we take you now to PALAU

IN THE GRIM, fateful hours that followed the bombing of Pearl Harbor, a few words were wiped from a small door on WOR's 24th floor. They were, "Special Features".

Today that name reads, "War Services and News Division". And well it might. For from behind that door have come the hair-raising, on-the-spot descriptions of Peleliu and Palau landings (during the latter Sgt. Flanagan, Marine Combat Correspondent, had his WOR listeners share war's terror with him as he killed a Jap with his carbine during the broadcast.) From there, too, have come the memorable interviews with men downed in the Pacific, the heart-tugging weekly program called, "This is Halloran", and scores of other great WOR broadcasts.

Under the news-aware direction of WOR's Dave Driscoll, the War Services and News Division has, first of all, performed a necessary and meritorious public service. But it has also revealed another brilliant facet in that penetratingly intimate method of programming that has long made WOR the provocative and action-arousing station that it is.

It is such vital and timely scheduling that attracts more people to WOR's daytime programming month after month than are attracted to the daytime programming of any other New York station.

WOR...

... first with what

the public wants first
OLD FRIENDS in
Midwest America

HOUSEWIVES WELCOME WLS FEATURE FOODS YEAR AFTER YEAR

As 11 o'clock strikes each morning, Midwest American homemakers open their radio doors to WLS Feature Foods, a program that has become a time-tested Old Friend in its more than 3,000 consecutive broadcasts.

WLS Feature Foods is more even than a radio friend; its two selling voices, Martha Crane and Helen Joyce, have met personally more than 100,000 women in Chicago and suburbs at club meetings and food clinics. Fifteen hundred key grocers in this area are visited regularly by WLS Feature Foods merchandisers. These grocers count the program a profitable friend.

This brief description of WLS Feature Foods explains why WLS programs have the confidence of their huge, responsive audience; why they sell quality products and ideas so effectively. For WLS programs, like our personalities, come into Midwest American homes as Old Friends.
Radio delivers again!

In most places, the National Clothing Collection Drive was for the entire month of April, but in Nashville, it was a tremendous and spectacular one-day event, called "C" Day!

It was left to radio to put it across. WLAC spear-headed the drive, and the results were overwhelming! 15,000 of the 42,000 homes gave!

Fifty seven cars and trucks . . . and hundreds of volunteer workers were needed to collect, assort and load the clothing!

Six carloads in one-day! What a magnificent tribute to the pulling power of radio! 60 tons of clothing!

"Gateway to the Rich Tennessee Valley"
ASSOCIATED BROADCASTING Corp., with headquarters in Grand Rapids, Mich., which started year-and-half ago as wire-and-wax network largely for religious programs, has been seeking quietly to line up stations throughout nation. Before long plans to announce its fall debut as full-fledged fifth network.

ARIZONA BROADCASTING Co., Associated Broadcasting Corp. and other broadcasting organisations identified by name with the first three letters of the alphabet, doubtless responsible for memo sent by American Broadcasting Co. to all affiliates recently. Memo noted that when petitionation "Blue" is dropped June 15, network plans to use full name, substituting "American" rather than "ABC" when conciseness is sought.

ARTHUR FELDMAN, crack Blue war correspondent recently returned from Pacific theater, slated for Blue's London assignment. His bride is Rhoda Magid who for three years was with BBC program operations in New York, will join him as Blue staffer.

HARD ON HEELS of V-E Day will come some changes in assignments for broadcasters in soldier units. Lt. Col. Abe Schechter, radio officer on Gen. MacArthur's staff, is slated to return in early June, thereafter to retire to civvies. Immediate plans unknown. Lt. Col. Jack Harris, assistant chief, Radio Branch, Washington, is in the battle to replace Capt. Ed Kirby, Radio Branch chief, who has hankered for blue serge, may be around a while longer.

MOST ANY DAY now a subcommittee of Senate Interstate Commerce Committee, with FCC Chairman Porter as invited companion, will take off for ETO to inspect communications and radio operations in wartime. Ten-day to two-week trip designed to aid committee in determining legislative course it will follow on proposed international communications merger, covering radio as well as cables. Chairman Wheeler (D-Mont.) would head delegation. Lt. Ed Cooper, communications expert of Senate committee, on leave from Navy, probably will carry work load. Doubtless group will clear up that football subject, "French television".

CHAIRMAN PORTER, incidentally, may be seeing President Truman today (May 14) if schedule holds, for first time since the Chief Executive took oath of office. They are old acquaintances, stemming from Mr. Porter's days as publicity chairman of the Democratic National Committee. Subject for discussion doubtless is international merger.

NEW OWNERS of KQV Pittsburgh, who recently acquired station for $575,000, have had their radio appetite whetted. They are Negroes.

Coca-Cola Cola to Mutual • Coca-Cola Co., Atlanta, on June 18 will switch its Spotlight Bond program from Blue to Mutual, at the same time increasing the program's number of outlets from 199 to 240 stations, thus reaching more areas in which Coca-Cola bottlers are located. Program will be built last 9:30-10 p.m., five minutes longer than on the Blue, and for the summer will be broadcast only Monday, Wednesday and Friday instead of six days a week. Coca-Cola also sponsors Morton Downey's 12:15-12:30 p.m. program on 188 MBS stations, Monday through Friday. Agency is D'Arcy Adv., New York.

SUMMER REPLACEMENT • Lewis-Howe Co, St. Louis, will sponsor a comedy program, starring Marlin Hurt as summer replacement for Al Pearce's Here Comes Elmer on CBS Saturday 10:15-10:45 p.m., starting late June or early July. Mr. Hurt was free for summer due to Piber-Mo layoff. Philip Leslie is writer and Helen Mack, producer. Agency is Roche, Williams & Cleary, New York.

AD PANEL FORMED • Jeremy Gury of Donahue & Coe, New York, has organized an advisory panel of 21 advertising experts for New York Veterans Service Center to counsel returned servicemen who want to enter advertising field. Radio representatives are 1. J. Showerman, eastern sales manager, NBC; Murray Grabhorn, assistant general sales manager, Blue; Walter Duncan, vice-president, WNEW New York.

BORDEN STILL ON BLUE • Borden Co., New York, after shifting the Borden show with singer Jerry Wayne July 6 to CBS Friday, 7:30-8 p.m. from Blue Sunday 8:30-9 p.m. placed through Young & Rubicam, New York, will retain time on Blue through expiration of original contract Aug. 26 and appoint another agency to handle the fill-in program. New Blue series might be permanent.

CAMPBELL SPONSORS 'SAINT' • Campbell Soup Co., Camden, N. J., on June 20 starts sponsoring mystery drama The Saint on CBS Wednesday, 8-9:30 p.m. (EWT), with West Coast repeat, 9-10 p.m. (PWT). William Robeson, producer-director; Leslie Charteris, creator, to be editor-collaborator. Agency, Ward Wheelock Co., Philadelphia.

STERLING PLANS • Proposed issuance of $12,500,000 of preferred Sterling Drug Inc. stock will be voted on by stockholders at the annual meeting in Wilmington, June 14. Issue would consist of 125,000 shares of $100 par value per share to be sold through a syndicate headed by Eastman, Dillon & Co.

in War!

- KGW is the FIRST station to broadcast news from a display window of Meier & Frank, Portland's largest retail store and one of the largest in the nation. From a main corner window the news is broadcast every hour on the hour. With the war nearing a climax on all fronts, interest in news is greater than ever, and true to tradition, KGW is FIRST in Portland to present news in a novel and crowd-compelling way.

in Peace!

- In 1935 KGW was the FIRST radio station in Portland to install a teletype machine, bringing direct world-wide news coverage to its Pacific Northwest audience. Virgil Smith was placed in charge of the KGW newsroom and became Portland's FIRST radio news editor.

in Audience Influence

- News has always been of great interest to everyone, in peace or war. Realizing this, ten years ago KGW established a newsroom and installed teletype machines. Before that time, most radio news was gathered in a make-shift fashion. The establishing of news service for the Portland audience was definite foresight on the part of KGW and led the way to the very complete coverage the station renders today. For news the people of Portland stay tuned to KGW.
Mr. Gordon Gray
General Manager
Radio Station KOIL
Omaha, Nebraska

Dear Mr. Gray:

In these days when most concerns with a great deal of inefficient help pass out a very poor brand of service, I feel that it is only fitting that I write you to let you know that in my dealings for the past several years with KOIL, I have been more than well pleased with the service rendered.

From your Mr. Edholm on down the service has been unflagging.

I might further add, that not only your service has been so satisfying, but results obtained have been far greater in my own particular case than any other single medium of advertising I have done.

Trusting we may continue our most pleasant relationship, I remain

Sincerely,

Sample Fur shop,
L. L. BURKENROAD

KOIL

... and on COFFEE CLUB since it's inception ... "results obtained far greater -- than any other single medium."

GORDON GRAY, General Manager
KOIL
Omaha, Nebraska

Represented by Edward Petry Co., Inc.

Page 6 • May 14, 1945
KSO proudly joins CBS...

...and The Biggest Show In Town moves to KSO June 15. To make this move, we’ve planned a vigorous, far-reaching promotion campaign. Year-round and big in every respect.

Radio, newspapers, car cards, posters, billboards, taxicab bumper cards, movie trailers in 7 theaters. Every available medium talking to Des Moines about The Biggest Show In Town.

The campaign begins May 13. By June 15, every person within our reach (and that’s pretty far) will know that The Biggest Show In Town is on KSO.

KSO DES MOINES, IOWA • 5,000 watts • 1460 kilocycles
Represented by Headley-Reed Co. Kingsley H. Murphy, Owner • George J. Higgins, General Manager
CREATED FOR THE COAST... by

COLUMBIA Pacific NETWORK
Out here, we think there are no people in the world more neighborly than Westerners. They're always taking a deep interest in the folks across the fence... folks like The Couple Next Door.

Mary Ann and Bob are typical. They're young, married, excited about life. Their domestic existence is warm and human. Mary Ann invariably adds up the bank account backwards... Bob usually brings everything home from the grocer's except what he was sent for. They have their worries—but they have their laughs, too. And everything always turns out fine.

It's a familiar story. Listeners love it because the doings of The Couple Next Door so closely parallel those of their own lives—or those of the neighbors across the fence. Created for the Coast by the IDEA Network, The Couple Next Door makes the most of a well-established formula for story-telling success—one that's shown its worth again and again in the high Pacific Hoopers of such well-known domestic dramas as Blondie (14.7), Corliss Archer (10.2), and The Aldrich Family (18.7)*.

Aimed at every neighbor... every radio listener... on the Pacific Coast, The Couple Next Door is ready to team up with your sales message. Sponsors who recognize saleswise programming—(at which the IDEA Network shines)—are in the habit of calling us or Radio Sales when an opportunity like this one presents itself.

*C. E. Hooper Pacific Coast Report for March, 1945.
**Feature of the Week**

**7,000 spots on WWDC**

**Tom-Toms Tell the Tale in Africa**

... which, of course, is a good way to talk to the savages...

But when you want to talk effectively to the buying-power of a “bigger slice of Florida”—then use Radio Station WFLA serving the Tampa-St. Petersburg area.

WFLA carries top-ranking NBC programs. WFLA supplements them with live local showmanship. The result is that WFLA is the most-listened-to station in the Tampa-St. Petersburg market.

This market, by the way, has enjoyed rapid wartime growth in both population and purchasing power. And, because of the many natural advantages it offers industry, commerce and agriculture, it has better than average prospects of retaining its present prosperity. For today’s audience and tomorrow’s—use WFLA in the Tampa-St. Petersburg market.

**5000 WATTS DAY AND NIGHT**

MORE THAN a mere pinup fan is Frederick R. MacLaughlin, sales manager of WBTB Batavia, N. Y., who decorates his office walls with posters of the firms sponsoring the station’s programs. There is a definite purpose to the display and if some of the art appears to be lacking in serious business decorum this can only be attributed to the beneficence of agency copywriters.

Not a day passes, Mr. MacLaughlin assures, that a visitor at his office doesn’t glance around at the exhibit and make some pertinent comment. This affords Mr. MacLaughlin the opportunity to discuss his daily program log as well as the advertisers who are responsible for it.

The advertiser himself is afforded a dual benefit. Not only is his product sponsored on the air, it also receives a good measure of attention in the station’s sales department offices. Among WBTB’s nationally known advertisers are Coca Cola, Bond bread, Carlings, Pepsi Cola and Seven Up. Regionals include Blue Seal bread, Simon brewery, Iroquois brewery, Rochester Packing Co., Ontario Biscuit Co. and Fairmont Creamery.

**Sellers of Sales**

IN THE fall of ’43, when McCann-Erickson wanted a man to take charge of all radio time-buying and station relations for its central radio department, the choice was William C. Dekker, a former New England newspaperman with 10 years experience in all forms of media buying.

A native of St. Marie, Mich., Bill grew up in New Hampshire, where his father, Cornelius Decker, is business manager of the Manchester Union Leader. At 12, young William began his newspaper work on the Union Leader, serving in various departments during summer vacations and holidays and later becoming correspondent at the State university from which he was graduated in 1935 with the degree of bachelor of philosophy.

It was at that time that Bill switched from the city room to the business office, as classified advertising manager of the Union Leader.

In 1934, Bill joined Procter & Gamble in Cincinnati in charge of media and two years later he went to the national advertising staff of the New York Herald-Tribune. In 1941 he joined the Ted Bates agency in New York as time and space buyer, holding that position until he took his present job at the invitation of Lloyd O. Coulter, McCann-Erickson vice-president in charge of radio.

As time buyer and director of sales relations, Bill is responsible for all network time buying for the entire organization and spot buying for the New York office and other eastern branches. He also is charged with advising branch offices throughout the country on their special station relations problems. Gertrude Gentzel is his assistant time buyer.

Bill, whose hobbies are fishing and gardening, lives in Greenwich, Conn. In 1935 he married Mary McJane. They have three children.

When the New York Jewelry Company first started in radio... the budget was $45.

That was 3 years ago.

During that time they have used some 450 1/4 hour programs and over 7,000 spots on WWDC.

The New York Jewelry main store is very tiny, as you can see from the picture. But they probably do more business per square foot than any other jewelry store in America.

The successful builder of retail business should be on your radio list for Washington... that’s WWDC!
KEEPING BALANCED results in a CONSTANT AUDIENCE

GIVING people the kind of programs they like to hear is still the best way to maintain a constant listener audience. And the daily program schedule followed by WOV is an example of balanced broadcasting, aimed to appeal to two distinct and different metropolitan New York markets... two markets that combine, in their respective listening hours, to give WOV a continuous audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
A SUBSTANTIAL increase in the total number of radio sets owned by American families can be expected in the first few years following the war. This is one of the outstanding facts revealed by the nationwide, impartial survey conducted by one of America's leading market research organizations, for Sylvania Electric's Sales Research Department.

There are approximately 60,000,000 sets in America today—about 50,000,000 of them are home radios and 10,000,000 automobile sets. Analysis of the figures collected points to the probability that within 5 to 6 years after the war this total will rise to 100,000,000—75,000,000 home radios and 25,000,000 automobile sets.

This huge expected increase in the number of sets owned suggests two conclusions: In the first place—concerning home radios—it is more than likely that each family now listening to one radio will have two or possibly three sets in the postwar era. This would mean that whereas today a single group of programs is usually listened to every week (radio shows preferred by the dominant person or persons within the family), tomorrow people in this same family, with two or more sets available, may be listening to different programs at the same time—obviously enlarging the radio audience, equalizing the value of the shows formerly in competition with one another, and tending to further direct each type of program to a definite type of audience.

In addition—concerning automobile radios—this enormous increase will open an entirely new time area for programs. Sunday afternoons, for instance, will probably become a leading time for reaching the ears of that large group of people almost entirely lost in normal years as they spin in their cars over the open road.
WE ARE PROUD
TO BE IDENTIFIED
WITH MANY OF
THE BIG NAMES
OF AMERICA!

Yes... not only do smart
merchants who "live" in
the Philadelphia trading
area show a decided pref-
erence for WIP, but literally
scores of national adver-
tisers have proven the sales-
making worth of the Station.

PHILADELPHIA'S PIONEER TWIN
DIAL 610 5000 WATTS
52 HOURS EVERY DAY
PHILADELPHIA'S MUTUAL AFFILIATE
REPRESENTED NATIONALLY BY GEO. P. HOLLINGSWORTH CO.
“Always select your spot, my boy—I did!”

- Being staid and conservative as befits a pioneer in this business of radio-station representation, Free & Peters offers no guarantee that the use of spot-broadcasting will lead any agency man or advertiser to a V.P.’s chair! But it is true that in many instances no other form of advertising can equal national spot in the attainment of results. And that usually means advancement for somebody!

Seriously, though—to present and potential spot broadcasters we do offer facilities that do help get results (five well-staffed offices equipped with data libraries, teletypes, etc.), long experience (thirteen years of it), and real cooperation (whole-hearted). Want some of it?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Radio Girds for V-J Day; Freeze Unabated

Moratorium on FM, Video May Be Declared

By ROBERT K. RICHARDS

Before the Memory of President Truman's voice proclaiming V-E Day had faded, broadcasters learned in quick succession of developments affecting their operations for the duration of the war:

Immediate opening up of new broadcast services—such as FM and television—or improvement of radio facilities were forelorn hopes for the foreseeable future.

Voluntary censorship provisions governing program types no longer exist (see story, this page).

Drafting of manpower for war service is destined to continue at the present rate by terms of an extension of the Selective Service Act signed by President Truman.

Meanwhile, stations and networks returned to normal programming after observance of the announcement by SHAEF that the war in Europe was at an end. There still continued discussions, pro and con, about the 24-hour pre-victory announcement by the Associated Press that hostilities in Europe had ended.

Nets Represented

Among the 18 radio and press newsmen attending the historic Peace-signing meeting at Reims were four network representatives from the United States and three news service representatives. They were—CBS, Charles Collingwood; NBC, W. W. Chaplin; MBS, Paul Manning; Blue, Herbert M. Clark. News services were represented by Boyd Lewis for UP; James L. Kilgallen, INS, and Edward Kennedy, AP.

The fact that each network was represented implied the importance SHAEF attached to radio coverage of the event. This circumstance, which found American radio men outnumbering representatives of the press corps, was lamented by some newspaper correspondents in their dispatches.

For additional V-E Day coverage see pages 15, 17, 22, 24, 26, 30, 32, 34, 42, 58, 62, 65, 69, 70, 71, 72, 75.

Lid Off on Program-Type Restrictions

Amendments to Code Eliminate Second, Third Sections

BROADCASTERS can't believe the censor.

Last week, Byron Price, Director of Censorship, announced that the Code of Wartime Practices for American Broadcasters was amended and that, most important radio-wise, ALL of the second and third sections of the code were forthwith eliminated [Broadcasting, May 7]. At the same time Section I was amended to permit discussion of Presidential movements.

The second and third sections of the Code deal with request programs, informal quiz programs, ad lib interviews (such as man-in-the-street), special events and foreign language programs.

Did this mean that the man who for over three years had been off-the-street could now return?

Did it mean that a station could accept, without equivocation or modification, a request from a listener that a certain musical number be played at a designated time?

What it Means

Did it mean that foreign language stations no longer required special personnel, such as monitors and censors?

It did.

John E. Fetzer (WKZO Kalama-zoo), assistant director of censorship in charge of broadcasting, is the authority.

Mr. Fetzer and his censor-colleagues have been plagued by telephone calls, telegrams and letters since Mr. Price's announcement. The messages are from dubious broadcasters who simply cannot believe that the lid has been lifted on program-type restrictions.

As of the date of Director Price's communication, broadcasters can:

Put the man-in-the-street back there as fast as they wish.

Reroute airport, train terminal, ball park interviews.

Conduct air-forums without special controls to keep specific individuals off the air.

Talk about the President's travels as long as no advance information is given on routes, times and methods.

Accept requests by telephone, or by any other means, for musical dedications, lost pet announcements.

(Continued on page 68)
will have a bearing on the time needed by manufacturers to retool. An upstairs allocation of FM will make this task more difficult.

At all events, the sequence for resumption of manufacturers’ activity appeared to follow this order: (a) replacement of (a) tube replacements; (b) replacement of other worn parts of receivers; (2) controlled manufacture of transmitters for AM stations.

Those broadcasting stations and networks now retaining or planning to retain services in the next 12 months is likely that the percentage of radio people in this group will be small, because these will be needed in the Pacific war. (2) probably will be made no immediate change in the rate of drafting.

Shortwave Continues

Over a million men will be released from the armed forces services in New York and in view of the Selective Service Extension Act signed last week, made no immediate appreciable change in the rate of drafting.

First City

Correspondents spoke on the networks from key cities and combat areas strung out over the globe—Washington, San Francisco, Guam, Okinawa, New York, Paris London, and the erstwhile fighting fronts in Germany. At 11 NBC, CBS and Mutual broadcast more statements from military leaders, including Gens. Patton, Hodges, Patch, Breton, Simpson and Crear of the Canadian Army. The Blue aired only the two-minute message from General Patton and then carried Breakfast in Hollywood with Tom Breneman.

NBC scored an exclusive at 11:25 a.m. when Mrs. Eleanor Roosevelt spoke on the network, thanking all in the name of herself and late hus-

SURRENDER PEN

**Butcher Substituted One**

**Given to Him by Daly**

CHARLES COLLINGWOOD, CBS correspondent from Paris, tells this one about the German surrender at Reims.

"The pens that were used to sign the surrender," Mr. Collingwood said, "were two Parker 51 gold pens which Gen. Eisenhower had especially saved, one for Gen. Bedell Smith and the other for Gen. Jodl, the German high command."

"But Capt. Harry Butcher, Gen. Eisenhower's naval aide, took one of the pens after Gen. Jodl had signed the first document and substituted his own with which the other three documents were signed. Now the interesting thing about this pen was that it was given to Capt. Butcher by John Daly, CBS announcer and commentator, who gave it to Capt. Butcher some time ago, and when I told that story to John Daly he said to tell Capt. Butcher that he hadn't really given him that pen, he only lent it to him."

For June 10, 10:30 a.m. NBC presented round-the-country summary of reaction to V-E Day and Mutual sent a tran-
smision of a few minutes from New York, Hollywood, Washington, San Francisco, and London. From London also came a special report on the surrender, given by a BBC announcer. Mutual, NBC, and CBS put on a round-the-country account of the surrender.

**Surrender Description**

Among the more thrilling broadcast incidents to the proclamation of V-E Day was one by Charles Collingwood, CBS correspondent attached to SHAEF. He described graphically the Reims ceremony and introduced by transcription the actual voices of Gen. Eisenhower and Gen. Jodl, the latter the Ger-
nan commander who, after sign-
ing, asked mercy of the victors. This broadcast was offered to all networks on a pool basis.

