Age 21: important to a man because it means assuming full responsibilities of citizenship in family, community and country.

Age 21: important to WLS, the Prairie Farmer station, because it means 21 years since we assumed our responsibilities; 21 years of service to our friends of Midwest America; 21 years in which we have grown with the radio industry and with our four great Midwest American states and their metropolitan center, Chicago.

First night on the air, April 12, 1924, WLS brought in 90 minutes of top stars from New York to set the pattern of always giving our audience programs worth the listening; a week later, we originated the one and only National Barn Dance, the WLS National Barn Dance. In 1925, when devastating tornados ripped through southern Illinois and Indiana, we broadcast continuously 68 hours while our listeners contributed $216,904 to relieve suffering and distress thus setting the pattern of working with our people in serving those who need it.

We are 21 years old—grateful for the past, but even more interested in the coming 21 years, with the same basic policies of service and entertainment which have made us an old friend and a good friend to Midwest America.
ARTHUR J. CASEY, whose forum program, "St. Louis Speaks," has just won a George Foster Peabody citation, comes to WOL as executive assistant to general manager Merle S. Jones, to direct Public Relations and all administrative sustaining operations. For the past eleven years with CBS, he has for seven years been executive assistant to the management of CBS-owned KMOX, St. Louis.

DAVID H. HARRIS comes to WOL as Program Director after having established the remarkable record of winning for his station (WTAG, Worcester) three coveted radio awards for 1944: George Foster Peabody Award, Variety Show management Plaque Award and the duPont Radio Award—the first time in broadcasting history that one station has won all three in a single year.

Dedicating a radio station to the service of a community and a nation, Cowles Broadcasting Company welcomes two of the industry's recognized leaders in public service.

Their appointment is a natural sequel to a statement of policy made on March 9, 1945, by T. A. M. Craven, vice president of Cowles Broadcasting Company, in which he said, in part: "We shall strive to render community service of real value, by participating actively in the cultural, civic and economic development of this large and growing metropolitan area. We shall bend every effort toward procuring the most experienced and capable personnel and the best radio talent available; with these we hope to produce programs equal to any in the nation—and some which are better."

Commander Craven's dedication is being fulfilled.

A Cowles Station
BASIC MUTUAL
"THE VOICE OF WASHINGTON"

Represented nationally by
The Katz Agency, Inc.
The Massachusetts State Federation of Women's Clubs
Presents this
Merit Award
To
Clarence E. Maish
President, Little Crow Milling Co.
Warsaw, Indiana
as an appreciation of the
"Happy Hank"
program over Yankee Network stations, a
deserving contribution to the campaign of
Youth Conservation
February 15, 1945

We, too, thank you Mr. Maish, and your agency, Rogers &
Smith, for scheduling "Happy Hank" over WNAC and The
Yankee Network, Monday through Friday at 7:30 A.M.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.
Upcoming

May 8: Further hearings before House Interstate & Foreign Commerce Committee on Vandenberg Bill (S-63) and Dondero Bill (HR-1648) to prohibit interference with noncommercial cultural or educational broadcasts (aimed at Petrie bill ban against Interlochen school programs).

May 8-10: NAB Sales Managers Executive Committee, Gunter Hotel, San Antonio.

May 9: Deadline for briefs and appearances in proposed FCC rules governing financial reports, contracts, ownership, station personnel. (Oral argument May 21.)

May 16-17: NAB Board of Directors, WOW Board room, Omaha.

May 17: Primary ballots in NAB directors-at-large election must be in.

May 23: Oral argument before FCC, WOW New York transfer of control.

Business Briefly

MORTON STARTS SALT CAMPAIGN • Morton Salt Co., Chicago, begins sponsorship May 7th of spot campaign featuring use of salt on spring vegetables. Use 117 stations for four weeks. Agency is Kenyon & Eckhardt Inc., Chicago.

RCA VICTOR APPOINTMENTS • RCA Victor Division, RCA has appointed J. Walter Thompson Co., New York, to handle advertising of radio, phonograph and television instruments.

SHELL ADDS WOWO • Shell Oil Co., New York, adding to the list of 26 stations promoting dealer service, has agreed for a six-weekly 10-minute news and sports program on WOWO Ft. Wayne for 13 weeks, tentatively set to start this week. Agency, Marschalk & Pratt Co., New York.

LEVER AUDITIONS • Lever Bros. on Friday auditioned a National Concert & Artists Corp. program featuring Dunninger, with Bill Slater as m.c., Mitchell Ayres orchestra and Kaye, Jones and Hale vocal trio, as possible summer replacement for Amos 'n Andy or Bob Burns on NBC. Agency, Rutherf & Ryan, New York.

VIDEO TO SEL SPAGHETTI • Chef Boy-Ar-Dee, Morton Grove (spaghetti), starts sponsorship of television show Ladies Be Seated for 4 programs, Sundays beginning May 13, 7:30-8 p.m. (EWT) WRG Schenectady, N. Y. Commercial will show Beulah Karney demonstrating sponsor's product. Agency, McJunke Adv., Chicago.

BUSINESS GROUP BUYS LEWIS • National Small Business Men's Assn. is planning to buy Fulton Lewis Jr. news commentary, Monday through Friday, in available markets. Already sponsoring newscast on WHK Akron, 52 weeks; WCLO Janesville, 52 weeks. Agency, Schwimmer & Scott, Chicago.

NEW LOCAL SPONSOR • Ben-Gee Products Co., Chicago food products firm, has named Newby Peron Co., Chicago, to handle advertising. On April 24 firm started sponsoring Morgan Beauty and the News, NBC cooperative, on WMAQ Chicago Tuesday and Thursday. Contract for 13 weeks.

AFA TO HOLD ANNUAL MEETING JULY 11

ADVERTISING Federation of America will hold its annual business meeting July 11 at the Hotel Commodore, New York, with President Joe M. Dawson, Geyer, Cornell & Newell, presiding. Convention will be omitted for the second year, and directors will be elected by mail vote. BBDO President and AFA Chairman Bruce Armstrong will speak at the luncheon session, to be followed by election of officers. Board of directors meeting last week revealed that by May 3 AFA will reach an all-time high of more than 900 sustaining members, over 150 companies having joined during the past few months and five new clubs being added this year.

NEW WGN BREAK

WGN Chicago this week adopts "WGN in Chicago, the Voice of the Midwest" as new station-break announcement, replacing former "This is WGN, the Voice of the People".

BROADCASTING • Broadcast Advertising
News-hungry listeners, in the commodity-hungry Philadelphia market, tune in KYW regularly for the news... prompt, forthright, competent reporting of history in the making.

KYW presents sixteen newscasts and commentaries each weekday, for such outstanding sponsors as Standard Oil Co. of Pa. (Esso Reporter); Boscull Coffee; Manhattan Soap Co.; C. F. Mueller Co.; Hudson Pulp & Paper Co.; Wildroot Co., Inc.; Richman Bros. Co.

Veteran newscasters such as Alwyn Bach, Peter Roberts, Alun Williams, Franklin Evans, Alan Gans, and Stuart Wayne maintain the reputation of KYW as "the station for news in Philadelphia." If your product-story, too, is news, it may well be entrusted to their authoritative voices.

Present availabilities on the KYW newscasting schedule include:

ROBERT HECKERT, popular news-analyst, world-traveler, and foreign correspondent, interpreting the news each weekday from 12:50 to 1:00 P.M. (Immediately following Esso Reporter). Heckert is currently sponsored on Sundays by the American Oil Co.

NEWSCAST, 9:00 to 9:10 A.M., Monday through Saturday
NEWSCAST, 1:45 to 2:00 P.M., Tuesdays, Thursdays and Saturdays

Wyoming Radio Stations Inc

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Executive's Wife in New Orleans

(ABOUT TO GO TO MARKET)

Or Farmer's Wife in Alabama

(ABOUT TO GO TO TOWN)

Folks turn first to —

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
The 81.5 rise in our all-day average Hooper during the two year period ending in January is the talk of the town! Yes, WSIX has more daytime listeners than any other Nashville station . . . And remember, too, that BLUE and MUTUAL listeners are the best spenders. There you have the reason why more and more advertisers are using WSIX to reach the million potential buyers in the rich industrial and agricultural Nashville area . . . Yes, WSIX listeners and sales go hand in hand.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Broadcasting Magazine Announces Top Prize Winners in Nation-wide Mutual Promotion Contest

Nine Mutual station promotion men and women have been selected for top honors.

First Prize — $500 War Bond
EDWARD BREEN
KVFD Fort Dodge, Iowa

Second Prize — $250 War Bond
ALEX CAMPBELL
WIBC Indianapolis, Indiana

Third Prize — $100 War Bond
DAL WYANT
WHED Portsmouth, N. H.

Fourth Prize — $50 War Bond
MEL STANDAGE
KOVO Provo, Utah

Special Award Winners
BOB McRaney — WCBJ
BOB GRIBBEN — KDFH
VICTOR C. DEHLM — WAZL
W. H. CAT — KRTM
JOHN MERDAN — WSWY
KEN LUPKIN — KSO
ELWOOD C. ANDERSON — WHEB
WALLIE C. PORSON — WHBY
MADELINE K. DOYLE — KRON
MRS. J. V. COOPER — WPDO
H. J. NEWCOMB — WBJN
EDWIN MULLINAX — WLAG
MRS. S. W. ANDERSON — KFFA
BYRON HAYFORD — WDFP
FRANK BISHOP — KFEL
E. A. ALBRETT — WBO
VANN CAMPBELL — WDFP
DAN HORNBY — WATL
ELEANOR M. BAILING — KBIU
SUE CORNELIUS — WHEC
LERoy WOODWARD — WOi
VERNE SAWYER — KMO
FRED FLETCHER — WRAJ
R. G. McBROOM — KFIO

Contest Sponsored by MUTUAL BROADCASTING
in the biggest kid radio promotion of all time. In a coast to coast competition open to all Mutual network and affiliate promotion managers in which over 150 stations participated, winners were selected on the basis of uniqueness and volume of audience building promotion consistent with the size of the areas their stations served. The contest ran from September 1, 1944 to March 1, 1945, and was sponsored by Mutual Broadcasting System and the Ralston Purina Company. Contest judges were Sol Taishoff, Editor and Publisher of Broadcasting, Robert K. Richards and J. Frank Beatty, Associate Editors.
Feature of the Week

A MERICAN radio correspondents in the China-Burma-India theater are not as scarce as hens’ teeth but facilities available to them are, says Frederick B. Oppen, Blue-ABC correspondent, home after being in the Far East since 1938.

“In the entire C-B-I area there are two transmitters capable of reaching the United States,” says the correspondent. “One is at Chungking, the other at New Delhi.”

The Chungking station, XGOY, is a rabbit Warren, the administration of which would turn an American radio executive grey with horror in Mr. Oppen’s opinion. It has an hour and ten minutes daily reserved for North American transmissions which include Chinese government messages and propaganda. The electricity often fails, employees don’t show up and a broadcast there is a thing of high nervous tension.

New Delhi Better

Facilities are better at New Delhi, although the station is not heard as well in the United States. Special arrangements must be made in advance, often taking as much as three days. Originally the station was reserved an hour daily for American correspondents but few used the reserved period that London, through which Delhi funnels to the U.S., cancelled the arrangement.

“Up to last month when I left China,” the correspondent says, “there were no recorders in that theater and only a few in India. In Burma an Army radio team has been making recordings of troop activities which must be flown to India or Chungking for broadcast. Lack of facilities is supplemented by hazards of transportation which makes spot news reporting difficult.

Answering the question of what part radio plays in the lives of the Chinese people Mr. Oppen said, “virtually no part at all”.

“There are some 800 receiving sets in the Chinese capital of Chungking, most of them owned by foreigners, and the number equally limited elsewhere in Free China. Very few Chinese have ever heard a radio, much less seen one.”

Porter Gloomy

This bears out the statement made by Roy Porter, NBC correspondent who came back from China a few weeks ago. He saw a gloomy outlook for radio as a power in China. Mr. Porter saw some hope for a series of transmitters to hook in with the world-wide military network which would allow press and radio a chance to communicate easily with New York or San Francisco.

Explaining the operation of XGOY Mr. Porter credits the Chinese with a remarkable engineering feat in protecting the transmitter. It is located in a large cave, 30 feet underground as a protection against Jap bombing. Its power plant is 15 miles away on the Chialing river. The generator is run on coal which comes down the river in barges and must be toted up a steep bank by coolie gangs. If the coolies decline to make the climb—as they sometimes do—the power fades or goes off completely.

Sellers of Sales

A COMPARATIVE newcomer to the time-buying business who has already established an enviable reputation for herself in the trade is Helen Gill, of Kenyon & Eckhardt, New York.

Helen, a native of Philadelphia, Pa., where she still lives, has been with K&E about 2 years. During that period, the agency has recorded its biggest growth in the field of spot radio billing. As the agency increased in radio advertising importance, so did Helen’s position both with K&E and with the trade. Starting as assistant to Richard Dunne (now head of radio research), Helen has moved up until today her particular province at K&E includes handling all Standard Brands’ spot advertising for Stox, a new soup; Richard Hudnut and S. B. Thomas English Muffins.

Before joining the agency, Helen worked for two years on the other side of the fence, with the station representative organization, Joseph Hervey McGilvra. From her experience in both buying and selling plus the special courses in retailing and merchandising which she took while a student at NYU, Helen gained a well-rounded knowledge of the advertising field.

Helen has varied hobbies and interests aside from her work. A first-rate golfer, she also goes in for amateur dramatics and is an enthusiastic theater-goer as well. She also has a flair for dress designing.

Represented by Edward Petry Co., Inc.

KFOR

“Nebraska’s Capital City Station”

LINCOLN NEBRASKA

Gordon Gray, General Manager
Melvin Drake, Station Manager
Blue and Mutual Networks

WILMINGTON DELAWARE

5000 WATTS

NBC BASIC STATION

Represented by

RAYMER
IT'S THE STATION THAT BROUGHT MY BOY HOME

Since Pearl Harbor two thousand four hundred eighty WGAR programs have brought news or actual voices of hometown servicemen from remote sources. Done sincerely for our loyal listeners, they also help explain why commercial messages get attention, belief, response so effectively over the Friendly station.

CLEVELAND'S
WGAR
THE FRIENDLY STATION
RADIO'S XXV ANNIVERSARY
LONGMIRE, whose nose for news led him to Europe when the first signs of disintegration appeared, managed by hook and crook to get into Spain to write for the New York Herald-Tribune the first articles from Franco’s Spain which were printed in 1939. Referring to this scoop, Time magazine called him an “open-eyed” correspondent. He was in New York when the Battle of France was lost, but went east immediately to cover the London blitz. He predicted trouble between Hitler and Stalin before the German invasion of Russia. Longmire was one of the first Yankee correspondents to fly in an “operational flight” in an R.A.F. bomber . . . but his top “beat” was a mysterious cable to his editor’s home resulting in a 24-hour scoop for his paper predicting the famous Atlantic Charter conference. Longmire claims to be a liberal-independent politically, and his mike style is very informal. Favorite comment of listeners is: “He explains the news so well.”

FLEISHER, a native of Pennsylvania, educated abroad, was correspondent for his father’s newspaper, the Japan Advertiser, in World War I. He obtained the first exclusive story of the murder of the Czar of Russia and his family . . . covered the League of Nations for a time . . . and was managing editor of the Japan Advertiser when pressure from the Jap Government caused its abandonment in 1940. Fleisher scored a world beat by becoming one of 4 white men in the world to interview Emperor Hirohito. In 1936 he scored another world beat by telephoning the New York Herald-Tribune that Japan and Germany were forming an alliance. He covered the diplomatic talks with Japan which were going on when war started. March 23, in a WHAS broadcast he predicted that General Douglas MacArthur would lead the invasion of Japan. Fleisher is the author of two books on Japan, “Volcanic Isle” and “Our Enemy Japan.”

The clamor for news was never greater. And WHAS meets the demand. It devotes 127 broadcasts every week to unglossed, unemotional, authentic reports of the news as it happens. . . . And it does more! It brings Carey Longmire and Wilfrid Fleisher straight to its listeners with their straight-from-the-shoulder analyses of the news, backed by first hand knowledge of the places and people they talk about.

WHAS keeps its listeners listening by its intelligent news reporting.
Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over $3,500,000,000.

Before selecting a station they checked station coverages and found WMAQ to be Chicago's number 1 station—the Chicago station most people listen to most.

And so Carson Pirie Scott & Co. currently sponsors "Variety at 5:15" on Monday, Wednesday and Friday evenings. They have joined the group of discerning advertisers whose programs over WMAQ make up radio's finest entertainment program schedule in the world.

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

The Chicago station most people listen to most

670 ON YOUR DIAL
"So 'F&P had the wrong dope,' eh?
You're the wrong dope, you dope!"

We hope your vertebrae can take it, Thistlewaite, old pal! But F&P really does bust a button to furnish correct dope only. In such matters as getting market and audience analyses, availabilities, and good, all-round advice, dozens of agencies and advertisers have found it's safe to bank on Free & Peters. Not that we're error-proof geniuses, y'understand! Just that we don't believe in going off half-cocked.

Our specialty is to help see to it that spot advertising campaigns produce sales. Maybe any group of smart fellers could take just as good care of your business, once they'd piled up the experience we've had. But F&P has the experience—now! Want some of it?

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

EXCLUSIVE REPRESENTATIVES:

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

EXCLUSIVE REPRESENTATIVES:

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

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

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Radio Prepared as Germany Collapses

Pooled Broadcasts Include Top Figures

AMERICAN broadcasters went into action last weekend to break the greatest story of the war—total victory in Europe.

Coverage plans, which had been months in the making, awaited only the formal proclamation of victory via radio by President Truman. Networks and stations alike coordinated their programming through military channels, with pooled broadcasts the agreed order during the early stages of total capitulation.

Central Control

The most elaborate “pooling” schedule of the war had been set to bring news of victory to American listeners.

All networks put aside their plans for initial individual reporting of the event and combined forces. Actual programming of the most significant details of the surrender—the proclamation by President Truman and statements by high government and military leaders—was left to the United States Army.

A central control board, to master-switch all pickups from this continent and around the world, has been built for the occasion and was being manned by Army personnel. This control board is located in the Pentagon Bldg. in Washington.

From this nerve center, it was planned that production cues to the greatest array of “name talent” ever assembled would be flashed across the seas. Those who might receive these cues included top Army and Navy commanders at GHQ and in the field.

Certainly American listeners were prepared, also, to hear from Prime Minister Churchill, King George, and possibly from Joseph Stalin. There was little question but that General Marshall, Fleet Admiral King, General Arnold, Fleet Admiral Leahy, General Eisenhower, Fleet Admiral Nimitz and General MacArthur would be on the air.

As Broadcasting closed Friday, exact program plans were not available. It was known, of course, that President Truman would broadcast a proclamation designating H-hour of V-E Day, and that his proclamation would include an appeal to Americans to redouble their efforts against Japan.

It was not planned, according to best information, to upset radio commercial schedules haphazardly. The entire programming operation has been on the planning boards for weeks and was coordinated by Col. Edward Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept. Supervising overall operations was Col. Luther L. Hill, acting chief of the Bureau.

Basic Plan

Best estimate of the precise schedule arrived at after discussions with many network officials, was this sequence:

1. President Truman would make his proclamation on all four networks, with simultaneous announcements from other capitals.

2. There would follow immediately an all-network round-the-world broadcast during which short messages would be presented by various commanders in the field.

There are over two-score top ranking Army and Navy military men who might be considered available for this broadcast. One proposal, and the one most likely to be followed, was that these should be heard from hourly, as their schedules and pickup conditions would permit.

3. On the evening of V-E Day, when the largest potential audience exists, it was expected that a listener would hear a special program featuring five-minute statements by five-star generals and admirals. Doubtless such a broadcast would sound the key note of the day—that victory was a matter to be celebrated calmly, and that the war wasn’t over until the Jap was knocked out. The troops overseas would receive this broadcast via shortwave.

Participating would be Leahy, Marshall, King, Arnold, Eisenhower, Nimitz and MacArthur.

4. Somewhere in the schedule, probably a day or so after V-E Day, when the excitement of victory has subsided, the Army probably will undertake a pooled broadcast dealing with the disposition to be made of troops and materiel now in Europe and with plans for the occupation. These plans, certainly, have been completed and there would seem to be no danger in relating their nature, if mention of movement-patterns is not included. This schedule will be supplemented, of course, by individual enterprises undertaken by networks and stations. There can be little doubt, however, that if the schedule of pooled broadcasts is undertaken and does follow this general pattern, American radio will enjoy one of its greatest listening audiences over a sustained period.

Radio Top Medium

Radio, it appeared, was going to be called upon as the top medium for bringing home to America the import of victory. Likewise, radio was to be called upon to do the greatest yeoman job of this crucial period: keeping the people at home, before their receivers, and out of entertainment.

Military and civilian leaders always have feared that an unbridled period of celebration seriously would disrupt production for the Japanese war effort. Yet they have determined that Americans cannot be kept from celebrating and that radio, as the wisest compromise, can save the day.

It is noteworthy, for example, that field commanders may be (Continued on page 78)

New Censorship Code After V-E Day

Ban on Man-in-Street Programs May Be Discarded

by ROBERT K. RICHARDS

IMPORTANT changes in the Code of Wartime Practices for American Broadcasters will be announced immediately following V-E Day, Byron Price, Director of Censorship, told Broadcasting last Friday.

This new edition will incorporate numerous changes, upon which the Office of Censorship has been working for some time.

Ban on Requests

Neither Mr. Price nor John E. Fetzer, assistant director in charge of the broadcasting division, is saying what these changes will be. Speculation among broadcasters who have been working throughout the war with the Code as a guide-post, however, would indicate the practicability of certain modifications in the Code’s requests after the war in Europe is over.

That section of the Code (11) on Programs conceivably could be eliminated entirely. Short of such a drastic alteration, a proviso under Programs which would urge broadcasters to use common sense, judgment and caution in handling request programs, quiz programs, forums, interviews and special events might be adopted.

At the present time broadcasters are asked—with certain noted exceptions—to accept no telephoned or telegraphed requests for service announcements, such as lost pet announcements, swap ads, mass meetings, etc. They are asked also to accept no telephoned or telegraphed requests for musical selections and urged not to play musical requests which are made by word of mouth at the origin of broadcast.

Obviously when this language was incorporated there was a sufficient reason for it. Potential espionage still flourished within the borders of the U. S.; and at any time an agent of an enemy might attempt, through such a simple device as a request to a radio station, to employ this medium for instantaneous transmission of intelligence to cohorts outside the country.

Hazard Dwindle

With Germany and Italy out of the war, this menace is reduced tremendously. It is true that some domestic broadcast stations in the U. S. can be heard in areas occupied by the Japanese enemy, but with each advance of our forces in the Pacific, this becomes less and less a hazard—to the point where very little is said officially to be insufficient enough to have an informed opinion on the subject believe it would be impossible for an enemy agent operating in behalf of Japan to (Continued on page 70)

BROADCASTING • Broadcast Advertising

May 7, 1945 • Page 15
New Military Demands To Offset Effects of Europe Victory

THERE will be no appreciable change in the civilian radio equipment situation throughout 1945. This was the substance of a “reconversion” proposal announced Friday by Louis J. Chatten, director of the WPB Radio & Radar Division, and “unanimously” approved by the Industry Advisory Committee. The program is based entirely on military requirements for a "one-front" war.

Freeze Order Unchanged

Following disclosure of the WPB policy, Commissioner E. K. Jett of the IFC told BROADCASTING there would be no immediate change in the IFC freeze order of Jan. 16, 1945 under which applications for new stations in areas now receiving primary service are put in a pending list. As of last week the Commission had on file a total of 700 applications for new standard, FM and television stations in addition to applications for expansion of facilities. Although the proposal calls for a 21% cutback of outstanding contracts and commitments for the second half of 1945, WPB pointed out that the requirements projected for this period were 18.5% higher than the production rate achieved during the first quarter of this year. Other words, unless the manufacturing industry can produce at a higher rate after V-E Day than it could before V-E Day, the civilian margin released by the cutback will be only 2.4%.

The proposal, Mr. Chatten said, "reflects increasing military demands for electronic equipment for the armed forces. A hint that important secret electronic weapons are to play a big part in future military operations was contained in Mr. Chatten's revelation that on "three new items alone", a production of $75,000,000 is expected to be consumed during the year before the end of the year, or 27% of the current rate.

Gradual Relaxation

These new items, he said, will require nearly one-third of the current tube production, rate and nearly one-fourth of the present output of resistors, capacitors and "other such standard components". Assuming that the military orders "are expected to exceed the'capacity of the industry for some time", Mr. Chatten said the program reflects the Division's conclusion that it would be "extremely unwise" to allow the "one-front controls" on electronic production "either at the present time or at any specified date in the near future".

When the military requirements begin to drop, he explained, WPB will permit a gradual relaxation of controls which will take effect when orders recede below 90% of the average monthly delivery rate during the first quarter of 1945. At this point the WPB Committee for Period One (period between end of German resistance and surrender of Japan) will be asked to approve a revision of General Limitation Order L-265, the basic order regulating electronic production.

