A TREE GROWS IN BROADCASTING

WITH roots embedded deep in the doctrine of Broadcasting at Its Best, Fort Industry Company radio stations are true institutions of service to America. Their phenomenal growth in popularity and prestige is convincing proof of intelligent service to listeners and advertisers.
Available through Leading Radio Equipment Distributors!

AMPEREX

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

The more popular AMPEREX tubes are available through leading radio equipment distributors. Thus, engineers may now obtain many of our standard tube types with minimum delay. The AMPEREX line, especially for industrial and electro-medical applications, is probably the most complete in the industry. AMPEREX engineers pioneered in the design and development of these types, and our name stamped on a "bottle" designates longer life with corresponding economy. If we can be of service to you, on present or peacetime assignments, we will be very glad to oblige.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON ST., BROOKLYN 1, N. Y. . . . Export Div.: 13 E. 40th St., N. Y. 16, N. Y., Cables: "ARLAB"

WASTEPAPER IS A CRITICAL WAR REQUIREMENT . . . SAVE EVERY SCRAP
Hooper says there are no pins left standing when your advertising dollars start rolling for strikes via WSIX. During the two-year period ending in January, WSIX's all-day listening average increased 81.5%! This rich Middle-Tennessee market is booming as never before.

And WSIX, The Voice of Tennessee's Capital City—with the most day-time listeners, the top shows of both the Blue and Mutual Networks and a low unit cost in a market with over a million potential buyers who really believe in spending their money—is ready to go to work for you.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Closed Circuit

DON'T BE SURPRISED if the FCC extends the standard broadcast bands to 540 kc when the proposed allocations below 25 mc are released this week (probably Monday). NAB urged it; so did RTFB Panel 4. Navy blocked early moves to include the 540 channel in the standard band but reportedly agreed to acquiesce after the war. Whether the Commission will designate the new channel as clear, regional or local is unknown, but majority reportedly favors making it a local channel, thus providing many more stations.

ALONG PURELY political lines, opposition has developed to reapportionment of Gov. Norman S. Case (R-R.I.) to FCC. A charter member of the Commission appointed in 1934, Gov. Case is opposed by Sen. Green (D-R.I.), who defeated him in Rhode Island gubernatorial election in 1932. Chairman Porter is all out in support of Case reapportionment on merit. A New York Republican is said to be endorsed by Democratic Committee for appointment when Gov. Case’s seven-year term expires June 30.

LEW AVERY, personable director of broadcast advertising of the NAB, may be contemplating going into business for himself. He has told friends he does not plan to remain in trade association activity for good. He has considered proposals to enter national radio representation. His name has been linked with an important figure in midwest representation and with national authority on retail advertising in possible formation of new firm. Mr. Avery, former sales manager of Buffalo Broadcasting Co. and for years with Free & Peters Inc., Chicago, is noncommittal.

LT. COL. HAROLD B. RORKE, assistant chief of public relations, Army Air Forces, is looking forward to an honorable discharge. Formerly assistant information director of CBS in New York and before that of the CBS information department in Hollywood. Col. Rorke has more than tentative plans. It wouldn’t be surprising to see him wind up with one of the larger agencies, probably to headquarter in Chicago.

ATC plane schedules frustrated plans of Chairman Paul A. Porter to confer with President Truman May 14 at what was to have been their first formal conference since the Missourian assumed the Presidency. Subject of conference was to have been international telegraph and cable merger, but broadcasting doubtless would have been discussed. Date postponed until Mr. Porter’s return probably at end of month.

WHEN THE next broadcast emanates from the White House, the new two-microphone rack may come in handy for the President’s use or for newscasts—probably will be used. This simplified arrangement, one of several radio innovations planned for President Truman, is (Continued on page 78)

Upcoming

May 22-23: Mutual Board meeting, Drake Hotel, Chicago.


May 24: Directors of the FMBI at Ambassador East, Chicago, 10 a.m.

May 24: Meeting of industry engineers at FCC, 10 a.m. to select committee for FM propagation tests.

June 13: Oral argument; WOW New York transfer of control (postponed from May 23).

Business Briefly

FRED ALLEN TO RETURN Standard Brands Friday afternoon signed a two-year nonexclusive contract with Fred Allen through his agent, William Morris Agency, for a program on NBC Sunday 8:30-9 p.m., beginning Oct. 7. Reportedly calling for $20,000 payment weekly, contract provides for two 39-week runs with summer vacations. J. Walter Thompson Co., agency for C&S Coffee and Tenderleaf Tea, will handle the program, but product has not been determined. The Eddie Bracken show promoting Fleischmann’s Yeast in that spot will be dropped May 27. Agency is Kenyon & Eckhardt.

GENERAL MILLS RENEWS General Mills Inc., Minneapolis (Betty Crocker Soups, Bisquick, Wheaties, Cheerios and Gold Meal Kitchen Tested Flour) renewed four-quarter periods known as General Mills Hour, effective June 1, 52 weeks, 5, 1-2 p.m. CWT. First three quarter-hours The Guiding Light, Today’s Children, Women in White on full NBC network. Agency is Knox Reeves & Co., Minneapolis. Fourth period, Hymns of All Churches, 4 times weekly, with Betty Crocker on Fridays on 38 NBC stations. Agency is Dancer, Fitzgerald & Sample, Chicago.


SOTER NAMES AGENCY F. & E. Soter Tobacco Corp., New York, maker of Lady Hamilton cigarettes, has appointed Sheldon, Quick & McElroy Inc., New York, to handle advertising. Newspapers are being used and spot announcements are under consideration.


STEAKS AT OMAHA

IN THE EYES of two dozen broadcasters Omaha was the radio capital of the world last week and John J. Gillin Jr., WOW Omaha general manager, was its head man. Steaks, ribs of beef and wild duck with wild rice were only a few of the prime dishes served during the meeting of the NAB board there Wednesday and Thursday. Meetings were held in the sumptuous Wildwood Hotel, and the World quarters. The board presented Host and Hostess Gillin with a silver tray and goblets in appreciation.
more than 

49¢ out of every dollar spent in retail in 

WEST VIRGINIA 

is spent by listeners to 

WCHS 

CHARLESTON, W. VA. 

5000 ON 580 

Represented by Branham Co.

John A. Kennedy, Pres. 
(on leave U. S. Navy) 

Howard L. Chernoff 
Managing Director
Executive's Wife in New Orleans
(ABOUT TO GO TO MARKET)

Or Farmer's Wife in Alabama
(ABOUT TO GO TO TOWN)

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

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
It may be "a pause in the day's occupation" to the poet, but to Mutual and its audience, The Children's Hour is one of the busiest periods in the whole radio day. From 5 to 6 p.m. every weekday, while parents beam (and listen) approvingly, youthful ears all over the land are bent to catch these four consecutive, top-notch Mutual programs:

5:15
CHICK CARTER . . . Treading his foster-father's footprints, placed by the immortal Nick, this junior sleuth tracks down consistent rating rewards, coast to coast.

5:15-5:30
SUPERMAN . . . Back at work for Kellogg, the Man of Tomorrow spans the continent five days a week, to the increasing delight of sponsor and listeners alike.

5:30-5:45
MYSTERY HOUSE . . . Fans from 3 to (so help us) 93 applaud this new show, which distinguishes clearly between healthy spine-tingling and sheer hysteria.

5:45-6
TOM MIX . . . Repeatedly rated the most popular daytime kid show on any network, the veteran straight-shooter is notching new sales records for Ralston.

The success of all four of these programs, audience-wise, and of two of them, sales-wise, is a double-action tribute: to the responsiveness of Mutual's young audience, and to the skill of Mutual's programmers.

And speaking of sales results—as who isn't—may we point out that what's being won at 5:15 and 5:45 could also be won at 5 (now available in individual markets) and 5:30 (now available on the full network)?
Here's the answer to a big demand—more, good B.M.I. music transcribed! Each month eight of the most popular B.M.I. and P.D. hit tunes are ready for you—played by leading bands and artists and beautifully recorded on one, sixteen inch, 33⅓ rpm double-faced disc. And they are all yours. For the first time in the industry C. P. MacGregor is offering these transcriptions on an outright sale basis. No fees or regulations to govern their use. When you buy 'em you own 'em. Out about the 20th of each month.

Send your order now.
Anticipation

Anticipation is one of the best of all salesmen.

Having learned to expect the best in new shows on WAGA, Atlanta listeners anticipate refreshing new entertainment at 590 on their dial.

WAGA’s audience-building promotion carries this “anticipation” one step further. Car-cards, 24-sheet posters, newspaper ads and dealer tie-ins are used to create audience anticipation for your WAGA program.

WAGA
Atlanta
5000 Watts on 590 kHz. American Broadcasting Company. Represented by Headley-Reed.
Represented by Edward Petry Co., Inc

Feature of the Week

TWOY-THREE years ago tomorrow, May 22, 1922, 50 w WDAY went on the air from its one-room studio, transmitter and engineering quarters in Fargo, N. D. The staff was two people, Kenneth Hance and Earl Reineke.

In the one room (it was 10 x 15 feet) was the transmitter, a accordion player piano, a telephone, a table for the announcer-operating-sales force.

Today Earl Reineke is still active head of WDAY, a record some believe is unique in the 25-year-old industry. WDAY uses 5,000 w, occupies most of the top floor of the building across the street from its original quarters and owns a theater which is going to be remodeled into an up-to-the-minute radio plant as soon as war's end loosens up material and labor markets.

Those 23 years between were a series of five station went to 100 w and by 1925 was ready for a commercial manager.

In 1928 the station went to 10,000 w. WDAY became affiliated with CBS and after 11 months shifted to NBC.

By this time the staff had grown to eight people and space was at a premium. The oldest local advertiser was building a fine eight-story building across the street and the top floor looked good to Reineke. So the old station and the old station in the Northwest got together in the new building. In came carpets, acoustic celotex, grand pianos and a real pipe organ. In 1931 the station went to 5,000 w.

Even through the depression WDAY kept on making progress. The secret of success at WDAY has been its desire to serve the listening audience always. On that foundation Mr. Reineke feels confident of the future.

Sellers of Sales

O N E of the first men in the industry to sell radio time is Hugh Rager, owner and managing director of First United Broadcasters, Chicago advertising agency.

Hugh was born in Roan, Ind., in 1888, and educated there. He left Roan to take his first job with the Chicago Wholesale Drug Co. in Chicago as clerk. A year later he joined the Marshall Field Wholesale House in the same capacity, leaving there to sell stock and insurance.

In 1915 he bought a neighborhood newspaper called the North Side Sunday Citizen and published it for five years. During World War I he served in the Army as a private in the infantry on the Mexican border.

Becoming interested in radio in 1920 Hugh joined the Radio Digest (fan publication) staff as advertising manager. While serving on the staff, he opened the Bureau of Broadcasting to sell time on the air. This was one of the first representative organizations.

In 1927 he went with W.J.R. Detroit as the station's first commercial manager. The next year he organized a radio department for the Klig-Gibson Advertising Agency. A few years later Hugh became associated with Gene Dyer (now owner of WAI Chicago) to open the Consolidated Broadcasting System in Chicago. The organization sold commercial broadcasting through lines with local stations.

Hugh originated First United Broadcasters in 1930 as a national representative firm and as an agency. For a year he straddled the fence as both agency and station rep. In 1932 he decided to specialize as an agency.

Hugh is radio time buyer for the agency and handles the following accounts:


He has been married for 18 years to the former Ann-Marie Wells.

His only hobby is collecting different brands of cigarettes. He now has 96 different brands.

WILMINGTON, Delaware

Your advertising on WDEL brings sales at low-cost for it reaches Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia...a section always prosperous because of its rich industry and agriculture.

5000 WATTS
day & night

All the foremost NBC Programs...interest-building, local programming...your assurance of constant, profitable listenership.

Represented by

RAYMER

Page 10 • May 21, 1945

BROADCASTING • Broadcast Advertising

Eve see a station whose daytime Hooper "share of audience" averages 49.0%!

Perhaps...

...but how about a city where the daytime "sets-in-use" averages 21.8%!

...then look at Lincoln...we feel it's a rare result in a market of over 100,000 population.

In fact, KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

KFOR

"Nebraska's Capital City Station"

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

You sell with WDEL

WILLIAMSBURG
Delaware

Your advertising on WDEL brings sales at low-cost for it reaches Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia...a section always prosperous because of its rich industry and agriculture.

5000 WATTS
day & night

All the foremost NBC Programs...interest-building, local programming...your assurance of constant, profitable listenership.

Represented by

RAYMER
In every competitive news period morning, afternoon and night, WRC leads. Topping them all is Esso News and Leif Eid commentary 6:00 to 6:15 p.m. daily with 8.4 . . . . more audience than the next three stations combined.

WRC's leadership goes beyond news programs. Dutch Bergman's sports comments rate 9.3. An evening record and spot period on WRC competing with a nationally known commentator is shaded for first place by .1! "Herson in Person", another WRC program, tops network competition.

The final proof is given by the overwhelming preference of local advertisers. Only WRC carried advertising for all four Washington newspapers in 1944. On spot programs—on our woman's program local advertisers favor WRC by better than two to one.

Mr. Hooper says more people listen to WRC programs—local and network. By every dependable measurement WRC has been leading continuously for 22 years!
Now telephone F&P for the real dope!

- Sure there's valuable information in data books! We use them all the time!

But for a true picture of any station or market, something more is required than mere statistics. Wise time-buying is often based on intimate acquaintance with a constantly-changing situation where only an expert knows whether a certain availability is exactly what an advertiser needs.

Almost anybody in radio from a janitor up will give "advice" and "inside information". F&P customers prefer to take theirs from an educated specialist who knows the necessity of being always accurate, honest and reliable. And that's a description of all our Colonels!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FM Decision Delayed as FCC Allocates
Tests to Be Made; Upstairs TV Assured

By BILL BAILEY

Allocations Table on page 16

STILL GROPING for further technical data on which to assign FM permanently, the FCC Thursday allocated all segments of the spectrum above 25 mc except that portion from 44-108 mc, embracing the highly-controversial FM and low-definition television.

High-definition commercial television and facsimile, however, were assured when materials are available.

Meanwhile proposed allocations below 25 mc, including standard band and international broadcasting, were to be released today (Monday). The FCC and Interdepartment Radio Advisory Committee late Friday concluded a series of meetings in which minor differences were ironed out. One controversial issue, below 25 mc, was reported to be the proposed extension of the standard band to 540 kc.

Three FM Proposals

For FM the Commission proposed three alternatives, one to be assigned after engineering tests are made during the coming summer. They are (1) 50-68 mc; (2) 68-86 mc, (3) 84-102 mc, the latter proposed in the Commission's report last January [Broadcasting, Jan. 16]. In each of the alternatives educational FM would be assigned the first 20 channels and commercial FM the remaining 70. An additional 2 mc, now proposed for facsimile, would be added to FM in the future, inasmuch as facsimile eventually would be moved above 400 mc.

To determine which of the three alternatives will be selected the Commission authorized Chief Engineer George P. Adair to head a joint committee of industry and FCC engineers to conduct propagation studies during the coming summer. Mr. Adair has invited some 25 prominent engineers to attend a meeting at 10 a.m. Thursday (May 24) at Commission headquarters. At the conference the committee will be named and tests begun immediately to measure Sporadic E transmission and other vagaries.

Regardless of where FM finally goes, the Commission will allocate the 44-108 mc band as follows: Television, 36 mc (six channels); FM, 18 mc (first 20 channels for educational, next 70 for commercial); facsimile, 2 mc (to be given FM later); amateurs, 4 mc; non-government fixed and mobile services, 4 mc.

Permanent allocations for broadcast services above 108 mc include the following:

**PROPOSED ASSIGNMENTS**

**ALTERNATIVE No. 1**

FM—Educational, 50-84 mc; commercial, 54-88 mc.

**TELEVISION—68-74 mc; 78-108 mc**

**FACSIMILE—48-50 mc.**

**ALTERNATIVE No. 2**

FM—Educational, 68-72 mc; commercial, 72-86 mc.

**TELEVISION—44-56 mc**; 60-66 mc; 88-92 mc; 92-104 mc.*

**FACSIMILE—66-86 mc.**

**ALTERNATIVE No. 3**

FM—Educational, 64-88 mc; commercial, 88-102 mc.

Three principal changes were made, television, 36 mc (six channels); FM, 18 mc (first 20 channels for educational, next 70 for commercial); facsimile, 2 mc (to be given FM later); amateurs, 4 mc; non-government fixed and mobile services, 4 mc.

NAB Board Fails to Name New Chief

Morency Draft Loses; Plenary Group Appointed

By SOL TAISHOFF

UNABLE to agree upon the selection of a new president and thwarted in its efforts to draft Paul W. Morency, secretary and general manager of WTIC Hartford, for a one-year interim term, the NAB Board of Directors in Omaha last Thursday named a new presidential committee and endorsed it with plenary power to select a new "operating head" as expeditiously as possible.

Zacher Refuses

J. Harold Ryan, who has served as temporary president for the past year, announced his intention of returning July 1 to his vice-presidency of the Fort Industry Co.

Mr. Morency, by unanimous vote of the Board, was asked to accept the temporary presidency but L. Edmund Zacher, president of Travelers Insurance Co., which owns WTIC, in reply to a board telegram, said he could not accede to the request. Presumably Mr. Zacher's refusal was premised upon Mr. Morency's value to the company after 16 years' service and its postwar plans in television and FM.

