There is more than one reason why WOR broadcasts 15% more audience-building news day in and day out than the next highest-ranking news programmed major station in New York.

This edge in news reflects the knowing enterprise that guides all WOR programming. That enterprise is not based on WOR's own wish-fulfillment, but on the continuous, penetrating appraisal of listeners' likes and dislikes by such impartial analysts as Crossley, Inc.

Recently, WOR commissioned Crossley to ask 1,248 men and women, in all income groups, "Why did you turn your radio on?" Dominant and first reason was "to hear news". This outranked the second desire, dance music, by 15.7%.

Long before — and since — the dark days of 1941, WOR's scientific scrutiny of its program structure has consistently shown that more news is good news, as far as WOR's listeners are concerned. And because news is so intimate and important today, WOR spots it smartly to add vitality to all its programming and thus ups the impact that every broadcast minute makes on hundreds of thousands of listeners in one of the greatest listening areas on the Eastern Seaboard.

...first with what the public wants first
OLD FRIENDS in Midwest America

WLS PROGRAMS HAVE BEEN WELCOME VISITORS FOR A LONG WHILE

LIVING so long in the radio hearts of Midwest America, the WLS National Barn Dance and its huge listening audience are really like "old friends." This program, four and a half hours of entertainment every Saturday night, is as regular as dinner-time, as familiar as Dad's favorite carpet slippers.

Many WLS National Barn Dance fans can recall the first program, April 19, 1924, broadcast twenty-one years ago by then 500-watt WLS from its Hotel Sherman studios.

They recall the move to Prairie Farmer building studios in 1928; the "forced" change to the old Eighth Street Theater, March 19, 1932, because tickets to the studio broadcasts were all gone for seven months ahead; the crowds that jammed that theater, paying to see a broadcast twice every Saturday night, 7:30 and 10 p.m.

Over 1,359,000 Visitors

They have read about the WLS National Barn Dance down through the years in their local newspapers both in and out of Chicago; and in special stories in such national periodicals as Time, Tide, Life, Radio Stars Magazine, Coronet, Christian Science Monitor, and Movie-Radio Guide.

They saw or heard the major celebration in December of '41 when the one millionth visitor to the Barn Dance came to the Eighth Street Theater (total attendance for the thirteen years it has been on the stage is now more than 1,359,000). These listeners treasure memories of opening nights at Illinois, Indiana, and Wisconsin State Fairs, when the WLS National Barn Dance played to capacity throngs.

They recall famous names that were once part and parcel of "their" barn dance: Uncle Ezra, Tony Wons, Bradley Kincaid, Ford and Glenn, Irene Wicker, Alec Templeton, Gene Autry.

Scrap drives, salvage and war bond campaigns, personal appearances at county fairs, theaters, community gatherings! A full length Paramount picture based on the WLS National Barn Dance and using many of its stars!

And all this over a period of 21 years!

This is why WLS programs are "old friends" to their listeners: why WLS programs have the confidence of their huge, responsive audience. This is why they can sell quality products and sound ideas so effectively. For WLS programs, like our personalities, come into Midwest American homes as Old Friends.

890 Kilocycles
50,000 Watts
Blue Network

REPRESENTED BY
John Blair & Company

For miles in every direction from Philadelphia's downtown area are the city's homes — more individual homes than in any other city in America. These homes in the country's third largest market consume a variety of articles peculiar to home loving families. A knowledge of the life and habits of these families has made The Evening Bulletin the largest evening newspaper in America. Under the new ownership and management of The Bulletin this same knowledge is being applied to the development of an ever increasing circle of listeners for Station WPEN.

In Philadelphia—It's WPEN
IF BASHING 31-year-old Bill O'Neill is called to the colors (he is now 1-A), there is a good chance that WJW Cleveland will be sold. Both Scripps-Howard (Cleveland Press) and Marshall Field (Chicago Sun, New York P.M., WJJD Chicago and WSAI Cincinnati) are understood to be nosing around on a deal. Young Bill, son of the General Tire-Yankee Network chief, is his own employer and hasn't sought deferment although he has two children. He has no disposition to sell unless drafted.

DIFFICULTIES encountered in shifting bona fide bids for WBT Charlotte have caused another delay in disposition of the station by CBS. A half-dozen bids now are being considered and it's likely that final action will come following CBS regular board meeting this week. One top bidder, a syndicate which included A. D. (Jess) Willard, general manager, was forced to drop out and Willard is expected to remain as manager under deal finally made, subject to FCC approval. Present southern operator may get the nod, with the figure in the neighborhood of $1,500,000.

SWAP of call letters proposed to CBS by Blue, which is promoting its new identity as American Broadcasting Co., apparently isn't working out. Blue proposed that it acquire the call "WABC", now used by CBS key in New York, and that it in return would deliver "WCBS", now used by station in Springfield, Ill. on the Blue. CBS doesn't see it that way.

CESSATION of hostilities in Europe, through proclamation of V-E Day, will not impair operations of the American Forces Network. There is an ambitious postwar program of "occupation troop entertainment" under Lt. Col. John S. Hayes.

PRESIDENT TRUMAN soon will consider his first appointment to the FCC, but chances are he will leave things status quo. Term of Gov. Norman S. Case expires June 30. His reappointment for another seven years as a Republican member appears certain. Chairman Paul A. Porter is understood to be for him.

NATIONAL LABOR Relations Board is all set to file its brief this week with the Second Circuit Court of Appeals in the NABET-network Pettrillo platter-turner dispute. Board has filed a petition for a court decree to enforce its order to NBC and Blue-ABC to recognize NABET as bargaining agent for platter turners regardless of reprisal threats by James C. Pettrillo.

21 CANCELLATIONS

MAJOR NETWORKS cancelled 21 commercial shows Thursday night to air speeches from San Francisco United Nations Conference on International Organization. Cancellation were: NBC 7; CBS and Blue-ABC, each 5; MBS 4.

BROADCASTING... at deadline

Closed Circuit

Upcoming

May 1: Hearing labor dispute between WAYS Charlotte, N. C., and IBEW before NLRB Washington, 10:30 a.m.
May 2 (tentative): Meeting Radio and Radar Advisory Committee with WPB on military cutbacks, reconversion.
May 8-10: NAB Sales Managers Executive Committee, Gunter Hotel, San Antonio.
May 9: Deadline for briefs and appearances, proposed FCC regulations on financial reports, contracts, ownership and station personnel. (Oral argument May 21.)
May 16-17: NAB Board of Directors, WOB board room, Omaha.
May 17: Primary ballots in NAB directors-at-large election must be in.
May 23: Oral argument before FCC, WOV New York, transfer of control. (FCC has issued proposed findings denying transfer to Mester brothers.)
Sept. 5: Clear channel hearings before FCC (postponed from May 9).

Bulletins

PICTURES of the San Francisco United Nations Conference on International Organization, flown to New York, were telecast Friday on WNET, NBC video station. Films from several sources were compiled for the presentation by Paul Alley, NBC television newsmen editor.


BASEBALL FOR FIGHTERS

ARMED FORCES Radio Service, beginning May 1, will broadcast to servicemen in all theaters coverage of virtually all baseball games played in New York area. Where commercials are deleted, Sgt. Joe Hasel will fill in, handle recapitulation. Special transcribed summaries by Mel Allen will be shipped to all theaters.

WCNC WOULD MOVE

WCNC Elizabeth City, N. C., 250-w local Mutual on 1400 kc, filed application with FCC last week for construction permit to move both transmitter and studios to Norfolk, Va.

Business Briefly

G-F TAKES BURNS-ALLEN ● General Foods Corp., New York, sponsor of Burns & Allen on NBC eight years ago, resumes sponsorship of team under five-year contract effective Sept 5 on NBC Thursdays 8:30-9 p.m. (EWT) with repeat to West Coast, 8:30-9 p.m. (PWT). Frank Morgan, now in that spot for Maxwell House Coffee, cancels May 31. Several sponsors have already cancelled Burns & Allen, Benton & Bowles, New York. Burns & Allen—Lever Bros. show on CBS cancels June 25.


GENERAL MILLS ON BLUE ● General Mills, Minneapolis, understood to be buying 10:30-10:45 a.m. (CWT) Affiliate effective July 3. Agency not yet designated but probably either Knox-Reeves or Dancer-Fitzgerald-Sample.

RAYTHEON BUYS BELMONT ● Raytheon Mfg. Co. has acquired all stock of Belmont Radio Corp. Move authorized at meeting of Raytheon stockholders April 15, announced last Friday.


WHITE SOX SHOW SPONSORS ● Three sponsors participating in Dugout Interview, quarter-hour preceding Chicago White Sox broadcasts WJJD Chicago for 24-week season. They are Sunralk Inc. Chicago (lamps), agency, Sagemark league, Chicago; Cook County Dist., Chicago, agency J. R. Kupsick Adv., New York; Czerwicz Lumber Co., Chicago, direct.


HOME PRODUCTS ON MBS ● American Home Products, New York, has ordered full MBS network Mon.-Fri., 9:15-9:30 p.m. starting in June at conclusion of United Nations Conference. Product will probably be Anacin, and integrates MBS Real Stories From Real Life, heard regularly 9:15 p.m. Anacin Co. is cancelling Friday on Broadways, CBS Fri., 7:30-8 p.m., but time may be retained. Agency, Dancer-Fitzgerald-Sample, New York.

This may get us torn limb from limb by enraged bobby-sockers. But facts are facts and this impartial, authoritative, CPA-certified study shows that it's Bing over The Voice, 16 to 1. Bing's popularity, year after year throughout America, is not due to ballyhoo or the pipe-dreams of publicity. He gives his audiences what they like: Talent, artistry, and honest performance.

Of course, Bing Crosby's great show is heard over the Syracuse Area's leading station, WSYR. So are the shows of six other stars voted in the first ten by this study which brought responses from one in every twenty-eight radio homes in the area.

Seven out of the top 10 singers on WSYR. Man, that's leadership!

And naturally WSYR, as a station, leads too. The study shows that at night, for example, WSYR leads the second station better than 2 to 1. The bar charts at the right tell the full story of station leadership in this rich, Central New York market.

*Copies on request.

Representatives: Paul H. Raymer Company

WSYR SYRACUSE 570 KC 5000 W
Associated with WTRY, WELI, WKNE

Conclusion: TOTAL AVERAGE DAY-PLUS-NIGHT LISTENERS!
Mr. Gordon Gray,
Radio Station KOIL,
Omaha, Nebraska

Dear Mr. Gray:

The nine announcements I had made over KOIL, and which have just ended brought the results we were after.

It was farmers and people in surrounding towns that we tried to reach mostly.

We traced enough business directly to the ad to pay for the announcements before they were finished.

Thank you,

S. H. ROSKE.
It's A Fact!* 
WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station— including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

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

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Crime doesn't pay—but a superlative crime story can! For evidence, consider these recent ratings on the Coast*—Adventures of Bill Lance, 13.1; The Whistler, 13.1 (both being Columbia Pacific Network created programs); Crime Doctor, 14.7... Hoopers for these typical CBS mystery shows are a positive clue. Radio listeners like hard-boiled heroes, dark evil-doers, rampant and unrewarded crime.

Some cagey advertiser who listens to CPN's A Man Named Jordan will soon recognize that it contains these habit-forming ingredients... plus pace... plus international intrigue of a Eurasian flavor, all set against a backdrop of current history.

Rocky Jordan is tough—tougher than the crooks he softens up in this bare-knuckle story. A right guy with a mean left, he also softens the hearts of incurable mystery fans.

*Pacific Hooper ratings, January-February.
the Idea Network

JORDAN

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28 • Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Feature of the Week

52 MORE WEEKS ON WWDC!

The William E. Miller Furniture Company has been serving Washington for nearly a half century. They have two stores ... both out of the downtown shopping section.

Prior to signing with WWDC, Miller's had a brief try at radio.

Since June, 1943, using WWDC exclusively, they have taken full advantage of the job radio can do.

Miller's puts on a live talent, 15-minute show Monday through Friday.

All together they have used 490 quarter-hour programs and have just signed for 52 more weeks.

It's another WWDC exclusive!

WWDC

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

Represented nationally by WEID & COMPANY

Page 10 • April 30, 1945

Looking like something out of Buck Rogers but with proved superiority over standard types of construction are KSL Salt Lake City's new polyacoustic studios designed by acoustic consultant Franklin Y. Gates. Cylindrical curves are used, he says, because of what they do, not how they look. They are shaped to give a predetermined effect.

As each type of sound, whether instrumental or vocal, has an ideal acoustic environment best suited to bring out its full tonal possibilities, polyacoustic studies are designed to fully complement various sound-producing agencies to be used in them. One studio is for musical productions another for narration and another for news-casting. The use of revolving cylinders and utility baffles allows even greater specialization. No new wall construction was necessary at KSL and cost of the acoustical treatment was about $60 per square foot. Four studios were treated.

KSL's chief engineer, C. Richard Evans, who supervised construction, says "They take the gloves off the harpist's hands, let the violin out of the gummy sack, and give producer and performer unheard of freedom." Ivor Sharp, KSL vice-president, says "we are really finding that these studios are working out beyond our expectations."

Sellers of Sales

What began as a potential career in painting gave way to the more exciting field of commercial radio, and now Ed Strauchen, senior partner of Strauchen & McKim, Cincinnati, buys time as a vocation.

Born Dec. 9, 1909, in Rochester, N. Y., early in life Edmund R. M. Strauchen displayed rare talent with crayon and brush. He attended grade and high schools there, winning a two-year scholarship at the Rochester Athenaeum Institute where he studied commercial art and advertising.

Then came a three-year scholarship at the Cincinnati Art Academy. Ed went for the finer things — landscape and portrait painting, now his hobby. He was one of 15 invited the next two years at Tiffany Foundation, Long Island, N. Y. academy, returning to Cincinnati in 1933 to open the Strauchen Adv. Agency.

Radio was a promising field and Ed took on some air accounts. His firm grew and in 1940 Gordon F. McKim Jr., a Cincinnati advertising man, joined him as junior partner. The firm became Strauchen & McKim.

Among national accounts, all of which use radio, placed by Ed are the George Wiedemann Brewing Co., Newport, Ky.; Queen City Bottling Co., Cincinnati; Polan Industries, Huntington, W. Va. His regional accounts include St. Nicholas Coffee and the Sinton Hotel, Cincinnati.

One to see future possibilities of FM, Ed placed some business for Wiedemann on WMIT Winston-Salem and WENA Detroit, FM outlets.

Ed belongs to the Cincinnati Club, Cincinnati Racquet Club and Camargo Hunt Club. In 1937 he married Nancy Cramer of Cincinnati. They have three children and live on Kuyler Mill Rd., Indian Hill Village, Cincinnati.
LET US Consider TOGETHER

We believe:

People make radio broadcasting; not laws. What management wants a station to be, that it can be in purpose and service.

Because we firmly believe this we believe in the future of American radio under the American system of free enterprise.

We believe in editorial policy which simply means the acceptance of normal responsibility in the conduct of our Community’s local affairs. In our case, during the past year, our Station and Management have actively and intensively taken the lead in promoting safety work in Tulsa and vicinity.

Eighteen less of fatal accidents have occurred during that year than in the year preceding.

W. B. WAY, General Manager
TO KEEP making money in radio, you've got to aim at a double target: not only selling to clients, but for them as well.

ASSOCIATED gives you the ammunition to do both jobs better!

1. **With** ASSOCIATED you can sell more advertisers ...because you've got more to offer than competitive local stations. **No other library** gives (1) so many big, glamorous, production units; (2) such an array of today's radio headliners; (3) such a wide choice of radio-grooved, "non juke box" musical entertainment!

2. And ASSOCIATED helps your clients sell more goods...because it brims over with the solid showmanship that gets and holds big audiences against costly network competition!

There's plenty of reason why ASSOCIATED has been winning so many successful new subscribers so fast. Write today for the ASSOCIATED LIBRARY booklet, and see for yourself!

**Associated Program Service**

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

**MOST Hours of the Best RADIO Music ...**

Represented by Loren Watson, 400 Madison Ave., N. Y. C.
A Judge Views Radio

To the Editor of the Post-Dispatch:

I have just read in Broadcasting a reprint of your editorial of April 10, "In the Interest of Radio." Let me add my voice to that of others who have commended you for the position which you have taken.

There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption — deliberately or unconsciously, whichever it may be — is in nauseating contrast to the subject under discussion by the commentator.

It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper — a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance.

JUSTIN MILLER,
United States Court of Appeals,
Washington.

This Expression of a Personal Opinion by the Honorable Justin Miller, Associate Justice of the United States Court of Appeals, Is Presented Herewith for the Attention of All Who May Be Interested in News Broadcasting and the Refinement of Radio.

KSD
ST. LOUIS • 550 KC
Owned and Operated by the ST. LOUIS POST-DISPATCH
National Advertising Representatives FREE & PETERS, INC.
"No, Thistlewaite, NO!—we wanted better market figures!"

- It was a nice idea, Thistlewaite, but for market figures, it's best to come to F&P! Not only do we have the latest and best statistics—we also have an intimate knowledge of the many other factors that often "make or break" a station's productivity in any given territory.

Today more than ever we're proud to offer you the same painstaking cooperation we've always offered you since May, 1932—a special kind of cooperation which a lot of agencies say they get from no other outfit than—you guessed it—Free & Peters!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
NAB Expected to Select Interim President

Broadcaster to Be Named Successor
To Ryan

By SOL TAISHOFF

HARD-PRESSED to find a qualified man for the presidency of the NAB because of limited wartime availabilities, the association's presidential selection committee in all probability will recommend another "interim appointment" of a temporary nature which will serve from July 1 until total victory.

Involved in War Effort

While no formal recommendations yet have been drafted by the ad hoc committee, it is currently expected last week that unless the unexpected happens the committee will conclude that a practical broadcaster must be drafted. It appeared equally certain that J. Harold Ryan, incumbent president, will return to his executive post with the Fort Industry Co. July 1, in keeping with the firm commitment made by the NAB Board of Directors at the time he was drafted in early 1944.

G. Richard Shafto, general manager of WIS Columbia, S. C. and chairman of the committee, told Broadcasting last Thursday that it has become "increasingly evident" that many men who comprehend the public service impact of radio are now engaged in the war effort and propose to serve until final victory. Such men, he added, by virtue of their personal sacrifice and devotion to their sense of public responsibility, "cannot readily be dissuaded to leave their activities at this time".

One More Meeting

The NAB committee will hold one additional meeting before reporting to the board at its session in Omaha May 16-17. At that time it is expected the committee will draft its final report and recommendations and emphasize, among other things, the very narrow segment of available men, either in public life or private industry, for the NAB assignment. Thus, it is logically deduced the committee will recommend the interim appointment, pointing out that after victory a much wider group of qualified men now in Government or war service will be available.

The commitment made to Mr. Ryan, who assumed office on April 15, 1944 to succeed Neville Miller, was that he would not be asked to remain beyond July 1, 1945 unless there were most extenuating circumstances. Mr. Ryan has repeatedly stated that he must return to Toledo, where he will resume direction of the operations of the seven Fort Industry Co. stations.

Long List Scanned

It is presumed the committee, following its next meeting, will be prepared to recommend a broadcaster who would propose to serve as interim president until the formal conclusion of the war. More than likely the committee will recommend an outstanding broadcaster, well acquainted with radio affairs and presumably with legislative and Washington front problems. Such an individual, of course, would have to obtain an indefinite leave from his regular duties to enable him to spend full time in Washington and to handle the multifarious operations incident to the NAB presidency.

While it is yet too early to speculate upon possible selections for the interim presidency, it would not be surprising to see the individual plucked from the presidential committee membership itself. In addition to Mr. Shafto, who has asserted he would not be available because of commitments to his principals, the committee includes Mr. Ryan, Don S. Elias, WWNC Asheville; James D. Shouse, WLW Cincinnati; Paul W. Morency, WTIC Hartford, and John J. Gillin Jr., WOW Omaha. Of this group, Mr. Morency alone has had practical trade association experience—he was field director of the NAB nearly 20 years ago.

Committee Active

The NAB board initially set up a three-man committee—Messrs. Shaftey, Ryan and Shouse—to select the new president. Last February the committee was enlarged to six. The enlarged committee has held a number of meetings and has sifted a list of many names. At sessions held in New York in March, an original list of 17 names was reduced to eight. Then at a mid-April session in New York, the eight individuals were considered—several of whom personally were interviewed. At this writing it is doubted whether there are more than one or two men who might be available, and the committee, as a consequence, has all but concluded that the only plausible approach is for another interim appointment until the war is over.

While the committee was given the mandate to proceed with its selection of an NAB president, it is disposed, in view of developments, to make its recommendations to the full board. The board did not specify compensation to be paid for a permanent head. Mr. Miller, who was the first paid executive of the NAB, having served from 1936 until he resigned to join UNRRA last year, drew an annual compensation at that time of $5,000 plus $5,000 in allowances. Mr. Ryan has been drawing $25,000—a figure he set himself.

Neville Miller Back

By coincidence, but having no relationship whatever to the NAB deliberations, Mr. Miller returned to his home in Washington last week, after nearly a year in Cairo as deputy chief of the Balkan Mission of UNRRA. He traveled extensively in the Balkans and prior to his return to this country he traveled extensively in Palestine and the Holy Land.

Sponsors Prepare for Summer Season

Some Agencies Delaying Decisions on Show Replacements

By HELEN HOUSE

SUMMER replacements on the networks will lean toward dramatic programs and name bands or artists in the popular or semi-classical music field. There will be a dearth of laugh-provoking programs relying on star comedians, with many of the strong comedy shows going off, their leading talent set to entertain servicemen or subject to military service themselves.

Seek Humor

Eddie Cantor, Ed Gardner and Jack Benny are planning armed forces tours, their sponsors granting long-term absences of 16 to 17 weeks. Stars from musical and entertainment shows who will play for servicemen include Bing Crosby, Kraft Cheese Co. replaces Mr. Crosby in Kraft Music Hall, NBC Thurs. 9-9:30 p.m. with show starring comedian Edward Everett Horton, starting July 5, 13 weeks, agency, J. Walter Thompson. The experts on Information Please and the Andrews Sisters are also considering tours.

To keep up the balance of humor, agencies and production firms are offering audience participation programs, which need not rely so much on name comedians.

Extent to which the summer layoff eats into the list of favorites can be seen by the most recent C. E. Hooper Inc. list of "First Fifteen" programs [Broadcasting, April 23]. Of 16 programs (there is one tie), indications are that 12 are going off or dropping lead talent this summer. That includes Seaside Inc.'s Village Store show, NBC, which loses Joan Davis permanently after June 28 but continues with Jack Haley and same format. To fill summer periods, half a dozen or more former shows are being revived, including Summer Silver Theater, with Conrad Nagel as m.c. CBS Sun. 6-6:30 p.m., replacing Ozzie and Harriet, off June 10, back Aug. 12. Young & Rubicam; J. C. Flippen's Correction Please, replacing for Bristol-Myers, Duffy's Tavern NBC Fri. 8:30-9 p.m., off June 8 to Oct. 5, Y&R; B-M's Time to Smile NBC Wed. 9-9:30 p.m., will carry on without Cantor, off June 20, back Oct. 2, Y&R.

Topper Show

One of the new programs is General Foods' Adventures of Topper, a Rockhill Inc. package based on two Thorne Smith "Topper" stories with Stanley J. Wolf producing, Kirby Hawkes, Benton & Bowles, directing. Program starts June 7 on NBC Thurs. 8:30-9 p.m., replacing Dinah Shore. Time shifts for the 16-week summer run of Topper from Y&R to B&H which lined up the show and products from frosted foods to Maxwell House Coffee. Last broadcast for (Continued on page 72)
FCC Moves Toward Final Allocation

Few Days Extension of Deadline After May 1 Is Indicated

WITH its self-imposed deadline of May 1 likely to be extended at least a few days, the FCC last week worked feverishly to complete its final allocations above 25 mc (including FM and television) while some interests made last-minute efforts to bring additional congressional pressure to bear on the Commission with reference to FM. 

Indications were that the allocations would be completed this week, but formal announcement of the conclusions may not be forthcoming until late in the week or early next. Developments continued to point toward-moving FM upward in the spectrum. How far remained a question which only Commissioners could answer and those interviewed last week confidently maintained that they still had "open minds." 