Such modification would allow unprocted output of components, including tubes for replacement purposes and all electronic end equipment "except broadcasting, receiving and reproducing equipment for entertainment purposes."

This is in line with a prediction made by Mr. Chatten at the American-Canadian conference of radio manufacturers April 25, 26 in Montreal that the first relaxation of controls after V-E Day would permit the unrestricted production of components for civilian replacement but would limit manufac-

Assures Military Supplies

When military requirements fall below 75% of the delivery rate for the first quarter of 1945, WPB would revoke Order L-265 but would retain priority control of materials to assure uninterrupted production of military needs. Both the revision and the revocation of the basic control order would take effect three months after the start of the production reductions in military requirements to allow the gap between component production and end equipment deliveries.

While eliminating the possibility of either transmitters or receivers before the first quarter of 1946, as long as the Pacific War continues, the Division's program will permit "practically unlimited sale of such components as are needed for repair and replacement purposes" and at the same time assure production of military requirements.

In addition, Mr. Chatten said, it will provide "a very limited quanti-

Disappointing as it is to station applicants awaiting release of transmitters, the WPB proposal was seen in some quarters as solv-

MAXSON FOOD PLANS SERIAL ON BLUE-ABC

MAXSON FOOD SYSTEMS, New York (frozen foods), through Dud-

Edible Words

MEN of the Signal Corps can now eat their word-
litally. A thin film has been perfected that not only can compress a 36,000-word mes-

Drug Co. Replacement

UNIFIED DRUG Co., Boston, will sponsor a variety program starring Ray Bolger as m.c., and guest stars, as a successor to a program for the Jimmy Durante-Gary Moore show on CBS Fri. 10-10:30 p.m., in July and August. Moore and Durante are touring Wednesday on separate tours for the USO. New host is N. W. Ayer & Son, New York.

BROADASTING • Broadcast Advertising

Edible Words

MEN of the Signal Corps can now eat their words—literally. A thin film has been perfected that not only can compress a 36,000-word message into a four-inch capsule, but, in case of enemy capture, the film is eaten by the men holding it. Twenty times the ordnance may be sent on the film as has been possible before, as both sides of the film are usable for recording. Homing pigeons carry the four-inch capsule on their backs, flying across enemy territory or across great distances.

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BROADASTING • Broadcast Advertising
Radio Asked to Sound Last Battle Cry

Chance to Ease Tension, Keep Up Morale

By MAJ. GEN. A. D. SURLES
Director, Bureau of Public Relations
War Department

NEW, NATIONAL responsibility devolves upon the broadcasting industry.

With the collapse of Germany our war effort will have gone just beyond the halfway mark. How quickly we reach the ultimate goal depends largely upon how well the nature of the task ahead is understood by the public.

Therefore it is the duty of everyone in radio to foster a universal awareness of that task. Every broadcasting station should work towards "to serve the public interest, convenience and necessity." Now comes a time when that pledge can be fulfilled to maintain the morale of the Army and its fighting efficiency—to ease social and economic tension at home, caused by a lack of understanding.

The war against Japan will require the application of our maximum effort.

Japan has a large and powerful army of 4,500,000 to 5,000,000 men who will fight fanatically. We must not let ourselves be deluded into believing that we can defeat the enemy with one hand tied behind our back. Japan is going to be crushed only by an overwhelming superiority of men and weapons.

To accomplish this, the United States must make the most effective use of all resources. As far as possible, additional troops for service in the Pacific will be drawn from reenforcements now in this country and from new inductees as they meet training requirements. These, however, will not fill all our needs. Great numbers will still have to come from the European Theater of Operations to the scenes of final combat.

Production, too, must be maintained at levels somewhat comparable to those now in effect in order to fill the long supply lines stretching to the far shores of the Pacific. Our industrial requirements will diminish only slightly during the first three months after the defeat of Germany. Requirements for the second quarter after the war in Europe ends will be about the same as production for the last quarter of 1944.

There will be some cutbacks; but these will be offset to a large degree by the sales of other items. Special items needed for the Eastern warfare, which could not be produced on a large scale up to now because of a more urgent need for other than military purposes.

The whole question of redeployment is governed by military necessity. It must be emphasized constantly that our military needs in the Pacific will be great, and that the meeting of these requirements must take precedence over everything else.

2. This same military necessity is the only factor to determine how many men will be kept in the service after the defeat of Germany, and how many will be returned to civilian life.

Parents want to know where their sons fit into this program. "Will my boy go directly from Germany to the Pacific?" "Can my husband be granted a furlough in the United States between assignments?" "Is my brother to be returned to civilian life?"

The same is true in industry. Men and women in war plants want to know what is going to happen to production in their respective plants. They want to know how much longer their war jobs will continue.

It is impossible to deal with individual cases, but we can estimate our general needs.

The Air Forces ground units are most urgently needed to prepare harbors, bases and airfields essential to sharply expanded combat operations. Any defendant getting a foot in the door, their new stations will result in prolongation of the war and needless loss of life.

Direct to Pacific

Many Air and Ground Forces combat units will also go direct to the Pacific as part of our plan to apply the maximum strength against Japan as rapidly as the availability of supply bases permits.

Resources of the Transportation Corps are being pointed to the East for this great movement of men and material, and for the evacuation of the wounded.

All this is top priority. Everything else must be considered as secondary to the question of crushing the Japanese and ending the war.

Consistent with these needs, some veterans will be brought home for demobilization. Others, not eligible at this time, will be given furloughs in the United States before reassignment to the Pacific. But the speed with which these men can be returned will depend upon the availability of transportation. This should be made clear so that unnecessary disappointment can be avoided.

3. Eventual demobilization will be effected on a fair and impartial basis.

The Army's demobilization plan will be inaugurated immediately after the cessation of hostilities in Europe. The factors which determine the priority of a soldier's release are: (1) how long he has been in the Army, (2) how long he has served overseas, (3) how many combat decorations and participation stars he has won, and (4) how many children he has, up to a limit of three.

The value of the point credits allowed for each factor will be announced after the termination of the European war. The values will be identical for troops everywhere throughout the world. The men with the highest point scores will be demobilized first, unless special considerations of military necessity in individual cases preclude such a separation.

How many men will be released depends upon how many we need to fight Japan and carry on other necessary duties. When they will be released depends upon availability of transportation after priority needs have been met.

This is not the whole story; but it is the backbone around which a constructive and continuing broadcasting theme can be developed.

Many Facets

There are many facets to the gigantic problem of readjustment and redeployment. The tremendous public interest in them is reflected in the increased volume of inquiries received by the War Department (Continued on page 71).

Highlights of Radio's Participation in World War II...

SEP'T. 12, 1938—While networks had maintained correspondence in the European capitals, actual wartime coverage begins with Hitler's Nuremberg address marking the beginning of Germany's territorial expansion by force.

Oct. 1, 1938—Broadcasting predicts war clouds over Europe will have little, if any, immediate effect upon broadcast operations in the United States, except for speeding up tempo.

1939

Sept. 1—Survey by Broadcasting of Federal officials, conducted in light of explosive war situation, yields no change in attitude toward radio beyond regulatory steps, taken to preserve neutrality. No disposition seen to molest normal commercial operations.

Sept. 11—Networks enter into voluntary agreement on handling war news coverage after assurances from White House that there is no intention of molesting broadcasting, barring possible extreme provocation. Procedure adopted to avoid dispute with correspondents from European sources which might impair American neutrality. Byword becomes "when in doubt, don't". There is always, time to check. Action followed Sept. 3 declaration of war by England and France against Germany.

Oct. 9—First contingent of American war correspondents officially accredited by British military authorities leaves London for "somewhere in France" to report direct. Correspondents are Bill Hart, CBS, and Arthur Mann, MBS, first radio reporters ever assigned to front line duty.

Oct. 25—FCC rebukes WMCA New York for methods used in connection with alleged interception and broadcast of secret radio communications and places station on probation as to license renewal.

April 8—Networks and stations move into emergency news status to bring public up-to-minute reports on Germany's unexpected drive into Scandinavia. Radio cooperation with press associations and newspapers testified to by hundreds of front-page stories and bulletins crediting networks as their source.

June 10—Italy's entry into European war produces concentration of speeches broadcast by national leaders surpassing anything since Sept. 2, 1939 declarations, against Germany.

July 1—Recognizing communications as key factor in war defense planning, President Roosevelt confers with advisers on creation of Defense Communications Board of top Government officials to pilot and coordinate policy planning with private entities during war emergency.

Sept. 24—President Roosevelt creates Defense Communications Board.

Oct. 15—Mobilization of radio in national defense picture projected on more tangible basis with selection of Edward M. Kirby, public relations director of NAB, as radio (Continued on page 72)
Conference Will Cost U. S. Broadcasters Half Million

Usual Rivalry Between Nets, Independents Swept Aside to Give Public Clear Picture

By DAVID GLICKMAN

COVERING the United Nations Conference on International Organization in San Francisco will cost radio a half-million dollars in out-of-pocket expenses exclusive of commercial programs cancelled to permit sustaining broadcast of Conference sessions and news, it was estimated last week.

Before the UNICO is ended the physical setup in Veterans Bldg. alone will cost the combined U. S. networks $25,000. Subsistence for personnel, travel, etc., is expected to aggregate $250,000 for the four networks. This doesn’t include the 40-odd independent stations which are covering. As BROADCASTING went to press, E. Harold McGrath, in charge of the radio gallery, reported 480 radio executives and employees registered.

Because of protocol, radio has run into many obstacles. Lack of showmanship, due to diplomatic formality, has tended to make the plenary sessions uninteresting from a standpoint of good radio. From a technical viewpoint the UNICO is radio’s biggest job, according to network engineers. Covering the political conventions last year was, by comparison, an easy task because a central control room was set up. In San Francisco, with no such arrangement possible, engineers had to construct complete broadcasting facilities from various vantage points.

Rivalry, which usually exists between the networks as well as local independents, has been swept aside in radio’s all-out effort to give America’s listeners the best coverage possible. Rivalry and competition have brought broadcasters closer together with the result that cooperation has given way to coordination. The paramount thought is public service, with no personal glorification.

Independents are using facilities of the nets and everybody helps everybody else. Daily conferences are held between radio representatives and State Dept. officials. Many independents have combined their resources and manpower and are broadcasting through temporary regional networks.

Help Each Other

Five San Francisco Bay stations, KYO KSFO KSAN KROW KLX and Photo & Sound Recording Co. have constructed special studio and engineering facilities in the Veterans Bldg., San Francisco, and converted them into emergency studios. KMPC KFAS KFWB KGER of Southern California and KALW, San Francisco’s public school system outlet, KMPC KGER and KROW have made a regional tie-up. KFI Los Angeles has taken over the Earl Harkness: "I am now a Euro-Canadian." Mr. Molotov’s Russian Foreign Minister, at Mr. Molotov’s first news conference. Asked Mr. Harkness: "Will Mr. Molotov explain as clearly and simply as possible the stand of the Soviet delegation upon the Polish question?" The Soviet delegate obliged with a detailed reply.

They Tell this one on Raymond Swing’s column: "Emerson announced that he will "Egyptian" his cabins on a long sea voyage." Swing’s column went on to report: "Egyptian" his cabins on a long sea voyage." Swing’s column went on to report: "Egyptian" his cabins on a long sea voyage."

(Continued on page 62)

BROADCASTING • Broadcast Advertising
Few products face more competition than breakfast cereals. Hence WHO is proud of the distribution that Coco-Wheats has secured in our territory—because the product was unknown here when its makers began broadcasting over WHO in 1938.

During the years since 1938, no salesmen or brokers have been employed. No samples have been given out. No other form of advertising has been used. But a WHO produced program broadcast only six months each year has produced almost overwhelming response. The first seven months brought 52,811 letters. The total to date is 309,245. Mail map available soon.

WHO’s territory now buys Coco-Wheats in carload lots. Distribution among jobbers and chains has risen from zero to 100%. This is a success story where radio and radio alone forced this distribution, through consumer demand. (One grocery wholesaler in Ishpeming, Mich.—more than 500 airline miles from Des Moines—wrote to us for ten cases, not knowing the manufacturer’s name or address!) That letter is typical of hundreds. The makers say sales costs in WHO’s coverage area are very low.

No, this isn’t an example of WHY Iowa Prefers WHO. It’s an example of HOW Iowa Prefers WHO—and of WHO’s single-handed selling power! What can we sell for you?
Radio Provides Vast Field for Veterans

Thousands Needed By Expanding Industry

By MARY ZURHORST

FASCIGROWING radio, celebrating its 25th anniversary this year, faces a brightly expanding postwar future with the release of thousands of radio and radio trained servicemen.

Mass discharge of former workers will make no radio employment problem. On the contrary the industry needs all of its former employees and many thousands more to develop FM, television, facsimile, civilian adaptations for radar, radiotelegraphy and the myriad related fields.

There will be places for announcers, salesmen, scriptwriters and others by the thousands as engineers and technical men.

Prospects Bright

The golden age of radio seems ready to begin and the manpower which will be made available by the cessation of hostilities will make quick development possible.

Brig. Gen. David Sarnoff, active with the signal corps in ETO, head of RCA, looking at the possibilities from both the industry and service points of view, sees untold opportunities.

"Domestically the prospects are brighter than they have been at any period in radio history," he says. "It is estimated that a pent-up demand exists for at least 12,000,000 broadcast receivers for the home, compared with a normal prewar annual sale of 8,500,000 receivers. As America enters this war, research development of television, frequency modulation and radio facsimile were getting started as new methods of communication improved sound and sight into the American home. It is believed that television alone will create many new jobs within five years of its introduction to a postwar industry and service."

There are more than 900 AM stations on the air, all of them needing more men—most of them planning postwar expansion. There will be a great demand for standard sets. Benjamin Abrams, president of Emerson Radio & Phonograph Corp., says a need for 25,000,000 radio receivers as soon as restrictions permit. Philco agrees on the figure.

There are 50 FM stations on the air with several hundred applications before the FCC. A minimum of 1200 FM stations is predicted. Thirty-one states are known to be planning educational FM networks with as many as 50 stations in some states.

H. A. Crossland, manager of sales for General Electric, says 5,000,000 FM home receivers on the market within 8 months after the war. Four hundred thousand are in use now.

Eighty television applications are on file with the FCC with nine stations now authorized. FCC Commissioner E. K. Jett predicts there will be 150 applications filed during the first year manpower and materials are available.

International Expansion

International broadcasting, taken over by the Government at the beginning of the war, faces expansion with particular emphasis on the Latin American field. There are now 36 stations.

Facsimile, now used in war work, has many latent possibilities. "It may be the sleeper of the industry," an FCC engineer says. "It needs to be awakened by someone with a full appreciation of its incredible value to the world." Radar has many civilian applications.

Lt. General B. G. Halsey, chief of the board of RCA, says: "Peace-time application of radar will contribute to the safety of all kinds of travel." The Civil Aeronautics Authority had purchased 500,000 radio sets equipped with radar in five years.

Recent developments in ultrahigh frequency radio have shown that radio relays can carry the telephone and telegraph traffic as well as wires. Radio Manufacturers Assn. recently polled its member companies on postwar needs and expansion. Results showed an expected rise in production.

Counting on Service Men

A Western Electric spokesman summed it up with: "The postwar electronics picture depends on civilian demand. The public has a way of demanding something—and despite the fact that it can't be wanted—of helping you find out the public gets it. The quickest way toward progress in the industry, in manufacturing, in the labor market is the proper use of the talents and experience of the men now in service—"

POSTWAR TIPS FOR VETERANS

SERVICEMEN interested in radio may find these 10 tips helpful:

1. While still in service discuss your future with a personal affairs officer. He can help you choose the field to which you are suited or can tell you where to get further information.

2. When you are discharged check with your Selective Service office within five days. Arrangements can be made for you to return to the job you had before the war or to find one in which your training has fitted you.

3. Contact the Veterans Administration for education benefits and other guarantees by the GI Bill of Rights. Veterans Guidance centers have been set up in 50 educational institutions throughout the country. More are being established. They provide advice.

4. If you want a new job go to the nearest U. S. Employment Service office. The USES can place you in a job suited to your experience and inclinations, usually in the field of radio industry you prefer. If you are qualified in a scientific or professional field, such as radio, USES makes the information available to National Roster of Scientific and Specialized Personnel. If you have a Civil Service job—say with FCC—you get special consideration and preference in exams. Certain physical requirements may be waived. USES offices have a list of Civil Service examinations and when they are given.


6. To get an FCC operators license go to any of the FCC offices and apply for examination. Two books that would be helpful in preparing for examination are Study Guide for Radio Operators Examination, U.S. Dept. of Commerce and FCC Radio Operator's Examination, Nat'l Maritime Advisory.--(Continued on page 25)

THE DAY IS NEAR, although total victory is not yet ours, when veterans of the war will begin their home-ward march. They will have had enough of fighting. They will be ready and anxious to resume their arrested civilian careers or, in those cases where they went into uniform after school, take up trades and professions.

With the execution of air transportation, no other field promises as wide an expansion as radio. BROADCASTING's Mary Zurhorst, who covers the armed services beats in Washington, has been talking with many military and civilian leaders in recent weeks, trying to obtain and collate material which would present a true picture of radio's opportunity for the serviceman. Here is the first article in a series. The next article will take up the specialized training which veterans have enjoyed in the services, fitting them specifically for radio jobs.
Something new about the ostrich

Ma and Pa Ostrich (we don't know which is which) ... in the Cleveland Zoo ... let the hot sun beat down on their backs while they hang their heads in the shade, made by their own shadows.

That's not so dumb!

But we're using that picture to remind advertisers that the older "Head buried in the sand" line about the ostrich, is still in effect in some places.

Some radio time is still bought on a big-name basis. In Baltimore the big buy is the small but successful independent, W-I-T-H. In this 5-station town, it is this independent station that delivers the greatest number of listeners for the lowest cost. And remember, Baltimore is the 6th largest city in the United States.

Facts available to you, prove the W-I-T-H story!

Tom Tinsley, President     Represented Nationally by Headley-Reed

Baltimore, Md.
Ruppert Sponsors
JACOB RUPPERT BREWERY, Brooklyn, on April 16 started sponsorship on WBLY Brooklyn of all home and away games of the Newark (N. J.) Bears with Ted Lawrence, WBLY sports director at the mike. Out-of-town events are covered by wire report. Ruppert also uses transcription jingles in the New York area, and recently signed a 32-week renewal for Stan Lomax sports review on WOR New York. Agency is Ruthrauff & Ryan.

WBAC to MBS
MUTUAL will have a total of 258 affiliate with the addition of WBAC Cleveland, Tenn., 250 w on 1340 kc. Now under construction, station will join MBS on or around May 15, when line facilities are expected to be completed. Owner and operator is R. W. Rounsaville.

WPB Authorizes Production of Limited Number of Towers Without Priorities
PURSUING its policy of permitting manufacturers who have completed military orders and have materials still on hand to convert such material into civilian equipment providing they do not employ more than their pre-war personnel, the WPB Radio & Radar Division has authorized production of a limited number of transmitter towers to be made available to broadcasters without priorities.

The authorization, first of its kind since the general WPB freeze on broadcast equipment in 1942, was granted to John E. Lingo & Son Inc., Camden, N. J., one of the largest makers of tubular steel vertical radiators for radio stations. Joseph J. Taylor, assistant to the president of the company, gave BROADCASTING the following statement on the WPB action:

John E. Lingo & Son Inc. has been authorized to build and sell, without the use of priorities, a limited number of Vertical Radiators from materials on hand.

The authorization provides that the entire production must be completed within 60 days from its issuance and that no additional labor is employed beyond Lingo's normal personnel.

Lingo explains that the authorized production will utilize standby time or in case of war contracts and will not be allowed to interfere in any way with production for the war effort.

Manufacture and sales will be made on a first come-first served basis.

Emphasizing that WPB has no immediate plans for any general relaxation on civilian broadcast equipment, John Creutz, chief of the Division's Domestic & Foreign Branch, pointed out that the Lingo authorization does not involve a strictly electronic item although it affects station construction. The availability of towers may enable some POC applicants to obtain conditional permits, he said.

Mr. Creutz explained that because of the large continuing military demands for radio and radar equipment for the Pacific war, V-E Day will mean little change in the civilian radio situation. Inasmuch as overall communications production has been behind schedule, any reduction in requirements will more likely erase the deficit rather than result in a surplus, he said.

One fact not fully appreciated in connection with the shift of military operations to the Pacific, Mr. Creutz pointed out, is that while ground forces have played such a heavy role in the defeat of Germany they have accounted for only about 14% of military communications needs. In other words, even if the entire Army in Europe were not needed for the war with Japan, the resultant communications cutbacks would permit only a partial, although substantial release of civilian supplies.

Navy communications needs, which have comprised about 46% of total electronic requirements, are expected to continue without abatement throughout 1945. Needs of the air forces, which have taken about 42%, also may continue at an undiminished rate. Much of the equipment in planes used in the European war will be unsuitable for the greater distances in the Pacific, he explained, and will be replaced.

WPB recently announced that the undelivered balance of outstanding prime contracts for radio and radar equipment as of April 1 was $2,571,920,000, of which about 56% was specified for delivery in the following six months. To satisfy these requirements, it will be necessary to reach an average monthly production of nearly 8% more than was achieved in 1944. Possibility of reduced Army needs and availability of manpower released by cutbacks in other industries will determine the quantity of civilian radio equipment which will be released in the next six months.

JAN SAVITT

An apprenticeship with Leopold Stokowski's famous Philadelphia Symphony served Jan Savitt well indeed. For the young violinist has made good use of his symphonic training in his career as a "swing" exponent.

He first developed his distinctive "shuffle rhythm" as house conductor at WCAU in Philadelphia some 15 years ago. Today, Savitt's style and popularity are national institutions.

EL RANCHO GRANDE
WE GO WELL TOGETHER
LOVE'S GOT NOTHING ON ME
I SEE A MILLION PEOPLE
SUGAR FOOT STRUT
IT'S SO PEACEFUL IN THE COUNTRY
AS WE WALK INTO THE SUNSET
A DROP IN THE BUCKET

Dec. 2771
Vic. 27382
Vic. 27515
Vic. 27577
Vic. 27464
Vic. 27573
Vic. 27594

Consult your BMI DISC DATA for complete listings of BMI Licensed titles recorded by Savitt and other noted bandleaders and vocalists.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 18, N. Y.

NEW YORK CHICAGO HOLLYWOOD

Page 22 • May 7, 1945
Credo of the WKY Farm Reporter

TO CONTRIBUTE

-to the security of life on the farm
-to the advancement of the science of farming
-to the social and economic advancement of our farmers
-to the conservation of the soil resources of our state
-and to proper utilization of its fertility

Credo and Kudos

When WKY's farm service department was established under the full-time direction of Edd Lemons last year, the direction in which this service was going and the objectives it hoped to reach were mapped out in a Credo reproduced above.

WKY had, for at least two decades, served the farmers and livestock raisers of Oklahoma in a variety of ways. With the organization of a full-time farm service department, WKY's service to the state's basic industry became a coordinated, aggressive program of information, education and helpfulness under the direction of a man with agricultural background and know-how, WKY's Farm Reporter now has the full-time assistance of another expert, Otis Parker, a livestock specialist.

WKY's farm service department was quick to assume leadership in promoting every movement for the betterment of life on the farm; traveled to all parts of the state to publicize outstanding farm projects and achievements; brought farmers to the WKY microphone who had something to say from which other farmers could profit; and in many other ways translated its Credo into action.

For thus "helping the farmer fight this war and win it", Variety awarded WKY (along with those two other great farm service stations, WSB Atlanta and WLS Chicago), its coveted 1944 Showmanagement Citation.

WKY's superior service to Oklahoma farmers is the reason WKY is the favorite and most listened-to station in the farm homes of Oklahoma.

CATTLE GRUB CONTROL, a program initiated by WKY, is demonstrated by WKY's Farm Reporter, Edd Lemons, far left.
In these dependable tower tuning and matching components lies the heart of directional broadcasting. They help give Westinghouse phasing and matching equipment the high efficiency, reliability and easy adjustment that meet today's needs.

These qualities stem from many features of Westinghouse phasing equipment. High Q inductors, low-loss capacitors and effective circuit design establish the high efficiency. Reliability is assured by using all components well within their ratings.

Operation has been simplified. Current division and phasing adjustment can be made while in operation. Phase adjustments can be made by a single control for each tower. The current fed to each tower can be adjusted by a single control without affecting its phase position.

Westinghouse—working with your consulting engineer—offers its wide facilities in installing complete directional equipment for every type of coverage from simple cardioid patterns (above) to more complex, intricate ones. Your nearest Westinghouse office will give you full information.

Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
Radio Offers Field for Veterans
(Continued from page 20)

ties for highly trained radio men are with the electronics laboratories. Their new ideas can be applied more rapidly to the practical world on the air at the station, as it were, than in a radio station. For this type work and all other radio jobs requiring a high degree of skill the radar men will be way out in front in demand.

George Isham, of Sylvania Electric Products, says "postwar radio will require more technical ability and better men trained on the part of radio servicemen."

Service Field
An estimated 3,000,000 GI's may try postwar business ventures of their own. Some may find the service field adapted to their capabilities. New type sets will require skilled workmen to do repair jobs. Some authorities recommend a one-year training period in a laboratory or with a manufacturing company to get a first-hand knowledge of sets.