As a consequence of Mr. Morency's unavailability, the Board released, with a vote of commendation and thanks, the presidential selection committee which had served the past year and which had screened some 35 prospects for the presidency without avail. This committee had urged another interim appointment with the suggestion that selection of a permanent head be deferred until final victory.

The committee comprised Messrs. G. Richard Shafto, WIS Columbia chairman; John J. Gillin Jr., WOW Omaha; James D. Shouse, WLW Cincinnati; Don S. Elias, WWNC Asheville, and Messrs. Ryan and Morency.

The Board then elected a new committee comprising Messrs. Shafto and Gillin, who were re-named, and T. A. M. Craven, vice-president, Cowles Broadcasting Co.; Dr. Frank Stanton, vice-president, CBS; J. Leonarm Reinsch, managing director of WBBG WBOD WBO; and William B. Way, KVOO Tulsa.

This committee, which promptly elected Comdr. Craven chairman, was given broadest possible powers to select an operating head. This would permit it to name without further Board participation, either a permanent or interim president or an interim managing director. In the latter event it is presumed the secretary-treasurer, would resume the function he performed in early 1944 after the retirement of Neville Miller as president and prior to (Continued on page 61)
New Code Places Radio, Press on Par

Security Is Only Factor; Broadcast Bans Are Eased

BY SIDNEY SHELLEY

GOING much further than was thought possible several weeks ago, according to Director of Censorship Byron Price, a new Code of Wartime Practices, issued last Friday, embodies sweeping revisions and places radio and newspapers on equal footing for the first time.

The new Code, surprisingly short in text, lifts practically all restrictions on news from and to Europe and is based on security requirements related to the war with Japan.

In opposition to some who would have continued censorship for other and varied reasons, Mr. Price said that, at a time when the Code considers only military necessity. Inevitably, however, he added, there will be a short “hangover period” until the perfect order is established in the Atlantic and Europe and at least one more amendment to the Code will be necessary. He expressed hope that there will be an equally short hangover period for international communications which still are subject to some supervision.

Provisions Deleted

Summarizing the differences between the new and old editions of the Code, Mr. Price listed 20 provisions covering certain restrictions in the past, which have been deleted. They are:

Broadcasting programs in foreign languages, mailing street papers, and all weather forecasts.

Submarine:

Air raids.

Loop movements except relating to the Pacific and Asiatic theaters.

Gold and silver bullion and and related identification except in Pacific and Asiatic.

Restrictions on ship construction.

Advance information on launching of merchantmen.

Shipyards:

Diplomatic exchange ships.

Plane movements except in Pacific and Asiatic.

Bomb shelters.

Production rates except specialized classes.

Imports, exports, and stock piles of strategic materials.

Miners of war except Japanese.

Enemy aliens.

Hidden art treasures and archives.

President’s movements except advance notice on route of travel.

Miscellaneous:

Banking Army and Navy officers except related to Japanese.

Photograph and map requirements reduced accordingly.

A map giving combat area definition will be distributed with the Code late last week. Generally the area includes, besides the obvious war theaters, the east coast of Africa, the western part of the Panama Canal, the Aleutian Islands and part of the Alaskan peninsula.

Expanding upon some points in the new Code which might bear clarification, Mr. Price explained that mention may be made of troops which are shifted back to the United States from Europe even though they may be going on to the Pacific later. It was found necessary to include warships everywhere under the cloak of silence but the situation regarding merchantmen is entirely different and may be eliminated entirely in the near future. He suggested clearing stories about ships in the Atlantic with the Office of Censorship since the situation is expected to change from day to day and

(Continued on page 68)

NEW CODE OF WARTIME PRACTICES

ALL MEDIA of publication and radio and broadcast and other air defense elements connected with the war with Japan, Allied Armed Forces, and other air defense installations, including defenses, installation details of public air ports used for military purposes, location or description of camouflage objects.

United States, is a new Code of Wartime Practices, issued last Friday, embodies sweeping revisions and places radio and newspapers on equal footing for the first time.

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(Continued on page 68)

SENATORS, PORTER ON EUROPEAN TOUR

Craney, Military Heads Also Inspecting Communications

A STUDY of American communications facilities in Europe and a survey of military equipment, estimated to be worth $100,000,000, is being undertaken this week by a group of Senators, accompanied by Paul A. Porter, FCC Chairman, one of the prominent American broadcasters, and Army and Navy communications heads, who left Washington last Monday for a 10-day tour of Europe [CLOSED CIRCUIT May 14].

During Mr. Porter’s absence, Paul A. Porter, vice-chairman, is acting chairman.

Accompanying the officials is Ed Craney, general manager of KGIR Butte, Mont., head of the Z-Bar Network and sales manager for radio matters to Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee. He is understood to have been listed as official adviser to Sen. Wheeler.

Wheeler Statement

Just before leaving, Sen. Wheeler issued this statement: “During recent hearings before our subcommittee studying international communications, Army representatives testified that approximately $160,000,000 worth of communications equipment has been installed in various theaters of operation.”

“Now that the European war is over, the problem arises as to what disposition shall be made of a substantial part of this equipment. The Army, in addition to studying the general problem of broadening our communications, expects to survey this surplus equipment.”

Members of the Interstate Commerce Committee making the trip, besides Chairman Wheeler, are: Sens. Ernest W. McFarland (D-Ariz.), Frank P. Briggs (D-Mo.), publisher of the Macon (Mo.) Chronicle-Herald and close friend of President Truman, who succeeded the President on the Committee when he was elected Vice-President; Albert W. Hawkes (R-N. J.), board chairman, Con- goleum-Nairn Co.; Homer E. Capehart (R-Ind.), Indianapolis manufacturer.

UNCIO Urges Radio’s Use to Prevent War

Record in Europe Cited As Proof of Abilities

FULLEST possible international use of radio to help prevent future war is the recommendation of leading delegates to UNCIO.

A preliminary report on a survey made by the British Broadcasting Corp. shows a complete cognizance of the contribution radio is making for victory and the hope that national radio networks will cooperate toward becoming as great an influence in the struggle for lasting peace.

13 Nations Respond

An analysis of statements received in answer to letters, signed by John Salt, North American Director of BBC, leads radio authorities to believe this survey may become the foundation for an international radio organization composed of national radio networks. At least, authorities point out, these statements by leaders of democratic governments will crystallize the need for greater cooperation between radio organizations of the world.

Nations which have, to date, responded: Australia, Belgium, China, Czechoslovakia, Ethiopia, France, Haiti, Liberia, Luxembourg, Netherlands, Philippine Commonwealth, Union of South Africa and Syria. United States, Soviet Union, and other delegations expressed regrets, said Salt, that pressure of conference business had made it impossible to submit their statements in time for this release.

Statements received follow:

Jan Masaryk, leader of the Czechoslovak delegation: “I cannot think of a successful functioning of the international security organization without the closest possible contact among nations through the medium of radio. It seems to me that international cooperation in the field of communication is one of the next important steps to be taken up jointly by all nations of the world in order to make the charter of peace effective. Radio helped us to win the war in Europe. It can help us even more in our task of preserving peace.”

Radio Brought Comfort

Victor Delaveleye, Belgian delegate and originator of the V-formation campaign for the BBC: “Any European who lived through the dark years of German occupation will testify that the voice of the free world carried by radio... brought to the peoples their daily round of hope and comfort, a ration as indispensable as their meager ration of food. It is no exaggeration to say that the forty microphones operating from the BBC in London and from the shores of America, have played the role of forty divisions in liberating Europe. The guns are now silent in Europe. They will be silenced one day in the Pacific. At that time radio will be free again... for voices which will teach again the price and pride of friendship and decency. What a tool is radio to lift the world, to build a real, working last commonwealth of nations. Let us use it and use it well.”

M. Bidault, France’s minister of foreign affairs: “We, the French people, who for so long have lived under the worst enemy domination, are grateful to the BBC for giving us the daily information needed to foster our hope. Every night, those among us who had managed to keep their wireless sets, would listen in to the London broadcasts. In those days I have already expressed the very special gratitude the whole French nation felt for the BBC. Today in San Francisco I am happy to repeat openly what our secret messages then tried to convey... Who can deny that broadcasting will not be less necessary for peace than it proved for victory? Men and women today turn their eyes in expectation toward those who have microphones at disposal that the BBC, and especially the British radio, will remain faithful to the principles upon which it worked at the time of our trials.”

China’s Statement

China’s delegation: “The importance of radio broadcasting in wartime has been amply demonstrated during the war years, and the greater importance of the role of radio after the war is becoming universally recognized. In the closely knit world of tomorrow international cooperation will be one of the effective forms of education and cultural cooperation among the nations...”

Field Marshal Jan C. Smuts, delegation of Union of South Africa: “For nearly six years of devastation and human suffering, voice of free radio—the Voice of the BBC—kept alive the spark of hope in Europe. Through the darkest days radio’s message of faith in the restoration of liberty gave strength and endurance to enslaved peoples. In evil hands, radio was abused to promote evil, but all the forces of evil could not silence radio’s promise of the dawn to come. In the new era into which we are now entering, radio has a duty and a responsibility—a duty to keep the world informed so that all men may have access to truth, and a responsibility to protect truth so that men and nations may build their understanding of world affairs on enduring foundations. So doing, radio may be tempered into the greatest instrument for peace and tolerance the world has ever known.”

Other Nations

From Liberia, Haiti and Ethiopia come expressions of confidence that proper use of radio can help break down “international misunderstanding and the ease with which they can be exploited.” “For the small nations of the world,” said Bitwooded Makonnen Endal-kahnaa, prime minister of Ethiopia, “it is particularly important that their viewpoints and problems be understood and appreciated abroad. It is doubtful whether any single instrument is more clearly capable of laying the foundations of mutual comprehension among the peoples of the world than is radio. Its world-wide influence in the postwar years is a matter of imperative necessity.”

General Carlos Romulo, head of Philippine Commonwealth delegation: “The Philippines has proved itself one of the most effective instruments of war, is an indispensable tool for building and maintaining the peace. People all over the world must talk with one another freely and openly; they must...”

(Continued on page 70)
TABLE OF ALLOCATIONS, 25,000 KC TO 30,000,000 KC

The following table contains the allocations of frequencies to the various non-governmental radio services from 25,000 to 30,000,000 kc. The table contains for convenient reference the international allocations which the Commission will recommend to the Department of State and the allocations which the Interdepartmental Radio Advisory Committee is proposing for the governmental radio services.

<table>
<thead>
<tr>
<th>Station</th>
<th>United States Allocation</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>400-420 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>84-88</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>All equipment to be adjusted &amp; maintained as closely to 560 w peak as possible to 560 w peak. Power to be limited internationally.</td>
</tr>
<tr>
<td>104</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2</td>
</tr>
<tr>
<td>60-54</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2 &amp; 6</td>
</tr>
<tr>
<td>68-72</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2 &amp; 6</td>
</tr>
<tr>
<td>41-42 Fixed</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2 &amp; 4</td>
</tr>
</tbody>
</table>

44-108 mc.—Alternative No. 1

<table>
<thead>
<tr>
<th>Station</th>
<th>United States Allocation</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>44-48 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>50-54 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2</td>
</tr>
<tr>
<td>56-60 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2</td>
</tr>
<tr>
<td>72-76 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2</td>
</tr>
<tr>
<td>82-90 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2</td>
</tr>
<tr>
<td>102-108 Fixed</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 2 &amp; 4</td>
</tr>
</tbody>
</table>

44-108 mc.—Alternative No. 2

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<tr>
<th>Station</th>
<th>United States Allocation</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>44-48 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>50-54 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>56-60 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>72-76 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>82-108 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
</tbody>
</table>

44-108 mc.—Alternative No. 3

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<thead>
<tr>
<th>Station</th>
<th>United States Allocation</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>44-48 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>50-54 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>56-60 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>72-76 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>82-108 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
</tbody>
</table>

43-108 mc.—Alternative No. 4

<table>
<thead>
<tr>
<th>Station</th>
<th>United States Allocation</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>43-48 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>54-58 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>64-68 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>74-78 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
<tr>
<td>84-108 Fixed, except Aero.</td>
<td>Gov. &amp; Non-Gov. Fixed &amp; Maritime</td>
<td>Note 1</td>
</tr>
</tbody>
</table>

Note 1: On the basis of an average channel width of 25 kc, provisions will be made for the following services in the band 25 to 28 mc.

Note 2: No change proposed in existing services between 30 and 46 mc outside of the Continental United States.

Note 3: On the basis of an average channel width initially (see Sec. 2 of Part I) of 40 kc provisions will be made for the following services in the band 30 to 40 mc.

Note 4: On the basis of an average channel width initially (see Sec. 2 of Part I) of 40 kc provisions will be made for the following services in the band 40 to 44 mc.

Note 5: Additional, 11 frequencies are to be designated in this band.

Note 6: On the basis of an average channel width of 25 kc, provisions will be made for the following services in the band 44 to 48 mc.

BROADCASTING • Broadcast Advertising
FM Decision Delayed; FCC Allocates

New Tests to be Made; Upstairs Television Assured

(Continued from page 18)

and the WPB reverse itself, that agency has assured the FCC that 90 days notice will be given, according to the Commission news release which accompanied the allocations.

In declining to make a final decision on the future location of FM, the Commission said: "Felt that further measurements were desirable," and pointed out that the delay in allocating the service "would not in any way hamper the future development of that service." Should the Japanese capitate, however, the Commission would immediately allocate the 44-108 mc band without benefit of the engineering tests, it was learned.

Service by Service

Significant in the Commission's announcement was a statement that the allocations between police and amateurs and materials, results of the Inter-American Conference at Rio de Janeiro, opening Sept. 3, and preparation of rules and standards.

That led to speculation that permanent allocations of positions below 108 mc probably would not be made prior to the Rio conference. On the other hand it was reliably learned that the Commission is pressing for a September deadline in its final allocations. The engineering data are expected to be completed by August, since Sporadic E reaches its maximum in June and July and 90% of its total occurs during the summer months.

In connection with the joint engineering committee and tests to be made, the FCC release said: "The Commission decided that it was extremely important that the tests with respect to FM should be completed as early as possible, since the season of the year is approaching during which Sporadic E transmissions are expected to be at their maximum."

Norton Data Contested

When the hearings on FM opened last fall, Sporadic E was presented as a possible detriment to a nation-wide service at certain locations in the spectrum. Then in the closing days, Dr. K. A. Norton, former Commission technical information specialist now on duty with the War Dept., threw a bombshell into the proceedings by flatly asserting that in his opinion FM could best serve above 120 mc because of F2-layer transmission in the lower frequencies. [broadcasting, May 6]. At the same time he expressed the opinion that television should be allocated above 400 mc.

Sporadic E went to the background of the problem of the FM hastened to challenge Dr. Norton's contentsions. At oral argument a memorandum signed by Maj. E. H. Armstrong, FM inventor; Dr. H. H. Beveridge, and Dr. C. R. Burrows, charging that Dr. Norton erred in his calculations, was introduced. It was based on studies made by those three engineers in collaboration with Dr. G. W. Pickard, Dr. H. T. Stetson and Stuart Bailey.

At oral argument the Commission placed in the record data tending to show that the propagation loss to the public, manufacturers and broadcasters would be minor in comparison to the improved service if FM were moved upward.

Some witnesses had testified the loss would be tremendous.

Then followed a two-day secret session and while the military clamped a strict censorship on what took place, it was no secret that the FCC was not completely "sold" on the project.

One thing was definite. The Commission was unanimous in designating the three alternatives for FM, according to reliable reports. At this time, the following proposals were advanced [broadcasting, May 14]. Then came the check with WPB. When the Commission was assured that there was no need for hurry, due to production restrictions, the engineering tests were decided. Despite Norton's contentions and those of industry engineers, there is little if any quantitative propagation data in the 100-mc band, experts say, and the Commission wants to be sure before it allocates a new service on a permanent basis.

Requirements Astounding

Although manufacturers have been pressing the Commission for definite FM allocations, it was pointed out that the WPB sees little prospect of large-scale civilian manufacture of transmitters and receiving sets for some time to come, even though the Japanese war should end in the near future. Requirements for the military will continue, after hostilities cease, inasmuch as the U.S. is expected to maintain a large Army and Navy for some time after the war.

Tube requirements for the military alone are astounding, according to authentic information. Civilian tube needs are growing by the day as the total output goes to military services. There is some doubt whether, in the first years after the war, sufficient tubes could be produced to equip more than 3,000,000 sets.

Little Hope for Year

Only when military cutbacks reach 75% will unrestricted civilian production be permitted, under WPB's latest order [broadcasting, May 14]. That isn't expected until 1947. Manufacturers, on the other hand, have been thinking in terms of 12-14 million sets the coming year. Production efforts to handle backlog orders of 25 million. Since 5-10 tubes are required for each set, it appeared questionable whether the industry could produce sufficient tubes for the contemplated 12 million or more receivers.

The FCC is understood to have taken all those factors into consideration in the determination to delay allocating FM until engineering tests are completed. Manufacturers, however, want to get to work on the drawing boards, make test sets, conduct preliminary field tests and be ready to go when the WPB gives the signal.