Converter Demonstrated

Considered significant, however, were several license renewals granted Tuesday to FM commercial and noncommercial educational stations and to FM and television experimental outlets. The renewals were approved by the FCC "subject to changes in frequency assignment which may result from proceedings in Docket 6521." [For list of stations see FCC Actions, page 74].

In Chicago the Hallcrafters Co., at the invitation of the FCC, conducted a demonstration of a new two-tube FM converter, which will retail for about $10.

"During the period when station is being changed over to the new frequency a receiver provided with the converter will be able to receive stations in both the new and old bands," said a Hallcrafters announcement.

Meanwhile CBS took issue with a telegram addressed to all Members of Congress on April 20 [Broadcasting, April 23] by Mr. E. F. McDonald, president of Zenith Radio Corp., Chicago, charging that the networks want FM moved upward to delay the service and enable them to continue their "near-monopoly."

Gammons Letters

In letters to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, Earl Gammons, CBS Washington director, challenged Comdr. McDonald's contentions that the networks want to delay "their new competitor FM." His letters are a defense of the networks' opinion that FM stations should be moved upward to provide a "clear line of frequencies," wrote Mr. Gammons. He quoted excerpts from Mr. Ke-

Ross Shows Good Radio Knowledge

Approaches White House Post
With an Open Mind, He Says

Charles R. Ross, of St. Louis Post Dispatch Washington correspondent, who has been named White House press secretary by President Truman, has surprised his friends by revealing a much more extensive knowledge of radio than was expected.

Mr. Ross, named as successor to the Steve Early office 10 days ago [Broadcasting, April 23], is now in San Francisco covering the World Security Conference, an assignment which he is expected to complete for the St. Louis paper before assuming his new duties in Washington.

Reinsch to Atlanta

Leonard Reinsch, who had been designated as Mr. Truman's press and radio aide and then quickly pulled from the job by his employer, Gov. James M. Cox, returned to Atlanta last Wednesday. Mr. Reinsch, as managing director of the Cox radio stations (WSD Atlanta, WIOD Miami and WHIO Dayton), headquarters in the Georgia city. By request he will continue as radio advisor to the President, available on call.

Although Mr. Ross has made no public utterances on his plans for handling the new position to which he was appointed by the man with whom he went to school as a younger, he has made some relevant informal remarks among newspapermen and intimates.

He has stated, for example, that he approaches the job with an open mind. He has expressed the opinion that he does not believe the White House requires a radio man of extensive technical knowledge on its regular staff.

Charger Hasples, MBS Washington representative, chatted with...
Radio Sets Pattern for Worldwide Amity

State Dept. Lauds Cooperation In S-F Coverage

By DAVID GICKMAN

With EARS and eyes of the world focused on San Francisco, radio is supplying a first-hand auditory picture of the United Nations Conference on International Organization which got under way last Wednesday. As a public service some 41 independent and affiliated stations, plus regional hookups, are supplementing the regular spot reporting by the four major networks and the radio news services. In addition, a unique service is being given to atmospheric fanfare before Secretary of State Stettinius, as temporary president of the Conference, took over. He briefly introduced President Truman, who spoke by direct telephone wire from Washington for more than 10 minutes.

Earl Warren of California and Mayor Roger Lapham of San Francisco officially welcomed the delegates and those assembled. Secretary Stettinius gave the concluding address.

When ceremonies ran two minutes beyond the 30-minute broadcast time allotted by radio, Blue-ABC commentators were called upon to fill the gap of verbose ad lib comments. Edward Tomlinson, the network's advisor on Latin-American affairs, took over as M.C. Ad lib commentary continued after the scheduled drop for a series of ad lib comments. Edward Tomlinson, the network's advisor on Latin-American affairs, took over as M.C. Ad lib commentary continued after the scheduled drop for a series of ad lib comments. Edward Tomlinson, the network's advisor on Latin-American affairs, took over as M.C. Ad lib commentary continued after the scheduled drop for a series of ad lib comments.

Other major networks signed off after the two-minute overlap and returned to their regular schedules. Many of the local independents and the new independent temporary regional networks continued to give ad lib fanfare over a period of from 5-15 minutes.

Unexpected problems that upset Blue-ABC's plans for programming Thursday's important plenary session led to a direct appeal by broadcasters to American delegates to observe cooperation at future meetings. The session was to open at 3:00 p.m. (PWT) with a 30-minute business routine. At 4 p.m. radio was to cut in, each network providing five minutes of color and at 4:05 p.m. Secretary Stettinius was to speak. At 3:15 p.m. all of the networks were notified that Secretary Stettinius would begin speaking shortly after 3:30 p.m. Mutual, CBS and NBC hurriedly shifted schedules and went on the air. Blue-ABC followed several minutes later, but there was some delay in Mr. Stettinius taking the air. Networks had to fill with ad lib commentaries, and at the last moment, Mr. Stettinius finally took the floor.

No Texts of Speeches

Then the address of Soviet Foreign Commissar V. M. Molotov presented a real problem. There was no text. He spoke in Russian. Blue-ABC had an interpreter on hand. CBS brought on George Meorad, just back from Russia, who explained the trend of Mr. Molotov's talk. Then came the English translation. A bombshell exploded when Moscow's State Department radio advisor, notified the nets that a French version would immediately follow. The Russians had requested in advance that no English had been adopted as an official language of two official Conference languages. Once more the networks rounded up their commentators for another ad lib session while the speech was delivered in French.

To top it off there was no text of Foreign Secretary Anthony Eden's talk available, so the networks had to rely on telephone signals from Mr. Dennis as the British representative near the end of his address. Following the plenary session broadcasters pointed out their public service obligation in direct appeals to delegates, avoiding embarrassment to the State Dept.

Thursday night was designated as "United Nations Night" on the Blue network and all network programs between 6-11 p.m. (EWT) keyed to the San Francisco Conference. Cooperation of the broadcasting press was being displayed. One of the first things the Conference should set the pattern for international amity, State Dept. officials in charge of radio-press relations declared. All networks and independent stations called upon conceded to the wishes of the State Dept. in selecting broadcast time for the plenary kickoff sessions.

Rotation Plan

While every network and numerous independent stations had men in San Francisco for the opening sessions, a plan of rotating commentators and news analysts has been blue-printed so as not to leave other important news beats unprotected. Earlier plans of the networks have, to a degree, been revised.

Fox into San Francisco is being staggered over the four to six weeks the Conference sessions will be spread. Due to possibility of V-E Day declaration by the United Nations, President Truman's administration with possible Cabinet changes, it was deemed advisable to hold back some of those radio commentators with entry on Washington's quarters. It is further anticipated that many of those now in San Francisco for opening sessions will be replaced later, with rotation effective throughout the Conference.

As an example, Fulton Lewis Jr., Mutual news analyst, at this writing is remaining in Washington. He will leave San Francisco about mid-May. Meanwhile Fred Morrisson, his aide, is feeding him copy via telephone.

Among the Blue-ABC commentators at their posts for the time being are Earl Godwin, Washington; John Kiernan and John B. Kennedy, New York.

Lowell Thomas, covering the European War Theater for NBC, will shift to San Francisco before the Conference adjourns and so will Guitian Dansen, now in the Middle East, and Robert St. John, New York.

It is expected that Quincy Hoxe, CBS New York correspondent, returning to his home front tour, will be in San Francisco for the latter days of the Conference. John Daly, also of New York, and Robert North, who has served in the West Coast. Bill Henry, CBS correspondent, returns to his Washington post in mid-May, when Conference sessions fall into pattern.

Others will return to their respective regular assignments.

In several instances out-of-town independents indicated they will send in replacements to ferret out news and fresh angles as the Conference continues.

(Continued on page 70)

FAX EXPERIMENT

Times Sends Four-Page Edition to Coast

PRESAGING future transmission of newspapers from coast-to-coast via facsimile broadcasting, the New York Times used wire facsimile last week to transmit a four-page edition of its Wednesday issue to delegates attending United Nations Conference on International Organization in San Francisco.

In New York the four-page condensed version of the Times containing 32 columns of news but no advertising was transmitted, half page at a time, over the Associated Press wirephoto facilities. In San Francisco the pages were put together, each section marked "Richmond (Calif.) Independent ran off some 2,000 copies on a flatbed press.

The facsimile newspapers, labeled "communique" and placed in the hands of delegates at breakfast, hardly two hours after the transmission. Correspondents saw in this experiment, first of its kind in American newspapering, a new York newspapers on the West Coast the day of publication, and vice versa, through radio facsimile.

April 30, 1945 • Page 17
Breen, KVFD, Wins $500 Bond
In Ralston Promotion Contest

Second Award Goes to Campbell, WIBC; Powers, of Yankee, Winner in Regional Net Group

Edward Breen, manager of KVFD Fort Dodge, Iowa, won the $500 War Bond first prize offered by the Ralston Purina Co., St. Louis, for the best and most consistent promotion of Mutual children's programs from September 1944 to March 1945. Second prize, a $250 bond, goes to Alex Campbell, of WIBC Indianapolis, and Dal Wyatt, WHEB Portsmouth, N. H., took third place with a $100 bond.

Best in the regional network group was James Powers of the Yankee network, who will get a $100 bond.

The contest, announced last August in Broadcasting, was open to station managers, promotion managers or anyone responsible for general program and merchandising promotion. Idea was to attract listeners to the Ralston-sponsored program, Tom Mix and His Ralston Straight Shooters, heard five times weekly, 5:45-6:00 p.m. EWT, on 209 Mutual stations, 178 of which submitted scrapbooks.

Mr. Breen started his promotion campaign by getting youngsters together at a party for the Oct. 7 broadcast. He followed with spot announcements, newspaper advertising, handbills, etc. Outstanding was the KVFD wasterpaper collecting contest, launched through the Tom Mix Straight Shooter Club. Prize for the most household waste paper was a Tom Mix pony, won by a nine-year-old boy who turned in more than two tons. Fulton Lewis Jr., mutual news analyst, plugged the KVFD contest on a national broadcast with the result that the War Production Board wrote the station asking for full details for possible use elsewhere.

Mr. Campbell's stunt centered around a costumed "Tom Mix" who came into Indianapolis by train and rode through the city in a buckboard.

Other contest winners and the value of bonds they will receive are:

Honorable mention and a gold "Tom Mix whistling ring" will go to each of the following: Bob McRaney WCDL, Bob Gribben KDTH, Victor C. Diehm WAZL, W. H. Cate KBTM, John Tobola, WAYX, John Meridian WSTV, Ken Luften KSO, Elwood C. Anderson WFTW, Wallace C. Forsow WHBY, Madeline K. Doyle KBOY, Mrs. F. V. Cooper WPDQ, H. J. Newcomb, WRIN, Edwin Mullinax WLAG, Mrs. S. W. Anderson KFFA, Byron Hayford WDLP, Frank Bishop KFEL, E. Alberty WHBQ, Vann Campbell WDEF, Dan Hornsby WALT, Eleanor M. Haling KBZI, Sue Cornelius WHK, Leroy Woodward WOML, Verne Sawyer KMO, Fred Fletcher WRAL, R. G. McBroom KFIO.

Judges were Sol Taishoff, publisher of Broadcasting, Robert K. Richards, editorial director, and J. Frank Beatty, managing editor.

Agency is Gardner Advertising Co., St. Louis.

NBC Signs Waring for Morning Show

Fred Waring and his organization of 80 persons will replace Happy Felton's Finders Keepers 11-11:30 a.m. Monday through Friday as a step in NBC's plan to offer better morning programs. Move to improve the morning listener rating is seen as an attempt to compete with Blue -ABC Breakfast in Hollywood which tops all net shows on morning Hooper ratings.

Waring's show will start as a sustainer, but NBC is looking for a sponsor. Net contract with the top-price dance band is for five years starting June 4 and includes provision for an additional weekly half-hour nighttime period.

NBC Midwest Up

NBC Central division showed a sales increase of 3.6% for the first three months of 1945 over last year, according to Paul McChesney, sales manager. Division handled 25.2% of net sales during the period. Increase of 9.2% in national spot sales on WMAQ Chicago was scored for the period.

Macy Names Grey


DuMont's Postwar Video Set Shown

Home Receiver Combines FM, Television; Big Screen

Television pictures 3 x 4 feet, largest image yet presented for home use, were witnessed Thursday by some 50 radio editors and writers at the studios of WABD New York at the first public showing of the postwar television receiver designs of Allen B. DuMont Labs.

The pictures, thrown on a screen by a projector, are more than four times the size of any previously shown in a home type receiver. The DuMont projection receiver is something like a motion picture projector, occupying a cube about 24 inches in each dimension. It was explained that plans are made to reduce this to about two-thirds its present size, so it can be conveniently housed in an end table or similar piece of furniture. A 7-inch tube is used in this unit.

FM Sound and Video

Leonard F. Cramer, DuMont executive vice-president, who conducted the demonstration, explained that the project had a tested range of picture sizes from 18 x 24 inches to 4½ x 6 feet. The unit, called the DuMont Home Teletheater, including FM sound and television, will retail for approximately $1250, Mr. Cramer said, pointing out that before the war a number of manufacturers made radiophotograph combination receivers in this price bracket. A larger unit, for use in clubs, schools, hospitals, small theaters, etc., with a picture 6 x 8 feet, will be priced at about $1800, he said.

A direct-viewing receiver with a 20-inch tube also was demonstrated, showing pictures 13½ x 18 inches. These pictures were brighter and showed more contrast than the projected images and while the curve of the tube is still slightly noticeable in the pictures the pupil of the eye is far less impressed than in prewar models. A 20-inch tube with still less curvature, now being made at the Corning Glass plant, is expected to present an almost flat image.

Designs of the DuMont teletests planned for postwar production were exhibited by Mr. Cramer—some conventional design, the other a modern piece of furniture. Designed for DuMont by Herbert Rosengren, industrial designer. Planned to overcome the chief objection to direct-viewing sets that they are too large to fit into the average living room, these receivers when closed, are cabinets 48 inches high, 60 inches wide and 24 deep.

These cabinets are teletests, which will contain a radio and a phonograph in addition to television equipment, will retail for about $1500, Mr. Cramer said. A simple model with a 20-inch tube, but without the other features, probably will be offered for about $450, he added.

DuMont VIDEO

CLASSIC AND DELUXE television models were shown last week by Allen B. DuMont Labs. Top photo shows the classic no model Teletest featuring screen, FM, standard broadcast and phonograph, and push-button controls to operate the "disappearing screen." The deluxe projection Teletest (below) provides for FM reception as well as projected video picture.
Robot bomb tested

We selected that wind tunnel picture to make a comparison between pre-testing of airplanes and robot bombs, with pre-testing your purchase of radio time.

But the story behind the picture interested us so much, we thought maybe you'd like to know more about what's going on in that picture.

That's a genuine German robot bomb. It was reconstructed from an infinite number of undamaged parts that were salvaged from nobody knows how many "buzz bombs" that landed both dud and exploded in England.

Here it is given a flight test in the big Wright Field wind tunnel. Just to add another fillip to the story ... for test purposes in the tunnel the robot is suspended upside down!

It didn't take our army long to get the dope on German robot bombs ... and it won't take you long to get the low-down in Baltimore radio ... if you use the successful independent, W-I-T-H.

WITH
BALTIMORE, MD.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed
Mosquito Net Finds Home Methods Best

After Year AES Sure Standard Practice Most Effective

By MAJ. SPENCER M. ALLEN
Chief, Armed Forces Radio Service, Armed Forces Information

YES, the mosquito Network’s sustaining days are over. “New accounts” are coming in every day and business is humming on Guadalcanal, in the New Hebrides and New Caledonia. Today, after one year of operating American Expeditionary Stations in the South Pacific, the pioneering service has become routine, business-like procedure. Gone is the haywire. In its place are commercial transmitters and consoles, heavy-duty turntables and recording equipment, professional amplifiers and microphones, on the air hour after hour on split-second schedules. The breakdowns and long air outages are rare. In 1944 as they were common in 1944 when we were limping along on patched-up KJR and salvaged transmitters, and makeshift antennas strung among the coconut palms.

Critical Now

But most important, the G.I. audience has accepted radio as an integral part of a soldier’s life on a tropical island, along with chow, work, training, movies, mail and briefing. Where once the listener was “impacted” or played nothing but Harry James recordings all day, he has now become critical. We’re in for some sales if we clip the last two minutes of the NBC Symphonic to join San Francisco for the news; or if “Your Radio Theater” (Lux, to you) is cancelled; or if we play “Rum and Coca Cola” too many times in a row. When we’re in operation, the more conservative and demanding the G.I.’s become in their listener tastes. We use the word “commercial” in the standard American commercial broadcasting practices” to indicate the tone by which the Mosquito Network operates.

We now boast of “commercial” and “merchandising and marketing” sections in our stations, for radio’s selling ability is just as potent in the Army as it is back home. It amuses me to read articles by ex-radio men who have returned from overseas, predicting a whole new listener trend is developing because the solders have consumed those “horrible” commercials. Well, that may be the case in the normal course of radio’s development. But I don’t believe it will be due to the return of the old commercial. I believe that he have his radio entertainment served up sterile of any blatant commercials. If the Mosquito Network is any criterion, the service...

Wrong City

HOUSEWIVES in Los Angeles April 18 hurriedly turned off the pilot lights in their gas stoves at the behest of radio announcers. The G-2 person in charge had main had broken. Upon notice by the local gas company that no lines were broken the pols started a phony and then learned that the warning had come via KOB Albuquerque, N. M., where a main had broken.

MAJ. ALLEN

Cocktail Hour” will originate. While he’s listening, he hears the word “atabrine” at least twice.

Another mosquito sales problem was the use of the “freen bomb,” a small canister of compressed freon gas and insect-killer. When the spray is released in a tent for five seconds, all insects are killed. In this case we used the Alka-Seiler technique—“Listen to it fazz”. At ten o’clock every night the listener hears on his radio: “Listen to it fazz and the sound of the “bomb” hissing as it releases the spray. Then the blurb: “Better give Annie the brush-off before hitting the sack, men. Use your mosquito bomb.”

Singing Commercials

We even use singing commercials. One of them promotes YANK magazine. We unashamedly borrowed from Pepsi-Cola on that one. It goes:

“YANK’s the magazine that’s hot, Twenty-four pages—that’s a lot. News and pix and the Sad Sack, YANK’s the service magazine for you.”

Our most recent campaign was an ambitious one. The G-2 people at New Caledonia asked us to promote a “silence” campaign—to drive home to the soldier that loose talk is dangerous. So we decided on the Lucky Strike approach—remember the much-maligned LS/MFT method. Several times a day for a week the radio listener heard the puzzling string of letters “DT SMS DT SMS”. Then we broke the translation: “Don’t Talk, Silence Means Security.”


Information is one of our primary products—indeed, we are organized under the Information-Education Division, Armed Service Forces, the parent of YANK magazine, Army News Service, and the Armed Forces Radio Service. And the slogan of the Information-Education Division is “Not only the best equipped, but the best informed soldier in the world.” We see to it that the G.I. listener gets news and plenty of it. The American Expeditionary Stations in New Caledonia airs fourteen news broadcasts per day—mostly direct rebroadcasts of short-wave pickups from the United States.

At times the question has been put boldly to us: You don’t have to make a living out of your stations here, so why cater to the mass tastes? Why support National News and do some education of the masses by giving them the “better things”. Actually, we’re probably more high-brow than the average station back home, but we don’t forget that our servicemen are a cross-section.

We want Jack Benny and Bob Hope, Harry James and Kay Kyser, John Charles Thomas and the NBC symphony in just about the same proportion your listeners in New York and Chicago and Los Angeles and Plum Tree Crossing back home. But, by supporting National News, we've done the best we can. If we're not accomplishing our mission and getting results, we will be accomplishing our mission and getting results.

Fired With Zeal

We came out to the South Pacific last year with our radio stations, fired with zeal to determine two things in radio broadcasting: one, was the soldier’s taste so different from our own? To that end, we believed, to discover (1) just what is the ideal man’s show, and (2) what new sales approach could we develop for a male audience only. We, after a year of broadcasting to a he-man audience, have not yet discovered those two angles. As to the ideal message approach, one that is perhaps, “Command Performance”. But it’s not truly a masculine appeal type of show, because every audience likes it, male and female alike. We’ve come to the conclusion that American commercial radio methods of the 1940’s are still pretty good—at least they’re good enough for us. They’ve done a selling job for the Mosquito Network.

Philo Forms Television Broadcasting Division

PHILo RADIO & Television Corp. has formed a Television Broadcasting Division with Ernest B. Loveman as vice-president. Mr. Loveman joined the company in 1943 as advertising manager. Since 1942 he has been resident vice-president of Hutchins Advertising Co. in charge of television advertising.

The new division will direct all Philco television, station, broadcasting and network activities, including the recently started television station in Pittsburgh and Philadelphia. Philo also has filed applications with the FCC for commercial stations in New York and Washington.
To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

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

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

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's "listener habits" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
What America's youngest network

GREATEST NEWS

A CAVALCADE OF ANALYSTS, COMMENTATORS, DRAMATISTS
AND "PLAIN FOLKS" ARE BRINGING THE SAN FRANCISCO
CONFERENCE DOWN TO EARTH FOR BLUE'S LISTENERS.

SUMNER WELLES

One of the best-informed men in America on international relations who is free to speak has joined the American Broadcasting Company as Advisor on the Peace.

We figured out the other day that our radio audience in the course of a week totals the equivalent of five hundred million listeners. And we feel that such an audience deserves the best that radio can give it. There's an obligation, too—an obligation to know what we're talking about. So we looked around for a competent authority to guide us.

We secured as our advisor on world peace an experienced diplomat and statesman: Sumner Welles, former Under-Secretary of State.

In addition to giving us his guidance and counsel, Mr. Welles is appearing personally on a series of programs designed to "give every American a seat at the Conference table."

SUMNER WELLES' PEACE FORUM

A group of four Peace Forums conducted by Mr. Welles ends with the meeting of April 23. These Forums have included such men as President Seymour of Yale University, Senator Pepper, Dr. George Gallup, and many other American leaders of similar standing.

Beginning May 1, Mr. Welles will personally appear on a 15-minute program of commentary on the Conference. With his background of actual service in most of the leading United Nations, Mr. Welles is far better able than most commentators to unravel the intricacies of the Conference and to clarify its true meaning for radio listeners.

ORSON WELLES' CONFERENCE FORUM

From this Forum the citizens of San Francisco and the American public will be brought up to date on what is happening; what went on last week, and what is to come in the next. And they'll get a chance to meet foreign delegates and get some ideas of what kind of folks they are.

This Forum is possible because an arrangement has been made with Orson Welles, Free World Association, Americans United, and the American Broadcasting Company for a Forum to take place every Saturday in San Francisco—whose mayor has supplied the Civic Auditorium for a setting.

This series will be listenable, distinctive, and as significant as anything that can be done outside the Conference itself. 27 of the 44 delegates are members of the Free World Association, and will accordingly, be available for these Forums.
is doing about the

STORY OF OUR TIME

BEN HECHT

wrote a special drama spelling out
the significance of the Conference
featuring Orson Welles and Com-
mmander Harold Eustace. A simple,
down-to-earth story by a man
whose box-office draw is legendary
in Hollywood, Ben Hecht knew
how the common people of
America feel and what they think.
Perhaps better than any other
radio writer, he can bring our
people the true meaning of the
Conference.

WALTER WINCHELL
and
DREW PEARSON
are broadcasting
direct from San Francisco

So is Peabody Award winner Raymond
Swing; also Bunkhouse, Vincent Sheean,
Edward Tomlinson, David Wills, Ray Henle,
James Abbe, Tony Morse. Among others
covering the Conference: Walter Kienan,
Earl Godwin, Hilda Hoppe and Westbrook
Van Voorhis in "Time Views the News."

MILLIONS HEARD "UNITED NATIONS NIGHT" ON THE EVENING OF APRIL 26

All programs—for an entire evening—were
slanted toward the Conference.

IN ADDITION to other Conference coverage
it described on this page, the entire evening
of April 26 was devoted to the Conference. All sponsors and advertising agencies have
cooperated in slanting their regular programs
toward the Conference.