Some good schools offer courses in this work. The radio service field has a list of preferred schools available.

The importance of proper servicing is stressed in a statement by Arthur Stringer, NAB promotion chair, who says, "Show the GI's the团员 installation and inadequate servicing prevalent, television will collapse in spite of all the money industry can spend."

There is going to be a wide field for servicemen on the other side of the control panel. An executive of a large broadcasting firm speaking of these men, says: "They will be a shot in the arm for radio. Because of the lack of these men, radio programming today is in what you may call a static state. When they come with their new ideas—and unafraid to apply them—their awareness, their appreciation of the social, economic and political aspects of the big, round 'coast-to-coast' field, radio can become what we have hoped it could be. They have gained a perspective we could never have hoped to achieve sitting at home."

In the October NBC began Welcome Home auditions for placing ex-servicemen interested in radio with NBC, its affiliates and other stations. The network sends the record of the audition to the ex-serviceman nearest the point where the serviceman wishes to work. If the man is qualified a job is offered. Three months after the series began, 100 men had been placed in radio jobs. Other stations are starting the same type of program.

Not Forgotten
Another indication that radio men at home have not forgotten those in service is seen in the allocations filed with the FCC by Philip G. Louis, FM Broadcasters Inc. counsel. This brief proposes that 20 channels be set aside "for future assignment to members of the armed services who are not now in a position to prepare and file FM applications but who might desire more rapid construction and operation of FM stations in their postwar plans." This provision would provide for a minimum of 200 possible stations with about 10 personal managers to staff the smallest of them.

Other opportunities in broadcasting are offered for thousands in postwar radio, for "shovel-ready" radio, using "civilian" radio," making use of walkie-talkies and other fields just opening up.

The following statement prepared by Gen. Sagoff for Broadcasting sums up the situation:

Wartime research and development in radio-electronics have greatly speeded the tempo of progress in the application of the electron tube to communications and industry. Advances which normally we would have looked for five to ten years from now, can be expected to be available for practical and useful development in the postwar years.

Viewed in relation to returning servicemen, these new advances mean new opportunities for work and employment. With peace comes a new and greater use of peace-time aspects of the radio field, including radiotelegraphy, radio-photograph, radio recording, and television.

Currently the prospects are brighter than they have been at any time in our history, better even than that a pent-up demand exists for at least 12,000,000 broadcast receivers for the home, compared with a normal pre-war total of 5,000,000.

As America entered this war, research and development in the audio and video phases of communication began to break the barriers of the radio-frequency ditch, filling the gap between the broadcast end of the radio field and the home. It is suggested that new methods of bringing improved sound and sight into the American home. It is believed that television alone will create new jobs within five years of its introduction to radio-

Other important factors are the increasing number of applications of radio-electronics to industrial processes and methods, and the adaptation of radio principles to peaceful purposes. The use of electron tubes has been extended for the radio communications into nearly every industrial service and industry:

- count, sort, control, detect, and measure with unprecedented precision by ballet has accelerated numerous industrial and laboratory developments in many fields.

Radio will still be doing a selling job for many of its original advertisers.

Raymond Shifts
RAYMOND LABS., Minneapolis (hair preparations), has appointed Roche, Williams & Cleary, New York, as agency, shifting from Mansoon-Gold Adv., Minneapolis. Spot radio schedule for Rayve hair shampoo which includes WMIN WTCN Minneapolis - St. Paul, WIND WGN Chicago and WXYZ Detroit, has his first day in a war campaign for Warner Bros. Pictures. Commercial was produced by Rayve on the West Coast.

College Hookup
INTERCOLLEGIATE Broadcasting System will present a live network broadcast on 13 outlets early in May, its first hookup by telephone wire. The runner of a regular series in the fall on a network basis. Tying in with the San Francisco Conference, theme of broadcast will be student cooperation in world peace. Point of origin probably will be Columbia U.

Safety Council Offers Wartime Service Awards
NATIONAL SAFETY Council, Chicago, will offer a wartime award —For Distinguished Service to— the national network, the regional network and the individual station—in each of two groups, under 500,000 watts and 500,000 watts or more—originating and presenting the best safety program or programs in connection with National Farm Safety Week, July 22-28.

Entries close Sept. 1 and judges will be Wallace Kaddery, chief, Radio Section, U.S. Dept. of Agriculture; John J. Lacey, director of Information, American Farm Bureau Federation; and Maynard H. Sloane, director of the Farm Division of National Safety Council.

Entry blanks may be obtained by writing to Paul Jones, director of public information, National Safety Council, 20 North Wacker Drive, Chicago 6, Illinois.

May 7, 1945 • Page 25
Reproduction of an etching by Frederic Taubes
women aware...

being a statement about women
and war by WOR...
the station that programs more
progressively for more women
than probably any station
anywhere.

With every tick of the clock, more and more Ameri-
can women are realizing today what world peace
means to them. There is no denying that.

But too many women have become aware the hard
way, through the impact of a War Department tele-
gram, or the sudden appearance of a familiar name
in the cold columns of a casualty list. Others, perhaps
less deeply touched, have nevertheless been able to
feel World War II's destruction, and the even more
deadly possibility of World War III, looming like a
shadow over their homes, their families, and their
ways of life.

And yet, being emotionally aware is not enough.
In making this a better world where tragic wars can-
not take place, the American woman must understand
with her mind as well as her heart. She must under-
stand the forces behind war and the machinery of
peace. She must fight ignorance and propaganda with
truth and hard facts. She must realize the power she
wields in a great democracy; and that, though her
home is still her world, this whole narrowing world
is now also her home.

WOR has long known the responsibility of radio
in bringing women not only entertainment, but a
constructive approach toward all the problems which
affect women. It was WOR which developed and in-
roduced a new kind of women's service show, now
one of the most popular types of daytime program-
ing in Greater-New York. And it was WOR which
found the right people to conduct these shows; people
who not only had winning personalities and good radio
voices . . . but people with the background, under-
standing, and social responsibility to use these pro-
grams for the greatest good.

Now, at a time when it is crucially important for
women to be informed and aware, the records of two
of WOR's women's service programs—those of Bessie
Beatty and Martha Deane are worth considering.

Day after day, WOR's Bessie Beatty and Martha
Deane have been turning on the light of information

continued on next page
and facts; rounding out news-developments from the woman's angle and in woman's language; presenting guests from wide and varied fields. Day after day, Bessie Beatty and Martha Deane have been combining good entertainment with thought-provoking ideas. That it has worked is proved by the fact that Miss Beatty and Miss Deane rank at the top of the list of all local programs in sustained listenership.

As Bessie Beatty aptly put it, before she left to cover the San Francisco conference for her listeners:

"I believe that no matter how scientific or international a subject is, it can be explained in perfectly simple, frank terms. And now, when awareness is so important, when every big news story has personal bearing on the lives of women, I think I owe it to my audience to keep the Bessie Beatty program topical and timely."

Or, to quote Martha Deane (in reality, Marian Young, formerly women's editor of one of the largest newspaper syndicates in the world):

"I think it's wrong to talk to thousands of women daily without including some ideas that go beyond tea-time. I regard it as part of my radio responsibility to help women keep aware of all sides of the issues that affect democratic life."

Every weekday morning on WOR, from 10:15-11 A.M., Bessie Beatty's program opens a window on the world for approximately 250,000 women. She talks of recipes, homemaking, fashion, and all the other topics commonly regarded as "women's subjects." But she also dips into politics, economics, government, philosophy, psychology, the theatre, literature, race relations, etc. For, as Miss Beatty says, "All subjects are women's subjects these days."

Here, for example, is a handful of Bessie Beatty's most recent program guests, and the vital, timely material which they have covered:

**BRIGADIER GENERAL CARLOS ROMULO, who spoke of the Philippines and their role in the war and the coming peace.**

**LEO CHERNE, lawyer, author, economist, who gave a simple, forthright explanation of the meaning of Bretton Woods.**

**BURNET HERSHEY, author and lecturer, speaking of the future of the airways in a peacetime world.**

**HELENE Kuo, Chinese author, on the political and cultural leaders of China.**

**SIR BERNARD PARES, English authority on Russia, discussing Russia and the peace.**

**LOUIS NIZER, lawyer, author—on the subject for which he has become noted — What to Do With Germany.**

**RICHARD WRIGHT, author of "Native Son," and "Black Boy," talking of his youth and the problem of race relations.**

Nor is this all. Besides Bessie Beatty's opinion-forming discussions, she has also been an active sponsor of many public-spirited causes. Naturally, she has backed every war drive. But she has even gone beyond this and instigated her own social projects. Among these are her famed:

**GIFT SHOWER FOR HOSPITALIZED SERVICE MEN, which have raised thousands of dollars and countless gifts for men in hospitals, and in which Bessie Beatty enlisted the support of women's clubs in various communities.**

**EASTER AND CHRISTMAS PLANT DRIVES, which, to date, have supplied over 71,000 plants to Army and Navy hospitals within the area.**

**BUY A BOMBER DRIVE, which sold over $300,000 in War Bonds.**

**NEEDLES AND THREAD DRIVE, which elicited over 2,000 contributions of sewing materials for the women of Russia.**

Why is Bessie Beatty able to arouse such full-hearted response?

Because no matter what subject she touches on, what cause she supports, her own warmth and sincerity ... carried into women's homes by the intensely personal medium of radio ... gives every woman a greater understanding of problems outside her own experience; greater realization of the world beyond the kitchen, the nursery and the front yard.

Equally notable is the outstanding work of WOR's Martha Deane. Every weekday, from 3:00 to 3:30 P.M., her program mirrors the simple but profound way of American life. People and events are as real to Martha Deane as pumpkin pie — and just as American. The most involved political and sociological problems of the day are reported by Martha Deane in terms of flesh-and-blood men, women and children.

In her own words, Martha Deane feels that, "Ignorance is the root of every evil in the world and education is the only way to combat it. Peoples' instincts are right, but we've got to let them know ... open to them fields for conjecture and decision in arriving at a true and fair judgment."

One way in which Martha Deane fulfills this credo is with her now famous "Thursday Club" sessions. These are open forums which frankly and constructively approach powder-keg subjects and detonate them with intelligence and common sense. Just a glance at some of the subjects most recently covered gives an idea of the courageous vitality with which this WOR program is imbued. For example, Martha Deane has covered:

*A pro-and-con discussion of Federal Housing.*
*A survey of un-American activities throughout the nation.*
Discussions, from various angles, on Dumbarton Oaks, Yalta, San Francisco and Bretton Woods.

A fearless attack on intolerance . . . "Probing Our Prejudices."

Russian-American relations.

Martha Deane has also actively campaigned for the "You are the Government" ideal, based on American "government by the consent of the governed." These reports have kept listeners informed on Congressional activities; urged them to study the various issues and to express their views to their Congressmen.

Besides supporting regular war effort drives on a year-round basis, Martha Deane and her listeners have "adopted" Leslie County, Kentucky, the poorest county in the United States. Working through a small mission run by Dr. and Mrs. E. Campbell Symonds, listeners have supplied clothing, library books, seeds, Christmas gifts, and other contributions which have helped to rehabilitate the county.

Martha Deane's guests, too, are chosen for their news-value and general interest. Some, like John of John-Frederics (the milliner), or Billy Rose, are on the lighter side, for Martha Deane well realizes the value of diversion in these tense and troubled times. But others, such as these, more than adequately balance the fare:

JOHN MASON BROWN, drama critic, author, formerly of the Navy, discussed the events which made possible his book, "Many a Watchful Night." "If there is ever to be a real peace, men and women must be willing to live as gallantly as they are willing to die."

MRS. LAFELL DICKINSON, president of the General Federation of Women's Clubs, in her first radio interview: "Every woman can and should accept her responsibilities for a lasting peace. Women will see that this war's plans for peace are not delayed or killed. We will do this by keeping public opinion alive."

DR. HARRY OVERSTREET, philosopher and lecturer. Discussed the psychology of being grown-up. "Become independent in action and mind. Don't be self-centered. Judge objectively."

As with Bessie Beatty, much of the effectiveness of Martha Deane's program is due to her own personality, and her skill in blending informed alertness with intelligent entertainment. Marian Young's young, up-to-the-minute viewpoint is enhanced by a keen sense of showmanship and a delightful sense of humor. The result: a program that never sags in interest, that is as rich in human qualities as it is in humanity.

* * *

WOR sincerely believes that public-spirited programming, as personified by Bessie Beatty and Martha Deane, is an increasingly vital part of daytime radio. It is this kind of programming that will help make clear to the women of America that they must play a crucial part in the shaping of the future, and show them how to do it.

WOR

one of America's great stations

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
False Armistice Aired With Caution Warning by Most Nets

MAJOR networks didn't exactly go out on a limb with the April 28 Associated Press story of German surrender, although Blue-ABC gave the report full benefit of bulletins and a name list of correspondents, starting with a flash at 7:56 p.m., EWT.

Apparently remembering the premature Armistice in World War I, the networks hedged as far as possible by stressing the fact that AP's story would not be official until a White House announcement was made.

President Truman's "no foundation" bulletin was first aired by CBS at 9:36 p.m. EWT, with a break in the Lucky Strike Hit Parade. Second was NBC at 9:37 p.m., when Don Hollenbeck read the President's statement and followed with an explanation.

NBC Cautious

NBC, most cautious of all four networks on the surrender report, started at 8:31 p.m. by saying that no confirmation to the AP story had been received. At 8:38 NBC in Washington repeated the "no confirmation" news, adding that the President would read his proclamation when and if the surrender became official. Mr. Hollenbeck stayed with the story through regular quarter-hourly news broadcasts, breaking in with a bulletin only upon receipt of the Presidential denial. Significantly, NBC did not sound its fourth chime...a tone reserved for breaking of such big stories as D-Day. The fourth ring is to be heard on V-E Day, network officials said, and again on the day of final victory over the Axis.

While other networks followed almost the same policy as NBC, Blue-ABC broadcast the "surrender" bulletin from San Francisco at 7:56 p.m., interrupting Meet Your Navy, and aired a total of 15 brief commentaries on the story before presenting President Truman's denial at 9:44 p.m. EWT. Immediately after the original bulletin by David Lewin, Blue picked up Martin Agronsky in Washington, then switched back to San Francisco and Edward Tomlinson, who described the "air of expectancy" prevailing in the Conference city.

The two were followed by a series of Blue commentators and experts, including Baukhage and Vincent Sheean. At 8:30, the Boston Symphony went on and was interrupted three times before going off at 9:27 p.m. Spotlght Bands started at 9:30 and Blue had two breaks on that program, including the official denial at 9:44.

CBS read the AP bulletin at 8 p.m., and broke into Mayor of the Town at 8:21, repeating that the story was still unconfirmed. At 8:38, CBS interrupted F. B. I. in Peace and War, and again at 8:43, when the network quoted Steve Early as saying that announcement of the end of the war with Germany was expected at the White House.

Mutual had 12 commentators standing by to go on the air if the rumor was confirmed, but after the first bulletin on Frank Singiser's 8 p.m. program, the network followed its regular schedule until 9:52, when the President's statement was read on a split network (57 stations) and repeated at 10 p.m. on the full chain, breaking into the Chicago Theatre of the Air.

Fax Crime Chaser

FACSIMILE Radio transmission will bring a sharp reduction in the postwar criminal's chance of escape from police, according to H. H. Rathkamp, executive of Finch Telecommunications, Passaic, N. J., who described expected detecting facilities before a meeting of the New Jersey section of the International Municipal Signal Assn. in Nutley, N. J.

Kleinsasser Campaign

KITCHEN KLEANSER, Chicago, is to start a test campaign on three or four stations sometime this summer through Russel M. Seeds Co., Chicago.

ON prepare for hearing Mr. Sutton proposed that the license corporation would acquire 51% of the capital stock as follows: 240 shares (24%) now listed in the name of R. K. Phelps but which the FCC found actually owned by Mr. Pickard and/or his wife, Francke P. Pickard, for $82,000; 250 shares (25%) from the Press Co. for $75,000; 10 shares (1%) each from Harold E. Smith and Raymond M. Curtis.

The 51% then would be sold to "one or more prominent citizens of Albany" now negotiating for the stock. In turn the Press Co. would purchase from Messrs. Smith and Curtis their interests in WABY.

It is further proposed that the 490 shares of stock to be owned by Messrs. Smith and Curtis would be placed in trust for a voluntary trust agreement for a period of years to cover the normal license period. Present officers and directors would resign and WOKO Inc. would elect new officers and directors. Present officers and directors, Mr. Curtis, president; Mr. Smith, secretary-manager; and E. E. B. Richardson, vice-president, will not hold either office or be named as directors in the reorganized corporation, petition set out.

Rex T. Roller, counsel for the Press Co., said his client had not determined whether to participate in an appeal.
Serenaders
ARE UNPROFITABLE!

At the time of his death Enrico Caruso was famed throughout the entire world. Millions who had heard him sing acclaimed him the greatest tenor of all time. Yet there was a day in Caruso's career when, for a small tip, he hired himself out to an ardent swain to sing beneath a lady love's window.

Advertisers who strive to court public esteem for their product, through the use of radio, need more than a ballad beneath a window. They need a broadcasting station that is heard by thousands. In Baltimore, such a station is WCBM. The finest in entertainment and the last word in programming have made WCBM Baltimore's listening habit.

WCBM
Baltimore's Listening Habit

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager
RCA Net Profit Up 24.4% Over First Quarter of Last Year, Sarnoff Reveals

RCA showed a net profit after taxes of $2,987,000 for the first quarter of 1945, a gain of 24.4% over the same period in 1944. Brig. Gen. David Sarnoff, RCA president, told the corporation’s 29th annual stockholders meeting in New York last Thursday. Consolidated gross income for the three months was $85,365,000, up about 9% from last year. Gen. Sarnoff reported, and profit before taxes was 16.6%, while taxes rose 14% over those for the first quarter of 1944. Earnings for the quarter were 15.8 cents per share of common stock this year, comparable to 11.6 cents per share in the same period of 1944.

Reviewing the quarter-century RCA history, Gen. Sarnoff said operations have grown from a gross of $2,000,000 the first year to more than $386,000,000 in 1944. During the 25-year period, RCA’s profits before taxes have totaled $37,000,000, he said, or about 9% on the gross business. Federal income taxes have aggregated $114,000,000, leaving a net profit of $123,000,000, or roughly 5% of the gross, with about 65% of the earnings paid out in dividends to stockholders.

Working Capital

Gen. Sarnoff said that the company’s working capital is approximately $60,000,000, a “substantial increase” from the $3,000,000 it started off with in 1920. This should make it unnecessary to borrow funds for postwar reconversion and expansion, he said, adding that RCA “has never sold any stocks or bonds to the public. Most of the stock of this company now outstanding was issued for manufacturing plants, communication properties, patent rights and other assets acquired from other companies. Without these there would have been no RCA.”

Unfilled orders of RCA manufacturing plants as of April 1 totaled approximately $180,000,000, a decrease of about 40% from the same date last year, and orders booked during the first quarter of this year totaled $26,000,000, down 26% from the same period last year. Gen. Sarnoff said. But he added that the demand for war products will probably use all of RCA’s facilities through this year, at least.

Expansion

Looking to the future, Gen. Sarnoff cited the development of new electron tubes that make the use of microwaves practical and open up new fields of service, such as radio relays for transportation, fencemike and other services. He mentioned the agreement concluded with Western Union permitting that company to use RCA’s radio-relay developments, on which “highly successful” tests are under way between New York and Philadelphia. He also cited the radio-relay chain RCA hopes to operate between New York and Washington, providing channels for international communication traffic, radiophoto- and program transmission through a series of super-high frequency repeater stations which will be automatic and unattended.

Anticipating a great expansion in all fields of civilian and commercial radio services, the company has made its plans and, without interfering with its primary war production job, “is taking preliminary steps for reentry into the field of civilian radio, phonograph, television, FM radio, and electronic products, as soon as conditions permit,” he declared.

Officers Elected

Stockholders reelected as directors for three-year terms are: Niles Trammell, NBC president; Frank M. Folsom, vice-president in charge of the RCA Victor Division of RCA; James G. Harbord, chairman of the Board; Bertram Cutler. Arthur Young & Co. was chosen as outside public accountants to certify the financial statements for this year. Approval was voted for the employees’ pension plan which was adopted by the directors and put into effect Dec. 1, 1944.
MR. TIME BUYER, WE LOVE YOU!
(And that goes for you, too — Miss Time Buyer)

We love you for giving a newcomer a break...and giving us a chance to prove we could really do a selling job.

We love you for recognizing real coverage when you see it...appreciating what terrific sales value there is in the half a million radio homes we can reach for you.

We love you for the great percentage of national renewals you're giving us. Last month alone, it was 64%!

We love you for...aw shucks, let's not get maudlin...but with nice fellas like you to do business with—no wonder we're Top Station in Cleveland in the Morning!
Prospects Dim for Final Allocations Before Mid-May; FCC Seeks More Data

WITH ALLOCATIONS "still locked in the bosom of the Commission", it was learned last week that the FCC has made an exhaustive search for all propagation data bearing on the future of FM and that prospects of final allocations above 50 mc before mid-May were not too bright.

Conclusions

Maj. Edwin H. Armstrong, FM inventor and opponent of the Commission’s proposal to move that service to 84-102 mc, disclosed last week that on April 25 he filed three additional briefs with the FCC at the request of Commissioner Charles R. Denny Jr. Two of the briefs were on F2 layer and tropospheric transmissions, thus they were added to the secret portion of the record, conducted March 12-13 in the presence of military experts.

The third, dealing with Sporadic E, was added to the public record. Maj. Armstrong’s public brief bore these conclusions:

(1) It has been established that stations of a local character covering 40 to 50 miles can be operated without encountering Sporadic E interference within the service range from 44 mc upward.

(2) It has been established that if the high power transmitters are operated in the vicinity of 60 mc and a reliable appraisal made of the practical factors bearing on the situation, that the amount of interference which may be expected is negligible.

(3) Such interference as does occur, occurs in the outer ranges, and is my considered opinion that if an attempt is made to cover these ranges in the 100 mc band that far worse service to the public will result by reason of shadows, tropospheric fading, and above all, long distance tropospheric transmission of the type described in a memorandum on this subject filed this day.

According to Maj. Armstrong the F2 layer brief relegated the effects of that interference to “the ash can”. His brief on Sporadic E set forth facts concerning the extent of, and duration of, that type interference under various conditions.

Members of the Commission answered all queries regarding allocations with the statement, “they’re still locked up in the bosom of the Commission”, reportedly suggested by Chairman Paul A. Porter at Tuesday’s meeting. It is known, however, that Commissioners themselves were not in agreement, particularly as to the future location of FM.

The entire spectrum from 25-30,000 mc, except that portion from 42-108 mc, which embraces the highly-controversial FM band, has been decided upon. Final reports on the spectrum other than FM and television have been prepared, it is understood.

Proponents of keeping FM as low in the band as possible were en-
Fitting a sponsor is like fitting a shoe. The right leather, the right width, the right last...a right fit or no more customer!

Good as CBS is (and we think it’s tops) we know we need more than the best in network radio to keep WCSC the number one civic and entertainment force in Charleston. We need locally selected programs. Programs that reach the heart of Charleston...program that fit.

We think we have them.

Take our “Air Adventures of Jimmy Allen”. We thought it would fit the James F. Condon & Sons Department Store. Fit their shoe department, to be specific. It does. Condon’s has been on our air for three years.

WCSC planning has made this adventure story an institution in Charleston. Every afternoon at 5:30, Monday through Friday, the “Air Adventures of Jimmy Allen” tells of the achievements of Charleston children: their school work, their good deeds, their civic efforts. Another nice gesture to nice people (our people) for the nice things they keep doing.

The “Air Adventures of Jimmy Allen” is the kind of program WCSC likes to do. Wants to do. Our listeners expect it. It sells shoes (in quantity) for the Condon Department Store, too!
How WKBB Gets Listeners For Your Program in Dubuque land

BUS ADVERTISING CARDS attract listeners in the Dubuque area to the WKBB radio programs. Passenger traffic on city busses has increased considerably during wartime. To reach this vast audience, WKBB frequently employs exterior and interior bus cards. Dubuque's first radio station, WKBB, designed advertising cards as just one of its many promotional activities constantly to remind the people in the Dubuque area of the interesting local features and Blue Network shows presented on WKBB.

James D. Carpenter—Ed. Vice Pres.

Represented by—Howard H. Wilson Co.

Potentially Tele-Talent

TO STIMULATE interest in television among high school students and to find potential television entertainers, Admiral Corp., Chicago, is televising a program titled "Young Chicago." The weekly half-hour program features high school talent exclusively. The contest was conceived by Admiral executives and George Jennings, acting director of the Radio Council of the Chicago Board of Education.

Workshop Series

SERIES of 11 weekly programs titled "Kansas City Story," dramatizing the work of the various departments of the city hall, is being presented on WDAF Kansas City by the radio department of the U. of Kansas City. Public school listening groups have been set up. Programs used workshop as well as professional talent.

Student Round Table

WFBL Syracuse is broadcasting a weekly public service program produced under supervision of the English department of the Syracuse Board of Education. Called "The High School Student Speaks," program takes schools in rotation and consists of a round-table discussion with leader and four participants.

