle news commercials a year ago, this editorial points out that the St. Louis Post-Dispatch outlet continues to broadcast NBC news programs which do not conform to the station's own standards.

"We could correct this by ending our connection with NBC and divert its service to some other outlet," it was stated. "Our position, however, is that not only would that be to our financial disadvantage—we admit this frankly—but we believe our listeners would lose more than they would gain by such divorce from the many excellent programs originated by a great network." Protesting that it had no desire to reform the radio industry, Post-Dispatch said it could see merit both from the point of view of the advertiser and the network in the elimination of "news cast plug-uglies". "Our position is a simple one. The plug-ugly, we hold, is neither good broadcasting nor good advertising. News is news and the public is entitled to hear it reported with dignity and good taste... If radio did so, it would fortify the great and fundamental principle of freedom of the air."

Stephen M. Birch

STEPHEN M. BIRCH, 50, advertising manager of the Texas Co., New York, since 1938, died Tuesday in New York's Post Graduate Hospital. Mr. Birch, who attended the universities of Illinois and Pennsylvania, became a clerk in the Chicago branch of Erwin, Wasey & Co., New York, in 1919 after serving as an officer in the first World War. He later joined Fairchild Publications Co., Chicago, and subsequently returned to the Wasey firm, handling the former Indian Refining Co. account. He is survived by his wife, Mrs. Doris Wetmore Birch.

Congress Pickup Plan

BROADCASTING of proceedings from the Senate and House floors and from committee meetings would be authorized under a joint resolution (SJ Res-55) reintroduced in Congress last Monday by Sen. Claude Pepper (D-Fla.). The resolution, which was referred to the Committee on Rules, would provide for necessary technical arrangements for the broadcasts and would make transcriptions of the proceedings available at cost.
FCC TIGHTENS UP ON LICENSE RENEWALS

Program Policies Of Six Stations To Be Probed

FCC TIGHTENS UP ON LICENSE RENEWALS

The new FCC renewal policy, which is the outgrowth of a campaign by Commissioner Clifford J. Dunn, who has sought virtually from the opening of his Commission tenure in 1941, to have stations de-emphasize commercial operation. The action, while unanimously, was regarded as a compromise.

While it has been indicated for some time that the Commission would tighten up on its renewal policy, the new procedure promptly was questioned as to whether or not the law. There is no requirement of the law, for example, it was pointed out, wherein stations must pledge themselves in advance to devote a fixed percentage of their time to commercial or sustaining programs, or to religion, education or other types of service. The broad standard specified in the law is "public interest, convenience and necessity".

Future Plans Asked

On behalf of the FCC, it was stated the Commission has reached no final determination that preponderantly commercial operation does not serve public interest or that commercial broadcasting cannot be of local interest or educational in character. It was pointed out that in some cases stations have represented themselves to be a part of 70% commercial to 30% sustaining in their applications for renewal, but that an examination of station records revealed the ratio might be 95% commercial as against only 5% sustaining.

Potentially more serious than the clearing up of discrepancy as to past service, is the Commission request that the stations under inquiry supply a statement showing the type and the percentage of time intended to be devoted to commercial programs vs. sustaining programs and the percentage of network to non-network and local programs. The station thus must get itself on record, which might give the FCC a means of controlling programs indirectly, according to some broadcaster.

In preparing to consider the 40 applications which came up last week, it is understood the FCC's legal staff worked days, nights and Sundays for more than a month. With approximately 950 renewals to handle in the standard broadcast field alone, the task of checking renewals against performances would entail a staff substantially larger than the Commission's present Broadcast Division of 17 lawyers.

Moreover, it was thought that the procedure followed is purely exploratory in character. It was nevertheless felt the policy was one that tended to put all stations "on the spot" and might permit the public to have a look behind the back door in attempting to control programs when the front door is closed to it legally.

Regarded as of significance was the fact that the Commission did not set the six renewal applications down for hearing but simply asked the respondents to supply it with more detailed information. That was seen as one important aspect of the compromise.

FCC'S NEW RENEWAL POLICY

IN CONSIDERING renewal applications pending before it last week, the FCC asked the Commission to render decisions on 18 of 40 stations on a regular basis. Sixteen stations were granted regular renewals but were sent letters of warning, meanwhile, which came up last week, and while six stations were given temporary licenses with final decision reserved until additional data is supplied. The identity of the stations was not divulged. Following are the letters sent by the FCC to the stations, seeking additional data:

Six stations were ordered to seek temporary license with the Commission reserving final decision on regular renewals pending a reply to a letter of the following type:

This is to require a further statement under Section 308 (b) of the Communications Act in connection with the consideration of the above-described application for renewal of license.

In the original application for construction permit, representations were made that the proposed new station would provide an outlet for local entertainment to broadcast news, sports information of local interest, local church services, reports to farmers, and other matters of local community interest. It is said that 95% of the program content would consist of entertainment, and 5% commercial. Examination of the actual program material which has come to the attention of the Commission indicates that the time employed for commercial purposes is not significantly less than that contained in the original application and has been approved by the Commission.

Information is requested as to the reasons for the change in program content, and any material representations made to the Commission and the present operation of the station.

You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs; and what percentage to live programs.

Any additional information which you consider material to the consideration of the pending application for renewal of license may also be submitted in connection with your response to this request.

The Commission would be interested in obtaining any information concerning future developments of programs designed to fulfill the public responsibilities set by Section 308 (b) of the Communications Act. The reply should be submitted within 60 days from the date of this letter, to the application, and should be submitted in triplicate, subscribed and verified to in the same manner as the application.

In the case of 16 stations, renewals were granted but a letter of the following type was sent:

In connection with the application for renewal of Station KEEW, which was granted on the condition that you are not devoting 95% of the time to commercial purposes. It appears that this program structure is in variance with the representations submitted with your application for commercial purposes of the time on which you stated you would carry 5% commercial programs and 95% sustaining.

The Commission recognizes that program content may necessarily be flexible, and that your statements as to proposed program structure do not constitute a rigid blue print for future operations. However, the Commission must necessarily rely upon the original representation as to the discharge of its function in determining whether the grant will meet with the statutory standards of public interest. Accordingly, the Commission would be interested in a statement explaining the service that you propose to render and the reasons for the change in program content in which such service meets the community requirements. It is also suggested that you include in this statement an explanation of the reasons for the failure to meet the original program structure.

You are requested to furnish a statement showing what type of program service you intend to render in future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs; and what percentage to live programs; and any other representations you might desire to make to assure the Commission that your station is discharging its public responsibilities under its license.

Eighteen stations were granted regular renewals with no further inquiry being granted.

REPLIES TO FCC

Factors to Include in Station Renewal Queries

IN THE LIGHT of the new FCC policy on more rigorous review of station renewal applications, broadcasters have expressed concern as to how to meet the questions being proposed to stations where there are discrepancies on percentage of time commitments for sustaining vs. commercial programs and on other program classifications.

From composite broadcast sources, it is suggested that the replies might set forth such factors as:

The need for maximum flexibility in scheduling of programs, dictated by experience; the necessity for cancellation of commercials when developments require, emphasizing that stations to the greatest degree provide for such cancellations; events of transcendental importance (such as conditional surrender of Germany) which have total disregard of commercial commitments, network as well as local; the constant effort of stations to operate in the public interest and keep pace with changing trends and requirements in programming, always with an eye to maximum public service and maintenance of an equitable balance between public service and other features, both commercial and sustaining.

Emerson Drug Spots

EMERSON DRUG Co., Baltimore, which started a spot radio campaign for Bromo-Seltzer last November when the account went to McCann-Erickson, New York, is devoting a limited number of markets and plans possible expansion later to nationwide spot promotion. Emerson recently dropped its NBC program, K. Peak, but is continuing on CBS with the weekly half-hour show, Vox Pop.

KEEW Seeks 910 kc

SPECIAL service authorization for assignment to regional channel 910 kc from local assignment on 1490 kc is sought by KEEW Brownsville, Tex., in an application filed with the FCC last week. Unlimited hours and power of 250 w is requested on 910 kc. A Blue-ABC affiliate, KEEW now operates with 250 w local sunset and 100 w night.

KFJB Transfer Asked


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Roosevelt First Radio President
(Continued from page 17)

inaugural was broadcast internationally by a record-breaking hook-up. March 12, 1933 marked the President’s first “ Fireside Chat”. It was on the bank holiday. The second came on May 7, the third on July 24 and the fourth on Oct. 22. Thereafter the President went directly to the people as frequently as the state of the Union appeared to warrant.

Transcribed Address

On June 16, 1936, the President reasserted his faith in radio in a letter to Broadcasting in which even then he took cognizance of the development of television and radio in the “shortwave field”. “There should be no monopoly in the moulding of public opinion, either

Government or private,” he asserted.