Newscasters and commentators rounded up
the news for you. Lums and Abner (left) pre-
presented the down-to-earth small-town viewpoint
on the Conference. "America's Town Meeting
of the Air" featured Raymond Swing, H. V.
Kaltsenborn and other top analysts. "The March
of Time" presented a "Time's-eye" view of the
Conference and what it means. Fred Waring in-
terpreted music of the United Nations, and "The
Victory Parade of Spotlight Bands" offered a
musical interlude with a special guest com-
mentator.

These, and many other programs in the sched-
ule below, covered every viewpoint on the tre-
mmendous decisions to be reached in the San
Francisco Conference.

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<th>BLUE CONFERENCE SCHEDULE</th>
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<th>&quot;WORLD PEACE FORUM&quot;</th>
<th>SUMMER WELLES' COMMENTARY</th>
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AMERICAN BROADCASTING COMPANY, INC.
The Blue Network
CBS has begun distribution to affiliates a listening area and circulation map, first data from the CBS 1944 Listening Area Study, 7th in a series utilizing the controlled mail ballot technique which has been adopted for both the United States and Canadian industry-wide circulation measurement standards [Broadcasting, April 23].

An explanation is contained in a brochure, "How CBS Listening and Circulation Areas Are Measured," which states the basic concept that "radio circulation shall include only radio families listening with a known standard of frequency—families counted through scientific sampling of representative radio owners." Reserving the term "coverage" for engineers to use in measuring signal areas, the CBS technique uses "listening areas" and "circulation".

Three Levels
Station effectiveness is shown on three levels: Primary, all counties in which it is listened to by at least two-thirds of all radio families one or more times a week, provided half of those families listen three or more times a week; secondary, counties in which the station is listened to by from one-third to two-thirds of all radio families once or more a week, with one-third of those families listening three or more times weekly; tertiary, counties in which the station is listened to by at least 10 percent of all radio families three or more times weekly.

Local Stations Form Association in Indiana
INDIANA Assn. of Local Broadcasters was organized at a meeting in Indianapolis of 10 of the 12 local Indiana stations. Don Alderson, WBUR, WLBC Muncie, was elected president and O. E. Richardson of WJOB Hammond, secretary.

Committee to promote war bond sales includes R. R. Baker, WTRC Elkhart, chairman; John R. Atkinson, WHBU Anderson and President Burton. Special events committee includes Frank Web, WCLK Port Wayne, chairman; J. Gibb, WASK Lafayette; Harry Burdick and Robert E. Bausman, WHOT South Bend and George M. Jackson WBOY Terre Haute. Next meeting will be held in Chicago.

C. H. HOOPER Inc. opens its new Chicago office in the 230 N. Michigan Building, Jan. 1. James Widner, of the Hooper New York office, will be office manager and Harriet Clemenson, former personnel director and secretary to Mr. Hooper, a member of the network board, will be station manager [Broadcasting, March 19].

KCMO Kansas City has bought exclusive broadcasting rights for the 1945 season from the Kansas City Blues of the American Assoc. Walt Lochman, director of sports and special events, will report both home and out-of-town games.

Political Plans
CANADIAN RADIO will have an overdose of political broadcasting for several weeks with a provincial election in Ontario and the federal election both taking place June 11. According to announcements made in Toronto and Ottawa, politicians, party publicity directors, representatives of advertising agencies, Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp. are making plans to fit in all the electioneering broadcasts on a free and sponsored basis which will be aired by the three major parties and a number of smaller parties in each of the election campaigns. Under CBC regulations practically all political broadcasts must be sanctioned by the CBC for time, so that there will not be a continuous series of political talks on the air, and all network campaign broadcasts, whether sustaining or sponsored, must be cleared with the BBC.

Managers of eight Iowa stations, including the Iowa Tall Corn Network, have met with NBC officials at KROS Clinton, La. Group included: William R. Rahn, Des Moines; John Livingston, national representatives; George Webster, sales manager of the network; Ken Gordon, network manager, and George R. Closson, president. Stations comprised are: KABC and KICD Dubuque, KDKC Clinton, KFUB Burlington, KICD Spencer, KFVP Fort Dodge, KTRH Sioux City, KFJR Marshalltown, KBIZ Ottumwa.

A FEW MARKET FACTS
1. Amarillo's retail sales of $42,333,000 for 1944 show a 60% increase over 1939.
2. Amarillo's wholesale volume amounted to over $152,000,000 in 1943.
3. Amarillo is not only the distribution center for Northwest Texas, but is one of the 5 great distribution centers in Texas.
4. The combined receipts for 1944 of just three classifications—cattle, oil and gas, wheat—will run close to $325,000,000.
5. 92% of the homes in Potter County (Amarillo) have radios—the highest rating in Texas.

KFDA HAS AN IMPRESSIVE "SHARE OF AUDIENCE"
6. Let KFDA send you their latest Hooper ratings and other pertinent data.
7. Blue Network programs plus outstanding local programs have produced many excellent advertising opportunities. Ask a John E. Pearson man.
8. KFDA delivers a "sales punch" in the Amarillo—Northwest Texas market.

Circulation and Listening Area Map Is Sent to Affiliates
Within these three levels of counties, two counts of set owners are made: listening area radio families—the total number of radio families living within the three listening levels, and station circulation: the "suburban" radio families within these three levels who listen at least once a week to the station being measured.

Brochure in considerable detail explains why the controlled mail technique was selected in preference to personal interviews, telephone interviews and conventional mail interviews, and how CBS handled it. It includes a copy of the 250,000 ballots mailed to that many families.

For practical use, the findings of the survey are projected in six forms, the brochure reports: Station circulation maps, listings of station circulation levels by counties, summary of CBS station circulation, CBS circulation levels for principal cities, CBS network composite maps, special network analysis by clients, sales or trading areas. Station circulation maps are sent only to the individual stations, for reproduction at their discretion. Circulation levels by counties, for principal cities and the network summary are available to stations, representatives, advertisers and agencies. Network county-by-county listening area maps are generally distributed. Special analyses are made to order for clients and agencies.
IN CENTRAL IOWA

You Get
Concentrated Coverage
At Low Cost Over KSO!

In the rich agricultural and industrial market of Des Moines and central Iowa KSO offers you concentrated coverage at low cost.

Here is a permanent market because its agricultural products will be needed for years to feed a hungry world... and it is a market in which peace time reconversion will occur without confusion... a market of prosperous families whose present and post war consumer needs are tremendous...

Reach this market over KSO.

KINGSLY H. MURPHY, Owner
GEORGE J. HIGGINS, General Manager
HEADLEY-REED CO., National Representative

KSO GOES BASIC
COLUMBIA
JUNE 16

5000 Watts
Day and Night

Des Moines,
Iowa
Ashbacker Appeals To Supreme Court
WKBZ Asks Review of Plea Against Fetzer Station

ASHBACKER Radio Corp., operator of WKBZ Muskegon, Mich., last week submitted to the U. S. Supreme Court a petition for a writ of certiorari ordering the Court of Appeals in Washington to review a decision dismissing an appeal from the FCC's grant of an application to Fetzer Broadcasting Co.

The complaint of Ashbacker has been that the Fetzer application for a frequency in Grand Rapids "was in conflict with and mutually exclusive of" its own pending application and that the grant was made without hearing thus denying Ashbacker a chance to prove its case [BROADCASTING, March 19]. The petition likewise, claims that the jurisdiction of the Supreme Court is invoked since the order of the court below deprives a hearing on its application.

The questions presented to the Court are, when there are pending two conflicting mutually-exclusive applications from the same area for the same wave-length:

1. May the FCC grant one of these applications, ex parte, and simultaneously designate the other for hearing?

2. If so, is the hearing thus offered a fair one in the face of the accomplished grant of the competing application?

3. Does such grant to one of two competing applicants adversely affect the interests of the other so as to permit him to sue out an appeal to the Court of Appeals.

The Washington law firm of Segal, Smith and Hennessy is acting as counsel for the petitioner. John E. Fetzer, principal owner of the Fetzer Broadcasting Co., is Assistant Director of Censorship.

PLAN WESTINGHOUSE PROMOTION

CHICAGO MEETING of Westinghouse Radio Stations Inc. and KYW Philadelphia officials to present KYW's new promotion and program features to members of NBC spot sales force brought this group together. Seated arc (1 to r): William Rambo, KYW promotion manager; W. B. McGill, general promotion manager, Westinghouse Radio Stations; Oliver Morton, manager NBC central division spot sales; J. E. Baudino, manager, KDKA Pittsburgh; B. A. McDon ald, general sales manager, Westinghouse; E. C. Carlson, NBC central division promotion manager. Standing, David Lewis, promotion manager, DKDA; J. M. McPartlin, NBC Spot Sales; Harvey McCall Jr., sales manager, KYW; M. R. Tennerstedt, Rudi Neubauer and Robert Ewing, all NBC Spot Sales; Don McDonnell, NBC sales promotion; E. C. Cunningham and L. E. Tilden, NBC Spot Sales.

Self-Discipline For Radio Urged

Justice Miller Proposes Anticipation of Reaction

ADVICE to broadcasters that intelligent anticipation of public reaction by equally intelligent self-discipline will "prevent legislative temperance" was voiced by Associate Justice Justin Miller of the U. S. Court of Appeals in Washington in connection with commercial news broadcasts.

In a letter to the St. Louis Post-Dispatch, supporting its campaign against middle commercials in news sponsorship, Justice Miller commended the newspaper for its position. The letter, published as the lead on the editorial page of the Dispatch April 20, follows:

I have just read in BROADCASTING a reprint of your editorial of April 10, "In the Interest of Radio." Let me add my voice to that of others who have commended you for the position which you have taken. There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption—deliberately or unconsciously, whenever it may be—is in namesting contrast to the subject under discussion by the commentator.

It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper—a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative temperance.

GOV. THOMAS E. DEWEY of New York is delivering his annual "report to the people" in two broadcasts on a state-wide hookup of CBS stations, April 27 and May 4, 7:15-7:30 p.m. Each year of his term of office Gov. Dewey has delivered a similar report on CBS, previously as a single half-hour broadcast.

"Thanks! ... for a job well done!"

ELGIN NATIONAL WATCH COMPANY

ELGIN, ILLINOIS

Mr. Robert B. Hasken
General Manager
Radio Station K T O X
Oklahoma City, Oklahoma

Dear Mr. Hasken:

Soldier here we see we complete a report of station program promotion as KDKA's entry which was first prize in recent promotion contest as "Keep Up With the World With KDKA!"

From the standpoint of completeness of exploitation of all audience-building techniques, KDKA's entry was most impressive and underlying this approach was ease.

Realizing that the talents and experience of many individuals are required to carry out and accomplish successful promotion program, we would like to thank each member of the KDKA staff individually for the part they played in building a friendly interest in KDKA — one which we feel will be enduring — in the Oklahoma City area.

However, since this is not possible, we send in the next best thing by congratulating the staff as a group on a job well done.

Very truly yours,

Elgin Watch Co.

ELGIN

The Most Progressive Station in E-x-p-a-n-d-i-n-g Oklahoma

BROADCASTING • Broadcast Advertising

Page 26 • April 30, 1945
Announcing the formation of a new Ohio Corporation
THE BUCKEYE BROADCASTING COMPANY
Marshall Field, President
Clem J. Rundam, Vice-President
Carl J. Weitzel, Treasurer
for the ownership of Cincinnati's WSAI
Net Plan Dropped, WHOM to Be Sold
Number of Proposals Made to Buy Outlet, Says Cowles

ABANDONMENT by the Cowles Broadcasting Co. of its original plans to launch a regional network stretching from Washington to Boston was mainly responsible for the decision to dispose of WHOM Jersey City, sale of which is expected within the next few weeks [BROADCASTING, April 23].

Gardner Cowles Jr., president of the broadcasting organization and of the Cowles newspaper and magazine operations, said last week that the plan initially had been to tie WHOM into WCOP Boston and WOL Washington. The regional network plan was dropped when WCOP contracted with the Blue Network, effective June 15. WOL is the Mutual Washington outlet.

Newspaper Mentioned

It is possible, though unlikely, that the Newark Evening News will acquire WHOM. The newspaper already has contracted to acquire control of WBYY Brooklyn for $204,000 [BROADCASTING, April 16]. The fact that WHOM is located on the New Jersey side, whereas WBYY is not, might have some bearing on the ultimate transaction.

Mr. Cowles said a number of proposals have been made for WHOM but that no decision had been reached. It probably will be disposed of for the same net price paid for the station less than a year ago—$350,000, plus adjustments and losses. It appeared evident there was no desire to turn over the station at a profit.

The Newark News obviously could not acquire two outlets under the FCC disputation regulations. Thus, should a transaction be completed for WHOM, it is presumed the newspaper would dispose of the WBYY agreement. It is doubtful whether Cowles company will seek another New York outlet.

Short Newscast Refused

APPLICATION by Canadian broadcasters to the Canadian Broadcasting Corp. board of governors at its recent meeting for relaxation of the sponsored newscast regulations, requiring a 10-minute period, was refused by a 5-minute sponsored newscast [BROADCASTING, April 16] has been turned down. No reasons were given.

Col. Allen Amputation

COL. ROBERT S. ALLEN, of the U. S. Third Army staff, former Washington columnist and broadcaster of the Washington Merry-Go-Round Blue program, was wounded on April 7 south of Ohr- druf, Germany, the War Dept. announced last week. Col. Allen's lower right arm was amputated.

CICIL BROWN has received an award and FRANK SINGER a citation from the United Service's Assn. of Philadelphia for "excellent presentation of news and outstanding preparation of analyses of events for broadcasts" over WIP Philadelphia. Awards were presented at a dinner April 26.

CFCY Charlottetown, P. E. I., has signed for Press News service, bringing to a total of 43 the number of Canadian stations taking FN wire service.

FRANK (Salty) MALLANTS, WIOD Miami boating and fishing commentator, has been named a member of the conservation committee of the Florida Chamber of Commerce.

RAY McGUIRE, WWNO New Orleans sports and special events commentator, has signed a contract—with his 5½-month-old son, Ray Jr. just made his debut before the klieg lights posing for motion picture advertising and his father promptly prepared for Hollywood offers.

ROBERT F. LASSELL, released from the Navy and former news editor of KPQ Wenatchee, Wash., and KFIO Spokane, has joined Blue-ABC Hollywood as senior newswriter.

DAVE ROBERTS, released from the AP and former sportswriter, has joined KMPC Hollywood as sportswriter and re-write man.

EVERETT HOLLES, head of the WBBM Chicago news department, is the author of a book titled "The Ponderous Surrender" to be published 12 days after V-E Day. Publisher is Howell-Bockin, New York.

FREDERICK H. OPPEL, Blue-ABC correspondent in Chungking, China, recently stationed in Chungking, has returned to New York on furlough.

KEN STODDARD, former news editor of WCAT Philadelphia, has joined the AP Philadelphia staff.

KWK St. Louis has added AP newspaper "A" wire and Press Assn. radio news wire.

WALTER WALDMAN, formerly with the Netherlands Information Bureau, and FLORA KAISER, formerly with the WMCA New York news department, have joined the news staff of WLIB New York.

Allied Arts

TRANSAMERICAN Broadcasting & Television Corp., New York, has entered into an exclusive distribution arrangement with Colonial Radio Transcriptions, New York, to distribute new syndicated transmissions Programs already being distributed for Transamerican by Michelson are "Liberty Short Stories", "The Life of Mary Surrern", 323 quarter hours; "The American Lady", 199 quarter hours, and "A Date With Music", 130 quarter hours.

WHYN Holyoke, Mass., has added the WBS World Transcription Library to its library facilities.

GEORGE VOGEL ASSOC., New York, radio public relations firm, has been appointed to handle campaigns for both the Save the Children Federation and American Friends of India Inc.


JIM WARD, former radio director of Kalon Co., Chicago, has opened his own firm, Jim Ward Productions, at 5232 N. Broadway, Chicago.

GEORGE DEPUE Jr., sales manager for World Broadcasting, New York, is the father of a girl.

IRA KERNER, trade paper editor for Tom Finkle Inc., New York public relations firm, has been named to the position of head of the organization's radio department. He is former news and features editor for CBS and Transradio Press.

NEBLET RADIO PRODUCTIONS, Chicago, is offering a new participation package program "Curfew Time" musical variety show now heard on WGN.

ONE OF THE WORLD'S
BETTER
RADIO
STATIONS
50,000 Watts and Blue

REPRESENTED BY JOHN BLAIR & CO.
WWW
WHEELING, WVA.
YOU CAN BANK ON US!
in War!

KGW was officially selected by the American Red Cross to launch the 1945 war fund drive in Portland. In response, the station produced another great FIRST; the dramatic eye-witness story of a Coast Guardsman at the Tarawa beachhead.

in Peace!

Early in its history, KGW established itself as a station devoted to humanitarian effort. A weekly two-hour show staged by the "Hoot Owls," a voluntary organization of Portland businessmen, brought joy to shut-ins throughout the Pacific Northwest. Allied with the "Sunshine Division" of the Portland police reserves, the Hoot Owls facilitated immediate aid to many needy Portland families.

in Audience Influence

Show after show, contributing to public welfare, fill the chapters of KGW history. Twenty-three years of insight and foresight in broadcasting has resulted in a succession of pace-setting FIRSTS for this pace-setting station.
DOLLAR TALK ABOUT

WSIX

NASHVILLE

During the two-year period ending in January, a rise of 81.5% was registered by our overall average Hooper. Yes, WSIX has more daytime listeners than any other Nashville station. Remember, too, that BLUE and MUTUAL listeners are the best spenders nowadays. So, with more and more of the million potential buyers in this area listening to WSIX it's no wonder more advertisers are spending more of their radio dollars on WSIX!—the station where your advertising money talks louder.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS 980 K.C.

WSIX

The Voice of Tennessee's Capital City

Page 30 • April 30, 1945

OWI and Treasury Jointly Plan Top Net Seventh Loan Coverage

Total of 679 Assignments Scheduled for Drive To Raise $14,000,000,000 May 14-June 30

RADIO SUPPORT for the $14,-

000,000,000 Seventh War Loan

May 14-June 30, planned jointly by

the OWI Domestic Radio Bureau

and the Treasury War Finance

Division, will elicit widest net cov-

erage of any campaign run heretofore with a total of 679 allocations and scheduled assignments prepared for the networks.

"Within the limits of good show-

manship" each network show will be asked to devote an entire pro-

gram to War Bonds. Special effort will be made to have the top 15 shows in the Hooper rating do one such program before going off the air for the summer.

The greater emphasis placed upon this drive is necessitated by the fact that there will be only two War Loan drives this year instead of the usual three although just as much money will be raised. Half of the Seventh Loan quota is set for indi-

vidual investors.

Forces Combined

Radio’s part in the drive has been carefully mapped out for the utmost coordination with the ad-

vertising and publicity by other media. The OWI and Treasury have joined forces in establishing a radio program service team, oper-

ating from the OWI deputy offices in New York, Chicago and Holly-

wood. The teams will confer with every program receiving an allo-

cation in order to supply them with exclusive material and arrange for interviews and guest appearances.

In the past many programs have carried more War Bond appeals than allocated by the OWI, par-

ticularly during the first days of the drive. The longer duration of the Seventh Loan, however, makes such a practice dangerous, the OWI feels, since it might result in "shooting the works" during the preliminaries and a lack of mes-

sage effectiveness in the later and perhaps more critical stages. To avoid this it is suggested that all wishing to devote extra time do so by expanding their regularly sched-

uled messages to the complete pro-

grams mentioned before. The reg-

ular allocations have made provi-

sions for reminder copy so no ex-

tras are needed in that direction.

In areas where the drive is lag-

ging, the state chairmen of the Treasury’s War Finance groups will inform regional OWI radio di-

rectors who will then make special requests to offset the deficit.

Although the success of the drive depends on the whole-hearted co-

operation of radio, the OWI says, there is still additional reason for careful adherence to the allocation plan and it is essential that the drive does not drain off support from other important Government information programs.

Eight special themes and anni-

versary days occur during the drive. In cases where a program’s allocation falls on any one of these days, the particular theme may be tied in with copy on the drive. Special material is being prepared by the OWI for programs desiring to incorporate the themes.

Special plans for network kick-

off programs on May 15, the day preceding the drive, are still under discussion. In the past either spe-

cial shows by each of the four net-

works or combined all-star shows broadcast simultaneously on all four have been used.

Secretary of the Treasury Henry Morgenthau in a letter sent Friday to all radio stations, agencies, networks and stations cites the necessity for cooperation in the campaign and calls the next few months “crucial to the whole American war effort. The generosity of advertisers, their agencies and broadcasters,” he writes, “in allocat-

ing radio advertising time to the previous war loan drives en-
Now, WJW has everything—including the kitchen sink.
The last picture is being hung in our recently expanded offices.
The welcome mat is already out in our new roomy audience Studios.
And the WJW Staff is set up to handle any and all problems that come our way.
All signs point to WJW's even greater growth. That's saying a lot, too—considering we hung out our sign in Cleveland only 18 months ago and already—WJW is Cleveland's top station in the morning!
Joyce Acquires Interest In Raymond Rosen & Co.
THOMAS F. JOYCE, formerly general manager of the radio, phonograph and television department of the Victor Division of RCA, has acquired an interest in and will act as general manager of Raymond Rosen & Co., Philadelphia, distributor of many RCA products.

Mr. Joyce will take over the responsibilities handled by Albert Slap, one of the founders of the firm, who died, recently. The company was organized in 1926 and has become one of the largest in the country.

ROBERT A. BINKEY, formerly of WTOP Washington and more recently in radio-servicing field, has been added to Blue-ABC technical staff as vacation relief studio-field engineer.

IVA EKERSTROM, from KPRO Riverside, Cal., to KMPC Hollywood as engineer.

BRUCE NEWBORN, Norfolk, Va., district supervisor for Altec Lancing Corp. (radio equipment mfrs.), has been appointed bacterial field engineer replacing MILS OVERMIRE, resigned.

DAVID SCOTT, former WAAT Newark, is engineering chief of the American Forces Network in London.

FRED A. BARROW, Canadian Marconi Co. engineer, has been named factory manager of the firm. ERIC W. FARMER, who has been promoted to chief factory engineer and WALTER B. RAMSDEN to factory production manager.

EDNA CHAMBERS to WADC Akron as engineer replacing HELEN MITTEN who is to become a photographers model in Chicago.

WESTINGHOUSE Electric & Mfg. Co., Sanbury, Pa., home radio division, has received the company's twenty-fifth Army-Navy E award.

EDWARD J. COUTURE, studio-field engineer for Blue-ABC Hollywood, is the father of a boy.

ACA INTERFERENCE CHARGED TO WWPC

UNHOLDING a complaint against WWPC Palm Beach, Fla., alleging unfair labor practices and interference with union organization, a trial examiner for the National Labor Relations Board recommended last week that the Board order the station to bargain with the American Communications Assn. (CIO) as the representative of its employees and make restitution to certain of its personnel for privileges denied.

In an Intermediate Report on a dispute between the station and the union, which had requested recognition last June 30 after a majority of the employees had applied for membership, NLRB Trial Examiner Peter F. Ward found that the employer denied holiday privileges to its clerical staff and harassed one of the clerks into resigning in order to discourage membership in the union. Through these and other acts, the examiner concluded, "the respondent was determined from the advent of the union to destroy its majority and to refuse to bargain collectively with it."

The examiner recommended that the station be required to offer to reinstate one of its former clerks in her old or an equivalent job and to reimburse her for any loss of pay she may have suffered through her forced resignation. He also recommended that the clerical staff be compensated for loss of Wednesday half holidays denied them last summer.

Parties to the case are given opportunity for oral argument before the full Board before action is taken on the examiner's report.

Better Dry Cell
"RM" BATTERY, developed for the Signal Corps, has been proclaimed the greatest single development in dry cells in many years. It is a mercury battery, designed for tropical theaters, lasting five times as long as ordinary carbon batteries. Samuel Ruben, an electrochemist of New Rochelle, N. Y., is the inventor. Of interest in the development of postwar miniature radio sets of the "personal" type, the "RM" weighs not quite two pounds and can be packed in a space less than one foot long and slightly less than 1½ inches wide. Bulk of present production is being supplied by the portable Army and Navy radio equipment.