KONE Health Series

KONE Tulsa in cooperation with the Tulsa County Public Health Assn. has arranged a series of public service programs for the second year titled, "How's Your Health?" Dick Campbell, program director, is moderator. Program is 3:30--3:45 p.m. Wednesdays.

Musical Commentary

Featuring Dr. Max Reiter, conductor and music director of the Tulane Symphony Orchestra, musical interpretations, new Sunday morning half-hour program on WOA San Antonio, presents classical and semi-classical recordings with correlatives.

Child Talent Contest

Fifth annual child amateur contest, conducted by "Uncle Don" on WOR New York, drew total of 5,676 entries. Finalists were heard on Uncle Don's May broadcast, with radio representatives as judges.

Overseas Experiences

OVERSEAS experiences of Army Air Forces combat veterans were related in a new weekly series of "The Soldier Selects" on NBC Hollywood.

Truman Portrait

KROW Oakland, through a series of six broadcasts, is presenting a word portrait of America's new President, Harry S. Truman.

Talent Search

CKAC Montreal's search-for-talent contest "Les Bourgeois de CKAC" closed with a broadcast featuring all winners. Corp. Jean-Noel Croteau won first in scriptwriting; Michelle Thibeault and Charles Martin tied for the popular single-act category. In a field of 60 contestants took part in the 25-week, $1,000-prize series.

Biographies by UP

SERIES of quarter-hour recorded biographies of front-page personalities are being broadcast on the Press radio section for use by UP clients in a 13-week series and for inclusion of scripts files of recorded life stories ready for transcription. New York UP radio news manager in New York, said the program will be titled "One Man's Destiny" and will be sold only to stations using regular UP news service.

Minute Feature

IN "Last of the Rogers" a nightly one-minute feature, WOY New York reminds listeners of the brave nature of the enemy. Announcer reads items on Jap or Nazi atrocities, culled from eyewitness accounts obtained from reports by American war correspondents, or from the official French, Dutch and other governments. Story was first presented factually with no comment.

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Whether you're advertising cereals or soaps... Spot Programs are excellent "spots" for you. And if you want to sponsor soap opera or grand opera... Spot Programs will do the job! For these programs aren't merely spot announcements—they are complete programs of any kind... and any length... on any station... in any market selected by you.

Many of these programs are available. They'll sell for you, because they're conducted by popular station personalities who have already proven their ability to sell for others.

Investigate Spot Programs while there are still good availabilities. Talk to a John Blair man today!
Talk Tips by CBS

Tip 1: For the prospective amateur radio, speaker: Are you contained in the March issue of 'Wireless Fights with the Microphone', pocket-size booklet distributed by CBS to civic organizations and other groups regularly receiving talks, groups see: the chairman of the National Bowling Congress. There were 17,677 entries, with close to 6,000 in prizes. Bowlers' Right League received $600 to be spent for sports equipment for Army personnel overseas.

KATE SMITH's fans sent more than 3,000 birthday cards to WJR Detroit honoring her 36th birthday on May 1. Cards were sent to her in New York by WJU at a surprise hitting from the Midwest. Leo Fitzpatrick, WJR general manager, arranged a reading of Kate Smith's biography of the 'Know Your America' program.

Mail Piece by WROK

MAIL PIECE on the Blue-ABC "Breakfast in Hollywood" morning feature has been distributed to guests in the Rockford, Ill. area by WROK Rockford, to let them know that the program is "on the air to help you sell more products & make friends". 

Cafeteria Promotion

RECIPE from the Jane Weston "Modern Home Forum" program on WDBA Fort Wayne, Ind., was featured item at the cafeteria of the Fort Wayne Studebaker plant. Supplemental promotion included table program schedules of daytime WDBA shows.

Four-Color Map

WHEB Portsmouth, N. H., has issued a four-color map showing coverage of the station. Piece was drawn by Edward McCandlish, comic illustrator, who has since been added to WHEB promotion staff.

WJZ Troupe

WJZ New York is sending its "Victory Troupe" of entertainers to Pope Field, Fort Bragg, N. C. to entertain in connection with the third anniversary of the paratroopers and to open the Seventh War Loan Drive.

Window Displays

NBC world news coverage is promoted by WRC Washington via a window display of news commentator, correspondent and motion pictures adjacent to the station's entrance.

WNEW to Move

WNEW New York has signed a 10-year lease to occupy second and third floors at 666 Fifth Ave., formerly the S. W. Strauss Bldg. WNEW signed the lease with Atlantic Coast Network which acquired half of the stock in the Fifth-Forty-Sixth Corp., owners of the 12-story building. Now located at 601 Madison Ave., WNEW plans to move early next year or as soon as it can complete remodeling of the 32,000 feet of space it will occupy. Ten broadcasting studios, a television workshop and 30 offices will cost over $300,000.

Promotion Personnel

MARTIN T. NILES, Jr., promotion manager of WCBS New York, since Jan. 1943, has joined the promotion department of Blue-ABC.

CHARLES STRICKLAND, advertising promotion director of WFL, Philadelphia, is the father of a boy.

JOSEPH B. SMITH, since 1943 supervisor of research for CBS-owned stations, has been named market research counsel for the CBS network sales department.

JANET POMEROY, former CBS news-writer, has transferred to the network's press information department.

JOE HEVISTI of CBS press department, who has been handling promotions, has been named market research director of Wred, Philadelphla.

JAMES WATKINS has been named sales promotion representative of WMMN, Fairmont, W. Va.

Home Station' Promotion

WINS New York promotes itself as "New York's Home Station" in a file folder presentation with Old-fashioned cross-stitch sampler decorating the cover. Loose-leaf sheets promote individual programs. Statement of policy includes a ban on telephone answering or money-give-away programs, no commercials immediately adjacent, limitation of three announcements per quarter-hour exclusive of station breaks on the quarter-hour.

WING Billboards

WING Dayton welcomes motorists approaching Dayton by a series of eight leading highways with a large billboard which promotes a different WING feature each month.

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JAMES WATKINS has been named sales promotion representative of WMMN, Fairmont, W. Va.

WNEW to Move

WNEW New York has signed a 10-year lease to occupy second and third floors at 666 Fifth Ave., formerly the S. W. Strauss Bldg. WNEW signed the lease with Atlantic Coast Network which acquired half of the stock in the Fifth-Forty-Sixth Corp., owners of the 12-story building. Now located at 601 Madison Ave., WNEW plans to move early next year or as soon as it can complete remodeling of the 32,000 feet of space it will occupy. Ten broadcasting studios, a television workshop and 30 offices will cost over $300,000.

Promotion Personnel

MARTIN T. NILES, Jr., promotion manager of WCBS New York, since Jan. 1943, has joined the promotion department of Blue-ABC.

CHARLES STRICKLAND, advertising promotion director of WFL, Philadelphia, is the father of a boy.

JOSEPH B. SMITH, since 1943 supervisor of research for CBS-owned stations, has been named market research counsel for the CBS network sales department.

JANET POMEROY, former CBS news-writer, has transferred to the network's press information department.

JOE HEVISTI of CBS press department, who has been handling promotions, has been named market research director of Wred, Philadelphla.
It's not unusual for NBC affiliates to have considerably higher ratings than the other network stations in their communities.

But, in San Antonio, WOAI's average C. E. Honorating for the Fall-Winter of 1944-45 is 11.6% HIGHER than the national average for NBC!

By comparison, the average Honoratings of the three other network affiliates in San Antonio range from 27% to 63% LOWER than the national averages for their own networks over the same period.

Definite listener preference for WOAI, in town and out—morning, afternoon and night—helps explain why this popular station sells more merchandise to more people in Central and South Texas than any other medium—at a lower cost per sale!
WBAL MEAN

IN BAL'

WBAL — 50,000 Watts — Baltimore . . .
Basic NBC Network . . . . . . . . . . . . National
S BUSINESS

TIMORE

One of America's Great Radio Stations
Represented by Edward Petry & Co., Inc.
Rumor Isn't News

RADIO WAS big news last week. The false flash on Germany's surrender, Radio Hamburg's proclamation of Hitler's demise, the unprecedented coverage of the San Francisco conference, and the subsequent fast-moving events toward unconditional surrender converged to make it perhaps the biggest week in radio history. Even before these words reach print, there will be transcendent developments, and all of them are destined to come by radio.

Those same events point up the grave responsibilities that rest upon radio. Radio can't relax with the windup in Europe—there is a grim war in the Pacific theater and there is the story of the evolution of the peace.

In retrospect (and it seems weeks rather than mere days back), the fact that radio didn't originate the false surrender story tends to underline the vast difference in the techniques of news dissemination of press and radio. Radio's greatest virtues—speed and clarity—likewise constitute its greatest danger and temptation.

On the whole, radio handled the false armistice with admirable restraint. One press association—AP—broke loose with what it thought a scoop. One network—Blue—went all the way because it depended upon that press association report. Such things have happened before. It occurred in 1918 when UP was four days early on the armistice. But there was no radio to give wings to its words. Then there was unbridled nationwide hell-raising, because it took hours—not mere minutes—to overcome the error. Last week the pandemonium was short-lived, because people turned to their radios and got the truth.

News disseminating media have been forewarned about jumping the gun. The newspaper must have time to get out an extra. Radio needs no presses. Indeed, newspapers generally have forsaken radio because of radio's speed. Of the two media, radio has more time to check. That hoary "scoop" legend, carried over from the press, has no place in radio. It is outmoded.

In radio circles the events of last week, plus other recent developments, have revived discussion about creation of a radio news association which would be devoted to radio's peculiar needs. There are those who feel that the old-line press association, geared to the printed page, is unable to serve both media because of the difference in the methods of dissemination. They feel that before an adequate radio job can be done, fundamental changes are needed.

Repetitions of the lamentable incidents of the recent past will only aggravate this sort of talk, since it's an open secret anyway that many broadcasters believe there should be greater supervision over their raw materials. It has already happened in music.

Whether it's for press or radio consumption, let's have a permanent armistice on rumors.

Radio and the Veteran

RADIO in all its phases offers many opportunities for servicemen returning from the wars. The vast potential for employment which radio presents is reviewed in this issue [Page 20]. It is recommended reading for all broadcasters and for all those allied with the art. It behooves every one of us to begin thinking now, if we have not done so already, about the discharged veteran.

He has had vast training. Much of that training applies specifically to the problems which must be met every day in broadcasting stations, in advertising agencies and in related pursuits.

He has had tremendous worldly experience which has broadened his concept of living. His ideas will influence the lives of everyone for generations to come. His ideals will bulwark the standards upon which radio of the future must build.

The average serviceman will need no helping hand, beyond the proffer of a job. He has been keenly trained. He will be ready to take up his assignment in a peaceful world. Radio, which needs him, will welcome his return.

POST-PRESIDENCY prospect for Mr. Truman: do one of those five-minute, capsule form newscasts a la Elmer Davis. In a 20-minute news conference last Wednesday, he gave radio and press reporters enough headline news to keep them at their typewriters far into the night.

Pittsburgh Folly

BEWARE of big powers in the hands of little men.

The climax was capped in Pittsburgh a few days ago. The district office of the War Manpower Commission announced a ban on the playing of radios in restaurants which remain open after midnight, ruling that radio is "entertainment".

At WMC headquarters in Washington it was learned that no such directive had been issued on the West Coast, where broadcasters believe there was little chance of eating places which remain open after midnight may not offer music (live, radio or juke boxes) if there is dancing. One of the first pronouncements by Justice Byrnes when he issued the curfew order last February was that this request did not apply to broadcast stations "in any way".

The Pittsburgh ruling is too ridiculous to argue. But it's interesting to probe into the kind of mentality that provoked it. From radio sources in the city it is reported that one of the officials is a former labor organizer. Another is reported to be a member of the American Federation of Musicians, and feels that radio impinges upon employment of musicians.

As things are today, we are given to understand, any Pittsburgh restaurant which "violates" the curfew by playing a radio or juke box or performing live talent, will be closed for 30 days. That ruling means, we assume, that war workers in highly industrialized Pittsburgh won't be able to get war news reports during the midnight lunch hours, or after they are off.

We think no less a personage than Paul McNutt should lend an ear and perhaps, wield an ax.
You will agree that these diminutive stars, while rarely at loss for correct answers, are seldom available when prospective operators of postwar Television stations have questions to ask. Fortunately, DuMont Television "know how" can be tapped as needed... cost and engineering data on every phase of station design, construction and operation... the accumulated knowledge gained through more than 4 years' station management.

The low operating cost, extreme flexibility and rugged dependability of DuMont Television transmitting equipment are being convincingly demonstrated week-in and week-out in 3 DuMont-equipped stations. New postwar designs embody all wartime advances. You can arrange now for early peacetime delivery of station equipment and training of personnel through the DuMont Equipment Reservation Plan. Visit DuMont's Station WABD, New York. Call, write or telegraph for appointment... Station Equipment Sales Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y.
Our Respects to

(Continued from page 42)

Hough, circulation manager, agreed
to try it. This was the birth of the
"Hired Hand", when Hough de-
veloped a personality and dry hu-
mor that made him nationally fa-
mous. Radio arguments began
between Arnoux as the "regular
announcer" and Hough the "Hired
Hand", supposed to be the station
janitor.

Arnoux was with WABP until the
station grew from its original
20 w to a "giant" of 1,000 w. In
1924 he went to Hot Springs, Ark.,
to put on what was at the time
"the longest remote control pro-
gram", some 350 miles of wire con-
nection. The program sold the
Arlington hotel on a desire for a
radio station and he was offered
the job of director. He accepted and
helped install KTHS in December of
1924. He was there nine years
and the station increased in power
from 4,500 to 10,000 w.

Offer From Huber

In 1933 P. S. Huber, president
of Norfolk Newspapers Inc., own-
er of WTAR, asked Arnoux to
become manager. He is still there
and the station has grown from
its original 500 w to be one of the
country's leading 5,000 w regionals.
During the years at WTAR he
has installed WRTD Richmond,
obtained, built and staffed WFID
Petersburg, Va.

Arnoux was elected to the board
of the National Assn. of Broad-
casters as district director from
the fourth district and took office
in September last year. He served
as chairman of the Music Com-
mitee in 1944 and is now liaison
member from the board on the
Labor and Code Committees.
Campbell served this year as
president of the Virginia Club,
Norfolk's oldest social club, just
completed a term as president of
the Norfolk Rotary club, is vice-
president of the Tidewater Coun-
cil of the Boy Scouts, member of
the board of directors of the Nor-
folk Assn. of Commerce, the Boys
club, the Norfolk Orchestral Assn.
and is active in a long list of other
community projects.

Married, Arnoux has two chil-
dren, Suzanne, 18, studying at Wil-

RED CROSS LAUDS
HELP FROM RADIO

RADIO contributed time and tal-
ent worth almost $3,220,000 to the 1045
Red Cross War Fund campaign ac-
cording to Chairman Basil O'Con-
nor, who issued a message of ap-
preciation to the country's radio
stations, networks and sponsors
last week.

"The whole-hearted cooperation
of broadcasters was an enormous
factor in enabling us to put the
campaign over the top," said Mr.
O'Connor. He said the quota of
$200,000,000 was oversubscribed by
$19,075,000.

"On Feb. 28 alone, which was
'Red Cross Radio Day', 120 network
programs carried Red Cross mes-
ges to the ears of the public," Mr.
O'Connor pointed out. "During
February and March, no less than
560 coast-to-coast programs
featured War Fund appeals."

Sufficient appeals were made to
reach every listener in the United
States 22 times, the Red Cross es-
timated. "This marks the greatest
assistance to a fund-raising cam-
paign that the Red Cross has ever
received," the chairman stated. "I
want to express my heartiest and
most sincere thanks, not only to
the O WI and the National Associa-
tion of Broadcasters, but to all per-
formers, announcers, sponsors and
network and station personnel as
well. Radio has aided us brilliantly
in attaining our goal."

Comptone on 14

COMPTONE Co., New York, en-
ters radio for the first time May 18
as sponsor of Bob Trout on 14 CBS
stations Sat. 6:55-7 p.m. for Ocu-
lena Sunglasses. Stations include:
WABC WCAO WBW WCKY
WJR KBMB WHAS WCAU WJAS
WCEW WGAU WGST KNX KQW.
Other media include 33 national
magazines, trade papers and direct
mail. Agency is Byrde, Richard &
Fould, New York.

liam and Mary, and Pat, 17, student
at the George School in Pennsyl-
vania. His hobby is his victory
gardening and he likes fishing in
summer, football in winter and
bridge all the year round.

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for Better Programs

- 100 WIRE FOR AUDITION NUMBERS DISC
IN LIBRARY "A"
- Instrumental, Vocal, All Types Nationally Known Radio Artists
- 10 NEW NUMBERS EACH MONTH

CAMPUS CHRISTIANS
427 WEST 5TH STREET • LOS ANGELES 13, CALIFORNIA
BROADCASTING • Broadcast Advertising
WMPS, Inc., a wholly owned subsidiary of Plough, Inc., of Memphis, has now assumed active operation of WMPS, following transfer of ownership from the Memphis Broadcasting Company.

The present, aggressive policy of WMPS will be expanded to further serve those who have come to look to this progressive station for results. And the bright days ahead in postwar broadcasting will find WMPS contributing toward constantly increasing listener enjoyment through an outlet embodying newer principles and practices in the world of radio.

For 20 years, WMPS has been a factor in Memphis and Mid-South broadcasting. Now under its new ownership and with the same management, even greater things are in prospect. As material and equipment become available, refinements are planned in both quality and coverage of broadcasting.

WMPS is proud of its affiliation with the rapidly expanding Blue Network of the American Broadcasting Company. Through this network's facilities, as well as through its own local programming, WMPS service to the public will continue to provide radio's outstanding educational and entertainment features.

Reach and sell this responsive, growing audience—in one of the nation's outstanding markets.

H. R. KRELSSTEIN,
Vice President and General Manager
**Selvin Joins Majestic**

BEN SELVIN of Muzak Corp., New York, in June will join Majestic Records, recording unit of Majestic Radio & Television Corp., New York, as executive assistant to President James F. Wallace, until October, when he will take over as general manager and vice-president, succeeding Eli Osterbein, whose contract expires at that time. Mr. Selvin is recording manager of Muzak Corp., a member of the board of directors, and in charge of repertoire and talent for Muzak and Associated Program Service, transcription library service. Mr. Selvin will continue as consultant with Muzak until he joins Majestic fulltime in the fall.

Buys WROX Quarters

MAJ. BIRNEY IMES Jr., owner of WCBR, Columbus, and WELO Tupelo, Miss., now stationed in Orlando, Fla., in the Air Corps, has purchased a three-story building in Clarkdale, Miss., part of which will be studio and offices of the new Imes station WROX. Col. Birney Imes Sr. is covering the San Francisco Conference for the Mid-South Network and the Columbus Commercial Dispatch.

**PRINCIPAL SPEAKER at the 49th annual Utica Chamber of Commerce banquet, April 17, CBS Correspondent Ned Calmer chats with his hostess, Mrs. Margaret E. Bowes, owner-operator of WIBX Utica.**

**FORT INDUSTRY CO. MEETS MAY 10-13**

SPRING meeting of the Fort Industry Co.'s officers and managers directors will be held May 10-13 at the Homestead in Hot Springs, VA. Featured will be a discussion of programming, led by J. Harold Ryan, vice-president and general manager of Fort Industry, now on leave as NAB president. George W. Smith, chairman of the executive committee and managing director of WWAY Wheeling, W. Va., will preside at all sessions.

**OTHER discusio ns will be: Sales, by E. Y. Flanigan, managing director of WSPD Toledo; Promotion, by Charles Smithgall, managing director of WAGA Atlanta, Comdr. George B. Storer, Fort Industry president, plans to attend, along with Managing Directors Stanton P. Kettler, WMMN Fairmont, W. Va.; Ralph G. Elwin, WLOK Lima; Allen Haid, WHIZ Zanesville, O.; Robert G. Venn, WGBS Miami, and John Poole, general counsel for Fort Industry.**

**KVSO Power Increase**

KVSO Ardmore, Okla., has granted a modification of license by the FCC for increase in nighttime power from 100 w to 250 w. Station operates unlimited time on 1240 kc.

**GUY E. VELDOLL, for 15 years in charge of automotive advertising for the St. Louis Post-Dispatch, has joined the sales staff of BSS St. Louis, Mo.**

**JAMES B. DUNBAR, formerly on the sales staff of WHER in Shrewsbury, N. J., is new manager of WHEC's Dover studio. Assisting Mr. Dunbar will be Production Manager Phil Johnson, formerly of WFLR, and PHYLLIS CLARKIN, copywriter. Studios were formally opened April 30.**

**JACK RAMBO, former Washington Post classification manager, becomes commercial manager of WDXW Washington, D. C.**

**DORRIS GARVEY has joined KIRO Seattle as national sales secretary.**

**CHARLES R. LONSDALE has joined WJW Cleveland as comptroller and office manager.**

**HERBERT L. KRUERGE, commercial manager of WTAG Worcester, Mass., has been elected president of the Worcester Advertising Club. He was past-president during the past year.**

**JEAN MAY is now traffic chief of WQAI St. Louis, Mo.**

**EDWARD D. LOVRITON, former account executive of KOMO Portland, Ore., to KMPC Hollywood.**

**JACK CLARK, commercial manager of KEMO Portland, Ore., is father of a girl.**

**HARRY AVERILL, former KORN Fresno, Calif., commercial manager, to WBXJ Detroit commercial staff.**

**CARROL MARS, western sales service supervisor for Mutual, has been named assistant to John T. Hultz, vice-president in charge of midwest operations.**

**AL ZIEGLER, salesman and sports announcer for KOYA Seattle, B. D., reported to KOMO Portland, Ore., April 13, for indoctrination.**

**HUBERT CUNNINGHAM and PAUL DAVIS join WNOX Knoxville, Tenn., as salesman.**

George M. Chambers

GEORGE MAITLAND CHAMBERS, 37, eastern account executive of Mutual, died April 29 of a heart attack in the Orange Memorial Hospital, East Orange, N. J. Mr. Chambers joined MBS in November 1942 as sales service manager, and in January of this year became eastern account executive. Before joining Mutual, Mr. Chambers was with Barron's Weekly and previously was with Dun & Bradstreet, New York. His wife, son and mother survive.
Another of Many Lone Star Chain Success Stories

Study some of the big success stories back of the LONE STAR CHAIN when you want to "lasso" one of the richest and biggest markets in the Southwest. The results are amazing. For example, Bewley is one of fine milling accounts which have used the LONE STAR CHAIN for a long time. As Mr. W. P. Bomar, Vice-President in Charge of Sales, puts it, "LONE STAR CHAIN reaches more of our customers and prospects—dollar for dollar spent—than any other selling force we've tried."

Yes, the LONE STAR CHAIN covers a whoppin' big market. It's a favorite with rural and city folks alike. And, what's vitally important, it costs less per listener when you use the LONE STAR CHAIN!

OTHER PRODUCTS AIRED OVER LONE STAR CHAIN

- Admiration Coffee
- Crustene Shortening
- Gold Chain Flour
- Grand Prize Beer
- Hylo Soap Products
- Justin Boots
- Resistol Hats
- Texaco Products

The Lone Star Chain

805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 3663
Clyde Melville, Managing Director

Study some of Bewley Mills entertainers. This advertiser has been on L. S. C. consistently over six years.
PIERRE GARRIGUES, chief of the bureau of special programs for the French Government Radio Information Service, a representative of Radio Diffusion, was to return to France last week after a visit of several months to study U. S. programming and technical operations (BROADCASTING, April 23). PIERRE SCHAFFER, chief of WSSM, has arrived with Mr. Garrigues, who will remain in this country for several months.

ERIC FIELD, former program and control staffer for several New England stations, is now with WBRY Waterbury as announcer.

J. ROY STOCKTON, sports commentator of WCTM-BT, has written a book about the life of the St. Louis Cardinals, "The Oscharine Gang and a Couple of Other Guys". (A. S. Barnes & Co.)

JOHN SINCLAIR from KID Idaho Falls to Saturday, Tennesse, as announcer-operator.

JEAN LALONDE, announcer of CKAC Montreal, has been promoted to chief announcer.

JIMMY GROHMAN has joined WPPQ on the board. HUNST, released from the navy, has returned to the station.

BOB DEAN, chief announcer of WHB Kansas City, is the father of a boy.

CHARLES BIRD, WZDK Muskegon, Mich., staff announcer, is now with the Clyde Lucas Band.

HOWARD LUND, disc jockey with WZNS Detroit, married Mary Anne Kreus in April.

JANET LOVELACE, formerly with WOB Boston, has left the station to be married, as assistant to FRED WELDON, program director of WIND Chicago.

MAURICE HART, announcer and m.c. of WNEW New York, is in the hospital for a plastic surgery operation.

JOHN KIRKWOOD from KXOK St. Louis, BEN ORFIELD from KOMO St. Louis and GUY SAVAGE, formerly with WBBM Chicago, to WHRM Chicago as announcers.

MARGARET CUTHBERT, NBC director of programs for women and children, has been named to the executive board of the National YMCA as a member of its national public relations committee. She and HELEN SHOUBAS, CBS director of talks, are the only women on that board.