Postponement of the FM allocations will cause a delay in providing the public with sufficient sets, they contend. The Commission, backed by the WPB, feels that a more expedient way is to give the necessary information to allocate FM for future years.

While the public must wait several more months to learn FM's radio services, just as soon as materials are released the Inter-American Radio Communications Service, proposed by Commissioner E. K. Jett, will be available. The FCC definitely allocated a 10-46 band, 400-470 mc for this service, which it is expected will use low-powered "walkie-talkie" sets for general use. Manufacturers already are planning to produce equipment for the many uses for which the citizens' service is designed.
KYA, KMTR Sale to N. Y. Post Executives Nearly Completed

Stations Bringing Approximately Million; Papers Expected to be Signed This Month

SALE OF KYA San Francisco and KMTR Hollywood, both unaffiliated, for approximately $1,000,000 to Mrs. Dorothy Thackrey, president and publisher of The New York Post, and Ted O. Thackrey, the newspaper’s editor, is nearing completion, according to West Coast reports.

Final papers are expected to be signed by the month’s end with the deal subject to customary FCC approval. Mrs. Thackrey also is principal owner of WLIB New York, which she and associates acquired in June, 1944 for $250,000.

In Progress Some Time

Strictly a stock-buying negotiation, conversations between Mrs. Thackrey’s representative — reportedly Bartley Crum, San Francisco attorney—and principals of the two broadcasting companies have been in progress for weeks. Confirmation of arrangements were not forthcoming either in New York or on the West Coast. It is understood that the Thackreys are not disposed to selling off the property in one piece,

KYA operates on 1260 kc with 6000 w daytime power and 1000 w nighttime. Report is that it will be acquired by the new owners from Palo Alto Radio Station, Inc., present licensees, for $525,000. Station, it is said, will be sold by 25 present stockholders. The station was sold to the Palo Alto concern by Hearst Radio Inc. in 1942 for $50,000. Studios and executive offices are in the Hearst Bldg., San Francisco. The station’s president and general manager is Don Federson.

Sale price of KMTR is said to be $450,000 and includes studio building protected No. 70 Cahuenga Blvd., Hollywood. Station operates on 770 kc with 1000 w and reportedly has been on the market for some time since stock ownership was straightened out.

Holding firm is KMTR Radio Corp. Mrs. Gloria Dalton, widow of the late Vic Dalton, former owner, is reported to control 52% of the stock with Reed E. Callister, attorney, holding 20%; Mrs. Arthur Farlow, 16%; Mrs. Kate Ban ning and Dalton Estates, 12%. Station manager is Kenneth O. Tinkham.

Latter station license renewal was held up in 1943 during litigation to resolve a suit by Mrs. Dal ton against Mr. Callister and Mrs. Barning involving disposition of 50% of the stock.

Allowing for capital assets over current liabilities, it is understood that $100,000 will be placed in escrow by new owners for each station, sum to be distributed to stockholders one year from date sale is consummated.

Mr. Federson, it is understood, will retain the Thackreys as operating head of both stations. He is credited with building up KYA to its present value and maintaining the station out of the red within one year.

Continuing to operate as separate units, it is said that the two outlets will be linked for regional-sponsor programs, possibly forming the basis of a new California network. No immediate changes are predicted for KYA if FCC sanctions sale. It is understood that reorganization of KMTR, however, will be undertaken and that application to change call letters to KLA, identifying outlet more directly with Los Angeles, is in the plans.

Harris for Kyser

DURING July and August Phil Harris is scheduled to replace Kay Kyser’s College of Musical Knowledge on NBC, Wednesday, 10-11 p.m., for Colgate-Palmolive Peet Inc., Jersey City. Agency is Ted Bates Inc., New York.

Radio Advertising Expansion Awaits Clarification of Reconversion Plans

DESPITE War Mobilization Director Fred M. Vinson’s statement May 9 that production of certain household appliances, plastics and metal products will be discontinued, few manufacturers knew last week when, or to what extent, they can reconvert. Almost none of them had any definite plans for changes or expansion in radio advertising at the present.

Already announced were Westinghouse plans to increase the Ted Malone broadcasts on the Blue from three to five a week and use product-selling commercials for its line of household appliances in place of institutional messages. A survey covering other appliance manufacturers, automobile and radio receiver makers showed no other major companies with any such concrete radio advertising reconversion plans.

When and If

A likely network program spon sor—strictly in the “when and if” category—is the Blue Network. Radio Corp., Brooklyn, N. Y., maker of receiving sets and other radio products. According to Garod’s agency, Shappe-Wilkes Inc., New York, no decisions have been reached as to the type of program or the network to be used.

Lafayette Radio Corp., Chicago, another Shappe-Wilkes account, has a “couple of ideas,” the agency reported, but all plans are held up until details of immediate reconversion plans are fully known.

Templeton Radio Co., Mystic, Conn., will go into radio advertising in about six months, according to Peck Adv. Agency, New York, which handles the account. At the moment, however, Peck reported Templeton has made no decisions on type of advertising or markets which it will employ.

Justice than those firms, nobody seemed to be sure about future radio plans.

As the agency for one automobile manufacturer said, “We already have our radio program. We will certainly keep it. Whenever we have any cars to sell, you can be sure we’ll use the program to sell them.”

In the line of cigaretttes, Philip Morris & Co., on May 15 announced that its present deliveries to jobbers will increase 60% on June 1 due to a sharp reduction in orders by the War Dept. The increase, however, may last only a few months until needs of the Pacific forces are determined, it was understood. No changes in commercials or programs of the Philip Morris Co. are expected, officials said.

Other cigarette makers reported they had received no information as to increases for civilians.

Early to Pullman

STEVE EARLY, secretary to the late President Roosevelt, has been named vice-president of Pullman Inc. effective June 1. He will have offices in Washington. Mr. Early was with UP from 1908 to 1913, when he joined AP, serving until 1917. From 1917 to 1920 he was an infantry machine gun officer in World War I. After the war he returned to AP and was there up to 1927 when he was named Washington representative of Paramount-Publix Corp. and Paramount News.

Charles G. Ross, veteran Washington correspondent of the St. Louis Post-Dispatch (KSD) was sworn in last week as White House Press Secretary. He succeeds Jonathan Daniels. Associate Director Wiley Rutledge, longtime friend of Mr. Ross, and President Truman officiated.

Varied Regional Radio Choice Found by CAB

IN THE first statistical breakdown of listening by seven geographic areas of the U. S. Cooperative Analysis of Broadcasting showed wide and varied radio preferences prevailing. With Wally Winchell, for example, rated 18.8 in the Middle Atlantic area and only 10.7 in the Northeast Central region.

Other night programs registering wide ranges were Take It or Leave It, 15.7 in West North Central and 9.8 in New England; Screen Guild Players, 16.0 in West North Central and England; Fox Pop, 12.0 in West North Central and 5.8 in the South Central.

Luz Radio Theatre was favorite nighttime listening in five of the seven regions surveyed.

Rexall Replacement

SUMMER SHOW, replacing on July 6 the Moore-Durante program of United Rexall Drug Co., CBS, 10 p.m. Fridays, will star Ray Bolger as m. c. with Roy Bargo’s Orchestra, Howard Petrie as announcer, and weekly guest stars. Agency is N. W. Ayer & Son, New York.
If you think that all good shows originate in Hollywood, or that "local programming" always means records, you're due to know more about WHO's production department.

WHO is now presenting in its studios 125 live-talent shows a week—that's 18 a day. And many of these local live-talent productions actually outdraw star-studded competitive network presentations in these parts. Hooperatings prove it!

WHO shows include such diverse and varied efforts as the Iowa Barn Dance Frolic; "Melody Madhouse", a screwball comedy riot that is taking the audience away from Blue's Breakfast Club; "Time Out For Listening", a smart variety presentation, and Your Hymn For Today, a very popular devotional program. That's a pretty good range, don't you think?

With such a production schedule we naturally need a big and talented staff, and we've got it: Five versatile producers under Program Director Harold Fair and Production Manager Jack Kerrigan; a nine-man music department of arrangers and librarians, six continuity writers, eleven announcers and a truly remarkable supply of talent.

Wouldn't it be easier just to pipe in nearly all our programs from New York, Hollywood or Chicago? Sure it would! But one reason why Iowa prefers WHO is that WHO knows what Iowans like—and gives it to them!

WHO for Iowa PLUS

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

Ratio of Commercial, Sustaining Time Is Explained

PROCEDURE used by the FCC in checking program renditions to determine the ratio between commercial and sustaining service—a development that has precipitated considerable unrest—is depicted on the work sheet shown here. The sheet, one of a series of three, is used by the FCC's law department in tabulating station program performance and is submitted along with applications for license renewals (see adjoining column).

No Prescribed Formula

The data are developed and classified through a breakdown and check of the operating log of the particular station, presented along with the renewal application. There is no prescribed formula of evaluating programs unless it is stated at the Commission, and no recommendations are made by the law department based on the distribution of time. The Commission, however, has stressed local vs. network programming, as well as the split between commercial and sustaining.

Under the new FCC policy, first announced last month [BROADCASTING, April 16], stations which show a wide disparity in commercial against sustaining time, or in the use of what is described as "public service" renditions, have been sent letters, citing the percentages and seeking an explanation. In extreme cases, wherein the station has deviated substantially from original estimates as sustaining time, the Commission has meted out temporary license renewals pending expiration of other licenses.

Gillette Signs Derby

GILLETTE Safety Razor Corp., Boston, will sponsor the Kentucky Derby June 9, 6:55-8:30 p.m. on the full CBS network and on the Dominion network of CBC, J. P. Spang Jr., Gillette president, has announced. Gillette, which has sponsored the Churchill Downs event on CBS for the past five years, picked up its option on the broadcast; 37 days after the ban against horse racing had been rescinded. Details on the broadcast, and special "preview" CBS programs will be announced later. No announcement has been made as to sportscaster. Ted Husing has had the assignment in the past.

Agency is Maxon Inc., New York.

WIP Philadelphia had an exclusive on the surrender of German submarine U-388 off the Jersey coast. A wire report, forwarded was detailed by Capt. Edward E. Easter, and Sam Serota, special events writers, operating from aboard a Coast Guard cutter, in which the German submariner, owner, originally along mainly for the role, opportunistically filled in for the special events chief who became seasick. After local broadcast on WIP the program was fed to the Mutual network.

In other cases, renewals have been issued on a regular basis, but with a request for full information. It is estimated that roughly 60 such citations have gone out, with many others held in abeyance for further consideration.

The procedure has had repercussions in station ranks. The ponderous view is that the Commission is invading the program field per se and is venturing into forbidden territory. The FCC, on the other hand, contends that management must be stimulated as to the necessity of maintaining operations designed best to conduct to public interest.

Reactions from station and Washington counsel have been that the FCC, on computing division of time, appears to adjudicate all commercials, whether institutional or public service, as pure commercial in arriving at percentages. The work sheets indicate that method of evaluation. As to participating programs, those having three commercial spot announcements in a 15-minute segment are classified as commercial. The form reproduced herewith shows that originally a 15-minute participating with but one spot was classified as full commercial, but it is now stated that the denominator has been increased to three.

In addition to the work sheet shown herewith (81138-5), there are two other preliminary sheets used by the FCC's legal analysts in checking station operations. The first (81138-1) covers station programming operations in 15-minute segments both for programs and spot announcements. Legends used are: NS for network sustaining; NC for network commercial; LS for live sustaining; LC for live commercial; TS for local transcribed or recorded sustaining; TC for local transcribed or recorded commercial; U for unclassifiable.

Spots Broken Down

Spot announcements are broken down among commercial, sustaining and public service. Separate checks are shown for Sunday, Monday and Saturday, with the weekly schedule computed by multiplying amounts by five, and noting Saturday and Sunday. The breakdown is made by networks, and there are also totals of network programs classified as network, not transcribed programs.

The above work sheet (81138-3), which is submitted to the FCC along with applications for license renewal, is identified by station call letters, time zone, and date and gives the division of broadcast time.

Kiwians Praise Radio's War Work

All U. S., Canadian Stations Presented With Citations

"KIWANIS International recognizes the great force which radio has become in the last quarter century in adult education and the shaping of public opinion."

These words by Ben Dean, president of Kiwanis International, sum up the reason for Kiwanis Radio Week, just closed, during which all stations in the United States and Canada were presented with citations of appreciation by their local chapters of the club.

"Fitting Tribute"

Mr. Dean spoke personally at Salt Lake City, Ogden, Utah; Butte, Mont.; Missoula, Mont. and Spokane. Other distinguished Kiwanis and radio personalities spoke at dinners which marked the presentation of the citations.

"It is fitting," Mr. Dean said, "that Kiwanis pay this tribute to radio for its contribution to the war effort because Kiwanians, as leaders in their communities, recognize the importance of building a sound public opinion."

J. Harold Ryan, NAB president, in his address in Omaha, summed up the part being played by broadcasters in the war with: "The full story of individual station cooperation with the war effort may never be told. It is too great to be recorded. . . . It can best be described as whole radio station staffs, everyone engaged in broadcast operations, living, breathing and feeling the war with such intensity that it has permeated every word and every program emanating from their transmitters."

The four networks were given meritorious service awards by the New York club and Kiwanis International. NBC broadcast presentations of its selected, accepted for the network by Clarence L. Menzer, vice-president in charge of programs. A banquet at the Hotel McAlpin honored the chains which were represented by Mr. Menzer, Edward J. Noble, chairman of the board, Blue; Frank K. White, vice-president and treasurer, CBS, and Robert McCall, vice-president and general manager MBS.

Video Prediction

PREDICTING network television for Chicago and other large U. S. cities before the end of 1946, Paul B. Mowrey, Blue television manager, declared that television's next challenge today is not engineering but programming. Speaking at the May 18 meeting of the Chicago Executives Club, Mr. Mowrey said that "when television reaches the peak of its post-war development, one single 30-minute presentation will embrace 90% of all the departments of motion pictures, theatre and radio."
They’re tough!

That’s a pair of armadillos up there. They’re armor-bearing mammals. Pretty tough, too. Those two are believed to be the only two grown in captivity. That choice tidbit in front of them is an ostrich egg.

Sometimes we hear reports that compare hard-boiled time buyers to the thick-skinned armadillo.

But at W-I-T-H we haven’t found it so.

Maybe it’s the way hard-boiled time buyers go for the choice W-I-T-H tidbit of producing the largest number of listeners-per-dollar spent, that makes us think otherwise about them.

If insisting upon low-cost sales results makes a time buyer hard-boiled . . . we’ll take them armadillo tough.

W-I-T-H
Baltimore, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed
AWARDS were announced last Wednesday in the 9th American Exhibition of Educational Radio Programs sponsored by the 16th Institute for Education by Radio at Ohio State U., but the Institute hung a mild rebuke on its announcements.

"We feel no great surge of pride," the judges said, "over the work of the industry as represented by the programs submitted." They conceded, however, that their judgment was influenced by the "knowledge of the standards set" by many fine programs not entered in the competition.

The Institute did not hold its 1945 meeting because of travel restrictions.

Awards in some classifications were omitted since it was decided "that to pay tribute to a mediocre program simply because it was entered would not reflect to the credit of the radio industry and would establish a false standard even for those responsible for that program thus cited." Citations on some of the awards had qualifying phrases indicating "evidence of original and imaginative thinking" in some respects but not over-all excellence.

"The only justification for competitions such as this," the judges declared, "is to pay tribute to those deserving of it and to establish high standards of broadcasting toward which the entire industry can strive. Competitions designed only to pass out laurels to be used simply for publicity purposes by broadcasters or by the organization sponsoring the competition are not worthy of recognition by the industry."

The three judges were Judith Waller, NBC central division; Edwin F. Helman, WBOE Cleveland, Board of Education station; Mark L. Haas, WJR Detroit. Only Miss Waller was connected with some of the programs submitted and she refrained from comment on these.

Several hundred programs were submitted and all but 115 were eliminated by the original screening committee. The networks themselves made no entries but several sponsors of network shows participated.

School Standards

School broadcasts were judged by the same standards of good radio production applied to commercial shows. "Schools, universities, educational organizations and local stations have less money to spend than networks or clear-channel stations; but simplicity, originality, good judgment and discriminating standards can be as effective as a large budget," the judges declared.

Again stressing that many fine programs were not entered, the trio declared there was a "surprising lack" of (1) freshness of approach, (2) imagination, (3) virility, (4) objectivity. This was found true of both the writing and production. The Canadian Broadcasting Corp., judged on the basis of Stage 45 and other drama series, was commended as "radio at its best, not only from the viewpoint of entertainment but in the projection of an idea."

The awards follow:

GROUP 1—Regional Network, Religious Broadcasts—First award, Salute to Valor (Song for a Long Road), National Council of Catholic Men, WEAF New York and NBC. Honorable mention.

GROUP 2—Regional Network, Local or Clear Channel Station, or National or Regional Organization: Religious Broadcasts—First award, Salute to Valor (Song for a Long Road), National Council of Catholic Men, WEAF New York and NBC. Honorable mention.

(Continued on page 24)

LINGO VERTICAL TUBULAR STEEL RADIATORS

Lingo has been authorized by the War Production Board to manufacture and sell a limited number of Vertical Radiators without the use of Priorities...

The Authorized manufacture must be made from materials on hand and must be completed by June 21, 1945.