At 9:15 a.m., NBC aired a de-
scription of German surrender by W. W. Chaplin from SHAEF, Paris, and a few minutes later, other chains broadcast accounts by their Paris correspondents. From 10 to 10:24 a.m., the networks presented a pooled series of statements by such military leaders as Air Chief Marshal Sir Arthur W. Tedder, Gen. Omar Bradley, Field Marshal Sir Bernard Montgomery, Gen. Jacob L. Devers, Adms. Harold S. Stark and Sir Harold H. Burroughs. Generalissimo Chiang Kai-Shek's announcement from Chungking was read on the Blue at 10:30 a.m. NBC presented round-the-country summary of reaction to V-E Day and Mutual sent a tran-
smision of a few minutes from New York, Hollywood, Washington, San Francisco, and London. From London also came a special report on the surrender, given by a BBC announcer. Mutual, NBC, and CBS put on a round-the-country account of the surrender.

(Continued on page 68)
Congressional Action Against AFM Is Seen

Petrillo Pressure Methods Told By Ryan

By JACK LEVY

CONGRESSIONAL indignation over activities of powerful labor unions, particularly the American Federation of Musicians, last week brought prospects of legislative action on two fronts.

Following a presentation of assorted Petrillo demands on broadcasters by J. Harold Ryan, NAB president, before the House Committee on Interstate & Foreign Commerce, Chairman Lea (D-Cal.) said the Committee would soon go into executive session to report out a bill to protect radio against AFM pressures.

Rep. Mike Monroney (D-Okl.), who introduced HR-593, to amend the Anti-Trust Act to include control over labor monopolies is before the House Judiciary Committee, announced he had been given assurance by the Labor Department (D-Tex.) of early hearings on his measure "to lay a firm hand on the shoulder of the little music car".

Bills Inadequate

Told by Mr. Ryan that stations and networks have no remedy when confronted by unjust demands of the AFM and that government agencies have thus far been powerless to compel compliance with its dictates, Chairman Lea said his Committee agrees that the measures proposed by Mr. Ryan (H.R. 63 and HR-1648) which prohibit interference with broadcasting of noncommercial cultural programs are inadequate. Visibly impressed with Mr. Ryan's detailed recitation, comprising 43 pages of data on the AFM organization and its methods, Committee members exhibited keen interest in the seeking a solution to the problem.

When Sidney Kaye, NAB music counsel who assisted Mr. Ryan, explained that the Justice Dept. had been unable to stop Mr. Petrillo from carrying out his ban on recordings because of the Norris-LaGuardia Act, Rep. Brown (R-Ohio) suggested that repeal of the exemptive provisions of existing laws might reach some Petrillo pressures.

Thinking of Legislation

"That would certainly be one approach to the problem," said Mr. Kaye.

"You are getting into a broad field," observed Rep. Patrick (D-Ala.).

"Yes, and it's about time somebody plowed it," Mr. Brown retorted.

But it appeared evident that while the Committee has no intention of disrupting basic labor laws in order to curb Petrillo practices, it is giving thought to legislation which might have merely a "reporting" effect on broadcasting. Chairman Lea said at the conclusion of Mr. Ryan's presentation that the Committee intends to go into the problem of the broadcasters' entire confidence by the legislation that we hope will be practically applied to the situation".

Some inkling of what Mr. Lea has in mind might be gauged from the questioning of Mr. Ryan and Mr. Kaye.

Chairman Lea asked Mr. Kaye the basis of the decision of the District Court, Northern District of Illinois (affirmed by the Supreme Court), which held that the AFM ban on recordings did not represent a conspiracy as charged in the anti-trust suit of the Dept. of Justice. Mr. Kaye replied that Judge Barnes had ruled that the case involved a labor dispute under the statute which formed the precedent in the Supreme Court "because in a sense it was analogous to a strike against a machine and involved the desires of the members of the AFM that all music should be played by musicians in the immediate presence of their audience rather than by recordings."

Acts Lawful

This colloquy followed:

Chairman Lea—Does that decision interpret the Norris-LaGuardia Act in that connection?

Mr. Kaye—Both the Norris and LaGuardia Act and Section 20 of the Clayton Act were claimed to be applicable in the case and the labor dispute was ruled to be in the field.

Chairman Lea—So, the finding was that there had been passed Congress permitting those acts, or, at least, permitting the action to the extent the injunction could be granted on account of the Norris-LaGuardia Act.

When Mr. Ryan amplified that part of his testimony relating to the AFM practice of preventing networks from broadcasting dance orchestras on the FM band, he said of the "remote control", in order to enforce demands for quotas, the following ensued:

Chairman Lea—There are a good many speeches picked up in the same way, are there not?

Mr. Ryan—Yes, sir.

Chairman Lea—Is there any demand in connection with speeches so far as you know of?

Mr. Ryan—No, sir.

Chairman Lea—I presume, since it is a similar operation that it would be covered.

Mr. Ryan—Well, so far, the AFM has not extended its jurisdiction that far.

Chairman Lea also inquired whether Mr. Petrillo makes any report to the AFM membership as to funds collected by the union. Mr. Ryan said there is a financial statement rendered annually "but it is too difficult to make much out of it".

Chairman Lea—Do you have any information to show the qualifications required to become a member of the AFM?

Mr. Ryan—I think the main thing is the application.

Chairman Lea—Does it require any qualifications as to musical ability?

Mr. Ryan—I don't think I ever heard of.

Chairman Lea—Is there any public accounting of funds collected for the last two years?

Mr. Ryan—Not that I know of.

Fee Collections

Questioned by Chairman Lea regarding recording fees collected by the AFM, Mr. Ryan said he was referring only the statement of Mr. Petrillo that he expected to receive $4,000,000 a year during the war but that afterward, with ceilings removed on such payments, the amount might reach $15,000,000 to $20,000,000 annually.

At the request of Rep. Murphy (D-Pa.) Mr. Ryan asked the Committee to furnish a memorandum on leading articles in law reviews and other publications which discuss the Petrillo problem and offer recommendations.

When asked by Rep. Wolverton (R-N.J.) if he believed the AFM action in the banning of Interlochen broadcast contra to law, Mr. Kaye, when pressed to the point, sir, where I really believe that no action of the labor union which, by the remotest stretch of the imagination, could be connected to the interest of any member of the union, can be affected by present law."

At Truman's Side

WHEN President Truman took to the air at 9 a.m. Tuesday, May 8 to proclaim V-E Day, his radio advisor, J. Leonard Reinhach, was there at the request of the President. Mr. Reinhach arrived in town the day before, in keeping with his commitment to the Chief Executive, to be on hand for all radio appearances. It was his first visit to Washington in a fortnight, and he left the same day to return to his Atlanta headquarters, where he directs the activities of the Cox radio stations, WSB, WIOD and WHIO.

**Broadcasting** • Broadcast Advertising May 14, 1945 • Page 17

**Allocations Are Unlikely for Fortnight; FCC Said to Favor Wider FM Band**

SITUATION on the allocations front as BROADCASTING went to press:

1. There is little likelihood that the final allocations between 25-30,000 mc will be announced for another fortnight.

2. Proposed allocations below 25 mc probably will not be made public before the final report above 25 mc is released.

3. FCC is reported in a three-way split over FM. Engineering department is holding out for assigning the 84-102 mc band as proposed Jan. 16, while the seven-man Commission is divided, one group favoring FM at 60-80 mc and the other at 60-100 mc. Conclusion is that FM must begin as low as possible in the spectrum and that 60 mc is the probable low.

Educational Video

In FM the Commission is reported to see the answer to many problems, chief of which is lack of availability in the standard band. Under the new unofficial proposals the FCC is thinking in terms of 100-200 channels for FM.

In its proposed allocations Jan. 16 the FCC overlooked educational television and earmarked only 12 channels in the lower spectrum for the entire field. Additional space must be provided or noncommercial educational interests must be grouped in related segments. Noncommercial broadcasting should be carried on both sound and vision and there are two alternatives, reducing FM space in the lower frequencies recommended or the FM band or television channels or expanding FM band below and providing television channels above 400 mc.

U. S. Office of Education, at request of FCC Radio Education Committee of which Commissioner C. J. Durr is chairman, has submitted a memorandum covering a proposed test of eligibility of applicants to receive station-license assignments in the noncommercial educational FM band, it was learned last week. As defined by them, a noncommercial educational station would be licensed to a "non-profit legal entity which is chartered, incorporated or otherwise established by law for the purpose of conducting an organized and accredited program of public education at one or more specified academic levels, for use, solely and exclusively, as the technical instrumentation for providing an educational FM broadcast service."

(Continued on page 60)
AWD Urges International Radio Body

Four-Point Program Encourages Free Flow of News

By DAVID Glickman

A FOUR-POINT program to encourage the free flow of news and the creation of a permanent international radio commission was proposed last week to the Planning Committee of the Social & Economic Council by the NAB Assn. of Women Directors at the United Nations Conference on International Organization in San Francisco.

The AWD commended the four points of Resolution 27 on “Free Access of Information” adopted at the Inke-American Conference in Mexico City early this year and proposed that “since radio is peculiarly adapted to postwar needs of reaching illiterate as well as educated peoples,” the following four-point program be adopted by UNCO:

1. That a permanent International Radio Commission be appointed by the United Nations to be created for immediate postwar activity.

2. That committees of this International Radio Commission be appointed to develop policies and techniques for reaching the people in appropriate languages and dialects, and direct proper program content.

3. That encouragement for immediate expansion and distribution of noncommercial receiving facilities be given by priorities and the use of public address systems be encouraged in public places in backward communities to thus speed enlightenment of peoples.

4. That all countries maintain close cooperation in the several uses of shortwave.

Signed by Dorothy Lewis, director of the AWD, the proposal pointed out that “freedom of expression of thought is an essential condition to the development of an active and vigilant public opinion.”

U. S. Wants Free Access

Despite the fact that a free radio press plank isn’t officially on the agenda, it is reported along corridors of Veterans War Memorial Building that before UNCO adjournment that subject will become an important issue. The U. S. delegation, it is said, made an effort to get participating nations to agree to a policy of free access of information.

When the UNCO convened report was that Secretary of State Stettinius hoped to obtain adoption of a free access to information policy or resolution similar to that approved in Mexico City.

Mexico City resolution as adopted by the United Nations and 19 Latin-American nations declares that “everyone has a right to freedom of opinion and expression which can be exercised freely, peace or security where men are not assured of free access to the truth.”

Nations meeting in Mexico resolved to:

1. Guarantee their peoples free and impartial access to sources of information.

2. Abandon at the earliest possible moment wartime censorship and control of information.

3. Take measures individually and collectively to promote free exchange of information among their people.

4. Make every effort when world order is restored, to establish everywhere in the world the principle of “free transmission and reception of information.”

With preliminaries out of the way, UNCO delegates have settled down to the business of hand and news from commission and committee meetings is being graded down to its importance. Radio therefore has started taping off its coverage, but is alert for any eventualities. Several top network commentators have returned to their respective beats, but are expected back in San Francisco for final roundup sessions, which might come in early June.

Commentators Shifting

Ned Calmer, CBS news analyst, has returned to New York, while Bill Henry, the network’s Washington commentator, is due back there on May 15. Webley Edwards, CBS South Pacific correspondent, in San Francisco for a few days, has gone to Chicago, according to L. Shier and Maj. George Fielding Elliot are slated to leave San Francisco on May 15 for their respective home bases. This leaves CBS correspondents George Moorad, Dr. Wallace Sterling, Harry W. Flanney, Dan Lundberg and Eric Serareid currently covering the UNCO sessions.

CBS West Coast newscaster and analyst, is commuting between Hollywood and San Francisco.

Most of the Blue commentators and news analysts are remaining in San Francisco. Among those who have returned to their regular assignments are Raymond Swing and Drew Pearson, headquartered in Washington, and Graeme Fletcher, commentator, is commuting between San Francisco and Hollywood.

Howard Pyle, program manager of KTAR, Phoenix, and Howard Hopper, covering the woman’s angle for the Blue, has returned to Hollywood after more than two weeks of UNCO sessions. Walter Winchell is commuting between Hollywood and San Francisco. Vincent Shean is en route to New York. Remaining in San Francisco are the Blue commentators and news analysts Edward Tumlinson, H. E. Boulshage, William Wilks, Ray Henle, James Abbe and Brig. Gen. Junnus Pierce, USA retired.

MBS, NBC Plans

Mutual commentators Leo Cherne, William Hillman and Bill Cunningham also have returned to their home beats but will be in San Francisco again for the UNCO windup. Mutual will shift other name news analysts to San Francisco before the UNCO is over. Currently covering are Arthur Gaeth, Alexander Griffin, Royal Arch Gunnison, Charles Hodges, Edgar Mowrer, with Harrison Wood and Rex Miller doing double duty, handling commentary for Don Leo Broadcasting System, MBS West Coast outlet, as well.

Of the host of NBC commentators and news analysts heading homeland are H. V. Kallenborn and Robert St. John, with Ben Grauer, special events annexer, Fleetwood Lawton, Pacific Coast analyst, again is broadcasting from Hollywood. Richard Harkness, NBC Washington commentator, remains in San Francisco for the final bow out of the UNCO. On hand also is Elmer W. Peterson, commentator, and E. B. Canel, assistant manager of NBC International division and director of Latin-American broadcasts who is originating a series of special daily programs. Graeme Fletcher, commentator, is commuting between San Francisco and Hollywood.

Howard Pyle, program manager of KTAR, Phoenix, covering the woman’s angle for the Blue, has returned to Hollywood after missing the last two weeks of UNCO sessions. Walter

Gillette Transfers Fights to Blue Net

Moves Friday Night Events

From Mutual Sept. 7

GILLETTE Safety Razor Co., Boston, is shifting its Friday night boxing broadcasts from Mutual to Blue effective Sept. 7. Don Dunphy will continue as blow-by-blow announcer and Bill Corum as between-rounds commentator. Broadcasts will start at 10 p.m. and continue at the end of the broadcast, every Friday on the Blue just as they have on Mutual. Bouts will continue also to be telecast on WOR 7.

New contract will return the fights staged by the Twentieth Century Sporting Club at Madison Square Garden, New York, and other arenas, to the network on which they were broadcast for many years under the sponsorship of Adam Hat Stores.

NBC Challenged Shift

In the spring of 1941 Mutual network and Gillette announced that they had entered into an agreement with the club calling for exclusive rights to broadcast the blasts. Beginning June 1 of that year, and NBC, at that time operator of the Blue, considered taking legal action to halt the move as NBC officials believed there was a contract for the club’s 1941-42 matches as in previous years. No action was ever started, however, and since June 1941 Gillette has sponsored the matches on Mutual.

Switch of the Friday evening fights to the Blue, also to be broadcast on the CBC Dominion network in Canada, and bringing total number of bouts to about 20, has given rise to rumors that Blue may also be in line for other Gillette broadcasts which include sponsorship of the World Series, professional football and other athletic events.

The Gillette advertising account, which for many years has gone in heavy for sports broadcasts via network and special pickups, is handled by Maxon Inc., New York.

AMERICAN SAFETY

TO RESUME JULY 3

AMERICAN SAFETY RAZOR Co., recently, July 3 will resume radio promotion as sponsor of Adventures of the Falcon on about 70 MBS stations Tuesday 8:30-9 p.m. Centering around the fictional character created by Drew Taylor Drake, mystery program will star James Meighan as The Falcon.

Company has used network and spot radio in the past, but has been off the air recently. Still producing in large part for military services, American Safety is coming back into radio to establish a program which can do a future selling job for Gem blades. Meanwhile, announcements will be institutional. Agency is Federal Adv., New York.

"He’s a Dollar-A-Year Man on Loan From the Government!"

Drawing for Broadcasting by Sid Hix

Page 18 • May 14, 1945
MacFarlane in San Francisco

Once again W-I-T-H has sent its crack news analyst, Ian Ross MacFarlane, far from home to cover an important event for Maryland listeners.

This time MacFarlane is in San Francisco covering the big conference of the United Nations.

Twice each day Baltimore hears the story-behind-the-story-behind-the-scenes, as its favorite newsman sees it.

This is typical of W-I-T-H programming that makes this successful independent “The People’s Voice in Baltimore.”

Tom Tinsley, President 
Represented Nationally by Headley-Reed

May 14, 1945 • Page 19
INCORPORATING the recommendations of the AAAA, WGL Fort Wayne's new rate card has been prepared in the hope of making it "just as easy as is humanly possible for anyone to buy time" according to Frank V. Webb, general manager.

(Principal portions of the rate card appear in an adjoining column.)

"A timebuyer does not have to be isolated. He can hold a Master's in higher mathematics in order to determine cost of a purchase of program time or announcements on the Farrowsham station," Mr. Webb continues. "We have omitted dollar volume discounts and the usual complicated percentage rebate features. As a member of the NAB Sales Manager Executive Committee, a subcommittee of which is now working on the standardization of rate cards, I am aware of the frightful problems which complicate the timebuyer and the agency auditor."

Answer to Problems

The WGL rate card is intended to answer these problems as far as possible. The continuing discount clause has been incorporated. When an advertiser maintains a schedule for 52 weeks on WGL without lapse he receives the same frequency rate, or the frequency rate applicable for that portion of the service which he carries beyond the first 52-week series. This is intended to reward the consistent advertiser. It eliminates the necessity of extra hours of tiresome bookkeeping by advertising agencies, in the opinion of Mr. Webb.

From the broadcaster's point of view, Mr. Webb believes, this practice presents a sound sales argument in favor of the advertiser's continuance on the station and lessens the tendency of the advertiser "to try" another station. The advertiser will have earned a rate that he will be reluctant to release for such an experiment. The continuance discount clause encourages the 52-week schedule.

EDITOR'S NOTE: Interest in development of a simplified standardized form of rate card has been manifest in both advertising and agency circles for years. Committees representing both the American Assn. of Advertising Agencies and the Assn. of National Advertisers, respectively, have been working on a standardized rate card in conferences with the NAB Sales Managers Executive Committee.

The subject of standardization of rate cards is on the agenda of the NAB Board of Directors meeting in Omaha this week. The WGL rate card incorporates most of the suggestions made by radio executives of national advertisers and of AAAA agencies. While the WGL effort has not yet won the approval of either agency or advertiser group as the perfect projection of rates and standards, it has been cited as a long stride in the right direction.

WAKEFIELD, PARTY BACK FROM EUROPE

FCC COMMISSIONER Ray C. Wakefield; M. H. Woodward, chief, FCC International Division, and Harry Baskin, Western Eye chief; Telecommunications Division, State Dept., have returned from a 9½ weeks' tour of Europe and North Africa in the interests of American international communications. On the trip also were Col. Orlo St. Clair, Army Signal Corps; John R. Hyland, Western Union cable manager; James E. Kennedy, vice-president, IT&T.

The Government and industry executives spent 2½ weeks in London. They also visited Paris, Brussels, Antwerp, and the North and North Africa. Part of the tour was made by John M. Pliskas, State Dept. communications attaché in Paris. V-2 bombs still were falling on London when a commissioner Wakefield reported he was shaken twice, once when a V-2 fell 3½ miles away and another time when one landed two miles away.

At Antwerp the telecommunications experts were 20 miles from the front lines. V-1 bombs still were falling in Belgium at the time. Commissioner Wakefield is working on his report to the full Commission.

Aime Test

AIME Co., New York, last week started participations on the Marjorie Mills program on the Yankee Network for a 10-week test campaign which may lead into use of spot radio on a national basis. Firm also makes a line of women's shoes that is expected to concentrate promotion on young girls as a new category of preparations for the present. Agency is Modern Merchandising Bureau, New York.

Nylon-Ize on Air

NYLON-IZE, Hollywood, has appointed Rocklin Irving & Assoc., Chicago, to handle its advertising. Firm began sponsorship May 1 of five quarter hour recorded musical shows weekly on WYFA WAIT KSAN KFNP for 52 weeks. Plans are to add five or six more stations during coming months.

Conover Sponsors

CONOVER ORIGINALS, Chicago (Child's Prayer Plaque and Nursery Furniture House), began a sponsorship April 1 for 52 weeks of 5 quarter hour recorded musical shows weekly on WAIT WJJD WSQA WLAC WMAC WLOG WMKO. Agency is Rocklin Irving & Assoc., Chicago.

1 GENERAL BROADCAST ADVERTISING (GROSS RATES)

(Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate)

<table>
<thead>
<tr>
<th>Time</th>
<th>Rates</th>
<th>Hours</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$100.00</td>
<td>12</td>
<td>100-259 or more</td>
</tr>
<tr>
<td>1/2 hr</td>
<td>85.00</td>
<td>20</td>
<td>50-299</td>
</tr>
<tr>
<td>1 hr</td>
<td>75.00</td>
<td>30</td>
<td>30-49</td>
</tr>
<tr>
<td>1 1/2 hr</td>
<td>65.00</td>
<td>40</td>
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<td>50</td>
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</tr>
<tr>
<td>6 hr</td>
<td>15.00</td>
<td>90</td>
<td>3-7</td>
</tr>
<tr>
<td>7 hr</td>
<td>10.00</td>
<td>100</td>
<td>2-6</td>
</tr>
<tr>
<td>8 hr</td>
<td>6.00</td>
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</tr>
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<td>4.00</td>
<td>120</td>
<td>1-4</td>
</tr>
<tr>
<td>10 hr</td>
<td>3.00</td>
<td>130</td>
<td>1-3</td>
</tr>
<tr>
<td>12 hr</td>
<td>1.50</td>
<td>150</td>
<td>1-2</td>
</tr>
<tr>
<td>15 hr</td>
<td>1.25</td>
<td>175</td>
<td>1-1.4</td>
</tr>
<tr>
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<td>1.10</td>
<td>200</td>
<td>1-1.6</td>
</tr>
<tr>
<td>20 hr</td>
<td>1.00</td>
<td>225</td>
<td>1-1.8</td>
</tr>
<tr>
<td>25 hr</td>
<td>0.80</td>
<td>300</td>
<td>1-2.5</td>
</tr>
<tr>
<td>30 hr</td>
<td>0.50</td>
<td>500</td>
<td>1-3.5</td>
</tr>
</tbody>
</table>

Contracts with the same advertiser and for periods in the same rate classification may be grouped for the purpose of obtaining lower rates.

2 ANNOUNCEMENTS

(1 minute and/or station breaks)

Frequency rates are based on number used during an 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcement service is not available on firm contracts. Arrangements will be formalized for announcements when sanctioned. Frequency rates are exclusive of the rate or frequency rate applicable to that portion of the service which has been maintained without lapse.

This rate card may be combined in number for maximum discounts. Announcements, one minute electrical per week, are $100.00 for 125 words live. Station breaks: 15 seconds electrical transmission or 30 words live.