DICK SHERRYS, new to radio, to KXGK Stockton, Cal., as announcer.

LUDFANGER, announcer at WIP Philadelphia, is the father of a boy.

WALTER BREWER, former announcer of EMMR Hollywood, to WOR Chicago.

NORMAN M. PAULSON, announcer, from KOMO Cincinnati, to EFPN Shendiandod.

FRED FFILKIE, formerly with WCPQ Chicago, to WRBG Cincinnati as announcer.

BOB NEAL, formerly with WJIM Lansing, Mich., to WBAM Cleveland, as announcer.

JAMES THOMAS ORGILL from WVQO Youngstown to WQOH as script and appointment copy writer.

DEAN TUNNER from KFJL Fort Worth to WQAM San Antonio as announcer.

SOT. EDGAR PARSONS, formerly of WLDG Jacksonville, Ill., has been transferred to Ft. Benning, Ga. where he will assume announcing duties.

BOBBY COOK has returned to the announcing staff of WIBQ Huntington, W. Va., following five months with WRJL Bowling Green, Ky.

FREDERICK COE, stage director and manager, has been named a production assistant in the NBC television department.

PAUL MILES, formerly with WBIG Philadelphia, to EMMO St. Louis, as announcer.

LUNCHEON PARTNERS are Bob Richardson (1), public relations director of KWK St. Louis, and Hon. James T. Whybark of Washington, governor of the Federal Home Loan Bank System. Mr. Richardson's father, Robert Sr., is Federal Home Loan Bank, Des Moines, president.

Join WJEF Staff

MEMBERS of the announcing staff of WJEF Grand Rapids, new John E. Petzer station which went on the air Feb. 6, include Miles Olsen, chief announcer formerly with WKSS, Petzer station in Kalamazoo; Clem Harland, Al Hopkins, Lewis Smedes and Phyllis Tedler. Continuity editor of WJEF is Richard Kowalkowski. Dr. Willis F. Dunbar is program director of both WJEF and WKZO. Jo Banes has been named chief announcer of WKSS. Lee Carter, formerly of WAKO Kokomo, Ind., is now on the WKZO announcing staff.

NBC Adds Announcers

COMMERCIAL announcers, effective May 1, were added to all new programs broadcast on NBC and its owned and operated stations on which newscasters formerly read commercials as well as the news. Move was a followup to NBC's recent elimination of middle commercials on newscasts.

SPORTS BROADCASTERS Assn. sent a group of entertainment to Chatham Field, Ga., by plane to stage performances for Army-F. Astor. Fred Nelson and Ted Williams, now in Washington with the Government. Other club officers are Guy Hickok, Harry Price and Miss Helen Heberle.

LEON GOLDSTEIN, vice-president in charge of publicity and special events of WMCA New York, has arrived overseas, accredited by the U. S. Army to the European area. He was heard for the first time from SHARP headquar- ters in Paris last Monday.

SYDNEY MOSELEY, Mutual-WOR commentator, has been elected a governor of the Overseas Press Club.

MAJ. GEN. SAM E. EDMUNDS (ret.), WLW Cincinnati military analyst and news commentator, has left for the European theater.

GERALD WIRLER, 16-year-old editor of a local high school paper who has covered school sports events on WNTC New York is joined WEN New York as assistant to BERT LEE, sports director.

GEORGE HAMILTON COMBS, WBN New York commentator now overseas, has been named chief announcer for the post of district attorney in New York for next fall election. He is a lawyer and a former congressman from Missouri.

ANN HUNTER, news commentator for WBT Chicago, was expected to return from the European Theater last week.

GEORGE HUGH KILBRIDE, new to radio, to WOAR, Cleveland news staff.

Gortatowsky Heads

J. D. GORTATOWSKY, general manager of the Hearst newspapers, has been appointed president of King Features Syndicate, Interna- tional News Service, former International News Photos, succeeding Joseph V. Connolly, who died April 18. Other personnel changes, announced by Mr. Gortatowsky, who continues as general manager of the Hearst papers, include appointment of Ward Greene, executive editor of King Features Syndicate, as editor and general manager of KFS. Bradley Kelly, one of Mr. Connolly's assistants, becomes assistant editor and assistant general manager of KFS. Frank J. Nicht, general sales manager of KFS, was elected a vice-president of the syndicate. Seymour Berkson, managing editor, will be general manager of INS with William F. Smith continuing as INS editor-in-chief.

William W. Chaplin, NBC war reporter, has been elected president of the SPORTS BROADCASTERS Club, succeeding Wright Williams, now in Washington with the Government. Other club officers are Guy Hickok, Harry Price and Miss Hes- ter Heberle. Richard H. Hoyt, Paul Harvey, treasurer; Henry Hall, secretary.
YOU can sponsor one of these great network radio shows—locally

1—CHARLIE CHAN, that clever Oriental detective, smash hit of films and fiction, is now a radio hit too. The exciting ADVENTURES OF CHARLIE CHAN, broadcast at a popular evening time, attracts an ever-increasing family audience.

2—CONSTANCE BENNETT, glamorous movie star, gives warm, informal chats about Hollywood and Broadway—the personalities and fashions she knows so well. This daytime program is sure to attract a vast audience of women listeners.

Either of these great shows can be yours; can help sell your products or services right in your territory. Here is how it works...

Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. Your local station announcer gives your commercials during the broadcast—and identifies the great network show as yours.

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

AMERICAN BROADCASTING COMPANY
The Blue Network

HERE ARE OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS YOU CAN SPONSOR LOCALY

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

HEADLINE EDITION: More famous people heard on this news program than on any other radio show. Early evening, Mon.-Fri., 15 minutes.

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

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday, 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Fourteen Blue Network overseas correspondents bring the news right from where it’s happening! Mornings, Sun.-Fri., 15 minutes.

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

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

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

DICK TRACY. Popular juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.
When local advertisers place one-minute announcements on Mr. Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one. Local preference makes Herson your No. 1 spot buy.

BILL HERTON
Every Weekday Morning
6 to 9 a.m.
Today's

**BEST BUYS**

Audiencetested for busy time buyers

---

**EAST**

**WHN**—New York
5,000 Watts

**DICK GILBERT**
5:00-6:00 P.M.
Mon. thru Sat.

*The singing disc jockey. Versatile vocalist, master salesman. (You can say that again.) Tuneful, different, gets results! 1/4 hour participation—$300.00—$600.00.

**WBZ**—New Bedford, Mass.
250 Watts—Blue

**LOCAL NEWS**
5:00-6:45 A.M.—8:15-8:30 P.M.
Mon. thru Sat.

Two good news periods on a station that Hooper shows with a 25% to 150% audience gain in six months! Participation—$4.00—$8.00 evening.

**WATR**—Waterbury
1,000 Watts—Blue

"MA" HURLBURT and AL VESTRO "GAGS and GOONS"
12:00-12:30 P.M. Saturday

This is the station's biggest mail puller. Cost rate card plus $20.00 net for talent.

**WJEJ**—Hagerstown, Md.
250 Watts—Mutual

**SADDLE PALS**
11:15-11:45 A.M.—8:15-8:30 P.M.
Mon. thru Sat.

That old time 1-2-3 show that gets mail and sells merchandise. Participation—3 per week—$15.00—$30.00.

**WRAW**—Reading, Pa.
250 Watts—NBC

*IT'S IN THE BAG* (Meaning the grocery bag)
10:00—11:00 A.M.
Mon. thru Fri.

Yes—this is the one rings cash registers in grocery stores. Participation—$25.00 per wk.

**WJAS**—Pittsburgh
5,000 Watts

**LEE KELTON'S ORCHESTRA**
5:30-6:00 P.M.
Mon. thru Fri.

A half-hour of appetizing, easy-to-listen music by one of Pittsburgh's leading orchestras. Participation—One minute—$25.00 base rate.

**WNAB**—Bridgeport
250 Watts—Blue

**1450 CLUB**
7:00—8:00 A.M.
Mon. thru Sat.

Bridgeport's best bet for breakfast. Daily participation—$22.40 per week.

**WNHC**—New Haven
250 Watts

**1440 MUSIC ROOM**
2:00-4:00 P.M.
Mon. thru Sat.

Two hours of uninterrupted popular music.

Daily participation—$25.00 per week.

**WOCB**—Cape Cod, Mass.
250 Watts—Blue

**WORLD NEWS**
7:30 A.M., 12:30 P.M., 6:00 P.M., 11:00 P.M.
Mon. thru Sat.

Hot from the corner offices of the earth by Associated Press Wire.

Spot participation—$18.00 Wk.

**WJTN**—Jamestown, N. Y.
250 Watts—Black

**MEMORY MATINEE**
9:30—10:05 P.M.
Mon. thru Sat.

An ideal time for those old familiar melodies.

Participation—$25.50 Wk.

**WEST**

**KBUR**—Burlington, Ia.
250 Watts—Blue

**THE BURLINGTON BUGGY RIDE**
11:00—11:30 A.M.
Mon. thru Sat.

The program that rides into the hearts and homes of Burlington folks. Participation—$20.00 per week.

**WCLG**—Janesville, Wis.
250 Watts—Mutual

**THE HOMEMAKERS**
9:00—9:30 A.M.
Mon. thru Sat.

Old time music at its best, on the leather-jacket station of the great Northwest.

$15.00 per week complete.

**WDG**—Minneapolis-St. Paul
6,000 Watts

**VILLAGE RAMBLERS**
11:15—11:30 A.M.
Mon. thru Fri.

Old time music at its best, on the leather-jacket station of the great Northwest.

$100.00 per week complete.

**KMYR**—Denver
500 Watts

**DENVER**
6:00 to 6:15 P.M.
Mon. thru Fri.


Complete at $200 per week.

**WIL**—St. Louis
250 Watts

**THE BREAKFAST CLUB**
7:00—8:00 A.M.
Mon. thru Sat.

Twenty years of audience build up plus an extra-listen-to MC makes this one outstanding.

Minutes or 1/4 hours at Card Rate.

**WDSM**—Duluth-Superior
250 Watts—Blue

**TWILIGHT TIME**
5:15—5:30 P.M.
Mon. thru Fri.

Timely tunes for Twin Port tea time.

Spot Participation—Base Rate $4.00.

**KBIZ**—Otumwa, Ia.
250 Watts—Mutual

**FARM & HOME PROGRAM**
11:00-12:00 Noon
Mon. thru Sat.

A new farm program in the State where the tall corn grows. Daily participation—$12.00 Wk.

**KFUN**—Las Vegas, N. M.
250 Watts

**THE SPANISH HOUR**
2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.

Two whole hours of New Mexico's favorite music.

Daily participation—$16.50 Wk.

**KFBC**—Cheyenne, Wyo.
250 Watts—Blue

**PIE & COFFEE TIME**
2:30 to 2:45 P.M.
Mon. thru Fri.

A smart emcee and the customers in the popular Skyline Cafe makes this a sparkling quarter-hour.

$15.00 per week complete.

**PACIFIC COAST**

**KFWB**—Los Angeles
1,000 Watts

**MAKE BELIEVE BALROOM**
11:00 A.M. to 1:30 P.M.
Mon. thru Sat.

The original Make Believe Ballroom—12 years on KFWB—lowest cost per listener in Los Angeles.

250 per 1/4 hr.—50 word spots—$12.00.

**KJBS**—San Francisco
800 Watts

**ALARM KLOCK KUB**
6:00 A.M.—8:00 A.M.
Mon. thru Sat.

Surveys prove it's the best dollar buy in the Bay area.

Participation—$25.00 base rate.

**KFBM**—San Diego
250 Watts—Blue

**MORNING MADRODIES**
7:00—8:15 A.M.
Mon. thru Fri.

A good time to catch the whole family. Participation—Base Rate $25.00.

**KTOC**—Fresno—Visalia
5,000 Watts—Blue

**ALL STAR DANCE PROGRAM**
2:00—3:00 P.M.
Mon. thru Fri.

Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

**KEVR**—Seattle
250 Watts

**BREAKFAST PLATTERS**
7:15—8:00 A.M.
Mon. thru Sat.

If they want music with breakfast (and they do) this is where they get it. Participation—$35.00 each.

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**SOUTH**

**WHBO**—Memphis
250 Watts—Mutual

**JITTERBUG HALL**
2:00-3:00 P.M.
Mon. thru Fri.

Seven years at the same time. It's lively — it's musical — it's hot — in fact, it's the highlight of the day down Memphi-

way. Participation—$10.00 each, base.

**WTAW**—College Station, Texas
1,000 Watts—Blue

**FARM FAIR**
12:30 to 12:45 P.M.
Mon. thru Sat.

The Texas Aggies Station with farm news for Texas Farmers. Participation—Base Rate $6.40.

**WTSP**—St. Petersburg-Tampa
1,000 Watts—Mutual

**WOMEN IN THE NEWS**
10:30 to 10:45 A.M.
Mon. thru Sat.

Mostly news about women, of especial interest to women.

Daily participation—$21.00 Wk.

**WORD**—Spartanburg, S. C.
250 watts—Blue

**1460 CLUB**
7:30-8:00 P.M.
Mon. thru Thurs.

Recorded music, plus a smart disc jockey plus a lot of merchandising tips makes this an outstanding particip-

ator. Card rate.

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**REPRESENTED BY RAMBEAU**

**CHICAGO * NEW YORK * HOLLYWOOD**
Rogers, Adams Elected Keystone Vice-Presidents

KEYSTONE Broadcasting System, New York, has announced election of two new vice-presidents, Naylor Rogers, western sales manager in Chicago, and Mort Adams, station relations director, New York. Mr. Rogers, a veteran of more than 20 years in radio, was with KNX Los Angeles for 11 years, then at KOY Phoenix, and in 1938, he joined International Radio Sales in Chicago. Founder of the Los Angeles Advertising Club, Mr. Rogers has held his present post for the past three and one-half years.

Mr. Adams, formerly with the New York World-Telegram promotion and advertising research department, joined Keystone in 1941. He has previously done research and sales promotion work with a number of large department stores, Gulf Oil and Atlantic Refining Co.

H. R. S. RECORDINGS, New York, producer of phonograph records, has entered the radio transcription field. First release features Brick Fleagle and orchestra in 12 original numbers, all handled by Broadcast Music Inc. H. R. S. president is STEVE SMITH, recording engineer.

PHILIP KRIEGER has joined Radio & Television Service Co., New York, as manager and co-partner, with ALLEN C. KAYE-MARTIN, president. Until recently he was a radio engineer with OWI in New York. Known as Ray-Telegram, one of the organization's current projects is the building of package shows for New York foreign language stations.

MARY CONWAY has been appointed women's radio editor of British Information Service, succeeding GENE SAVERY, resigned. Mrs. Conway was formerly with CBS Chicago and WMCA New York.


JACK DOUGLAS, former assistant director of publicity of USO Camp Shows and head of overseas division publicity, has established a publicity relations firm at 130 W. 42nd St., New York, in conjunction with two former USO publicity associates, RUTH CALLAHAN and CONSTANCE FRITZEN.

RAYE F. SETTI, in the publication office of the New York Post, is now serving as manager of stage, screen and radio artists.

GEORGE SILVERS has left Press Assn. where he served as producer-director to become contracts, merchandising and advertising representative and producer, as an associate in the radio department.

RALPH W. BARKER, former assistant to publisher of Sunset Magazine and later to Associated Radio Artists, has joined Keystone Broadcasting System Pacific Coast Sales, with headquarters in Hollywood.

JERRY DEVINE, writer-director-producer, has established his own firm at 230 Park Ave., under the name Jerry Devine Productions. Lee Myers is associated with him as general manager and publicity head, continuing his own public relations firm. Mr. Devine will drop his assignment towards the end of June on features "Mr. District Attorney" (Schoen, Clifford & Shenefield) NBC, to devote fulltime to building and handling his own package programs, including Brunette Life Insurance "This is Your FBI", Blue-ABC.

NEW recording index, listing more than 30,000 titles, has been shipped by Broadcast Music Inc. to member stations. Index supersedes the BMI Consolidated Index Record, is prepared by Richman-Sanford Productions, New York.

ELEANOR M. SMITH, owner of Eleanor M. Smith Associated Radio Artists, Chicago, was married to ALFRED KENDRICKS of World Broadcasting System in New York on April 20.

RYDER & INGRAM, Oakland, Calif., advertising management and sales development firm, is now located at 1924 Franklin St. Telephone is Templebar 0233.
BIRTHDAYS

On May 10, 1930, a new star became fixed in the constellation of Super-Power Broadcasting Stations. That was the day we joined the distinguished company of 50,000-watt stations. Up until that day only seven had attained the pinnacle of such power and prestige. Not only that...we became the premier 50,000-watt station of the Southwest. Our Fifteenth Anniversary of this notable event finds us celebrating with recognition and appreciation of the past and its marked progress and achievements in serving our coverage area. It also serves to make us more cognizant of responsibilities, and is the genesis of a still firmer determination to intensify our range of usefulness and service.

We joined the pioneers in feeling our way along the uncharted skies of Radio by building a 150-watt station in 1922. The call letters, “WFAA,” became the now widely-known and popular emblem of “Your Neighbor of the Air,” with a signal that heralds distinctive service throughout an ever widening territory—to an ever growing audience. From 150 watts to 500 watts—then 5,000 watts—and in 1930, 50,000 watts! They’ve been glorious years—years in which ideals of the A. H. Belo Corporation, publisher of The Dallas Morning News, and operator of Station WFAA, have been activated by the finest of equipment, facilities, personnel and talent. We would be alien to the spirit of this age of progress without these guiding ideals of service. They’ve carried us ever forward. They’ll continue to do so in the years ahead.
CELEBRATING opening of Blue's Tom Breneman's Breakfast in Hollywood are: Mr. Breneman, Lewis Allen Weiss, vice-president, general manager of Don Lee Broadcasting System; Hal Hudson, program director; Charles Morin, sales manager; Harry Witt, assistant general manager; Donald W. Thornburgh, vice-president, all of CBS western division; Clyde Scott, general manager of KECA Los Angeles Blue outlet; Sydney N. Stotes, NBC western division vice-president.

NEW BUSINESS for KTW Philadelphia includes: Elizabeth Arden, New York (lec inskup), four stations breaks weekly, seven stations breaks weekly; Goodyear Tire & Rubber Co., Akron; four stations breaks weekly; Lipton Inc., New York, Coca-Cola, New York; Lever Bros., Cambridge (Lieutenant), 10 stations breaks weekly; Rutheford & Ryan, New York, Laco Products, Baltimore (shampoo), five stations breaks weekly; Joseph Katz Co., Baltimore.

STUDIO GIRL SHAMPOO, Los Angeles, in late April started daily spots on KFSD San Diego, Calif. Contract for 13 weeks. Firm sponsors similar schedule on KFSTX Glendale, KFSD Los Angeles, etc.

INDEPENDENT DRUGGISTES of California, San Francisco, on April 5 started five-weekly newscasts on KFDF San Francisco, Los Angeles.

BROADCASTING - Broadcast Advertising
Never a dull moment on this station!

World Library keeps star talent on the air round-the-clock!

No program let-downs here... the World Library sees to that! Stations subscribing to World's Program Service broadcast sparkling entertainment right around the clock—and keep their ratings high.

Brilliant stars... World talent includes some of the biggest names (bands, vocalists, orchestras and novelty groups) in the business—and there are plenty of selections to work with. These artists have big followings—a ready-made radio audience for your advertisers.

Life-like reproduction... World's famous Vertical-Cut transcriptions were voted by radio engineers in a nation-wide Reuben H. Donnelly Corp. poll “the highest quality reproduction.”

Latest hits... tunes that everyone wants to hear now. World sends out at least fifty new units each month.

Variety... The 4000 selections of the basic World Library include material for every type of program.

Smartly-styled shows... To round out its service, World provides completely-written continuities—78 each week—ready to go on the air as sustaining or sponsored programs. Station managers are enthusiastic about this service... for instance Station KGY, Olympia, Wash., writes—“with the World Library, anybody can go out and sell his head off!”

Why be satisfied with less?... Join the leading stations (over 300 of them) who enjoy World's service. Get the facts now! Drop a line to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N.Y.

WORLD LIBRARY
World Broadcasting System, Inc.
A subsidiary of Decca Records, Inc.
NEW YORK
HOLLYWOOD
CHICAGO
WASHINGTON
Builds better programs
IN READERSHIP
where only one publication is read!

Among general advertising publications covering the entire field of advertising and marketing...it often happens that advertisers and agencies subscribe for only one publication. This, they feel, covers the subject insofar as they are concerned.

Throughout this group which makes a practice of reading only one general advertising publication...ADVERTISING AGE leads all competitors by a wide margin...and especially among agencies, where it has more paid subscribers than any other general advertising paper.

Because of its exclusive readership and its widespread influence throughout the advertising world...broadcasting stations use more advertising in ADVERTISING AGE than in any other general advertising publication.

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11 • 339 W. 42nd St., New York 18

Whitmore Ad Manager
For Western Electric
WILL WHITMORE, former advertising supervisor of the Western Electric Co., has been made advertising manager succeeding H. W. Forster, deceased.

Mr. Whitmore has been with the firm since 1929. His articles have appeared in many trade and photographic magazines. For years he specialized in sound films. Early in the 1930's he originated and edited Pick-Ups, professional publication circulated by Western Electric to engineers in broadcasting and communications industries.

Stromberg Carlson Sales Over 55 Million in 1944
STROMBERG CARLSON Co., Rochester, N.Y., achieved a total of $55,140,243 in sales for the year 1944, compared with $40,846,618 in 1943, according to the annual report released to stockholders. Net profit for the year amounted to $842,097 for 1944, compared with $726,915 for 1943.

WHAM Rochester, N.Y., S-C's owned and operated station, had its most profitable year in 1944, and at the same time it devoted a large amount of time to aid community war activities, without excessive interference with its commercial schedules, the report states.

Special surveys made in 1944 have shown the existence of a large potential market for the postwar products planned by S-C. On the basis of these, plans are being made "for immediate postwar operations well in excess of prewar volume," which will continue through a period of years, according to the report.

IRVING ROSE, president of Reduction Patents Holding Co., New York, has announced his company will license radio set manufacturers to use Synthetic Basi Patents in postwar receivers, intercoms, public address amplifiers and record players.

Snow in September...

Staley Spots
A. E. STALEY MFG. Co., Decatur, began sponsorship May 5 of a weekly announcement for 12 weeks thru Hill Blackett & Co., Chicago, on WLS WBBW KMA KJMM WDAY KFYR.

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,000,000 bales of cotton are produced in Sparta county alone.

WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Creek
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingsworth

UNITED STATES PATENT OF CANADA, LTD. at 10,000 watts Day & Night

Penn's Most Powerful, Independent

BROADCASTING • Broadcast Advertising
The Exclusive WHITE SOX Baseball Games

WILL BE BROADCAST BY

JACK BRICKHOUSE
CHICAGO'S ACE SPORTS-ANNOUNCER

Actual play-by-play description of all home and out of town games. In the 15 minutes before games, Brickhouse interviews members of the White Sox team direct from the diamond.

WJJD, INC.
230 North Michigan Avenue
Chicago 1, Illinois

PAUL H. RAYMER
366 Madison Avenue
New York City
An ANDREW SOLUTION to an
ANTENNA PROBLEM

Faced with a difficult antenna problem, E. H. Andresen, Chief Engineer of Chicago’s Board of Education Station WBEZ, called on ANDREW engineers for a solution. The problem was that of coupling a 70-ohm unbalanced coaxial transmission line to the much smaller balanced impedance of the antenna. Uncertainty of the exact value of the antenna impedance made the problem difficult, and called for some kind of an adjustable coupling device.

ANDREW solved the problem by constructing a quarter wave impedance transforming section with a concentric "bazooka" for the balance conversion. Adjustments were made by varying the average dielectric constant in resonant section.

This problem is but one of many that the experienced staff of ANDREW engineers are called upon to solve. As qualified experts in the field of FM, radio and television antenna equipment ANDREW engineers have solved many problems for military and broadcast engineers.

FOR THE SOLUTION OF YOUR ANTENNA PROBLEMS . . . FOR THE DESIGNING, ENGINEERING, AND BUILDING OF ANTENNA EQUIPMENT . . . CONSULT ANDREW

Separate Offices Opened By Woodward and Keel

SEPARATION of the consulting engineering partnership of Woodward & Keel and separate operation of offices by the two were announced last week. John J. Keel disclosed he will continue in the consulting practice under his own name, retaining the partnership's clientele, and will headquartered in the Earle Bldg., Washington, D. C. (phone: National 6153).

J. D. Woodward will head a new engineering organization under the firm name of J. D. Woodward & Associates, with offices at 607 Water St., Baltimore (phone: Saratoga 6856). Mr. Woodward will specialize in manufacture of radio transmitters and industrial electronic equipment.

RCA Negotiates Wage Contract With NABET

CONTRACT covering wage rates for recording engineers at New York and Chicago studios of RCA Victor division of RCA has been negotiated with NABET, subject to approval of the War Labor Board, Allan T. Powley, president of the union, announced last week.

NABET was certified several months ago as bargaining agent for recording engineers, technicians and wax recording disc makers at the RCA studios by the National Labor Relations Board.