Now, for a limited time, you can buy a LINGO Vertical Radiator without the use of priorities. Because of the time limit placed on this specially authorized production, orders will have to be filled on a first-come first-served basis. Moreover, as we are limited to the use of materials on hand, production will have to be concentrated on radiators not exceeding 250 feet in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver the radiator to you with your option to have it installed and erected by us when you are ready. As the quantity of radiators available under the priority-free arrangement is limited, we urge you to act immediately and thus be assured of having your radiator on hand when you want it.

Please include in your inquiries the radiator height required and approximate size so that complete quotation can be immediately made covering the radiator itself and its subsequent erection when so desired.

JOHN E. LINGO & SON, INC.
Est. 1897
CAMDEN, NEW JERSEY
INDEPENDENT STATION

This versatile nationally-known sports announcer has, during his career, broadcast football, boxing, basketball, and the Democratic and Republican Conventions in 1944—a major feat.

WHITE SOX NEWS

The exclusive WJJD White Sox baseball game of the afternoon is re-enacted that same evening by sports-announcer Jack Brickhouse.

This stirring play-by-play report of the "Sox News" is available for a vast evening listening audience, Monday through Saturday, 6:00-6:15 P.M.

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

PAUL H. RAYMER
366 Madison Avenue
New York City

A Marshall Field Station 20,000 Watts

Agricultural Broadcasts—No first award. Honorable mentions, Ohio Farm & Home Hour, Ohio State U. Agricultural Extension Service, WOCQ Columbus, Farming With Kenneth Yeend, KIRO Seattle.


Cultural Programs—Three first awards to CBC for Stage 45 (A Play On Words), CHI. Toronto; Munroe's New Year's Party, CBC. Toronto; Montreal Drama (O Day of Joy and Gladness), CBM Montreal. Honorable mention, Words at War (Assignment, U. S. A.). Council on Books in Wartime, WEFY New York and NBC.


News Programs in Furtherance of the War or the Peace—Three first awards, America's Unlimited, Republic Steel Corp., WGN Chicago; The March of Minnesota (Just a Guy Named Joe), Minnesota Resources Committee, WCQO Minneapolis and special network of Minnesota stations; Russian War Relief presents (Convoy to Russia), Russian War Relief Inc. Honorable mention. Voice of the Army (Names on the List), Recruiting Publicity Bureau, U. S. Army, Governors Island.

Children's Programs for Listening Out of School—Books Bring Adventure (Smoky Bay), Assn. of Junior Leagues of America. Honorable mention, Storybook Time (Gregory Ghost), WLB Minneapolis, U. of Minn. station.

Programs for Use in School by Primary Children—First award, Your Story Parade (Texas School of the Air (Horns Hatches the Egg), Texas State Dept. of Education, WUAP Fort Worth and Texas Quality Network. Honorable mention, Old Tales and New (Geoffrey, the Giraffe), WLB Minneapolis.

Programs for Use in School by Elementary Children—First award, Standard School Broadcast (The Percussion Instruments), Standard Oil Co. of Cal., KFQ San Francisco and NBC Pacific Coast Network. Two honorable mentions, Exploring the News: Wisconsin School of the Air (Peter Learns About England), WMA Madison and WLBQ Stereoscopes Point, Wis.; Once A Time in Ohio; Ohio School of the Air (Nelle Gray), WOSU Columbus.

Programs for Use in School by Junior and/or Senior High-School-Pupils—First award,Conserving Ozone (Nature's Revenge), CBC, CBL Toronto. No honorable mention.

GROUP II—Entries by Local Station or Organization.

Religious Broadcasts—No first award. No honorable mention.

Agricultural Broadcasts—No first award. No honorable mention.

Women's Programs—No first award. No honorable mention.

Cultural Programs—First award, WNYC American Music Festival—First 2 weeks, Municipal Broadcasting System, WNYC New York. Special mention, New World Records (The Vermont Experiment), City-Wide Citizens Committee for Betterment.

Robert S. Manigault
ROBERT S. MANIGAULT, 50, president of WTMA Charleston, S. C., the Charleston News and Courier and the Charleston Evening Post died May 12 at his home there. He served in the first World War, returning to succeed his father, the late Arthur M. Manigault, as publisher of the Post. The newspaper purchased WTMA in April 1940. He was a member of the St. Philip's Protestant Episcopal Church, Carolina Yacht Club and the Charleston Club.

The mid-winter Hooper survey turned out to be a real Super-Hooper! Just one point to remember when you're buying time—there's no substitute for listeners.

KARL O. WYLER, Manager
Represented Nationally by GEORGE P. HOLLINGER COMPANY
NBC—America's No. 1 Network

BROADCASTING • Broadcast Advertising

Robert S. Manigault

Doffs Mask

DOM de Guerre for four years for the CBS shortwave Dutch news broadcaster from New York was Keen Sijssen. A few days ago the engineer handling the broadcast was startled to hear him sign off as 'your Dutch news reporter, Bernard Personal. No one was a noted Dutch journalist in pre-war Holland and had changed his name to protect his family, living in Holland during the Nazi occupation period.

'"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"'

"UP gives you"
WKY Goes Everywhere in Oklahoma to Give Eye-Witness News Coverage to Listeners

ALMOST at the same moment that Franklin Delano Roosevelt died in Georgia last month, the skies over Oklahoma darkened and wind and rain wreaked havoc at widely scattered points in the state.

Early the following morning an M.K. & T. passenger train tumbled off a flood-weakened trestle reportedly drowning some 50 passengers.

To this spot in Eastern Oklahoma, 150 miles away, and to other storm and flood-torn areas, WKY dispatched its newsmen and eye-witness reporters; brought back the story of death and destruction which whipped through the state as WKY has done innumerable times in the past.

WKY was on the job. WKY was ready because WKY long ago assumed the responsibility and the obligation to cover Oklahoma news thoroughly wherever or whenever it happens. This policy has taken WKY to every corner of Oklahoma and has taken Oklahoma listeners to unnumbered important state events during the past 17 years.

WKY has made a specialty of entertaining, serving and pleasing Oklahoma listeners. In this it has done an unparalleled job and is the station today, as always, to which most Oklahomans listen most of the time.
Zoning Change for Video Urged in D.C.

Action in Capital Seen
As Precedent for
Other Cities

A FORETASTE of zoning problems attending the establishment of television and FM stations in large cities was given the Washington, D. C. Zoning Commission last week at a hearing to consider a proposal to permit the erection of antenna towers in residential districts of the nation's Capital. The District's action may set a precedent for the entire country, industry spokesmen for the proposal told the Commission.

Led by Harry S. Wender, counsel for Bamberger Broadcasting Service, New York, representatives of WOR, DuMont, NBC, and TBA told the Commission of plans to build possibly four television stations in the Capital, linking up Washington with New York so that national events and Broadway entertainment could be televised for audiences of both cities. New designs for studio buildings and towers to harmonize with residential architecture were submitted.

Best Sites Zoned
Members of the Zoning Commission considering the proposal are the Commissioners of the District of Columbia, the Architect of the Capitol, and the Director of the National Park Service. Maj. Gen. U. S. Grant, III, Chairman of the National Park Planning Commission, supported the proposal but recommended that each location be considered separately. He vigorously opposed a suggestion that television towers be located in Rock Creek Park.

Following the presentation of two films, offered as evidence of the progress in television development, Mr. Wender asserted his clients plan to set up in Washington one of the finest television stations in America. He explained, however, that the most desirable sites are in the residential areas of the city and that a change in zoning regulations would be needed.

(Continued on page 29)
While Edgar Allan Poe lived his poetry went unappreciated. The greatest poet America has ever produced died a pauper, to rest for many years in an unmarked grave.

Now, since his works have been translated into every known language, and are heard and read by millions, his fame reaches 'round the world.

Radio draws a parallel. Yours may be a fine program, with an interesting sales message, but, unless the public is tuned-in, it goes unnoticed. To be sure your message "gets across," broadcast it over WCBM, for a rich market has established WCBM as Baltimore's listening habit.
It's There!  

Just like the thrilling confidence that goes with that ace in the hole to fill a top straight, does WWVA give advertisers that for-sure substantial up-swing of the sales curve. Here's what a WWVA first-timer had to say on the subject:

"We have just completed our sales analysis of the territory covered by your Station WWVA and we are pleased at the substantial increase in sales that were effected since we went on the air over your station.

"This is very encouraging to us and we hope that next season we will be able to continue over Station WWVA either at the same time or with an improved position."

Serving Eastern Ohio, Western Pennsylvania and Northern West Virginia

—ASK A JOHN BLAIR MAN—

Basic Blue Network

(Continued from page 28)

before any steps could be taken toward purchase. The proposed amendment follows:

Permit in a residential district the erection of antenna towers for television and frequency modulation broadcasting to any height and in conjunction therewith the erection, alteration or use of buildings for transmission equipment on the same lot or elsewhere where the Board finds:

A. That the proposed location and height will not affect adversely the use of neighboring property in accordance with the zoning regulations and map;

B. That any part of an antenna tower is removed from all low lines a distance of at least one-fourth of its height or is separated from other property by an intervening street;

C. That the proposed height of the tower is reasonably necessary to render satisfactory and reasonably economical transmission.

Before granting such appeals the Board shall submit the application to the National Capital Park and Planning Commission for a report, provided, however, that antenna towers to be erected to a greater height than any limit prescribed by the Act of June 1, 1910, regulating the height of buildings in the District of Columbia (26 Stat. 455) shall require approval by the Commissioners of the District of Columbia.

High Spots Needed

Eugene S. Thomas, sales manager for Bamberger, told the Commission WOR aims to bring to Washington a high type of service but requires "high spots" to assure maximum reception. He exhibited designs for one-story and two-story residential type studio structures, which would blend with neighborhood homes, and decorative towers 300 ft. in height. He said the DuMont station in New York is 600-700 ft. above street level and that there are no build-

ings in Washington which can provide the required line of sight.

George C. Davis, consulting engineer, formerly with FCC, explained in behalf of WOR that to achieve good reception television stations require high elevation for tower sites. Much superior service will result if the line of sight is clear, he added, pointing out that height obstructions interfere with reception, causing distortions, shadows, ghosts, etc. He said television development is being delayed only by military requirements for radio and radar.

J. R. Popeels, president, Television Broadcasters Assn., and chief engineer for WOR, said there are nine television stations operating regularly and that anyone in New York with a receiver can get programs at any time from the NBC, DuMont or CBS stations. He said there are 122 applications for video stations before the FCC and predicted the figure would be 492 after the war—the maximum which could be permitted under available frequencies. He explained that high elevation is necessary for (1) reception and (2) distribution. Maximum coverage obtained by a 300 ft. tower, he said, would be 45 miles.

William A. Roberts, general counsel for TBA, also representing Allen B. DuMont Laboratories, brought out that because of channel width requirements for television the number of stations will be limited. He pointed out that the same frequency cannot be used for

(Continued on page 30)
When the giant of American production for war turns to production for peace, there must be a consumer for every product that rolls off the line...from Maine to California and from Canada to the Gulf.

Can you picture in your mind's eye this avalanche of commodities on the nation's conveyor-belt? To say that it will be slightly terrific is sheer understatement.

In spite of today's starved market, these goods will have to be sold, in earnest competition for a slice of the consumer's dollar. That will call for mass selling, with a mass medium, like radio, applying its demonstrated power and penetration.

In markets like Pittsburgh, Philadelphia, Boston, Springfield (Mass.), Ft. Wayne, and Portland (Ore.), a sagacious group of American manufacturers will look to the stations of Westinghouse for this mass power. Even now, many of them are pre-viewing their products for the 18,000,000 prospects in these rich regions.

For matching customers to commodities, it is later than you think. Consult our National representatives, listed below.
WHBL Joins Blue
WHBL Sheboygan, Wisc. operating on 1330 kc, 1000 w (daytime), 250 w (nighttime), will join the Blue Network effective June 15 by George A. Corbin, representing the Manor Park Citizens Assn., as to the desirability of the towers in a residential area, Mr. Gary told the Commission: "NBC would not be so brash as to put an eyesore in a fine residential district". He added that NBC goes beyond safety requirements to protect adjacent areas from possibility of tower collapse and that it has never had a tower blown down nor any of its parts blown off.

He testified that efforts to purchase television sets from owners for use in veterans hospitals have been fruitless. Some owners, he said, set a price of $1,500 and others refused to sell at any price.

Douglas Clark, chairman of the Zoning Committee, Federation of Citizens' Associations, testified that his organization had given almost unanimous support to the proposed amendment. He said it was the Committee's conviction that every encouragement should be given to bring television to Washington and pointed to tax revenues which will result from such facilities.

Others attending the hearing were Kenneth Berkeley, general manager, WMAL Washington; Frank Scott, WOR counsel; Ted Herr, television engineer, Philco; Reed Rollo, Washington counsel; Philco; Gus Margraf, Washington counsel, NBC; Frederick P. Guthrie, District Communications Manager, RCA; C. B. Plummer, assistant chief, Nonstandard Broadcast Engineering Section, FCC; and E. B. Greenleaf, E. W. Prinette and J. N. Bradley, Chesapeake & Potomac Telephone Co., Washington.
In EVERY field of endeavor, outstanding achievement is the result of a combination that "clicks." A typical example is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

To sell the great St. Louis market, use "The Combination that CLICKS."
Rio Radio Meeting Agenda Reviewed

Preparatory Group Meets Wednesday in Capital

AGENDA for the Third Inter-American Radio Conference will be reviewed at a meeting of the Preparatory Telecommunications Conference Wednesday morning at the State Dept. in Washington. The meeting is part of the preparatory work of drawing up proposals for the U. S. Government to forward to the other nations for consideration before the Rio de Janeiro Conference Sept. 3, 1945.

Review of the Havana and Santiago documents is planned and working committees will be designated to prepare draft proposals for consideration at another meeting in the near future.

Preparatory Work

Since the preparatory conference in August 1944, which set up three committees, most of the work accomplished to date has been on the preparation of proposals for revision of the International Telecommunications Convention and the General Radio Regulations. When completed this material is intended for consideration at a world-wide conference and also for interim informal discussion with other governments.

The agenda, provided by the Brazilian Government, proposes many subjects besides opening up the possibility of revision of the Havana Convention, its accompanying Agreement or the Santiago revision thereof.

Main points of the agenda are:
1. In revising the Convention to examine possibilities of its amplification with object of: (a) Including all forms of telecommunications; (b) Forming an Inter-American Telecommunications Union and secretariat similar to the central office of the International Telecommunications Union, with consequent disbanding of the present Inter-American Radio Office; (c) Changing the present Inter-American Radio Communication Agreement title to that of Inter-American Radio Communication Regulation; (d) Defining the limits of the American Region; (e) Standardizing the time in telecommunication services on the American continent.
2. To establish the general principles for distribution and utilization of radio frequencies, as well as the standards of good engineering practice, especially regarding the stabilization of frequencies and width of wave bands.
3. To settle various governments' attitudes about matters which may be objects of the next American telecommunications conferences and to draft respective proposals.
4. To confer on the possibility of calling an international meeting on shortwave broadcasting problems.
5. To discuss rates for Inter-American telecommunication services.
6. To discuss a proposal by Canada that the North American Regional Broadcasting Agreement be prolonged for two years.

KANS Vancouver, Wash., has completed remodeling of control room, news room and sales offices.

Music's Record

WARTIME "Music at work" production records have earned a favored position in postwar management and labor plans for factory improvement in the opinion of Allan R. Royle, Stromberg-Carlson Co. sales manager of the sound equipment division. Speaking before the membership of the Rose River (N. Y.) Engineering Society he appraised the use to which such music has been put. One plant, he said, increased a prior-recognized midnight production of 9,608 units to 11,484 units. When the music was shut off output dropped 18 per cent. Another plant discovered application of music lowered the high rate of absenteeism which had been vexing the management.

It brings RESULTS!

Admiring diamonds in a shop window is a subtle hint for a proposal. Your sales message over WLAW will produce immediate action, too.

WLAW

LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 Kc.
Serving 1,902,591 Residents in
Industrial New England

NATIONAL REPRESENTATIVES:
WEED & CO.
In Utah...

Showmanship Counts

Continuous Performance

The Nation's Top Network Shows

Plus Popular Local Features

Playing to Utah's Greatest Radio Audience

The Advertiser's Favorite

KDYL
Salt Lake City
Utah's NBC Station

Wire, phone or write for availabilities
National Representative
John Blair & Co.
MARINES TO GET RADIO RECEIVERS

MARINES in the Pacific are to receive 3,000 radio receivers to supplement those on hand as a result of the 30,000-mile tour of inspection taken by 1st Lt. George F. Putnam, USMCR, Special Services officer, and ex-NBC top news reporter.

"With these additional sets," Lt. Putnam said, "the men have a better chance to hear the Armed Forces Radio Service stations that are doing such a terrific job in the Pacific." Because of the mobility of Marine units, the supply problem of "nonessentials" such as radios, has been difficult. "But they have managed to listen through the PA systems, group radios and improvised sets that range from re-built equipment to wired mess kits, where individual sets are not available," he said.

"Tokyo Rose’s Crossley is practically nil," he added. "The men prefer the AFRS programs, and listen whenever possible, especially to the hourly newscasts and the music shows."

In addition to the new radio receivers, Lt. Putnam also arranged for extra PA systems, full circulation of AFRS transcription kits and variable speed turntables to be used at AFRS stations. Plans were laid for wider Marine participation in the stations, now that AFRS is a combined operation.