On May 9, 1939, President Roosevelt, in his first transcribed address under Government auspices, described radio as free as the press and stated that the New Deal looks upon radio as the means of overtaking “loudly proclaimed untruths or greatly exaggerated half-truths”.

On Sept. 24, 1940, President Roosevelt, by Executive Order, created the Defense Communications Board (later to become the Board of War Communications) to govern all radio policy in national defense and presumably in anticipation of war.

On Dec. 9, 1941, one day following the declaration of war, President Roosevelt called upon all newspapers and radio stations to carry out their grave wartime responsibilities. He said:

“To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this:

“You have a most grave responsibility to the nation now and for the duration of this war.

“If you feel that our Government is not disclosing enough of the truth, you have every right to say so.

“But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth”.

On July 9, 1943, President Roosevelt interceded in the House Select Committee inquiry of the FCC to prevent military services from testifying or supplying data involved with the national security.

On Oct. 4, 1944, President Roosevelt made a personal appeal to AFM President James C. Petrillo to comply with a War Labor Board “back to work” directive in the phonograph and transcription recording strike. When Petrillo refused to comply, the President ordered the Dept. of Justice to make a new legal study to explore possible action. None came, however.

On Oct. 16, 1944, President Roosevelt reaffirmed his belief that radio can be effective in a democracy only “if it is free of all arbitrary restrictions, whether Governmental or private”.

On Nov. 16, 1944, the President gave assurances to broadcasters with appointment of Paul A. Porter, former radio attorney and publicity director of the Democratic National Committee during the fourth term campaign, to the FCC chairmanship, succeeding Mr. Fly. Almost to the last, the President had radio in mind. He had scheduled another Fireside Chat over combined networks on the day following—Friday, April 13.

Parker to Buy Spots

A. I. PARKER, president, Parker Watch Co., New York, and Berne W. Wilkins radio director, Sterling Adv., New York, left last Friday for the West Coast to purchase for Parker’s spot radio campaign additional time in areas including Los Angeles, San Francisco, Seattle and Portland, to investigate possibility of sponsoring a network show from Hollywood.

WLW Buys Nielsen

WLW Cincinnati has contracted for Nielsen Radio Index Service with the A. C. Nielsen Co., Chicago, in the WLW primary coverage area. Details were not divulged but it was understood Nielsen would extend the area presently to include a wider field reached by the station. This is the first contract by the Nielsen Co. with an individual station. It now serves CBS, NBC, advertisers and agencies.

Wb Radio News

Consult your BMI DISC DATA for complete listings of BMI-licensed titles recorded by Brito and other noted vocalists and bandleaders.
FCC Asks Detailed Information On WINS Sale to Crosley Corp.

TO ELICIT detailed information as to the reasons for the proposed acquisition of WINS New York by Crosley Corp., from Hearst Radio Inc. for a price of $1,700,000, plus $400,000 in time, the FCC last Tuesday announced it had set for hearing the proposed voluntary assignment of license.

By unanimous vote, the Commission ordered the hearing, to be set at a future date. The notice of issues released last Thursday sets forth as primary reasons for the hearing these points:

1. To determine the value of the physical assets of WINS.
2. To determine the going-concern value or goodwill of WINS.
3. To obtain full information concerning the various elements that entered into a determination of the purchase price for WINS.
4. To determine whether any consideration is being paid for the frequency.
5. To determine what portion of the consideration is attributable to assignor's outstanding construction permits to operate with 50 kilowatts power.
6. To obtain full information concerning the purpose of assignor, as represented in its application, to accumulate additional capital for future expansion of FM and television.
7. To determine whether the sale of WINS, when viewed in the light of other applications pending or otherwise, and assignments of stations to and from the assignor or persons under common control with the assignor, constitutes trafficking in licenses.
8. To determine whether the purchase price proposed to be paid by assignee for WINS will adversely affect its ability to operate in the public interest.
9. To determine whether the contract entered into by the assignor and assignee whereby assignee makes available to assignor time over WINS over a ten-year period in the amount of $400,000 would be consistent with assignor's obligation under the Communications Act to operate its station in the public interest and within the terms of a legal grant by the Commission.
10. To determine whether the contract entered into by the assignor and assignee whereby assignee agrees that if it undertakes to sell WINS within ten years from the date of the contract to give assignor first opportunity to purchase the station at the best purchase price available elsewhere, is in the public interest.
11. To obtain full information concerning assignee's proposal to broadcast the same programs over WLW in Cincinnati and WINS in New York.
12. To obtain full information concerning the terms of program service which assignee proposes to render.
13. To obtain full information concerning other proposals made to assignee for the transfer of WINS.
14. To determine what effect a grant of the application would have upon competition in chain broadcasting and in other broadcast service.

Application for the purchase of the New York outlet was filed with the Commission formally last month. [Broadcasting, March 12] The transaction covered $1,700,000 cash, plus $400,000 in time, which Hearst would use over WINS under a 10-year "cooperative agreement".

In return, Hearst agreed to "actively furnish local news cooperation, goodwill and any services incidental thereto."

N. H. Coverage
BERT HODGES, general manager of WHEB Portsmouth, N. H., in evidence presented to FCC advocating changes in frequencies said that heavily populated Southeastern New Hampshire under the present allocations "receives no night-time service from any New Hampshire station." The April 9 issue of Broadcasting interpreted the WHEB testimony as saying this section of New Hampshire receives "no night-time service" omitting the qualifying reference "from any New Hampshire station."

TBA Program Group
RALPH B. AUSTRIAN, executive vice-president of RKO Television Corp., and chairman of the program committee of Television Broadcasters Assn., has appointed the following members to his committee: Dan Halpin, RCA; Martin B. Jones, Buchanan & Co.; Norman Livingston, WOR; R. Emerson Markham, GE; Samuel H. Cuff, Du Mont Television Station WABD; Earl I. Sponable, 20th Century-Fox Film Corp.; George Shupert, television producer; Will Baltin, TBA; John T. Williams, NBC; John Gilligan, Philco Radio & Television Corp., and Prof. Edward C. Cole, Yale U.

SELL
The Rich, Central Missouri Valley

OMAHA

Concentrated Coverage Low Rates Promotion Helps...

in a market equal to half the people, two-thirds the buying power of the entire state of Nebraska.

General Manager, PAUL R. FRY
National Representatives, SPOT SALES, Inc

BROADCASTING - Broadcast Advertising

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

April 16, 1945 • Page 61
Video V-E Plan

ALL NBC television engineering, production and film editing facilities will be called into play on V-E day when the network will present a specially-planned 24-hour telecast including views from Times Square, map talks by NBC's top news commentators and a newsreel of Hitler's rise and fall. Portable field equipment will be set up on the marquee of New York's Hotel Astor so WBNF, NBC television station, can show reactions of Times Square crowds. Besides a video recapitulation of the war, NBC will install news tickers and flash latest reports.

Promote Peace, Porter Urges

(Continued from page 20)

eign nations and the schools, churches and civic organizations of Worcester.

Edward Weeks, editor of the Atlantic Monthly and chairman of the Peabody Advisory Board, made the presentations, following the address of FCC Chairman Porter. John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, presided at the dinner. WNYC broadcast Chairman Porter's address. J. Harold Ryan, president NAB, pointing out that the radio indus-

Sure!-We Can Even Change School Hours

Ever hear of a station that could out-rate the Breakfast Club by two or three to one? Well, WDAY does it every morning—puts on such a good show from 8:30 to 9:00 A.M. that one rural school about 130 miles from Fargo actually delayed its opening-time to 9:30 so its students could listen to WDAY!

We'll gladly send you the facts for every period, as proven by a recent Conlan Study. But meanwhile, just remember that WDAY is the ONLY station that can give you all the Red River Valley—the best market between Minneapolis and Spokane!
Radio Handles Tragic News  
(Continued from page 18)

gave their impressions of Mr. Roosevelt disclosed that many of the town's residents first learned of his death when they went to the barbecue planned in his honor that afternoon. NBC offered the program to the other networks and it was carried by CBS and Blue as well as NBC.

Niles Trammell, NBC president, announced at 6 p.m. that all commercial programs had been cancelled indefinitely. On Friday NBC stated that this policy would continue through Sunday evening except for "those few programs which can be changed to conform to the present state of mourning of the country." Up to 6 p.m. Friday newscasts and the Hymns of All Churches were the only regular programs broadcast. In place of Sunday evening comedy shows a special 2-hour memorial program will be broadcast from Hollywood 7 to 9 p.m.