Meanwhile, NLRB announced certification of NABET as bargaining representative for engineers and technicians of WSPR Springfield, Mass. The Board conducted an election April 9 to determine whether a majority of the employees desired union affiliation.

Dante Augustine

DANTE AUGUSTINE, 27, technician in the CBS equipment laboratories, where he had been working on special assignment for the Government, was killed April 28 by an electrical charge. CBS executives said that Mr. Augustine, who was alone in the laboratory at the time, had apparently picked up a wire with both hands, completing a circuit of 500 volts through his body. A police emergency squad worked for six hours under the direction of Dr. Joseph J. C. McDonald, CBS emergency physician, in a futile attempt to revive the technician. Mr. Augustine joined CBS March 8, 1943. His wife survives.
Creative thinking at Detrola probes the frontiers of electronics—devising the pattern for greater performance—wider range of Detrola-built Television Receivers . . . Radio Receivers . . . and other electronic instruments. And none will excel them in beauty or value.
Radio Programs Hindered by 'License Neurosis' of Broadcasters, Says Field

MOST BROADCASTERS exhibit a mental quirk, best labelled a 'license neurosis', which constitutes a disturbance to the health of the country's radio programs, in the opinion of Marshall Field, publisher of the Chicago Sun and New York's PM, and owner of WJJD, Cincinnati.

In a current best-seller, Freedom is More Than A Word [U. of Chicago Press, 22.50], Mr. Field devotes a chapter to radio as the important new major media of discussion. He combines with the chapter the importance of public opinion polling.

Radio's plight, Mr. Field relates, crops from the "alleged threat, presumably hanging over each radio station, of the termination of its license by the FCC or other Federal authority." Though the FCC has given every evidence of "a high regard for freedom of speech in radio and has avoided giving any evidence of prior restraint—censorship—upon broadcast material, station policies are formulated as though the Commission's definition of 'public interest, convenience or necessity' were both narrow and dictatorial".

Because of this "license neurosis", the author observes, managers have so avoided controversial program material as to make their offerings "politically insipid rather than as challenging as they should be". Eternal vigilance of radio free speech, he said, is just as important as eternal vigilance of the other freedoms.

Mr. Field contends that the public has a right, and sooner or later will exercise it, to keep radio from "becoming still another means through which it is cajoled and coerced into accepting the ideas of dominant individuals and groups without adequate means for reply and discussion."

Touching upon what has become a current regulatory controversy, Mr. Field argues it is not enough for station operators to talk in terms of the percentage of the entire program time that they devote to non-commercial offerings. He urges a voluntary agreement among networks and stations for assignment of certain choice periods for non-commercial presentations.

While this would represent a temporary cut in revenue and would call for development of better techniques, Mr. Field feels that it would immediately improve the attitudes of important groups toward the social role of stations and would be "a fine investment for the industry from this standpoint."

WELI Assignment

CONSENT has been granted by the FCC to voluntary assignment of license of WELI New Haven from City Broadcasting Corp. to Connecticut Radio Foundation Inc., a newly formed Connecticut corporation owned by the Col. Harry C. Wilder interests, operator of WELI.

BELL TELEPHONE LABS has developed a "submersion-proof" lip microphone and head set combination especially for use on a warmed fork. Manufactured by Western Electric Co., the set is equipped with a gland which will pass air but exclude water. It can be submerged 60 minutes under 10 inches of sea water and has been tested in oven of 125 degrees Fahrenheit repeated five times without damage to the instrument.

IS THE ONLY ONE
THAT COUNTS IN SOUND

Regardless of high quality pick-up, amplification, radio broadcast or home reception, the end result is the only one that counts in quality sound reproduction. Perfect sound reproduction from 40 to 15,000 cycles plus is the end result of the Duplex Speaker. That's the end result that counts with top sound engineers and discriminating listeners.

SEND FOR BULLETTINS

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

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"WHATEVER affects the nation's business and industry ultimately affects us in radio and television. That's why I—and many of my associates—read The Wall Street Journal diligently. It can truthfully be said this publication is, to those interested in day-by-day business developments, what 'round-the-clock radio news is to the public. It's a 'must' for radio executives."

JOHN F. ROYAL
Vice President
National Broadcasting Company, Inc.

*Like most important business news, this story appeared first in The Wall Street Journal. That's why this national daily is "must" reading for business men who need to be fully, accurately and quickly informed. And that's what provides such an unusually responsive audience for advertisers.
Off-Mike at San Francisco
(Continued from page 10)

the stewardess checked his pulse, looked at the thermometer, declared his temperature normal, then realized her error. Baukhage also had his temperature taken—after he quit laughing.

PAUL H. APPLEBY, vice-president and general manager of KIRO Seattle, files daily reports on the Conference to his station. Before entering radio he was special advisor to the then Lend-Lease Administrator Stettinius. He authored America's proposals for the United Nations Food & Agriculture Organization.

ELSA MAXWELL, famed party hostess, is now a full-fledged commentator. She's doing a daily stint on Mutual. To make it official MBS officials turned the tables and threw a "coming out" breakfast for Elsa at the St. Francis.

TO H. V. KALTENBORN, NBC commentator, the San Francisco session marks two anniversaries—his 25th international conference and seventh anniversary of broadcasting for one sponsor—the Pure Oil Co. He has been on the air 23 years.

A HOUSEWIFE and mother of twin sons in the service is covering for WEOA Evansville. She is Margaret Rosencrans, who conducts the daily Inside Evansville. Also covering for WEOA and WGBF, licensed to Evansville-On-the-Air Inc., is Clarence Leich, station's manager. Mrs. Rosencrans' sons are Lt. Allen Rosencrans, Army medical administration corps stationed in West Virginia, and Lt. Albert Rosencrans, Army Engineers, in the Philippines.

LESLEY BALOGH BAIN, commentator of WIOD Miami, is protecting his station, the McNaught Syndicate and the James M. Cox newspapers.


ONE OF BUSIEST individuals at the Conference is Paul Bolton, news editor of KTBC Austin. He's doing a daily direct broadcast for his own station plus KRID Dallas, KGKL San Angelo, KBST Big Springs, KRBC Abilene, KRIS Corpus Christi, KPLT Paris and occasionally others. In addition he's filing copy for several Texas newspapers. Before joining KTBC Paul was INS bureau chief in Austin.

FROM INDIANA comes William Randolph, news editor of WKMO Kokomo, 250-w outlet, who is filing daily copy. He's also cutting records of interviews for broadcast on his station. WKMO is one of few locals so far from West Coast going all-out for Conference coverage on strictly public service basis.

BOB TROUT, veteran CBS newsman and former Presidential announcer, recalling opening broadcast from his opera-box studio, declared he has been in many "tight" places but nothing to compare to putting the Conference on the air. Despite rigid measures to admit only accredited correspondents to radio boxes, the CBS booth was jammed to overflowing and Bob had to elbow spectators while he spoke into a microphone.

MAJ. E. Z. JONES, manager of WBBB Burlington, N. C., on Army furlough, is sending daily wire-recorded commentaries and interviews to his station.

BEN BEZOFF, news chief of KMYR Denver, is filing a daily newscast for nightly broadcast.

HAROLD S Afford, program director of WLS Chicago, finds the wire recorder a handy gadget. He's interviewing delegates on the impact of UN CIO decisions on midwesterners and shipping wire reels airmail to Chicago.

MBS on May 20 starts another weekly quarter-hour news program based on the Conference, with four-minute commentaries from Paul Schubert in New York and Leo Cherne and William Hillman, both in San Francisco. Program replaces Stanley Dixon, commentator.

UNITED PRESS Radio News Service is transmitting a daily five-minute commentary written by Robert K. Miller, UP correspondent, for broadcast.

Announcing the appointment of MR. GEO. L. KETCHAM

Director of PUBLICITY PROMOTION MERCHANDISING for KTUL

5000 WATTS in Tulsa, Oklahoma

For 20 years, one of the Southwest's foremost Publicists and Feature Writers

"Another Service for Our Advertisers"

John Esau
General Manager

FREE & PETERS, Inc.
National Representatives

HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

National Representatives

BROADCASTING • Broadcast Advertising
In a tight spot because radio spots are so tight?
And the network shows are sold solid?
Mr. - we can get you out of that dilemma!
You’ll see eye to eye with us on this solution.
Because the people know a good thing when they see one.
The show of shows today is motion pictures.
Yes, motion picture advertising is the soundest answer to your
promotion problem right now! Just think, you
can buy up to 11,000 theaters.
That’s tops for licking the scarcity of space
that currently exists in other media.
It all happens in one minute - but it opens the door to more
new business than you ever dreamed of seeing in one spot.
For there's nothing quite like this unique
medium to reach all the audience and deliver all
your sales message. These one minute films dominate the
area you wish to cover because they are shown in
neighborhood theaters to folks in their very own community.
So how can you miss with such an unusually
powerful advertising program?
Movies are so easy to see, so easy to hear. Always
with human appeal, these films soften people's
hearts, open their purses. No other medium brings
the story you have to tell closer home.
No other medium sells like moving pictures!
You'd expect an advertising effort of this calibre to be expensive!
Not on your life! Actually it costs less than ordinary advertising.
Motion Picture Advertising Service and United Film
Service handle all production, distribution and billing.
Get full facts NOW - they'll pay you big dividends!

United Film
Service, Inc.
2449 Charlotte St,
Kansas City, Mo.
333 N. Michigan Ave,
Chicago, Ill.
4736 17th Ave. So,
Minneapolis, Minn.
11 McLean Ave,
Detroit, Mich.

Motion Picture Advertising
Service Co., Inc.
70 E. 45th St., New York, N. Y.
1032 Carondelet St., New Orleans, La.
141 Walton St., Atlanta, Ga.
82 Madison Ave., Memphis, Tenn.
418 Watts Bldg., Birmingham, Ala.
923 15th St., N. W., Washington, D. C.
3 Langdon Sq., Cambridge, Mass.

May 7, 1945 • Page 63
Richmond, Petersburg, Va. Stations Allowed Under Amended Applications

FINAL ACTION assuring new commercial stations for Richmond and Petersburg, Va., was taken last week by the FCC when construction permits under amended applications were granted Thomas G. Tinsley Jr. and Grace Covenant Presbyterian Church, Richmond, and Southside Virginia Broadcasting Corp., Petersburg.

Under the Richmond grants Mr. Tinsley will operate a new station, WALV, on 1450 kc with 250 w, using facilities of WBBL, licensed to Grace Covenant. The church station will operate limited time Sundays. In both the Richmond and Petersburg grants, the War Production Board notified the FCC that WPB requirements had been met.

Grants were the outgrowth of a policy adopted by the Commission last December, whereby through the "conference" method two New Virginia stations were granted and facilities of three others improved [Broadcasting, Dec. 25].

Mr. Tinsley, president and directing head of WLHU Baltimore, in June 1944 made arrangements to lease for 10 years the equipment of WBBL, a noncommercial religious station, then operating on 1240 kc with 100 w power [Broadcasting, June 12, 1944]. Under the transaction Mr. Tinsley is to pay $50,000 for the lease-hold, $10,000 the first year and the balance spread over nine years.

On Dec. 19, 1944, following the conference between applicants, John A. Willoughby, assistant chief engineer in charge of broadcasting, and Rosel H. Hyde, then assistant general counsel in charge of broadcasting, the Commission granted Mr. Tinsley a construction permit for a new station (WLAV) in Richmond sharing time with WBBL. At the same time the FCC granted a construction permit to change frequency of WBBL from 1240 kc to 1450 kc, change hours of operation and share time with WALV. Effect of the two grants, according to the Commission's memorandum opinion "was to establish one unlimited time station in Richmond (WALV)."

The Commission's grants last week were subject to the condition that permits shall, when materials and personnel become available, file applications to complete construction in accordance with FCC rules and regulations. Under the grants WALV will operate full-time except on Saturdays and Sundays. WATL will have the call letters WBBD and will operate on 1240 kc with 250 w, unlimited. Licensee corporation is controlled by Louis H. Peterson, president, who owns and operates the Bowman Co., advertising agency, and Jonas Welland, vice-president, operator of WFTC Kinston, N. C., each holding 48% interest.

Messrs. Peterson and Welland originally sought the 1490 kc channel with 100 w power, but as a result of the conference they agreed to take 1240 and increase power to 250 w. An original grant was made last December but an amended application was filed in January, following adoption of the supplemental freeze order.

A construction permit also was granted last week to American Colonial Broadcasting Corp. for a new station, WKVM, at Arecibo, Puerto Rico. A conditional grant was issued last December but under the supplemental freeze order of last January an amended application was filed. WPB on April 16 notified the FCC it had approved application for necessary construction for the station. WKVM will operate on 1230 kc with 250 w, unlimited.
WAR RADIO activities of the Federal Government last week were preparing for the transition to a one-war basis following the recon- ditions by President Truman for reductions of more than $80,000,000 in the budget estimates of eight war agencies.

Most affected by the cut, as far as radio activities are concerned, is the OWI for which the President asked $42,000,000, a reduction of $12,000,000, or 25%. The agency had estimated some months ago that it would be necessary for its operations during the fiscal year beginning next June 30 if both wars continued.

**ABSIE to SUSPEND**

OWI said the saving in the proposed budget will be made possible largely because of the ending of psychological warfare against Germany. Shortwave activities from every coast will be simplified and the number of programs relayed via stations in England and North Africa will be cut by one half. OWI's powerful station in Europe, ABSIE, will suspend operations in 90 days.

However, OWI will have important tasks to perform in Europe in the early part of the transition to peace and radio will play an important role in this work. Elmer Davis, OWI director, said that because of dearth of news, communication and shortage of newsprint radio will be the principal source of news in the conquered countries for some time to come, both to the listener directly and for providing news for the press.

OWI's European job will embrace: (1) Cooperation with the Allies and the Army of the Occupation in providing information media in Germany and inauguration of the long-term re-education campaign, later to be turned over to other agencies; (2) coordination of broadcasting efforts in support of neutral and Allied countries for the war in the Pacific and understanding of America's post- European war aims; (3) counteracting Axis propaganda of the last five years directed against the U. S. in the liberated countries; (4) enlist- ing cooperation in allied and liberated nations in behalf of transport and supply needs of American forces quartered in these areas.

OWI plans for intensification of psychological warfare. One of its programs in the Pacific will be a stepped-up radio offensive from its transmitters in San Francisco, Hawaii, Salpian and other points. In addition to propaganda broadcasts to the heart of Japan, the agency will endeavor to enlist "the greatest possible support" from the Japanese-occupied nations in the Pacific and the Far East.

Bell on the domestic front, OWI plans only a small reduction in operations because of the cessation of the European war. The agency had submitted an estimate calling for an 8% cut for the Domestic Radio Bureau, to be made possible by the elimination of some campaigns and of some total output by others. On the other hand, radio activities will be intensified to main- tain production for the war with Japan, obtain nurses and recruits for the services, and to support efforts by the War Department.

To obtain vital information needed in connection with its home front campaigns, the Domestic Branch is asking for an appropri- ation of $125,500 for the Defense Division of Surveys which was eliminated by the 78th Congress. The funds requested would go largely for farming agencies to determine reactions of listeners and readers to OWI war messages. Such data is regarded as extremely valuable in overcoming public resistance to campaign ap- peals.

Other agencies concerned with radio which are affected by the reductions are Office of Censorship, OWI-20%; War Radio, OWI-15%; Radio & Rader Division, cut 18%; and Office of Scientific Research & Development, cut 14%.

Discontinuance of censorship "in support of the war effort" was given as the explanation for the reductions in OC. The WPB budget anticipates re- moval of numerous control orders over materials but little change is planned for the Radio & Rader Division because of the continuation of large military requirements for the Pacific war (see page 16). Red- uctions in OSRD expenditures are expected to result from disbanding of contracts for research which cannot be completed in time to help the war effort. These include radio and radar projects of a "classified" nature.

**LINDLAHR TO BLUE FOR SERUTAN SEEN**

SERUTAN Co., Jersey City, be- fore July 1 will move Victor H. Lindlahr from his transcribed spot- broadcasts on more than 20 stations to a five-weekly quarter-hour pro- gram on a full network, probably Blue-ABC. Commercials will be for both Serutan and Nutrex.

On July 1 Grant Adv., New York, takes over the three-way account, including Serutan, Nutrex and the Journal of Living Publishing Co., New York. Raymond Spector Co., New York, will handle advertising for Serutan. P. Wesley Combs, Grant ac- count executive, said no radio will be used for the Journal account until the paper shortage eases but a campaign to double circulation will be started at that time.

Serutan Co. for Nutrex and Serutan will continue two Blue- ABC programs, Drew Pearson, Sat., 7:15 p.m. of stat Canada, and Don Gardiner, Sun. 7:15-7:30 p.m. 155 stations, Mr. Combs said, and will also go ahead with Alexander's Meat Market on 12 Mutual sta- tions, Sun. 8-8:30 p.m.

**REFUSAL TO BARGAIN DEFENDED BY WAYS TURNOVER in its personnel since a majority voted to join the IBEW relieves the obligation to bargain with the union and negates the unfair labor practice charge made against the station, counsel for WAYS Charlotte, N. C., contended last week at oral argument before the National Labor Relations Board. The station is disputing the report of an NLRB trial examiner which recommended that WAYS be required to recognize the union as the representative of its electrician workers [BROADCASTING, Dec. 11, Jan. 1].

Whiteford S. Blankeney, WAYS counsel, admitted the station re- fused to bargain "a time when the union had a majority but argued that the Supreme Court decision in the Franks Bros. case, cited by the examiner, does not apply.

Freeman L. hurd, representing IBEW, said the right of collective bargaining should not be denied because of the size of the unit. The Board, he said, had reached the right ruling within the next two weeks.

**WHEELER SUGGESTS BOTH SIDES' LAW**

**LEGISLATION compelling radio to present both sides of contro- versial issues and to restrict Government propagation of the air war in- hibited Thursday by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Commit- tee, after George T. Smith (R-0.) on the use of radio, newspapers and newsmails for State Dept. "propaganda".

Sen. Taft criticized a broadcast on Mutual April 6, conducted by Beassie Beaty, during which, he charged, Leo Cherne, a MBS com- mentator, was presented as a "great authority of Broadcasting."

Sen. Wheeler declared that "constantly propaganda is put on the radio by men whom they claim are experienced in the particular line, whereas, as a matter of fact, check up on many of the columnists and others who speak on the radio, we find that they do not know anything about the subject on which they speak, they do not give the facts, and they present only one side of the issue."

**Hoeckstra Elevated**

JERRY HOECKSTRA, war program director of KMOX St. Louis, last week was named assistant to Frank B. Falknor, general manager, re- placing Arthur Casey, who re- signed to become executive assis- tant to Merle S. Jones, general manager of WOL Wash- ington [BROADCASTING, May 11, p. 30]. Mr. Hoeckstra joined KMOX-CBS in 1945, established and has directed the KMOX public affairs department.

**COMMITTEES PLAN FOR CLEAR AGENDA**

Shepard, Craven Are Chosen As Officers by Regions

PRELIMINARY preparations for clear agenda before the FCC, beginning Sept. 8 [BROADCASTING, April 30], were made last week in meetings of the Clear Channel Broadcasting Service and then of the Broadcasters Commit- tee, while Committee 4 on Surveys held its third session.

At the RBC meeting in New York Wednesday John Shepard 3d, Yankee Network board chairman, was elected chairman of the regional group and T. A. M. Craven, vice-president of the Cowles Broadcasting Co., was chosen vice-chairman.

The CCBs, convening Thursday in the Washington offices of Louis G. Caldwell, its counsel, heard from Mr. Caldwell a report on Wednes- day's session of the Senate. Although no formal announcement was made, other than that no deci- sions were reached, the Committee 4 members adjourned without completing hearings during heated debate as to whether the contemplated rural listening survey [BROADCASTING, April 23] should include families living within 15 miles of cities or primarily service areas as well as those living outside primary areas.

Program Questions

Argue, too, over a pro- posed set of questions on programs, which some members felt placed the FCC in the category of inquir- ing too closely as to what programs on the air in violation of Sec. 326 of the Communications Act. The Bureau of the Census, Dept. of Commerce, will conduct the survey but the FCC wishes to hear under way late this month. An- other meeting of Committee 4 will be called just before the survey be- gins.

Attending the Regional Broad- casters Committee meeting were: Mesara. Shepard and Craven; E. B. Craney, KGIR, Butte, Mont.; Walter J. Damm, WTMJ Milwaukee; Hoyt B. Wooten, WREX Mem- phis; Paul D. P. Sparrow, Washington, counsel for RBC.

Attending Thursday's CCBs meeting were: Harry Stone, Geo. Reynolds, WSM Nashville; Lee B. Wailes, J. W. Steen, D. A. Myer, KDKA Pittsburgh; R. Morris Pierce, Lee B. Fitzpatrick, Alf Thomsen, WJER, Des Moines; W. Shropshire, WSB Atlanta; William A. Fay, WHAM Rochester; J. O. Maland, Paul A. Loyet, Frank Scott, WINS New York; Dr. W. S. Shepard, WOAI San Antonio; George S. Smith, Philip J. Hennes- sey Jr., WWL New Orleans (Mesara. Smith & Hennessey also represented the hearing before the FCC); W. Levy, George Lewis, WCAU Philad- elphia; Frank P. Schreiber, WGN Chicago; Robert E. Dunville, WLW Cincinnati; Glenn A. D. Snyder, WLS Chicago.

BROADCASTING • Broadcast Advertising

May 7, 1945 • Page 65
Grubhorn REC Head
MURRAY GRUBHORN, Blue-ABC, was elected president of the Radio Executives Club of New York last Thursday. Other officers, announced by former president Warren Jennings, manager of the New York office of WLW Cincinnati, are: Craig Lawrence, WHOM New York, vice-president; Helen Wood, secretary; Claude Barerre, WEAf New York, treasurer. They will be installed May 17. Gene Carr, on leave from WGAN Cleveland to serve as radio section chief for the Seventh War Loan drive, told the meeting the radio schedule calls for an average of four programs or announcements per day.

MURINE Spots
MURINE Co., Chicago, began sponsorship April 23 of transcribed spots for 52 weeks thru BBDO, Chicago, on WAKR KGAN KSHL KP YE KIDO WABC WTMK ZPCB WBLK WDAY WGST WTVG WMAZ WHP WSIZ WSFI WTAR KROW WPTF KOII WGBI KATS KWTO WTTM KUIC WNAX KGIS KFPA KRB.

RADIO WRITERS GUILD, New York, has postponed until early in June its national council meeting in Chicago. Chief business will be to adopt a minimum basic agreement for contracts. Minimum payment demand is "far down the list" and may not be included in the first national contract.

Hands-Off Policy On KFI News Plan
FCC Won't Interfere Unless Reporting Is Not Objective

DESPITE protests from the State Assembly of California against the news policy of KFI Los Angeles, the FCC will maintain a "hands-off" attitude unless it should develop that KFI's new policy is "not in accord with the principle of objective presentation of the news", the Commission last week notified the State Assembly.

By a vote of 65-3 the California legislators on April 12 adopted a resolution requesting the FCC to investigate the station's news policy and "any other action which results in the control of news by owners of radio stations". Copies of the resolution were sent to all Members of Congress.

In a letter to Arthur A. Ohnimmus, chief clerk of the California State Assembly, the Commission cited Sec. 3(b) of the Communications Act which specifically provides that stations are not common carriers, and Sec. 326 which expressly forbids the Commission to exercise censorship over programs. It was pointed out, however, that the FCC does review overall operations of stations.

"The Commission is fully conversant with the situation and is awaiting developments," said the letter. "Should it develop that KFI's new policy is not in accord with the principle of objective presentation of the news and represents the adoption of a definite editorial policy by the station, a violation of the Mayflower decision would be involved. In such a situation, the Commission could then call upon Station KFI in connection with its application for renewal of license to show why its license should not be withdrawn because of its failure to operate in the public interest."

Effective March 1 KFI banned all local commentators "expressing personal opinions" and confined its news to "analyzes and objective reporting" (Broadcasting, Feb. 12, 19). News personnel must be employed by the station and not by individual sponsors.

One Of America's Finest Stations

IN A CITY WHERE RETAIL SALES AVERAGE $1,835.00 PER CAPITA

BROADCASTING • Broadcast Advertising
BMI, Marks Plan To Appeal Decision
ASCAP Wins Pecora Verdict In Membership Withdrawal

BROADCAST MUSIC INC. and Edward B. Marks Music Corp. will appeal decision of the New York Supreme Court which on May 3 ruled that performing rights to songs controlled by ASCAP members remain with the Society even though the copyright holder may withdraw his own membership from the organization. Specifically, the court held that when Marks withdrew from ASCAP at the end of 1940, he could not take with him the performing rights on music written by ASCAP members so long as the writers retain their ASCAP membership.

"Decision will not deprive broadcasters or other users of performing rights to any works which are now being licensed by BMI," Sidney Kaye, BMI vice-president and general counsel, said. "BMI has not included in its catalog compositions which are wholly of ASCAP authorship." BMI, Mr. Kaye said, will continue its licensing agreement with Marks "indefinitely".

Justice Ferdinand Pecora referred to BMI's option with Marks, which expires Dec. 31, 1945, saying, "A declaration by this court conceivably would have the effect of advising BMI whether its exercise of the option would be good business acumen."