QUEER THING ABOUT ODDVILLE (Ky.)!

Yes, there is an "Oddville", Kentucky. But the biggest oddity is that some advertisers spend good money to reach the handful of ruralites residing there! Why do they do it when the big profits lie in WAVE’s Louisville Trading Area, where people spend more money than in the rest of Kentucky combined? Radio advertisers can’t expect to break even on Oddville, but all bets are in their favor here! Lay some on the line and let us prove it!

CBS Anniversary

THE CBS Network of the Americas, (Cadena de las Americas), the first radio chain to link all of the Latin American republics with the United States, marked its third anniversary May 19 at a party at the Waldorf-Astoria Hotel, New York, attended by network officials and representatives of the areas covered by the network. Operating under the direction of Edmund Chester, CBS director of Latin American relations, the network now includes a total of 109 affiliates, who receive programs from three 50-watt transmitters, WCBS WCRC WCBN, for rebroadcast locally by longwave.

Last year a daytime program service totaling 4½ hours was introduced. CBS transmitters operate in Spanish and in Portuguese, with special emphasis on news.

Ask West Coast CP

ASSIGNMENT of 250 w unlimited time on 1340 kc at Palm Springs, Cal., is requested in a new application filed with the FCC by Palm Springs Broadcasting Co., a new partnership composed of Richard W. Joy, former announcer with KNX Los Angeles who has freelanced since release from the Navy, and Donald C. McBain, United Airlines pilot formerly with KNX in a technical capacity. Both hold equal interest.

Court Approves

WIVES of Supreme Court Justices present at the Breakfast Club broadcast from Washington last Monday for the War Bond campaign, gave the program a "favorite" vote from the distaff side at least, according to Don McNeill, m.c. Justice William O. Douglas who appeared on the show also gave his formal approval to the informal session at Constitution Hall.
YOU MAY BE ABLE TO PUSH A "BIKE" 2,093 MILES IN 6 DAYS* —

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

Yes, you might easily pedal to this section from Chicago or Detroit, but you can't peddle from there, by radio! Why? Because ALL outside stations give up the ghost when they hit the fortress-wall of fading around Western Michigan.

So if listeners in this territory hold any attraction for you (and they do for others) you'll have to come closer to get their ears. "Closer" means inside-the-wall. Listeners here have to tune in Western Michigan stations—or none. Naturally the best-programmed station gets the audience.

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

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

* Charlie Miller rode a bicycle 2,093 miles in six days at Madison Square Garden 1898.
Two New Local Stations and Twelve Renewals Are Granted by Commission

TWO NEW local stations were granted conditionally last week by the FCC, one contingent upon clearance by the War Production Board on necessary construction. At the same time the Commission granted renewals to 12 stations, 7 of which had been on temporary license pending inquiry in connection with the Commission's new commercial-vs-sustaining program policy. Commissioner C. J. Durr dissented.

Another of the five Virginia stations, made possible by conferences between Commission engineers and broadcasters [BROADCASTING, Dec. 25, 1944], was granted. Charles P. Blackley was issued a construction permit for a local outlet on 1400 kc, with 250 w, unlimited, for Staunton, Va. Mr. Blackley formerly was general manager and minor interest-holder of WSVA Harrisonburg, Va.

In its memorandum the Commission said the WPB on April 16 granted its approval of the proposed construction under the policy of January 1944. Since the original grant was made Dec. 19, 1944, prior to the Jan. 16, 1945, supplemental policy, and since the WPB made no objection to the station under the supplemental policy, the construction permit was granted. Call letters WSTN have been assigned.

Herman Anderson, who was granted the conditional construction permit for a local in Tulare, Cal., to operate on 1240 kc with 250 w unlimited, must comply with WPB procedure. Original application was filed May 2, 1944, by Mr. Anderson and Robert Franklin, partners. Mr. Anderson later filed petition requesting withdrawal of Mr. Franklin. The FCC granted a construction permit Dec. 5, 1944, set it aside Dec. 12 and subsequently granted a construction permit.

The city of Tulare does receive service from existing stations, but the FCC held the policy restricting new construction to areas without service does not apply in the Tulare application. Final WPB approval for the construction must be obtained, however, before the construction permit becomes valid.

The seven stations which have been on temporary license were granted regular licenses with Commissioner C. J. Durr dissenting. Commissioner Durr, who consistently has felt the Commission should inquire into alleged top-heavy commercial schedules, in each case of the clear channel renewals voted for further temporary licenses and continued inquiry. He also opposed one regional and one local renewal.

Five of the stations, all clear channel outlets, gained three-year licenses expiring May 1, 1945, over Mr. Durr's objections, are: WCAZ Carthage, Ill., KGDM Stockton, Cal., KSL Salt Lake City, WQXR New York (main and auxiliary), KEX Portland, Ore. KSL also was granted extension of its special service authorization to operate with two Federal Telegraph tubes instead of two Western Electric tubes in the last radio stage, for a period not to exceed May 1, 1948.

The two other stations, to which Commissioner Durr opposed regular licenses, are WCAX Burlington, Vt., a regional, renewed to May 1, 1946, when its three-year period begins, and WKBX Utica, N. Y., a local, renewed to Feb. 1, 1946, when its regular three-year license period starts.

Other five renewals were granted to Aug. 1, 1945, beginning of the new three-year term, to: WMFG Hibbing, Minn., KGBS Harlingen, Tex., WEBQ Harrisburg, Ill., WBBJ Richmond, Va., XICD Spencer, Ia.

Licenses covering construction permits were granted these new stations by the FCC Administrative Board: WJXN Jackson, Miss., 1490 kc, 250 w, unlimited; WPAG Ann Arbor, Mich., 1050 kc, 250 w, days.

Radio Institute Plans

THE FIRST Radio Institute of the Rocky Mountain region at the U. of Denver will be held beginning June 17 for 10 weeks, Dr. Ben M. Cherrington, Chancellor, announced last week. Courses which will run throughout the entire 10 weeks include Problems in Radio, Radio Writing, and Radio Production. Courses offered the first five weeks only include Radio Broadcasting in Schools, Radio Announcing, and Religious Programs. Courses offered the second five weeks only will be Radio News, Radio for Children, Recording and Control Room Techniques, and Television Broadcasting. Wilson B. Paul, associate professor, School of Speech, U. of Denver and executive-secretary of Adult Education Council and Clarence Moore, program manager of KOA are co-chairmen of the Institute. The advisory board consists of program and traffic manager of the five radio stations in Denver.

Hotel Video Survey

NEW YORKER HOTEL Corp., New York, is conducting mail survey of its 70-80 thousand credit card holders asking whether they would like television sets installed in the hotel rooms. Frank L. Andrews, corporation president, says video sets definitely will be put in if the survey indicates guests want television. WURL of the survey are due in about three weeks.
Whether for Radio's finest programs or amateur auditions, best recordings are made on **audiodiscs**

AUDIO DEVICES, INC. • 444 MADISON AVE., N.Y.

they speak for themselves **audiodiscs**
Broadcasters Challenge FCC Authority to Make Data Public

NAB, Networks Lead Protests Against Proposed Rules; Oral Argument Set for Next Monday

CHALLENGING authority of the FCC to open for public inspection financial and business data filed as confidential records, broadcasters are slated to go before the Commission next Monday morning to protest certain portions of proposed rules 1.301-1.304 [Broadcasting, April 23, May 14]. The hearing will be the first for Vernon L. Wilkinson, new assistant general counsel of the FCC in charge of broadcasting.

Briefs were filed on behalf of the NAB, three major networks, a regional network and 23 individual stations in connection with the proposed regulations. NAB endorsed shifting Rule 43.1 of Part 43 into Part I under Special Provisions Relating to Radio. Particular forms specified in the proposed rules also were given NAB approval.

"We advocate strongly that the Commission will deem it appropriate to adopt the practice, hereinafter followed in application forms, of relieving licensees of filing again and again documents and information which already have been filed with and are available to the Commission," said the NAB brief.

Specifically the NAB held that proposed rule 1.301, apparently a clarification of Rule 1.361, "works a hardship on the licensee" because it requires preparation of a financial report prior to annual Federal Income Tax returns and state corporation reports. If reports to the FCC involve the same data as required by Federal Income Tax returns, then the dates should be the same, the NAB contended. On the other hand, if separate data is required by the Commission, additional time should be given licensees. Under the proposed rule the financial statements would be filed by March 1.

As for Rule 1.302 the NAB commented it appears to be "a great improvement over Rule 43.1" but it contains several ambiguities "which are conducive to misunderstanding as to what is specifically required." Regarding Rule 1.303 (b), NAB offered suggestions for minor changes.

Vigorously protesting the Commission's proposal to make financial records public, the NAB brief pointed out that if information furnished the FCC is opened for public inspection, "the safeguards set up by the Congress for income tax returns would be nullified insofar as the broadcasting industry is concerned and for many individuals engaged therein."

Such a move would enable competitors to obtain information "which might be used to the great disadvantage of the licensee", the NAB contended. "It is our view that the Commission should hesitate to adopt such a rule in the absence of a very strong showing for its need," concluded the brief, filed by John Morgan Davis, NAB general counsel. Other opposition follows:

Blue: Suggests application of ownership rule be limited to companies having "substantial interest" in licensees; and that "substantial interest" be defined as 25% of voting stock; opposes public inspection angle, contended information required by proposed rules "is equivalent to an abridgment of the corporation's books and records"; information should be kept confidential by FCC.

CBS: Suggests several revisions regarding ownership rules; opposes making financial data public; suggested inclusion of provision that financial statements shall be treated as confidential; FCC would enable inspection of financial data, particularly contracts.

YANDER & G. TIER & RUB. Co.: Quotes Sanders decision, opposes rules generally, offers several amendments.

SGI: Smith & Hennessey on behalf of KFDM WFAA WBAP WIGE WMBZ WGNM KPRC WSB RWD KFOX WADC WHAM WLFA WPBM: No objection to filing data asked by FCC; no objection to making ownership of operating personnel public; do object to public inspection of financial reports and contracts; alleges "there is serious doubt not only of the Commission's duty but of its authority to disclose information of this character."

WJB Cleveland: No desire to oppose ultimate adoption of rules, but objects to making financial data public; comments "for the FCC to open its files containing annual financial and income statements of licensees would, in effect, be revealing the same information that the Bureau of Internal Revenue is prohibited by law from disclosing, except for restricted purposes.

KOB Albuquerque: Similar to WJB. Requests additional time to file brief because of illness.

WGN [Chicago]: Opposes opening records to public inspection, quotes Communications Act, comments "only two classes of people would want to look at records," curiosity seekers and those after personal gain.

WJR Detroit: Asks clarification of "operating personnel"; suggests change in ownership rule.

WBAL Baltimore: Filed letter; no objection to filing information sought but objects to making data public.
Artistic talent flowers in the light of recognition... but the opportunity for a really talented young musician to make his or her debut in the world of music is all too rare.

It was this type of thinking that prompted KFI to inaugurate its Young Artists' Competition as a Public Service Program two years ago. Through a series of weekly broadcasts, KFI makes it possible for young instrumentalists to achieve recognition and to win public acclaim for their talents. Awards for final winners in the Competition include an appearance with the Los Angeles Philharmonic Orchestra in concert and $1,000 in War Bonds.

In April of this year, following completion of the 1944-1945 season, KFI's Young Artists' Competition Program won the George Foster Peabody Award as the "most outstanding radio program for youth in America."

Another reason for KFI's undisputed leadership in Southern California.
A Typical Broadcast Day

Long ago this institution called KMBC of Kansas City, as one of America's pioneer broadcasters, pledged itself to a constant awareness of responsibility to the community and to the nation for which it stands. Broadcast time has always been "made available for civic, educational, agricultural and other public service programs." * Exemplifying its contributions in support of civic projects is KMBC's war effort which has received national recognition and awards. * A generous portion of preferred time has long been devoted to furthering radio's service in education. The KMBC Radio Institute for Teachers brings to Kansas City this year national authorities on educational broadcasting, thereby giving teachers a better understanding of radio and methods for making more effective use of it in classroom work. * The 49% population in the Heart
at KMBC of Kansas City

of America that is rural has come to think of KMBC in terms of full-time farm experts, locally produced entertainment geared to rural tastes, official marketcasts, and of recent years, daily remotes from KMBC Service Farms. * That such programming, carefully interwoven into a well balanced basic CBS network schedule, has reaped rich dividends can best be shown today by KMBC's established position of leadership.

KMBC

OF KANSAS CITY FREE & PETERS, INC.

Of Course—KMBC-FM, An Extra Service at No Extra Cost!

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
Radio Bill of Rights

DELEGATES TO the United Nations World Security Conference in San Francisco might well consider, if it is not already on their agenda, the adoption of a free speech plank which would recognize radio's news responsibility on the same basis as the press.

Here in America, birthplace of the basic freedoms, our forebears felt that liberty, so hard won, required such principles as these to perpetuate it:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or of the right of the people peaceably to assemble and to petition the Government for a redress of grievances.

More than 154 years ago, the first Congress, at its first session in New York, proposed the First Amendment to the Constitution as one of the 10 Amendments known as the Bill of Rights. On Dec. 15, 1791, the Bill of Rights became effective.

Since that time, elements, some evidently bent upon overthrow of the Government, have cried "Bill of Rights" when law enforcement officers attempted to stop street-corner orators or publication of questionable literature. Religious groups have attacked other sects and creeds. Newspapers have blatantly criticized public officials. Through it all, Congress has adhered to the tenets of the First Amendment and has made no laws "abridging the freedom of speech."

The times have changed. A world is embroiled in war. Radio has become the swifttest and most comprehensive means of disseminating information—a medium unknown to the founding fathers.

Journalism has undergone a transition. The Greeleys, Wattrsons and Brises of other years have as their counterparts the Murrows, Shirers, Bakhages, Winchells, Lewises and Pearsons of today. They reach audiences never thought possible in the pre-radio era. They are journalists none the less—audible journalists.

Certain Senators and Congressmen quarrel with certain brands of radio journalism. They take the floors in both houses, where they enjoy immunity, to hurl invectives at their-radio critics. On the air some of these commentators, not so much by use of words as by the manner of using them, have taken their licks at Congress. Hence, the move to muzzle all radio.

Sen. Wheeler wants to write into a new statute a "fairness" provision, which apparently is incapable of being reduced to legal verbiage without impinging upon freedom of speech and of the press. Rep. Dies once had similar ideas for a House resolution. It should be clear that legislation won't solve the problem, any more than a ban on editorials in newspapers. It happened in Hitler's Germany and in the totalitarian countries. But it can't happen in our democracy under the First Amendment.

A few days ago the Assn. of Women Directors of the NAB commended the four points of Resolution 27, "Free Access to Information," adopted at the Inter-American Conference in Mexico City earlier this year, urging it as a program to be adopted by the conference at San Francisco.

Secretary Stettinius has made it clear that San Francisco's first job is to build a structure for world peace directed to that, the various interests of the numerous areas represented at the conference will be considered. This obviously is the proper line to take, since it is a direct one, if the conference is to be successful in accomplishing its objectives. Secretary Stettinius, however, should not forget, nor should his colleagues, that a cornerstone of any such structure must be the kind of cornerstone defined in our own Bill of Rights.

This cornerstone properly laid, there need be no worry that proper dignity will attach in the future to the important function of honest news coverage. Certainly it will follow that in the shadow-zones of the Universe, as is true in the enlightened democracies, people can live in peace... for no war has ever been fought under the unsullied banner of the whole truth.

Home Town Recognition

ALL STATIONS in the United States and Canada last week were presented with citations by their local chapters of the Kiwanis International in recognition of radio's public service. It was the first observance of Kiwanis Radio Week and probably will become an annual event, just as National Newspaper Week, which originally was launched as a Kiwanis venture, now is observed annually under newspaper auspices.

NAB President J. Harold Ryan, in accepting the awards on behalf of Omaha's five stations, bespoke the reaction of all broadcasters when he cited the "home town" origination of the awards. No testimonial, he said, can equal that which comes from the people in the community in which the broadcaster serves.

The backbone of radio service is local. Those stations which afford means of local self-expression, and which therefore are vibrant, intend with the air waves to make radio an indispensable factor in the American way of life. All that has been built in a scant quarter-century.

Radio acknowledges with gratitude the warm, sincere and enlightened recognition of its public service role by the Kiwanis International. Radio knows that with that kind of solidified support, stemming from public-spirited local organizations, the mission of a free American system of broadcasting dedicated to the public service cannot fail.

Bludgeon

COULD THERE be more terrible and impressive evidence in support of America's democratic system of broadcasting than the spectacle of Joseph Goebbels' body lying atop a heap of rubble at the base of a German microphone station? He who had used the microphone as a bludgeon to beat lies into the brains of an entire nation died miserably and forlornly, mourned by few, within grasp of his weapon.

The microphone is ill-used thus. It is a wand, not a hammer, and its magic will augur well for the world if the men behind it will keep freedom in their sights.

INTERPRETING law has become second nature to Vern Wilkinson who, on April 18, quietly took over the job of FCC assistant general counsel in charge of broadcasting, succeeding Rosel H. Hyde, new general counsel [Broadcasting, April 3].