Number broadcast within one year  VOLUME RATES

<table>
<thead>
<tr>
<th>Time than 13</th>
<th>Less than 15</th>
<th>Less than 25</th>
<th>Less than 35</th>
<th>Less than 45</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) 6:00 P.M. to 10:30 P.M. $10.00</td>
<td>$2.50</td>
<td>$5.00</td>
<td>$7.50</td>
<td></td>
</tr>
<tr>
<td>(B) 7:30 A.M. to 12:30 P.M. $5.00</td>
<td>$2.50</td>
<td>$5.00</td>
<td>$7.50</td>
<td></td>
</tr>
<tr>
<td>(C) News from 5:00 A.M. to 7:00 P.M. $2.50</td>
<td>$2.50</td>
<td>$5.00</td>
<td>$7.50</td>
<td></td>
</tr>
</tbody>
</table>

(Talking with Rosemary) $12.00 $10.80 $9.60 $8.40 $7.20

Above quotation includes time and talent. Available to non-competitive retailers, producers and home equipment, toilet goods, water softeners and this product is to be presented by Rosemary from material furnished by client. Transactions not acceptable. Program aired since 1941.

3 NEWS PROGRAMS, ETC.

Time signals, temperature and weather reports—regular announcement or station break rates apply. News: Time cost, regular card rates plus 15% of net of gross time cost. Rates on request for special announcements.

NOTE: FOLLOWING PROVISIONS APPLY TO SECTIONS 1, 2, AND 3

Commitments made prior to the effective date of this Card will be completed at the rates now in effect, but advertisers may elect to substitute new contracts effective at any time after May 1, 1945—rates on this card—for the unexpired portion arranged on contracts dated before May 1, 1945—subject to effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including March 31, 1946; for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after April 1, 1945.

4 CLASSIFICATION—a. Time periods are not split in bulk for renewal advertisers operating in groups are required to make individual contacts. b. All programs are subject to approval of time by station.

5 SERVICE FACILITIES—In arranging and presenting programs, the advisory services and facilities of WGL Advertising, the services of station's management, and rental or purchase of equipment and labor organization. Additional charges are made for programs requiring special production or originating outside of station's studios.

6 COMMISSIONS AND CASH DISCOUNTS—A. Commission to recognized advertising agencies, on net charges for station.

7 REGULATIONS—a. Time of broadcast subject to change on other programs on 28 days' notice to be broadcast. No station break or broadcast on file in effect immediately preceding the time or date specified in the contract and the contract cancelled. This rate applicable to all new broadcast series ordered on and after April 1, 1945.

Broadcast Advertising • Broadcasting
In case you didn't know (and you probably didn't) . . . cornstalks and smoke stacks are 50-50 in Iowa . . . Here is truly the outstanding versatile market in the great mid-west . . . Here $8,000 is the average income per farm (higher than any other state) . . . Here 2,670 manufacturers produced $1,200,000,000 in 1944 (ranking 16th in the Nation) . . . Here, WMT covers the largest primary area at the lowest cost per listener at the best frequency in the state (5000 watts at 600 KC!)
CAPT. GEORGE W. CAMPBELL, USN
Acting Director, Public Relations, Navy Dept.

WITH VICTORY assured in Europe, it seems appropriate to pause in order to evaluate what the broadcasting industry, in collaboration with the Radio Section of the Office of Public Relations of the Navy Department, has accomplished in the over-all effort of winning the war.

At the outset of the war, the Radio Section was set up as a service to supply established programs, commercial and sustaining, network, regional and local, with first-class material, custom-built to fit the individual formats of the programs concerned. To insure this kind of service, the Radio Section was staffed with experienced personnel drawn from the industry, and a Branch Office in New York was established to operate as a servicing unit. A similar function has been performed in the Chicago area by the Radio Section of the 9th Naval District, and on the West Coast, in Los Angeles, by the Radio Section of the Radio and Motion Picture Liaison Office.

This plan has resulted in extremely close and cordial working relationships with all elements of the broadcasting industry; and the Radio Section has always taken the position that it is working for the broadcasters as much as for the Navy.

Under the general supervision of the Radio Section, notable advances have been made, in close cooperation with the news departments of the four networks, in the coverage of the Naval war. Among outstanding achievements in this field, are included the development by the Navy of pooling agreements with the networks covering correspondents' eye-witness reports of Naval actions, the development of film recording machines for on-the-spot combat reports, and special transmitting facilities in the Pacific Ocean Areas.

Navy Public Relations in Washington feels that it can say, without reservation, that the cooperation of broadcasters with the Navy has been an outstanding demonstration of both patriotism and public spirit. Navy news, Navy eye-witness accounts, and special features have been heard effectively and continuously. This has meant an accurately informed public, and has contributed greatly to the morale of the families of men in the Navy, Marine Corps, and Coast Guard.

All of the Navy's energy is now devoted to conquering Japan. The radio industry can count on the Radio Section to continue on the same basis, with constantly improving facilities in the Pacific Ocean Area.

BRIG. GEN. ROBERT L. DENIG, USMC
Director, Division of Public Relations, Marine Corps

THERE ARE a number of Japanese now in Marine prison camps who are there as an indirect result of the activities of Marine Corps Combat Radio Correspondents.

On at least one island in the Pacific, the equipment used by these men to make battle recordings was employed to make surrender-request records for broadcast over public address systems to Japs hidden away in caves and jungle hideouts. On Guam, for example, almost a thousand Jap soldiers have surrendered since the island was reoccupied by our troops; most of them were "persuaded" by the recordings.

Many historic firsts have been scored by Marine Combat Radio Correspondents, but the biggest job they are doing is concerned with the little men, the front-line troops who are fighting the war. There is hardly a town in the United States that hasn't had one of its local Marine sons interviewed by a battle broadcaster somewhere in the Pacific.

Additionally important is the use made of combat recordings for training purposes. The combat ra-

(Continued on page 24)

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**89% Local Renewals**

- **Forcefully Illustrating The Job WLAP Is Doing For Advertisers In Lexington's Bluegrass!**
  - **78 Local Advertisers Currently Using WLAP**
  - **(NOTE THE FOLLOWING BREAKDOWN)**
    - 27 on the air continuously—5 years or longer
    - 6 on the air continuously—4 to 5 years
    - 13 on the air continuously—3 to 4 years
    - 12 on the air continuously—2 to 3 years
    - 12 on the air continuously—1 to 2 years
    - 8 are "newcomers"—on the air less than 1 year

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**NUNN STATIONS**

**W LAP**

LEXINGTON, KY.

KNOXVILLE, TENN.

WCNI

ASHLAND, KY.

HUNTINGTON, W. VA.

AMARILLO, TEX.

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THE BLUEGRASS IS KENTUCKY'S 2ND MARKET

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Page 22 • May 14, 1943

BROADCASTING • Broadcast Advertising
"Want Boston at breakfast?"

HUM & STRUM will deliver it to you, via the "Commuters' Special" over WCOP.

HUM & STRUM are New England's most famous harmony duo. For twenty years, over all major stations, they've built a terrific following in Boston with song and patter, piano and ukulele.

HUM & STRUM have just won new laurels on an overseas trip; they wowed GI's in hospitals, recreation centers and at the battlefronts.

HUM & STRUM are now conductors on "The Commuters' Special" featuring the boys with music, patter, news, weather and time over WCOP every morning Monday through Saturday from 7:30 to 8:00 and from 8:30 to 9:00.

Publicity and newspaper ads are sewing up new and greater audiences. Participations are available in one-, five-, ten- or fifteen-minute units. Every one of them will cash in on the buying decisions which are made at Boston breakfast tables!

For humming sales get aboard the "Commuters' Special" with

HUM & STRUM
Every morning Monday through Saturday from 7:30 to 8:00 A.M. and 8:30 to 9:00 A.M.

NEW TO THE BLUE JUNE 15th

WCOP Boston

A COWLES STATION
Costs and availabilities through any Katz office
dio correspondent who went ashore with the assault wave at Guam, for example, made a ninety-minute recording of every phase of the ship to shore movement. Although he was set up in a half-trac, he deliberately climbed out of the vehicle and waded ashore, microphone in hand, to give the most accurate word picture possible. The value of such a recording is obvious.

The use made of radio by the Marine Corps may not help directly and physically to shorten the war, but the part it plays in educating the public to the need for united effort is certainly a factor in stepping up production.

Finally, the enormous store of recorded history which has been turned over by the Marine Corps to the Library of Congress will doubtless be of great value in later years when this war is studied and analyzed in retrospect.

TED R. GAMBLE
National Director
Treasury War Finance Division
IN MY POSITION as National Director of the Treasury's War Finance Division I have had an excellent opportunity to observe the magnificent part which the broadcasting industry has played in helping to win the European war.

Broadcast support of our War Loan drives is a fact which speaks eloquently of the important job radio has done to help make V-E Day a reality. No measure was made of this support in the first War Loan, but the value of measurable time contributed for the second through the sixth War Loans shows that almost half of the total advertising contributed by all media and their advertisers came from broadcasting.

How much this radio support to our Treasury aided in the winning of the European war becomes manifest when one considers the military materiel purchase value of the total sales of War Bonds.

Billions Invested
Close to 19 billion dollars were invested in these Bonds during the second and third Loans, over 16 billion in the fourth, more than 20 billion in the fifth and almost 22 billion in the sixth. Obviously, those many billions of dollars bought many airplanes, ammunition, guns, tanks, medical supplies and other war needs.

Credit is due to every member of the broadcasting industry for the powerful job it has done. There can be no calculation of the time, energy, initiative and talent which radio personnel in every city in the country expended to turn the tremendous total of contributed broadcast time into successful War Bond advertising.

We know that without that generous and wholehearted support from all the people of radio...networks, station, advertising and agency executives; talent, producers and writers...we in the War Finance Division could never have reached these gratifying figures of total War Bond sales in every War Loan drive.

The radio industry may justly take pride in its contribution to the ending of the war in Europe. When total victory becomes an established fact, we are sure radio's contribution to that achievement will be equally magnificent.

EDGAR KOBK
President, MBS

THIS, we are discovering, is a war of many victories, but the war won't be over, and the home front (the material production front) cannot slacken, until the final victory. A realization of this fact is so important that upon it will depend the quickest possible achievement of global victory.

Radio can, and must, and will help people realize the truth. Taking up the keynote recently sounded by President Truman that there can be no celebration on V-E Day but that there be, instead, greater war effort at home, radio has dramatized to its listeners why this is so.

We have had our V-I (Italy) day; the Russians have had their V-B (Berlin) day, and now, we have had our V-E day, the culmination of victories in the European theatre; but the war still goes on—in the Pacific.

V-E Day means to our men in the Pacific the hope for a quicker end and a chance to say "let's finish this war, too." V-E Day should mean to us at home the chance to concentrate on the Pacific war with the hope of bringing it to a quicker finish.

Everything that radio can do to further this desired end, it will do. And Mutual can be counted on to do its share to the best of its capacities and resources.

REP. CLARENCE F. LEA
Chairman, House Interstate & Foreign Commerce Committee
FOR THREE YEARS and five months while we have been in this great conflict, radio has given us the most complete and satisfactory reporting service any part of the world has ever known in any war.

The news value of the radio has been only part of its contribution to the war effort. Its service has been informative, educational, and inspirational as well. To the sorrowing relatives of our fallen sons, brothers, and friends it has brought consolation and courage, to help lighten the sacrifice.

Every member of the families all over the nation, even to its re-

"THANKS, JOHN, FOR 500 SERVICE PROGRAMS"

SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS

Page 24 - May 14, 1945

BROADCASTING • Broadcast Advertising
If there's a complete merchandising job to be done in the Oklahoma market it can be made sure, simple and thorough through the use of the varied facilities of the Oklahoma Publishing Company. For the radio minded, there's WKY, the state's favorite station. For newspaper coverage, no papers compare with the Oklahoman and Times in quantity or quality of readers. For a blanketing of the rich Southwestern farm market, there's only one paper... The Farmer-Stockman. For putting your newspaper advertising or your advertised goods into every corner of the state swiftly, Mistletoe Express can be depended upon in any emergency.
KDYL's great Utah audience includes employees of this refinery making 100-octane gasoline at its new $14,000,000 plant addition in Salt Lake City. It is just one of many activities pouring payroll dollars into the market where KDYL is the popular station.

Local Advertisers Know KDYL Brings Results

For many years the refining company—largest in the Intermountain west—has used KDYL consistently to reach car-owners in this area. Experience proves that KDYL brings results!

(Continued from page 24)

mote parts, has had what was practically spot reports of the war as conveniently as those in the most metropolitan city in the country.

The broadcasting service of the nation has been a refreshing feature of the war years. It has contributed much to the unity, understanding, and cooperation of our people in this mighty effort. Radio has further entrenched itself as a permanent, important, and inseparable part of our American life.

BYRON PRICE
Director of Censorship

THROUGHOUT the long and weary months which have passed since Pearl Harbor the broadcasters of the United States have been undergoing a new and highly significant test. They have been called upon for the first time to demonstrate whether the American concept of free radio can safely be applied in wartime or whether broadcasting stations should be brought under strict compulsory censorship to defend the national security.

The importance of that test to the future of broadcasting could hardly be exaggerated. It is a pertinent but often forgotten fact that in no other major country at war has completely voluntary censorship even been attempted. And it discloses no secret to say that in the early days there were those in and out of the Government who felt sure no voluntary censorship could succeed here.

The Office of Censorship held a different view. In spite of advice to the contrary, it put its trust in the responsibility of American broadcasters. After 3½ years I am more confident than ever that that trust has not been misplaced.

Of course, the experiment has not yet ended, nor will it end successfully if vigilance should now be relaxed. A free radio must be a responsible radio, just as a free press cannot hope to endure unless it is a responsible press.

We have amended the Broadcasters' Code by eliminating entirely the requests regarding "Programs" and "Foreign Language Broadcasts", so that now for the first time radio and press find themselves under Code provisions which are identical throughout. This change is an additional evidence of confidence, for we all must be conscious that radio waves do cross our international borders, whereas newspapers do not unless Censorship permits.

Amendment of the Code in this manner also underlines the responsibility of every broadcaster to think for himself and be solicitous for his country's security, even in fields where no Governmental request any longer applies. Although we are not going to ask in the future that request, dedication, man-in-the-street and foreign language programs be handled according to certain fixed procedure, it is my earnest hope that all broadcasters will continue to exercise such caution as their intelligence and sense of personal responsibility dictates.

The enemy still sits anxiously beside the receiving sets. He wants every scrap of military information he can get. He is desperate and determined to make the battle tough, and the cost of victory high. The same excellent cooperation that broadcasters have given Censorship thus far still is needed to hasten the victory and to bring all Censorship to its properly unqualified end.

J. HAROLD RYAN
President, NAB

THE ANNOUNCEMENT that the United Nations in a combination of free people have brought about official cessation of hostilities in Europe and that V-E Day is here is a source of deep satisfaction to the people of America.

Under different circumstances

Mr. Ryan

(Continued on page 30)
THE TIME to start the wheels of industry is indicated by the screech of factory whistles...and the kind of time that keeps the wheels of industry going—advertising time—is what occupies Weed & Company, full time.

Coast-to-Coast offices, in all time-buying centers, help make "Nationally Represented by Weed & Company" a letterhead line that means more business for the better stations. "Time will Sell" and Weed & Company does sell it!
In 1935 Harry Lillis Crosby was popularly known as a radio crooner. In the nine years that followed on NBC, Crosby has become by all odds the best known singer in the world. The Crosby voice has been heard by more people than any other voice in the world. Under the far-sighted sponsorship of the Kraft Cheese Co., Bing has won more listeners to the Kraft Music Hall than any other musical program on the air.

In these nine years Bing grew into something more than a voice. He has become an American institution.

How did Bing get this way in nine short years on NBC? First he has a voice and style of singing that are irresistible. He can bring mellow beauty to a fifty-year-old ballad as effortlessly as he can swing out on the latest hep-cat tune. He has never sung an affected note. He
Ten Years Later...

DECEMBER 1944
The Bing Crosby—Kraft Music Hall, now heard on 137 NBC stations and short-waved to troops all over the world—the third highest Hooper-rated program on the air.

WINTER 1944-45
Bing Crosby won a total of eight first places in the four major popularity polls. (Through the years he has won more "firsts" than any other entertainer.)

DECEMBER 1945
Bing Crosby will complete ten strikingly successful years on NBC—an outstanding example of continuous popularity.

has never gone high-hat for an instant. He doesn’t like dress clothes—so he doesn’t wear them.

He has strolled his way through a score of motion pictures, a twinkle in his eye, proving you don’t have to be a great lover to be a movie star.

America is proud of its Bing Crosby. He has taken rank with Will Rogers, George M. Cohan and other beloved American personalities.

NBC is proud to be the network on which Bing Crosby has become America’s Favorite Troubadour. NBC is proud of the part it has played in helping to create this living legend of Americanism.

NBC believes that the Crosby stature is directly comparable to the NBC audience—in other words, both Bing Crosby and his NBC audience are GREAT.

National Broadcasting Company
America's No. 1 Network

A Service of Radio Corporation of America
there would be widespread rejoicing. However, our inclination to rejoice is tempered by a sobering realization of the cost of the victory and of the responsibilities which lie ahead.

The road to Tokyo is, according to our military leaders, a long and hard one, certain to involve the loss of many more brave men. There is much yet ahead of us in dealing with the remnants of our European enemy.

This is a time for solemn contemplation and a renewed determination to rid the world of the forces of aggression and to bring about a basis for a lasting peace among all nations.

The broadcasters of America take just pride in the role which they have played in keeping our people informed, in relieving, through entertaining and instructive programs, the tension incident to war, in carrying to our military forces throughout the world specially prepared inspirational programs in the interest of morale, and in assisting the Government in its monumenl task of maintaining civilian production and morale.

We pledge a continuation of radio's all-out effort.

NILES TRAMMELL
President, National Broadcasting Co.
THE NATIONAL Broadcasting Co. joins with the nation in a prayer of thankfulness that the horrible war in Europe is at last ended. This is a great day for the Allies but we should not relax a single moment before renewing our energies toward completion of the final goal—victory in the Pacific and a just peace. So NBC today salutes the allied leaders who have directed us to this victory and turns with confidence and determination to the task that still lies ahead. To that task we dedicate all the resources of the National Broadcasting Co.

BRIG. GEN. DAVID SARNOFF
President, Radio Corp. of America
THE RADIO flash of V-E Day is a pivot upon which every effort of the United Nations turns from a great triumph in Germany to concentrate upon the defeat of Japan. V-E Day is a grand climax in history, but the finale of this war will come only with the unconditional surrender of Japan.

The flash of V-E Day, like that which startled the world from Pearl Harbor on December 7, 1941, is a challenge to renewed effort in all wartime activities of radio—in research and engineering, manufacturing, broadcasting and worldwide communication.

The attack is still on across the Pacific! Let us continue to back it with all resources and facilities at our command so that V-J Day will quickly follow V-E Day, and through total victory bring peace to all people.

MAJOR GENERAL FRANK E. STONER
Chief, Army Communications Service
LONG-DISTANCE radio communication was one of our most potent weapons in the European victory.

Radio conquered both time and distance, two factors which might have proven disastrous to the Allied cause. “Radio Highways of the Air” enabled us to rush desperately needed planes and materials to our Allies while the United States was still mobilizing its full military power. Radio was an important asset in the successful bombing of enemy supply centers. Later it played a vital role in coordinating the transportation and supply of the millions of troops sent across the Atlantic to engage the enemy in his own stronghold. And finally, it was the means of welding all of our military elements into an indomitable fighting team.

Army Communications Service was called upon to handle millions of war words each day on its overseas circuits, tremendous volumes undreamed of a few years ago. This would not have been possible without radio. For the first time in any war, the high command in Washington was able to obtain immediate and intimate contact with overseas commanders, an important factor in the control of operations on scattered fronts.

The success of the Signal Corps’ radio system was due in no small measure to the wholehearted cooperation of America’s commercial communications industries, which contributed generously of their resources, their personnel and their technical assistance to the building and operation of the War Department networks.

(Continued on page 22)
The Radio Council Report
for April, on all five Cincinnati stations, recommended

20 Public Interest Programs
4 Not available locally
16 heard in Cincinnati

WSAI originates two, takes six from the Blue, for a total of 8 out of 16

50%
(in a crowded commercial schedule)

WSAI

CINCINNATI 2, OHIO
Represented by Paul H. Raymer Co. Inc.
FRANKLY, when it comes to selling people—we’re no great shakes on paper ... we’re at our best behind a microphone, and brother, can we do a job then!

Just look what’s happened to us since we set up shop in Cleveland in November, 1943.

... WJW has become the “People’s station” —with on-the-spot coverage of local events.

... WJW is the Cleveland station with the most consistent gains in listening ... morning, afternoon and evening.

... In fact, we’ve already snagged the greatest morning audience in Cleveland!

Hou. Les Ness
Cramer-Kraussell Company
Milwaukee, Wisconsin

Dear Les:

Start the sixth on the sixth ... no I’m not trying to Gertrude Stein on you, but it’s just a way of saying what a fellow like me has to go thru. I noticed a paper on the Horrige of Director and WCHS — and in this paper it says “start the sixth on the sixth” ... well, by the time I had his office cleaned up and worked my way down the hall thru the newsroom and magizo and into the Promotion department, I had it figured out. You see that Cohen Drug stores started their sixth year with Andy and Mill and WCHS on the sixth of...
EMERSON SAID IT

"The only way to have a friend is to be a friend."

That is fundamental policy of WSM. Over our twenty-year history we have built a lot of friends in the area where five million people are actively moving up the social scale. We don't know exactly how many, but the flood of mail and the personal visits are so intimately personal there can be no doubt how they feel about us.
of urgency. In the months ahead, death will still walk at the side of our men at the front, but complacency will be their enemy at home. Advertising has an unparalleled opportunity to lend its power to hasten the attainment of complete victory.

PAUL W. KESTEN
Executive Vice President. CBS

ALTHOUGH another war with Germany has ended there is this time a more experienced, more sober people to receive the news. They will receive it, I think, with relief rather than elation; with gratitude rather than hilarity. In 1918 America was conscious of a mission successfully completed. Today, there is recognition of a responsibility that must be continued, if peace is to be assured. Today marks a pause, but a pause only long enough to turn the full force of our attention westward—to San Francisco and to Tokyo. For this reason, we at Columbia will devote no less energy tomorrow than we did yesterday to the further successful prosecution of the war, and securing of the peace.

Council Reports
RADIO Council of Greater Cleveland distributed 15,000 “Selective Dialing” folders this year covering every type of radio program. Mrs. Henry C. Christian, outgoing president, revealed in her final report of her two years in office. The Council, now 4½ years old, has 155,000 members including 110 Cleveland civic organizations. Current activity is the tabulation of 10,000 questionnaires completing a year’s study on commercial radio copy.

Army Runs KTSM
DEFEANCE accorded a general was given to Sgt. Steve Stankowski by KTSM El Paso employees when the sergeant became “boss” of the station for a day. Occasion was Anti-Aircraft Replacement Training Command’s anniversary at Ft. Bliss which was celebrated when the unit moved into El Paso and placed their men in key positions. Mayor and council were selected from enlisted personnel, as were editors for the two papers and the radio station manager, Stankowski took over a microphone and announced changes that would take place over the station during his day as radio chief. Programs through the day were put on by members of the sergeant’s unit. Sponsors and listeners were unanimous in praise.