Mutual

Mutual revamped its Thursday night schedule, retaining only regularly scheduled news commentaries and a portion of Conti Products Treasure Hour, 9:30 p.m. when the President's favorite tune "Home on the Range" was played. Plan was to omit all commercials, retaining only sponsor identification, credit being given however in only one instance—Richfield Corp.'s Arthur Hale. Gabriel Heather, who regularly delivers his own commercials for Zonite, did not mention his sponsor.

Friday policy, as Broadcasting went to press, was to delete all commercials up until 5 p.m., but give sponsor identification where desired by the advertisers. On all locally sponsored shows, network abandoned commercial format, filing in time normally set aside for local ads. Network generally was to hold to its regular program schedule, adapting certain programs to the occasion, on Friday. Two major cancellations, with no credit, were Carter Products John J. Anthony and Coca-Cola's Songs of Morton Downey.

A little over a half-hour after MBS broadcast the news at 6 p.m. Charter Heslep, network's Washington representative, made his first radio broadcast, ad-libbing for a solid 25 minutes on the 6:30-7 p.m. spot. Outstanding broadcasts included Walter Compton interviewing five Senators and Attorney General Biddle; Warren Sturges, the president's former teacher at Groton, interviewed by Cedric Fowler from Boston 9:15 p.m., and John Hooley, from Okinawa on servicemen's reactions, 9:22 p.m. On Friday, President Truman's friends in Kansas City were heard at 11:15 a.m. and 1:30 p.m. Mme. Chiang Kai-shek spoke from her room in the Waldorf.

Mutual was attempting to keep a rational balance of good programming. Mr. Kobak said, and while a number of commercial programs for the week-end were cancelled, either because of their proximity to the broadcasts of the funeral ceremonies or because they would be completely out of tune with the general spirit, other programs such as the Helen Hayes show went on as usual. Mutual is
Represented Page nate at the sive truly the in industrial payroll easily North Carolina's Durham cigarette shortage.

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY DURHAM HERALD-SUN PAPERS
Represented by Howard H. Wilson Co.

MacLeish was unable to continue a broadcast Friday at 9 a.m. on CBS This Living World. Mr. MacLeish had revised the text of a prepared talk on "Peace and the Americas" to include a tribute to the President's international contributions, but after three minutes, his voice broke. Engineer in the State Dept. office, noticing the poet's bowed head and shaking body, realized he could not go on and switched to New York for a music fill-in. Mr. MacLeish's voice broke as he came to the words "... our great President who is now so tragically dead at the moment of greatest need." Plans were being made to have Mr. MacLeish deliver his talk in full the same afternoon.

Washington Coverage

Washington stations, main artery for network world news, carried the brunt of the nation's coverage of President Roosevelt's untimely death. Advantageously located where the news was first announced and where all important officials, both of this and foreign governments, could be contacted, they originated many of the special programs beamed throughout the country. No broadcasts were made of the hurried swearing in of Harry S. Truman as President and commentators were stopped by White House guards within a minute or two after the start of delivery of the news directly from the Presidential mansion. In common with practically every station in the United States, the Capital's outlets cancelled all commercials.

After carrying the flash which came over the news wires at about 5:55 p.m. WOL Commentator Walter Compton went on at 6:15 with a 15-minute general picture of President Roosevelt's career since his first inauguration in 1933. Mr. Compton was carried intermittently from then on, delivering most of the news for the station, the large part of whose program was fed through to the Mutual network. At 7:15, shortly after Mr. Truman took the Presidential oath, Mr. Compton started delivering a remote report directly from the White House but was stopped a minute later by a guard.

WOL aired speeches by Attorney General Francis Biddle, Senate Majority Leader Barkley (D-Ky.), Minority Leader Sen. White (R-Me.), Sen. Connally (D-Tex.) and Sen. O'Mahoney (D-Wyo.). Mr. Compton presented messages from labor, introducing William Green, president of the AFL, and James Carey, secretary-treasurer of the CIO. Fulton Lewis jr. devoted his regular commentary to the news of the death. Several attempts were made to establish contact with Georgia but no programs could be gotten through from there.

WTOP Coverage

WTOP, CBS key, carried the flash of the President's passing at 5:56. Vern Hansen was doing the Fact Finder program when the bulletin was handed him. At 6 the station switched to the network.

At 6:40 Bob Wood called from the White House with details of the President's last moments. Five minutes later Bill Henry was on the air with the story.

WTOP picked up James F. Byrnes from Spartanburg, S. C., at 8:21.

Gen. Marshall issued a statement Thursday evening which was carried on Bill Henry's 8:55 newscast. All commercials were cancelled until noon Friday, after which those on the air were modified.

WMAL, the Blue-ABC Washington outlet, broke the bulletin at 5:49:30, one minute and a half after it came over the news ticker. At 6:15 Earl Godwin and Baukhage did a broadcast, followed through the evening by commen-
BROADCASTING

Broadcast Advertising

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

YOuRS FOR A GREATER SHARE OF AUDIENCE

7 DAY AVERAGE

<table>
<thead>
<tr>
<th>Time</th>
<th>WWNC</th>
<th>Station 2</th>
<th>Station 3</th>
<th>All Others</th>
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<tbody>
<tr>
<td>6:30 p.m.</td>
<td>50%</td>
<td>11%</td>
<td>11%</td>
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<tr>
<td>7:00 p.m.</td>
<td>54%</td>
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<td>9%</td>
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<tr>
<td>8:00 p.m.</td>
<td>45%</td>
<td>18%</td>
<td>6%</td>
<td>31%</td>
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</table>

* From 8:00 a.m. Sunday

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

BROADCASTING • Broadcast Advertising

The Washington Post station, WINX, also a local outlet, broke the news at approximately 5:48:30 p.m. All commercials immediately were cancelled until after the burial of the late President on Sunday at Hyde Park. On Friday afternoon at 3 p.m. Publisher Meyer broadcast from the Dept. of Interior studio, with Secretary of the Interior Ickes as guest, along with the Post political reporter, Mr. Gilbert. Dorothy Fulchheim, WJW news analyst who interviewed President Truman a fortnight ago, repeated the interview on the Blue-ABC at 12:15 p.m. Friday. Earl Harper, WJW special events director, flew to Columbus to present Gov. Lausche on the Blue-ABC at 11:30 p.m. Thursday. WJW also fed a statement by Mayor Thomas A. Burke of Cleveland to the network.

Chicago stations reacted to the President’s death as elsewhere throughout the country. All regular programs and commercials were replaced by frequent news and appropriate music meantime. WGN and WENZ signed off an hour earlier in silent tribute. Mayor Edward Kelly aired eulogies on the four major stations. The city’s religious and civic leaders were heard.

WBBM Chicago had a special script written by Les Weinrot and Ken Robinson, two of Chicago’s top writers, dramatizing the President’s life as Assistant Secretary of the Navy and as an advocate of a strong fleet. Phil Wrigley, head of the chewing gum company whose air time was used for the program, personally edited the script, but of course, in line with the dropping of even sponsor credit lines, no mention was made of this. The Great Lake Navy choir was piped in for the program.

Canadian stations, in respect to the memory of “neighbor Roosevelt”, revised all programs and eliminated virtually all commercials. Many eulogies were broadcast by Canadian officials and commentators. Some stations, such as CFRB Toronto, rebroadcast famous Roosevelt speeches and fireside chats and carried American network programs which paid tribute to the late President.

NOTICE

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

WBNX reaches

• 2,450,000 Jewish speaking persons
• 1,523,000 Italian speaking persons
• 1,235,000 German speaking persons
• 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5,000 Watts Directional over New York

America’s Leading Foreign Language Station

Dan S. Ellis, Executive Director

Page 65
Shortwave Devotes Entire Time to News, Tributes, Commentaries on Roosevelt

INTERNATIONAL radio, including commercial network and government shortwave broadcasters, cancelled all regularly-scheduled programs Thursday when news of President Roosevelt’s death was received in New York.

Special news reports, commentaries, tributes by both foreign and U.S. officials were beamed to Europe and Latin America. NBC International division followed the same policy. NBC, broadcasting to Europe in six languages, broadcast from Washington on Friday, with foreign officials paying tribute to Mr. Roosevelt. They planned coverage of the funeral in broadcasts from Washington and Hyde Park.

Contrasting Enemy Reaction

NBC’s monitors reported contrasting reactions from enemy radio, with Radio Tokyo interrupting a prisoner-of-war broadcast to “introduce a few minutes of special music to honor the passing of this great man.” Radio Berlin announced the President’s death with the comment that “Roosevelt will long be remembered as the man who started World War II and the man who sold out to the Russians.” CBS listening post, which first heard the Berlin announcement at 6:57 p.m. EWT, said that the brief bulletin was repeated at regular intervals.