Not one for fanfare, Mr. Wilkinson on April 16 slipped over to the Commission from the Dept. of Justice, where he had been since 1938, took the oath, made acquaintances and that afternoon returned to his office at the Justice Dept. to wind up his affairs there. The following day he spent the morning at the FCC, the afternoon at his former office and on Wednesday, April 18, he reported at the FCC on a fulltime basis.

Although young in years Vern Wilkinson long ago carved for himself a niche in the halls of Congress. While he was legal assistant in the Legislative Reference Service, Library of Congress, he compiled "Digest of Public General Bills" for the 74th and 75th Congresses.

A product of the Great Northwest, Vern was born Jan. 31, 1909, in Chelan, Wash., and he still maintains a legal residence in Okanogan, Wash. He received his B.A. degree magna cum laude from Whitman College, Walla Walla, Wash., in 1930, when he was graduated first in his class. A year later he received his M.A. degree from American U., Washington, D.C.

Studying under a Carnegie Fellowship, Mr. Wilkinson in 1932 received the Certificate of the Faculte de Droit, U. of Paris, and the following year his Ph.D. degree in international law at American U. He was graduated in 1938, again first in his class, with an LL.B. degree from Georgetown Law School, Washington.

From 1933-35 Mr. Wilkinson was legal assistant in the Law Division, Library of Congress, and from 1936-38 in the Library's Legislative Reference Service. He also served as a staff member and later associate editor of the Georgetown Law Journal from 1935-38.

Armed with his LL.B. degree and a world of knowledge, Vern Wilkinson joined the Dept. of Justice in 1938 as attorney in the Lands Division, about the time that another brilliant young lawyer named Charles R. Denny Jr. was elevated to the post of assistant chief of the Appellate Section, Lands Division. In 1940 Mr. Denny became chief of the Appellate Section and Vern Wilkinson stepped into the assistant chief's spot.

Mr. Denny left the Dept. of Justice in February 1941 to take a post on the legal staff of the FCC and in 1942 Vern Wilkinson became chief of the Appellate Section. When Mr. Denny (Continued on page 44)
AWARDED TO KOIN

FOR OUTSTANDING SERVICE

VARIETY SHOWMANAGEMENT AWARD

"For Outstanding War Bond Promotion"

KOIN MILLION DOLLAR CLUB

* GEORGE FOSTER PEABODY CITATION

* For Regional Excellence in Public Service

* SONG OF THE COLUMBIA

KOIN

PORTLAND, OREGON

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

BROADCASTING · Broadcast Advertising
"...that's the top of the news as it looks from here!"

Fulton Lewis, jr.

Heard on more stations (240) by more people-with more sponsors (130) than any other news reporter.

FOR AVAILABILITIES—PHONE, WIRE OR WRITE
WILLIAM B. DOLPH BARR BLDG., WASH., D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Management

TOM EVANS, president of KOMO Kansas City and of the Crown Drug Co., last Monday replaced President Truman, an old friend, for the third time within a year. Introduced to the President RON McNEIL, Blue "Breakfast Club" impresario, and Mrs. McNeil, who were in Washington to help launch the Seventh War Loan.

T. A. M. CRAVEN, executive vice-president of the Cowles Broadcasting Co., left the NAB board of directors meeting in Omaha last Friday for Salt Lake City in connection with company affairs.

FRED FLETCHER, general manager of WBAL, Raleigh, N. C., and president of the Tobacco Network, was speaker at the Kinston Post's Memorial Day 14th to WGBB Goldsboro, N. C. Award was accepted by HARRY G. BRIGHT, WGRB, general manager, who is also campaign manager for the Seventh War Loan. Drive in Goldsboro.

COMDR. O. W. FISHER, president and general manager of KOMO Seattle, will be back at his desk after four years active Navy duty.

ROBERT G. SOULE, vice-president and treasurer of WFRL Syracuse, has been named chairman of Syracuse and Onondaga County Committee for Economic Development.

W. VIC GEORGE, president of Whitehall Broadcasting, Montreal agency, has been promoted from major to lieutenant-colonel in the Canadian Army. He is in charge of the Canadian Army show units touring Canada and overseas.

Our Respects to

(Continued from page 48)

was sworn in March 30 as Commissioner, and Rosal Hyde was elected to the general councilship, the Commission appointed Verno to Mr. Hyde's post as FCC assistant general council in charge of broadcasting.

During his career, Verno has written and reviewed some 200 briefs, argued cases in 9 of the 10 Federal Circuit Courts of Appeals as well as the Supreme Court. He has authored these articles: "Judgments of the Supreme Court Rendered by a Majority of One", "The Item Veto in the American Constitutional System", "As a Corporation, what is the Right to 'Due Process of Law'?", "The Federal Bill of Rights and the 14th Amendment", all published in the Georgetown Law Journal.


Verno goes to the FCC with little or no direct 'knowledge of broadcasting, but already he is deep in study of various pending cases. On him General Counsel Hyde will lean heavily in the postwar period when applications for new services are processed.

Mr. Wilkinson married the former Dorothy B. Lohrman of Grand Rapids, Mich. They have one daughter, Diane C., and live at 8312 Fourth St. N. W., in Washington.

His hobby: Studying law.

Nathan Frank to Manage WHNC, Opened Sunday

WHNC Henderson, N. C., on May 20 began fulltime operations with a formal dedicatory program. Licensed to the Henderson Radio Corp., the new station operates on 890 kc with 250 w. Downtown studios are at 219 Williams St. and the transmitter is two miles north of Henderson on U. S. Highway No. 1.

Nathan Frank, for 4½ years manager of WCBT Roanoke Rapids, N. C., is manager of the new Henderson station. R. B. Bronson, formerly program manager of WHFD Hartford, Connecticut, is program director, and Howard Harrell, Cordial, Ga., is chief engineer. WHNC is affiliated with Mutual, uses Press Ann. news wire service and World and Keystone transcription libraries.

LATHROP MACK, manager of NBC guest relations division, has joined the NBC spot sales department as a salesman, replacing ROBERT E. HOWARD, transferred to NBC spot sales in Hollywood. He is replaced by WILLIAM ERVIN, former assistant guest relations manager and a member of the department since 1941.

JONES SCOVEN of the New York office of Free & Peters is the father of a girl.

WALLACE F. BUSSE, former San Francisco manager of West-Marquis Adv., to KROW Oakland as account executive.

ROBERT L. BROCKMAN, formerly of XOKK St. Louis, has joined the sales department of WIL St. Louis.

S/N/T. M. CHACON, USMC, on leave from commercial department, WFRL Syracuse, has transferred to Marine Hatchet, Eastern Procurement Div., Philadelphia, to handle radio. SGT. EDMUND M. LEONARD, also of WFRL commercial department, teaches military courtesy at drill instructor for Civil Air Patrol cadets, AAF public relations, Long Beach, Calif.

CHARLIE ADELL, salesman for Weed & Co., station representative, Chicago, transfers to the Detroit office as manager.

EUGENE F. WEIL, formerly of WILD Hamden, Air Board, has joined commercial manager of the Tobacco Network, North Carolina regional station group, Mr. Well will headquarter in Raleigh. Net is represented nationally by the Walker Co.

WILLIAM L. WEISS, former night supervisor of WXKR New York, previously editor of Frank Shepard Publishing Co., New York, has joined WILN New York, as salesman. NELSON P. SPESSER has joined WXBR as night manager. He has served as announcer-producer for a number of stations, most recently WPCH Pawtucket, R. I.

WHFD Boston (5,000 w on 650 kc) has appointed Adam J. Young Jr. Inc. as national representative.

PATSY SMETHURST, formerly of CKOV Kelowna, is now traffic chief of CCRN New Westminster, B. C., as account executive.

WALLACE F. BUSSE, former San Francisco manager of West-Marquis, to KROW Oakland, Cal., as account executive.

ROBERT L. BROCKMAN, salesman of XOKK St. Louis, to WIL St. Louis.

ALFRED CRAPHEY, KPO San Francisco sales manager, has been elected a director of the San Francisco Adv. Club.

CALIFORNIA State Assembly proposal 301, which would provide for some political purposes was defeated 50 to 27. Measure grew out of controversy over Ceci B. De Milie with AFXA Los Angeles Chapter over dollar assessment for educational campaign.
FM STATION WNBF-FM

Operated by Wylie B. Jones Advertising

FREQUENCY: 44.9 MEGACYCLES
INPUT TO FINAL AMPLIFIER: 1,970 WATTS
ANTENNA OUTPUT: 1-KW
TOTAL HOURS OPERATION TO DATE: 5,756
PERCENT OPERATING TIME TO OUTAGES: 99.3
TYPE OF TRANSMITTER: REL No. 519 DL

Another record of proven reliability. This transmitter has been operating for over three years at WNBF, FM, 3 KW station at Binghamton, N. Y.

Those broadcasters with experience in FM know the reliability performance that can be expected with the Armstrong Crystal-Controlled Phase Shift method of frequency modulation employed in REL transmitters of all power ratings. FM installations are our specialty—not our side-line. This accounts largely for our past successes. This specialization, together with the deeply-grounded knowledge and unusual experience of our staff of engineers will continue to lead the way for even greater success in FM expansion.

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
BRONZE STAR GOES TO LT. COL. HAYES

LT. COL. JOHN S. HAYES, American director of Armed Forces Network, SHAEB, has been awarded the Bronze Star for his part in extending radio to troops of 11 nationalities in the European Theater. The award marks the first time that radio has received such recognition in this area.

During the last year Col. Hayes has acted to extend radio coverage to every section of the continent. His citation points out the "outstanding and unstinting discharge of these duties".

Currently he is organizing radio forces for a huge program directed at the army of occupation.

BBC Changes Signal

WITH THE END of war in Europe, the BBC has changed its famous "V for Victory" signal, in use since early 1941. The first five notes of Beethoven's Fifth Symphony are now heard against a background of joybells.

STEARS JOINS WCKY

WCKY Cincinnati has added Osborne Putnam Stearns, "The Food Magician," to its staff. Mr. Stearns in a 15-minute culinary travelogue, with five days a week, stresses the romance of cookery, why dishes came into being, how they make his food and what his food makes of him. He is familiar with the cuisine of 85 countries, particularly Latin American cookery and customs. He has made food-talking tours of NBC basic western Red Network, the Don Lee System, the Yankee Network and Columbia's WEET Boston.

Radio Courses

U. OF ILLINOIS school of journalism has added radio classes for juniors and seniors. Equipment and personnel of WILL, school station, is to be used. Park Livingston, president of the board, said radio needs 850 trained persons now with expectation of 1,000 openings a year in the future.
It's the Healy parlor . . . Captain and Mrs. Tim. Where “open house” to friends means “open house” to New York!

Every weekday WMCA now brings THE CAPTAIN TIM HEALYS to Metropolitan area housewives for a warm and memorable visit. A visit in which family problems are exchanged, food occupies its savory place, homemaking receives thoughtful attention. Above all, a visit in which—from 1:30 to 2:00 PM—the Healys' unpretentious charm creates 30 minutes of welcome for radio listeners.

Almost everyone knows Captain Tim. The mail responses he achieved for such leading advertisers as Procter & Gamble (Ivory Soap) and Kellogg's Corn Flakes made radio history: 1,900,000 soap wrappers (over a single station) ; 80,000 quarters with 160,000 wrappers! 10,000 dimes and 60,000 wrappers . . . and too many more to enumerate!

The appeal that has endeared him to millions is duplicated in Mrs. Tim. Mother of four, expert in homemaking, serene hostess—she's a woman other women enjoy knowing.

It's easy to see why alert advertisers are arranging to air their sales messages at the Healys; are rapidly reducing the number of available participations.

The proved success of stars and format . . . plus the unusual merchandising services offered a food or home product advertiser (details on request) make it imperative and profitable for you to get more information about THE CAPTAIN TIM HEALYS—fast!
CONSOLIDATED ROYAL CHEMICAL Co., Southgate, Mass., has again begun sponsorship May 14 of the transcribed Newell Radio Program, "Shined On for Terror," on WMAQ Chicago, three weekly 10:45 p.m. Courier is for the week placed by Allen Seed Co., Chicago.

DIAPERWHITE Co., New York, has announced a new advertising position for Whitehead, a detergent, from Diener & Dorskind to Victor van der Linde Inc., New York. Currently using WAAT Newark, firm today starts a new spot schedule on WLBH WMCA WAX WSNX.

CARTER PRODUCTS, New York, as part of the spot schedule for Arndt and Carter's Little Liver Pills, has signed a 52-week contract effective May 14, for sponsorship on WON New York, "The Stroll-Along Spot," on Arndt's quarter-hour program. Business placed thru Small & Bellet, New York, agency for Arndt.

R. F. WARE, advertising manager of Baptist Hospital Sprinkles, New York, has been named a vice-president.

KAMLO RADIO Corp., New York, has named Sherman K. Ellis & Co., New York, to handle advertising. Plans will be announced until Hamilton can begin production for consumers.

SHOTT OL Co., New York, placed advertising with Walbrook Thompson Co., New York, and not thru Marschaller 

BROADCASTING May 7.

A. CRAIG SMITH, vice-president of Overseas Safety Markets, has named a 98th ad agency Sales department and Smith has been Gillette advertising chief since February 1943. T. C. BARRY, Jr., continues as general sales manager.

HOPE Inc., New York (Quickend), has appointed Grant Ad. No, New York, to handle radio advertising. Hope is now running a 15-20 week test campaign of spot announcements on WHIO Dayton.

WILL KROEGER, New York, for the week, has signed a 52-week contract with New York. Effective May 14, for sponsorship of a Saturday morning and afternoon quarter-hour segments of "Alco's Make Believe Room," Warner has now close to 150 stations in the formal contracts for promotion of Warner films. Agency is Hamilton & Thompson.

FLEMING-HALL Co., New York, cigarette manufacturer and Agency, New York, to handle its advertising. Publicity manager of "Mapleton" is now under consideration for Mapleton, and in addition.广播ers Stratford and Cofteston and radio is expected to be used.

BROADCASTING May 7.


LEWIS-NEW Co., St. Louis, announces its spot radio schedule for Tums, released through Olan Adv., St. Louis, has signed a 26-week renewal contract for 15 live cut-ins weekly ON WNEW New York, effective May 15, for sponsorship of five quarter-hour commercials during May.

ADAM HAT STORES, New York, has renewed sponsorship, 52-week contract, effective May 15, for sponsorship of six weekly quarter-hour commercials using WNYC radio show. News by Steve Ellis, started immediately following the lifting of ban on advertising for hats. Business placed direct.

LUTHERAN GOSPEL Hour, Chicago, has renewed sponsorship of six weekly quarter-hour commercials using WNYC radio show. News by Steve Ellis, started immediately following the lifting of ban on advertising for hats. Business placed direct.

RICHARDS Insurance Agency, Los Angeles, has renewed sponsorship of "House and Home" on KNX Los Angeles, May 19,52 weeks, five-week commercials.


L. J. JONES & Son, Los Angeles, Cal. (Plumber's Supply, Ru-Be), has renewed sponsorship of 52 weeks, five-week commercials using KFI Los Angeles.

ORCHARD LABORATORIES, Chicago (The Orchard), has signed a 52-week contract which begins March 5. Agency is Sherman & Marquette, Chicago.

R. W. C. ODSPERGER Inc., McCall, I1., has named Messier A. Grotheen for a whipped cream contract.

WARNER BROS., New York, has placed advertising for a new brand, now under consideration for Mapleton, and in addition. Agency is Hamilton & Thompson.


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Pinalo Expands

FINAUD Inc., New York, sponsors of "Muscular Bouquet" for Liliana on 6 Blue stations, is working on plans to place the half-hour series on additional Blue stations, probably in the fall. Program started April 22 as a test live on WBJ and by transcribing it a week later on the other stations. It may be heard as a regular live network show, Agency is Dorland International, Pettingell & Fenton, New York.

WEAF Opens 5:30 A.M. STARTING May 14, WEAF, NBC New York outlet, is opening at 7:30 A.M. (EWT), and will lengthen its May curfew Program from a full hour, 6-7 A.M. Among guests scheduled for the May 14 program were Frank E. Mullen, NBC vice-president and general manager, and Grover R. Hill, undersecretary of Agriculture and Assistant War Food Administrator.
No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network.
Charles Ullian, manager of the Rio de Janeiro office of J. Walter Thompson Co., will visit the New York office in June.


Stanley Joffe, radio production director of Boz Co., New York, on May 13 became the father of twins, both girls.

Charles E. Rolfe, former assistant to the president, New England Telephone Co. in charge of advertising, will have joined Albert Woodley Co. as vice-president in charge of the agency's telephone and hotel, New Haven office, located at 205 Church St. in New York.

E. A. W. Schuleburg, vice-president and general manager of Gardner Ad. Co., St. Louis, was guest of honor at a dinner given by his associates in observance of his 40th anniversary with the agency.

Harold L. Tuers, former advertising manager of Richard F. North, has joined Blakely Bros. & F. A. Blackman, New York, to handle advertising department of the latter. He is considerably to devote more time to the field, continues as chairman of the board.

Charles W. Singel, former assistant to the president, New England Telephone Co., in charge of advertising, will have joined Albert Woodley Co. as vice-president in charge of the agency's telephone and hotel, New Haven office, located at 205 Church St.