Tidewater Sponsors Two
TIDEWATER Assoc., Oil Co., has purchased the quarter-hour "Manhunt" program, transcribed by Frederick T. Program is aired weekly on KGOLO KFYR WDAY KABR WNAX KSYM WORC KWLM WCCO. Tidewater is also sponsoring the transcribed "Please Remember Us" series on WEAU Eau Claire, Wis. Both contracts for 26 weeks are handled by Lennen & Mitchell, New York.
Bill Fox Speaks from “The Fox’s Den”

Monday thru Friday
6:30-6:45 P.M.

Indiana’s Leading Sports Authority

After 25 years of continuous and exclusive sports writing in The Indianapolis News, “The Great Hoosier Daily,” Bill Fox, Jr. has finally been lured out of his den. Now, in addition to his writing, he has been induced to give the folks of Indiana “the low-down” on sports.

As conductor of “The Yarnin’ Basket,” “Shootin’ Em and Stoppin’ Em,” “A Corner In Pigskin,” and “Tearing Firma” columns, Bill Fox has built an unparalleled reputation as an authority on all sports, and a following among Hoosier sports fans which is the envy of the fraternity.

“The Fox’s Den” has received enthusiastic favor with listeners in the few months that the feature has been on the air. Mail has been very heavy. Now available for sponsorship. Ask any BLAIR man for further details.

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

* A Mutual STATION
INDIANAPOLIS, IND.

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS
**CITATIONS ★ 1944-1945**

**THE GEORGE FOSTER PEABODY RADIO AWARDS**

To: CAVALCADE OF AMERICA (Du Pont) ... Outstanding Entertainment in Drama

THE TELEPHONE HOUR (Bell System) ... Outstanding Entertainment in Music

WLW, NBC Cincinnati affiliate ... Outstanding Reporting of News

KFI, NBC Los Angeles affiliate ... Outstanding Program for Youth

(Philharmonic Young Artists Series)

AND A SPECIAL CITATION

KVOO, NBC Tulsa affiliate ... for its program, SOUTHWEST FORUM

**THE ALFRED I. DU PONT RADIO COMMENTATOR AWARD**

To: H. V. KALTENBORN (Pure Oil) ... for "distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion ..."

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**THE VARIETY SHOWMANAGEMENT REVIEW**

In Variety's 12th annual survey of showmanagement three NBC affiliates were awarded plaques: WSB, Atlanta; WKY, Oklahoma City; and WTIC, Hartford. Special citations went to Bristol-Myers for its NBC program, "Mr. District Attorney" and to the NBC Program Department for "Words at War."

**THE CLEVELAND PLAIN DEALER**

In this year's poll by The Cleveland Plain Dealer, NBC programs and stars once again won more first places than all other networks combined—13 out of 16.

**THE MILWAUKEE JOURNAL POLL**

In the 1945 Milwaukee Journal Listeners' Poll, NBC won 7 out of 14 first places—more than all other networks combined.

**THE RADIO DAILY POLL**

In Radio Daily's eighth annual poll, 1051 experts—the nation's radio editors and columnists—honored NBC advertisers and their agencies by giving NBC 15 first places out of 26—more than all other networks combined.

**THE BILLBOARD POLL**

In Billboard's 14th Annual Radio Editors' Poll, NBC was given 10 out of 18 first places—with all of the top 5 and 8 of the top 10 places in the "Favorite Programs" classification alone.

**MOTION PICTURE DAILY-FAME POLL**

In this year's Fame poll, NBC was accorded 13 out of 24 first places, including 3 out of 5 in the "Champion of Champions" classification—won this year as for the past nine years by an NBC star.

**THE WRITERS WAR BOARD: "Best-Script-of-the-Month"**

More than 33% of the total number of scripts selected each month as Best-Script-of-the-Month have been for NBC programs—with Words at War scripts, chosen 5 times, the only series chosen more than once.
In Confirmation...

- The National Broadcasting Company is America’s No. 1 Network. It maintains that established position with stations, stars and programs—consistently the highest rated, the most popular in radio.

And when citations are made for radio excellence, for service to the nation, for cultural contributions, NBC, its independent affiliated stations and its advertisers again take the highest honors—specifically and in whole.

It is gratifying to share these recognitions—not in a spirit of triumph, nor as ultimate judgment of contributions, and not in any implied neglect of others’ splendid achievements.

NBC accepts in simple appreciation the critical confirmation of an overwhelming popular vote—the vote that makes NBC The Network Most People Listen to Most.
A waiting line is reported by WJZ New York at local drug and tobacco counters for its "No Cigarette" package. Idea originated on Don Costello's "Breakfast Club" program on Blue-ABC's parent network and is being used as a local promotion stunt. Station is distributing some of the empty packages under the brand name "No Cigarette", "manufactured and distributed" by Blue-ABC "Breakfast Club". Package copy says cigarettes are guaranteed "to contain no nicotine and no paper but" and also "With men who know tobacco best, only 'No Cigarettes' can make these statements."

Co-op Promotion

WFIL Philadelphia is cooperating with Curtis Pub. Co., Philadelphia, in promotion of "The Listening Post" Blue-ABC show of the Saturday Evening Post. More than 500 posters have been placed on newsstands throughout Philadelphia and the Curtis delivery trucks carry banner signs calling attention to the program.

WKBN Uses Billboards

WKBN Youngstown, O., advertising of CBS and local programs via billboards is the subject of a mailing piece issued by General Outdoor Adv. Co.

KFRK Radio School

TO ASSIST public school teachers of Sacramento, Calif. in using radio in their classrooms to maximum advantage, KFRK Sacramento will offer free courses in using radio during the summer. Teachers attending will be given training credits, and the free classes can be used to extend their salaries. Courses for teachers in Sacramento will be conducted by J. M. Rosser, chief of their duplicated Oakland course. KFRK hopes to extend the program to other localities.

WOWO Farm Clinics

AS A REGULAR feature of its newly organized farm department, WOWO Fort Wayne, Ind., is conducting a series of all-day clinics at which staff members demonstrate three-dimensional radio, Pocket-Book-Price, paper-covered documents, containing "The Listening Post," "The Blue-ABC Broadcast Journal," "The Blue-ABC Broadcast News," and "The Blue-ABC Broadcast Magazine." These documents are free to all members of the farm department.

Booklet of Documents

BOOKLET titled "Basic Documents of the Peace" has been distributed by the Peace Conference of the United Nations. The booklet includes the complete text of the four peace treaties, the Atlantic Charter, and the Declaration of United Nations. The booklet is available for free distribution to all members of the farm department.

WOL Schedule

PUBLICLYANNOUNCED schedule of a weekly program called "The Listening Post" is available for free distribution to all members of the farm department.

WJNO Folder

ILLUSTRATED folder describing WJNO West Palm Beach, Fla., "reproduced and distributed" by the station along with a microphone-shaped blister.

LOUIS JORDAN

Without a doubt, Louis Jordan and his Tympani Five are one of the best known small band combinations in the United States today. An accomplished musician, he is rapid in reaching the very heights of public favor. He's been clicking in the smart night spots, on the stage, and on Decca Records.

BARNACLE BILL THE SAILOR "HONEY IN THE BEE BALL"
Dec. 7556

YOU GOTTA GO WHEN THE WAGON COMES
Dec. 7729

T-BONE BLUES
Dec. 8525

BOUNCE THE BALL
Dec. 3253

FIVE GUYS NAMED MOE
Dec. 8653

Consult your BMI DISC DATA for complete listings of BMI-licensed titles recorded by Jordan and other noted vocalists and bandleaders.

Promotion Personnel

ENID HAGER CLARK, former advertising director of WIP Philadelphia, has been appointed vice-president and general manager of WIP Philadelphia, succeeding BARTON F. MILLER, who resigned. MRS. HAGER CLARK will also serve as advertising manager of the WIP network.

MARION SABATINI, O.W. Domestic Radio Bureau editor of Women's Radio War Program Council, has been appointed assistant director of station relations. She will act in dual capacity, continuing with the old job.

JOHN WILKOFF, former WWWS Pittsburgh program manager, is to replace MITCHELL, JR., WABC Pittsburgh program manager. Mr. DeGroot joins Blue-ABC promotion staff in New York.

Hugh MacKenzie, former program director of KWAM, Kansas City, has been appointed assistant to the WABC promotion manager.

FDR MEMORIAL

CBS Cooperates on Book

Published in Six Days

SIX DAYS after the death of President Franklin Delano Roosevelt was flashed to the world by radio, Pocket Books Inc. published a 250-page book telling how the news was handled by CBS, and printing many of the tributes to the great leader. The popular-priced, paper-backed book entitled "Franklin Delano Roosevelt, A Memorial" includes a 54-page compendium of CBS broadcasts from the time the news was first aired at 5:49 p.m. Thursday through the four-day period in which all American radio mourned the President. Following pages record worldwide tributes, prayers, verses, and dedicatory remarks broadcast or published here and abroad and excerpts from the late President's speeches outlining his political philosophy. All royalties from the book go "to a charitable cause that was close to the heart of the President."

CBS, mailing the book to friends, included a black-bordered note explaining their cooperation as a "spokesman for an organization of radio workers who are leaders of an industry whose unique use of radio helped to make his intimate of all the freedom-loving peoples of the world."

Radio at O.S.U.

RADIO JOURNALISM will be offered as part of the curriculum of Ohio State University next year, according to Dr. James E. Pollard, school director. The students will make use of Ohio State's 25-year-old station WOSU for laboratory purposes. First two years of the course will require science, foreign language, English, American history, political science, economics, sociology and reporting. Two remaining years are a combination of journalism and radio courses with advanced social science.

SPONSORS and broadcasters who want to help the national effort to prevent forest fires can secure scripts for two five-minute dramatic skits or 18 announcements, all approved by OWI from State or Regional Foresters or Commissioners of Conservation.
$1,833,000,000
FOR POSTWAR SPENDING!

$3,000 Per Detroit Family!

Nearly two billion dollars in savings! That's a lot of purchasing power. It's ready now, in bank savings and War Bonds held by Wayne County (mostly Detroit) residents, and the total is growing larger every week!

REMEMBER that when shiny new cars again take the place of guns in Detroit factories; when materials and labor will again be available to build the tens of thousands of new homes needed in Detroit; when the pent-up desires for new washing machines, radios, refrigerators, appliances, home furnishings—for all kinds of goods and services—will turn Detroit into a sales manager's paradise.

WHEN that day comes you'll want to remember, too, that WWJ is the most listened-to station in this great market... that this radio station offers a direct approach to a huge backlog of savings.
BILL STERN, FATHER FLANAGAN of Boys Town, and ELLSWORTH VINES who appeared as guests on "Sports Newsreel" broadcast from Denver.

BILL STERN, FATHER FLANAGAN of Boys Town, and ELLSWORTH VINES who appeared as guests on "Sports Newsreel" broadcast from Denver.

BILL GAVE US A "STERN" TEST...

BILL STERN came to Denver recently to broadcast the 38th Annual National AAU Basketball Tournament, sponsored locally on KOA by the Dave Cook Sporting Goods Company.

While in Denver, Colgate's NBC program "Sports Newsreel of the Air" starring Bill Stern, originated at KOA.

"Superb" was the word voiced by Stern for KOA's part in the production of this top-flight show. "Superb" was the word, too, for Stern's play-by-play account of the AAU tournament games.

Yes, KOA was given a stern test and came through with flying colors. Further proof that in Denver KOA leads in every way.

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 75% in seven of Colorado's Largest Cities

DEALER PREFERENCE
68.8%

*Reported Survey
**Home-Faceless Survey

50,000 watts 850 KC

Represented by NBC Spot Sales

April 30, 1945 • Page 39
INTERESTED IN

Participate

Sunrise Special
Music, Weather and Time
6 to 7 a.m. Daily

Wake up and Live
Lively Transcriptions and Time Announcements
7 to 8 a.m. Daily

Daily Hit Parade
Cincinnati's Biggest-Selling Records
4:30 - 5 p.m. Daily
Olive Kackley
WCKY's Women's Commentator
8:15 - 9 a.m. Daily

Theodore Hahn, Jr.
and the WCKY Orchestra
Twice Daily

WCKY
50,000 WATTS

THE J.B. Wilson STATION CINCINNATI
LAST WEEK this journal stated rather plainly its feelings about the Leonard Reinsch fiasco. We said that Leonard Reinsch had been occupying the White House press and radio secretary's job and that his formal appointment to the position was thwarted as a direct result of pressure brought to bear by certain Washington newspapermen and ex-newspapermen. The fact that Mr. Reinsch did not get the job was not so much a rebuke to him as it was a body blow to the broadcasting art itself.

Before news of Mr. Reinsch's revolving-door experience at the White House had died down, however, radio learned that it had not been invited by the War Department to participate in a joint press-Congress inspection of Nazi horror camps. Officials at the War Department, in this instance, explained the snub by saying that other radio偎iting stations are now in action in the ETO. So are other newspapermen.

It is incontrovertible that broadcasting, a legitimate and powerful news medium, got the brushoff. Whether this is by design or by oversight does not alter the consequences. If it is by oversight, somebody should buy the responsible party a pair of bifocals—and a radio receiver. If by design, then it's time to make a few changes. We do not intend to engage in an altercation with any individual. Charles Ross, who succeeds Leonard Reinsch who succeeded Jonathan Daniels who succeeded Steve Early at the White House, is a perfect gentleman, an able newsmen, a capable administrator. He will be fair to radio.

The newspaper for which he has been a correspondent and editor these many years, the St. Louis Post-Dispatch, indeed owns a broadcasting station—KSD. We doubt, as a matter of fact, whether Mr. Ross wanted the job any more than Mr. Reinsch wanted it. But the light-fingered manner in which Mr. Reinsch was dribbled across the floor, only to be thrown into the bleachers instead of into the basket, is an affront to broadcasters everywhere. The fact that a plane sufficient to carry a score of newspapermen to the ETO did not bear one radio newsmen also is something more than an oversight.

It is time, and past time, that broadcasters asserted their hard-won position in the news field more militantly. There was a time in our history when newspapermen had to do the same thing. The current trend, consequently, does not make history. It repeats history.

It behooves the nation's press to recognize radio not as an interloper or an upstart, but as a full-grown news contemporary. Radio should have adequate facilities for reporting news in official quarters. Radio is entitled to equal consideration at the White House, in all Government agencies, military as well as civil. To the extent that it does not have such recognition, freedom of speech and of the press suffer.

SOME BROADCASTERS have been concerned about the possible doubling up of television and FM on the same frequencies, which would permit aural FM transmission when the video signals were off. FCC Chairman Porter has dispelled all doubt on that score in response to an interested broadcaster—A. J. Mosby of KGVO Missoula, Mont.

Television channels, when the assignments are established under the upcoming allocations, Mr. Porter states, will be used for television. And the facilities provided for FM will be used for that service to the fullest extent possible. The FCC, we think, is on sound ground. It is helpful to all interested in both services to have these facts settled.

If the Commission had been disposed to permit the dual operation there would have resulted an extravagant use of scarce facilities. FM, as Mr. Porter points out, uses only a 200 kc. channel width even with wide band transmission. Television is a road hog, using a 6,000 kc band.

Even more ominous would have been the threat to standard and prospective FM broadcasters. Dual use conceivably would enable television broadcasters to devote a minimum of time to the video art, filling in with aural transmissions on the sound track as they saw fit. Such operation might have hindered the development of both FM and television.

The FCC, we feel, has made a good start in clarifying this point, and broadcasters are indebted to Mr. Mosby for raising the question. There are other questions which remain unanswered, however. Will dual operation of FM and AM in the same community ultimately be construed as "dupoly" by the Commission? Will the Commission claim ownership? Will the Commission authorize transmission of regular AM programs over FM facilities? To encourage development of these new services, the answers should be obvious. But the FCC hasn't yet spoken.

CAPT. CHARLES WILLIAM HORN

TYPICAL of Charlie Horn's method of operation is the story he tells on himself about his recommendations for one of the first broadcasts from the Vatican in 1929. He was at NBC's New York studios talking to Marconi in Rome, getting the proposed timing. Loud speakers at both ends of the shortwave circuit were on so that men in the New York and Rome studios could hear the conversation.

"At 9:01 the silver trumpets blow," said Mr. Horn.

"That's right," Senator Marconi answered.

"At 9:02 the Pope shows up."

The circuit went dead.

Charlie Horn began shouting into the microphone trying to get Marconi again. After a few minutes of dead air he returned, against a background of subdued snickering from Rome.

"What's wrong?" queried the puzzled Mr. Hor. "What did I say?"

"Well, it wasn't really wrong," Senator Marconi said, "but you put it in a rather quaint way. We would say 'His Holiness attends.' Of course, Mr. Horn, you're a New Yorker."

That same simplification of the complicated, the refusal to be swayed by anything or anybody, still characterizes Capt. Horn. Just promoted to that rank in the Naval Reserve, Capt. Horn is assigned to headquarters as a special assistant to the Director of Naval Commiunications, working in the field which he practically put into operation, international communications.

The youngest looking "oldest man in broadcasting", Capt. Horn was born in New York City July 9, 1894. His first job was with Western Union, so that he could learn Morse Code and communicate with a friend who had moved from the neighborhood.

Through the code knowledge, Charlie Horn became a radio operator with a merchant line when he was 16, sailing to tropical places most boys just dream of.

In 1917 he was commissioned in the Naval Reserve and was made assistant district communications supervisor for the Third Naval District. From 1919, when he went on inactive status, until 1929, he was with Westinghouse.

While with that firm he was responsible for the planning and set-up of Westinghouse's KDRA Pittsburgh, pioneer radio station. As manager of radio operations in charge of broadcasting stations and later assistant to the v-p of Westinghouse in charge of engineering and production, Capt. Horn arranged many of the "brats" of broadcasting. He han- (Continued on page 44)
THE OUTSIDE* IS DESIRABLE on the Pacific Coast, too!

You're luckier than the kid in the picture—the "outside" (on the Pacific Coast) is available to you right now if you use Don Lee. For only Don Lee covers this over-2-billion-dollar-market.

A map will show you the reason. Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 39 local stations, broadcasts from within each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) revealed that

60% to 100% of the "outside market" listeners were tuned to Don Lee stations.

In the regularly-Hooper-rated cities of the "inside market" Don Lee's coverage is tops, too. Hooper reports show that during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

The outside market is plenty important on the Pacific Coast. Make sure you include it in your schedule—buy Don Lee, the only network that delivers both markets of the Pacific Coast!

THE NATION'S GREATEST REGIONAL NETWORK

Mutual DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
COMMENTARY

Our Respects to
(Continued from page 43)

died on January 26, the first
casts of a World Series, the first
remote studio broadcast, church
service, tennis match, opera and
countless "firsts" in special events.
He says he introduced frequency
modulation to broadcasting by
modulating KDKA on occasion, un-
til the listeners complained. This
was about 1929 before FCC or FRC.
He was the first man to operate
two stations on the same frequency
under exact control (synchroni-zation).
They are WBZ-WBZA Bos-
ton-Springfield. And thereby hangs
a tale. Westinghouse's WBZA in
Springfield was the first of the
two. The lack of talent in Spring-
field necessitated sending most of
the entertainment by wire from
New York. And this, in 1923 or '24
before the days of networks. Be-
cause of the unusual absorption
characteristics of New England,
the WBZA program was not
reaching Boston. The talent ob-
jected.

So Charlie Horn built a "booster" at
Boston. Competitive broadcasting
companies objected. They had
an agreement in those days not to
"outdo" each other in number of
stations. "But," Capt. Horn still
insists innocently—"with a certain
twinkle, "that wasn't another sta-
tion, it was a 'booster.'" So he had
to develop synchronizing to prove
his contention. It later became
WBZ Boston.

In 1929 Capt. Horn went to
Europe to organize experimental
shortwave stations for interna-
tional broadcasting. Westinghouse
had already been working with the
establishment of shortwave sta-
tions in Manchester, England;
Buenos Aires and Melbourne.
Charlie Horn had been in close con-
tact with these stations, and their
early experiments as well as with
the BBC, the German Rundfunk
and the Philips Co. in Holland.
When he returned he was made
genral engineer of NBC, still
working with H. P. Davis of West-
inghouse who was also chairman
of NBC.

He was among the first to take
field strength measurements, doing
much to standardize and refine en-
genineering of field strength measure-
ments, upon which are based all
FCC allocations as well as direc-
tional antenna design.

Video Pioneer

In charge of NBC's television
development, arranging for the
first UHF video station to stop the
Empire State building. Capt. Horn
conducted some of the first ex-
periments and measurements of
the medium. He set up the first relay
station for television at Mt. Army,
N. J., in 1931.

When he resigned from NBC in
1941 he was assistant to the v-p
and director of research and de-
velopment. For two years he was
technical advisor to Maj. Gen. Will-
iam J. Donovan at the Office of
Strategic Services in a civilian
status, then was called to active
duty with the Navy in July 1943,
with rank of commander, as spe-
cial assistant to Adm. Redman.

During his career he has attend-
ed many conferences and hearings
on national and international con-
ventions all over the world, and has
been instrumental in shaping their
courses.

He is a Fellow of the Institute
of Radio Engineers, Fellow and
past president of the Radio Club of
America, past president of the New
York Electrical Society, honorary
member of the Princeton Engineer-
ing Society, and had the honor of
giving the Cyrus Pogg Brackett
Lecture on broadcasting, at Prince-
ton.

Traveling is one of his favorite
pastimes and he's done a lot of it.
In fact he expects to spend much
of his time in Latin America after
the war, perhaps in broadcasting.

At present he is greatly inter-
sted in solo flying. Speaking of
soaring, Capt. Horn in unmarried.

FALSE ADVERTISING
CHARGED TO PHILCO

MISREPRESENTATION in radio
and other advertising of power,
reception capacity and tube content
of receivers made by Philco Corp.
and Philco Radio & Television
Corp., Philadelphia, was charged
in a complaint issued last week by
the Federal Trade Commission.

According to the complaint, Phil-
co represented and caused its deal-
ers to represent that its sets are
equipped with either 6, 8, 9, 10,
11, or 12 fully functioning tubes
and will bring in broadcasts from
European stations five times easier,
stronger and clearer than sets not
so equipped.

"The sets so advertised," FTC chas-
es, "contain one or more bal-
last nonfunctioning, tuning beacon
tubes or rectifier tubes which do
not perform any recognized and
customary function of a radio tube
in the detection, amplification and
reception of radio signals and will
not bring in broadcasts from
Europe five times easier."

Philco Corp. is named as owning
a majority of the stock in Philco
Radio & Television and managing,
directing and controlling its affairs.

The companies are granted 20 days
to answer the complaint.
To report the San Francisco Conference to the most people

MUTUAL MAKES THE MOST OF A GREAT RADIO ASSET...

One of radio’s greatest assets is its ability to keep regular appointments with millions of listeners at fixed hours, day after day. This consistency is what builds tune-in habits and helps explain the medium’s effectiveness.

Mutual is putting this asset to work in its coverage of the World Security Conference in San Francisco, starting April 25. To present this history-in-the-making as a regular program feature, rather than a random-scheduled “special event”, we have cleared the 9:15-9:30 period, five nights a week, for the duration of the Conference.

Five nights a week, in the heart of the nation’s radio evening, Mutual’s Conference Highlights will immediately follow Gabriel Heatter, who consistently musters the nation’s largest news audiences at the Mutual point on the dial.

Direct to conference headquarters in San Francisco, Mutual has sent a complete staff of ace analysts, including Leo Cherne, Upton Close, Arthur Gaeth, Alexander Griffin, Royal Arch Gunnison, William Hillman, Charles Hodges, Elsa Maxwell, and Edgar Ansel Mowrer.

We believe this regular Conference programming... plus other planned features and flash news as it occurs... will enable us to keep an all-important appointment with a maximum number of American listeners.

THE MUTUAL BROADCASTING SYSTEM
MANAGEMENT

MARK ETHRIDGE, publisher of the Courier-Journal, Louisville Times, which operates WHAS and STANLEY HUBBARD, publisher and general manager of KSTP St. Paul, were among recent White House callers who paid their respects to the new President.

NEVILLE MILLER, former president of the Y.A.R. and deputy chief of the Balkan Mission, returned to his home in London last week after 10 months abroad. He lectured with FCC Chairman PAUL A. PORTER April 24.

DALE TAYLOR, manager of WENY, Elmira, N. Y., is the father of a girl.

JOHN COHAN, formerly with Smith and Buli. Adv., Seattle, Wash., is now manager of KKGY Des Moines, Tex., replacing R. W. GRIEVE JR., on leave in the armed service.