CBS international, also calling off all regular programs indefinitely, went on the air to Europe at noon Friday presenting tributes from foreign government representatives and on its regular Latin American programs had previously aired eulogies delivered by officials of Central and South American governments.

Office of War Information, shortwave news overseas in 24 languages round-the-clock, devoted all Thursday night to news, appropriate music and biographical sketches of Mr. Roosevelt and Mr. Truman. Office of the Coordinator of Inter-American Affairs, in Spanish and Portuguese to Latin America, planned a special broadcast for 10 p.m. Friday EWT, with Nelson Rockefeller and Latin American diplomats speaking. CIAA scheduled two broadcasts of the funeral, 4 p.m. Saturday and 10 a.m. Sunday from Washington and Hyde Park. Pan American Day, Saturday, was to be devoted to shortwave programs concerning Mr. Roosevelt. Armed Forces Radio Service from New York and San Francisco kept up news and commentary to U.S. troops all over the world and Friday afternoon presented televised tributes to Mr. Roosevelt from foreign diplomats in the U.S.

BBC continued its regular news broadcast schedule, shortwaveing Alistair Cooke, New York, and Anthony Wigan from Washington. CBC, which used almost all NBC programs Thursday night and Friday morning, originated several tribute broadcasts within Canada and planned to transmit special programs to the U.S. through NBC.

Clearances Granted

ASCAP, BMI and SESAC have given copyright clearance on all music used by the Treasury Dept. War Finance Division on the transcribed series being prepared for the Seventh War Loan. All stations, under the grant, may broadcast the discs without restriction of any kind. Approximately 800 stations to date have ordered the different series: Treasury Salutes, Music for Millions and I Know the Enemy. All are available for local sponsorship.
NLRB Seeks Court Order Against Nets

Asks Decree to Force Unit Acceptance of NABET

FOLLOWING its decision and order in the NABET-network-Petrillo dispute, the National Labor Relations Board last week petitioned the U.S. Second Circuit Court of Appeals (New York) for a decree to compel NBC and Blue-ABC nets to bargain with NABET on platter-turners regardless of threats of reprisal by the AFM.

Thus, within three months since NABET decided on taking its case to NLRB by filing an unfair labor practice charge against the nets, rather than calling a strike to force recognition of its jurisdiction over turntables [BROADCASTING, Jan. 8 et seq.], the Board completed its proceedings in the dispute and exhausted all remedies short of court action. Few cases, it was noted in legal circles, have been given such expeditious handling by the Board.

Board Serves Notice

In filing its petition, the Board also served notice to the various parties of its action. It is expected that a cross petition will probably be filed soon by the AFM opposing the issuance of a decree and that Joseph A. Padway, counsel to James C. Pettrillo, will participate in oral arguments when the case is heard.

Under usual court procedure, NLRB will be given 30 days to file its brief but it was indicated the Board will not wait out the time allowed in the interest of speedy determination of the dispute. After the Board has filed its brief the Court usually grants 20 days to the other parties for filing before setting a date for oral arguments.

Should a decree be issued in support of the Board's order in the dispute, the Board will have the responsibility of obtaining compliance with that decree. In the event the respondents fail to carry out the terms of the decree, the Board may petition the Court to hold respondents in contempt and the Court may order remedial action and impose sanctions.

The Board's petition, filed as of April 10 by Malcolm F. Halliday, associate general counsel, pointed out that (1) respondents (NBC and Blue) are Delaware corporations doing business in the state of New York and therefore come within the jurisdiction of the Second Circuit Court (2) the Board had ordered the respondents to cease and desist from refusing to bargain with NABET and to take affirmative actions to recognize the union as the appropriate unit for platter turning and (3) the Board, pursuant to Section 10(e) of the National Labor Relations Act, certifies and files with the Court the entire record of the proceedings in the dispute.

"Wherefore", the petition concludes, "the Board prays this Honorable Court that it cause notice of the filing of this petition and transcript to be served upon respondents and that this Court take jurisdiction of the proceeding and of the questions determined therein and make and enter upon the pleadings, testimony and evidence . . . a decree enforcing in whole said order of the Board, and requiring respondents, and their respective officers, agents, successors, and assigns, to comply therewith."

Mesters Answer

MURRAY and Meyer Mester, owners of the Balbo Oil Co., Brooklyn, will file exceptions early this week to the FCC's proposed denial of their application for acquisition of a majority interest in WOY New York from Arde Bulova and Maj. Harry D. Henshel [BROADCASTING, April 2] for $300,000, according to their attorney, Bernard Noskin. Commission will then set a date for oral argument, following which conclusive findings will be issued.

WNYC, New York's municipal station, last Thursday received a special citation from the Sons of the American Revolution for "patriotic service rendered New York City home front activities". Presentation ceremonies were broadcast.

Goodyear Campaign

GOODYEAR TIRE & RUBBER Co., Akron, is conducting a spot radio campaign in 65 cities, promoting Neolite soles and rubber heels. Spots average five weekly per station. Goodyear plans to add more stations as soon as time is available. Agency is Compton Advertising, Inc., New York.

Sales Grow

When you use

K PRO

Blue Network Station for the rich

"Valley of Paradise"

- Population over 600,000
- Income 54% above average

2

Nationally famous Commentators

Now available for Sponsorship

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The Blue Network
Studies in Riverside
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April 16, 1945 • Page 67
BMB Field Tests To Answer Critics
Discussed by Executive Committee at New York

BMB will inaugurate in the near future a series of experimental field tests designed to answer questions and criticism of the BMB method that were brought up during the NAB district meetings. Plans for these field studies, which will cover such problems as those of the foreign language station, the non-network station in a major market, geographical peculiarities and others presented by broadcasters at the district meetings, were discussed last Tuesday and Wednesday by the Executive Committee of BMB, which met in New York with Hugh Feltis, president of the organization.

Expressing gratification at the record achieved by BMB to date, with approximately 500 stations pledged to support the research project, the committee discussed several possible locations for a New York headquarters, the problem of securing a research director to direct the field studies and the other technical operations of BMB, the appointment of a nine-man technical committee representing the ANA, AAAA and NAB, and other operating problems of the organization.

Financial Needs

Committee, comprising Frederic Gamble, president, AAAA; Paul West, president, ANA; J. Harold Ryan, president, NAB; Roger Clipp, general manager, WFIL Philadelphia, and chairman of the NAB Research Committee, suggested that the finance committee meet in the near future to study the financial requirements of the various operations of BMB. It was also decided that the BMB board should be called for the first week in May.

Group sent a case of champagne to John E. Fettzer, WZKO Kalamazoo, NAB director from District 8, for conducting the district meeting at which the highest percentage of broadcasters—97%—signed up with BMB. Half-cases were sent to Paul Morency, WTIC Hartford, director from District 1, whose meeting in Boston was the first to produce pledges from more than 90%, and to Hugh A. L. Half, WQAF San Antonio, director from District 13, first district to achieve 100%.

Breakdown by networks of BMB subscribers as of April 5, end of the district meetings, shows that of the 190 affiliates of Blue-ABC 114 or 60% have signed up; 93 of the 146 CBS affiliates, or 62%; 157 of Mutual's 265 stations, or 60%; 86 of NBC's 142 stations, or 61%. Of the 178 non-affiliated stations, 68 or 38% have signed. Total of 480 stations subscribing to BMB (28 were affiliated with two networks) represents 66% of the 874 commercial stations now operating in the country. Subscribers represent 64% of NAB member stations and 36% of the nonmember stations.

The five McClatchy stations and

HALF-MILE from the nearest dry land, this is the KWKH Shreveport transmitter April 6 after the Soda Lake Canal levee, two and one-half miles northwest, broke. Chief Engineer W. E. Anthony and his operator kept the station on the air by piling sandbags six feet high at all entrances. Even then the water was within two feet of toppling them. Pumps capable of moving 30,000 gallons per hour helped keep water out of transformers, water circulating equipment and other vital spots.

Station's three 481-foot towers can be seen in the background.

Kiwanis to Honor Radio for Service

KIWANIS International will award Certificates of Citation to broadcasting stations for "contribution to the war and service to the community" during the week of May 13 to 19.

Celebrating the 25th anniversary of broadcasting in America the service organization, with 2,200 clubs and 144,000 members will include both the United States and Canada in its awards, President Ben Dean, Grand Rapids advertising man, has announced.