BROADCASTING * Broadcast Advertising

Visiting a Tezca Star Theater broadcast while on liberty from the Merchant Marine, Jack Wyatt (r), former radio director of Buchan & Co., is made welcome by Henry Souza, producer of CBS \(^{2} \) series, and Donald Stewart (c), radio advertising director of the Texas Oil Co., sponsor.

Agency Readjustment

Stokes Palmer-Dinerin Inc., Cincinnati agency, has readjusted personnel with Edward V. Dinerin, president, and William A. Castelli, vice-president. Edward E. Stokes, and Fred Palmer have resigned as president and secretary-treasurer, respectively. Staff members are Robert M. Fleming, production director; William M. Lettow, advertising director, and Albert C. Greule, art director.

Morals Down

Gene Williams, commercial manager of KFRO Radio, Riverside, Calif., is voting "yes" to the question: "Is the war breaking down our moral standards?" The question was discussed at America's Town Hall Meeting recently in Los Angeles Auditorium, which Williams attended. As he was leaving his wallet was stolen. The thief removed the money it contained, dropped the wallet on the floor where a more honest spectator found it and mailed it back to him.
Another KTSA SUCCESS STORY

KALLISON'S
TRADING POST

CELEBRATING! ..... ITS' 9TH YEAR ON THE AIR

Anywhere in Texas within the range of KTSA's transmitter every rancher and farmer will tell you that the "Trading Post" means Kallison's Dept. Store and Kallison's means the "Trading Post". They'll tell you, too, that the "Trading Post" is THEIR program. That it advertises the things THEY have for sale; finds the things they need; arranges swaps, locates lost horses and cattle, brings them up-to-the minute information, is a bulletin board of the air for farm and ranch meetings and gatherings. Yes! The "Trading Post" is doing a real job.

Starting with a ten minute program nine years ago, Kallison's have kept the "Trading Post" on the air continuously, and, as it has grown, have taken more and more time, until, today, it is a full twenty minutes every week-day. This program is the ONLY radio used by the store. It is broadcast ONLY over KTSA. Yet Kallison's say that it is very conservative to estimate that it brings 100,000 people per year into the store.

Another actual success story to prove how well KTSA reaches the audience it was designed and built to serve. More proof of its ability to deliver results in the "KTSArea"... a 64 county sales area including 23.11% of Texas' effective buying income; 22.06% of Texas' retail sales; and 24.35% of Texas' population.

KTSA is ready to write a success story for you. Let us send you specific facts about the job it is doing for sales NOW and in the postwar era.
OWI PACKET, WEEK JUNE 11

Check the list below to find the war message announcements you will broadcast during the week beginning June 11. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

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<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>Group</th>
<th>STATION</th>
<th>ANNOUNCEMENTS</th>
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<th>NAT. SPOT PLAN</th>
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See OWI Schedule of War Message 161 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

FREDERICK ZIV Co., New York, production firm has acquired rights to "Easy Aces" for a syndicated package and plans to start cutting discs for a transcription series around June 1. Owned by Goodman Ace and his wife, program was formerly sponsored by Anacit Co. on CBS.

DR. H. H. BUBA, economist and statistician, associated with C. E. Cooper Inc., New York, as consultant, last week became a regular member of the organization as executive. He has been active in the U.S. and Canada for 10 years in marketing and advertising research.

ROBERTA DUPTON, personnel director, office manager and assistant to the president of Mutual during MILLER'S McClintock's regime at MBS, and recently research director of Chase Television Studios, has been appointed department manager of Walter Lowen Placement Agency, New York, to specialize in placing radio and television executive and creative personnel.

ASSOCIATED MUSIC PUBLISHERS has completed new agreements with KITC KWSW and signed renewals with KDON KEPE KBSL KICA KIT RORE KRRK KFEL WJUL.

CKTR St. Catharines, Ont., has subscribed to Press News wire service.

WALKER & MINTON, Los Angeles and San Francisco, has been appointed to serve Joseph Hershey McCullivra Inc. clients on the Pacific Coast.

** Blue Institutes  **

BLUE, in cooperation with five universities, will hold a series of summer institutes, presenting discussions on radio from the listener's point-of-view. Dr. H. B. Summers, Blue director of public service, has arranged sessions for two-day period from July 1-7 at Kentuck U., Indiana U., Minnesota U. Iowa State College, Denver U.

** 4,955,144 spindles spinning victory **

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.
EXPERIENCES of Army Air Forces fliers in combat are dramatized in the "AAF Scrap Book" which replaced "First in the Sky" of the "Service Time" series broadcast on CBS Monday through Friday 3:30-4 p.m. Capt. Perry Lafler, former CBS staff director, produces the new program, which is written by Cpl. Joe Quillian, former staff writer for Kate Smith.

WLIR Actor's Club
BROADWAY theatrical club is the fictional setting for "The Actor's Club," a five-weekly program on WLIR New York. Well-known stars are heard via recording in brief performances, with live continuity handled by an M.C. Each act ties in with news about stage, screen and radio stars in New York.

Legion on WJJD
PUBLIC SERVICE series "This Is Our Duty," in cooperation with American Legion, has started on WJJD Chicago. Quarter-hour show broadcast Friday dramatizes work of American Legion in behalf of veterans of World War II and their families, with special presentation of provisions of the GI Bill of Rights.

Blue Veteran Series
THE BLUE takes up the problem of veteran rehabilitation in "Reunion U.S.A." weekly half-hour program, starting May 21. In cooperation with Hollywood Writers' Mobilization Format will combine dramatizations with talks.

Charm Program
TIPS on all phases of how to be charming compose format of "Charm School" started May 14 on WON Chicago. Listeners are given a calendar on which each day's course of instruction is outlined for following at home.

Drama Review
JOHN CHAPMAN, drama critic, New York Daily News, is featured in a new Sunday night video series "Broadway at 8:15" on WARD New York. First telecast, May 20, had stars of "Anna Lucasta" as guests.

Public Service Period
TEN-MINUTE period 7:30-8 p.m. Monday through Saturday is designated by WTAR Norfolk, Va., exclusively for public service programs and announcements of local interest. Time was chosen to insure greatest possible listening audience.

Labor Law Series
NEW YORK State Dept. of Labor is presenting a series "Your Labor Laws in Action," featuring reports by division heads, on WNYC New York, each Thursday.

Political Forum
WKAT Miami has introduced a half-hour political round-table public forum with John I. Proser, station manager, as mediator. Citizens question councilmen-elect about current civic problems.

Tele-Travelogue
BURTOM HOLMES, travel lecturer, has started a series of five Sunday telecasts on WJGD, NBC television station in New York.

'Daly Double'
WBRT Waterbury, Conn., has a "Daly Double" of interest to news listeners rather than racing fans. John Charles Daly, CBS news editor, presents international news at 11 p.m. and at 11:30 John J. Daly, city editor of the Waterbury Republican, gives local news.

Transcribed Prayers
KCMO Kansas City now begins schedule each day with a transcribed prayer by one of the local ministers, priests or rabbis, with another prayer at the sign-off. Plan is to be followed every day until V-J Day.

High School Series
TO PROMOTE summer war work by teachers and students of local high schools, KOIL Omaha has started weekly quarter-hour "Youth Views the News." Program considers problems of high school students.

Results shown include every day of the week, all hours . . . definite proof that Peoria area cannot be adequately covered without WMBD.

Peoria area . . . over 600,000 population . . . prosperous now and in postwar.
WHERE TIME IS MONEY, Air Express is the economical way to ship! Where Time is priceless, Air Express is the only way!

3-MILES-A-MINUTE! That’s the speed of Air Express between hundreds of U.S. cities and to many foreign countries. Shipments to 23,000 off-airline points are handled through rapid air-rail schedules.

SPECIAL PICK-UP AND DELIVERY! In all U.S. cities and principal towns a special expressman picks up your shipment at plant or office and speeds it to the airport. At its destination, the package is rushed from airport directly to you (or to consignee) at no extra charge.

LOW COST! 25 lbs., for example, travels more than 500 miles for only $4.38, over 1,000 miles for $8.75. Air Express charges today are actually less than before the war.

MORE PLANES are being put into Airline service, which means more space is available for all important types of traffic.

WRITE TODAY for “Quizzical Quiz,” a booklet packed with facts that will help you solve many shipping problems. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

Any town is a spot town tonight

John B. Harlow

John B. Harlow, 61, contract license manager, Electrical Research Products Division, Western Electric Co., New York, died May 15 at his home in Montclair, N.J. Joining the company in 1910 as a member of the engineering department, Mr. Harlow served successively as telephone sales engineer, commercial engineer and development engineer, Electrical Research Products, before assuming his present post. His widow and two sons survive.
FOR THE FOURTH CONSECUTIVE YEAR, WIBG IS BROADCASTING EXCLUSIVELY IN PHILADELPHIA ALL THE HOME GAMES OF THE ATHLETICS AND PHILLIES UNDER THE SPONSORSHIP OF THE ATLANTIC REFINING COMPANY. NO WONDER FANS CALL WIBG THE "BASEBALL STATION."

BUT—WIBG really "Plays Ball" all year 'round, in more ways than one. As Philadelphia's "sports-minded" station, WIBG broadcasts not only big-league baseball, but also play-by-play collegiate and professional football, collegiate, professional and scholastic basketball and top-flight sports news every day of the year.

WIBG plays ball with advertisers, too—giving them the kind of cooperation and program service that spells successful campaigns. That's why Philadelphia's Most Powerful Independent Station is also Philadelphia's Best Radio Buy!
CHINESE laundry throughout the New York metropolitan area is using more than 150,000 shirts and trousers from printers of Belmar, N.J., for their wardrobe. Some of these are used in a series of cartoons on "How You Buy This?" which will be distributed through the mail and newspaper advertising departments.

Maryland's Columbia Broadcast Station, WJOB, has been in operation since City Station, KC, was started. Dwyer, the owner, built the station and has been associated with it ever since.

Boston has issued a "Whoe Who's Know" promotion in its lunchroom originating from the store's central store, has received attention from the newspapers.

Some advertisers have taken the theme to help merchandise South American products and styles.

Washington and WOL

"WASHINGTON Is Here to Stay" says WOL Washington in an illustrated booklet designed to sell Washington as a stable market. Pointing out the city as a world capital, booklet states: "As you travel Washington, you will find the world's best products."

KCKN Objective

KCKN Kansas City has issued a mail piece to show that its "one and only" objective is the Greater Kansas City market and it doesn't expend any of its effort on the thinly-populated surrounding area.

J. N. Adam Promotion

J. N. ADAM & Co., Buffalo department store, has conducted an extensive promotion campaign in connection with the opening of its new store in the city. The campaign includes a variety of advertising methods: newspapers, magazines, radio spots, and direct mail. The campaign is being conducted by Bob Anthony, WJBW promotion director.

Contributions Party

LISTENERS who have contributed to the 1,000 mark on the Palomine Shaverometer on "Can You Win This?" will be entertained May 26 at dinner in the grand ballroom of the Plaza Hotel, New York, will receive engraved certificates proclaiming them members of the "1,000 Club" and will witness the broadcast of the program (Saturday 9:30-10 p.m.) in the NBC studio. Program's star-studded cast includes: "Senator" Ford and Joe Laurie Jr. as host at the dinner. Program is sponsored by Colgate-Palmolive-Perf. Jersey City. Agency is Ted Bates Inc., New York.

WJIO Promotion

WJIO Hammond, Ind., is distributing a promotion piece featuring "Rockin' Rhythm," a new Saturday night promotion which celebrates its 10th anniversary.

Store News Service

MEIER & FRANK Co., Portland department store, has started hourly news bulletins in its lunchroom originating from the store's past news and using copy prepared by KGW Portland.

WCOP 'Who's Who'

WCOP Boston has issued another direct mail piece titled "Who's Who in Boston," promoting "People You Should Know" show conducted by Virginia Dwyer.

14,400 GROCERY STORES

...Where the cash registers ring up over $324,171,000 in just one year. That's the picture of the grocery business in the WGY COMMUNITY—created as it is by WGY in central and eastern New York and western New England where 1,045,717 families keep their sets tuned to WGY more than to any other station in the area.

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

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

WGY
Schenectady, N. Y.
50,000 watts - 23 years of service - NBC
Represented Nationally by NBC Spot Sales

LIKE WLS IN CHICAGO

CBS

5-50

GETS RESULTS IN PHOENIX

CBS

Key station, The Arizona Network, Phoenix

KSUN, Tucson

KSUN, Bakersfield, Calif.
This year again the plans of more than four hundred alert radio stations will include the use of ASCAP Radio Programs. And this year again, ASCAP has enlarged the scope of these scripts to meet a definite need with a definite, well planned, well written, salable product.

Your own Program men helped us plan

With more than three years of correspondence and personal contact with program and sales managers throughout America, we have made constant improvement in every phase of our scripts ... and have been rewarded by seeing more and more of the programs sold commercially.

Free to any ASCAP-licensed station

The programs described in succeeding pages have been created by ASCAP as a service by the composers and writers of music to the users of music. They have earned, in many cases, much more station income than the station's entire music costs. Any ASCAP-licensed broadcaster, upon request, will receive these scripts without cost.
AMERICAN PAGEANT is a thrilling, human series of fifteen-minute programs, three times weekly.

These scripts — in story and song — highlight interesting phases of American life.

AMERICAN PAGEANT is planned and executed with superb showmanship, which makes it a welcome addition to any broadcasting schedule. Any ASCAP-licensed station may receive it throughout the year without cost.
MY COUNTRY SINGS presents the "behind-the-scenes" story of our American music and the men and women who created it. Beautiful, human incidents and beautiful, familiar music. Certainly a formula for listener enjoyment!

MY COUNTRY SINGS is planned as a quarter hour, three times a week show, but is thoroughly adaptable to longer presentation. This series should create an enviable sales-record during 1945 and become an established feature on hundreds of stations.

Written by top-flight continuity people, planned, musically, by experienced showmen, MY COUNTRY SINGS is a clean-cut, big-time radio show your station and your sponsor can present with pride and confidence.

MY COUNTRY SINGS is available to any ASCAP-licensed station without cost.
Of which WHBQ of Memphis says..."We have been able to sell, without exception, each individual program!" Here are fifty-three program department headaches cured. Fifty-three tough research and writing jobs all wrapped up and ready to sell.

### JANUARY
- **New Year's Day** 1
- **Alexander Hamilton** 11
- **Edgar Allen Poe** 19
- **Franklin D. Roosevelt** 30

### FEBRUARY
- **Boy Scout Week** 8-14
- **Abraham Lincoln** 12
- **Valentine's Day** 14
- **First Sunday in Lent** 18
- **George Washington** 22

### MARCH
- **Farm Day** 8
- **Girl Scout Week** 11-17
- **St. Patrick's Day** 17
- **Hobby Week** 19-24
- **Spring Begins** 20
- **Good Friday** 30

### APRIL
- **Easter Sunday** 1
- **Washington Irving** 3
- **Army Day** 6
- **Thomas Jefferson** 13
- **Pan-American Day** 14

### MAY
- **National Music Week** 6-13
- **National Hospital Day** 12
- **Mother's Day** 13
- **I Am An American Day** 20
- **Ralph Waldo Emerson** 25
- **Memorial Day** 30

### JUNE
- **Confederate Memorial Day** 3
- **Flag Day** 14
- **Father's Day** 17
- **Summer Begins** 21

### JULY
- **Independence Day** 4
- **St. Christopher** 25
- **Postal System** 26

### AUGUST
- **U. S. Coast Guard** 4
- **National Aviation** 4
- **Red Cross** 22
- **Women’s Suffrage** 26

### SEPTEMBER
- **Labor Day** 3
- **School Begins** 10
- **Star Spangled Banner** 13
- **Autumn Begins** 23

### OCTOBER
- **James Whitcomb Riley** 7
- **Columbus Day** 12
- **Navy Day** 27
- **Hallowe'en** 31

### NOVEMBER
- **U. S. Marines** 10
- **Armistice Day** 11
- **Thanksgiving Day** 22
- **Mark Twain** 50

### DECEMBER
- **Pearl Harbor** 7
- **Winter Begins** 22
- **Christmas** 25
- **New Year's Eve** 31

*Any ASCAP-licensed station may receive these programs throughout the year, without cost.*

**ASCAP Radio Programs**

30 Rockefeller Plaza - New York 20, N.Y.
New NAB Presidential Group

(Continued from page 13)

the acceptance of the presidency by Mr. Ryan.

The board, following Mr. Shaf- to's report on behalf of his com- mittee, last Thursday sent this telegraph to Traveler's President Zacher:

The Board of Directors of the NAB, representing 660 broadcasting stations of the United States, has unanimously and enthusiastically called upon Paul W. Morency of Chicago to assume the presidency of the industry as its president for the period July 1, 1945, to June 30, 1946. It is with a keen appreciation of the contribution already made by others to the success of your work that the NAB board, in the name of Paul Morency may respond to this draft of his services. He will be the outstanding ability. WTIC shares with all other stations the need for his services as president of NAB and this Association requests his release on Aug. 1, 1945. Your favorable reply by tele- phone to us at the Board of Directors room in Radio Station WOW Omaha, phone Webster 360 will be appreciated.

The telegram bore the signatures of all the members of the board present at the session. Absentees were F. M. Russell, NBC Washington vice-president; Dorn S. Elias, WWNC Asheville, both of whom are to retire at the end of the present fiscal year. William B. Ryan, KFI Los Angeles and Arthur Westlund, KRE Berkeley.