Instead of dismissing the BMI-Marks suit against ASCAP, as many had expected, Justice Pecora declared ASCAP sole owner of performing rights to songs composed by its members, and named BMI and Marks guilty of a breach of trust and of contract.

Performing rights to songs controlled jointly by ASCAP members and non-members are non-exclusive property, it was ruled.

Writers of two songs involved in the suit "have abundantly established their right" to regain control of their copyright contracts now held by the Marks company, Justice Pecora declared. Based on that precedent, more than 1,000 songs could be completely with-

P&G Spots
PROCTER & Gamble, Cincinnati (Spic and Span), is sponsoring a spot campaign on approximately 34 stations. Contract for 13 weeks was placed by Dancer-Fitzgerald-Sample, Chicago.

drawn from the Marks catalog by individual suit of their ASCAP writers, according to BMI counsel.

Justice Pecora denied ASCAP's claim that BMI and Marks had engaged in a fraudulent conspiracy to destroy ASCAP, but his decision went to the Society all the way, including court costs.

BMI comment: "The result of the decision would appear to be that it freezes members of ASCAP in that organization forever."

Grant Gets Accounts
GRANT ADV., New York, has been appointed to handle radio advertising for two more drug chains. Albright & Wood, Mobile, now using time on WMOM and WALA in that city, and Katz & Benschoff Ltd., New Orleans, now on WDSU there. Greatly enlarged radio schedules are planned for both firms. Gallaher Drug Co., Ohio chain of 43 stores, an account acquired recently by Grant, now sponsors a total of 89 programs a week in Dayton alone. Gallaher now has program on WHIO and WING Dayton and also uses WCMI WHIZ WIZE. For Skillern Drug Co., Dallas, agency is placing 39 quarter-hour programs weekly in that city. Expansion is planned for the day chain in Miami, now on WGBS.

MAKE FRIENDS with Dayton and Miami Valley through

WJHP
Jacksonville, Fla.

To Reach the People of JACKSONVILLE Quickly—Effectively USE WJHP

G. P. Hollingsbery Co., Representatives
Harry E. Cummings, Southeastern Representative

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BROADCASTING • Broadcast Advertising
Radio Will Keep Bond Drive Score
Daily Check of Dollar-Volume Contributions to Be Kept

BY THE END OF the forthcoming $14,000,000 Seventh War Loan Drive, broadcast plans for which are now being completed by Treasury and radio, a comprehensive and detailed dollar-volume figure on the contribution to the campaign by broadcasters and advertisers will have been computed.

Not like previous loans, when only a compromise estimate of radio's part could be matched with the item-for-item and by far dollar-wise smaller report of the other media, the Seventh Loan report will be based on daily compilations to be complimented by weekly summaries of both individual station and network activities.

Must File Reports
Success of the plan, originated by Gene Carr, War Finance Division Radiotelegraphic Chief on loan from the G. A. (Dick) Richards stations, will depend solely upon individual broadcasters who must file reports of their activities in the weekly forms being distributed by the NAB along with explanatory promotion. The charting of the network activities will be done by OWI. Details of the plan are being handled for Treasury by William R. Cline, on leave from WLS Chicago, and Tom Olsen, operator of KGY Olympia, Wash.

The WFD Radio Information Service last week released information to 595 stations on the extensive Army Ground Forces "Here's Your Infantry" demonstration and likewise suggestions to 179 stations about the Army Air Forces "Airborne Attack" demonstration which WLW Cincinnati already has reported it was to cover this past weekend. The Infantry show will be staged in some 600 cities and the AAF show in 54 cities during the Seventh Loan.

To launch the Seventh War Loan Drive starting May 14 each of the four nationwide networks will broadcast a special program 8:30-9 p.m. May 13. Although broadcast simultaneously, programs will be individually produced by each network.

Blue-ABC has selected May 14 as its special day. All sustaining and many commercial programs will be aimed at selling Bonds. Among the day's special broadcasts will be program from Buffalo, 10-11 p.m., opening the Infantry combat exhibition.

Members Sign
CBS has chosen Flag Day, June 14, as its special day. Mutual has picked "I Am an American Day", June 20, and NBC will specialize on Bond selling on Memorial Day, May 30.

Member firms of the New York Stock Exchange, in conjunction with the parent company, had signed to sponsor the War Bond series It Happened in 1945 on 40 stations late last week, and returns were still coming in, according to New York office of Gardner Adv.

In addition to WOR New York, previously reported [Broadcasting, April 28], the station list includes:

WNYC WMAL WBBW WBBB WBBG WAPO WMAR WBBK WMAT WHEC WPAJ WBBG WFIG WAVE WBBG WDAH WBBG WMIC WBBG WDBJ WWVA WBBB WVGB WBBG WBBG WBBG WBBG WBBG WBBG WBBG

Ralph Edwards and his NBC Truth or Consequences program again are to tour to aid War Bond sales during the Seventh Loan.

Don McNeil's Blue-ABC Breakfast Club May 14 originates from Constitution Hall, Washington, D.C., 9:10 a.m., inaugurating B (Bond) Day for the nation's retailers and saluting store employees.

Eddie Cantor on his May 9 NBC broadcast, 9-9:30 p.m., offers a musical kickoff to the campaign.

On the local side, WOR New York again is planning War Bond rallies in neighboring communities, 12 slated in all with five children's rallies planned, and WAAT Warr report plans for a Salute to Glenn Miller, a 90-minute pro-


cut with music and the 90-minute period, will have a full orchestra to be made available to the New Jersey State Network.

CHURCHILL HEADS RELIGIOUS GROUP
APPROXIMATELY 50 members attended the one-day annual convention of the National Religious Broadcasters Inc. held at the Stevens Hotel May 1.

Organization is composed of religious broadcasters representing about 3,000 weekly religious broadcasts throughout the country.

Newly elected officers are Dr. Clinton Churchill, Pastor of Churchhill Tabernacle, Buffalo, New York, president; Dr. John Zoller, of America Back to God Broadcasts, Detroit, Mich., vice-president; Rev. Dale Crowley, Washington, D.C., secretary. Following ten directors, who will serve for three years were also elected: Dr. Wm. Wary Ayer, New York City; Rev. Myron F. Boyd, Seattle, Washington; Dr. Harvard Perrin, Providence; Dr. Glenn Tingley, Birmingham, Ala.; Rev. Leroy M. Kopp, Los Angeles; Rev. Eugene Bertermann, St. Louis; Dr. Charles M. Leaming, Waterloo, Iowa; Dr. E. A. Forrest, Tocoza, Ga.; Dr. John E. Brown, Siloam Springs, Ark.; Rev. Earl P. Paulk, Greenville, S.C.
Restaurant Radio Curfew Ban Enforced In Pittsburgh Contrary to WMC Rule

RESTAURANTS entitled to remain open after midnight may continue to perform music via radio, juke box or other mechanical devices, provided there is no dancing, according to a ruling by the War Manpower Commission.

The interpretation came to light last week after the Pittsburgh district office of the War Manpower Commission had banned playing of radios in restaurants after midnight, on the ground that it constituted entertainment. The ban was reaffirmed by the Pittsburgh council April 30, according to reports from Pittsburgh broadcasters. The action would mean policing of restaurants in the area, with violations resulting in closing down the establishments for 30 days.

WMC Interpretation

The WMC ruling, issued April 23, sent to all regional manpower directors, dealt with application of curfew in special cases. The provision relating to restaurants appeared conclusively to outlaw the action taken by the Pittsburgh district. It pointed out that March 15 WMC headquarters had exempted from the curfew provisions, restaurants which after midnight (1) serve night workers engaged in war or industrial plants or in activities supporting the war effort or providing essential civilian services and (2) which serve food exclusively and provide no entertainment.

The April 23 directive (No. 703, Supplement No. 2, Office of the General Counsel No. 27) follows:

Several inquiries have been received as to whether restaurants otherwise entitled to that exemption must be held subject to the curfew request if they provide music by mechanical devices such as juke boxes, radio, etc., after twelve o'clock midnight but permit no dancing on the premises. The provision by a restaurant otherwise entitled to that exemption of music through mechanical devices such as juke boxes, radio, etc., after twelve midnight does not constitute entertainment within the meaning of the Chairmain's March 15 wire but if such a restaurant, after 12 o'clock midnight permits dancing on its premises, the dancing and music does constitute a provision of entertainment within the meaning of the Chairmain's March 15 wire.

Raleigh Sub

SUMMER replacement for Hildegard's Raleigh Room, NBC, will be Sigmund Romberg with his 45 piece orchestra in a show titled "Evening With Romberg," starting June 12 for 13 weeks, Monday, 9:30-10 p.m.

Music will be selected from Romberg scores. Don Gillis will direct, Frank Gallop narrate and Ed Hurthly announce. Show is handled for sponsor, Brown & Williamson Tobacco Corp. (Raleigh cigarettes), by Rusell M. Seeds Co., Chicago.

BLUE-ABC PLANS NAME PROMOTION

PUBLICITY and publicity plans for informing the public of the change in network name and increased facilities June 15 was a major topic of discussion at a meeting of the Blue-ABC Stations Planning and Advisory Committee in New York April 30-May 2.

It was "a good meeting but not especially newsworthy," H. Allen Campbell, WXYZ Detroit, chairman, reported Wednesday. Edward J. Noble, board chairman; Chester J. LaRoche, vice-chairman; Mark Woods, president, and other network executives conferred with the station members, representing eight geographical divisions, were present, including: Dist. 1, William A. Riple, WTRY Troy; Dist. 2, Mr. Campbell; Dist. E, C. T. Hagman, WTCN Minneapolis; Dist. 4, Henry P. Johnston, WSGN Birmingham; Dist. 5, Harold Hough, KGRO Ft. Worth; Dist. 6, W. Duncan Pyle, KVOD Denver; Dist. 7, Louis Kroc, KTMS Santa Barbara; Dist. 8, W. C. Bochman, WOC Colum- bus, S. C.

Tall Corn Net Expands

IOWA Tall Corn Network has added KBIZ Ottumwa and KEIB Burlington to its cooperative selling plan, bringing the total to eight stations. The stations have arranged with George W. Webber of Webber Radio Programs, Des Moines, to manage all area and national selling. Mr. Webber will be assisted by Jim Voss of William G. Rambeau Co., as national representative with four selling headquarters in Des Moines, Chicago, New York and Los Angeles.

General Mills Plans

GENERAL MILLS, Minneapolis, on July 2 places "Hymns of All Churches" four weekly days and "Betty Crocker" once weekly in the 10:30-10:45 a.m. (EWT) strip recently purchased on the Blue-ABC Network [BROADCASTING, April 30]. Both shows will be continued on 38 NBC stations, 2:45-3 p.m. (EWT). New 52-week contract placed by Dancer-Fitzgerald-Sample, Chicago.

Chicago Club Elects

OPEN discussion on the double chain break and election of trustees took place at meeting of the Chicago Radio Management Club May 5. Trustees elected for a three-month term were: Jack North, Aubrey Moore & Wallace; Russ Tog, BBDO; Bill McGuineas, WGN; Mark Smith, Presba, Fel- lers & Presba.

SUN Radio & Supply Co., Washington, D. C., has stipulated with the Federal Trade Commission that it will not represent that any radio set it sells contains a designated number of tubes when one or more of the tubes referred to is not used for detection, amplification and reception of signals.

Meet MARY MORGAN

—Local Gal Makes Good in a Big Way!

• For Crowley's (big Detroit Dept. Store) Mary's "Beauty and Fashion Hints" daily at 10:30 a.m., plays to a packed audience. Then, for Helena Rubenstein, her "Hollywood News" (with many gusitar Hollywood notables), keeps Detroit ladies glued to their radios daily at 10:50 to 11:00 a.m. and sends listeners merilly off to pay cash for things on dealers' shelves. Proof that clocked programming (the CKLW kind) pays off in THE DETROIT AREA.

J. E. Campeau, Managing Director

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

5,000 WATTS
D A Y A N D N I G H T
800 Kc.

MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising
Changes in Censorship Code

(Continued from page 15)

make any practical use of such a device to consult his principals. This would indicate that Mr. Price, if his reasoning pursues this line, and if his information does not augur against such a policy, would follow the common sense procedure which has distinguished his administration and cut out all unnecessary verbiage in the Code.

Brief Relaxation

A similar deduction might be made in the case of quiz programs, and in this category would fall the man-in-the-street production which practically has been outlawed since the outset of hostilities. There are many broadcasters who believe that the removal of the man-in-the-street type of program from the air was a great blessing to better programming. There are those among America's listeners who doubtless do not agree. Mr. Price has acknowledged frequently that this was one of the most difficult sections of the broadcast Code to enforce in the early days of Censorship.

However, it has been true since early 1942 that no man-in-the-street broadcast on a regular basis could be heard over any American radio station, except in violation of the request of the Office of Censorship. It is being recalled that at the time of President Roosevelt's death this clause was relaxed temporarily to permit various networks and stations an opportunity to interview, in areas where the microphone would be exposed to background sounds, individuals whose identities were not necessarily known to the broadcasters. This was the first general relaxation of the clause.

These two developments, it would seem, indicate that the Office of Censorship does not view with great alarm any potential perils which might exist in such informal programs.

The third section of the Code for American Broadcasters deals exclusively with foreign language broadcasts and asks stations transmitting programs in languages other than English to prepare such productions in script form and to check them on the air against such scripts. It is evident here that, by voluntary process, Mr. Price was attempting to place adequate controls on those stations which were dealing heterogeneously in many languages. It is equally obvious that such safeguards were necessary at the time that Germany and Italy were threatening military powers.

There are, it is estimated, about two dozen odd languages and dialects other than English spoken over American broadcasting stations. None of these, according to recent surveys, is in any way even remotely connected with the Japanese language. With V-E Day, the only language of the enemy is Japanese, since Japan is the only enemy that remains. One would presume, then, that foreign language broadcasters might, under a revision of the Code after V-E Day, be permitted to broadcast with the same normal controls which would be asked by the Office of Censorship of English language stations.

Foresight in News

If it should be the purpose of the Office of Censorship to eliminate, therefore, the last two sections of the Code, the remaining material in the Code, which deals with news broadcasts and commentaries, would be all that remained subject to modification. In the news field which is his speciality, Mr. Price has shown considerable foresight and good sense in eliminating all sections of the Code which became useless by virtue of the war's progress.

In the news section, most broadcasters expect that the ship's council governing convoys, merchant vessels, transports, neutral vessels, etc. would remain in force, for the post-V-E Day convoying project will be the greatest in the history of the war to date. Traps and matériel will be moving from Europe to the Pacific, it is presumed, and much matériel and many men will be shipping directly from the United States to the South Pacific. Necessity for surrounding these movements with secrecy is obvious.

Provisions about accredited military and naval correspondents probably will continue in force. There might be some modification of the language now contained in the Military Intelligence clause and doubled-national elimination of any provisions governing attack by land or air on the Continental U. S., which is, although not beyond possibility, certainly improbable.

Doubtless after adequate troops and matériel to meet requirements have been shuttled to that war theater, the censorship job which the broadcaster has been doing voluntarily for so many months will become even less a burden. This war theater is removed from the shores of any of the United Nations by such great distance that internal intelligence from the U. S. could not conceivably be of great value to the enemy in thwarting our efforts.

Generally it is agreed among broadcasters that the job which Byron Price has done at Censorship deserves highest commendation. Mr. Price, on the other hand, has expressed frequently his gratification to broadcasters for their wholehearted cooperation. Should none of these changes be made after V-E Day, and should Mr. Price find it expedient to continue the Code as written in full force, doubtless broadcasters would back him up even though they did so with misgivings.

The news is going around—Buy KQV in Pittsburgh!

Allegheny Broadcasting Corp.
National Representatives: SPOT SALES, INC.

BMB Membership
Now 512 Stations

WITH A MEMBERSHIP of 512 stations and subscriptions totaling $783,000, the Broadcast Measurement Bureau Board last week appointed Ernst & Ernst, New York accountants, as auditors and approved as an immediate project preparation of a booklet describing BMB Procedures.

Meeting in New York Thursday, the Board disclosed that appointment of a research director may be expected in the near future. Several promising methods of collecting and appraising data were referred to the executive and research committees for recommendations.

Handbook Planned

REVISED NAB Engineering Handbook, delayed by anticipated war policies and the issues of changes and new standards, was discussed at recent New York meeting of the NAB Executive Engineering Committee. The Committee decided: 1. To make book a practical technical guide for operating engineers. 2. The cover should recommend engineer's technical books. Book will be loose leaf. 4. Edition will include original material from radio sources. 5. Committee will serve as editors. 6. Book will include some data on studio acoustics. 7. Illustrations of typical buildings will be reserved for later publication. 7. Portions of the FCC Standards of Good Engineering Practice and Rules and Regulations will be retained in new book.

GENERAL MILLS' two adjacent periodicals 'Outlook Magazine' and 'Woman in White', were combined last week, Tuesday, May 15th, to make a broadcast drama presenting rehabilitation of wounded soldiers. The show was coordinated with the Office of War Information, the show, written by a blind veteran, used no commercials.

CRB Board of Directors, meeting last Wednesday, declared a cash dividend of 60c per share on present Class A and B stock, 62.50 per value. Dividend is payable June 1st, to stockholders of record at close of business of May 15th of this year.

HOW HIGH IS HIGH?

See Sales Management's Survey of Buying Power—May 15th—For the amazing figures on Hartford's Effective Buying Income per family in 1944.

WDRC
HARTFORD, CONNECTICUT
WDRC-AM
WDRC-FM

BROADCASTING • Broadcast Advertising
Radio to Sound
(Continued from page 17)
ment through various channels. The people want to know, and we want them to know. But we must be on guard against building up false hopes for the immediate future.

The more fully the listening audience comprehends what we propose to do and why it is necessary to do it, the more certain we are to have the continued and enthusiastic support that is essential to maximum prosecution of the war.

Up to Radio
You in radio have been real partners in this war. You have contributed your time and energy in various ways to help your employees, your dollars and your energies. You have provided talent and for a host of new war missions. Let me assure you that in explaining the redeployment problem of the Army through every effective means at your command, you are serving the public need—and certainly you are catering to the public interest and welfare of the nation. The slogan is: "Two down and one to go."
The Mission is: "Get the Jap and get it over."

Let the mighty voice of American radio sound the final battle cry!

Russell Joins Probers
THREE INVESTIGATORS, including Louis J. Russell, formerly of the House Select Committee on Investigate the FCC and a veteran FBI agent, last week were appointed by the House Committee on Un-American Activities, of which Sen. Edward J. Hart (D-N.J.) is chairman. Mr. Hart has been a member of the FCC investigating committee. The other two investigators are Chester J. Nicklas, Pittsburgh attorney, and George V. McDavitt, Livingston, N. J., chief of OPA enforcement in Newark. They will serve under Ernest Adamson, general counsel. William V. O'Sullivan, Lawrence, Mass., has been named the committee's next chairperson, succeeding James Lanzetti, who resigned last month.

Congress Breakfasts
PRESENING the "human side of Congress," Coffee With Congress, weekly feature of Bill Herren's Timekeeper show on WBC Washington, was started Saturday with a breakfast table interview at the home of Sen. McKellar (D-Tenn.), president pro tempore of the Senate. Members of both houses will be interviewed on later broadcasts. Only stipulation of the show is no politics.

TO BLACK-ABC stations carrying Bunkhage's new commentaries, the network's cooperative program department is offering listeners a 10-minute recording of his report from the Hyde Park funeral ceremonies for Franklin D. Roosevelt. Stations may offer the disc to listeners for $1.50. Co-op department is also offering a reprint of President Kennedy's address. It is available only to stations in the Chicago area.

City College to Sponsor Radio, Business Meeting
FIRST RADIO and business conference of the City College School of Business and Civic Administration will be held May 22, 23 at 17 Lexington Ave., New York City. The meeting is "tuned to advancing business through radio" according to an announcement of Dr. Robert A. Love, director.

The conference will consist of four sessions dealing with current problems in radio, advertising and research. Moderators will be Archibald Crossley, president, Crossley Inc.; C. G. Mortimer, vice-president, General Foods Corp.; Earl Bunting, president, O'Sullivan Rubber Co., and Ira A. Hichmann, vice-president, Television Inc.

Principal speakers include: Clarence L. Menear, vice-president in charge of programs, NBC; Robert T. Colwell, J. Walter Thompson Co.; Frank Stanton, vice-president, CBS; S. E. Gill, director of research for Broder Co. and president of Radio Research Council; Lewis Avery, director of Broadcast Advertising, NAB; Lyndon C. Brown, of Stewart, Brown and Assoc.

Radio Show Audiences
Analyzed by City Sizes
BREAKDOWN of individual program ratings by city-size groups is published for the first time by the Cooperative Analysis of Broadcasting in its "Comprehensive Analysis of Radio Program Audiences" for the summer of 1944.

Adventures of Sherlock Holmes had its largest share-of-audiences in the largest cities, while Adventures of Nero Wolfe fared best in the smallest-size city group. March of Time, rated highest in cities of 100,000 and over, News of the World rated highest in the smallest city-size group, and Lowell Thomas did best in the cities between 100,000 and 1,000,000. So-called intelligentsia appeal programs such as Information Please and Words at War got their highest ratings in the smallest cities, and the same was true of the supposedly ultra-sophisticated Chamber Music Society of Lower Basin Street.

U. S. Rubber Video
U. S. RUBBER Co., New York, on Monday May 5, started a half-hour television series scheduled to run 52 weeks on WADB-DuMont New York. Charles J. Durban, assistant advertising director of U. S. Rubber Co., said the programs will show motion pictures based on the war and industry, with a section of the time being devoted to live demonstration showing company war contributions. John Hewlett will write scripts. Agency is Campbell-Ewald Co., New York.
Radio Station Representatives
offices
MONTREAL • WINNIPEG
TORONTO

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . .

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York

Radios in the War

(Continued from page 17)

His Cash Twice Farther

TO MAKE SURE of Horace Ogden, Jr., general manager of the Nova Scotia Broadcasting Corporation, the audience of Nova Scotia is being given a bigger bang for the buck on low power radio stations. The CBC representative there, in stressing the fact that the stations are doing an excellent job of making the most of available air time, however, says that the stations are getting into real trouble ahead.

1941

Jan. 1—War comes appallingly close to radio as Nazi bombings of Broadca
ting stations kill all employees of ABC. Example of radio station going up in smoke is the BBC in London, bombarded as a test to see what effect the RA F air attacks would have on radio's weak spots.

May—Inflammatory radioawan affects radio as transmitter and tube priorities are increased. Manufacturers and broadcasters. Tightening up development of defense materials and defense loads.

July—Declaration by President Roosevelt of "total war" emergency "because of war situation has no immediate effect on broadcast networks. Broadcasters gird themselves for equipment call-up and increased government and program loads.

Aug. 15—Radio wars up for war coverage by assigning new experts and best news staffs to major stations. Staffs are expected to be in place by end of August.

Nov. 29—President Roosevelt, one day following declaration of war, in epic

Tide appeals to the nation now so that we may stand together and win this war." He warns against use of "unconventional methods in such a way as to mislead people believe they are gospel truth."

Dec. 13—In keeping with plans worked out by OWI and War Production Board, military police are assigned to guard transmitters and protect vital radio networks. Station managers also authorized to make smaller staffs in small areas as protection against possible sabotage.

1942

Jan. 15—President Roosevelt is edited by Associated Press, named Director of Censorship.

Feb. 12—First radio casualty in war when radio station in Thomas A. Mitchell, on leave as chief engineer of KLZ Denver, is seriously damaged during Pearl Harbor attack.

July 8—Amp man pitcher fell by radio due to lack of government Board of War Communications undertakes many important wartime projects, which result in deferments on essential basis of key station employees.

July 9—Gardiner Cowles Jr., president of Associated Press, named as head of Des Moines Register- Tribute, named assistant director of the new War Domestic Service, including overall radio service. Simultaneously, OWI issues Order No. 12 on radio station operation and structure in handling war news.

Dec. 15—Board of Facts & Figures establishes basic as essential occupation under Selective Service System by Maj. Gen. Lewis B. Hershey.

1943

June—First wartime cancellation of station licenses ordered for failing to maintain staff of qualified operators results when Broadcasting Co., Ltd., loses license in Boston.

Aug. 12—Army Radio Branch issues standards for commercial programs to be broadcast overseas in the interest of maintaining a "positive" tone. In Remembrance of the Forerunner of establishment of radio service for expatriate forces.

Sept.—Army forms top radio performers' "Committee of 25" to aid war effort.

Oct. 1—New amendment to permit shortwave psychological warfare broadcasts to Asia is put into effect.

Dec. 17—First blackout of a radio station after it was announced that a transmitters would be used for psychological warfare in Japan.

1944

Jan. 16—Wartime code of practices for broadcasters, placing censorship on all radio and television advertising and agencies and networks to insure in broadcasting campaigns in war effort.

Feb. 15—Radio's "show of strength" during wartime period is illustrated in broadcast of "First Night in London". 

March—18th of Facts & Figures issues telegraphic release of war information by Government, but also to serve as guide for advertisers and radio commentators.

April—Announcement of Fact's & Figures to give scheduling figures to stations, as a means of curbing the use of time and audience the war correspondents.