CONGRATULATIONS on his appointment as supervisor of Chicago radio properties handled by Poote, Cone & Belding were extended to Albert Capstaff (r) by (l to r) Edmund L. Cashman, agency Hollywood vice-president in charge of radio, and Sidney N. Strotz, NBC western division vice-president.

Picture Story of Radio Given by New NAB Book
A NEW NAB public relations book, Management in the Public Interest, designed to portray a “picture story of radio”, has been completed and shortly will be distributed, after some 18 months in production. With an initial press run of approximately 8,000, some 6,000 of the books are being made available to NAB station members at $1.25 per copy for public distribution. Advance orders of approximately 5,000 already have been procured.

The 100-old page volume is replete with photographs supplied by NAB members which, the foreword says, “tell a vivid, real-life story of American broadcasting—the kind of broadcasting that is made possible by radio advertisers and the income from advertising.” Enough photographs were submitted, it was stated, covering radio’s operation in the war, to fill a volume three times the size. “That is a story which radio will be proud to tell in another publication.”

The book is described as a study of the basic civilian operation of broadcasting, a camera tour of the industry.

SCRIPT of CBS Whistler broadcast has been purchased by Columbia Pictures Corp. as basis for another in its film series, “The Whistler”. Allan Radar wrote the radio script.

“THE WORLD’S BEST COVERAGE OF THE WORLD’S BIGGEST NEWS”
SURE THEY'RE USING KOA!
IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN LISTENER LOYALTY!

In NBC’s 1944 Nationwide Survey of Listening Habits, radio families in seven of Colorado’s largest cities, named KOA as the station “listened to most” at night by 59% to 79%.

In Denver alone, KOA leads the “Network B” station in “listened to most” by 150%—and all network stations in Denver combined by 62%.

Radio families in Wyoming’s four largest cities named KOA as the station “listened to most” by 74% to 91%.

Frankly, we’re quite proud of this record, and KOA’s advertisers are happy, too. They’re using KOA and firing away with this sure fire sales-weapon.

IN DENVER—KOAA GIVES YOU MORE THAN THE OTHER FOUR

<table>
<thead>
<tr>
<th>POWER</th>
<th>50,000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAMS</td>
<td>Top NBC Shows</td>
</tr>
<tr>
<td>COVERAGE</td>
<td>Denver and the Mountain and Plains States Region</td>
</tr>
<tr>
<td>LISTENER LOYALTY*</td>
<td>59% to 79% in seven of Colorado’s Largest Cities</td>
</tr>
<tr>
<td>DEALER PREFERENCE**</td>
<td>60%</td>
</tr>
</tbody>
</table>

PBC Survey "Left Cities" **PBB-People Survey

FIRST IN DENVER

KOAA
50,000 WATTS 850 KC

REPRESENTED NATIONALLY BY NBC SPOT SALES
Randolph Supports Bill Prohibiting Liquor Ads

A LETTER from Ken Randolph, commercial manager of KDON Monterey, Calif., supporting a bill (S-599) by Sen. Capper (R-Kan.) to prohibit liquor advertising in interstate commerce or by broadcast, was inserted in the Congressional Record by Sen. Capper and referred to the Interstate Commerce Committee, where the proposed law is under consideration.

Text of the letter, addressed to Sen. Capper, follows:

Relative to your proposed bill prohibiting the transportation in interstate commerce of alcoholic beverage advertisements, we thought you might be interested in the policy recently adopted by this station which reads as follows: "No advertising of liquor, beer, or wine will be accepted. This also applies to establishments or portions of establishments engaged in the sale of liquor, beer or wine. Current contracts will not be renewed at expiration."

We are in complete agreement with you in this matter.

BROADWAY BOUND to play dramatic roles is Elizabeth Herbert, WSM-FM Nashville announcer. She will play in Anne and Frank Hummert radio serials.

Durr Votes for Further Program Probe
As FCC Grants License Renewals to 20

THIRTEEN of the 50-odd stations placed on temporary licenses by the FCC April 24 [Broadcasting, April 30] and seven others were granted regular license renewals last week, with Commissioner C. J. Durr voting for "further inquiry" before final action in the renewal applications of 10 clear channel outlets.

The 13 of the April 24 group were understood to be part of those placed on temporary licenses in connection with the Commission's new renewal policy of viewing commercial vs. sustaining program operations [Broadcasting, April 16]. Commissioner Capper was non-committal but it is understood he felt the FCC should go into the programs broadcast by the clear channel stations, particularly with reference to allegedly heavy commercial schedules and lack of farm programs.

Despite his attitude, however, there were indications that the Commission would soft-pedal its inquiry into programs, particularly in view of Sec. 326 of the Communications Act. Commissioners generally agreed that some stations might be top-heavy in commercials to the detriment of good programming, but in the final analysis they pointed out that listeners sooner or later would decide the fate of such stations.

The FCC has maintained a "no comment" attitude since the announcement of April 24, which said six stations had been placed on temporary licenses while 18 others had been granted renewals but had received letters pointing out the Commission's new policy. Of the group placed on temporary licenses April 24, some 35 were reported "routine" cases. In such events temporary licenses are issued.

Regular renewals were granted last week to these stations:


Commissioner Durr dissented in the following: WBZ WJZ WCAU WTIC WLAG WHO KDKA WAPI KYW WGR.

Miles Names P&R

MILES LABS., Elkhart, Ind., has appointed Pedlar & Ryan, New York, to handle advertising for a new product, to be disclosed shortly, and will use radio among other media. Extensive user of radio for Alka-Seltzer, "One-A-Day" brand vitamin tablets and Nervine, Miles has placed all other domestic advertising through Wade Adv., Chicago.

One Of America's Timer Stations

No Other Station Claims WBGC's Full Primary Area

One Of America's Timer Stations

No Other Station Claims WBGC's Full Primary Area

BROADCASTING • Broadcast Advertising
WOW lays down a 2½ millivolt signal within a 100-mile (or more) radius of Omaha. That is because WOW uses 5000 watts power on a nearly ideal frequency of 590 kilocycles. The chart below, based on computations by competent radio engineers, illustrates how much more power is needed to lay down a 2½ millivolt signal 100 miles at higher frequencies.

<table>
<thead>
<tr>
<th>Frequency (KC)</th>
<th>Power (Watts)</th>
<th>Signal Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>590</td>
<td>5000</td>
<td>Needs only 5000 watts to deliver a 2½ millivolt signal 100 miles</td>
</tr>
<tr>
<td>1100</td>
<td>90,000</td>
<td>Would be needed to deliver the same signal 100 miles</td>
</tr>
<tr>
<td>1300</td>
<td>190,000</td>
<td>Would be needed to deliver the same signal 100 miles</td>
</tr>
<tr>
<td>1500</td>
<td>420,000</td>
<td>Would be needed to deliver the same signal 100 miles</td>
</tr>
</tbody>
</table>

It's a fact ---

WOW is easily heard anywhere within a 100-mile radius of its transmitter—because WOW puts 5000 watts power on a 590- KC frequency.

WOW is listened to because of its 21-year record of providing the best in radio, including basic NBC programs since 1927.

Those are two sound reasons why WOW can do your radio advertising job within a hundred miles PLUS of Omaha . . . ALONE!

*These are the approximate frequencies of other full-time stations in this area.
**Tank Fete on Blue**

**FOOD**

Mr. and Mrs. Cochrane will christen the tank. Broadcast includes cut-ins from Lakeland, Fla., and San Jose, Cal., plants, as well as one from Washington, D. C., featuring Ralph A. Bard, Under-secretary of the Navy. Mayers Co., Los Angeles, is agency.

**AFN Welcomes Russians**

A M E R I C A N F O R C E S N E T W O R K, GI broadcasting stations in ETO, officially welcomed its latest listener group as they presented the first in a series in Russian immediately following the link-up. Expressing the keynote, the Russian-speaking announcer, Oliver Nicoll, OWI radio executive, greeted the Soviet Forces. Show, featuring selections by the Red Army Choir, was climaxed by a broad-cast of Marshal Stalin's message to the Russian and Allied forces.

**WFN Shift Granted**

CONSENT was granted by the FCC last week to voluntary assignment of license of WFN Findlay, O., from Findlay Radio Co. to Fred R. Hove, general manager and major stockholder in the company, who purchases remaining six shares for $250 per share becoming sole owner of the station (1,000 w daytime, on 1530 kc).
Little Elmer says: "Whirligigs are fun, but for steady results in radio, it's WGN—the leader among Chicago's major stations in local and national spot business."

A Clear Channel Station

WGN

MUTUAL BROADCASTING SYSTEM

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

Broadcast Advertising

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We Carry No Sid
This business of ours is a full-time job. Advertising agencies and the stations we represent are served better because we carry no sidelines. The sales efforts of our men are not divided between radio and other advertising media. We sell no newspaper or magazine space, nor are we involved with transcription or talent departments.

Our full attention is devoted to building business exclusively for the stations we represent.
Radio: Life-Saver

Radio is a voice. It is a voice for good or evil, depending upon how it is used. It is a weapon. It was so used in the grim conflict that ended so ignominiously for the Nazi tyrant last week. It didn’t decide the war. It did play a role—the most important one in those tense hours just before the abject, humiliating surrender of the crushed enemy.

Radio saved lives. That role of radio is overlooked. American lives were saved.

The enemy for days had known the battle was futile. They knew Hitler had perished or fled and that the Nazi leadership had deserted like rats. They were interested in saving their necks. They all knew that by radio. Allied radio kept telling them. They surrendered in droves.

In the last war it took days and weeks before the “cease firing” or what has permeated the ranks. Last week the story was known in minutes. There was little, if any, blood spilled futilely. Radio—American and British and French and Russian transmitters—carried the message. Those few pockets of resistance which had remained didn’t have to wait for courier or grapevine. It came to all those within earshot at 186,000 miles per second.

There were undoubted incidents. AP’s Edward Kennedy’s 24-hour “beat” on the signing of the peace is a raging controversy. Censorship broke down somewhere along the line. It may be true that Mr. Kennedy violated journalistic ethics. There is a serious question whether that sort of military censorship was justified, whatever the reasons. It was news when the peace terms were signed—when the Nazis capitulated—not when some military factorial turned on the news faucet.

News has a way of leaking. The last remaining Nazi transmitter, at Flensburg, broadcast the German order to cease all resistance. That was Correspondent Kennedy’s cue and he used it adroitly. Whether he violated a trust is not for us to determine. It was true when he wrote it. Truth is his defense.

The point we make is that Mr. Kennedy’s story saved lives—American lives. It was picked up and rebroadcast by ABSIE throughout the war theater. If it saved a single life—premature or no—it served a purpose that means more to American mothers and fathers than a thousand news pledges.

Radio handled well its assigned V-E Day task again it did exactly what was expected of it. It owes its thanks to the cooperation of the military forces and more particularly to the Army’s Bureau of Public Relations for greasing the way.

All broadcasters realize that the war isn’t over—that it’s only half over. There’ll be no slowing down on the job.

Broadcasters need the inspiring words of Men. Gen. A. D. Surles, who directs Army public relations.

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!

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Concur in Burr by Durr

THE FCC is talking out of both sides of its mouth about programs. In one breath it insists it has no control over program content. But in several others it goes whole-hog on program evaluation, pure and simple.

There’s the cause celebre about evaluation of commercials as against sustaining service, used as a vehicle for issuance of temporary licenses. In the pre-hearing conferences on clear channels, program matters are given first place. At a Commission meeting last week, Commissioner Cliff Durr voted for further inquiry into renewals covering 10 clear channel stations, on program grounds.

After the mid-April renewal blast in these columns one broadcaster cryptically messaged: “Concur in Burr by Durr”. Many others more than lifted an eyebrow.

Under the inspired leadership of Paul A. Porter, the FCC these past few months has functioned with efficiency and, with hitherto unequalled harmony. He found a welter of unfinished business, including these program issues. Commissioner Durr, who evidently believes anything commercial is crass, has spearheaded the drive. The balance of the Commission has temporized. But the Burr is there.

So far, we judge, upwards of 60 stations have been cited because of representations made in their applications. Despite the Commission’s effort to conceal the identity of stations which have received temporary renewals or letters asking for explanations, all are under a cloud. A station may have been given a temporary license because of faulty equipment or perhaps an incomplete jurat. Yet it is under suspicion.

In these war days, most commercial programs carry public service announcements. Simplicity because the station or the network gets compensation from the sponsor, we understand the FCC lists these programs as purely commercial. Moreover, the Commission’s formula is said to charge up all participating programs using the musical clock pattern as purely commercial. The fact is the station receives compensation only for spot announcements, not program segments. And a substantial amount of that time is devoted to public service announcements.

The whole theory is fallacious and wrongly contrived. The Commission has a legal way without resorting to this circuitous, ill-advised procedure.

It will be recalled that one of the principal aims of the ill-starred House Select Committee investigation of the FCC was the temporary renewal procedure. Committee counsel challenged it as a device to bully stations into subservience. It is an ugly vehicle.

We do not believe the FCC majority realized the impact of this new procedure. If it should follow through on the original intent and treat all stations alike, as must be presumed, very few of the 924 stations would escape notice. The Commission probably would have to lease the ball park or Constitution Hall to hold the on-mass hearings. By that time, however, the crucial battle will have reached the attention of those in higher places.

Before it gets out of hand, we suggest the FCC, in session assembled, take another look. It might well declare a moratorium on regulatory innovations until after V-J day.

Our Respects To—SHAEP*

VICTORY (May 8, 1945)

TUESDAY, May 8, 1945 was Victory in Europe Day. For those 30,000 souls who make radio, it was a day of arduous, doubled work—work which they did with an inspired zeal and fervor. It was the day they had been awaiting hopefully, anxiously, since Dec. 7, 1941. But those folk, perhaps more than any other segment of American civilian life, knew that the surrender signaled a job half-done. The grim conflict goes on.

They must have thought too about those kids from radio on the fronts or in the war theaters. There would be those lucky guys in Europe who might get home now; there were those fellows who won’t get back at all; those in the Pacific who still have a job to do. All told radio’s men in the service total 10,000-odd.

They thought that way on that eventful June 6, when General Eisenhower gave the D-Day signal. The European invasion was under way. Radio was in the front lines, on the beaches, with the early waves. It was the zenith of radio’s first wartime job. Radio acquired itself well.

Then, in this little column devoted to radio people, we broke with precedent. There simply wasn’t one broadcaster who fit the niche. It was all of radio’s fighting sons. So we paid our respects to “Radio’s Liberation Forces”.

Now we’re in no dilemma. Nothing short of a fulsome, wholehearted tribute to the radio men in uniform (and the girls too) will do. They range from Capt. to generals; from apprentice seamen to flag rank. There isn’t paper enough to name them. All of them aren’t heroes. Many of them will never see the front lines. But all are in it for the same reason—to obliterate fascism and intolerance from the earth and to preserve for all of us the right to live as free people.

So once again, to radio’s fighting sons—wherever they may be—American radio men and women thankfully, reverently and proudly pay their respects.

*Heraldic Interpretation of Emblem—SHAEP: Upon a field of sable, representing the darkness of Nazi oppression, is shown the sword of liberation in the form of a Crusader’s sword, the same rising from the hilt and leaping up the blade. This represents the sword of Peace. The yellow band of the hilt is the yellow color of the British flag. Above the band is a rainbow, emblematic of hope, containing all the colors of which the national flags of the Allies are composed. The heraldic chief of azur blue, above the rainbow, is emblematic of a state of peace and tranquility, the restoration of which to the enslaved people is the objective of the United Nations.

BROADCASTING • Broadcast Advertising
"Tonight I want to talk to you about..."

These words have a familiar ring to thousands of Southern New Englanders for they introduce a weekly report to the people of Connecticut by Governor Raymond E. Baldwin over the facilities of WTIC.

Meeting modern day problems in a modern manner, Connecticut’s chief executive discusses questions relating to war production, absenteeism, fuel and food supply, postwar planning, the welfare of returning veterans, and the course of important legislation being considered by the law-makers of the state. Clearly, concisely, he gives his constituents a word picture of the work being done under their mandate.

Naturally, it gives us a great deal of satisfaction to know that WTIC serves as an intimate contact between the Governor and the people of Connecticut. Constant striving toward greater community service has contributed immensely to the active interest of listeners in this area to the programs of WTIC.

One more reason why WTIC is the dominant station in Southern New England.
The 81.5% rise in our all-day average Hoover 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, BLUE listeners are the best spenders. That's 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.

CAPTION SUPPLIED FOR WRONG PICTURE

EDITOR, BROADCASTING:

I've been sent a clipping from your illustrious magazine in which you very kindly inform the trade of my Croix de Guerre. Many thanks. The piece is fine, but you used Jim Quirk's photo in lieu of yours truly.

The error is understandable, for the pix used was one Jim and I had taken together some time ago and which you published on the occasion of WJLS shifting to 560 to become a neighbor of WFLI.

HERE ARE Col. Smith (left, not right) and Maj. Quirk (right, not left) in the photo originally mis-captioned.

Jim Quirk's station. Inadvertently, we here mixed the caption of that print, getting our "left to rights" backwards.

I don't object in the least to being identified with Jim Quirk, who not only is a good broadcaster but is a personal friend, but I feel you may want to get your files straightened out. Jim Quirk, as you may know, helped run WFLI prior to coming on duty. He is now a major and is Gen. Patton's public relations officer. Incidentally, he twice has been awarded the Bronze Star Medal, once for his part in helping set up public relations activities at Paris (he was one of the first in the city) and again for his work on General Patton's staff. Perhaps you'd better leave the picture and change the copy!

Joe L. Smith Jr.
Lt. Col., Infantry
Hq. 12th Army Group, P&PW
APO 655, c/o Postmaster,
New York
27 April, 1945.
REAL MERCHANDISING COOPERATION!

Every radio station talks about merchandising cooperation for its advertisers. Few do anything that really brings results!

Radio station WIBC actually goes the limit to make every sponsored program a success. With large “spectacular” billboards, car cards, newspaper space, direct mail and close personal contact with jobbers and retailers, both product and advertiser are given support that shows up on cash registers and sales records. Ask any Blair man for further particulars.

Represented Nationally by JOHN BLAIR & CO.
Cellar Places Tribute To Granik in Record

PRAISING the American Forum of the Air (9:30-10:15 p.m. EWT Tuesday on Mutual) as a "living monument" to Theodore Granik, its founder and moderator, Rep. Samuel Celler (D-N.Y.) last Tuesday inserted in the Congressional Record a statement in which he declared the Forum is "the living, dynamic spirit of the principles of free government which has carried this nation on to its present greatness".

Declaring that newspaper accounts of what happens in Congress are "inadmissible in the pressure of events," Rep. Celler said "there is one medium which conveys the true atmosphere of the deliberations of this body to the American People . . . I refer to the American Forum of the Air."

FORGE Branch

FORJOE & CO., station representative, has opened a new branch office at 1651 Cosmos St., Hollywood, and plans to set up a San Francisco branch within a few months. Gene Grant, formerly with Blue Pacific Coast Sales, is general manager of the Hollywood office. He was previously with NBC and KFI Los Angeles. Fred Apt, formerly account executive of Compton Adv., New York, joins Forjoe today as head of a newly created sales promotion department, to be expanded at a later date. Ralph Breiding, assistant buyer in the media department, will replace Mr. Apt at Compton.

Leonard C. Cox

LEONARD C. COX, WSRF Fall River, Mass., sales manager for many years, died April 25. He was with WSRF for 12 years when it was operated by Dougherty & Welch Electric Co. and continued when the Fall River Broadcasting Co. in November 1944. Before going into radio he and his brothers were tobacco distributors.

How Good?

We have often been asked: "How good is your market?" Our answer can only be: "As good as our industries." Here are the more important ones:

Carr China Company
Owens-Illinois Glass Co.
Westinghouse Elec. & Mfg.
Domestic Coke Corp.
Fairmont Co.
Bowers Pottery Co.
Hazel-Atlas Glass Co.
Fairmont Aluminum Co.
Fairmont Machinery Co.
Monongahela West Penn Public Service Co.
Cornell Milk Co.
Pittsburgh Plate Glass Co.
& O. Divisional Shops
Rally Tor & Chemical Corp.
Consolidation Coal Co.

ASK A BLAIR MAN

Commercial

LARRY BAILRD, WWL, New Orleans commercial manager, broke his leg while doing some work around his home.

ERAS M. COSMAN, business manager of WPAF Paterson, N. J., and wife of CONRAD JAMES V. COSMAN, USN, who was elected president of the Zonta Club, business women's organization of Paterson.

JOHN EVANS, former public relations manager of C & H Sugar Co. has joined the KIRO Seattle sales staff.

JOSEPH LEMOYNE, salesman of WING Dayton, is the father of a girl.

ARCH MARDEN, assistant to the manager of KSL, Salt Lake City, and MURRAY DRIGGS, announced in the paper, have been elected secretary and director, respectively, of the Salt Lake Adv. Club.

CLAUDE IRWIN, new to radio, has joined the Los Angeles staff of CKGB Timmins, Ont.

HENRY MAAS, NBC Hollywood sales representative, is the father of a boy.

JOHN TREGALE has been promoted to manager of the station's statistical division of All-Canada Radio Facilitics, Toronto, station representative.

JOSEPH HERBSY McGILLYCAY Inc., Chicago, has appointed John Sheehan representative for WJOH and WLA, Chicago, effective May 1.

DUNCAN SCOTT & Co., West Coast representative for Adam J. Young Jr., in Seattle, Washington, has been appointed manager of a new station which starts operations on Aug. 1.

HOMER RENAULT, former program director of both WOYF and WYB, has been appointed manager of the station's operation network, with headquarters in Montreal. He succeeds J. ARTHUR DE JONGE, West Coast representative, who has resigned.

JOHN F. HARRINGTON succeeds the late LEONARD C. COX as sales representative of WSBF Fall River, Mass. (see story on this page).

STEPHEN JAMES, new to radio, has joined the Los Angeles staff of WKNE Timmins, Ont.

PRODUCTION

JULIA CHASE, former acting production director of WBOI Boston, is new to radio, has joined the WJJD Chicago high school shows.

GWEN BUCKINGHAM, until recently chief of the continuity department of WOR, New York, has been appointed continuity director of WWNY Wheeling, W. Va., and her salary raised to $2,500 a year.

FRANKLIN M. EVANS, KTW Philadelphia announcer, has joined the WQMB Chicago staff.

MURRAY WRIGHT, producer of WWJ Detroit, has been drafted into the army.

LAMONT MARTIN and CARL THOMPSON to WBOC Salisbury, Md., as announcers.