ANTHONY M. QUINN, auditor of Don Lee Broadcasting System, Hollywood, has been named secretary-treasurer and elected to network's board of directors. He succeeds E. W. BOLTIER.

WM. A. SPEERS, manager of CCM Reg., is recovering from an appendectomy.

HUGH TERRY, ELZ Denver manager, is supervisory president of the Denver Rotary Club.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

MANAGEMENT

REYNOLDS Heads SCBA

ROBERT O. REYNOLDS, vice-president and general manager of KMPC Hollywood, was elected president of Southern California Broadcaster's Asn. at a luncheon membership meeting in Los Angeles on April 20. He succeeds Lawrence W. McDowell, commercial manager of KFOX Long Beach, Cal. Lee F. Wynne, commercial manager of KGKR Long Beach, Cal., was named secretary-treasurer. Organization includes 30 Southern California area stations and the four major networks. Betty Reis continues as SCBA office manager.

Detroit Ad Course

DETOUR stations, newspapers and the local Retail Merchants' Asn. are offering a six-week course on "Retail Advertising Techniques," given in the studios of WWJ April 10-May 15. Two of the six meetings are on radio and the retail trade. Both radio meetings are led by Edwin C. Wheeler, WWJ assistant general manager, Harry Bannister, WWJ general manager, Owen F. Uridge, WJR assistant general manager, and Richard W. Jones, CCLKW commercial manager, were included in the first discussion. The second featured LAWRENCE J. Michelson, of Simons-Michelson Arvency and Charles G. Burke.

WXYZ commercial manager. The lecture series is put on through the cooperation of WWJ WJR WXYZ CCLKW, local papers and retailers.

AN ANNUAL license fee of about $2.95 has been levied, with certain exceptions, on radio receiving sets in Angola. Portuguese colony in West Africa.

CELEBRATING 16 years in radio are Frank E. Fitzsimonds (l), manager of KYFJ Bismark, N. D., and Fay Brown, N. Dak. State Basketball Tournament announcer. Until four years ago Mr. Brown was on KYFJ staff. He returns to cover the tournament.

FRIEDHEIM HEADS RECORDING FOR NBC

ROBERT W. FRIEDHEIM, formerly eastern sales manager and business manager of NBC's Radio Recording Division, has been appointed to the new post of manager of the entire division, heading a series of personnel changes and additions announced by C. Lloyd Egner, vice-president in charge.

Henry P. Hayes, who was office manager, becomes business manager of the division under the new alignment. William R. Seth Jr., promotion and advertising director, takes full charge of the promotion activities, succeeding Willis B. Parson, who is now assistant sales manager.

Wade Barns, formerly a field representative, has been named assistant to Mr. Paterson, and John Keck, previously an announcer at WCAE Pittsburgh, has been added to the sales staff. George Stevens, Chicago market editor for UP from 1938 to 1940 and subsequently manager of Eagle Lock Co., Terryville, Conn., succeeds Mr. Hayes as office manager of the Radio Recording Division.

C. A. Fleming

C. A. FLEMING, 88, president of CFS Owen Sound, Ont., and the Fleming Pub. Co., Owen Sound, and affiliated with CKFS Cornwall, Ont., died April 19 after an illness of two months. He is survived by three sons and four daughters.

Dr. John Oray Featman, associate professor of psychology, City College of New York, and Tore Bollonquist, chief of the CBS program analysis division, are authors of a psychological monograph on analysis of listener attitudes toward radio programs through use of the program analyzer developed by Dr. Featman. Dr. John Featman is a Featman Bollonquist. Paul Lazarsfeld, radio research authority. Monograph was published in Stanford University Press for the American Assn. for Applied Psychology.

Commercial

LOREN C. SIBULS Jr., formerly on the sales staff of WFRB Baltimore, to Blue-ABC cooperative program department as sales account executive.

SIDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, has been elected to the board of directors of Hollywood Rotary Club.

HENRY GERSTENKORN, assistant general sales manager of Don Lee Broadcasting System, Hollywood, has been named radio director of War Finance Committee of the Hollywood area during Seventh War Loan.

DUNCAN A. SCOTT & Co., station and marketing representatives, both offices in San Francisco and Los Angeles, has re-appointed division to division of Joseph Henshey McGilvary Inc. effective May 15. Firm will become West Coast representative for Adam J. Young Jr. Inc., newly formed station representative with headquarters in New York.

RICHARD F. KOPP has been named manager of the Paul H. Raymer Co., Chicago office succeeding WALTER TENNEY. With the station sales representative for seven years, he is a brother of HARRY KOPP, vice-president of NBC central division, Chicago.

EDWARD D. HOFFMAN, formerly on the accounting staff of Price, Waterhouse & Co., New York, has been appointed comptroller of WLIB New York.

CJC 646, 650, 651, Mante, Ont., has appointed Joseph Henshey McGilvary Ltd., New York, exclusive representative in the U. S.

FREE & PETERS, station representative, May 15 to open new office in Detroit at 947 Fenwood Blvd., to be headed by W. W. BRYAN.

A. J. VICTOR, discharged from the Army and former account executive of KOPP Los Angeles, has joined KPAS Pasadena as account executive.

Martin R. Karig Sr.

MARTIN R. KARIG Sr., 71, founder and former majority stockholder of the Community Broadcasting Corp., licensee of WALL Middletown, N. Y., died April 17 at his home in Livingston, N. J. He is survived by his wife, a daughter and four sons.

INDUSTRIAL SURVEYS Co. of New York and Chicago, will establish a separate firm, Gordon F. Buck, vice-president, who will also head both New York and Chicago client service and production departments of the new radio division company, which recently completed a radio survey in Puerto Rico, plans to expand its nationwide measurement work in foreign countries.

In Southern New England People are in the Habit of Listening to WTIC

Page 46 • April 30, 1945

BROADCASTING • Broadcast Advertising
The Latest Boston Hooper survey proves that WORL is Boston's best dollar buy* with ratings second in Boston.

For example —

<table>
<thead>
<tr>
<th>LOCAL TIME</th>
<th>STATION A</th>
<th>WORL</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
<th>STATION F</th>
<th>STATION G</th>
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<tr>
<td>1:15 P.M.</td>
<td>5.8</td>
<td>2.2</td>
<td>2.1</td>
<td>1.8</td>
<td>1.4</td>
<td>0.7</td>
<td>0.3</td>
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<tr>
<td>3:45 P.M.</td>
<td>4.8</td>
<td>3.4</td>
<td>1.4</td>
<td>1.4</td>
<td>1.4</td>
<td>0.9</td>
<td>0.1</td>
</tr>
<tr>
<td>4:30 P.M.</td>
<td>5.2</td>
<td>2.8</td>
<td>1.8</td>
<td>1.1</td>
<td>1.1</td>
<td>1.1</td>
<td>0.3</td>
</tr>
</tbody>
</table>

*SEE RATE CARD

WORL

This little budget went to the "920 Club"
CAPT. EDMUND ABBOTT, former CBS production director who is with the Command Section Headquarters, AAP Radio Section, has gone on inactive status and is expected to return to commercial radio.

BERT RIEFFER, pianist, conductor and composer, joins WINS New York May 8 as musical director. His assistant will be JACQUES FRAY.

DOLORES CUNNINGHAM of the production department at CKYK Toronto, has been married to Earling Hansen, a radio officer in Norwegian Merchant Marine.

BILL BALDWIN, former network war correspondenceincorrectly reported April 6 to have joined KO San Fran- cisco as announcer, is freelancing and lecturing on the West Coast. He returned the first of the year from assignment to the Pacific theater.

HARRY M. BRAWLEY, former educator and conductor of WCHS Charleston program, has been appointed director of public service for the West Virginia Network. He will assume his new duties Sept. 1.

JIMMIE GREGORY, formerly of WBU New Orleans and WZC Durham, N. C., to WAGA Atlanta as announcer.

Sgt. LEO KAVE, script writer of the American Forces Network, was sent to this country after 21/2 years service overseas with the Canadian Army and later with U. S. forces. He is on temporary duty and expects to go to the West Coast in a few weeks. He enters withfriends with CHARLES WOOD, CHARLES WOOD, CBS, and other network correspondents and participated in radio coverage of the fall.

PEGGY WIEDEN, former assistant to RADIO-PROGRESS, radio and television chief of Charles M. Storm Co., New York, has joined WNEW New York as assistant to give time to the program director.

DOROTHY KEMBLE has resigned as manager of the community acceptance department of Blue-ABC.


GILBERT STANLEY, announcer for the WABC-AM, New York, and KPOX Long Beach and KKO El Centro, Calif., has joined WLIB New York.

FLORENCE SCHNEIDERMAN, formerly on the staff of the National Conference of Social Work and of Child Study Assn., joins WLIB as script writer.

EDWIN HABERT, former program director of WIP Philadelphia, and television chief of WJW Cleveland, has joined WORW with WTAR War WORWF, has been named assistant director of network operations at CBS, responding to HORACE GUILLOTE, manager.

PTT. SLOAN G. FINLEY, former WMC Memphis announcer, is with American Forces Network in London as announcer.

Sgt. VARNER PAULSEW, former WIP Philadelphia production manager, is in the same post with American Forces Network in London.

HOMER CANFIELD, assistant manager of NBC Hollywood press department, has been appointed network western regional manager-producer. His promotion makes him production manager effective May 1, succeeding HOWARD WILDER, transferred to Hollywood production staff.

PAT KELLY, from KFRC San Francisco as program manager, to KFI Los An- geles as writer-producer. Temporary successor is DON DAVIS, chief announcer.

MELVIN C. MAMS, new to radio, to NBR central division sound effects department.

JACK WILLIAMS, KOY Phoenix program director, is the father of a boy.

JOHN CORBETT, released from the AAF, to WPFL Syracuse as announcer.

CHARLES WRAY, released from the Navy as wardenship earlie, is on to, WNEW New York as announcer.

JIM HENDRIX, WSM Nashville announcer, to Great Lakes Naval Training Center.

GEORGE M. HUNTER, released from Army Special Services and formerly with WBAB Atlantic City, to WJZ Det- ron, announced by the staff.

CARLTON W. COLLIN, in charge of informational and educational activities of the United States, Chicago division, has been appointed director of farm service for WZKO Kalaskam.

WILLIAM B. HARRIS, Jr., to WPEN Philadelphia as script writer.

GORDON TUELL, KIPO Seattle announcer, is the father of a girl.

Sarnoff Booklet

WHAT RADIO offers the career-seeking veteran is outlined in a new booklet, "Radio and Electronics for Returning Service Men." written by Brig. Gen. David Sarnoff, RCA president, and released last week by RCA.

Declaring that the advent of television "promises some of the most interesting opportunities ever available to a returning warrior seeking a useful career in peace," Gen. Sarnoff also points out that "television is not all there is to radio today, any more than broadcasting was the limit of radio in 1920. There are endless opportunities for radio research and for exploring in space," he continues. The ether is still quite a wilderness."

KHALO Covers

KHALO Hannibal, Mo., gave complete coverage of the tornado which struck parts of Missouri and Illi- nois, doing $150,000 worth of dam- age. Using information from tele- phone messages and AP, KHALO gave listeners news of the situation from 5:30 a.m. when the station went on the air until the emer- gency was over. A special on the spot broadcast was carried from the radio room of the Police Dept.

Also, upon an appeal from the mayor for trucks to clear debris, and directions to those help- ing. Response was immediate, and KHALO was credited with being largely responsible, through its broadcasts, for the quick help.

Lt. Hoffenberg Heads London Office of AFN

Lt. KARL HOFFENBERG, formerly with WGN Chicago, is new head of American Forces Network, London, filling the vacancy created by the elevation of Lt. Col. John S. Hayes to the associate directorship of the Troop Broadcasting Service.

Lt. Hoffenberg at AFN Mike SHADE and the promotion of Major Bob Light to the chief execu- tive post in Paris.

Lt. Hoffenberg, program director since 1943, now supervises AFN’s activities from London to the troops in the United Kingdom and the Continent.

He arrived at AFN on the day of its inception, July 4, 1943, and has played an important part in its growth. Staff Sgt. Harry Lyle, formerly with WBNS Columbus, takes over Lt. Hoffenberg’s post as program director.

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In the UTAH market

The Station That
THINGS
Does
KDLB
SALT LAKE CITY
SALT LAKE CITY

Howard H. Wilson Co., Salt Lake Representatives
ANOTHER PACKAGE DEAL

Here's your opportunity to get radio's hottest trio doing 78 of the most popular tunes—many with the sensational Ida James as vocalist. There are eight sixteen-inch, 33 1/3 rpm, double-faced transcriptions in this album. You can NOW get these discs at $75.00 for the whole group.

LEADING TUNES—Including—

IS YOU IS? OR IS YOU AIN'T MY BABY • BESAME MUCHO
KNOCK ME A KISS • SHOO SHOO BABY • SPEAK LOW
THIS'LL MAKE YOU LAUGH • SOLID POTATO SALAD
I REALIZE NOW

$75.00 FOR COMPLETE ALBUM

C.P. Macgregor

729 SOUTH WESTERN AVENUE • HOLLYWOOD 5, CALIFORNIA
Y & R Completes Radio Reshuffle

Completing the reorganization of its radio division begun last fall, Young & Rubicam last week appointed four executives as program managers "to provide closer coordination between the division and other branches of the agency, and more thorough supervision of each radio show.

Program managers are Joe Moran, who continues as associate director of the division but is being relieved of his previous assignments to devote full time to developing the new system of administration; Max Wylie, George M. Garrett and William Forbes. Mr. Forbes continues as manager of the television and research sections of the agency's radio division.

Y & R also announced the appointments of Ed Duerr, formerly a production supervisor, as manager of radio production; Alexander Strong, formerly a talent supervisor, as manager of the talent department; and of Gilett Hall, since 1942 acting head of the agency's Hollywood radio office, as associate director of the radio division.

Gordon D. Gates, vice-president and general manager, heads the administration of the division. The production operation is under Harry Ackerman, vice-president. John Swayne is manager of the radio commercial department; Carlos Fagan, associate director of the division, is chief of station relations; Jack Barry operates the division's motion picture section.

Cabrera to Mathes

Ray Cabrera, formerly a brand manager of Carter Products Inc., New York, where he supervised advertising for Carter's Little Liver Pills and Hush, has been named vice-president and account executive for McCord & M. Mathes Inc., New York. Phillip Richardson, promotion manager for Teel and Drene at Froster & Gamble Co., Cincinnati, will take over Carter as of June, with products still to be assigned. C. E. Douglas is brand manager for Arrid.

McCord Name Change

McCord Co., Minneapolis agency, will be known as Melamed-Hobs effective May 1. Louis Melamed has been president and treasurer of McCord and R. W. Hobs account executive. Agency opened a Chicago office last week headed by F. Clifford Estey [BROADCASTING, March 26] at 333 N. Michigan. Telephone: State 9252.

Blaine-Thompson Co., New York, to accommodate increased radio activity and personnel, has taken an additional floor at its present address, 234 W. 44th St. New quarters include a small theater and rehersal studio as well as new offices. In addition to Walter Lurie, new creative head, radio department includes Margo Lewis, vice-president and radio director; Richard Ash, commercial business manager; Minna Bess Lewis, in charge of creative copy, and Patricia Ficke, assigned to Mr. Lewis.

Bert R. Greene has been appointed account executive and sales and distribution director of the Ralph H. Jones Co., Cincinnati. He has served as manager with the AAF as area contract officer for three years and formerly was with Johns-Manville Corp., New York.

Vern Meier, formerly with First Federal Savings & Loan Assn., Detroit, as sales promotion director, to Wolfe-Dickson & Donkey, Detroit, as market analyst and researcher.

Wallace F. Elliott, former producer and program director of KNOR Oakland, has become a partner in the Rhodes & Davis Ad agency, San Francisco.

J. K. Strubing Jr., vice-president and account executive of Compton Adv., New York, has been elected a director.

William B. Lewis, vice-president and radio director of Kipling & Bosco, New York, has been named chairman of the radio industry of United League Service Fund.

William E. Berchtold, formerly with J. Walter Thompson Co. to Foote, Cone & Belding, New York.


AL E. Scalp, commercial supervisor of Young & Rubicam, Hollywood, is the father of a boy.

Jefferson K. Wood, former head of the agency, has joined Alexander Gallery & Co., Los Angeles, in an executive capacity in household products and food accounts.

Wallace F. Elliott, program director and continuity chief of KOIT, Oakland, Calif., has resigned to assume account management in Rhodes & Davis Adv., San Francisco.

John Nelson, former space-buyer and contact man of McCann-Erickson, San Francisco, has joined The Blaw Co., Hollywood, in an executive capacity.

Baby Snooks (alias Fanny Brice) cuts up for "company," in this instance (1 to r): William C. Gittinger, CBS vice-president in charge of sales; William R. Baker Jr., vice-president of Benton & Bowles, agency handling account of General Foods-Post Toasties, sponsor of "Toasties Time" on CBS and featuring Miss Brice; Clarence E. Eldridge, vice-president of General Foods Sales Co.; Charles G. Mortimer, vice-president in charge of advertising for General Foods Corp.

Tom Revere Quits Post With Ted Bates Agency

Tom REVERE has resigned as vice-president and radio director of Ted Bates Inc., New York. Agency's radio activities will be conducted principally by William R. Stuhler, former General Foods radio consultant, who joined Bates last October as vice-president in charge of radio production, and by Thomas Harrington, contact man on Colgate-Palmoite-Per Co., supervising C-P-P programs. Mr. Harrington, who is executive vice-president and chairman of the plan board, was formerly radio chief of Young & Rubicam. Mr. Revere will spend a few months vacationing at his farm in Litchfield, Conn.
LIVING IN PHILADELPHIA, it’s easy for me to “make up my mind” between Philadelphia radio stations. I think all Philadelphia stations are good mediums—and I buy time on all of them—but frankly, when I can get it, I would rather have time on WCAU—because for over two decades WCAU has been the station which Philadelphians tune in by force of habit.

_Umbrella Coverage_ is one of the reasons why WCAU is our agency’s “first choice” as the place for a program or a spot, and why we often use this phrase in conferences: “Any time is good time on WCAU.”

**WCAU**  
CBS AFFILIATE  
_Ombrella Coverage_  

50,000 “FREE WATTS” SURGING OUT IN A GREAT TIDAL WAVE OF POWER IN ALL DIRECTIONS, GIVING “UMBRELLA COVERAGE” OVER A CLEAR NATIONAL CHANNEL

PHILADELPHIA’S LEADING RADIO INSTITUTION
...it once followed the hounds

The orchestral horn, when first used in Europe, was called the French horn everywhere but in France, where it was known as the cornamand, or German horn. Whether the French horn was developed in France or not, its predecessor was definitely French—a circular bugle still used in France for hunting.

How stopping started

When the French horn was first introduced into the orchestra, music lovers objected to its sharp, loud tones, feeling them more suited to the fields and woods than to the concert hall. About the middle of the 18th century, the celebrated horn player Anton Hampel muted the clear sound of the horn by inserting his fingers into the bell, or “stopping” the horn. In addition to softening the tone, “stopping” bridged some of the intervals between the harmonics. Composers use the mellow tones produced by “stopping” to achieve a distinct, out-of-doors effect.

You push the middle valve down

To complete the deficient scales of the French horn, an Englishman in 1788 invented a method of combining two horns, but the resulting instrument proved too heavy and slow. In 1815 two Germans devised the sliding valves which successfully solved the problem and are still used on the French horn. The action of the modern horn is as fast as that of any keyboard instrument.

The modern French horn, with a frequency range of 110 to more than 6,000 c.p.s., has a soft, muffled tone. To reproduce it with maximum naturalness, use:

**VERTICAL CUT RECORDINGS!**

**Electrical Research Products**

**Division of Western Electric Company**

In the Ark-La-Tex area, KWKH—

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

**CHARLES MICHELSON**

**Radio Transcriptions, New York,** has sold “The Shadow” transcribed series to Acme White Lead & Color Works, Detroit, for $10,000. The presentation on KOIL, KDAY WCBS, and to WIBB Kansas City, for 26-week sponsorship by Cook Paint & Varnish Co. New account for “My Father Was Answered” is KODY North Dakota.

**SHELL OIL Co.,** St. Louis (petroleum products), is sponsoring 6 p.m. Thursday broadcasts over KSD St. Louis featuring managers Billy Southworth of the Cardinals and Luke Sewell of the Browns.

**CAMBOLLA CHEMICAL Co.,** Natural Bridge, N.Y. (Cambolymph Water Putty and CCC Louise Killer), has appointed W. L. Wright Co., Rochester, as agency. Radio is considered.

**JELUM Inc.,** Joliet, Ill. (Max’s Brown Gravy Mix), has placed its account with MacDonald-Cook Co., South Bend, Ind.

**WETFAL LABS, Inc.,** Columbus, O. (method cleaner), is said to have appropriated $10,000 for promotion campaign to include radio and has named Byer & Bowman Adv., as agency.

**Coca-Cola Co.**, export division is sponsoring three Latin American radio programs, one a symphonic concert, in Rio de Janeiro and Sao Paolo, Brazil. Beethoven’s “Pastoral” was expanded to a six-page program covering the southern republics. The campaign has appointed McCann-Erickson for foreign division, to handle radio advertising in Brazil and Argentina.

**Famous Fair** (New York women’s clothing store), has appointed Biskin Adv., New York, to handle promotion. Radio may be used.

**MILK FOUNDATION Inc.,** Chicago, sponsors one to six stations break announcements weekly on the following Chicago stations: starting effective April 16, WGN WCFL, effective April 23, WCBS; effective April 29, WBBM. Farm on April 16 began participation on “Club 569” on WIND. WBBM 34 week contract and other 12 week contracts were placed by McCann-Erickson, Chicago.

**SENTINEL Radio Corp.,** Chicago, has appointed W. W. Garrison & Co., Chicago, to handle advertising. Radio is considered for next fall.

**RILLING-ARNAO Co.,** Minneapolis (Naildri), is using three spots weekly on KLF Los Angeles. Contract is for 13 weeks. Campbell-Mitthun Minn., Minneapolis, has the account.

**BALL BROS.,** Co., Muncie, Ind. (fruit jams), on April 16 started three spots weekly on KFL Los Angeles. Contract is for 15 weeks. Agency is Applegate Adv., Muncie, Ind.


**DODDS MEDICINE Co.,** Toronto (proprietary), has started spots twice weekly on CHUM Toronto. Agency is A. J. Deenie Co., Toronto.


**GABY Inc.,** New York, has started three spots for local sales offices on WABC New York, supplementing campaign in other media. Placed thru Al. Applegate Co., New York.

(Continued on page 56)
Only a combination of stations can cover Georgia's three major markets.

- **WGST** - Atlanta
  - 5000W
  - 920Kc

- **WMAZ** - Macon
  - 5000W
  - 940Kc

- **WTOC** - Savannah
  - 5000W
  - 1290Kc

Available at combination rates

No single station, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the Georgia Major Market Trio, consisting of the three CBS stations in these three markets does the job.

- **At one low cost**

The Georgia Major Market Trio

Represented by THE KATZ AGENCY, Inc.
AND NOW...the General Electric

INTRA-TEL
SYSTEM

Television by wire for business, education and industry

The G-E Intra-Tel system can make a store the show place of a community. With it, it will be possible to televise and transmit living pictures throughout the store and in display windows. It is a new sales power that will increase customer traffic on every floor and in every department.

From the television laboratories of General Electric has come a powerful new selling aid for business, a dynamic medium for education, an effective tool for industry. It is G-E Intra-Tel—a television-by-wire system that can carry high-quality pictures and sound and reproduce them anywhere within the range of the system.

- Intra-Tel has great potentialities. In merchandising it can increase store traffic. With an Intra-Tel system dynamic demonstrations can be displayed simultaneously on every floor and in show windows. In education, the Intra-Tel system can bring special demonstrations, lectures, and motion pictures to every classroom. In industry the Intra-Tel system can provide the means for coordinating activities throughout a plant, observe production progress, to peer into inaccessible places or to observe extremely hazardous operations. The Intra-Tel system uses no transmitter and its installation thus requires neither FCC license nor government approval.
- A G-E Intra-Tel system includes one or more portable pickup cameras, one or more sound microphones, and a control and monitoring console. The entire system is designed so that both picture and sound are fed by cable to any number of home-type or display receivers. If desired, a motion picture projector and film pickup camera can easily be added to the system. Provision can also be made to link the system to any outside local television broadcast station by means of coaxial line or by radio relay.