The NAB will participate with Kiwanis in the observance. J. Harold Ryan, Toledo, O., president of the NAB, will address the radio week meeting of the Kiwanis Club of Omaha at noon Friday, May 18. Certificates will be awarded to the four major networks by the Kiwanians of New York City. The Club is inviting widely known radio executives to attend its meeting Thursday, May 17, at the Sherman Hotel. William S. Hedges, vice-president of NBC, will address the Harrisburg Kiwanis club during the week.

A radio week advisory committee includes Carl J. Burkland, WTOP Washington; Carleton D. Smith, WRC Washington; Roy F. Thompson, WFBG Altoona; Arthur R. Kirkham, KOIN Portland; Victor C. Diehm, WAZL Hazleton, Pa.; Peabody T. Mason, WMRN Marion, O.; Raymond A. Gaul, WRAW Reading and Alvin B. Sheehan, WCCO Minneapolis.

Lt. R. H. Postlethwait

Lt. R. H. POSTLETHWAIT, 51, known in radio for the past ten years as Dick Post, was killed in action in Germany on March 11, 1945, while serving with the 310th Infantry, 78th Division of the First Army. His first radio affiliation was with WMBD Peoria, as an announcer. He joined WCCC Minneapolis soon after and served two years before joining the announcing staff of WBBM Chicago. At the time of his induction in November 1943 he was radio director of the Russell M. Seeds Co.

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Canadian, British, Australian, U.S. Nets Ready for Coast Meet

NBC, Blue and Mutual Begin Broadcasts of Pre-Conference Coverage Programs

WITH commentators and newsmen assigned to cover the United Nations Conference scheduled to start arriving in San Francisco the beginning of this week, stations last week were hurriedly completing plans and deciding upon personnel.

Arrangements have been completed to put radio booths in the boxes in the Opera House, next door to the Veterans' Building, giving the networks practically front row for the curtain raiser which is to be at 2 p.m. (PWT) with President Truman probably speaking either from the White House or San Francisco, declaring the Conference officially open. It has been announced that the Conference will go on as planned but the White House had not declared definitely Friday whether President Truman would deliver the opening address.

The four major U. S. networks, and the Canadian, British and Australian Broadcasting companies have almost completed their plans for technical coverage of the conferences. Each will have individual newsmen, news desks and telephone switchboard. The U. S. companies will each have two studios within their offices and the others will share one large studio between them. Ten other studios provided in the blueprint plans of the setup in the Veterans' Auditorium in San Francisco have not yet been allotted but may be used by smaller networks of independent stations.

Pre-Conference Coverage

Among network pre-conference coverage, NBC started the first program Saturday of its series, Our Foreign Policy, with Sens. Tom Connally (D-Tex.) and Warren R. Austin (R-Vt.) discussing "Chapultepec and San Francisco". Sterling Fisher, director of the NBC University of the Air, announced that the series will continue after the security conference ends with the State Dept., Congress and a public group conducting broadcasts on an alternating basis. The network also added Sam Hayes and John Wald, West Coast commentators, to the large group already assigned to the meetings which begins April 25.

The Blue network is running a World Peace Forum series of four weekly programs, presented over by Sumner Welles, former Under Secretary of State. Sen. Joseph Ball (R-Minn.), Dr. Quincy Wright, professor of international law at the U. of Chicago and Dr. Percy Corbet, professor of government and jurisprudence at Yale U., were to be heard on this Monday's session. Johnny Johnstone, Blue-ABC news chief, and George Milne, director of engineering operations, left New York Friday for San Francisco to set up coverage plans.


Upton Close, expert on Asia and the Pacific area, and Bessie Beaty, women's commentator, will join Mutual's commentary staff at the Conference. The latter will transcribe a two-week series of 15-minute talks to be presented as part of her regular Monday through Friday broadcasts.

Roberto Unanue, assistant director of Latin American relations of CBS, and René Fabretat, Spanish-language commentator, will cover the Conference for CBS Latin American network, Cadena de las Americas. Their broadcasts, to be heard nightly 8-9:30, will be transmitted from San Francisco to New York, picked up and re-broadcast south.

A traffic office has been set up by Press Wireless in San Francisco in addition to space in the conference headquarters. Arrangements have been made for speeding stories by foreign correspondents.

Other plans by stations are:

WKBZ Muskegon, Mich.—Kenneth Tuilen of the copy and continuity staff and the vice-commander of the United Nations Legion will serve as a delegate to the advisory committee at the Conference.

WXOK Clarksdale, Miss.—Clayton Innes Sr., owner and operator of the station, will cover as a representative of the Mid-South Network and for his newspaper, the Columbus Commercial Dispatch.

KGER Long Beach, Cal.—Plans direct line hookup and dispatches to be handled by C. Merwin Dobyns, owner and general manager.

KSTP St. Paul, Minn.—Plans direct daily broadcasts by Dr. Haldor B. Hjalmarson, Quigley, professor of political science at the U. of Minnesota, associate editor of Far Eastern Quarterly and former associate editor of the Far East in Current History magazine, Dr. Quigley studied in Japan on a Guggenheim fellowship and was a delegate at the Shanghai conference of the American Council of the Institute of Pacific Relations.

WMC Bakersfield Cal.—No direct broadcasts or transcripts planned but Art Mason, news editor, will forward news from the Conference for use on regular sponsored news.

KOL Seattle, Wash.—To supplement regular network coverage a direct pick-up from San Francisco will be made Monday, Wednesday and Friday to all Mutual stations in Washington. Jerry Morris, program director, will interview respondents over the air and cover the Conference and supply local color from Washington's viewpoint. Broadcasts are being sponsored by the Joint Council of Teamsters No. 28 of a public service offering to the state.

V-E Day Planning

NBC Stations Planning Advisory Committee will meet April 17-18 in New York, for a discussion of V-E Day plans and postwar problems. Committee members are expected to attend are: G. Richard Shafter, WIS Columbus; Elmer McCullough, WGAL Lancaster; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSBM New Orleans; Stanley Hubbell and KFLA St. Paul; Edgar T. Bell, WKY Oklahoma City; Richard O. Lewis, KTAR Phoenix; Arden X. Pangborn, KGW Portland, Ore.

Mueller Assigned

MERRILL MUELLER, NBC correspondent who has been covering the Eastern front, has gone to Manila to replace George Thomas Folster at MacArthur's headquarters. Mr. Folster, veteran of three years in the Pacific, has been sent to San Francisco for a rest, and is expected to be in New York soon. Mr. Mueller was first heard from Manila on Thursday's "World News Roundup".
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**APRIL 7 TO APRIL 13 INCLUSIVE**

**Decisions...**

**Tentative Calendar...**

**APRIL 17**

Further Hearing

**APRIL 19**

FCC Hearing

**APRIL 20**

WMC Memphis—License renewal.

**APRIL 22**

WGBH Boston—License renewal.

**APRIL 27**

WFLW Indianapolis—License renewal.

**APRIL 28**

Federal Emergency Management Agency — Releases emergency radio station WBEZ into service.

**APRIL 29**

The New York Times — Refuses to take action on applications for license renewal of WJPN and WJPN-FM, New York City.

**APRIL 30**

The New York Times — Refuses to take action on applications for license renewal of WLIR, New York City.

**WPEN FILING PLEA TO DROP CHARGES**

FOLLOWING announcement April 7 by U. S. District Judge William H. Kirkpatrick that he would favorably entertain a motion to dismiss injunction proceedings against WPEN Philadelphia by eight religious groups, the station last week continued to formally file such a motion.

The groups, which had earlier tried action through the FCC [Broadcasting, April 9] filed a bill in equity claiming WPEN's refusal to cease and desist is in violation of their contracts and that the station is a common carrier and cannot refuse to sell time or give away free time as long as there is a buyer. The temporary relief requested was refused by Judge Fitzpatrick. Denial of other requests by the church organizations for a restraining order and permanent injunction, keeping them off the station awaited the formality of a decision on the motion to dismiss.

The Fundamentalist group, which had been using more than 20% of WPEN's time and keeping them off the station, was the first of all religious groups in the nation to request an injunction against a radio station.

The eight plaintiffs, some of whom use radio nationally, are the Young Peoples Church of the Air Inc., Highway Mission Tabernacle, E. Schuyler English (The Fulfilling Hour), Rev. Theodore Eisenberg, 3rd, Millennial Playhouse Studios, Rome, N. Y., WFMJ, Toledo, Ohio, and N. J., Word of Life Fellowship, WORC, New York City, and Rev. Earl McIntire (Bible Presbyterian Church), Collingswood, N. J.

**Sending in the News**

**By Executive Secretary**

Spring is the time for rejuvenation. New flowers and fruits are coming forth and the world is looking up with expectation of a new life. This is also the time for the most needed activity in the field of radio. New stations can be licensed and old stations can be given new life. The FCC is now licensing new stations in all parts of the country.