TED BEEBE, chief announcer of WWJ, Detroit, has been named production director in the television studios of WWOE Schenectady.

ROBERT HAUPT, for 11 years CBS Hollywood production-director, has resigned to freelance. He continues production assignment on NBC's "The Gay Miller," sponsored by RKO Pictures, and is now in Los Angeles, making a sound recording of the program for future transmission.

GOING ALONG with the gage, when Don McNeil, m.c. of Breakfast Club on WNEW, presented a cartoon of "No Cigarettes" to KECA, Los Angeles affiliate, these staff members "sampled" the new brand. Seated, I to r, Amos Barnes, sales mgr., John J. (Bud) Edwards, program manager, George Irwin, acct. exec.; Clyde Scott, gen. mgr.; Matt Barr, Sheldon Earp, acct. exec.

JAMES BEGGLEY, program director of WKTW Philadelphia, is back at his desk after an illness.

JOHN J. RAE, announcer of CGB Vancouver, has been transferred to CJBC Toronto and the staff of the CBC Dominion network at Toronto.

HOWARD REIG, announcer at WOFX Schenectady, General Electric FM outlet, at WOY Schenectady, GE standard station, replacing VINCENT WILLIAMS, who leaves for Hollywood.

BILLY WILLAR has resigned as announcer at WMP Philadelphia.

DONN BENNETT, producer of "Valley Forge Caravan" on WWJ Cleveland, has joined the American Broadcasting Co. as executive vice-president and joins the WNTW Chicago station.

DICK FALCON has released freelance announcer ED WIBE on three WJJD Chicago shows, and is now in the Navy, stationed at Great Lakes, III.

BILL MYERS, WBBD Toledo announcer, has been drafted.

WILLIAM J. ROSE, Jr., production manager of ROMA Oklahoma City, has been elected president of the Oklahoma City Junior Chamber of Commerce.

HOWARD HARRIS, Hollywood radio writer, is the father of a girl.

ROBERT HAFER, for 11 years CBS Hollywood production-director, has resigned to freelance. He continues production assignment on NBC's "The Gay Miller," sponsored by RKO Pictures, and is now in Los Angeles, making a sound recording of the program for future transmission.
"Here's how Courtney checks up on Courtney!"

...via a PRESTO recorder

"An announcer must check up on his technique constantly," says Alan Courtney, popular announcer of WOV's 1280 Club program. "My own way of doing this is to make frequent recordings of my voice on a portable PRESTO recorder. Then, by listening to the records, I can get an idea of how I sound to the radio audience. Naturally, the accuracy of the recording is of the utmost importance. I find a PRESTO recorder ideal for the work, because, even in amateur hands, it produces cuttings of uniformly high fidelity and clarity."

PRESTO sound recording and transcription equipment is used by major broadcasting companies, in industry, in schools and colleges, and by the Armed Forces. Every PRESTO unit, from the largest to the smallest, is a product of high engineering skill and uncompromising manufacturing standards. Write for information.

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

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N.Y.
Walter P. Downs Ltd., in Canada
Penn. Net Project
UNITY BROADCASTING Corp. of Pennsylvania is applying for a corporate charter to establish a network in the state. Petitioners are unknown, although many believe it represents gospel broadcasters taken off WPEN Philadelphia who seek to link stations for a regional web. The purposes are “to carry on, in all or any of the States, the business of radio broadcasting (including frequency modulation and television broadcasting), and the business of creating, maintaining, and operating networks, systems and chains for such purposes; and to do such things and exercise such powers as shall be appropriate to serve the public interest, convenience and necessity in connection therewith.”

Network Accounts

New Business

BROWN & HALEY, Tacoma, Wash. (Almond Roca candy), on May 11 started 3 times weekly on five NBC stations Mon. 6:30-7:30 p.m. (PWT) with two spot announcements on Friday week. Agency: Hershey & Co., Seattle.

COMPTONE Co., New York (Eudene Bumm), May 13 begins Saturday with half-hour (Johnson & Johnson, Inc., New York) on NBC. Renewal accounts for Chicago station.

GOODYEAR TIRE & RUBBER Co., Canada, Toronto, May 8 starts 10 a.m. week, on seven CBC stations boys Sat. 9-9:30 a.m. (PWT). Agency: J. J. Gibbon, Ltd., Toronto.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on June 4 for 52 weeks starts Knock Manning—Commentator on 36 Los Angeles stations Sat. 1-2 p.m. (PWT). Agency: Hillman-Shaver-Breyer, Los Angeles.

FOOD MACHINERY Corp., Riverside, Calif., on May 14 only sponsors half-hour remote broadcast from Riverside on approximately 90 stations throughout the nation Sat. 9-10 a.m. (PWT). Agency: The Mayers Co., Los Angeles.

Renewal Accounts

BROWN SHOE Co., St. Louis, June 2 for 52 weeks sponsored Bob Hope, NBC Network Sat. 3-4 p.m. (PWT), Agency: Presley & Pressa, Chicago.

NEWSPAPER ELECTRIC Co., Schenectady, has renewed for The World Today Mon. thru Fri. 4-5:55 p.m. (PWT) on eight NBC stations. Agency: Mason Inc., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 30 for 52 weeks renewed Life’s Hit Parade Sun. 12-11 a.m. (PWT). Agency: Foote, Cone & Belding, N. Y.

Net Changes


Known by the Clients it Keeps!
Carter’s Little Liver Pills Super Suds Del Monte Coffee Ex Lax Lifebuoy Rinso Tintex Wild Root Cream Oil Wurlitzer Kresge Sunshine Biscuit Pillsbury Flour Oxodyl Yard Baking Co. Adam Hats Bond Bread Chelsea Cigarettes

WJBK Gets Results
★
Another Reason Why Station WJBK
Carries more national advertising... does a larger dollar volume... than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

Radio Hot Bed
ROBERT S. MONTGOMERY, vice-president of Louisville Gas & Electric Co., has long believed in using radio advertising but it was not until he gave a lecture on “City Farming” recently that it became generally known that radio is responsible for his hot-bed sales being opened every time the sun comes out. Farmer Montgomery keeps a thermostat in the hot-bed. When the temperature goes up the electric arc on the thermostat creates all kinds of static on nearby radio sets. If Mrs. Montgomery happens to have her radio turned on, a neighbor does. The result is that the hot-bed sales is raised at once.

Colonial Dames Co., Hollywood (cosmetics), on May 29 for 39 weeks renews weekly quarter-hour promotion in “Meet the Musee” on seven CBS stations. Agency: Filmullman Co., Los Angeles, has account.

Grissom Hotel, New London, has been named manager of the advertising division of Continental CLOTHING Co., Chicago, for the advertising of the company’s products in the state of Illinois. Harold L. Reingold, president of the company, will continue to handle the advertising for the continental division of the company.

Shook Bronze Co., Loma, (bronze bar, bushings, bearings, babbit metal), has appropriated $15,000 for a national advertising campaign to include radio advertising under the auspices of Michel-Cather, New York, as agency.

Harold L. Reingold has been named advertising director of the domestic and export division of Shirley Distillers Corp., New York. Mr. Reingold is former manager of the advertising department of Continental CLOTHING Co., New York, and sales promotion and radio advertising will be handled by the advertising agency.

Donald M. Steward has been named advertising manager of the advertising division of Continental CLOTHING Co., Texas, New York, a post left vacant by the resignation of Michael B. Miller, who resigned to become manager of the advertising division of the company.

Adrian Plantner, former assistant advertising manager for the Continental CLOTHING Co., New York, has been appointed advertising manager of the company’s Chicago division. Mr. Plantner has been with the company for the past six years.

Continental CLOTHING Co., Chicago, has been named the advertising agency for the company’s products in the state of Illinois. Mr. Plantner, who has been with the company for the past six years, will continue to handle the advertising for the continental division of the company.

Continental CLOTHING Co., Chicago, has been named the advertising agency for the company’s products in the state of Illinois. Mr. Plantner, who has been with the company for the past six years, will continue to handle the advertising for the continental division of the company.

24 years of profitable growth
Each year over 2 million bushels... 10% of all the peas produced in the whole world... picked in Spartanburg County alone!
Meet Bill Hutchinson

William K. Hutchinson, chief of the International News Service Washington bureau, is the dean of press association men in the Senate press gallery and an authority on national politics and Congress.

At present, he is directing the I.N.S. all-star staff covering the United Nations Conference in San Francisco.

He joined the I.N.S. Washington staff in 1921, at the time of the Washington Disarmament Conference, after serving in I.N.S. bureaus in New York, Kansas City, Pittsburgh and Chicago.

The late George R. Holmes was then chief of the Washington bureau, and Hutchinson was schooled in the Holmes tradition of fair, unbiased, analytical reporting. When Holmes died Hutchinson was placed in charge of I.N.S. in the national capital.

He has covered all the presidential campaigns and national conventions since 1924, earning a wide reputation for impartiality.

He is the confidant of senators, representatives, and other national figures. Because of their confidence in Hutchinson, many important declarations have been entrusted to his hands long before they reached rival newsmen.

Twenty years ago Hutchinson's 36-hour "scoop" at the famous Scopes evolution trial in Dayton, Tenn., made newspaper history. The judge himself proved to be Hutchinson's unwitting source of information that a motion to halt the trial would be overruled.

In the intervening years, "Hutch" has scored many impressive news beats. In the 1944 national political campaign, it was "Hutch" who made the first authoritative announcement that Governor Dewey would agree to run for the presidency despite his official silence on the subject.

He was one of a triumvirate of I.N.S. Washington reporters who scored a beat of 29 hours and 11 minutes on the fate of the eight Nazi saboteurs in August, 1942.

Another of Hutchinson's notable scoops was scored in November, 1937, when he revealed the existence of the Balfour documents, containing secret World War I data of utmost international importance.

A member of the American Legion, "Hutch" gave I.N.S. clients a 12-hour beat on the Legion's decision in 1931, to demand revision of the dry laws. Legion officials frequently requested his assignment to cover their national conventions because of his fairness in reporting them.

Although charged with the responsibility of directing his staff, Hutchinson has always considered himself first of all a reporter. Whenever news is breaking in Washington, "Hutch" and his capable International News Service staff are there—not thereabouts.

INTERNATIONAL NEWS SERVICE
235 E. 45th St., New York 17, N. Y.
ABEL AND SIGMUND KAUFMAN PARTNERS
HENRY J. KAUFMAN Advertising, of Washington, will become Henry J. Kaufman & Associates under a partnership just announced. Maj. Kaufman, now serving in the Army, says the firm will include besides himself Jeffrey A. Abel, Edward F. Sigmund and Irving N. Kaufman.

Location, service, functions, and personnel of the agency will remain the same. Mr. Abel and Mr. Sigmund have served on the management committee of the agency since 1942 when Maj. Kaufman entered the service. Mr. Abel, a radio director, has been with the agency for 13 years. Mr. Sigmund has been creative director since 1932.

Stations Cooperating On Song of the Week
FIFTY-ONE New England radio stations in NAB District 1 will launch cooperative “Song of the Week” promotion May 15. Executives selected “Someday, Somebody” as first song. The plan was developed from similar idea carried out by Walter Haase, WDRC Hartford general manager.

Committee organizing campaign includes Paul Morency, WTIC Hartford, NAB District 1 chairman; Walter Haase; Ted Moen, WTAC Worcester; Kingsley Horan, WEEI Boston; Wayne Latham, WSPR Springfield and N. J. Mathers, WHDQ Boston.

PLANS includes the selection of a song to be featured for a period of two weeks with stations agreeing to have tune presented twice each or every 15 minutes. A new song will be selected each month and featured in the same manner for two weeks. Special emphasis will be placed by each station on identifying selected song as “Song of the Week.” Publishers will cooperate.

Robert M. Clutch

CHARGING his original idea for a radio show “Veterans Campaign,” was appropriated for NBC’s series “Johnny Presents Ginny Simms,” Craig Bernicke, Hollywood film actor, has died at 10,000 damage suit in Los Angeles Superior Court against NBC, Philip Morris & Co., sponsors, and Blowe Co., agency.

DON’T OVERLOOK THE

90 PRIMARY COUNTIES
47 SECONDARY COUNTIES
IN THIS GREAT FARM BELT

SERVED BY

KMMJ
GRAND ISLAND, NEBRASKA

HEADLEY-REED COMPANY • REPS

Page 50 • May 14, 1945

A. H. RUMSDALE, JR.
architects and planners

ALSO

CHICAGO CUBS BASEBALL BROADCASTS
AT HOME OR OUT OF TOWN

W-I-N-D
CHICAGO
5000 WATTS • 560 KC.
NEW YORK REPRESENTATIVE
JOHN E. PEARSON CO.

24 HOUR NEWS SERVICE AP • INS • UP
EXCLUSIVE ALL CHICAGO CUBS BASEBALL BROADCASTS

CAROLINE HOOD, Rockefeller Center Inc., has been elected president of the Advertising Women of New York. All other officers were re-elected, including GENE E. STAMLER, media director, Blowe Co., as vice-president.

GRACE JOHNSON, director of women’s activities, Blue-ABC, was one of five to be elected director. Officers will be installed May 24.

LEW KASHUK, former advertising director of L. F. Fox, New York, who has established an advertising service at 11 W. 42d St., New York, will move into permanent quarters after June 1. KASHUK, a brother, will be associated with him, formerly operated Radio-Television Productions, New York.

NEW SHOW or just friends lunching together? William Lewis (l) of Kenyon and Eckhardt, Loren Danker of J. Walter Thompson and Don Thornburgh, West Coast head of CBS, pictured at the Brown Derby, refuse to answer questions.

H. R. COATE, former associate director of research of Foote, Cone & Belding, Chicago, former executive of the San Francisco office as business manager, joins BBDO New York, in association with Mr. Coate.

C. W. (Ted) GRANGE, former advertising and public relations director of Stewart-Warner Corp., Chicago, has joined MacFarland, Aveyard & Co., Chicago, as editorial director of public relations department.

LEE HAMMETT, vice-president and radio director of Simmonds & Simmonds, Chicago, has joined Western Adv. Agency, Chicago, as account executive.

LT. LEONARD F. WINTON has been named radio director of Alvin Gardner Co., New York. To carry out agency’s plans for expanded radio activities. Winton’s new position with the Communications Division, Office of Coordinator of Inter-Allied War Activities, established by the War Dept. as morale service officer.

RTA (Dixie) BUGAN, casting director of RKO Adv. Co. in New York, who was married in mid-April to George Johnson, a head of United Agencies around July 1 to live in Cleveland.
23 TODAY......
AND THEY
STILL LOVE US!

WDAY is the oldest broadcasting station in the Northwest—twenty-three years!—but senility ain't settin' in yet!

Proof? Well, the latest Conlan Rating gives WDAY 69.3% of the Fargo-Moorhead audience (8 a.m. to 10 p.m., Monday through Saturday—4 p.m. to 10 p.m., Sundays) with all other stations combined totaling the short end for 30.7%!

Want a hunk of cake for yourself?

WDAY, INC.

NBC

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES...5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
Maybe the walls are bulging a little, but we're mighty happy to be playing host to the top-notch NBC-KPO commentators covering The United Nations Security Conference. And we're proud to provide NBC-KPO facilities to our colleagues, the British Broadcasting Corporation, Australian Broadcasting Commission and Canadian Broadcasting Corporation. KPO continues to serve in the public interest.

James in '48

NEWSCASTER Bill Humbert, on WOPI Bristol, Tenn., is urging Col. James Roosevelt, eldest son of the late President, for the Presidency in 1948, as a man capable of adequately leading the nation through the difficult days of "reconstruction" that will follow the end of the global war. Citing his war record, Mr. Humbert, says Col. Roosevelt has the background, training and record of experience combined "with the much to be desired acquaintanceship with the presidential office that would enable him to take over the reins" at a critical period. He pointed out that James served as his father's secretary and his companion on many official journeys.

BILL EARLE, of WHOC Salisbury, Md., has been promoted to news director and chief announcer.
CAPT. LEO W. BOLLEY, former WFBL Syracuse sportscaster, 32 months overseas, is now with headquarters staff, First American Division in England.
RONALD V. COCHRAN, former WHOM New York news director, has been transferred to WCOP Boston on similar assignment.
CEDRIC FOSTER, Mutual and Yankee Network commentator, has left for the Pacific as Navy war correspondent.
BRUCE MACDONALD, former WJW Cleveland news editor with AFRS in China, is doing three 15-minute newscasts daily for XNEX.
PFC. JOHN D. STOOKEY, son of CHARLES STOOKEY, farm editor of KKXO St. Louis, who was captured last Dec. 21 by the Germans, has been liberated and is now in an American hospital in England.
CECIL MARTEL RIND, formerly with Philadelphia Inquirer, Seattle Post Intelligencer, St. Louis Post Dispatch and Washington bureau, has joined NBC Hollywood newroom. JOHN BROBERG, for past two years news writer with WOCO Minneapolis, also has been added to network's Hollywood news staff.
WEBLEY EDWARDS, CBS correspondent in the Pacific, is on the West Coast on short leave.

KYW Teacher Plans

REGISTRATIONS are open for enrollment in the third summer radio workshop for public school teachers to be conducted by KYW Philadelphia, in cooperation with the Philadelphia Board of Public Education, Lee B. Wailes, Westinghouse Radio Stations general manager, announced last week. Similar workshops will be conducted by WBZ Boston, KDKA Pittsburgh and WOWO Fort Wayne, also Westinghouse stations. Plan for direct training of teachers by instruction within operating stations was developed by Gordon Hawkins, educational director of the Westinghouse stations, and Gertrude E. Golden, district superintendent of the Philadelphia Board of Education.

1945—Radio's 25th Anniversary—pledged to Victory!
WEAVING COMMUNICATION HIGHWAYS

RESEARCH FINDS THE IDEA

DESIGN GIVES IT FORM

DEVELOPMENT MAKES IT WORK

SPECIFICATIONS TELL THE FACTORY

BELL TELEPHONE LABORATORIES

brings together the efforts of 2000 specialists in telephone and radio communication. Their wartime work has produced more than 1000 projects for the Armed Forces, ranging from carrier telephone systems, packaged for the battle-front, to the electrical gun director which helped shoot down robots above the White Cliffs of Dover. In normal times, Bell Laboratories' work in the Bell System is to insure continuous improvement and economies in telephone service.
The Blue Network has its own philosophy about Television

We start out with the premise that television must be economically sound before it can become successful. We feel that the most important consideration in television today is advertising economics.

Radio succeeded because it is practical: because advertisers learned to team up entertainment and selling, and to do it within a sound budget. This brought radio from a novelty into an important part of living in 33 million homes.

America's advertisers made present-day radio possible. Competition among sponsors for large audiences made radio increasingly better.

Advertisers and their agencies will play just as important a part in television. That's why we are not planning to "take over" the building of commercial television shows. And that's why we approach television from the standpoint of advertising economics.

Our policy, we believe, will make it practical for advertisers to get in and create good video shows: to utilize television more quickly. And as it did in radio, this will speed the growth of this new industry.

The People and Critics Say, "It Works"

Blue has a regular television schedule. Our televised programs are adaptations of successful radio shows; thus, they have an assured audience interest. And we start out by taking advantage of what we have learned about listening audiences, rather than by trying to interest them in some experimental form of entertainment.

Costly experimental work will, we realize, play its part. But it is most important now to give television a commercially practical birth. And the televising of proven and economical radio shows is the best way to do it.

Our programs are televised on a regular weekly schedule—like radio programs—because we know that this is the only way to build a television habit.

Every Sunday on General Electric's WRGB in Schenectady, we are televising "Ladies, Be Seated." On Dumont's WABD in New York we presented "Quiz Kids," "On Stage, Everybody," and currently WJZ's John David show, "Letter to Your Serviceman."

After one month of "Ladies, Be Seated," Schenectady audiences gave this program the highest rating ever obtained by a television show.

After two weeks, "On Stage, Everybody" was the most viewed and most popular with Dumont's New York audience.

We got these facts from these stations' polls. But we checked up on them by talking, ourselves, to the people who have watched and heard our shows.

We have great confidence in our television plan. People like the programs, and they are economically sound.

That, we think, is the foundation of practical television development.
TELEVISION

Mr. & Mrs. W. J. McLaughlin, family and friends, of Troy, New York.
"We always have enjoyed 'Ladies, Be Seated,' but we are very glad we have a television receiver so that we can also see it."

Mr. & Mrs. Louis F. Cardini and Family, 185 West Houston Street, New York City.
"After listening to 'The Quiz Kids' on the radio, we get an added kick out of seeing them."

Mr. & Mrs. H. J. Mandernack, with son Peter and daughter Donna, Schenectady, New York.
"The whole family gathers around and can see it as well as hear it. It's just grand."

Mr. & Mrs. H. J. Mandernack, with son Peter and daughter Donna, Schenectady, New York.
"The whole family gathers around and can see it as well as hear it. It's just grand."

Here in the Slutchak home, Brooklyn, New York, they are watching their first telecast of that popular radio feature—"The Quiz Kids." Says Mrs. Rose Slutchak, "We like it very much, especially Joel."

This is Kenneth C. Bardin and his family of Albany.
They are listening to "Ladies, Be Seated." Says Mr. Bardin, "'Ladies, Be Seated' is a good radio program. Now that we can see as well as hear it, it's wonderful!"

Variety goes along: It says—"Network (Blue) execs and its video department know whither they are going. Their carefully planned programming in television...was a success. From a commercial point of view, all signs point to peak returns...They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised. Johnny Olsen and Penny as m.c.'s are off video material."

Says Billboard: "It's funny, it's commercial and it's inexpensively produced. If we were a sponsor and the home video audience were quadrupled, we'd buy it fast."
**Pentagon Booth Nerve Center For World-Wide V-E Circuit**

A SMALL control booth, hung with GI blankets and set up in the midst of Signal Corps offices in the Pentagon was the nerve center for the entire world-wide wartime radio circuit used on V-E Day—the most extensive ever put into operation.

From special controls, linked with a larger control room of Army Communications Service headquarters at the War Dept., two radio officers piloted pick-ups from military leaders scattered over the globe. The two who handled coordination of the broadcasts were Lt. Col. Francis H. Menagh of the Communications Engineering Branch of Signal Corps, and Maj. Albert Wharfilder, overseas liaison officer, Radio Branch, Bureau of Public Relations.

**Continuous Contact**

Continuous contact was maintained with Allied and American theater headquarters in Europe and the Pacific throughout the day and the night. Communications Service engineers were on a constant alert to switch circuits at a moment's notice to insure the most favorable reception.

Lt. Comdr. Charles E. Dillon of the Radio Section, Navy Public Relations, and Lt. Col. Jack Harris, of Radio Branch, War Dept. Bureau of Public Relations, handled the pooled broadcasts from NBC's Washington studios, with Col. E. M. Kirby, Chief, Radio Branch, War Dept. BPR, coordinating from the War Dept. studios. Col. Albert Warner, head of the War Intelligence Division, War Dept., was m.c. for the 1 p.m. portion of the program, when the top commanders were called in.