May—First in series of air raids against London, radio audience is large. "All Clear" order gives radio a 3-mc priority on maintenance, repair, and installation. Needed for broadcast facilities and equipment necessary to keep stations on air.

July—First in series of air raids against London, radio audience is large. "All Clear" order gives radio a 3-mc priority on maintenance, repair, and installation. Needed for broadcast facilities and equipment necessary to keep stations on air.

Aug. 1—New production code goes into effect.

Aug. 15—Radio Production Board reduces output of phonograph records and transcription programs by half. Decrees an end to production of 1941 production because of limitations on shell.

Aug. 28—Final production of 1941. All stations are called to "stand down" in preparation for full-blown war effort.

Dec. 8—High-powered radio station on the Pacific Coast broadcasting "war news" via survey.

1945

Jan. 8—1st Lt. Thomas E. Knob, former radio producer at CBS, named head of NBC's research unit, awarded in action, awarded Distinction for Extraordinary Service to the Radio Broadcasting Corporation. (Transfers from New York) was called to active duty by OWI, since his appointment as assistant to OWI's director of radio programs. (Transfers from New York) was called to active duty by OWI, since his appointment as assistant to OWI's director of radio programs.

Feb. 10—Centralization of all domestic radio stations in Washington is underway. The OWI is forming a new network of broadcasting facilities and more stringent supervision of foreign language broadcast, as well as definition of OWI's authority, are provided in revised code of wartime practices for broadcasters.

Feb. 25—Frank J. Cuhel, Mutual War reporter, missing in crash of Yankee Bomber on way from Lisbon, Portugal.

March 26—OWI estimates radio.do not contribute much to effective barrage on war efforts. (Of aggregate, 81.7 million to station time with $13,530, 000 for the year.)

May 10—Wartime survey by Life Magazine reveals that home radios were
Radio Ready as Germany Collapses
(Continued from page 15)
called in from theaters of action to say a few words. If this is done hourly, as proposed, the procedure would require about a day and a half of broadcast time. Among those who might be heard from are George S. Patton Jr. who, if he does broadcast, will be doing so for the first time since the war began. Others, many of whom have appeared before the microphone on the Army Hour and other programs, might include:

European Theater
Gen. George S. Patton Jr.
Field Marshal Sir Bernard L. Montgomery
Gen. Mark W. Clark
Gen. De Lattre De Tassigny
Field Marshal Sir Harold Alexander
Gen. Carl Spaatz
Gen. Omar N. Bradley
Gen. Courtney H. Hodges
Gen. Joseph T. McNarney
Lt. Gen. James H. Doolittle
Lt. Gen. Sir Miles C. Dempsey
Air Chief Marshal Sir Arthur Tedder
Gen. H. H. G. Crerar
Lt. Gen. Lewis H. Brereton
Gen. Jacob L. Devers
Pacific Theater
Maj. Gen. Willis H. Haise
Lt. Gen. Robert L. Eichelberger
Lt. Gen. George C. Kenney
Gen. Walter Krueger
U. S. Navy and Marine Corps
Adm. Henry Kent Hewitt
Adm. Thomas C. Hart
Lt. Gen. Russell L. Eichelberger
Adm. Royal E. Ingersoll
Adm. Jonas R. Ingram
Adm. Raymond A. Spruance

Adm. William P. Fahley
Vice Adm. Aubrey W. Fitch
Lt. Gen. Alexander A. Vandegrift
Vice Adm. Richard H. Turner
Adm. Harold R. Stark

No specific plans for broadcasts by the GI’s themselves have been announced, but for the “bugle” Doubles the number of stations will pick up the voices of front-line fighters around the world.

On all pooled broadcasts, it is understood that representatives of U.S. military forces will cut in on network loops, if they are near, or rebroadcast by pickup. These pooled broadcasts will include programming by all services—the Army, the Navy and the Marine Corps—but planning has been left to the Army, since the European victory is recognized as its job.

Networks, for competitive reasons, were giving out no details of their scheduled special coverage for V-E Day. A survey indicated that each had schedules filled with background material, however, and each had sufficient material for at least ten hours of broadcasting.

Similarly, as has been reported in previous issues, individual stations from coast to coast have been preparing for weeks many special V-E Day programs which would have special significance in their area of coverage.

Programs will run the gamut—from musical salutes to our victorious troops, dramatic presentations, news and special events and inter-denominational thanksgiving observances.

ELECTION SCHEDULE SET UP IN CANADA

POLITICAL broadcasting for the Federal Canadian election, which will be held in May and the Ontario election June 4, has begun. A preliminary survey shows most paid time is taken by the old-line parties, both using a great number of transient radio stations and spot announcements, some recorded five-minute and 15-minute talks, and live talks up to quarter-hour by local candidates.

Regional paid networks will start on a big scale after the 8th Victory Loan campaign which ends May 12.


The Co-operative Commonwealth Federation (COP) is being networked and live talks and flash announcements throughout most of Canada, expects to use some regional networks. Account is placed by Wm. Orr & Co., Toronto.
**PHILCO RELAY NET GETS FCC PERMITS**

FURTHER developmental work in the Philco Corp. proposed television relay network in Washington, Philadelphia and New York was approved last week when the FCC granted construction permits for new relay links to be operated in central and northeast Maryland, southeast Pennsylvania and Washington and authorized power increases of from .15 to 40 w for relay stations now in operation.

Grants include: one new experimental station to be operated in various areas between Philadelphia and Washington; power increases, addition of A3 emission, antenna and transmitter changes of three stations in Philadelphia to include operations in Washington and New York; authorization to change power to 40 w and add A3 emission to Portland, Maine, and relay site, now operating in New York and to operate the station also in Washington and Philadelphia.

Philco had Washington-Philadelphia link in a special telecast from the Statler Hotel, Washington, on April 17 [BROADCASTING, April 25].

**NEW-100-100 mc Sarkeet Tszarin. Bloomington, Ind.—CP new developmental broadcast station 500 w and special test emission.


NEW-48-6 mc Southern California Associated Newspapers, Alhambra, Calif.—CP new FM station, 1,500 sq. mi., $12,000 estimated cost.

NEW-48-3 mc Southern California Associated Newspapers, Alhambra, Calif.—CP new FM station, 1,500 sq. mi., $12,000 estimated cost.

NEW-45-1 mc Grand Rapids Broadcasting Corp., Grand Rapids, Mich.—CP new FM station, 5,735 sq. mi., $33,100 estimated cost.

SERIES of half-hour dramatic programs based on stories which may be suitable for motion picture use is being offered for sponsorship by the Gang Association, Inc., New York, which plans to use the weekly recordings as test material for future movie development and also for a "women panel build up by the Crew firm, will be invited to write suggestions regarding picture possibilities of stories and stars. Program series will be called "Hollywood Story Conference".

**THEN FOR ANOTHER BIG JOB!**

When the last bomb has fallen on Germany or Japan...when the last gun has been fired...what a problem of retooling and job-changing will face many a "boom" town!

Not for Roanoke! On V-Day Plus 1 OUR three big industries—railroading, rayon milling, steel production—will be functioning as smoothly for civilian goods as they now are for the war effort.

You should be known by these people of Southwest Virginia whose present prosperity will CONTINUE. Only one station, WDBJ, satisfactorily covers ALL their 118,921 daytime listening homes. A Class B quarter-hour, once, only $30. Let us—or Free & Peters—tell you more!
Jefferson Standard Life Ins. Buys WBT for Million and Half
Purchase Up for FCC Approval; Company Also Is Owner of WBIG Greensboro


SALE OF THE 50,000 w WBT Charlotte to Jefferson Standard Life Insurance Co., principal owner of WBIG Greensboro, for $1,805,000 was announced last Wednesday by CBS as a result of competitive bidding and in compliance with the FCC mandate dealing with network ownership of stations in other than key program points. The transaction is subject to FCC approval and is understood to be for a cash consideration.

The transaction was announced following the regular CBS Board of Directors meeting last week and it was reported to have been the highest of the bona fide offers received. The CBS board took into account not only price but radio know-how, community interest and other standards in selecting the successful bidder. "Operating standards which have characterized the station under Columbia management will be continued," Julian Price, president of Jefferson Standard asserted. "We plan to continue the present operating staff of WBT, headed by A. D. (Jess) Willard, general manager."

It is understood a new corporation, probably to be known as WBT Inc., will be formed to operate the station. Aside from Jefferson Standard, Maj. Edney Ridge, executive vice-president and secretary of WBIG, will be the only other stockholder in the new WBT company. He holds approximately one-third interest in WBIG.

Mr. Price, it is expected, will become president of the WBT company. Joseph M. Bryan, vice-president of Jefferson Standard and president of WBIG Inc., also will be an officer of WBT, along with Maj. Ridge and Julius C. Smith, Greensboro attorney and general counsel of Jefferson.

Mr. Bryan recently became half-owner of WORD Spartanburg, S. C., and, along with Maj. Ridge, acted for Jefferson in the WBT negotiations with CBS.

The network was represented by Dr. Frank Stanton, vice-president, and Frank R. White, vice-president and treasurer. In announcing the sale, CBS explained it had been made in order to comply with FCC Rule 3.106, which prohibits network ownership of a standard broadcast station "in any locality where the existing broadcast stations are few or of such unequal desirability (in terms of coverage, power, frequency or other related matters) that competition will be substantially restrained by such licensing."

Other Charlotte Stations
Charlotte has two other stations --WSOC, NBC affiliate with 250 w on 1240 kc, and WAYS, affiliated both with Blue and Mutual, with 1,000 w on 610 kc. CBS had acquired WBT in 1929. It operates on 1110 kc with 50,000 w.

It is understood WBT had a gross income of in the neighborhood of $900,000 in 1944, with approximately half that amount net before taxes.

Jefferson Standard has been interested in ownership and operation of WBIG for the last 12 years. The station, a CBS affiliate, operates on 1470 kc with 5,000 w.

Maj. Ridge said it was the intention of the new owners, following FCC approval, to operate WBT independently of WBIG. He explained, however, that the two stations will follow the same public service policies and emphasize development of talent and program features of peculiar interest to their respective communities.

YESTERDAY Was The 522nd Time... the "Ave Maria Hour" has brought Sunday evening consolation and comfort to New Yorkers through WMCA.

The occasion of this tenth anniversary is a good time to say thank you.

For the high radio standards that earmarked each of those 522 broadcasts...

For the job it has done as originating station of "Ave Maria Hour" programs throughout the country...

For its unflagging service to the New York community in every facet of radio programming...

For these things, our grateful salute to WMCA!

We look forward to continued association with this station.

The Franciscan Friars of the Atonement Graymoor Monastery, Garrison, New York

V-E Telecasts
D U LOVA WATCH Co., New York, a regular advertiser on WNBK, NBC's television station, will sponsor one-minute time signals on V-E day, when the station shifts for that day only into 24-hour operation. Agency is Biow Co., Watchman Watch Co. has purchased time signals to be telecast that day on WABD New York, the DuMont station, which will be taken over by Blue ABC for the occasion. Agency is N. W. Ayer & Son.

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate

KMPW
700 AM - 1000 FM
The Popu lar Station

KMYC
SLATE CITY, UTAH
KSCO, NBC Affiliate

WIBW
WIBW Thn VT
5.
SALT LAKE CITY, UTAH
K-DYK

We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate

KMPW
700 AM - 1000 FM
The Popu lar Station

KMYC
SLATE CITY, UTAH
KSCO, NBC Affiliate

WIBW
WIBW Thn VT
5.
SALT LAKE CITY, UTAH
K-DYK

The Utah Market

The POPULAR STATION

K-DYK
SALT LAKE CITY
utah
WIBW has developed America's most successful radio selling technique---"reasons why" delivered as the recommendation of one friend to another.
Help Wanted

Operator-anouncer, first class radio-television license. Must be capable of news and commercial announcing. For man, $250 per month for six months. Send resume to Box 552, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Perma-
nent position with opportunity for advancement. Must have full-
tacular and salary expected in first letter. Box 398, BROADCASTING.

Announcer—250-watt NBC affiliate in a fine metropolitan midwest city needs a first class to handle ad lib record and talent shows, news and advertising. Experience needed, excellent working conditions. No phone donnas, please. $500 per 46-day week to right man. Tell us all about yourself. Box 534, BROADCASTING.

Salesman—Man familiar with small market station operation and real understanding of radio sales. Send recent photo and resume. Box 542, BROADCASTING.

Wanted—Top flight staff announcer we need the first class local of your regional network affiliate station in northwest. Send references with application. Box 553, BROADCASTING.

Opportunity for fluent and imaginative, but stable and sincere, staff announcer for our ABC affiliate station. Must increase and announce salable shows at midnight. Box 490, BROADCASTING.

First class program director, 5,000 watt station, New York City. Must work Saturday night. Box 196, BROADCASTING.

Announcer—Versatile announcer re-
quired by NBC affiliate station in Boston. Must be a graduate with honors, an-
clude qualifications and salary required in first letter. WBSM, Bay City, Michigan.

Sales manager for Tobacco referee to work remote and travel with station. Box 315, BROADCASTING.

Chief Engineer, WACE, Syracuse, N. Y.

Opening for experienced, responsible an-
nouncer. Position permanent. Working conditions good, living conditions rea-
sable. $2,500 per year. Apply in person. Box 565, BROADCASTING.

We want some good men. We're just a small southwest radio station with a big job ahead of us, expanding into a strong regional outlet in the near future. We need some good young men to come and help build a station to be proud of. Positions are available for manager and commercial standpoint. We per-

An inductee—combination program di-

First class program director engineer, KBBO, Corpus Christi, Texas.

Announcer—Newscaster—commercial with reasonable experience. One who can as-
ciemment, station, Carson City, Nevada.

First class announcer wanted for 5,000 watt station. Please include complete details in letter. Box 595, BROADCASTING.

An inductee—combination program director-engineer, KBBO, Corpus Christi, Texas.

First class announcer-engineer with two announcers. Mail pull experience would help. Excellent opportunity with progressive station. Box 154, BROADCASTING.

We have two announcers. Mail pull experience would help. Excellent opportunity with a great station. Box 514, BROADCASTING.

Newscaster—editor—writer. Experienced news, announcing, continuity and sales. Combined position. Interests for permanent news position offering future advancement. Woman, Box 353, BROADCASTING.

Wanted to Buy

Wanted—PCG approved frequency and studio location. Interested in station equipment. Cutting mechanism and music, plus transcription tables. Box 590, BROADCASTING.

Announcer—experienced, 250 to 500 watt station. Interested in position. Box 565, BROADCASTING.

Situations Wanted

Program manager—top station. Practi-

Operator—First class license im-

An inductee—combination program director-engineer, KBBO, Corpus Christi, Texas.

Announcer—continuity writer—station WOLS. Must be able to produce and write complete continuity. Must have knowledge of news and of music. Box 398, BROADCASTING.

Salesman—250 watt progressive Blue-

Engineer—Transmitter and control room work. Must be complete transmitter engineer. Permanent. WAKV, Akron, Ohio.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for billed box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C.

Newscaster, salesman, writer, University graduate trained in Economics. Three years experience 100 watt station with good earnings guar-

Manager for radio station east coast. Ten years experience. Woman. Your Royalty is confidential. Box 580, BROADCASTING.

Announcer, 3 years experience on 5 kW network. Must have experience in production. Woman, Box 583, BROADCASTING.


Situation Wanted (Cont'd)

Wanted—Mobile radio transmitter, 250 to 300 watt. For broadcasting or transmission. Box 614, BROADCASTING.

Situations Wanted

For Sale—2 WE 33 kW transmitters 16 inch cows, 25000, 20000. Voltmeter and other pickup, Pre-Amp, 80 B for above. WE control cabinet. Box 568, BROADCASTING.

For Sale—Second-hand turntable Magna Box Call New York, Plaza 3-3931.

1 Crocker Wheeler transistors, complete 35 station B & L 64X inspection mi-

WANTED

Program Man or Woman

...who has sound ideas, produc-
tion experience, who recognizes good announcing, and who has good judgment and who would like to work for one who wants to live radio programming. Previous experience in production, advertising, or agency operation may qualify you. We are expend-

Write Ralph L. Atlas

WINO, Chicago

PRODUCER

Write. Wishes to shift operations from East to West Coast.

Minimum salary, $12,000.

BOX 614, BROADCASTING

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MONROONEY ARTICLE ATTACKS PETRILLO POWER

POWER of James C. Petrillo, AFM president, "to cripple the networks by refusing to permit them to serve those stations which do not employ the number of musicians he demands" is cited by Congressman A. S. (Mike) Monrooney (D-Okl.) in an article in the American Magazine. The article is a type of union "monopolistic control" which he wants Congress to abolish by removing some of the immunity from antitrust laws now granted to labor unions.

Rep. Monrooney declares Congress must shortly decide whether union leaders shall be permitted to exercise the "extraordinary power" of the "royalty method" first adopted by Petrillo and later demanded by John L. Lewis. "This ... is too pernicious a method of fund raising to be overlooked; it held to be a legitimate claim of union bosses. It could spread and greatly increase the cost of every event used by the public."

FM APPLICATIONS PASS 400 MARK

APPLICATIONS on file with the FCC for new FM stations totaled 403 May 4, FCC said Friday. Represented are 41 states and District of Columbia. Ohio leads with 36 requests; California has 33; New York, 31; Illinois and Pennsylvania, 24 each. There are 46 commercial FM stations broadcasting currently, plus three experiments (see page 74 for late applications).

NAB URGES FILINGS

WITH DEADLINE for filing briefs and appearances Wednesday (May 9), NAB on Friday urged broadcasters to "avail themselves of the opportunity to appear" at hearings on the proposed FCC rule governing financial reports, contracts, ownership and station personnel. NAB asks copies of all filings, none of which had been formally docketed at Commission Friday.

NLRB PLATTER BRIEF

NATIONAL Labor Relations Board filed its brief over the week-end with the Second Circuit Court of Appeals in the NABET-network-Petrillo dispute in support of its petition for a decree to compel NBC and Blue to bargain with NABET on platter turners.

COAXIAL CABLE NET FAST-GROWING

BELL SYSTEM expects by year's end to have 2,000 miles of coaxial cable network manufactured and supplied to about 150 stations in the ground. A year ago the AT&T announced a 5-year program of 6,000 to 7,000 miles. Rapid pace job is going forward has been dictated by increasing demands for more telephone circuits between war centers. The coaxial cable is capable of transmitting the broad bands of frequencies required for television as well as for telephone service.

RECOGNITION FOR NEWSMEN

A BILL to create the Distinguished Service News Medal, to be awarded radio or press correspondents who "have rendered or hereafter render exceptionally meritorious service" in war zones was introduced in the Senate late last week by Sen. Bridges (R-N.H.) and Sen. Johnson (D-Colo.). The measure (S-957) was presented after a bill to award the late Ernie Pyle the Distinguished Service Medal was held up because Congressional Medals of Honor can be awarded only to members of the armed services.

BLUE ON BOND SERIES

BLUE-ABC on Saturday began weekly Seventh War Loan sustainer, 5-6 p.m., to continue through campaign and featuring Duke Ellington's orchestra. Same network to air Nat Brandwynne's orchestra from Waldorf-Astoria, New York, 12:30-1 a.m. Mondays and Tuesdays in War Loan interests, beginning May 14.

Closed Circuit

(Continued from page 4)

out. Annual meeting and new board session by proxy will be held in July, consistent with bylaws, however. Pittsburgh was likely convention site before GDF called all bets off.

PROHIBITIONISTS, led by Rev. Sam Morris of Texas, are still making the Washington rounds against advertising of alcoholic beverages on air. They seek right to purchase time to answer wine and beer advertisers, contending that such advertising constitutes controversial issue. Beat-pounding in Washington has included Congressional offices, FCC and NAB.

WITH war emphasis moving to Pacific area, look for more Navy activity in their representation on Armed Forces Radio Service (AFRS). Los Angeles headquarters, recently sprinkled with some Naval personnel, is due for expanded operation with the boys and girls in blue in greater prominence than ever.

RETURN OF COMDR. Mefford R. Runyon to his CBS vice-presidency may develop soon. Reported authoritatively he has applied for inactive status. He went on active Navy duty in 1942 in Communications but changed to the Bureau of Ships, Electronics Branch.

EDITOR'S NOTE: Wonder why Montana's Sen. Wheeler sounded off on radio news and comment last week? Travel note: Ed Crane, prominent and militant Montana broadcaster, was in Washington last week.

Radio Sell-Out

FIVE 75-word announcements on WBEN Buffalo over a weekend and one ad in the Buffalo Evening News sold 12,000 reserved seats in Buffalo's Memorial Auditorium to see Bob Hope and his Pepsodent radio troupe. The ad was a benefit for the News' "Smokes-For-Soldiers" fund. Six thousand additional orders had to be turned down for lack of seating capacity. The story was broken on WBEN and the News Saturday. By Monday evening all 83 top seats were gone and Tuesday morning WBEN was begging people not to send more orders. Darel Martin, News radio editor and close friend of Hope, made arrangements to bring comedy to city.

People

LT. GEORGE PAULSON, bomber navigator released by the Army, is now sales service supervisor of Mutual, succeeding Barry Keit, transferred to cooperative program sales division.

VERA EIKEL, former program supervisor in Procter & Gamble's radio department, has joined Benton & Bowles, New York, as executive assistant to Walter Craig, radio director. She replaces Marion Connolly, now B&B personnel director of women.

DONALD C. HAMILTON, program division office manager, WOR New York, named to newly created post of director of artists' service.

EDMUND B. (Tiny) RUFFNER, assistant program manager, WOR New York, promoted to commercial program director, where he'll develop new sales jobs and coordinate program and sales departments.

MARGERY IRWIN, 12-year-veteran with Compton Adv., New York, is new business manager for radio department, replacing Helen Shervey, resigned. Miss Irwin was office manager.

GLENN BANNERMAN, president and general manager, Canadian Assn. of Broadcasters, has been invited to attend the NAB directors' meeting in Omaha May 16-17.

HENRY SEATON DAWSON, former chief engineer, CFRB Toronto and since 1940 on loan to the National Research Council, Ottawa, and Research Enterprises Ltd., Toronto, has been appointed engineer of the Canadian Assn. of Broadcasters.

LAMBERT B. BEEUWWES, advertising, publicity and sales promotion manager, King-Emmel-Drake Broadcasting Corp. (WXYZ, WOOD), on May 12 becomes general manager of the Blue Ridge Broadcasting Corp., soon to apply for a new station in Roanoke, Va.

JOHN P. URICE, J. Walter Thompson Co., Chicago, account executive for Swift & Co. Breakfast Club, was to resign May 7 to join H. W. Kastor & Sons, Chicago, as head of food advertising.

LESLEY RADDATZ, with NBC Hollywood publicity department since 1942, has been appointed assistant press manager, succeeding Homer Canfield, recently named network Hollywood production manager. Walter S. Davis released by Air Transport Command and Kathleen Wilson are new members of press staff.

BEN MUROS has been named program director of WCAE Pittsburgh. He has been with the station eight years as studio engineer, continuity supervisor and most recently production manager.

CHARLES B. McCABE, publisher of the New York Mirror and president of the Hearst Radio Corp., has been elected to the board of directors of the Morris Plan Industrial Bank of New York.

TROOP GREETINGS FREED

GREETING messages may now be transmitted to or by members of armed forces in this country under an order announced Friday afternoon by the Board of War Communications. As soon as "speed and quality of service" have improved sufficiently, BWC will order further relaxation to permit greeting messages by the public generally, said announcement.

Broadcast Advertising

BROADCASTING
ADVERTISING MUST PACE PROGRESS

Some time ago when women started to smoke, Chesterfield took public cognizance of the fact that nice women may smoke. This ad, and other cigarette campaigns shocked many people, but by forcing the facts into the open, made possible the frank merchandising of cigarettes to a vast feminine market.

*Prepared by Newell-Emmett Co.

In the Distribution Decade, ADVERTISING

Must Open Many New Markets!

MONEY, men, materials, manufacturing facilities—there'll be plenty of all these after Victory. The problem will be to move the products of Industry into millions of consumer homes quickly, cheaply and efficiently—in the Distribution Decade after V-Day.

Advertising's responsibilities—and opportunities—in the Distribution Decade will be tremendous. For on Advertising and the men who create and administer Advertising must rest a large part of the burden of accelerating distribution and improving distribution techniques, so that we, as a Nation, can readily absorb the 40% increase in production necessary to achieve a high post-war standard of living.

Alert agency men are intensively studying these problems. So is the Nation's Station, as they apply to the great 4-State market that is WLW-land.

WLW DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION
THE first transmitters using mercury-vapor rectifiers were made available by RCA in the middle 1920’s and represented a major improvement in early transmitter design—one of the first modern features. Today, every transmitter manufacturer uses mercury-vapor rectifier tubes in his broadcast transmitters because of lower cost, high efficiency, and good voltage regulation.

RCA not only led the way in applying mercury-vapor tubes—it also made major improvements in such tubes as the 866A/866 and the 872A/872. Examples are: greater freedom from arc-back, lower voltage drop, and cathode coatings with greater thermal efficiency.

In rectifier tubes for commercial broadcasting, RCA offers a broad line of standard types such as the RCA-816, 857B, 869B, 866A/866, 872A/872, and 8008.

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