**In the People's Cause**

**PORTLAND, OREGON**


**WAGG**

**Wexford, Pa.**

**Representative:** The Walker Company

**WAIN**

**Winston-Salem, North Carolina**

**WINN**

**Louisville, Ky.**

**KOIN**

**In the People's Cause**

**PORTLAND, OREGON**


**WAGG**

**Wexford, Pa.**

**Representative:** The Walker Company

**WINN**

**Louisville, Ky.**

**KOIN**

**In the People's Cause**

**PORTLAND, OREGON**

Secret Radio Devices Shown For First Time by the Army

By MARY ZURHORST

TENT FLAPS that have covered restricted radar, radio detonators, radio field artillery spotters and other secret Signal Corps apparatus were literally flung backward last week when the Army Service Forces staged a display of equipment never before seen by either the Army or the manufacturers.

Originally designed to acquaint the general staff and theatre commanders with recent developments of the Signal Corps, Ordnance, Transportation Corps and all ASF branches, the gates of Ft. Meyer were opened to the press by last minute orders of Gen. Brehon Somervell, ASF Commander.

How They Operate

Such hitherto secret sets as the radar - controlled anti - aircraft searchlight were revealed as explained. The AN/TP/L-1 as the Army terms it, synchronizes the beam of a field searchlight with direction-finding equipment. Seated at a tent-covered control board, approximately eight feet long, three Signal Corps men have in front of them four circular scopes - like lenses - showing the location and range of approaching aircraft. Of the two larger scopes, one indicates the location of the craft by means of a variable line across the radius of the scope. The other gives the range as it is indicated by “pips" or interference across a line dissecting the scope.

Two “pips" converging on the smaller scopes give the antenna range finding information. As the antenna is raised, controlled by handwheels on the control board governing both the azimuth and elevation of the antenna. As the light goes on, and the aircraft is automatically intersected by the beam. The antenna is a highly mobile concave unit, mounted atop the control board.

Also displayed was a light-weight early warning radar set. The controls are in a small, portable case with two scopes operating much the same way as those of the radar searchlight set. The direction-finding antenna is also concave and of wire construction. The two scopes give position of a plane in relation to the set. The set can locate a medium bomber within a 100-mile range.

A radio set maintenance box was shown with all the impact form all tools needed for servicing and replacing radio parts. The individual parts of sets are wrapped in thermoplastic, a moisture proof covering used especially in the tropics.

A display that astonished the press was the radio detonator system which sets off land mines by means of selected radio frequencies. A soldier lays a mine, assigns to it a special frequency. By means of a telephone dial attached to the radio set, the operator can dial the three digit number of the mine and set it off, with 21,000 code denominations and pulses that may be used. The set operates over a range of 8 miles on land, 20 on water.

Principles of the radio relay are already being experimented with by telephone companies for future communications use. The facilities are used by the Army for supplementary or temporary wire circuits. Using five frames of equipment, two gas-driven power generators, and a 50-foot tower, resembling in appearance radar antenna though not related in operation, a signal can be sent 35 to 50 miles at sea level over VHF circuits.

The signal may be relayed to numerous other towers, its range limited only by terrain. Signals have been sent up to 1,800 miles. Towers must be in line of sight with one another, as the signal will not bend. Eight voice frequencies or eight facsimile pictures can be transmitted simultaneously. Using a carrier wave on a separate frequency, the equipment can operate two teleprinter circuits on one channel, and 96 simultaneously.

As the beam has a width of only 3½ degrees, its security is equal to wire circuits. Its lack of bulk is shown in the fact that for 21 freight cars needed to transport comparable wire equipment, the radio apparatus requires but 1½ cars.

The radio field artillery spotter is a 40-lb. set that can be carried either on a man's back or by pack animal in difficult terrain. With a range of five miles overland, the set - the SCR-619 - includes both the transmitter and receiver, and is used by front line men and scouts in spotting enemy field artillery. The information is relayed back to the base of operations by wire. Likewise and small chest attachment which includes a lever to press when transmitting, release when receiving. Earphones are also attached. As the set is completely submersible, it is designed especially for amphibious operations.

As part of the heavier equipment, the Signal Corps displayed a radar anti-aircraft apparatus which automatically computes the gun range even with no one at the controls. A massive piece of field equipment, the set can be turned in all directions. This long, ear-like radar antenna moving with the rest. An operator’s seat projects on either side. Gun range can be determined accurately from the readings of the radar scope.

The Signal Corps equipment, along with that of the other ASF groups was shown to senior Congressmen, radio commentators and certain members of the press for a limited three days.

Philips Terminates Licenses for RCA

All licenses for the manufacture of radio communications equipment issued by RCA under United States patents of N. V. Philip’s Incandescent Lamp Works Co. of Eindhoven, Holland, will be terminated on July 1 by the Hartford National Bank & Trust Co., trustee, announced last week.

Stating that “practically all major radio communications equipment today is incorporated products covered by Philips patents," the announcement pointed out that for the last 20 years American industry has used these patents through license agreements with RCA, General Electric Co. and Westinghouse Electric & Mfg. Co.

“Licensing under these patents were also included in the license granted by RCA to the Government for war purposes,” the announcement said, adding that the trustee is taking steps to “make the patent rights available to the Government and industry under appropriate terms after the present licenses expire." RCA, GE and Westinghouse will continue to hold nonexclusive licenses.

As asked how licenses will be issued after that date, a spokesman for the trustee told Broadcasting that the method has not been fully determined as yet and is now under discussion between the trustee and the Government. He explained that the change in licensing arrangements is in line with the change in the set-up of the three American companies, who acted in combination 20 years ago but who no longer do so.

In 1925, he said, RCA represented all three companies abroad, which is no longer true since the reorganization of the company under a Federal consent decree some ten years ago. Stressing the fact that the decided in no way prejudiced the continuation of the licensing agreements, he said that the change in relationships of the three American companies, who acted in combination two years ago to terminate the present agreement, which otherwise would have been extended automatically.

Philips Incandescent Lamp Works Co. was organized in 1931 and before the war it was one of the world’s leading manufacturers of radio, lighting, X-ray and other electrical and electronic products, employing more than 60,000 persons.

When Eindhoven, which the Germans captured in 1940, was liberated last year the scientific staff laboratories were found "virtually intact," the announcement said.

Groves Campaign

GROVES Chili Tonic, St. Louis, will start a radio campaign on June 19 to run for 13 weeks. Stations and markets to be used have not been revealed.

April 16, 1945 • Page 71
Help Wanted

Operator-anouncer. First class radio telephone license. Must be capable of news and commercial announcing. For reel position N. Y. State license required. 25,000. Good postwar future. Box 902, BROADCASTING.

First class engineer wanted for 250-watt station. Must be good all-around technician and ready for permanent job for right man. State full particulars in first letter. Box 399, BROADCASTING.

First class engineer wanted for permanent position in northeast Texas. Send qualifications and rate requirements to Box 466, BROADCASTING.

Wanted—Operator, first class license. Immediately, Prefer permanent position. Box 472, BROADCASTING.

Wanted—Announcer, able to write or type, Box 473, BROADCASTING.

Wanted—Engineer to operate all classes of amateur radio equipment. Must have at least 30 hours license. Box 499, BROADCASTING.

Wanted—Operational-an operator and an engineer with first class license and ability to work in such a good community as Miami, Florida, is also interested. Box 523, BROADCASTING.

Wanted—Engineer, first class license with ability to take a permanent position for a well qualified man. Work on an establishment that plans to be good town to live in. Box 546, BROADCASTING.

Wanted—Operator and an announcer with the ambition to work in a good city, Box 549, BROADCASTING.

Wanted—Announcer, able to write and apparently acceptable. Box 573, BROADCASTING.

Wanted—Operator—Engineer. Interested in operating an electrical radio. If you can deliver, write. Box 582, BROADCASTING.

Wanted—Operator. Experienced in the department and M.C. ad lib show. Not a duration job but one that offers quick advancement to experienced operators. Box 592, BROADCASTING.

Wanted—Control operator. Experienced or inexperienced. Write for full details. Permanent position. Box 527, BROADCASTING.

Recent college graduate. Excellent opportunity business side radio. Box 529, BROADCASTING.

WANTED: 5000-watt midnight Blue Network station in metropolitan city. Must be experienced. If you've seen your news specialist who can rewrite, do some contact work of news sources and send morning newscasts, and occasional special events show. Attach current rates and send complete details in first letter to Box 531, BROADCASTING.

Wanted—Good all-round staff man. Experience in sports and news preferred. Permanent position available for one of Florida's oldest regional broadcasting stations. Adequate experience, proof of good standing in all respects, and income status and income requirements in first letter.