Maj. Bob Pollack, Capt. Tom Dougall, Capt. Joe Graham arranged for the portion from SHAEPF, Paris. Handling the messages were Capt. Carl Zimmerman and Sgt. Jack McMullin. From Italy Capt. Bob Eckhouse and Capt. Dan Sutter set up the parts of the broadcast originating from there. Lt. Col. A. A. Schechter was in charge of the pick-up from the Philippines, with Maj. Frank Putnam delivering it from Guam. Capt. Finis Farr and Capt. Bert Parks handled the messages from the China and Burma-India theaters.

Top commanders of land, sea, and air forces spoke from transmitters in Paris, Rome, Guam, Manila, Honolulu and Washington in a series of eight broadcasts, beginning with the SHAEPF messages that were broadcast from Guam by the Navy transmitter on the island. From the theaters the broadcasts were channeled through Signal Corps circuits, relayed to American stations, immediately south of them and our owned or leased from them advisable to be used. From there, the signals were relayed through the network, to the Army's own transmitters scattered through the world.

**CIAA for Latin America, and to OWI and Signal Corps coastal shortwave transmitters for relay overseas to be picked up by Armed Forces Radio Service installations throughout the world.**

Also utilized for the broadcasts was the Signal Corps circuit that just the week before had established the incredible round-the-world radio transmission in 9½ seconds. Using radio-teletypewriter, the message was transmitted from Washington through automatic relay stations at San Francisco, Manila, New Delhi and Asmara, then back to Washington.

Transmission was almost instantaneous. Exactly one second after the tape containing the message moved through a teletypewriter transmitter, a nearby receiving machine started printing the message that had circled the globe. The previous record, established last May, 24, was 3½ minutes.

60,000,000 Words

In the ten months following the Normandy invasion, the Signal Corps' Army Communications Service, under Maj. Gen. Frank E. Stoner, handled more than 60,000,000 words between the United States and the ETO. At the height of the campaign 17 radio and 4 cable channels were maintained, keeping the Army High Command in Washington in instantaneous contact with commanders in the theater.

The official announcement of victory, broadcast by President Truman, was heard by armed forces throughout the world through use of the same facilities that carried the messages from military headquarters around the world. The V-E message was broadcast live by 32 shortwave stations in the U. S. and was picked up and rebroadcast by ABC, The Blue Network, National, and Mutual. At the moment the President's address and the other V-E Day broadcasts were transcribed and sent immediately to troop areas not served by radio or to those places where radio beams from the U. S. do not reach.

Army News Service, a section of the Information & Education Division, Army Service Forces, cooperated with the AFRS in producing special news broadcasts of the V-E Day observance. AFRS also transmitted a special program for troops overseas, sent out on transmissions.

**WIBX Shift Granted**

CONSENT has been granted by the FCC to involuntary transfer of control of WIBX Utica, N. Y., from Scott Howe Bowen, deceased, to WIBX's managing partner, Frank A. Bowen as executrix. Transfer involves 51% for which there is no monetary consideration.

**DuMont Report**

SCENES FROM a few experimental commercial telecasts on WABD New York, video station of Allen B. DuMont Labs., are included along with a preview of postwar television receiving and transmitting equipment in the company's annual report for 1944. "DuMont," the report states, "will continue to design and build television broadcasting equipment." Firm will resume manufacture of television receiving sets for the armed forces. Operation of its own television stations "selling air time" to advertisers. Company had net sales of $9,129,057 during 1944, almost double the net sales of $4,648,346 for 1943. Profits before Federal taxes were $1,494,195 in 1944, compared with $756,061 the previous year. Earnings after taxes and depreciation for 1944 were $347,195, compared with $218,111 for 1943.

**St. Boniface Station**

A NEW 1-kw station has been authorized for St. Boniface, Man., but no license has been issued, according to Walter A. Rush, Controller of Radio, Dept. of Trans-Port, French language sta-
Upon decisions reached at the San Francisco Peace Conference depends the future of the World.

Warner Bros. KFWB is "moving" to San Francisco to record this history-making event.

Our reportorial staff and facilities will combine, for this event, with those of San Francisco's outstanding independent station... KYA. An impressive number of outstanding authorities will report every angle of the proceedings... so listeners to Warner Bros. KFWB will get a clear picture of the eventful decisions which will affect so vitally our lives and our children's future.

INTERNATIONAL PERSONALITIES

Some of the well-known personages who will analyze and report the conference over direct wire to Warner Bros. KFWB are:

MRS. J. BORDEN HARRIMAN
Former Ambassador to Norway

MRS. ELEANOR WILSON MCADOO
Daughter of the great Woodrow Wilson

MR. LOUIS DOLIVET
Founder and Editor of "Free World"

MR. BRUCE BLIVEN
Editor of "New Republic"

MR. DAVID KARR
Of Drew Pearson's Washington staff

MR. BARTLEY C. CRUM
Prominent Attorney (campaign manager for Wendell Willkie), and the entire staff of KYA

MR. SAM BALTER

MR. JOHN R. HUGHES

MR. PETER DELIMA

MR. BILL PENNEL

KFWB'S own nationally known commentators

Complete Coverage

SAN FRANCISCO WORLD PEACE CONFERENCE

KFWB WARNER BROS.

HOLLYWOOD
ENRIC MADRIGUERA

“Musical Ambassador of the Americas” is the title awarded Enric Madriguera for his great service in popularizing Latin music everywhere.

He was among the first to bring authentic Latin-American music to the attention of the United States. His music and his orchestra have become justly famous for excellence and good taste. In good taste, too, are the many superb BMI-licensed titles he has recorded.

UN MOMENTO
UN DOS TRES
ACERCATE MAS
SE FUE LA CUMPARSA
POINCIANA
IN A FRIENDLY LITTLE HARBOR
AMOR
TICO TICO

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

KTCU Brake Service

AS A PUBLIC SERVICE, auto brake-checking station with authorized mechanics. Free inspections have been set up by KTCU Tunco, Ariz., in front of its studios. Windshield sail is awarded if brakes are in good condition, with a citation and ten days given to correct faulty brakes. In first two days of the month campaign, 6060 motorists reported for the service.

PHILCO Award

PHILCO Corp., Philadelphia, on the May 8 broadcast of “Radio Hall of Fame,” Blue Network, presented Orchestra Leader Paul Witteman with $1,000 bill to be awarded to a promising musician now in service. Money will be used for tuition at a music school, for private study or for financial backing during the musician’s readjustment to civilian life.

Promotion

PAPER FOR FARMERS

KFPY Spokane, to promote its two six-weeks and half hour, 6:30 a.m. and 12:30 p.m., is leaving a free paper “The KFPY Four Page Tabloid,” first issue illustrates: better methods to drilled potatoes; better dairy stock and how to care for them; campaign against barberry; information on beef cattle, rabbits, etc. Material is secured in livestock with farmers, contacts with county agents and others.

Radio Success Story

“RADIO, Ace of Hearts,” is the title of a CBS Red Network listener response to Bob Hawk’s 40-second appeal for playing cards for servicemen on St. J. Reynolds Tobacco Co. “Thanks to the Yanks” March 12. Within eight days more than 228,000 decks had been received at CBS’ New York headquarters alone, and 90% of the cards were unused according to the booklet. By May 4 over-all total had risen to 1,400,000.

WHIBQ Staff Magazine

WHIBQ Memphis is publishing the “Hot Watt” Intended “Just for us WHIBers” according to the house organ lead editorial which explains idea was suggested by Mutual’s closed circuit. Cover says magazine is “published anaemodically; Hotel Gayoso, overlooking Old Man River and all criticism.” First issue includes caricatures of staff members and studio gossips.

Sewing Contest

KIRO Seattle has closed its sewing contest and awarded $30 prizes at a special party at the Olympic Hotel, Seattle. Contest attracted more than 200 entries.

Advance Listing

WONB Chicago, FM station, lists programs one month in advance in booklet sent free to listeners and featuring titles of selections and editorial features and artists.

EDKA Courtesy

WAR DEPT. news releases and recordings received at EDKA Pittsburgh for broadcasting purposes are distributed to families of overseas servicemen featured. Over a four-month period an average of 30 releases per week have been forward and the appreciative response has been nearly 100%.

Promotion Personnel

ROLAND TRENDICH, public relations director of WAAT Newark, has been named radio consultant of the New Jersey War Finance Committee for the seventh time.

LYNNE ARTO, formerly with Robert F. Denius Inc., Los Angeles agency, to KFI Los Angeles publicity staff.

LYNNE BURDRE, public relations assistant at WAAT Newark, to be married this summer to F. Carterland, El Segundo, Calif. Miss Burdrey is supervisor of WAAT’s “Coffee Club”.

UNDOUBTEDLY THE NAME TO REMEMBER FOR MAXIMUM EFFICIENCY MINIMUM MAINTENANCE

GATES RADIO CO.
QUINCY, ILLINOIS, U.S.A.

BROADCASTING • Broadcast Advertising
A vital link in a long chain of equipment ... from microphone to antenna ... the lead-in cable plays an important part in dependability of operation.

Federal's Intelin Cables are dependable. They've proved that in broadcast and military installations all over the world ... standing up under severe operating conditions ... in all kinds of climate.

And that's typical of all Federal broadcast equipment. From lead-in cable to complete station, it has earned a reputation for performance because it's built to stay on the air.

Amplitude Modulation, Frequency Modulation, and Television ... for quality, efficiency, dependability ... look to Federal for the finest in broadcast equipment.
**News of the Week**

**SERVICEMEN** throughout the world have been invited to send in requests for musical numbers to be played by the New York Philharmonic Symphony on CBS in a special Independence Day tribute to the Armed Forces. July 1, Artur Rodzinski, conductor of the symphony, broadcasts on CBS for U. S. Rubber Co., issuing the invitation in the form of a recording, relayed to overseas troops by AFRS. Titled "Bequest of the Troops," program will be made up from selections polling the highest number of votes.

**WUG Service Programs**

**TWO SERVICE programs aired by WUG Schenectady are "Your Boy in Service," utilizing War and Navy releases about Schenectady men and women in uniform, and a series by men of U. S. Army Redistribution Station, Lake Placid, N. Y., the Rome Airfield and Sampson Naval Training Station.**

**Schenectady** men and **Tulsa, July 14,** are affiliate, cooperating with the American Legion, is sponsoring a traveling road show unit "ETVU- American Legion Canvass" in a series of Saturday afternoon public forums in northeastern Oklahoma cities. One-hour broadcast from each community features speakers answering queries from the audience on GI rights and rehabilitation.

**Traveling Road Show**

**KTUL Tulsa, CBS affiliate, cooperating with** the American Legion, is sponsoring a traveling road show unit "ETVU-American Legion Canvass" in a series of Saturday afternoon public forums in northeastern Oklahoma cities. One-hour broadcast from each community features speakers answering queries from the audience on GI rights and rehabilitation.

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**Programs**

**Name the Song**

**WOB New York on May 7 started four-weekly quarter-hour song-and-money program titled "We've Got Your Number." Program is conducted by Don Frederick. WOB announcer, who telephones listeners, asking them to identify song being played. If respondent answers correctly he is asked to identify the next number selected and so on until he misses. Listener gets $5 for each song identified correctly.

**Junior Style Show**

**WSIP Toledo has inaugurated a style show for youngsters as a part of its Saturday morning "Kiddies Workshop." Boys and girls from three to ten model latest apparel handled by sponsors of the program.

**Two-Way Broadcast**

**WIP Philadelphia presented May 6, 2-3 p.m., two-way forum on "Can a Democracy Have Full Peace Time Employment Without Overload Planning?" with participants speaking from Philadelphia and Great Britain via BBC.

**Auction Show**

**MUTUAL May 22 begins a weekly series "Dave Elman's Auction Gallery" which will allow radio audience to participate in nationwide auction sales. Stacks of stage, screen will dramatize interesting episodes behind objects and curios to be auctioned. Bids will be sent to Elman by mail, phone or wire and highest bidder will be awarded possession.

**ASF Needs**

**NEW** series titled "The Sergeant Set," designed to emphasize Army Service Forces needs in the Chicago area began on WJJD Chicago. Format consists of stories about soldiers in combat zones and telling civilians in Chicago what they can do to help war effort.

**Church Women on Air**

**WFIL Syracuse is now airing "The Voice of the Church Woman" radio workshop on"**

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**RADIO'S first women's convention was held when Virginia Federation of Women's Clubs speakers broadcast from WRNL Richmond over WRNL WBTM WRNL WILS WGH and WKEY. Gov. C. W. Darden (r) of Virginia, chatted with Assistant General Manager Mallory Freeman of WRNL.

**Train Communication**

**KIRO Seattle has broadcast a demonstration performance of train communication from a moving Milwaukee Road Train. Engine to caboose to way-side station communication began in the middle of the 11,890-ft. Snoqualmie tunnel to prove reception is no less clear in the tunnel than outside.

**Docking Described**

**WTMA Charleston, S. C., claimed a radio first with its broadcast description of the unloading of the Army hospital ship Seminole when it docked at Charleston Port of Embarkation. Unloading was described and patients interviewed for listeners. Transcription later was played back to patients.

**Children's Program**

**BOBEBEY SPALIETE is presenting a** children's program, "Golden Keys," on WVOY May 9, 11 a.m. A quarter-hour of stories about writers and illustrators of famous books, program is directed to children up to the sixth grade age group.

**Theater Series**

**NEWS and notes of the theater plus reviews of plays and motion pictures will be given by Jay Carmody over WTOP Washington in a series started Sunday, May 10, 12-12:30 p.m. Mr. Carmody is drama critic of the Washington Star.

**G.I. Baseball Program**

**INTERVIEW with Baseball Star "Happy" Chandler will be recorded as part of sports program for distribution to U. S. Army hospitals by Army Special Services. Russ Hodges, Mutual sportscaster, will conduct the interview.

**How to Make Repairs**

**REPAIR of home electrical appliances is brought to us in a series of programs on WCCL Hartford, N. Y., in cooperation with Prof. W. F. Wright, Dept. of Agricultural engineer, Cornell U., station licensees.

**Spar Band on WWD**

**Spar Band started on WWD, Washington April 25 on "Spar on Parade," half-hour broadcast from the Spar barracks in Washington.

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**Reunion**

... in Philadelphia

WDAS brings G.I. Joe and his sweetheart together in musical memories.

From overseas Joe writes, "Please play our favorite recording of Together. If it's not too much trouble, call Madison 8312 and ask my Suzanne to listen in."

Similar V-Mail requests reach WDAS almost every day... all because Joe remembers this station's popular record show. And he knows that nothing is too much trouble at

---

**WDAS**

That's why WDAS audiences have been loyal for more than twenty years

---

**Page 60 • May 14, 1945**

**Broadcasting • Broadcast Advertising**
Listen to long, sustained chords from a piano

Include a piano recording in your demonstration. For the piano is the most difficult of all instruments to record without wavering of pitch — something that immediately tells your listening audience whether your broadcast is a 'live' or 'recorded' program.

Listen carefully to your recording on a Fairchild Recorder. Notice how the fundamental tone and each of its overtones are reproduced at exactly the same relative strength as heard in the original sound. And notice, particularly, the absence of wavering of pitch.

The famed Fairchild turntable drive is the reason. Driven direct from the center, the 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by closely maintained tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.

All Fairchild sound instruments are built to meet the increasingly important transcription requirements of the radio and communications fields. Descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
Lid Off Program Type Restrictions
(Continued from page 15)

ments, club meeting announcements or whatever. These controls are lifted completely.

Foreign language broadcasters need no longer require prior submission of scripts if they do not wish to do so.

Foreign language broadcasters need no longer check such scripts "against the broadcasts" (the provision which necessitated linguistic monitors).

Foreign language broadcasters need no longer retain linguistic censors.

Subject to Section I

They must remember, however, that all of their broadcast material is subject, as is that of English-language stations, to the full provisions of Section I of the Code, as amended by the Director.

In other words, there is no broadcast censorship beyond that which applies under the first section of the Code. Station operation, to this extent, returns to a pre-war basis. The Codes for the Press and the Broadcasters now, for the first time since Jan. 15, 1942, are alike.

Full text of the note to broadcasters follows:

The end of German resistance alters security requirements materially, although it by no means erases the need for, or importance of, voluntary censorship.

A new, shorter Code will be issued soon. Meantime, the present Code (Edition of December 1, 1943) is amended effective at once as shown below:

1 (a)—WEATHER—Eliminate.
1 (d)—DAMAGE BY ENEMY LAND OR SEA ATTACKS—Eliminate but note reference immediately following.
1 (e)—ACTION AT SEA—Eliminate and substitute following:
"Information about the sinking or damaging from war causes of war or merchant vessels in any waters; information about actual or impending enemy attacks on the continental United States."
1 (f)—ENEMY AIR ATTACK—Eliminate.
1 (j)—SABOTAGE—Eliminate.
1 (k)—PRODUCTION—Eliminate and substitute following:
"New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war."
1 (m)—WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS—Eliminate and substitute the following:
"Information as to arrival, movements, confinement or identity of military prisoners from war areas.

SECTION II. PROGRAMS—Eliminate in entirety.

SECTION III. FOREIGN LANGUAGE BROADCASTS—Eliminate in entirety.

With regard to foreign language programs, however, Broadcasters should remember that all provisions of the Code still in effect apply equally to all broadcasts including those in languages other than English. A vigilant check should be maintained over foreign language broadcasts at all times.

The identification and location of all American military units in Europe may be broadcast up to and including May 8, 1945, but subsequent movements require appropriate authority under the Armed Forces section of the Code.

A contemporary of the excellent cooperation received from the American Broadcasters since the war began is earnestly requested.

Byron Price
Director of Censorship
May 8, 1945

On May 9 Mr. Price issued the following note:

The Press and Broadcasters Codes are further amended, effective once, to eliminate the words "information about the movements of the President of the U.S. (including advance notice of any place from which he will broadcast)"

The language eliminated occurs in the Broadcasters Code under 1 (p), and in the Press Code under the heading "General."

Canadian censorship regulations were slightly relaxed as a result of VE-Day. Broadcasters can now broadcast all weather news. Until VE-Day the Atlantic coast was still under weather news censorship. Certain Canadian European troop movements, naming units, can also be broadcast, and certain shipping movements may now be revealed. A censorship on current shipping news is to be continued for the present. A revision of Canadian censorship regulations will be issued soon in conjunction with the revised U.S. censorship code. Meanwhile radio stations are advised to contact their radio censorship on broadcasting and news of which they are doubtful.

STROMBERG-CARLSON Co. has received the fourth white star on its Army-Navy "E" flag.

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

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

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
"The No. 1 rating (43.6) for the No. 1 national program is delivered by The Buffalo Evening News station WBEN for Bob Hope."

"Bing Crosby, with a 22.9 nationally, gets *** 37.6 in Buffalo with WBEN. This is second top program for which WBEN is socking away solid listening tabs."

*The Billboard—April 21, 1945.*
KCMO Buys 160-Acre Site for Station, Farm

KCMO Kansas City has purchased a 160-acre tract north of the city where it plans to make a model farm as a background for radio facilities which will be built there provided the FCC grants its request for an increase in power to 50,000 kw after the war.

The station filed a request for the increase from 5,000 kw in November, 1941. Shortly thereafter increases in power were frozen.

KCMO points out in its request for the increase that there is no station of more than 5,000 kw serving greater Kansas City although such cities as Tulsa, Oklahoma City, Des Moines and others have 50,000 kw stations.

KCMO is applying for 50,000 kw daily and 10,000 kw night on 810 ke in lieu of its present assignment on 1480 ke. Tom C. Evans and C. C. Payne, co-owners of the Crown Drug Co., and Lester Cox, KWTO Springfield, Mo., are each one third owners of KCMO. E. K. (Joe) Hostenbower is general manager.

WCMI to Join CBS

WCMI Ashland, Ky., 250 w on 1340 kc, will join CBS June 15. Station currently is a Mutual affiliate.

Associated Store Group Cited for Price Practices

ASSOCIATED Merchandising Corp., New York, and its 21 member department stores, large users of radio, last week were ordered by the Federal Trade Commission to discontinue "knowingly inducing or receiving as discrimination in price" on purchases from manufacturers or distributors in violation of the Robinson-Patman Act. The Commission found that AMC was established by the stores as a means of acting collectively to obtain special allowances and discounts, and purchases about 25% of the merchandise handled by the members. Its operations were said to be discriminatory toward other department stores.
KLZ, KIRO, WDWS, WHCU Winners Of City College Broadcasting Awards

FIRST national awards of merit for the most effective creation of radio programs and promotion plans to be given by the College of the City of New York, covering the year 1944, were to be announced today by Dr. Harry N. Wright, CCNY President.

Winning exhibits, selected from many entries by broadcasters, agencies and program producers throughout the country, will be on display at the Conference on Radio and Business to be held at the college, May 22-23.

KLZ Denver, for its Highlights of the Rockies, receives an award for the "most effective institutional commercial radio program developed by a station". KIRO Seattle, with Swap 'n' Shop, wins an award for the "most effective direct-selling commercial program developed by a clear-channel station". WDWS Champaign, Ill., for its Sorority Charm series wins the award for the "most effective direct-selling commercial program developed by a local channel radio station". The program, Let's Make a Dress, wins for WHCU Ithaca the award for "the most effective radio program developed for the purpose of increasing World War II's share of the local audience".

Hillman-Shane-Breyer, Los Angeles, for the This Is My Story series, receives the award for the "most effective radio program developed by an advertising agency". CBS' Let's Pretend program was judged the "most effective commercial program developed by a network". For Calling All Girls, the F. W. Ziv Co., Cincinnati, wins the award for the "most effective program developed by a transcription producer".

In the program promotion category, Arthur Kudner Co., New York, receives the award for the "most effective merchandising directly to the public" for its promotion of the General Motors Symphony of the Air. Merchandising done by N. W. Ayer & Son, New York, for Report to the Nation when it was sponsored by a number of electric companies, wins for this agency the award for "the most effective merchandising to and through a dealer or sponsor organization".

Promotion of Food Fair by WEFL Boston was rated the "most effective station promotion of a local program". WOWO Fort Wayne gets the network program promotion award for its work on America's Town Meeting of the Air. Award for the most effective promotion of a locally produced sponsored network program goes to WLW Cincinnati for its promotion of the World's Front while the promotion of WJR Detroit for its Victory F.O.B. wins the award for the best station promotion of a "locally produced, public service network program".

Honorable mentions go to KDAL Duluth for "an unusually effective program developed to increase the station's share of the local audience", with Open House; to WEAF New York for "an unusually effective sales promotion of a local program", with Mary Margaret McBride; to WHAS Louisville for "an unusually effective commercial program, with Renfro Valley Gath- ers", and to WTOP Washington for "an unusually effective sales promotion of a local program," for Let's Learn Spanish.