For details on G-E Intra-Tel systems and television broadcast systems, see your G-E broadcast equipment representative, or write for the booklet "Television Broadcasting Post-War," Electronics Department, General Electric, Schenectady 5, N. Y.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
A typical G-E Intra-Tel system. With the Intra-Tel system, portable television cameras and sound microphones can be operated from any place in store or plant. Pictures and sound picked up by cameras (1) and microphone with microphone amplifier (2) and (3) are fed by cable to the control and monitoring console (4). Outlets at the console make it possible to feed picture and sound signals by cable to any number of display receivers (5). Amplifiers and pulse generator (6) maintain signal levels and synchronize scanning, respectively. Film projector (7) is used for motion pictures.

Establish a delivery priority now on your future television equipment. General Electric offers you the "G-E Television Equipment Reservation Plan." Write for your copy. It explains how you can assure yourself early delivery of your television equipment.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p.m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p.m., EWT, CBS.

Plan to visit General Electric's great television proving ground—WRGB at Schenectady. Every Wednesday and Friday are "open house" days. Write for the folder, "How to get to Schenectady," or see your local G-E broadcast equipment representative.

Antennas • Electronic Tubes • Home Receivers

FM • Television • AM
Baseball in N. Y.


CAB Drops Dual Ratings System

Returns to Chronological Lists After Pole Taken

WITH COMPLETION of a year of 81-city interviewing, Cooperative Media Bureau of Advertising has revamped its reports and dropped the dual rating system that showed ratings for the old 35-city base as well as the new expanded system. Leaving only the 1-city ratings, new system was adopted after CAB subscribers voted for the single base. It is accompanied by a return to chronological listings, showing the four networks in parallel columns.

The revised two-monthly reports also contain alphabetical indices of nighttime programs and of daytime programs separately for weekdays and weekends, as well as popularity ranking lists for daytime and evening programs. Separate tables give the ratings of regional or limited network programs and of national spot programs. The alphabetical listings have been revised to show programs by the names they are generally called by listeners, such as Charlie McCarthy instead of Chase and Sanborn Program. Commentators are now listed alphabetically by first names.

In addition, CAB issues each year three comprehensive reports on sets-in-use, showing variations in listening at various times for each season on a national basis, broken down into seven geographic areas, time zones and cities by size of populations, and three similar program audience reports. CAB also issues four reports on audience composition, giving sex and age groupings for each quarter-hour period, and eight brand reports, showing sponsor or product identification. Finally, there are six city reports, showing listening for each of the 81 cities and a breakdown of the audience by station for each city.

A map showing the cities in which CAB interviews are made, with the number of stations and interviewing units in each city, is in preparation for subscribers.
THE FITZGERALDS booked solid before first broadcast on WJZ!

JAYZIE rolled out the carpet for this top-ranking morning show on April 16

THANKS TO ALL THESE SPONSORS: H. Hicks & Sons, Inc. • J. W. Beardsley's Sons • The Davidson Bros. Corp. • Dorsay Products • Hanscom Baking Corp. • The House of Herbs, Inc. • Isbrandtsen-Moller, Inc. • C. F. Mattlage Co. • Vegex Co. • West Disinfecting Co. • J. A. Wright & Co., Inc. Minwax Co., Inc. • Maritime Milling Co., Inc. • Pieter de Witt Diamonds, Ltd. • P. Schumacher & Co. • William A. Nesbitt

THERE'S STANDING ROOM ONLY now for sponsors to the Fitzgerald program. And no wonder! The same real-life antics are still broadcast from the Fitzgeralds' own breakfast table—the same cat's meow and doorbell ring, the same gay sparkle that gives each moment its private chuckle, the same pleasant, effortless advertising that's been so effective—everything which has made those delightful Fitzgeralds a daytime favorite. But... a better time—7:50 to 8:15 A.M.—to catch the whole family at breakfast, and now over WJZ, New York's First Station—stronger, clearer.

Approved advertisers will be given priority and put on the waiting list in order of application. Why not talk it over with us right away?

THE FITZGERALDS ARE NOW PLAYING

Monday through Saturday, 7:50-8:15 A.M. and Saturday at 3:30-4:00 P.M. on WJZ
FM, Video Separate Services, Chairman Porter Tells Mosby

CLARIFYING his letter of April 2 regarding the possibilities of broadcasting FM programs on television sound channels, as suggested by A. J. Mosby, general manager of KGOV Missoula, Mont., [BROADCASTING, April 23], FCC Chairman Paul A. Porter in a letter last Monday to Mr. Mosby made it plain that the Commission regards television and FM as two distinct services, each to be developed in its own right.

"The Commission expects television channels to be used for television," wrote Chairman Porter. "Similarly it expects the facilities provided for FM to be used to the fullest extent possible."

Thus the FCC chairman virtually closed the door to a proposal by Mr. Mosby that the Commission consider permitting the broadcast of FM on television sound channels, inasmuch as television might be a service limited to not more than two to four hours daily.

Mr. Mosby has circulated other broadcasters, from whom he solicited comment. He contends that the present-day broadcaster can't finance FM and television as separate services, but could pioneer with a combination of the two, "giving regular FM service from the audio channel along with his regular AM programs and occasional television programs, the listener using his single television receiver for the particular service he chooses."

Following are excerpts from letters addressed to Mr. Mosby by various broadcasters:

J. W. STUMERELL, General Manager, KOBY Springfield, Mo.—In marketing another service for, say, 1957, I am afraid that it will be almost prohibitive for the first years of operation unless we can find some way to reduce expenses, and I believe your idea would take care of that situation.

ED CRANEY, KPFP Spokane, KOIR Butte, KVY Portland, Ore., KPPA Helena, Mont., KRBM Bozeman, Mont.—As long as they are shifting FM upstairs and admit that television eventually is going to be shifted upstairs, the argument is to get the FM and television both shifted upstairs at the present time. Your idea goes along with this, and I think that if you could coordinate your plans, you could probably talk sense to the Commission through the Senate and House Interstate Commerce Committees.

WALTER H. HENSON, Manager, Krnr Roseburg, Ore.—I certainly think the FCC should consider the possibilities of television sound programs alone when operating on FM channels. I believe you are correct in a lot of your reasoning.

FCC Sends Hyde, Marks
To Puerto Rico Hearing

FIVE issues involving WPRP Ponce, Puerto Rico, including petition for voluntary transfer of control from Julio M. Conesa to the Voice Radio Inc. for $30,000, and application of Consolidated Broadcasting Corp. for the WPRP facilities (1420 kc with 250 w unlimited) were to be aired in public hearings scheduled to begin April 30 before FCC General Counsel Rosel H. Hyde, sitting as examiner, at the U. S. District Court House, San Juan, P. R. Leonard Marks was to represent the Commission.

William C. Koplovitz of Dempsey & Koplovitz, Washington, is counsel for Voice of Porto Rico and Frank Stollenwerck, Washington, is appearing for Consolidated. All four attorneys left Washington Wednesday for Puerto Rico. The WPRP case has been pending more than four years.

you have an excellent idea in the combination of FM and television. Your suggestion would clear the way for many smaller stations to go into the FM business secure in the knowledge that the ultimate development of television would allow them to proceed in that direction with the minimum amount of time expended and the utilization of a single frequency."

C. T. LUCY, General Manager, WWRV Richmond, Va.—From our knowledge of engineering, we in accord that you seem to have a good idea. It would certainly be interesting to know that such an idea has not been proposed by the Institute of Radio Engineers or others interested in broadcasting, as your proposal seems both logical and feasible from an operational standpoint.

JULIUS M. RIVERA, General Manager, WSCC Charleston, S. C.—Most certainly it would be much more sensible from the standpoint of an FM station to operate the audio part of television as FM and the picture part may conceivably be necessary, four transmitters—your AM, your FM, the audio part of television, and the picture part. I do not think there is much doubt that television will combine the audio and pictures in one transmission operation, but the fact remains that if the proposition you advocate is adopted by the Commission, then we will end up with only two transmitters, and two sets of employees to work them.

Text of Chairman Porter’s clarifying letter to Mr. Mosby follows:

Reference is made to your further communications dated April 11, 1945 in regard to the use of the sound channel or a television station to provide a sound service when a suitable television program was not available.

It appears that I have not made my position at all clear, particularly in regard to that portion which you quote: "For example, perhaps the television transmitter might be adapted and licensed for both services." What was meant was that it may be possible to design equipment to operate alternately on either the sound channel of a television station or between a channel in the FM band.

The Commission cannot agree with you that "If FM is coming into the broadcasting picture, it will be translated into FM until television comes into its own, so let it come as an adjunct to television in the new high frequency television bands." You will note that even if FM is to be employed on the sound channel of a television station, it must occupy only approximately 200 kc out of 6,000 kc, and, therefore, could not be considered as making use of the channel.

As set forth in the Commission’s Proposed Report on television above 25 mc, the Commission expects television stations to be used for television. Similarly it expects the facilities provided for FM to be used to the fullest extent possible.

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5000 WATTS

What's So Wonderful About Miracle?

Maybe Miracle is marvelous to somebody, but to us—and you—it's just another distant settlement. All such communities in the State lumped together wouldn't give you a market equal to WAVE's populous and prosperous Louisville Trading Area (which is all we actually ask you to pay for, though our wavelengths reach farther than you'd think). You won't get miraculous results from Miracle, but you can expect 'em in Louisville. Shall we WAVE a wand?

Louisville's

LOUISVILLE'S WAVE

U. B. C.

5000 WATTS 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Page 58 • April 30, 1945

Broadcasting • Broadcast Advertising
The Most Powerful
High-Frequency Tube

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

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

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

*Federal always has made better tubes.*

Federal Telephone and Radio Corporation

Newark 1, N. J.
OWI PACKET, WEEK MAY 21

Check the list below to find the war message announcements you will broadcast during the week beginning May 21. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<td>Dangerous Penins</td>
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<td>Cadet Nurses</td>
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<td>Car Conservation</td>
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</table>

See OWI Schedule of War Message 161 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

100-Watter Income Up 37% for Year

FCC Data Shows Figures for Typical Week During 1944

The average 100 w broadcast station during 1944 had a gross income of $40,985, which was 37% more than in 1943, according to an analysis of last year's broadcast revenues by the FCC. There were 28 commercial stations using 100 w in operation last year, of which 24 reported total net time sales of $393,639, which was an increase of $263,476 over the $720,062 reported the preceding year. There were also five noncommercial 100-watters in operation. The analysis completed the FCC's survey of station revenues during 1944.

The FCC release continued:

All of these stations showed increases in their net time sales; 4 reported increases of $20,000 to $20,000; 4 of $10,000 to $25,000; 8 of $5,000 to $15,000; and 8 of $10,000 to $5,000.

Ten of the 28 commercial stations serve as outlets for the four major networks, as follows: Blue, 2 stations; CBS, 1; NBC, 1; and Mutual, 6.

licenses of 13 of these stations, or the companies or individuals owning or controlling them, are engaged in other businesses, as follows: Education, 2; Funeral home, 1; hotel operator, 1; motion picture theatre, 2; publishing, 3; Religion, 2; and road contractor.

These stations are located within the continental United States as follows: Five in Texas, 4 in Pennsylvania, 3 in New Mexico; 2 each in California, Illinois, New York, Oregon, and Wisconsin; and one each in Alabama, Colorado, Georgia, Indiana, Maine, Montana, North Carolina, South Dakota, Utah, Virginia, and West Virginia.

Correction

WKRC Cincinnati will join CBS June 1 as a basic network affiliate and not Mutual as incorrectly stated in Broadcasting April 2.

Peoria is the center of earth-moving equipment manufacture—equipment vitally needed to help smooth the road to Victory. After the war, Peoria's earth-moving equipment will be called on to reshape the face of a battle-scared world.

NOW and LATER, Peoria's prosperity is assured. You can depend on Peoria's potential buying population of 600,000 to continue supplying the material from which sales records are made.

You can capture PEORIAREA through one station . . . WMBD!

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3
April 13, 1945

Mr. C.J. Lanphier
General Manager, WEMP
710 No. Plankinton Avenue
Milwaukee 3, Wisconsin

Dear Mr. Lanphier:

Yesterday afternoon, following the unlooked-for announcement of the death of President Roosevelt, an avalanche of telephone calls was experienced at all local telephone offices. We asked WEMP to request the public to refrain from placing unnecessary telephone calls because the heavy load was interfering with the proper handling of urgent war calls. After the broadcast was made, almost immediately the calling load dropped and within a short time the number of calls being placed was more nearly normal.

The assistance given to us in this connection by WEMP was of immeasurable help, and sincere thanks is expressed.

Very truly yours,
Hearings on Clear-Channel Defered by FCC to Sept. 5

Need of Complete Preparation Emphasized by Commission in Explaining Postponement

POSTPONEMENT of the clear-channel hearings from May 9 to Sept. 5 [CLOSED CIRCUIT, April 16, BROADCASTING April 23] was announced last week by the FCC.

In a public notice the Commission said it was of the opinion that "it is important that preparation for these clear-channel hearings be thorough and complete so that the decision can be made upon the basis of a comprehensive record."

Pointing out that "substantial preparatory work has already begun," the FCC nevertheless took cognizance of the vital hearing date and therefore delayed the hearing for the next available date.

The FCC engineering committees, composed of Government-industry engineering members on the overall phases of clear-channel broadcasting, have already completed their tasks before the Sept. 5 date. Plans are to make their respective findings available to "interested persons" in advance of the hearing, to permit the various interests to prepare their respective cases.

Licensees of more than 50 stations, three major networks, a regional network and several other organizations have filed appearances [BROADCASTING, April 9].

In addition to the three engineering committees, a fourth group on surveys, also composed of Government and industry members, will conduct a survey among listeners in clear-channel areas to determine whether, in the minds of the public, clear-channel stations are providing adequate service [BROADCASTING, April 23].

Although the Bureau of Census likely will handle the survey, broadcasters have been asked to participate financially. In its public notice the Commission pointed out that the "desirability of such a survey has been recognized by the Commission by many interested persons" and that "it has been stated that the Commission rather than the industry is best equipped to conduct such a survey."

Industry members are understood to have opposed questions bordering on program control by the Commission. Full cooperation has been offered the FCC, however, by industry members of the committee. Dallas W. Smythe, FCC chief economist, is chairman of the survey group.

FCC HEARING NOTICE

TEXT of the FCC public notice dated April 24 and postponing the clear-channel hearings from May 9 to Sept. 5 follows:

The FCC today announced that the clear-channel hearing (Docket No. 6741) scheduled to open April 25, has been postponed until Wednesday, Sept. 5.

The Commission, in its public notice, is of the opinion that it is important that preparation for the clear-channel hearing be thorough and complete so that the decision can be made upon the basis of a comprehensive record. It is apparent after conferences with interested persons that this type of presentation cannot be ready in time for May 9. Hence, a postponement at this time is necessary.

Substantial preparatory work has already begun in connection with the hearing. Three engineering committees have been established for the purpose of preparing comprehensive reports on the basic underlying data necessary for the hearing. These committees are composed of representatives of the Commission and other interested persons. These committees are:

COMMITTEE 1—Determination of what constitutes a satisfactory signal.

COMMITTEE 2—Determination of what constitutes objectionable interference.

COMMITTEE 3—Determination of clear-channel areas to which the Commission and which various signal strengths are delivered.

It is expected that these committees will work during the summer and be ready to report well in advance of the Sept. 5 hearing. It is expected that after reports are ready, evidence will be taken and made available to interested persons in advance of the hearing.

Fourth committee consisting of Commission personnel and other interested persons has also been established.

This committee is concerned with the problem of conducting a survey of listeners. The desirability of such a survey has been recognized by the Commission by many interested persons. It has been stated that the Commission, rather than the industry, is best equipped to conduct such a survey. Full cooperation has been offered the FCC, however, by industry members of the committee. Dallas W. Smythe, FCC chief economist, is chairman of the survey group.

Lotto Is Absolved In Fascism Charge

Rumors Not Factor in WOV Decision, Denny Declares

CHARGES that Andre Luotto, New York advertising agency executive, was sympathetic to the cause of Fascism and reports circulating in New York that the FCC proposed denial of the transfer of WOV New York from Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester was traceable to Mr. Luotto's alleged participation in negotiations, were discounted last week by Commissioner Charles B. Denny Jr. [CLOSED CIRCUIT, April 23].

"While I did not participate in the WOV proposed decision," said a statement by Mr. Denny, "I know that any rumors that Andre Luotto had anything to do with the decision are wholly false for two reasons."

"First, the record shows that Luotto was to have nothing to do with the present transaction. Second, if such charges have been and are associated with the Mesters in the present deal, it would not have adversely influenced the decision because the 1942 charges against Luotto were thoroughly investigated and found to be unsubstantiated."

Previous Application

"Our investigation convinced me that Andre Luotto is a loyal citizen and a person of integrity."

Charges that a previous application for the purchase of WOV in 1942 by the Mester brothers did not get FCC approval because of certain allegations against Mr. Luotto, were made by the House Select Committee to Investigate the FCC. In 1942 Mr. Luotto would have become manager of WOV had the Mester brothers purchased the station.

Action by the FCC in proposing to deny transfer to the Mester brothers of WOV took place before Mr. Denny was sworn in as a Commissioner. He has been asked to serve as FCC general counsel, however, during the time the House Committee charges were aired.

Commenting on Commissioner Denny's statement, Mr. Luotto said: "I am naturally glad to see that the Commission realizes the falsity of the charges brought against me. It is regrettable that unscrupulous persons were allowed to make such charges but I never had any doubt that governmental agencies, even if swayed for the moment, would eventually realize the truth and publicly state it."

DON S. ELIAS, executive director of WNSC Asheville and NAB Board member, even if Luotto had been appointed. Seidel Adv., New York, to handle promotion. Radio may be used.

PACIFIC PRIBES Inc., New York, has been appointed the general counsel.
PRINTED, ILLUSTRATED NEWS BY RADIO

... with paid advertising

The post-war facsimile "newspaper of the air" will take printed and illustrated news direct into homes by radio, at a speed equivalent to more than 12* tabloid-size pages per hour! Who will be first, in your territory, to use this most modern type of publishing?

*Even greater speeds are technically possible with Finch equipment, and can be obtained where the available radio channels are sufficiently broad.

SELF SYNCHRONIZING

finch facsimile

DELIVERS PICTURES AND TEXT BY RADIO OR WIRE

FINCH TELECOMMUNICATIONS, INC. • PASSAIC, N. J.

N. Y. Office: 10 E. 40th St., New York 16, N. Y.
For your turntables, turn to this...

FCC Denies Complaint Against WPEN; Sustains Program Duty of Licensees

HOLDING that the Communications Act vests in licensees the responsibility of programming and that the new religious policy of WPEN Philadelphia is "consonant with the licensee's obligation to present a diversified and well-rounded program service", the FCC last week denied petition of the Philadelphia Gospel Broadcasters Assn., that Commission action granting transfer of control to the Philadelphia Bulletin be set aside [Broadcasting, April 16].

The association, composed of Fundamentalist churches, had complained because WPEN cancelled most of the religious broadcasts sponsored by member churches of the group.

FCC action came shortly after eight members of the religious groups took an appeal to the Third Circuit Court of Appeals in their effort to restrain WPEN from enforcing its new policy. District Judge William H. Kirkpatrick in Philadelphia had dismissed the church bill in equity against the station licensee [Broadcasting, April 16]. Appellants are Rev. Carl McIntire, Young People's Church of the Air, Word of Life Fellowship, Rev. Theodore Elsner, E. Schuyler English, Highway Mission Tabernacle, Wesleyan Methodist Church, Wiley Mission.

Following is text of a letter sent by the Commission last Tuesday to William S. Bennet, New York, counsel for the gospel association:

The Commission has considered the petition and complaint which you filed on behalf of Philadelphia Gospel Broadcasters Assn., with reference to the action of Station WPEN Philadelphia, in discontinuing religious broadcasts which had been sponsored by the various organizations in your group.

In response to Commission inquiry regarding the new policy in handling religious programs, the station has advised that approximately three hours will be sold for religious programs on Sunday to be divided among the several religious groups, including the groups which you represent. In addition, approximately three hours will be made available on Sunday without charge to the various religious denominations. Moreover, during the week periods of time will also be allocated for various religious broadcasts.

The policy of Congress, as expressed in the Communications Act of 1934, contemplates that the selection and presentation of radio programs shall be vested in the individual station licensee. Licensees are, however, required to operate in the public interest and the Commission has construed this obligation as requiring presentation of a diversified program balance.

The Commission has carefully considered the matters alleged in your complaint and the representations made to it by the licensee of Station WPEN to determine whether there has been a violation of the licensee's obligation to operate in the public interest. The Commission is of the opinion that the representations of Station WPEN are consonant with the licensee's obligation to present a diversified and well-rounded program service. For the foregoing reasons, the Commission has today denied your petition.

Standard Brands Show

STANDARD Brands Inc., New York, on May 1 starts a weekly quarter-hour program dramatizing the work of the OPA on WOR New York. Titled Soldiers With Coupons, the program is written and directed by Tom Winter, regional OPA radio director. Daniel P. Woolley, regional OPA administrator, will speak briefly at the start of each broadcast, discussing phases of OPA's fight against inflation, rising prices and the black market. Standard Brands will promote no particular product, taking identification credit only. Business placed by J. Walter Thompson Co., N. Y.

Western Electric

The well known Western Electric Reproducing Group—which includes the famous 9A Reproducer for both vertical and lateral recordings—is adaptable to any transcription turntable.

Designed by Bell Labs and introduced in 1937, this equipment is still meeting the most exacting requirements of transcribed broadcasting today.

Out of the concentrated experience gained in our years of war work, will come still finer broadcasting equipment for the future.

For your turntables, turn to this...

'Twuz made from my wheat, B'gosh!

Red River Valley wheat, noted for its high gluten content, commands premium prices. This alone would be news in a less fertile section. Yet in the rich Fargo area wheat and all other grains account for only about 30% of the farm income, and all the rest comes from widely varied crops!

And listen: Us hayseeds are just as diverse in our spending as we are in our farming! That's why this section looks so rosy to WDAY's varied advertisers. . . Shall we send you a picture?
"Sometimes I wish I'd listen to something besides WCSH."

"Sometimes I wish I'd listen to something besides WJAR."

"Sometimes I wish I'd listen to something besides WTIC."

"Sometimes I wish I'd listen to something besides WRDO."

"Sometimes I wish I'd listen to something besides WFEA."

"Sometimes I wish I'd listen to something besides WBZ."

The peak program and power impact of NERN stations is irresistible to 96.5% of New England's families. And NERN's listeners respond easily because, though comprising barely more than 6% of the nation's population, they have 11% of the capital resources in U.S. Banks. NBC affiliation brings all NERN stations the nation's peak programs. FCC authority gives NERN stations New England's peak power. This solid combination, available for only $112 per daytime quarter-hour, comes with free studio facilities in Boston, Hartford or New York and without line charges. When you buy NERN, you buy a network.

<table>
<thead>
<tr>
<th>NERN STATIONS</th>
<th>Frequency</th>
<th>Watts</th>
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<tr>
<td>WBZ</td>
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<tr>
<td>WRDO</td>
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<td>250</td>
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</tbody>
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Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood
Several More Stations Get Temporary Grants Under New Policy of the FCC

PURSUING its policy of commercial vs. sustaining programs the FCC last week is understood to have placed several more stations on temporary license pending replies to new form letters [BROADCASTING, April 16].

Although the Commission adopted a "clear-cut" policy with reference to temporary renewals, after issuing a release a fortnight ago on its new policy, it was understood that a dozen or more stations placed on temporary license until July 1, come under the category of program-policy scrutiny. These licenses expire May 1. (See FCC actions, page 74 for list.) In some instances the Commission is said to have raised eyebrows because of heavy commercial schedules.

Six other stations were placed on temporary license until May 1, 1948, "upon the express condition that they are subject to whatever action may be taken by the Commission upon their pending applications for renewal." Five, involved in dupably procedure, are: KFVY Los Angeles and KPAS Pasadena; KGA Spokane, Wash., and KSOO Sioux Falls, S. D. The sixth is KOMA Oklahoma City.