Wanted—Good man, holder of first class phone license as chief engineer for 250-watt midnight station. Experience and opportunity for a neat worker. No theory experience. Please send all details in first letter. Box 539, BROADCASTING.

WGCX Gulfport, Mississippi. Blue Network affiliate. Permanent position open for announcer.

Help Wanted

Chief engineer wanted on KOWP, Kenesaw, Nebr. Permanent position with salary. The management has the reputation of being secure in its business. Write complete particulars, immediate reply. Box 533, BROADCASTING.

WANTED—Continuity writer for first rate M.C. ad lib business. Write complete particulars, including salary requirements, in first letter. Box 499, BROADCASTING.

WANTED—Transmitter engineer with radio experience. Must have ability to write address replies to Chief Engineer, WBIX, Miami, K. Y.

WANTED—Chief engineer, present chief voluntarily leaves post with attendant equipment and entire station. Must be interested in engineering an entire station of the right type. Box 502, BROADCASTING.

WANTED—Dependable announcer for 250-watt outlet in the inland northwest. In handling morning shift, involving regular contact with the Chief Engineer, and some advancement dependent on annoucers. Box 509, BROADCASTING. Address details in first letter, WBBH, Knoxville, Tenn.

Chief engineer for 1000-watt station. Our Chief engineer, who has done an excellent job is leaving to fill a better position. We offer good pay, pleasant hours and are interested in a family man. Our competitive salary allows him to make full purchases of the best equipment. Box 535, BROADCASTING.

Announcer. Experienced. Prefer Kansas City or St. Louis area. Reply in confidence. Box 539, BROADCASTING.

WANTED—Announcer, able to give news bulletins and write copy. Box 542, BROADCASTING.

Chief engineer wanted for KOWP, Kenesaw, Nebr. Program engineer and technical supervisor. 25,000. Good position in a permanent and progressive station. Must have M.C. license and be interested in handling all types of sports work. If you are interested, please send complete particulars and your qualifications. Box 546, BROADCASTING.

WANTED—Additional 1st class engineer needed at once. Call collect W5AM, Saginaw, Michigan.

Situations Wanted

top newsmen wants connection after May 15, pioneer northern midwest or northwest. Draft proof. Best references. Box 547, BROADCASTING.

Sports announcer—contemplating re- turn to civilian life is a Marine Corp officer can state excellent reputation in the sports world. 10 years’ experience. References and full particulars of present work holding all types of sports work. If you are interested, write complete particulars and your qualifications. Box 549, BROADCASTING.

WANTED—First class operator or agency man capable of handling full-time services of a person in this capacity. Please write Box 555, BROADCASTING.

Have you read the New Yorker profile on Radio? If not write me. Tell me your story, have me on your staff when it breaks. Box 571, BROADCASTING.

REACHING HURRICANE, Montana, union contract. Four-room house $1.00, of copy. Box 511, BROADCASTING.

Chief engineer and technical supervisor for network station. (Chief engineer and technical supervisor for network station. Shorthand typist wanted. Box 511, BROADCASTING.

Chief engineer and technical supervisor for network station. Have major network affiliation, present chief voluntarily leaves post with attendant equipment and entire station. Must be interested in an engineering an entire station of the right type. Box 511, BROADCASTING.

Chief engineer and technical supervisor for network station. Have major network affiliation, present chief voluntarily leaves post with attendant equipment and entire station. Must be interested in an engineering an entire station of the right type. Box 511, BROADCASTING.

Chief engineer and technical supervisor for network station. Have major network affiliation, present chief voluntarily leaves post with attendant equipment and entire station. Must be interested in an engineering an entire station of the right type. Box 511, BROADCASTING.

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Chief engineer and technical supervisor for network station. Have major network affiliation, present chief voluntarily leaves post with attendant equipment and entire station. Must be interested in an engineering an entire station of the right type. Box 511, BROADCASTING.
APPLICATION FILED FOR KFPY TRANSFER

APPLICATION for transfer of control of KFPY Spokane, Wash., to E. B. Craney, Montana and Oregon broadcaster; Queen City Broadcasting Co., licensee of KIRO Seattle, and John L. Wheeler, Los Angeles attorney and son of the Montana Senator, has been formally filed with the FCC. Transaction involves sale for $548,496.67 of 99.8% interest in the CBS outlet [CLOSED CIRCUIT, April 9, Mar. 19, Feb. 19].

Frances R. Symons would sell her 166-1/2% shares to Mr. Craney while the trustees, including Mrs. Symons, of the estate of the late Thomas W. Symons, transfer a like interest to Mr. Wheeler, and Arthur L. Bright, former vice-president and general manager of KFPY, sells his 166-2/3 shares to Queen City Broadcasting.

Mrs. Symons wishes to retire from active management of the station and the trustees desire to reinvest in other types of holdings, according to application.

WEVD Wins Tax Suit

BECAUSE WEVD New York City is operated by the Debs Memorial Fund Inc., a non-profit organization, it is entitled to exemption from federal excess profit taxes, according to a decision handed down by the United States Circuit Court of Appeals last week. Judge Harrie B. Chase dissented from the opinion of Judges Thomas W. Swan and Jerome N. Frank which reversed a previous ruling by the United States Tax Court. The tax authorities had held that because a substantial part of the WEVD time was devoted to commercial broadcasts for which fees were charged it was not entitled to exemption. The Appellate Court found that partial commercialization of

Application Given FCC For Transfer of WBYN

FORMAL application was filed with the FCC last week for transfer of control of WBYN Brooklyn to the Evening News Pub. Co., publisher of the Newark Evening News, through sale of 71.25 shares (71.25%) common and 429 shares (50.64%) preferred outstanding stock for a consideration of $204,546.76 by the estate of the late Aaron Kronenberg, Rae Kronenberg, Salvatore D'Angelo, Peter Testan and Millie Testan [BROADCASTING, Feb. 12].

All parties would sell their entire stock holdings, divided as follows: Estate of the late rabbit, administered by his wife, Rae Kronenberg, 1 sh common (1%); Rae Kronenberg, 24 sh common, 236 sh preferred (50%); Salvatore D'Angelo, 25 sh common, 158 sh preferred (19%); Peter Testan, 14 sh common, 35 sh preferred (4%); Millie Testan, 7 sh common. Bulk of remaining interest is held by Samuel J. and Ruth Gellard, 25 sh common, 178 sh preferred (22%).

WBYN operates on 1430 kc with 1,000 w to local sunset and 500 w night and is licensed to WBYN-Brooklyn Inc.

Gulfspay Spots

GULF OIL CORP., Pittsburgh, May 21 starts its seasonal spot campaign for Gulfspay Insecticide on a list of 59 stations, using a quarter-hour record music program built by Mildred Fenton Productions, New York, and featuring Jack Smith, tenor, and orchestra. Program will run twice weekly for 16 weeks. Agency is Young & Rubicam, New York.

should not deprive the station of the tax benefit since the commercial broadcasting raised funds to support its educational and cultural programs.

RULES & REGULATIONS

More 89 Kilowatt Hours

PER DOLLAR WITH

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High Power Tube Specialists Exclusively

BUY

WAR BONDS

Electronic World, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756

Professional Directory

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CONSULTING RADIO ENGINEERS
National Press Bldg., D1. 1205 Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS MONTCLAIR, N. J.
MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer Munsey Bldg. District 8456 Washington, D. C.

RING & CLARK
Consulting Radio Engineers WASHINGTON, D. C.
Munsey Bldg. * Republic 2347

RAYMOND M. WILMOTT
CONSULTING RADIO ENGINEER PAUL A. de MARS ASSOCIATE
1469 Church St., N.W., Washington 5, D. C. Director 1254

Frank H. McIntosh Consulting Radio Engineers 710 14th St. N.W. ME. 4477 Washington, D. C.

WORTHINGTON C. LENT Consulting Engineers INTERNATIONAL BLDG. WASH., D. C.
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NAB BOARD SILENT
KEEPING its own counsel, the NAB presidential nominating committee met in New York last Wednesday and Thursday to canvass prospects for the NAB presidency, which office becomes vacant July 1 when J. Harold Ryan returns to the Fort Industry Co. The committee will meet again at the call of Chairman G. Richard Shafto, WIS Columbia, S. C., prior to the next meeting of the NAB board in Omaha in mid-May. No inkling was given as to the names considered—calling not more than three or four. Committee members at the session, in addition to Chairman Shafto and Mr. Ryan, were James D. Shouse, WLC Cincinnati; Don S. Elias, WWNC Asheville; Paul W. Morency, WTIC Hartford, and John J. Gillin Jr., WOW Omaha.