**MISHER, WE DON'T HIT THE BRANDY KEG (Ky.)!**

Or if we do, it's purely by inadvertence. With the usual accident of the wave, it's an unusual wave. For WAVE's design is not to waste power on every corner. It's a wave to cover the prosperous and populous Louisville area with a clear signal. This area does more business and earns more money than all the rest of the State put together. She how straight we said that?

**WPTF**

(CARRYING N. B. C. WITH 50,000 WATTS AT 680 K C)

IS NORTH CAROLINA'S No.1 SALESMAN

WPTF - RALEIGH

**WAVE**

5000 WATTS • 950 K C • B. B. C.

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

May 14, 1945 • Page 65
WELL-DRESSED IOWA FARMER—(IN A PIG’S EYE!)

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

Folks out here can spot a phoney “farm station” just as quickly as they’d recognize a play-boy farmer. When a station gives them perhaps one farm program a day, read in a suave Eastern accent, they don’t tune in often.

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

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

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IA.

Congress Action Against AFM Seen
(Continued from page 17)

pointed to an independent survey made for the NAB in 1939 in 112 cities which showed that in no city did as many as 40% of the members of the AFM claim to be musicians or teachers of music. The rest he said, were fully employed in over 260 different occupations ranging from 5th graders to physicians.

Control of the AFM, Mr. Ryan continued, therefore rests with nonmusicians and since no one of the station scalers can cast more than 10 votes regardless of the size of its membership a handful of members can ouvte the concentration of professional musicians in the large cities. Although the New York local has one-seventh of the membership, he added, it has no representative on the union’s international executive board.

Mr. Ryan testified that AFM quota demands on stations have no relation to safety, health, working conditions or any incident of employment. They have no beneft to the station or the public and, he declared, “it is my firm conviction that these forced quotas are of no use to the union itself.

If stations were free to select musical talent, he explained, they would find local performers to attract listeners and, ultimately, sponsors. As it is, he said, stations frequently have orchestras which serve no useful purpose and in some cases the stations do not require their appearance “but just mail out the checks”.

KDKA Instance

Mr. Ryan outlined the history of the platter turner dispute, citing Petrillo’s plan to provide 2,000 “make-work” jobs for such work which, he said, “is no more a fulltime job for anyone than would be the placing of paper in a typewriter’s separate from stenography”. Since recordings are used at various times through the long broadcast day, Mr. Petrillo’s figure, he added, is “conservative”.

Forced hiring of musicians as platter turners would be “completely ruinous” to the smaller stations, he said.

Mr. Ryan told the Committee “that one of the most striking instances” of the use of arbitrary action by the AFM has been the union ban on television which is “arbitrary”. As a result, he said, “the entire progress of experimentatiion in certain aspects of the art is being delayed with resultant loss not only to broadcasters and members of the AFM but to the citizens of our country who expect to find employment in these new fields and to the great numbers of our citizens who will ultimately reap its benefits as the television audience”.

The Committee also heard testimony from Mrs. Fletcher Hodges of the Doctor League Club of Pittsburgh which has been writing scripts for Children’s Book Shop, a weekly dramatized educational sustaining program broadcast until last February by KDKA. Mrs. Hodges said the League withdrew the program “on principle” when Mr. Petrillo required that a fee of $18 be paid whenever the program is produced on a transcription for reasons of convenience. She said the actors and musicians participating in the program were paid by the station but that nevertheless Mr. Petrillo wrote Joseph E. Baudino, KDKA general manager, that the AFM felt it would be unwise to make an exception to its policy of requiring fees on transcriptions.

Chairman Lea read into the record a communication from Joseph A. Padway, AFM counsel, declining to participate in its hearings of the bills before it.

Rep. Monroney’s bill would outlaw royalties, forced quotas, standbys, “featherbedding”, jurisdictional fights, and other abuses [BROADCASTING, Feb. 19]. In an article in American Magazine [Feb. 19], Mr. Monroney declares that Congress “must face, and face soon, whether a new, extraordinary power by union leaders will be permitted. I refer to the ‘royalty’ method, first adopted by Petrillo and now demanded by John L. Lewis.”

Petrillo Orders Movies To Blacklist Television

ORDER of James C. Petrillo to motion picture companies not to make musical sound pictures available for television, is the latest move in the AFM chief’s program to keep television without music as far as possible. Since his order of several months ago, several AFM members to appear before the television cameras at any price [BROADCASTING, Feb. 12], Mr. Petrillo has evinced no interest in discussing with television broadscaters ways and means for their employment of musicians.

If musical movies are taken away from television—and there seems little likelihood that any picture company will defy the musicians’ edict for the benefit of a potential competitive medium—it will make a significant dent in video programming, leaving the stations dependent entirely upon records for their instrumental music.
Selection of President Main Object of NAB Board Meeting

Full Agenda to Be Handled at Omaha May 16-17
Swelled by Annual Convention Cancellation

WITH SELECTION of an interim successor to J. Harold Ryan as president of the NAB as the primary order of business, the trade association's board meeting in Omaha May 16-17 will handle a full agenda, swelled by the cancellation of the annual convention of the association because of war restrictions.

The committee to select the president, headed by G. Richard Shafto, WIS Columbia, S. C., already has concluded tentatively that it will not recommend a permanent president at this time, because a number of the best prospects are in war service and are loath to consider non-government assignments. Instead, the committee will propose that Mr. Ryan be succeeded by another broadcaster on an interim basis, to serve until final victory. [Broadcasting, April 30].

Might Be From Committee

Who that person might be was in doubt, though it was thought he might well be selected from among the six-man committee itself. In addition to Mesara, Ryan and Shafto, the committee comprises Don B. Elias, WWNC Asheville; James D. Hourse, W.LW Cincinnatti; Paul W. Morency, WTTIC Hartford, and John J. Gillin Jr., WOW Omaha.

All save three of the board's membership of 26 are expected to be present in Omaha. William B. Ryan, KFI Los Angeles, will be absent because of duties incident to the San Francisco Security Conference. Mr. Elias may not attend because of recent minor surgery. F. M. Russell, NBC Washington vice-president, confined to a sickbed by recurrence of a respiratory attack, was not expected to be well enough to attend.

It is expected Mr. Ryan, whose term expires July 1 and who then proposes to return to his vice-presidency of the Fort Industry Co. stations, will accede to a request that he remain an additional month or so to break in his successor. The board made a definite commitment to Mr. Ryan when he assumed the presidency April a year ago that he would not be detained beyond July 1.

Immediate hopes for a convention or annual meeting this year of the full membership were blasted last week after V-E Day when the Office of Defense Transportation asserted the travel ban would remain in force. Should conditions improve, however, it is entirely possible that a meeting will be set later in the year—anytime before 1945 rings out.

The NAB membership is at an alltime high, totaling 704. Of these, 655 are active station members and 39 associates. Of the aggregate, 634 are standard stations, 16 FM, 2 network, 1 television and the balance associates. Since last February, 15 additional members have been admitted. In 1940 the membership totaled 422, as against the current 704.

Highlighting the two-day meeting will be such matters as revision of NAB by-laws, miscellaneous in character; appraisal of the Broadcast Measurement Bureau, with Hugh Feltis, president, to present the report and with Glenn Bannerman, president of the Canadian Assn. of Broadcasters, to relate his organization's experiences; proposal for an Academy of Radio Arts and Sciences; consideration of the proposed new NAB-AAAA standard form of contract; agency recognition procedures; audience measurement developments, and retail sales progress report, based on the San Antonio experiment at Joske's.

In the labor field, the board will consider recommendations dealing with proposed enlargement of its labor relations bureau, which would swell the budget to a figure of possibly $60,000 to $75,000 a year. General activities relating to employ-employer relations will be covered.

The FCC's new policy on license renewals, as well as other trends in regulation, are on the agenda, along with proposals on revision of office forms and practices, industry research, radio set standards and other matters which have been perennial on its agenda.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that counts.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BROADCASTING
HOUSE, Halifax, Nova Scotia
or Joe Weed, New York City
Radio Girs for V-J Day
(Continued from page 16)

band all those who contributed to the victory.

From San Francisco, Conference delegates spoke to the nation and the world; Congressmen and Senators were heard from Washington; crowd scenes were described from Times Square; typical families, soldiers, sailors and marines... all aired their personal reactions and tributes on the most consistent series of radio programs yet known.

Network Interviews
Roy Porter, NBC Paris correspondent, interviewed Margaret Ecker of Canadian Press, only woman present at the surrender. From a Boeing B-29 plant in Seattle, CBS Correspondent Norman Runions of KIRO interviewed three aircraft workers. Mutual broadcast V-E Day's effect on an Army post from Ft. Sheridan, Ill., and the Blue described reactions of an American family in Cleveland.

At 3 p.m. King George VI was heard on four networks followed by Secretary of State Stettinius and other foreign ministers speaking from San Francisco.

At 6:01 p.m., NBC observed one minute of silence, commemorating the end of the war in Europe.

Networks observed their usual closing hours.

For one full hour after the President's announcement, OWI took over all shortwave facilities on the East Coast, beaming the news to Europe and Africa in four languages. Armed Forces Radio Service doubled its usual operation schedule, feeding network programs as normally but also sending news to the Army Communications Service point-to-point system of the Army Signal Corps. A special transcribed program, starring Hollywood and theater celebrities who have previously participated in AFRS programs, was sent out by AFRS from Hollywood.

England's Reaction

BBC, beaming from Britain to the U.S., sent Churchill's address and followed it by on-the-scene interviews with American servicemen. BBC also sent a color description of London's reaction, the King's speech and comments by outstanding United Nations leaders.

Unconfirmed surrender report by the Associated Press on May 7 brought on one of the most hectic days in radio history. News commentators, inclined to be skeptical after the AP fiasco of April 28, again confronted a major problem in news handling. Program directors contend with an on-again off-again situation, with their regular broadcasts first cancelled and later reinstated.

Radio generally followed a cautious policy on the Edward Ken-
Broadcasting

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West Coast Ceremonies

From Hollywood, CBS brought in Road to Victory, produced by Charles Vanda, and Free Men Have Done It Again, written and produced by Norman Corwin. These were broadcast 8-10 p.m. (EWT).

NBC western division put on a program featuring ambassadors at the United Nations Conference, San Francisco, as well as a show from Oceanside, Cal. military camp during which Bob Hope interviewed G.I.'s. The San Fernando Mission bells rang out on the NBC program of historic bells across the country. Similar programs ranging from five to fifteen minutes were fed to the networks throughout the day.

Mutual-Don Lee had a half-hour montage broadcast, Man Fights for Liberty, which originated from Hollywood. Cross-country pickups on Main Street, USA culminated in a man-in-the-street interview from Hollywood and Vine. Policy of Don Lee, regional nct., included substitution of OWI or V-E Day or War Bond copy for spot announcements, except where sponsors had already submitted copy in keeping with the day. Program on United Nations Conference delegates' reaction was fed to the network via KFRC San Francisco outlet.

Blue maintained a nearly normal broadcast schedule with 30-second news inserts preceding each program.

Canadian Observance

Canadian stations cancelled most commercial programs on V-E Day, featuring special broadcasts, prepared some time ago. The Canadian Broadcasting Corp. featured special programs from the moment the official announcement in Europe was made that Germany had surrendered. Arrangements had been made in advance to broadcast reaction of the news at various points in and out of the States, and several "color" programs featuring local reactions. CBS went back to its normal schedule at 1:45 p.m.

WOR New York threw aside its regular program schedule, devoting the entire evening up to 1:40 p.m. to special newscasts and broadcasts centering around the surrender report. Other New York stations generally observed their normal schedules except for addition of extra newscasts.

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V-E Day was video day for television set-owners in the New York-Schenectady - Philadelphia area when a 14-hour sight-and-sound program, television's most ambitious effort to date, presented by NBC, under the supervision of John F. Royal, vice-president, was broadcast by WNBC New York and sent over the country's first television network to WRGB Schenectady and WPTZ Philadelphia.

Starting at 8:54 a.m. with President Truman's announcement that the war in Europe had ended and highlighted by the first television appearance of Mrs. Eleanor Roosevelt, who warned civilians against apathy and war-weariness, the program concluded with a filmed performance of Verdi's "Hymn to the Nations" by the NBC Symphony Orchestra conducted by Toscanini.

WCBW Program

The CBS video station, WCBW New York, put on a two-hour evening program, prepared for V-E Day under the supervision of Gilbert Seidel, director of CBS television programs. Arthur Godfrey, Allan Jackson, John Reed King, Dwight Cooke and Ruth Woodner reported late news and interviewed American and foreign servicemen and correspondents. A summary of the war, including "what we have destroyed", "what it cost" and "what remains to be done", utilized still and motion pictures, animations, maps and charts, prepared by Harry Cassirer, video news and picture editor, was presented by Mr. Cassirer, Mr. Jackson and Mr. Cooke.

Films made Monday and Tuesday by RKO Television in the newsroom and executive offices of Blue, depicting the activity of covering such a major news event as V-E Day, were a feature of a two-hour video program presented by the network in cooperation with WABD, DuMont station in New York, which telecast it from 6 to 8 p.m. Tuesday evening. Chester L. LaRoche, vice-chairman of Blue, Mark Woods, president, and
Thomas Velotta, acting director of news, were filmed.

Second half of the Blue telecast, which was supervised by Paul B. Morrow, manager of the network's television division, consisted of interviews with a representative of every liberated nation in Europe, arranged in cooperation with OWI, and films of the European and Pacific wars.

Typical V-E Day coverage for individual stations follows:

WOR New York stayed fairly close to Mutual with exception of a special V-E Day religious broadcast broadcast.
tion "Prayer of Permanent Peace" highlighted by local religious leaders.

In St. Louis, KMOV canceled all regularly-scheduled programs to bring its listeners statements by Gov. Philip M. Donnelly of Missouri, Gov. Green of Illinois, and Mayor Aloys F. Kaufmann of St. Louis as well as special V-E Day services from the Soldiers Memorial and Christ Church Cathedral.

WITI, an independent through a pre-arrangement with KWK, was able to carry nearly every network pickup that day including the 5:30 Special Speech of Pres. Harry S. Truman. President Lewis J. Perspectives, and the United Nations talks from San Francisco.

Committers Canceled

All committers were canceled by WTP Raleigh and the local coverage of V-E Day included speeches by Gov. W. Gregg Chesser and Joseph Daniels and prominent members of the Raleigh Ministerial Association. The Club program was aired late in the day, including a tribute to the late President Roosevelt.

In Philadelphia, WPIL used 25 local personnel from Temple U. to report local color. WPIL news personnel handled world news from the studios and broadcasts from strategic points in Philadelphia, while the Temple students were assigned to posts throughout the city to report neighborhood reaction and color.

WHTA Richmond, Va., broadcast special thanksgiving services and messages spoken as the three major faiths. Later, returned veterans from McGuire General Hospital were interviewed, followed by a program from the Norfolk studios of WHVA highlighting talent from the Amphibious Flotillas. Special spots were picked up from Camp Lee, the windup being a united service of thanking the people of all faiths. Pul... from the First Baptist Church in Richmond.

V-E Day caused KDYL Salt Lake City to cancel committers for 12 hours, to present a series of programs reflecting Salt Lake and Utah reaction. One of the highlights was a religious service featuring representative church leaders. KDYL also kept a long list of business and civic leaders informed of the developments by telephone. Other specials included a man-on-the-street, and a remote from the Union Pacific roundhouse, as well as statements from the American Legion and Post Commanders, the Veterans of Foreign Wars and a proclamation from Gov. Herbert B. Maw.

In Denver KZL carried considerable network, but presented a series of previously transmitted programs featuring a roundup of news, programs of interest to all. The station was active with an annual radio program.

KMPK Hollywood revamped scripts on some sponsored programs, limited committers to sponsor identification, and canceled spot announcements. Special feature presented 15-minute V-E Day Program of Prayer.

KFWB Hollywood in several instances canceled regular commercial shows, with specially prepared programs broadcast and transcribed, inserted in normal schedule.

KFAC Los Angeles continued its regular broadcast schedule with V-E Day scripts previously submitted by spon- sors or agency handling commercial programs.

KFWB Hollywood identified sponsors but dropped commercial shows for program features varying from one-minute prayers to rebroadcasts of former important programs pertaining to war's progress. Utilizing facilities of the hook-up with KTX San Francisco for United Nations Conference, station also presented man-on-the-street interviews from this city.

KECA Los Angeles, Blue affiliate, set aside its local programming to pick up network special features during the day and in addition revised commercial announcements to fit the occasion.

KFI Los Angeles, ABC affiliate, suspended all local programming until 4:15 p.m. (PST) after which it released only sponsor credit and announcements pointed towards significance of V-E Day.

KPAS Pasadena, Cal., through facilities of Universal Broadcasting Co., presented V-E Day relays at United Nations Conference.

KEWV Pasadena, Cal., programed OWI V-E Day announcements and via special hook-up from Victory House in front of Pasadena (Cal.) Post Office featured A. A. Alhambra (Cal.) Theatre interviewed public officials of these two cities.

Institute for American Democracy, New York, following a series of tests on several cities, is planning to extend to a larger group a special project calling for copies of Institute radio scripts by local personalities.

HOOPER RELEASES RATINGS ON V-E DAY

DAYTIME listening increased more than 100% over normal on Monday and Tuesday of last week, according to a special survey conducted by C. E. Hooper Inc. for NBC. Sets-in-use figures for Monday, May 7, beginning at 11 a.m., and running to 6 p.m. averaged 28.1, up 113% from the 13.7 average for the same hours of Monday, April 9, Tuesday, May 8, daylight listening from 8 a.m. to 6 p.m. averaged 33.1, up 127% from the 14.6 average of April 10.

Evening listening, 6:30-10 p.m., averaged 38.2 on Monday, up 16% from the 32.9 average for Monday evening, April 16, and Tuesday evening averaged 34.2, up 10% from the evening sets-in-use average of 31.2 for Tuesday, April 17.

Peak listening half-hour of the two-day period was 9:45-9:50 a.m., Tuesday, when 63.1% of the nation's sets were in use to bring to the public the V-E Day announcement of President Truman, a figure 389% higher than the 12.9 sets-in-use figure for the same half-hour, April 10.

KOA Denver held its annual "NBC Ten-Year Club Day" dinner Friday, E. L. Basset, of the transmitter staff, became the fourteenth member of the club.

HOOPER RATINGS ON V-E DAY

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<tr>
<th>NETWORK</th>
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<th>25 CITY AVERAGE</th>
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<td>CBS</td>
<td>THIS IS MY BEST</td>
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There are many more such high WTAG Hoopers to show the advantages of listening Central New England from the INSIDE. Watch for them.

PROGRAMS

(5000 Watts)

POWER

(5000 Watts)

POSITION

(600 Kc.)

equal

POPULARITY PLUS!

WSJS

WINSTON-SALEM

5000 Watts

600 on the Dial

* Represented by

HEADLEY-REED COMPANY

DAKOTA AIRPORT

Paul H. Raymer Co., National Sales Representatives

Paul H. Raymer Co., National Sales Representatives

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Equipment Needed in Pacific Area

Somervell Says Electronics Production Must Be Upped

GREATLY INCREASED production in electronics, especially in radio relay units and radar equipment, is scheduled by the Army for the Pacific operations, Gen. Breck Somervell, Commanding General, Army Service Forces, announced in a press conference last Wednesday. Because of the great difference in terrain and atmosphere between the European and the Pacific theaters, some changes in equipment now in production may also be expected.

Problems Different

The problems presented by our "one-front" war now in the Pacific are vastly different from those encountered in Europe, the general stressed. For instance, "In England," he stated, "we had communications systems; all radio made. In Manila . . . only electrical supplies come from a small power plant amid the wreckage of a brewery; the climate is tropical and practically everything that our Army will need must be built from scratch."

He pointed out that communications nets must . . . be constructed from the ground up." This will mean a demand for radio trans-

mitters located at strategic points to carry the tremendous job of relaying messages throughout the Pacific theaters, he said, adding that there will also be a greatly increased need for communications wire, radar sets, direction finding receivers used in weather forecasting.

A specially prepared ASF chart showing estimated percentage of recovery of equipment from the now inactive theaters shows that the Army expects to salvage 65% of Signal Corps equipment for transfer to the Pacific. Broken down into individual Signal Corps items, however, there is a wide variation in salvageable units. While only about 10% of communications wire will be usable, Gen. Somervell estimated that 90% of the radar equipment can be brought back for use in the Pacific.

Changes in equipment will doubtless entail moisture-proofing, a process already put to use by the Signal Corps and manufacturers in past production for the Pacific.

Adm. Miller Named

REAR ADM. HAROLD B. MILLER, USN, has been named chief of Navy Public Relations, replacing Rear Adm. Aaron S. Merrill, USN, who has been assigned sea duty. Adm. Miller, as public relations officer on the staff of the Commander in Chief Pacific Fleet, was largely responsible for the Navy transmitters erected on Guam for radio coverage of Pacific operations. For his "outstanding services" in this position, he was awarded a Gold Star on the Legion of Merit which he had received while on the staff of the Commander, Support Force, Atlantic Fleet. He is a graduate of the U. S. Naval Academy, was one-time Naval Attache for Air and Assistant Naval Attache at the American Embassy in London, and has been active in naval aviation.

Adm. Miller

No Conventions

HOPES of a 1945 NAB convention were shattered last week by Col. J. Monroe Johnson, Director, Office of Defense Transportation, in a statement declaring that the next 12-15 months "will be the most critical period in the history of American transportation". Calling attention to the present travel ban which remains in force, Mr. Johnson said: "No plans should be made for group meetings, conventions and trade shows which come within the scope of the convention ban. The War Committee on Conventions will still scrutinize borderline cases."

WSSV Takes Air in Time For V-E Day Programs

WITH impressive dedicatory ceremonies, WSSV Petersburg, Va., went on the air last Monday with 250 w power on 1240 kc in time to give the listeners man-on-the-street reactions to the news of V-E Day. Change of call letters from WBHD was approved by the FFC. The station had conducted a contest for the winning slogan, "We Serve Southside Virginia". An estimated 900 visitors filled the station's remodelled quarters. Staff includes: Cy Newman, program director; Mrs. Ruby Grant Dougan, commercial manager; Ed Schwartz, chief engineer; Milton Firth, Bob Arnold, Helen Jean Pepper, announcers; Mrs. Neil Andrews, office manager; Allen Jones, assistant engineer. Station is owned by Louis H. Peterson, president, and Jonas Weiland, vice-president.

SELL

The Rich, Central Missouri Valley

 Bonds for Victory

IMMEDIATELY AVAILABLE on suitable premises

WINCHARGER Vertical Radiators and Antenna Towers

WINCHARGER CORPORATION SIOUX CITY, IOWA

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12-10 for Kennedy

VOTE of the Chicago Radio Management Club on the ethics of the filling of the surrender story by AP's Edward Kennedy revealed 12 for, 10 against him, with one member holding out on "insufficient information". Discussion followed regular luncheon meeting of the club in Chicago last Wednesday.
BOB HOPE FAVORITE ON PACIFIC COAST

BOB HOPE is the favorite program of Pacific Coast listeners, according to the March-April report of C. E. Hooper Inc. on West Coast listening, with Fobber Mcrie & Molly second and Great Gildersleeve third.