Other actions by the Commission at its regular Tuesday meeting included:

- KOB Albuquerque, N. M., granted extension of special service authorization to operate on 770 kc, 25 kw night, 50 kw day, unlimited time during the winter effective under construction permit as identified for six-month period beginning May 1. At the same time the Commission extended the present license of KOB on a temporary basis until Nov. 1, pending final determination upon applications now before the Commission. These issues involve operation with 10 kw and 50 kw day on 770 kc and 25 kw night and 770 kc, as well as 50 kw on 770 kc.
  - License of WBT Charlotte, N. C., was extended temporarily to July 1 pending determination upon renewal. Under the network regulations CBS must divest itself of WBT. Negotiations for its sale are now pending [CLOSED CIRCUIT, April 23].

Fans Like Gillette Video Commercials

NBC Finds 94% of Audience Knew Program Sponsor

SIGHT and sound commercials used by Gillette Safety Razor Corp., Boston, on its WNBT-NBC television boxing matches have produced a lasting impression on their audience, according to an NBC survey recently completed which showed that better than nine out of ten listeners knew Gillette sponsored the program.

Sponsor identification added up to 94.4%, the survey showed, with little criticism of the advertising methods used. Some persons queried made more changes in the still pictures used and others preferred use of live film, but 63.6% of the responses made favorable comments on Gillette's commercials.

NBC's television department on March 8 sent out 4,250 questionnaires to members of the media in the area for the Monday and Friday night boxing shows. Of those, 1,070 answered, but only 949 had actually seen the programs. Eighty percent of those answering liked the programs "very well", 16.9% were in the "fairly well" category, and those who attend prize fights regularly were most enthusiastic about the telecasts.

CZ Chemical Spots

CZ CHEMICAL Co., Beloit, Wis. (floor war) is sponsoring series of 8 transmitted Wright-Sonovox spots weekly for 13 weeks, thru Klaue-Van Pietersom-Dunlap Assoc., Milwaukee, on KFBI KGX CBPI KYSM KFAM KNWC KFYR WDAY KILO KOMA WNAX KTRH KXYZ KTA.

Other Fellow's Viewpoint

EDITORS BROADCASTING: In your issue of April 23, under the heading "FCC Expected to Decide FM's Place in the Spectrum about May 1" there appear two paragraphs on which I would like to comment.

The first statement is: "So far engineers still are at loggerheads over F2 layer transmission."

This is not correct. The predictions made by Mr. Norton during the October hearing with respect to F2 bands have now been thoroughly disproved.

The second statement reads as follows:

"Since Sporadic E is held to cause interference 1% of the time of 10% of the time at 42 mc, 1/10th of 1% of the time at 60 mc and 1/100th of 1% of the time at 84 mc, it appeared likely that the FM band would begin above 60 mc."

May I point out that in this statement you have confused the percentage of time during which Sporadic E transmission may take place with the question of whether or not interference will occur. The two are not the same.

To determine whether interference occurs the power and range of the transmitters must also be taken into account. On the basis of real recordings made of Sporadic E and introduced on behalf of the Commission it has been established in the record, by me, that two FM transmitters, each operating on 44 megacycles and capable of serving ranges of 40 to 50 miles (50 microvolt contour) will not interfere with each other via transmission, even though spaced at the most critical distance for such effect.

It is therefore quite possible to operate the host of local stations within the part of the airwaves which your article predicts 1% interference from Sporadic E without any trouble from this source whatsoever. Why move them above 60 mc.?

EDWIN H. ARMSTRONG
Columbia University in the City of New York

April 24

$108,000 Price Offered For KID Idaho Falls

ASSIGNMENT of license of KID Idaho Falls from a syndicate of Idaho and Utah businessmen to a new corporation in which part interest is held by Radio Service Corp. of Utah, operator of KSL Salt Lake City and half-owner of KSUB Cedar City, Utah, is requested in an application filed with the FCC last week. Price is $108,000.

Present owners, who purchased the station a year ago from Jack W. Duckworth [BROADCASTING, May 1, 1944], and who wish to devote their attentions to their other interests, according to application, include H. F. Laub, president and 40% owner of KVNU Logan, Utah, and also in the electrical contracting business; L. A. Herdti, Ogden electrical contractor, and Walter Bauchman, Idaho Falls electrical contractor. Each holds a third interest.

Holdings in the new company are: David Smith, president, 30.13%; affiliated with Smith-Hart Motor Co.; Radio Service Corp. of Utah, 24.93%; Joseph E. Williams, vice-president, 18.33%, owner of farm and real estate interests, and Arch L. Madsen, secretary-treasurer, 18.67%, assistant to the general manager of KSL.

CROTON WATCH CO., New York, has appointed Franklin B. Cross Advertising Corp., New York, to handle its account immediately. Radio may be used later.

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Serving New England's

CONCENTRATED RADIO AUDIENCE

CROTON WATCH CO.

Lawrence, Massachusetts

5000 Watts 680 K C

Serving New England's

RD LARGEST

CONCENTRATED RADIO AUDIENCE

Wlaw

Lawrence, Mass.

5000 Watts 680 K C

National Representatives:

Weed & Company
YOU NEED hallicrafters EQUIPMENT
in high frequency development work

Rail and motor lines, maritime services and universally expanding aviation are planning new or improved communications systems to keep up with the forward pace. In these and many other fields of science there is an urgent demand for the latest developments in very high frequency and ultra high frequency apparatus. In your work in these fields, look to Hallicrafters for advanced communications and electronics equipment.

* The new Hallicrafters AM/FM receiver, Model S-36, designed for maximum performance on the very high frequencies. Provides continuous frequency coverage from 27.8 to 143 Mc. Covers old and proposed new FM bands.

BUY A WAR BOND TODAY!

THE HALLCRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
WIDDER BROWN' UP IN HOOPER CHECK

First in Daytime shows, 'Ma Perkins' Is Second

FORMERLY SIXTH in the C. E. Hooper Inc. ratings of network daytime shows, Young Widders Brown this month moved up to first place in the "top ten" weekday programs listed in the April report with 'Ma Perkins' coming up to second from its previous fourth spot.

Third was 'When a Girl Marries.' Measured in terms of the number of listeners per radio set, Captured Midnight led the field and Tom Mix took second place. The Tom Mix program also registered the largest number of men listeners per set, according to the April report. 'Ma Perkins' was found to have the largest number of women listeners per set, with 'Terry and The Pirates' ahead in the children's category.

For the first time, Kate Smith speaks was listed as the program with the highest sponsor identification, registering 71.1%.

Due to the death of President Roosevelt and cancellation of all commercial programs, no figures are included for April 13 and 14. Saturday daytime ratings will be based on interviewing conducted April 21 and will be sent out with the April 30 report, the Hooper organization said.

RIO DELAY, NARBA EXTENSION OFFICIAL POSTPONEMENT of the Third Inter-American Radio Conference in Rio de Janeiro from June 1 to Sept. 3 and agreement by the U. S. to extend the North American Regional Broadcasting Agreement one year, became official last week. The Government of Brazil last week notified the State Dept. that the Rio conference would be postponed to Sept. 3 at the request of the U. S. and other American nations, who felt additional time would be needed for preparation.

In a letter to the State Dept. last week, FCC Chairman Paul A. Roeder wrote: "On further consideration of the matter in the light of present conditions, the Commission is of the opinion that recommendations should be made for extension of the Agreement (NARBA) for a period of one year from March 29, 1946."

All other nations except Cuba already had agreed to extension.

Radio Is Effective, Cooper Tells AP

ALTHOUGH the airwaves have been used effectively for Associated Press institutional promotion, radio does not yet tell the listener enough about the source of the news, Kent Cooper, AP executive director and general manager, said in his report to the members, submitted at AP’s annual meeting April 23 in New York.

"Very much can be done with this medium (radio) in acquainting the public with the AP, its organizations and its people," Mr. Cooper’s report read. Stressing the need for "widespread public awareness and appreciation of the meaning and significance of the words 'the Associated Press,'" Mr. Cooper wrote, "the fact must be faced that in the swift tempo of this day, fine craftsmanship alone may be ignored."

Six AP directors were reelected for three-year terms, in a vote principally by proxies due to ODT restrictions on travel. Renamed to the directorate are: Roy A. Roberts, publisher of City Star (WDAF); Col. Robert R. McCormick, Chicago Tribune (WGN); Palmer Hoyt, Portland Oregonian (KGW); L. N. Nicholson, New Orleans Times-Picayune (WDSX), president; Frank B. Noyes, Washington Star (WMAL), lifetime honorary president; Houston Harte, Sun Angelo (Tex.) Standard (KSTD), 1st vice-president; Norman Chandler, Los Angeles Times, 2nd vice-president; Lloyd Stratton, secretary; F. J. Starzel, assistant secretary; L. F. Curtis, treasurer, and Claude A. Jagger, assistant treasurer.

Mr. Cooper continues as executive head of the organization.

PUBLISHERS ASSOCIATION ELECTS CHANDLER HEAD

WILLIAM G. CHANDLER, an executive of the Scripps-Howard organization (WCPD Cincinnati, WNOX Knoxville, E. Lehigh Ray, St. Louis Globe-Democrat; Stuart H. Perry, Adrian (Mich.) Telegram.

Following AP officers were reelected: Robert McLean, Philadelphia Evening Bulletin (WPHN), president; Frank B. Noyes, Washington Star (WMAL), lifetime honorary president; Houston Harte, Sun Angelo (Tex.) Standard (KSTD), 1st vice-president; Norman Chandler, Los Angeles Times, 2nd vice-president; Lloyd Stratton, secretary; F. J. Starzel, assistant secretary; L. F. Curtis, treasurer, and Claude A. Jagger, assistant treasurer.

Mr. Cooper continues as executive head of the organization.

FILENE'S STORE IN BOSTON TAKES WNAC PHONE QUIZ

WILLIAM PILLEN'S Sons Co., Boston department store, starting May 2 will sponsor Tello Test quiz program with Fred Lang as m.c. every Monday, Wednesday and Friday from 9:15-9:30 a.m. on WNAC Boston, key station of the Yankee Network.

COMPETENT RADIO EXECUTIVE AVAILABLE

15 years experience

Sales-Agency Contacts
Programs
Engineering
Labor
Budget Control
BOX 560, BROADCASTING
Quality Transcription

...that keeps the original music and speech alive!

Your station announcer ... not quality variation ... should tell your listening audience whether your broadcast is a 'live' or 'recorded' program.

'Live' and 'recorded' quality should be practically indistinguishable!

Fairchild-built recording channels put the fundamental tone and all overtones up to 8,000 cycles on the record at full strength. The bass takes on the character of the individual instruments instead of the all-too-prevalent overall 'boom, boom' which leaves the listener wondering whether the recorded sound is string bass, brass horns, bassoon or drums.

At the other end of the sound spectrum, and throughout all intermediate ranges, Fairchild recorded sound comes back over good playback systems with absolute naturalness.

No doubt remains in the listener's mind that he's hearing the 'live' qualities of the orchestra, band, or the even-more-difficult-to-record individual performances of the piano or pipe organ.

Fairchild Portable Recorder descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
Radio Sets Peace Pattern
(Continued from page 17)
Achievements continue to show important increases year-in and year-out the year 'round.

- Population QPA Civil 2:15-44-294,400
- Retail Sales - $202,804,000
- Effective Buying Income - $403,370,000
- SM Est. 1944

KQV's listener ratings on non-net shows jumped 63% since November 1944, the advent of its new ownership and staff. KQV's going places in Pittsburgh, and so are its advertisers.

McCall Supervising
Francis C. McCall, manager of network operations, NBC news and special events division, New York, is supervising all broadcasts for that network. Assistants from New York, Washington, Chicago and Hollywood are covering the sessions. E. B. Canel, director of Latin-American programs, NBC International division, is covering the Conference for shortwave to South America, cooperating also with the Coordinator of Inter-American Affairs. With him is Vicente Tovar, NBC international division commentator of Washington.

John D. Whitmore, Mutual director of news, New York, is supervising all broadcasts for MBS. He has 30 commentators, analysts, reporters, writers and assistants from other parts of the country under his supervision.

Special features of the daily sessions are being shortwaved to all United Nations and liberated areas, as well as enemy-occupied countries and territories.

Armed Forces Radio Service, beside handling shortwave broadcasts to servicemen overseas, also is transmitting programs for release on 400 AFRS stations in the various war zones. OWI overseas division is shortwaving programs to civilians in enemy as well as friendly territory.

Radio's physical setup to handle the heavy load of programs from the Conference is centered in the Veterans' Memorial building, adjacent to the War Memorial Opera House.

Studio Setup
Each of the four major U. S. networks has a space setup of 18 by 38 feet into which studios, control and newsrooms have been thrown up without disturbing any of the existing partitions in the Veterans building. In the draw for location, Blue-ABC came off with the choice pick, sharing space between CBS and NBC but with fewer walls and no corners to contend with.

Radio booths have been erected in the lush Diamond horseshoe circle of the Opera House, giving broadcasters practically front-row position in the 3,200-seat auditorium. All networks, including BBC, have been assigned a box and booth each, with independents occupying one. Networks and independents are pooling facilities to a degree at the Opera House. Instead of the customary 50 or more microphones for such a historic event, broadcasters have agreed to hold the battery of mikes down to a minimum of 10.

Two of these have been assigned to the more than 40 local and out-of-town independents. NBC is feeding to BBC with the latter doing the same to Canadian and Australian networks. Blue-ABC also is extending to BBC its transcontinental wire after midnight (PWT) so that the latter can send highlights and programs to New York for transmission via trans-Atlantic radio.

In keeping with the dignity of the event, radio, at the suggestion of the State Dept., agreed to eliminate the customary mike pants, with no station or network identification being shown during broadcasts from the War Memorial Opera House.

New Blue Affiliates
WHGB Harrisburg, Pa., now under construction, will join Blue-ABC as a basic supplementary affiliate when it begins operation as a full-time station, 250 w on 1400 kc, June 15 or sooner. On May 15, KMPC Bakersfield, Cal., 1,000 w on 1600 kc, will become a basic affiliate of the Blue, replacing KERN Bakersfield, 1,000 w on 1410 kc, which will join CBS on that day. KMPC is currently an outlet for Mutual-Don Lee and will continue that affiliation until October 15.
AT SAN FRANCISCO CONFERENCE

RADIO reporters and commentators registered at the United Nations Conference on International Organization, which opened April 26 in San Francisco, follow:

U.S. NETWORKS


NBC—Alex Drier, John Elwood, Ster- ling Fisher, Greene Fletcher, Ben Grauer, Ridley, W. H. Jackson, H. W. Kallinen, H. V. Kallinen, Fleetwood Lawton, Francis McColl, Don


OTHER NATIONS

AUSTRALIAN GOST. COMM.—Alan Carmichael.

BRITISH BROADCASTING CORP.—Gerald Cook, Allister Cooke, Marko Cooper, George Darling, Thomas P. Dale, Mary Bond, W. M. Newton, John Salt, Anthony H. Wigan.


FRENCH RADIO (Radio Diffusion Francaise)—Claude Veillet-Lavallée.

U.S. STATIONS

KFW—George Ow.


KGB—Merwin Doyns.

KMA—Sai E. May, Owen Baddeley.

KROW—John K. Chapel, Philip G. Lasky, Sydney Wales.

KZMN—Jerry Akers, Lee Girous, S. H. Patterson.

KRM—Cousair Brown.

KWLK—D. C. Chatterton.

KTA—William H. Brown, Don Pedro.

WBBB—Mrs. E. Z. Jones.

WBCN—George Brooks Armstead.

WGN—WJJD—Dr. Preston Bradley.

QUEBEC PROVINCE RADIO PLAN SIGNED

The Quebec Government bill to set up a provincial broadcasting system [Broadcasting, March 26] was signed by the Lieutenant-Governor of Quebec April 20. Under the bill and its amendments from the original plan the province is authorized to set up a broadcasting system at a cost of not more than $5,000,000, and can expropriate existing stations to do so.

A three-man commission will manage the system, the commission to be appointed by the Government. The commission will be the active management with the manager receiving $2,900 annually and the assistant manager $7,500.

No intimation has been given as yet as to when Radio-Quebec will come into existence. Under international law only the federal government of Canada has jurisdiction to license broadcasting stations, and it is understood that no applications for licenses for Radio-Quebec have been received as yet.

WLS—Harold A. Safford, John Stothrom.

WOH—Beatie Beaty.

WRX—Charles Burns.

WWDG—Jan Rose MacFarlane.


KNOW-HOW shows how in Western North Carolina

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

FIRST ALL WEEK

Throughout the week one Western North Carolina station leads all competition. WWNC has a 7-day average MORN- ING rating more than 20% over the 2½-to-1 and half the total audience is listening in the WWNC time period and secondary area.

WBNX reaches

1. 2,450,000 Jewish speaking persons
2. 1,523,000 Italian speaking persons
3. 1,235,000 German speaking persons
4. 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.

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

Washington, D.C.

Queens, New York

Summit, New Jersey

You can keep up-to-the-minute with WBNX.

WBNX 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Ellis, Executive Director

Represented by the Katz Agency

April 30, 1945 • Page 71
CBS Affiliate Meet
Set April 30-May 2

CBS was to open its three-day meeting of owned stations and Radio Sales, April 30 at the Ritz-Carlton, New York, with Frank Stanton, vice-president, presiding. Morning sessions of the regular semi-annual meeting will be devoted to discussions between station managers and other executives, and CBS management. Managers and network operating heads will confer in the afternoon.

Scheut to participate in the Monday afternoon discussions were Henry Grossman, CBS director of technical operations; Joseph H. Jackson, personnel manager; Howard T. Lane, director of station relations; James M. Seward, assistant secretary; Paul White, director of public affairs and news broadcasts. Session concludes with a reception by Radio Sales for station executives, clients and agencies.

Tuesday Roundtable
William B. Lodge, CBS director of general engineering, will participate in the Tuesday morning roundtable meetings. Following a luncheon with John Macdonell, United Nations Information Service, as principal speaker, the conference will resume. Participating in discussions will be Douglas Coulter, CBS vice-president in charge of programs; John K. Churchill, research director; Dick Dorrance, director of promotion service for CBS-owned stations; Oscar Katz, assistant director of research; Jan C. Schimek, director of editing and copyright; Frances Farmer Wilder, consultant on programs. A luncheon winds up the session May 2.

Those attending will be: H. Leslie Allass, CBS vice-president in charge of the central division and general manager of WBBM Chicago; Donald W. Thornborough, CBS vice-president in charge of western division and general manager, KNX Los Angeles; Carl Burckland, manager, WTOP, Washington; Harold E. Fellows, manager of New England operations for CBS, from WEEI Boston; Arthur Hull Hayes, general manager, WABC New York; A. E. Joscelyn, general manager, WCCO Minneapolis-St. Paul; A. D. Willard Jr., general manager, WBT Charlotte, N. C.; J. L. Van Volkenburg, assistant general manager, WBBM Chicago; J. Kelly Smith, general manager of Radio Sales, Chicago; Howard Meighan, manager of the eastern division of Radio Sales.

Monogram Campaign
MONOGRAM Pictures Corp., Hollywood, conducted a one-week campaign in connection with the New York opening, April 25, of "John Dillinger," and contemplates buying some nationally as soon as performance dates are set in other cities. Business is placed by Weiss & Geller, New York. WNEW WINN WHN WMCA carried the Monogram 30 and 60-second transcriptions.

Ross Knows Radio
(Continued from page 16)

Mr. Ross while traveling to San Francisco on the correspondents special train last week. Reporting his conversations, Mr. Heslep said Mr. Ross displayed considerable "know how" about radio.

Mr. Ross told the MBS executive how KSD St. Louis, the Post-Dispatch station, helped end a trolley strike there by putting microphones in the mayor's conference. Mr. Ross reflected a wide experience as a listener to radio, and showed an alert interest in programing and peak audience hours.

Mr. Heslep and other radio men told Mr. Ross of the difficulties they encountered in trying to cover the death of President Roosevelt. The question of radio representatives being assigned to Presidential trips was raised. The subject, often a talking piece in Washington, of placing Capitol radio men on a par with major press associations in news coverage, was brought up. On all these matters Mr. Ross was silent, except to state that his mind was open. He said he intended to talk with network representatives and station men soon after he assumed his new role.

Shows Pride in KSD
He expressed great pride in KSD, the station to which he has been closest, and demonstrated more than a casual interest in the station's problems of operation.

Mr. Ross, who is 59, was a 1932 Pulitzer prize winner. He went to school with Mr. Truman in Independence, Mo. He was president of the Gridiron Club in 1933 and chairman of the Overseas Writers in 1927. He taught journalism at the U. of Missouri for 10 years. He was chief Washington correspondent for the Post-Dispatch from 1918 to 1934; editor of the editorial page from 1934 to 1939 and has been contributing editor since that time. The newspaper's publisher, Joseph Pulitzer, has granted Mr. Ross a two-year leave of absence to serve in the White House.
Sponsors Prepare for Summer (Continued from page 15)

Frank Morgan's Coffee Time NBC Thurs. 8-8:30 p.m. is May 31, with
summer plans not set. G-P's noon-time Kate Smith Speaks, placed by
Y&R for Jello, also switches to promotion of products handled by
B&B June 2-Aug. 31, for Sure-Jell or Certo.

Advertisers with summer shows also reported set include Schen-
ley Distillers Corp. (pencil), resuming The Doctor Fights, CBS Tues.,
9:30-10 p.m., June 5, 3 weeks, Biow, to replace Cresta
Blanca (line Co. (subdivision), This Is My Best, BBDO. Also Pabst
Sales Co., Danny Kaye, CBS Fri., 10:30-11 p.m. replaced June 8, 7
weeks with Harry James orchestra, program having shifted April 27
from Sat. 8-8:30 p.m., Warwick & Legler.

Others are Reischhold Chemical Co., Detroit Symphony, MBS, Sat.
8:30-9:30 p.m., replaced April 14 to end of Sept. with Symphony of
the Americas Sat., 8:30-9 p.m.; Grant Adv., Brown & Williamson
Tobacco Corp., Raleigh Room, NBC Tues. 10:30-11 p.m., June 12, 13
weeks with Sigmund Romberg, Russell M. Seeds Co.; American To-
bacco Co., Jack Benny, NBC Sun. 7:30-8:30 p.m., replaced June 3, 17
weeks with Wayne King's orchestra; PepsiCo, Inc., Bob Hope, NBC Tues.
10-10:30 p.m., replaced June 12, 13 weeks with Men Called X,
Fote, Cone & Belding.

Standard Brands Inc. will replace Charlie McCarthy NBC Sun.,
8-8:30 p.m., June 3, 13 weeks with Spike Jones—other talent, still
to be set according to J. Walter Thompson Co. Phllo Corp. again
replaces Hall of Fame, Blue-ABC Sun. 6-7 p.m., May 6, 13 weeks with
a musical, Phllo Summer Show, this year featuring Georgia Gibbs,
singer and m.c., with Paul White-
man and the Merrimacks, with ten-
"ative plans to cut to a half-hour, Hu-

Sponsors set to replace their shows, but still undecided on the
substitute include: United Drug Inc., Revall Radio Show, CBS Fri.
10-10:30 p.m., July & August,

N. W. Ayer; Electric companies
advertising program, Electric
Hour, CBS Sun., 4:30-5 p.m., a
musical show, N. W. Ayer; R. J.
Reynolds Tobacco Co., Abbott &
Costello, NBC Thurs., 10-10:30
p.m. (probably a short hiatus),
Wm. Esty & Co.; Lever Bros., Bob
Burns, NBC Thurs. 7:30-8 5 p.m.,
off June 26, back Oct. 4 and Amos
' n Andy, NBC Fri. 10-10:30 p.m.,
off June 29-Oct. 5, both R & R;
Kraft Cheese Co., Great Gilders-
sleeve, NBC Sun. 6:30-7 p.m., off
July 1-Winchester, Louis & Brodry.

Lookout for Standard Brands Eddie
Bracken show, NBC Sun. 8:30-9
p.m. is uncertain with comedy ex-
cpected to report for induction late
in May and a replacement sought,
Kenyon & Eckhardt.