FLOOD CUTS POWER
ITS ANTENNAS temporarily out of commission because of rising flood waters, KWXH, Shreveport, 50,000-watt, with virtually blanket authority from the FCC, last week was authorized to operate with 26,000 w day and 1,000 w night until such time as its full 50-kw output can be restored. At the FCC it was stated that the Commission would go “all the way” in the effort of the station to save life and property under emergency conditions.

RADIO AIDS SALVAGE
A THREE-WEEK spot campaign by 49 stations in northern New Jersey and upstate New York increased tin can salvage, the Salvage Division, New York Regional War Production Board, has advised Harry C. Levin, OWI regional radio director. WPB praised broadcasters for “materially increasing tin can receipts during March over what they had been in recent months.”

Mckee TO Y&R
RICHARD L. Mckee, assistant-president and member of the board, Albers Milling Co., has been appointed merchandising supervisor for Pacific Coast clients of Young & Rubicam. Other appointments under Howard E. Williams, new manager of San Francisco office: Donald F. Sternoff, art director; Richard H. Neely, copy director; Lois Corey, media buyer, all transferred from New York.

REDS ON WCKY
WCKY Cincinnati, for the first time in its history, will broadcast baseball this season, carrying all Saturday games of the Cincinnati Reds at home and away, taking feed from WCPO which has an exclusive on Reds games. Dick Bray, WCKY sportscaster, formerly of WKRC and WSA, will air his “Fans of the Stand” on both WCPO and WCKY, the L. B. Wilson station having loaned Dick to WCPO for the series.

UNITED PRESS TRIBUTE
AS A TRIBUTE to President Roosevelt’s memory United Press Radio late Friday transmitted to all radio clients as a special service with a 30-minute dramatic script, portraying Mr. Roosevelt’s 12 years in office.

SENATE PATENT PROBE
REVIVING Senatorial interest in foreign held radio stations, a resolution was introduced Thursday to authorize the Senate Interstate Commerce Committee to make a full investigation of the relationship of foreign interests to radio and other communication in the United States with particular reference to patents owned or controlled by foreign interests and to agreements made by such parties.

The resolution, introduced jointly by Sen. Wheeler (D-Mont.), chairman of the committee, and Sen. Capehart (R-Ind.), first term senator who has had experience in radio manufacturing as head of the radio receiver and phonograph company bearing his name, is coincident with the termination of Phillips Inco
descent Lamp Work Co., licenses issued by RCA under U. S. patents.

people
ROY MADISON of the copy department, Ralph H. Jones Co., Cincinnati, has been named publicity director by Charles M. Robertson Jr., president. Madison left the publicity department of WLW Cincinnati in 1942 to join the Marine Corps, was discharged six months ago and became affiliated with the Jones agency.

SANGSTON HETTLER, former account executive of CBS Radio Sales, Chicago, on April 13 joined H. W. Kaster & Sons Adv Co., Chicago, as media director.

DR. ERNEST DICHTER, formerly of CBS research department, where he analyzed day-time serials and television broadcasts from audience viewpoint, has been transferred to program department as consulting psycholo
gist on programs.

SEN. W. RUPERT DAVIS, owner of CKWS Kingston, Ont., and the Kingston Whip-Stan
dard, last week was re-elected chairman of the British Empire Press Union. Other broad
casters named to Press Union Canadian sec
tion executive committee included: Victor Sifton, CKRC Winnipeg; H. P. Robinson and T. F. Drummie, CHSJ St. John; Eugene Larmarche, CKAC Montreal; W. H. Dennis, CHNS Halifax.

COL. THOMAS H. A. LEWIS, head of the Armed Forces Radio Service, will speak on “Victory Through Air Power” Thursday at the Radio Executives Club of New York, describing the Activities of AFRS in supplying 14 hours of special programs and 36 hours of de-commercialized network shows each week to 380 Armies and Navy transmitters throughout the world.

NILES TRAMMELL, NBC president, eulogized President Roosevelt in a special network broadcast, 8-9:30 p.m. Friday.

H. PHILIP MINIS, until recently with the OWI as head of entertainment programs for ASSIE, has been appointed to the newly-created post of script editor of Mutual.

Closed Circuit
(Continued from page 4)
IT WOULDN’T BE TOO SURPRISING if the FCC eliminated the present provision in application renewals requiring stations to specify fixed percentages of time to be devoted to commercial and sustaining features and to various types of entertainment. The new formula may realign itself into a request for a general statement as to program policy.

WHAT’S GOING TO HAPPEN to WOR Albany is the question whenever two broadcast
ers collide. There is going to be litigation which may keep the station in suspense for many months. Net result may well be that FCC won’t budge on its revocation order but that it will not be disposed to deprive Albany of the facility or a CBS outlet. Present own
ers may be washed out of picture but not through sale at existing prices. Wouldn’t a trusteeship be a neat legal way out?

CANADIAN broadcasters have noted a trend towards shorter newscasts, and have applied to the Board of Governors of the Canadian Broadcasting Corp. to permit them to air five
minute sponsored newscasts. Shortest newscasts with sponsored spot announcements beore and after the new spot permitted in Canada are 10 minutes duration. As a result of presentations made by Canadian Assn. of Broadcasters at the CBC board meet
ing April 7-9, at Ottawa, it is expected that five-minute sponsored newscasts will become a reality in Canada, very soon.

JOHN J. SIRICA, former general counsel of the House Select Committee to Investigate the FCC and now a communications attorney, has been retained by the Missionary Society of St. Paul the Apostle (Paulist Fathers) to file application with the FCC for a 10-kw standard broadcast station on 1150 kc, New York, fa
cilities now used by WNEW. Paulist Fathers originally were licensed of WLWL New York, which used the comparable facility 2/7 time, sharing with the now defunct WPG Atlantic City. Both WPG and WLWL were bought by Arbe Bolova for upwards of a half-million dollars and com
dined into what now is WNEW.

SEARLE IS VICE-PRESIDENT
ELECTION OF DON SEARLE, general man
ger of Blue-ABC western division with head
cquarters in Los Angeles, as a network vice
president was announced last Friday. A 20-year veteran in radio, Mr. Searle joined the Blue two years ago as manager of KGO San Fran
cisco. He became general manager of the western division last August. Former head of the Central States Broadcasting Co. in Omaha and Lincoln, Mr. Searle now owns part in
terest in XANS Wichita and KMMJ Grand Island, Neb.

HE CARRIES ON
THE VOICE of the late President Roose
velt will be heard on behalf of the Seventh War Loan during local rallies. Some 160 pressings of the Treasury War Finance Division closed circuit broadcast to field representatives over Mutual April 7. The message from the President, are being distributed by WFD.
ADVERTISING MUST PACE PROGRESS

The PENALTY OF LEADERSHIP

Advertising must pace progress. In the highroad of America's industrial progress, many of the significant milestones have been advertisements and advertising ideas that greatly accelerated the growth of individual companies, and of entire industries.

Post-war, the need for increasing consumption will be greater than ever before. Advertising must again pace progress by raising the world's highest standard of living to an even higher pinnacle—for expanded productive capacity and abundant man power will require an increase in consumption of at least 40% of pre-war levels.

In the Distribution Decade after V-Day, your clients will look to you for accomplishments surpassing everything advertising has ever done.

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

...And Advertising Must Make Other Industries Great In The Distribution Decade!

After 29 years, the leadership which Cadillac assumed in this famous advertisement is still generally acknowledged. More significantly, "The Penalty of Leadership", by Theodore F. McManus, by its mature force and dignity helped establish the fact that automobile manufacturing had progressed from the work shops of a few mechanical wizards to the eminence of a great industry.
WKY Covers 27% MORE Than Oklahoma's Second Station!

More food is bought and sold each year in the area served by WKY with primary coverage than in the primary service area of any other Oklahoma station. Oklahoma spent $188,102,000 in food stores in 1943 (Sales Management estimate) of which $107,922,000, or 57.4%, was spent in the area covered by WKY.

With 53.5% of the state’s population, the WKY market does 59.4% of the state’s retail buying, buys 60.8% of the drugs, 58.3% of the general merchandise and possesses 58% of Oklahoma’s effective buying income.

The statewide study of Oklahoma listening conducted by Dr. F. L. Whan of the University of Wichita established the primary listening areas of all Oklahoma stations, including WKY. This investigation proved, furthermore, that WKY was not only heard regularly by the largest audience in the state, but was also the station to which this audience listened to most by far.

Food advertisers, or advertisers with any type of product, therefore, can and do reach more actual listeners in Oklahoma and more actual buyers through WKY than through any other station. No other station, or combination of stations, can deliver sales messages into so many homes in Oklahoma so economically.