Report shows an average evening rating of 9.7, down 0.5 from the last report but up 0.4 from a year ago. Average evening sets-in-use was 34.2, down 1.4 from the last report, up 1.4 from a year ago. Average day-time audience was 77.6, down 0.7 from the last report, up 0.3 from a year ago.

Average daytime audience rating was 4.2, up 0.1 from the last report and up 0.1 from a year ago. Daytime sets-in-use averaged 15.9, same as last report, up 1.2 from a year ago. Average daytime available audience was 67.3, down 0.8 from last report, up 0.7 from a year ago.

Following the three leaders, the first 15 programs in descending order, were: Screen Guild Players, Fannie Brice, Charlie McCarthy, Abbott & Costello, Hildegarde, Walter Winchell, Mr. District Attorney, Radio Theater, Aldrich Family, Eddie Bracken, Duffy's Tavern, Jack Benny.

Shea Back with WE

TIMOTHY E. SHEA, formerly chief engineer of the Electrical Research Products Division of Western Electric Co., has returned to the firm after four years' service as director of research for Columbia Broadcasting System, which is under the National Defense Research Committee. Mr. Shea will be superintendent in charge of manufacturing engineering at the Western Electric vacuum tube shop in New York City.

Boy for Dennys

CHARLES R. DENNY, FCC Commissioner, and Mrs. Denny are the parents of a 7 lb. 2 oz. boy born last Wednesday. The Dennys have two other children, both girls.

U.S. Drops Charges

In XELO Mail Case

Defendants Agree to Cease Alleged Defraud Schemes

AFTER agreeing to discontinue any "alleged schemes" to defraud, or obtain "money by means of false pretenses and representations, ... using the mails of the United States in furtherance of such scheme and artifice" and to cease broadcasting any sort of "spook programs". W. E. Branch, operator of the Mexican border station XELO Juarez, and three co-defendants had charges against them of mail fraud defraud dropped by the U. S. Government.

Charges were instituted [BROADCASTING, April 9] because of the "psychology" broadcasts of one of the defendants, "Margo" Porter, who offered to send listeners a booklet plus the answers to three questions for a dollar. The Post Office Dept. charged that the booklet was non-existent. Other defendants were Mr. Branch's wife, Lois, and Margo's assistant, Jean Nichols. The four were arrested in El Paso, XELO's U. S. headquarters and mailing address.

Four Sign Statement

The sworn statement signed by the four provides that if any one of them violates it a fraud order may be issued by the Postmaster General without any previous notice to them. The pledges were signed just as a preliminary hearing on the case was scheduled to begin.

Mr. and Mrs. Branch and Jean Nichols were released immediately from custody of the U. S. Marshal but Margo Porter was held in the County Jail on another charge of forgery by Dallas authorities.

The above facts were disclosed while checking and investigating a letter from Mr. Branch written to B. L. Bell, Editor of BROADCASTING's previous article a "smear":

The letter reads:

A few issues ago your magazine seemed to take pleasure in publishing a "smear" about me and now I am enclosing a photostat of something which may serve to tell our listeners and your readers the truth about myself and yourselves.


The photostat reads:

The Government moves the Court to dismiss the complaint in the above case as it has been determined that the public interest will best be served by discontinuing prosecution.

At this writing investigation has not brought out why "the public interest will best be served by discontinuing prosecution."

Data on Latin American Radio Compiled by OIAA

COMPREHENSIVE data on radio stations in Latin America has been assembled in a handbook released last week by the Radio Division, Office of Inter-American Affairs. The publication, first of its kind ever issued, represents, according to John W. G. Ogilvie, director of the Division, "our initial attempt to place information of this type in the hands of U. S. firms interested in Latin American radio."

Entitled "Data and Rates of Radio Stations in the Other American Republics and Puerto Rico", the handbook comprises 143 pages of pertinent data regarding stations and networks, peak listening hours, exchange rates, number of receivers in each country, etc. Copies may be obtained without charge by addressing Kay Bailey, Radio Division, OIAA, 444 Madison Ave., New York.

Tanner Campaign

H. H. TANNER Co. St. Paul (Portrait Gold Wave Permanent) announces a brief test campaign, on May 14 starts 36 spot announcements, at point of sale area stations. List includes KMPX KMTK KFWE. Contracts are for 4 weeks. Madison Gold Adv., Los Angeles, has account.

WHBL

Sheboygan, Wisconsin

Announces the appointment of

Radio Advertising Co., as National Sales Representatives

WHBL

Going BLUE

June 15

Owned and Operated by

The Press Publishing Co.

KNOW-HOW shows how

in Western North Carolina

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

WHNC

570 kc Serving Western North Carolina from Asheville

Don S. Elias, Executive Director
Represented by the Katz Agency

Broadcasting • Broadcast Advertising

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A PROPHET IS HONORED—
AND HONORED AT A PROFIT!

A prophet is occasionally honored in his own home town!—It’s proved by 118 leading local advertisers who used, with profit, a staggering total of days and hours of broadcast time on WSBT in the year just past. It’s 100 to 1 that the South Bend distributor of your products is among these:

9 department stores
6 men’s clothing stores
7 shoe stores
10 furniture stores
6 banks and financial houses
8 building supply and real estate companies
70 miscellaneous accounts, including food, drugs and hardware.

They know a good thing when they hear it! And if you want to see something good, ask for a copy of our latest “Hooperating.” As usual, it’s terrific.

South Bend KNOWS What Hooper SHOWS!

Paul H. Raymer Company
National Representatives
960 kc—1000 Watts
Columbia Network

ADDITIONS GIVE
MBS 264 STATIONS

WTMC Ocala, Fla., on June 15 joins Mutual, making a total of 264 outlets. Station operates with 250 w on 1490 kc. Owner and operator is John H. Perry, owner of WJHP Jacksonville, WLDP Panama City, Fla., publisher of the Jacksonville Journal, president of Western Newspaper Union.

Another new station to join June 1 is WSSV Petersburg, Va., operating with 250 watts on 1240 kc under the general management of Jonas Weiland. Network also announced last week the addition, effective immediately, of KVIC Victoria, Tex., station with 250 watts on 1340 kc, and licensed to Radio Enterprises Inc.

KGFW Kearney, Neb., 250 w, 1340 kc, owned and operated by Lloyd C. Thomas, joins MBS June 1. KHAS Hastings, Neb., joins the same day, operating with 250 watts on 1230 kc, operated by Nebraska Broadcasting Co. Hastings Daily Tribune is the chief owner.

Cleveland Poll Shows Middle Plugs Disliked

POLL conducted by the radio department of the Cleveland Plain Dealer drew 505 reactions against middle commercials in newscasts with 46 reporting no objections. General indication based on replies of 646 of the 551 persons polled, according to the Plain Dealer, is that commercials within 30 second to 1 minute length are in the “nonfatigue” belt of listening.

In answer to what type of commercials are preferred, the poll showed: 511 for straight bulletin in natural voice; 23 for comedy commercial; 12, dramatic commercial; 3, sound effect commercial.

Broadcasting Corp., Petersburg, Va.—License to cover CP new standard station 150 w unlimited (WBBV).

NEW-1159 kc Potomac Broadcasting Co., Potomac, Md.—CP new standard station 250 w unlimited.

NEW-493 kc Laurence W. Harvey, Ford Midnighters, 1054 sq. mi., $7,754 estimated cost.

NEW-477 kc Pacific Radio Advertising Service, Portland, Ore.—CP new FM station, 8,380 sq. mi., $2,010 estimated cost.

NEW-1550 kc Centre Broadcasters Inc., State College, Pa.—Petition filed for consideration and granting of application for CP new standard station 250 w unlimited.


OVER 160,000
RADIO HOMES
IN W M O H
.5 MV/M Area

The SPOT For
Your SPOTS Is

WMOH
Hamilton, Ohio
Commercials Cut as Radio Adopts 3-Way Sunday Theme

FACED with necessity for a three-way slant on Sunday programs due to Mother's Day, start of the Seventh War Loan and President Truman's proclamation of May 13 as a day of prayer and thanksgiving, networks and stations differed widely in their solutions.

Each network presented its own War Bond show, 8:30-9 p.m. NBC's broadcast had Bob Hope and his troupe from Washington and Bing Crosby from Hollywood. Mutual repeated Arch Oboler's play on German surrender, Strange Morning, with Claudette Colbert in the leading role.

Secretary of the Treasury Morgenthau was scheduled to speak on a four-network hookup immediately following the individual bond programs.

Blue Kills Commercials

Blue knocked out all straight commercials for the day, asking advertisers to substitute institutional messages "in keeping with the spirit of the day." Walter Winchell's program, for example, was to leave out its usual three commercials for Andrew Jergens Co., replacing them with sponsor credit and closing with a war message from the company. Jergen's Hollywood Mystery Time, scheduled to have sponsor credit only, was to remain unchanged in format. Blue retained regular newscasts, adapting them to the May 13 theme and scheduled special speakers and music for its usual religious programs.

The Andrews Sisters' program on the Blue featured a Mother's Day theme and Radio Hall of Fame, also on Blue, used a pickup from a Naval hospital from which three veterans spoke to their mothers.

General Motors' Symphony of the Air, NBC, 5-6 p.m., replaced its usual program with a drama on victory in Europe, "Remember This Day," by Arthur Hopkins with musical score by Dr. Frank Black. Drama used Biblical quotations to review history of the war and portray the European dictators. Other NBC programs were to go on unchanged.

With normally solid religious schedule on Sunday morning, Mutual planned two special post-V-E Day broadcasts during that time. At 10:30 a.m. Archbishop Francis Spellman, Mr. and Mrs. F. L. Sullivan, parents of the famed Sullivan boys, and a massed choir were to be heard, with Bing Crosby coming on from Hollywood. From the military academy at West Point, a message from the commander and songs by the cadets choir were scheduled for 11:30 a.m. Almost all MBS regular programs were slanted to the President's "thanksgiving" theme.

On CBS schedules were unchanged except for three regularly-scheduled religious programs, which were revised for the day, a special musical program on the New York Philharmonic Symphony broadcast, 3-4:40 p.m., and a repeat of the V-E Day Norman Corwin program, to be broadcast live, 11 p.m.-midnight.

FCC Grants Locals for Massena, N. Y., Santa Maria, Cal.; License for KCRA

TWO NEW STANDARD local stations, one for Massena, N. Y., with assignment of 250 w unlimited time on 1340 kc, and the other for similar assignment on 1450 kc at Santa Maria, Cal., were granted by the FCC last week pursuant to the policy of Jan. 26, 1944, relating to the use of critical materials for construction purposes, and subsequent freeze orders.

Massena grant goes to The Brockway Co., licensee of WNYW Watertown, N. Y. The Santa Maria applicant is a partnership composed of Hugh G. Shurtleff, control operator of KJF Fresno, Cal., Charles A. Shurtleff farmer, Mar-ehy Cardella (Della) Shurtleff and Cleo Agnes Center.

The Commission decision and order finds that the Massena area, greatly augmented by war activities, receives no primary service either day or night, except for certain service from Canadian stations, part of which is in French. WMFF Plattsburg, N. Y., 73 miles from Massena, an inter-venor, submitted engineering data which, along with information of the applicant, indicated that undue interference would not result from the new outlet.

In adopting the memorandum opinion granting the new West Coast local the FCC finds that the Santa Maria area at present receives no primary service either day or night.

Applicants say they have most of necessary material on hand and that personnel for construction and operation is available and will not interfere with the manpower situation.

KCRA, new local outlet at Sac-ramento, Cal., was granted a license to cover its construction permit on certain technical equipment conditions. Operators are Ewing C. Kelly, general manager, and head of his own advertising agency; David R. McKinley, wholesale baker, and Vernon Hansen, wholesale dairymen.

May 14, 1945 • Page 75
Help Wanted

Operett-announcer. First class radio-telephone license must be capable of new 500 watt coast station job in large midwestern city. Radio, NBC, and technical knowledge. Box 512, BROADCASTING.

Commercial manager wanted for network station large New England market. Must be able to contact for new 500 watt jobs, and program stations. Must be familiar with radio, FM, and television. Box 583, BROADCASTING.

Help Wanted (Cont'd)

Commercial manager wanted for network station large New England market. Must be able to contact for new 500 watt jobs, and program stations. Must be familiar with radio, FM, and television. Box 583, BROADCASTING.

Situations Wanted (Cont'd)

Program director needed! Dependable, experienced, and anxious to keep program line. Male. Box 520, BROADCASTING.

Situations Wanted (Cont'd)

Program director needed! Dependable, experienced, and anxious to keep program line. Male. Box 520, BROADCASTING.

BEGINNER'S DEGREE

HELP WANTED

AN OFFICE MANAGER is needed to start a new station in Florida. Experience desirable. Box 521, BROADCASTING.

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<th><strong>PROFESSIONAL DIRECTORY</strong></th>
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<td><strong>JANSKY &amp; BAILEY</strong></td>
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<td>An Organization of Qualified Radio Engineers</td>
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<td><strong>PAUL GODLEY CO.</strong></td>
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<td>Baltimore, Maryland</td>
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<td>Water &amp; Frederick Sts. • Saratoga 8535</td>
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<td><strong>LOHINES &amp; CULVER</strong></td>
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<th><strong>BUY WAR BONDS</strong></th>
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<td><strong>ANDREW CO.</strong></td>
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<td>Consulting Radio Engineers</td>
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<td>363 E. 75th St., CHICAGO 19</td>
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<td>Triangle 4100</td>
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PUBLIC EXPRESSION CONTROL OUTLINED FOR GERMANY

AMERICAN organizational plans for military government of Germany, announced last Friday by Secretary of War Stimson, provide for a public information section to control all forms of public expression in Germany, including radio, newspapers, magazines and motion pictures. It will handle dissolution of the propaganda ministries, nationalizing Goebbels and establishment of "an unbiased and truthful press and radio system," Secretary Stimson said.

Lt. Gen. Lucius Clay, 48-year-old West Pointer and former deputy director for war programs of the Office of War Mobilization & Reconversion, was named deputy military governor under Gen. Dwight D. Eisenhower in charge of the American occupation zone by President Roosevelt before his passing. He will designate the heads of the 12 divisions in the United States group to be created to direct military government of Germany with the other allied powers.

BROADCASTERS OPPOSE MAKING BUSINESS PUBLIC

UNANIMOUS OPPOSITION to making public financial and contractual information required of licensees under FCC proposed regulations, 1,301-1,304 [BROADCASTING, April 23], was expressed in 12 briefs filed last week in behalf of 26 organizations, corporations and licensees. Oral argument is May 21.

Spearheaded by NAB, licensees contended (1) FCC proposed to place broadcasting in common carrier category in violation of Communications Act; (2) would open books to competitors in other advertising media, contrary to intent of Congress; (3) briefs were filed in behalf of NAB, CBS, NBC, Blue, Yankee Network & Gen. Tire & Rub. Co., KFDM WFEA WPAB KGKO WXYZ WOOD WMG WTIN KSD WCPO WNOX WADC WDAF WDIV WWZ WWJ KOB WOR WGBG WJR.

SHUPERT HEADS ATS

GEORGE T. SHUPERT, assistant to the president, Television Productions Inc., was elected president of American Television Society last Thursday. Other officers elected for 1945-46, are: David Hale Halpern, Henry Souvaine Inc., vice-president; Alice Pendlager, WQXR New York, secretary; Don McClure, N. W. Ayer & Son, treasurer. Group also chose these directors for one-year terms: Prof. Edward C. Cole, Yale U.; John Flory, Fox; Floey & Williams; Dan D. Halpin, RCA; Theodore Huston, Ruthrauff & Ryan; Charles H. Kleinman, RCA; Evelyn Pierce, Compton Adv.; Herbert E. Taylor Jr., Allen B. DuMont Labs.

CHURCHILL BROADCASTS

IN COMMEMORATION of his fifth anniversary as British Prime Minister, Mr. Churchill was scheduled to speak Sunday 3 p.m. from London. At deadline, his speech had been scheduled by Mutual and CBS for 3 p.m. and by Blue via transcription at 11:15 p.m. NBC reported uncertainty. His message was to be heard in Canada through CBC and in Latin America on BBC shortwave.

WASHINGTON'S National Press Club, scene of many official firsts, on May 25 will have the first public demonstration of the Army's far-flung radio communications system, Maj. Gen. Frank E. Stoner, chief of the Army's Communication's Service, who directs the worldwide operations, will demonstrate the operation of a special luncheon which may well be featured by worldwide transmission of radio facsimile.

FCC CHAIRMAN PAUL A. PORTER on June 4 will receive honorary Doctor of Laws degree from Kentucky Wesleyan, Winchester, Ky., when he delivers Commencement address. Mr. Porter attended Wesleyan for three years.

LT. COMDR. J. HARRISON HARTLEY, USNR, resumed duties last week as officer in charge, Radio Section, Navy Office of Public Relations after eight months in the Pacific as radio officer, CINCPAC. Ex-assistant director of news and special events for NBC, he supervised the building and start of operations of Navy radio studios at Pearl Harbor and Guam.

MAJ. EDWARD BYRON, former head of Radio Branch, Army Service Forces, Bureau of Public Relations, has left the Army to return to production of Mr. District Attorney. He will continue as advisor and director on the CBS-Army show, Assignment Home. Replacing him in A9? job is Maj. Andre Baruch.

ROSE H. HYDE, FCC general counsel, back from San Juan, Puerto Rico where he sat as examiner in several cases. Leonard H. Marks, assistant to general counsel who appeared for FCC is due back this week.

VERN R. YOUNG of Loucks & Scharf, Washington communications attorneys, and Mrs. Young are parents of a boy born Friday.

MARY FRANCES ZARBOCK, publicity assistant, WTOP-CBS Washington, now Mrs. Ben Miller, bride of former Young & Rubicam executive on leave as lieutenant, Army Service Forces, Radio Branch, Washington.

WESTINGHOUSE EXPANDS

IN PREPARATION for production of a full line of home appliances for consumers, Westinghouse Electric & Mfg. Co., Pittsburgh, is switching to straight product-selling on its Ted Malone program, Blue. Effective June 11, Malone will be moved from Mon.-Wed., 8:30-12 noon, to Mon. thru Fri. 11:45-12 noon. Malone remains overseas indefinitely, broadcasting news of servicemen. More follows announcement by Mobilization Director Fred M. Vinson that moderate manufacture of washing machines and refrigerators would be resumed immediately, electric irons as soon as increased to three to six months, some civilian radios in early year. Agency: McCann-Erickson, New York.

SWIFT TELECAST FOR BONDS

SPECIAL hour-long telecast of Swift & Co.'s Breakfast Club (Blue) for the 7th War Loan Drive will be presented May 21 on WABD New York, the DuMont station. Don McNeil and cast will be featured, with WABD opening up especially Monday 8-9 p.m. for the event. Paul Mowrey, Blue television head, will direct.

U. S. STEEL SERIES

U. S. STEEL Corp. of Delaware is considering sponsorship of a 15-week half-hour dramatized program designed to educate both GI's and civilians to problems of rehabilitation. Program would be presented live in Pittsburgh and recorded for other stations in U. S. Steel merchandising and production areas. Account is handled by BBDO Pittsburgh and New York.

People

Radio contributes half of bond advertising

NEARLY HALF of advertising's $25,000,000 contribution to the Sixth War Loan campaign came from radio, with majority coming from network programs, Tom Lane, Director of Advertising, Press & Radio, War Finance Division, Treasury Dept., declared Thursday at a meeting of writers, producers and executives of advertising and news networks in New York. Mr. Lane reviewed overall war cost situation and outlined basic copy policy for the Seventh War Loan drive.

Cured was the advertising chief for the drive, and George P. Ludlam, chief, OWI Radio Bureau, discussed allocations. Lt. (jg) David Levy, USNR, former producer of We the People and special radio consultant to the Treasury, said the Treasury has invited leading songwriters to compose special war songs for use during the bond drive.

SPECIFIC LABS. APPOINTS IRVING

SPECIFIC LABS, Chicago, (Formula 77 for Atlantic Foot), has appointed Rocklin Irving & Assoc., Chicago, to handle its advertising. Radio will be used.

Closed Circuit

(Continued from page 4)
Salute to WNAC, BOSTON First Network Station in the World!

Technical director Irving B. Robinson at WNAC board used in the first network broadcast originating from WEAF, New York.

Under the date of January 4, 1923, is found this historic entry of broadcasting's early beginning—"7:35 to 8:00 p.m. Saxophone solo by Nathan Glanz, 'Lovelight In Your Eyes'. Program to be broadcast jointly by WEAF and WNAC (The Shepard Stores, Boston) from studio WEAF (The two stations will be connected by special long distance telephone wires of the A.T. & T. Company)"

Thus chain broadcasting was born!

While the listening public was said to have been well satisfied with the success of the experiment, technical experts were not, realizing that such transmission had to be bettered if the future of network broadcasting was to be assured.

In this development, and in the eagerness to put its facilities to work, the public again has evidence of the industry's great advancement in only a quarter of a century. Boston is rich in its stories of broadcasting's accomplishments, and all of its stations have had something to contribute. WEI at the time of the 1927 Vermont flood 'efficiently bridged the gap left by a complete breakdown of wire communication facilities between northern and southern New England'—said to be the first attempt in history to broadcast news from the scene of a disaster.

What has been said of Boston broadcasters can be said in one way or another of stations throughout the broad breath of the land. An instance of this is KMBC of Kansas City which is recognized for its leadership in propagating broadcasting's place of prominence in the Heart of America. The most recent of its pioneering steps is to become the first station in the area to install a magnetic wire recorder, thereby broadening still further the means by which KMBC can assume added responsibilities and win new friends for those associated with it.

KMBC OF KANSAS CITY
Free & Peters, Inc.

Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
KLZ uses its head, heart and facilities, inventively, ingeniously, aggressively and continuously, to perform such an outstanding job of local programming and service that news of it has traveled far beyond the Denver area to attract the highest outside praise and recognition.

Dealers appraise KLZ's ability to serve listeners and sell merchandise in the Denver-Rocky Mountain region in a very precise and convincing manner: Most advertisers, local and national, buy more time on KLZ than on any other Denver station.

VARIETY'S PLAQUE AWARD to KLZ for "Outstanding Program Origination" during 1944 was one of the most coveted in the industry. Was the show-management at war. Varieties' plaque awarded to KLZ, since 1940.

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KLZ
5000 WATTS
ON 560 KC.
DENVER
Columbia Network
Affiliated in Management with the Oklahoma Publishing Co. and Station WKY, Oklahoma City
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.