Colgate-Palmolive-Peet Co. will
replace Kay Kyser on College of
Musical Knowledge Wed. 10-11
p.m. July-August, Ted Bates Inc.
Socony-Vacuum Oil Co.'s Informa-
tion Please, NBC Mon. 9-10 p.m.,
gone off June 6, and will be replaced, possibly by show
starring Mel. singer Rite Stevens,
through Compton Adv. S. C. John-
son Inc. replaces Fibber McGee
& Molly, NBC Tues. 9-10 p.m.,
last broadcast June 19 or 26, prob-
ably with Victor Borge in musical
comedy. Agency, Needham, Louis
& Brodry.

Still Undecided

Among those still nulling pros and cons of going off are E. I.
Du- Pont De Nemours, Cavalcade, NBC,
possibly off June 25, BBDO; Alumi-
num Co. of America, Miss Hattie,
NBC, Fuller, Smith & Ross; Lewis-
Howe Co., Here Comes Elmer,
CBS, Roche, Williams & Cleary;
Chrysler Corp., Shower of Stars,
CBS, without Major Bowes begin-
ing April 26, R & R; Time Inc.,
March of Time, Blue, possibly the
usual hiatus, Y & R; Andrew Jer-
gens Co., Walter Winchell, Blue,
possibly the usual commercial repla-
ments, 4 weeks, LENNEN &
Mitchell.

Allis-Chalmers follows Boston
Symphony, Blue-ABC with Boston
Pops Concert, May 5 thru July 14,
and may continue with Esplanade
concerts and then a brief hiatus be-
fore regular fall broadcast, Com-
pn Adv. under terms of cur-
rent 45-week contract. Ford Motor
Co. also deciding this weekend on
summer schedule for Village
Chapel, and Early American
Dance, Blue-ABC, with expecta-
tion that Stars of the Future will
off permanently at contract's con-
clusion in June. Agency, J.
Walter Thompson Co.

Campbell Soup Co., shifting Jack
Carson show, CBS Wed. 8-8:30
p.m. from Fote, Cone & Belding,
N. Y. to Ward Wheelock Co., un-
decided on summer plans. Also in
the "undecided" group is Colgate-
Palmolive-Peet Co., for Bill Stern,
NBC, Ted Bates Inc.

Sponsors going off for the sum-
mer and planning no replacement
include General Foods Corp. (five
shows) Maxwell House Coffee
Time, NBC Thurs. 8-8:30 p.m., off
May 31, Benton & Bowles; Hop
Harrigan, Blue-ABC Mon.-Fri.
4:45 p.m., July thru Sept. Y & R;
Kate Smith Hour CBS Sun. 7:30-
p.m., off June 10, weeks, Al-
drich Family, CBS Fri. 8-8:30 p.m.,
off two-four weeks, Young & Rubi-
cam, andTeasies Time, CBS Sun.
6:30-7 p.m., off June 10, 13 weeks,
Benton & Bowles. Also Lever Bros.
Luz Radio Theater, CBS Mon.
9-10 p.m., J. Walter Thompson Co.,
and Burns & Allen, CBS Mon. 8:30-
8:55 p.m. Y & R. Hiatus for lat-
ter time includes July 2-Aug. 20,
with Joan Davis to come in fall.
Theater is off after June 11, back
Aug. 13. Lever also takes a hiatus
for Lipton Co.'s Inner Sanctum,
CBS Tues. 9-9:30 p.m., off after
June 26, back Aug. 28 (Y & R).

Others in this category include
Pep Bott Co., Sherwood Holmes,
MBS Mon. 8-8:30 p.m., off May 29,
13 weeks, Y & R; Frosted & Gam-
ble Co., Truth or Consequences,
NBC Sat. 8-8:30 p.m., off July 7,
8 weeks, Compton Adv.; Sweets Co.
of America, Dick Tracy, Blue-ABC,
Mon. Wed. Fri. 5:15-5:30 p.m., off
May 28, Ivey & Ellington. P & G
also drops Gaylettes Gayettes NBC
Sat. 8-8:30 p.m. for eight weeks
after July 7, Biow Co.

Also George W. Luft Co., Sammy
Kaye's Varieties, Blue-ABC, Fri.
10-10:30 p.m., expected to go off
May 18, fall plans indefinite.

WHAT?
4,880 MINUTES
...Bought by Banks?

Yes, the South Bend story is different! South Bend banks used 4 1/2 solid broadcast days of WSBT program time in 1944, plus hundreds of spot announcements. But, wait---

South Bend department stores used 23,020 minutes or 21 broadcast days, plus 8,138 spot announcements. All in all, 118 leading local advertisers, by waiting in line for available time, conclusively prove that---

South Bend KNOWS What Hooper SHOWS!*

* Overwhelming preference for WSBT. Send for figures. They're terrific!
Tyler Heads AER

DR. I. KEITH TYLER, radio di-
rector of Ohio State U., Columbus,
has been reelected president of the
Assn. for Education by Radio in
the annual election, conducted this
year by mail ballots. Other officers
are: Luke Roberts, education direc-
tor, KOIN Portland, Ore., 1st vice-
president; Robert Hudson, director,
Rock Mountain Radio Council,
Denver, 2d vice-president; Kath-
leen Nichols Lardie, radio super-
visor, Detroit Public Schools,
secretary; George Jennings, acting
director, Cleveland Public Schools,
treasurer. Blanche Young, radio
 supervisor, Indianapolis Public
Schools, was chosen president of
the Great Lakes Region AER;
Mary Elizabeth Gilmore, radio di-
rector, Portland Public Schools,
was elected president of the Pacific
Coast Region.

May 1

WGBP Evansville, Ind.—License re-
niew.

Applications

APRIL 23

NEW-48.5 mc WAIR Winston-Salem,
N. C.—CP new FM station, 3,810 sq. mi.,
estimated cost $37,000.

APRIL 24

NEW-1400 mc Macom Broadcasting Co.,
Macon, Ga.—License for CP au-
torization of new station (WNEXT).

NEW-46.3 mc Myles H. Johns, Mil-
waukee—CP for FM station, 6,056 sq.
i., $123,000 estimated cost.

APRIL 27

NEW-186-192 mc Connecticut Televis-
ion Co., Greenfield Hill, Conn.—CP for
new commercial TV station Channel 5 (186-
198 mc) EIR 1180, amended to request
Channel 5 (186-192 mc) as proposed in
original application, on behalf of Booth
Hill, Conn., and antenna changes.

NEW-1800-1810 mc Wadsworth Broad-
casting, Co., Ann Arbor, Mich.—License to
cover CP new station WPRG.

NEW-49.7 mc Robert F. Wolfe Co.,
Fremont, O.—CP new FM station,
$25,000 estimated cost.

WNCI Elizabeth City, N. C.—CP move
station for new WNCI, Camden, S. C.

WAPI Birmingham—License to cover
CP for new developmental broadcast
station WPMB.

NEW-43.7 mc, 814 mc Everett C.
Atkinson, Birmingham—CP new de-
velopmental broadcast station 250 w and
special emission for FM.

Folks

Turn First to

WGBP Evansville, Ind.—License re-
niew.

Applications

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WAPI Birmingham—License to cover
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station WPMB.

NEW-43.7 mc, 814 mc Everett C.
Atkinson, Birmingham—CP new de-
velopmental broadcast station 250 w and
special emission for FM.
FIVE EXECUTIVES ARE ADDED BY WOL

WOL, Washington has added five widely-known persons to its executive staff including Arthur J. Casey, David H. Harris, Florence Warner, Jack Paige and Kathryn Cravens. George Grim was recently added as war correspondent servicing all Cowles stations [Broadcasting, March 26].

Mr. Casey, whose KMOX forum St. Louis Speeches won the George Foster Peabody citation, is new executive assistant servicing Cravens. Warner, Jack Paige and Casey, David H. are widely-known persons in the broadcasting field. Miss Warner, formerly WHOM Jersey City special events director, will be educational director. Miss Cravens, recently women's commentator for WNEW New York, will go overseas for WOL to do special interviews from battle areas. All of the Cowles stations, including WOL, will be served by Mr. Grim who is already in Europe.

Agronsky Decorated

MARTIN AGRONSKY, Blue-ABC commentator, has received the Asiatic-Pacific service ribbon from Gen. Douglas MacArthur for "sharing the hardships and dangers of combat with United States troops." Gen. MacArthur, in a letter to Mr. Agronsky, cited his "long and meritorious service ... with the forces of this command," and stated that he had added "luster" to the profession of war correspondents.

RID Meet To Study Spectrum Policing

SPECTRUM policing, latest development in technical equipment and direction - finding in the postwar period will be stressed during a four-day meeting of regional supervisors and district inspectors - in charge of the FCC Radio Intelligence Division. 

Called by George E. Sterling, assistant chief engineer in charge of RID, the meetings will open May 1 and conclude on May 4 with a demonstration in which supervisors will do work normally detailed to inspectors. Twelve RID supervisors and 22 field inspectors will attend from all parts of the continental U. S., Alaska, Hawaii, Puerto Rico and the Virgin Islands.

Working with Mr. Sterling in preparation for the conference is George S. Turner, chief of the field division, under whose supervision the field inspectors work.

Mr. Sterling is scheduled to speak on the technical phases of RID before the Baltimore Section, Institute of Radio Engineers, at 8 p.m. May 22 at the Engineers Club, Baltimore.

Borton NAB Director

FRED W. BORTON, president and general manager of WQAM Miami, has been unanimously elected director of NAB District 5, succeeding John C. Bell, WBRC Birmingham, the NAB announced Thursday. Balloting was by mail. Mr. Borton takes office July 1. In a mail primary Messrs. Bell and Borton won the nominations. Mr. Bell, however, wired all member stations of District 5, comprising Alabama, Florida, Georgia and Puerto Rico, that his health would not permit him to serve another term. Consequently Mr. Borton’s election was unanimous.

Boston Globe’ Sponsors Luncheon Coast-to-Coast

FIRST coast-to-coast sponsorship of a public service program by the Boston Globe is the Boston Aviation Week luncheon on May 1 to be aired over WNAC Boston, and Yankee and Mutual network. Given by the Chamber of Commerce and broadcast from the Copley Plaza Hotel, the meeting will be heard 1:15-1:30 p.m. (EWT) and will be rebroadcast 10:30-10:45 p.m. that night on WNAC. Agency is John C. Dowd Inc., Boston.
**Help Wanted**

Operator—announcer. First class radio telephone line duties. Must know news and commercial announcing. For radio station, permanent position. Must have at least 2 years' experience. Good pay and good future. Box 592, BROADCASTING.

Installer—radio engineer wanted for 250 watt Indiana Blue Network station, Perma- nent position. Must be experienced in all particu- lars and salary expected in first letter. Box 588, BROADCASTING.

Transmitter engineer, 1st class license, guaranteed yearly earnings, $35 per week plus all expenses. Permanent position in small city with better than average living conditions. First letter opening. Box 484, BROADCASTING.

Announcer—250-watt NBC affiliate in a fine metropolitan midwest city needs a good versatile announcer who can handle ads, live record and talent shows. News and commercials. Small, cooperative staff, excellent working conditions. Only prin- dal reason, please, $35 per week plus all expenses. Box 524, BROADCASTING.

Central office experience desirable. Write for full details. Perma- nent position. Box 537, BROADCASTING.

Announcer—wanted. 5 years experience. Excellent working conditions. Box 531, BROADCASTING.

Box 531, BROADCASTING.

CBS Midwest affiliate needs specializing announcer. Opportunity for young lady one night hourly; half hour in F.M.; regular opportunity, excellent salary. Write for full details. Box 531, BROADCASTING.

Salesman wanted—Man familiar with small city in the northwest. Must have good understanding of radio sales. Send resume and salary expected in first letter. Box 538, BROADCASTING.

Anouncer—$40.00 for 40 hours, daytime and evening. Live open daily. 100,000 West Coast city. Box 100, 100,000 West Coast.

BROADCASTING.

Opportunity for fluent and imaginative, but stable and sincere, staff announcer familiar with transcribed libraries to create and announce local news shows for non-metropolitan NBC station, Rocky Mountain West. 1 year experience. Good pay and good future. Box 555, BROADCASTING.

Opportunity for young lady who can write bang-up radio commercials for a flourishing, long-established agency. Permanent position with a bright, living future. Send full details in first letter, including samples of recent copy. Opportunity for a young lady with ability. Box 555, BROADCASTING.

If you are a good all-round announcer familiar with all the usual radio jobs, can give us your immediate. Excellent opportu- nity for radio station with bright future. A chance to work with people you like and with who you can join us. Address Box 561, BROADCASTING.

New England city needs full- time 500 watt CBS station. Good living condi- tions and an excellent future. Box 564, BROADCASTING.

Manager—writer-radio copy, shows, announcements—radio station in New England. Must write good commercial copy for radio. Box 565, BROADCASTING.

Announcer—Experience to man to handle general assignments, records shows, write some news copy, and be a part of the team. Excellent working conditions. Send full details. Reference, program director, KOPW, Kearney, Neb. Box 566, BROADCASTING.

Announcer—radio station has permanent position with expanding ad- tended audience, excellent working conditions. Box 567, BROADCASTING.

Engineer, Transmitter and control room work. Recording experience helpful. Perma- nent at WAKR, Akron, Ohio. Box 569, BROADCASTING.

**Help Wanted (Cont'd)**

**Situations Wanted**

Announcer—5 years experience sports, news, commercial, ad lib, M.C., remote location, no experience necessary. Excellent opportunity. Permanent 4F. Permanent position. Willing to travel. Send resume and picture with complete information and credentials. Box 570, BROADCASTING.

Announcer—for NBC affiliate in small city with excellent opportunities. Will consider any experienced announcer with good pay,ed. Send resume and give complete details. Box 571, BROADCASTING.

Announcer—5 years experience.必将 opportunity. Excellent opportunity in the northwest. Box 100, BROADCASTING.

WANTED—Announcer. 5 years experience. Available immediately. Excellent opportunity. Box 100, BROADCASTING.

Announcer—5 years experience. Willing to travel. Excellent opportunity. Box 100, BROADCASTING.

**Situations Wanted (Cont'd)**

Announcer—5 years experience. Wanted—5 years experience. Excellent opportunity. Box 100, BROADCASTING.

Announcer—5 years experience. Box 100, BROADCASTING.

Announcer—5 years experience. Wanted—5 years experience. Box 100, BROADCASTING.

Announcer—5 years experience. Wanted—5 years experience. Excellent opportunity. Box 100, BROADCASTING.
WDak, WRld Transfer Of Licenses Approved VOLUNTARY ASSIGNMENT of license. Wdak, Columbus and WRld West Point, Ga., from the present licensee partnership to a new partnership composed of the present owners and two new individuals has been granted by the FCC, which at the same action approved voluntary assignment of WFEA Manchester, N. H., from the New Hampshire Broadcasting Co. to H. M. Bittel, sole owner.

Allen M. Woodall, of Rl. M. Bittel, general manager of WRLD, acq. interest in the Georgia stations; Margaret A. Pill, housewife and women’s civic leader, acquires 8% interest. Accounted for is $15,300. L. J. Dunce now owns 40%, Josephine A. Rawls 12%, Effie H. Allen 10%. Mrs. Pill is to counsel stations on women’s civic and public service programs.

No money is involved in the Manchester action. Mr. Bittel is also president and 30% owner of WFBM Indianapolis.

DEEMS TAYLOR was reelected president of ASCAP Thursday at the meeting of the board including eight directors just elected. Relected were Gustave Stensland and Oscar Hammerstein, vice presidents and George W. Meyer as secretary. Jack Beanman replaced Max Dryfus as treasurer.

BROADCAST Measurement Bureau will hold its first board meeting in New quarters in New York May 2. Meeting will discuss problems of the big city non-network station, the foreign language station and other suggestions affecting measuring technique made at recent NAB district meetings.

BROADCASt DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants

Kvcas City, Mo.
Washington, D. C.

MORE RF KILOWATT HOURS PER DOLLAR WITH F & O TRANSMITTING TUBES
Freeland & Dlschner Products, Inc.
611 Baronne St., New Orleans 13, La.

High Power Tube Specialists Exclusively

WANTED

CHIEF ENGINEER

NBC affiliate, midwestern city, has immediate opening. Excellent opportunities. Furnish full particulars in first airmail, special delivery letter.

BOX 588, BROADCASTING

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1111 Vermont AVE., WASH. 5, D. C.
District 1640
(Sold in suit’s Dept.)

SOUND EFFECT RECORDS

GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects in Plastics, etc.

CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

SOUND EFFECT RECORDS

GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects in Plastics, etc.

CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

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Robert L. Kaufman
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Technical Maintenance, Construction Supervision and Business Services for Broadcast Station
Munsey Bldg. Washington 4, D. C.

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CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

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MAY, BOND & ROTHROCK
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Consulting Engineers
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1319 9 STREET N.W. • DISTRICT 4127

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363 E. 75th St. CHICAGO 19
Triangle 1400
FCC GRANTS
TWO NEW STATIONS
TWO NEW STATIONS, a regional at Key West, Fla., and a local at Talladega, Ala., were granted last week, FCC announced Friday.
Key West grant went to Capt. John M. Spotswood, AUS, Rot., formerly with Army QMC, for 500-w outlet on 1560 kc, unlimited.
Voice of Talladega Inc. got 2500 fulltime station on 1230 kc. Stockholders: Harry Held, businessman, president, 15 shares; Julius C. Vessels, chief engineer, WDDO Chattanooga, vice-president, 5 shares; D. Handy Rule, pro-rate judge, secretary-treasurer, 25 shares.
Applicants specified they had materials.
Grants were under FCC Supplemental Statement of Policy, Jan. 16, 1945.
PORTER CALLS FOR INTERNATIONAL MERGER
FCC Chairman Paul A. Porter went all-out for an international communications merger in speech before Baltimore Chamber, Morse Teleg. Club of Amer., Friday night. There should be no philosophical barriers preventing U. S. from having greatest communications system possible, he said, but such a request calls for a consolidation of all our international communications resources—and I believe it does—we should not hesitate to adopt such a plan."
International broadcasting, potent in psychological warfare, can be effectively used for the purposes of peace," said Mr. Porter, who favored "a single American international communications organization." It was the first time Chairman Porter has gone on record on international communications question.

TROOP JUNCTION GETS BIG PLAY
ALL NETWORKS gave wide coverage to junction of British and Anglo-American forces announced by White House Friday. CBS highlighted its programming with recording of announcement of junction to USSR by Joseph Stalin, purportedly first time his voice heard on American radio.
These network voices were heard in comments and descriptins-NBC: Don Goddard, John MacVane, David Anderson, Roy Porter, W. W. Chaplin; Blue ABC: George Hicks, Gordon Fraser, Baulkage, Jack Parker, Larry Tighe, Herbert Clark; MBS: John V. McDer-mott, Anne Clark, Boyd Lewis; CBS: Richard Hottelet, Tris Cossin, Bill Shadley, Larry Leseuer, Maj. George Fielding Elliot, William Shirer, Ed Murrow. OWI overseas service carried White House announcement and statements by Churchill and Stalin.

PEABODY HEADS ADVERTISING FOUNDATION
STUART PEABODY, director of advertising, Borden Co., is new board chairman of Advertisi-\n\nting Research Foundation; Otis Kenyon, chairman of Kenyon & Eckhardt, vice-chairman; Paul W. Cauden, president, Assn. of National Advertisers, reelected secretary, and Frederick R. Gamble, president of the American Assn. of Advertising Agencies, reelected treasurer.
Directors terms include: Richard Compton, Compton Adv.; H. K. McCann; McCann-Erickson; William G. Palmer, J. Walter Thompson Co., representing AAAA; Lee H. Bristol, Bristol-McKee Co.; Allyn B. McIntyre, Pepperell Mfg. Co.; Gordon Cole, Can Mfrs. Institute, representing ANA. Allan Brown, Bakelite Corp., was elected for year to fill unexpired term of Harold Thomas.

NO HOME SETS SEEN UNTIL 1946
SPEAKING before a joint meeting of the U. S. and Canadian Radio Manufacturers Assn. in Montreal, Louis J. Chatten, director, WPB Radio & Radar Division, predicted resumption of home receiver manufacture will not be possible before first quarter of 1946. WPB plans, he explained, include manufacture of radio equipment for essential commercial services and unrestricted production of civilian replacements after V-E Day.
This joint meeting was attended by Presidents R. C. Cosgrove and R. M. Brophy, of U. S. and Canadian RMA’s respectively, as presaging era of closer cooperation between two nations.

SILENCE TELLS MUCH
FIRST INDICATION that Russian Army had encircled Berlin came when the German voice of radio was silenced April 23. Looking back now, observers interpreted that and the concurrent disrup\ntion of telephone service as the first topon on USSR’s victory march. Only three of the transmitters which have for years blared out Nazidom’s boast now remain in operation; Hamburg, Munich and Dusseldorf stations at Cologne. Journalists recalled that just five years ago these same signs indicated that Germans had captured the foreign capitals of other nations, since liberated by United Nations.

BROADCASTING • Broadcasting Advertising

EUGENE S. THOMAS, sales manager, WOR New York, has been nominated for director-ship of New York Sales Executives Club. Election May 15.
TED O. THACKREY, editor-general manager, New York Post and director, WLIR Inc., New York, has been elected president of sta\ntion corp. He succeeds Elias I. Godofsky, re- signed.
GEORGE CASE, new production manager, WBBM Chicago, succeeds Fred Killian, who becomes specialist producer. Case job as as-\nsistant program director to Val Sherman.
MICHAEL BARKWAY, former BBC Washington correspondent, has been named Ca\n\nadian representative for BBC, with offices in Toronto. He succeeds J. deLobinhiero, who returns to London as BBC director of special events.

ELOISE HEATH, formerly with Spot Sales, Chicago, joins Mitchell-Paust Adv. Agency, Chicago, as timelinker on May 7.
WEBSTER L. BENHAM Jr., director of pro\m\ntion and public relations, KOMA Oklahoma City, has been named by Junior Chamber of Commerce as Oklahoma’s City’s most useful citizen for 1944. Plate and key were awarded by Mayor Robert A. Hefner.

CARLOS FRANCO, associate director, in charge of station relations, Radio Dept., Young & Rubicam, New York, has left Manhattan hospital where he was confined while broken leg mended. Returns soon to office.

J. RICHARDSON LOUGHLIN, formerly of WGN Chicago production staff, has moved to NBC Chicago as production director.

DR. MELCHIOR PALYI, economic advisor to Goodkind, Juice & Morgan, Chicago, returned to headquarters there after two months as-\nignment in Europe.

J. ARTHUR DUPONT, since 1937 commer\cial manager (Quebec region) of CBC, has re\signed effective May 31 to take over organi\zation of his own new station, CJAD Montreal. Station will operate on 800 kc with 1,000 w.
CAPT. CARL F. HOLDEN, USN, former Di-\"
AN ARTHUR B. CHURCH PRODUCTION!

They're all Sponsors!

A whole town full of nationally known advertisers who on topflight radio stations throughout the country are sponsoring "The Texas Rangers" transcribed library of favorite western tunes. Why don't you bring them to your town? Write—better yet, wire George E. Halley, Arthur B. Church Productions, Pickwick Hotel, Kansas City 6, Missouri, for further details and exclusive rights to your town!
WKY Covers

The Biggest Part

OF OKLAHOMA

WKY Covers the Biggest Part of Its Population, Buying Power and Sales

The impartial, statewide survey of radio listening in Oklahoma conducted by Dr. F. L. Whan of the University of Wichita, established the fact that WKY is heard regularly morning, afternoon and night by more persons in Oklahoma than is any other station.

WKY delivers primary service, in the morning for instance, to 53.5% of Oklahoma's population. This segment of Oklahoma's population has 65.2% of the state's farm income; spends 59.4% of all the money spent in retail stores in Oklahoma; does 56.4% of the state's food buying and 59.7% of the drug buying.

In the afternoon, WKY delivers primary service to 52.8% of Oklahoma's population and at night to 56.1%. No other station delivers primary service to so many Oklahoma listeners, morning, afternoon or night.

But "coverage" is an incomplete standard of comparison. The same study which measured radio station coverage in Oklahoma, referred to above, also measured actual listening. WKY was not only the station which covered the biggest part of Oklahoma, but WKY was the station to which most of the people in this area listened most of the time.

WKY is Oklahoma's FIRST station because it covers and DELIVERS the biggest and best part of Oklahoma. It reaches more people who have more and who spend more. And it gives advertisers the most for their money.

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