Mr. Zacher subsequently wired the committee that he regretted his inability to grant the requested leave of absence.

Wartime Action

In its fast-moving two-day ses- sion the board whipped through a heavy wartime agenda necessitated by the first conventionless year since the NAB's organization 23 years ago. Action on such debated questions as enlargement of the department to handle employee-employer relations and clarification and strengthening of the NAB Voluntary Code of Ethics was deferred pending selection of the new president.

Approval by the board of sub- mission to the membership of a pair of proposed amendments to the by-laws was voted at the Wed- nesday session. One proposed amendment would qualify FM and television stations for membership on the board in the three director-at-large classifications. Under this provision television and Class C FM stations would qualify in the large-station category; Class B FM stations would qualify in the medium station director category and Class A stations in the small station director group.

The second proposed amendment clarifies certain provisions of exist- ing by-laws and would open- enate membership to professions such as legal and engineering where directly engaged in broadcast- ing and to applicants for CP's in any station category.

A scale of dues will be estab- lished by the board upon member- ship approval of the amendment. Both amendments are to be voted in connection with the referendum on selection of directors-at-large, for which ballots will be mailed later this month.

A progress report on the Broad- cast Measurement Bureau, now boasting a subscribed membership of 514 stations, was given the board by Hugh M. Felts, president of the organization which would give to radio a counterpart of the Audit Bureau of Circulation in the publications field. Glen Banner- man, president of the Canadian Assn. of Broadcasters, a guest at the meeting, recounted the experi- ence of the Canadian organiza- tion—Bureau of Broadcast Meas- urement—and commended the pro- gress which had been made so swift- ly by the American enterprise.

In the sphere of public opinion and radio the board, following a full discussion, suggested the possi- bility of sponsoring continuing surveys to ascertain the attitudes of the public on particular types of programs and to keep its finger on the listener pulse.

A project for establishment of an Academy of Radio Arts and Sciences was planned to parallel the annual motion picture Oscar awards, to be studied further.

Harold Fair, program director of WHO Des Moines and chairman of the NAB Program Managers Executive Committee, outlined the impor- tance of programming in station operations and submitted a committee recommendation for cre- ation of a program directors depart- ment in the NAB. Impressed by Mr. Fair's presentation, the Board asked detailed information.

Directors present at the two-day

Omaha session were: Paul W. Morency, WTIC Hartford; Kolin Hager, WGY Schenectady; Harry R. Spence, KXXR Aberdeen, Wash.; E. L. Hayek, KAGE Albert Lea, Minn.; Leslie C. Johnson, WHBF Rock Island, Ill.; John T. Giln Jr., WOW Omaha; William B. Way, KVVO Tulsa; Martin B. Campbell, WFAA Dallas; Hugh B. Terry, KLZ Denver; J. O. Maland, WHO Des Moines; T. D. M. Craven, WOL Washington; Dr. Frank Stanton, CBS New York; Dietrich Dirks, KTRI Sioux City; Campbell Arnoux, WTAI Nor- folk; Roy Thomas, KFAI Al- toona, Pa.; Nathan Lord, WAVE Louisiville; J. Leonard Reinsch, WSB Atlanta; Frank King, WMBR Jacksonvile; Fred Borton, WQAM Miami; Hoyt B. Wootten, WRECB Memphis; John E. Petzer, WKZO Kalamazoo; President Ryan and Secretary-Treasurer C. E. Arney Jr.

All sessions were held in the elaborate Directors Room of the Woodmen of the World building in which WOW is quartered. Mr. Gil- lin was chairman of the local station arrangements committee. These participating station executives in- cluded Charles Burke, KFAB; Gordon Gray, KOIL-KFOR; Paul R. Fry, KBON and B. C. Corrigan, KOWH.

Thomas on Trip

NBC correspondent Lowell Thomas, back from Europe, is now on a round-the-world trip scheduled to last about a month. During his absence, he will be heard on his regular Sun Oil Co. news broad- casts when facilities are available.

Ryan, Reinsch, Craven to NAB Board; Runoffs for Medium and Small Stations

THREE new members of the NAB board, to take office July 1, were elected on the first ballot of the elections necessitated by the first conventionless year since the NAB's organization 23 years ago. Action on such debated ques- tions as enlargement of the department to handle employee-employer relations and clarification and strengthening of the NAB Voluntary Code of Ethics was deferred pending selection of the new president.

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Directors present at the two-day
Quebec Province Plans To Expropriate Outlets

QUEBEC Provincial Government is planning to buy or expropriate at least four stations to be used as the basis for a Provincial network. According to the Ottawa Daily Le Droit, the stations to be expropriated at the end of the present legislative session are CKAC Montreal, CKRC Quebec, CHLN Three Rivers, CHLT Sherbrooke, with CJBR Rimouski, CKCH Hull and CBJ Chicoutimi to be taken over later. No action has been taken as yet according to a report from Phil LaLonde of CKAC. Premier Duplessis has not confirmed the list of stations.

KRKO Transfer

ACQUISITION of control of Everett Broadcasting Co., licensee of KRKO Everett, Wash., by William B. Taft and Archie G. Taft is requested in an application filed with the FCC last week. Lee E. Mudgett, 35% owner, sells his interest to William R. Taft, president and general manager, for $1,500 cash and other considerations. Mr. Mudgett, now in radio service with the Government, no longer is able to devote time to station, according to application. Other interest is held by Archie Taft, 30%, and Fred A. Clanton, 35%.

I CAN ALWAYS GET MY FAVORITE BRAND OF ENTERTAINMENT ON W-J-W

Yes, every day, more and more people are making WJW entertainment their favorite brand. A skillful blend of sales-building local shows and the best ABC (Blue) Network programs has helped WJW make more consistent gains than any other Cleveland station, morning, afternoon and evening! This right combination for listeners makes WJW the Cleveland-area’s fastest growing station.

NAB Board Approves Postwar Studies Suggested by Sales Managers Group

LOOKING TOWARD intensified selling to come with the elimination of wartime restrictions, the NAB Board of Directors meeting in Omaha last Wednesday and Thursday, gave its blessing to a series of studies and explorations proposed by its Sales Managers Executive Committee covering virtually the entire business front.

Lewis H. Avery, Director of Broadcast Advertising, who has coordinated the committee’s operations, presented progress reports to the Board covering the clinical test of retail radio advertising conducted by Joske’s of Texas, San Antonio department store; a proposed revised draft of the NAB-AAA standard contract form for spot broadcasting, and a detailed report on the proposed standardization of rate-card format for stations.

Sales Problems Study

The reports followed a meeting of the Sales Managers Committee in San Antonio May 8-10. That meeting was presided over by Arthur Hull Hayes, WABC-CBS New York, chairman.

Following the board presentation, it was announced that Mr. Hayes would name subcommittees to study the establishment of an advertising agency recognition authority; the implication of complete disclosure of audience measurement information; the practice of selling blocks of time for resale to individual advertisers.

The San Antonio meeting also recommended to the Board be asked to appoint primarily from the membership of the NAB Code Committee, a group which would study the proposal of the Proprietary Association of America for an intrastation committee to review proprietary copy.

Present at the San Antonio sessions were Dietrich Dirks, KTRI Sioux City, chairman of the Board subcommittee for liaison with the Sales Managers Executive Committee and Paul W. Morency, WTIC Hartford; special guest chairman, Hayes; Mr. Avery; Sam H. Bennett, KBEC Kansas City; William Doerr Jr., WEBR Buffalo; Walter Johnson, WTIC Hartford; Stanton M. F. Kettler, WOAI San Antonio; Ben Leir, WOSH Oshkosh; James V. McConnell, NBC New York; John M. Butler Jr., WSB Atlanta; Frank V. Webb, WGL Fort Wayne.


Ward Expands

WARD BAKING Co., New York, for Tip-Top bread, is running a transcribed quarter-hour dramatic serial, Tennessee Jed, on 18 stations and will start the program on KQV Pittsburgh June 18. Stations now used are WOR, WFPL, WMBC, WFOY, WABC, WABC, WPGX, WBNG, WNNY, WHK, WKBK, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR, WOR.

Tip-Top bread, a national brand, is produced at the Ward Baking Co., New York, on the old-world method. Ward Baking Co., an old-established New York institution, is one of the nation’s largest and oldest manufacturers of Tip-Top bread.
Some day you'll see the multiplexing of FM and Finch Facsimile... five-column newspapers and audio programs sent simultaneously by radio over one channel to mass circulation homes!

Over-eagerness for postwar products can lead to costly errors. It is altogether probable that so long as American armed forces need equipment and supplies, some of the leading, ablest, most essential manufacturers will devote their facilities to war rather than civilian requirements. Buying too soon may be a capital blunder. In matters of facsimile communication, we remind our friends that strong Finch patents cover nearly every phase of the facsimile field. Wait and see!
FCC Statement
(Continued from page 17)
mission's rules and standards. Of course, any allocations made by the Commission are subject to being changed to conform to the provisions of international agreements.
The Commission's report was made in the form of an allocation table, the full text of which is attached. This table will ultimately be included as Section 1, of Part I of the Commission's report on allocations above 25 mega-
cycles, which will be released in the near future and which will give in de-
tail the results for the Commission's decision. Since this report is lengthy it contains information which must be checked for security reasons prior to release, some time will necessarily elapse before it can be issued.
The Commission felt that it was im-
portant that the initial allocations be
known as soon as possible and that announcement of the results should not be delayed until the text of the report is available. Moreover, the Commission has decided that it was extremely important that this report be available for scientific, industrial and medical devices, including diathermy machines, was enlarged in accordance with the recommendation of the manu-
facturers of diathermy machines, from the 10 mc channel width previously pro-
posed to 270 kce. The other allocations for the scientific, industrial and medical devices were left un-
changed.
No Television Delay
(2) Television has been assigned a 13th channel at 174 to 180 mc. In the pro-
posed report this band had originally been assigned to air navigation aids. In addition, two of the three alterna-
tive allocations suggested for the region from 84 to 108 mc would make possible the immediate use of all television channels. In the proposed report it was noted that the television channel from 72 to 76 mc would not be usable until the aviation markers centered on 75 mc were moved. Under alternatives 1 and 3 the band around 75 mc has been assigned to services other than television and television has been given al-
locations which will not have to wait until other services move out. This would make available 13 channels be-
low 200 mc, all of which could be as-
signed to television immediately. Of course, there is also available to television a substantial amount of space above 400 mc which will permit the development of color television and su-
per black and white television through the use of wider channels.
(3) In the proposed report 6 mc were left unscheduled with the statement that
they would ultimately be assigned to television. FM, facsimile or the safety services, upon a showing of need.
The allocation table released today makes the unscheduled space available as follows: 2 mc are added contiguous to the FM band of 18 mc width where-
ever that band is finally placed. Initial-
ly these 2 mc will be available for sta-
tions rendering a facsimile service ex-
cursively, but manufacturers of FM re-
ceivers should include these 2 mc in new FM receivers and eventually it is contemplated that facsimile may move above 400 mc, thus making these 2 mc available for FM. In the proposed re-
port one separate assignment was made for facsimile below 400 mc, except insofar as it was stated that FM stations might be authorized to employ fac-
simile during hours when they were not rendering aural broadcast service—a provision which is retained in the final report.
The remaining 4 mc which were un-
assigned in the proposed report have been made available for the safety service.

Subscription Plan
Of Muzak Ignored
Final Decision May Come
With Next Allocations
SUBSCRIPTION RADIO, as pro-
posed by representatives of Muzak
Corp., was ignored by the FCC in its allocations above 25 mc last week, leaving unanswered the question: Will the Commission treat Subscription Radio as a commercial FM service?
In the Commission's final report on allocations below 25 mc, which is due in the next 10 or 15 days, the FCC is expected to announce that it does not have sufficient in-
formation to determine whether or not stations should be licensed for Subscription Radio. Should the service prove feasible, however, and the Commission decides to license stations of the type proposed by Joseph L. Weiner, counsel for Muzak, application in the future will be permitted to apply for chan-
nels in the regular FM band or in "such other band" as the Commis-
ion may later designate.

Multiple Address
At oral argument early this year, J.
Harold Ryan, NAB president, told the Commission that the NAB felt Subscription Radio is a mul-
tiple address service and therefore should not be allocated in the com-
mercial FM band. Commissioner Norman S. Case, who questioned Mr. Weiner earlier, expressed the view that Subscription Radio as described by the witness apparently would fall into the category of multiple address and not broad-
casting.
Muzak Corp., of which James Lawrence Fly, former FCC chair-
man, is chairman of the board, pro-
poses "nickel-in-the-slot" FM with-
out commercials. Subscription Ra-
dio Inc., a subsidiary of Muzak, would handle the service.
There was some question, how-
ever, as to whether the service as proposed would violate the Com-
mision's multiple ownership rules, inasmuch as three frequencies in each city would be required.

Chernoff Writes Diary
As War Correspondent
HOWARD L. CHERNOFF, man-
gaging director of the West Virginia
network, has written the diary of his recent experiences abroad as a war correspondent under the title, Asymp-
toph Here from West Virginia? a book is dedicated to servicemen and women from the state all over the world.
You might say that this is a picture of a bee gathering nectar ... and you would be right. But the bee is performing another function just as important, if not more so. It is pollinating a flower. In California hundreds of thousands of fruit trees and other crops depend upon bees for efficient pollination and maximum yield.

Bees live entirely on a community basis with 50,000 or more in each colony. Together they produce fabulous amounts of honey. Together they represent one of the most efficient production units in nature.

Likewise the Beeline, working on the group principle, represents one of the most efficient coverage units in radio broadcasting. The Beeline with its 41 primary counties is the only combination of stations that can properly cover the Central California Valleys plus Western Nevada.

WHAT THE Beeline IS ... Not a regional network but a group of long-established key stations, each the favorite in its community ... combined for regional spot business. See McClatchy Beeline rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
New Code
(Continued from page 14)
publication of some may be allowed.
Stories on the President's moves
ments practically return to a peace
time basis, the Censorship head
explained, although the Secret
Service always places some restric
tions on his trips. It may now be
said that the President, for ex-
ample, is expected to attend a con-
ference in London sometime next
week or that he will address a
meeting in New York Thursday.
Merely the node and time of travel
may not be used. Travel restric-
tions on diplomatic missions also
have been removed.

Price Thanks Radio
Mr. Price reiterated that, as he
had written in an article in Broad-
casting a few weeks ago, he
wished to go on record as stating
that he is gratified with the co-
operation of broadcasters in vol-
untary censorship. This, he said,
fully justifies his insistence that
radio stations be not taken over
by the Government under an in-
terpretation considering them in-
national communications.

Asked if the censors in New
York would continue to go over
shortwave copy beamed to Europe
by other Government agencies, Mr.
Price replied that the subject is
under discussion and he is not yet
sure of the result. He said almost
all expenses are incurred in censor-
ing international communications
since the other forms are vol-
tary. However, many of these func-
tions are being eliminated.

In the peak during 1943 the of-
Fice had 14,500 employees. During
the current fiscal year, 14,167 are
authorized by Congress but only
9,999 are on the rolls. For next
year, a staff of 6,980 will be re-
quested, Mr. Price said, indicat-
ing his agency's voluntary efforts at
reduction. This will represent a
51% reduction from the present
authorization and 31% from the
V-E Day total.

Further personnel reductions
planned are 1,771 by June 14, an-
other 514 by July 4 and 831 by
Aug. 8. All cuts through July 4
are already provided for by resigna-
tions and it is part of the pro-
gram to find jobs for the others.

Set Planning Urged
INTELLIGENT planning to avoid
chaos in reconversion to radio set
manufacturing was recommended
Friday by Samuel J. Novick, pres-
ident of Electronic Corp. of Amer-
ica, in a letter to the RMA. Mr.
Novick suggests that the Associa-
tion conduct surveys to determine
potential component production and
potential set output.

COMMITTEE of prominent Government
officials and professional experts
will sit according to WMCA, New
York, when the station begins a new war
series late this month, according to
Mrs. Helen S. Straus, station direc-
tor of education programs.

Mutual Promotion Plans Are Shown
Network Executives Explain
Local Drives to Affiliates
PLANS for local promotion of Mu-
tual programs and for the affiliation
with the network by stations newly
joining it were a major topic at a
meeting of 29 representatives of 19
stations with network executives
held May 15 at the Hotel Astor,
New York.

Meeting opened with an intro-
duction by Robert D. Sweeney, MBS
vice-president and general man-
ger. Edgar Kobak, president, told
of the development of client interest
in the network on the basis of newly
created station relations, programming
and sales policies. Phillips Carlin, vice-president in
charge of programs, detailed the
recently inaugurated expansion of
network-developed programs.

Recorded Talks Proposed
Robert A. Schmid, vice-presi-
dent in charge of sales promotion,
and Harold R. Cooper, manager
of audience promotion, described
the network promotion kits and
other aids available to affiliates.
The new Mutual Clipset and
heten of advisory aids to back up
station advertising were described by
James E. O'Bryan, director of the
network's press department.

G. S. Wasscr, general manager,
KQV Pittsburgh, reported that Mr.
Kobak was going to address a
luncheon meeting of some 500
Pittsburgh businessmen to welcome
KQV as a new affiliate. Mr. Coul-
ter said that Frank Katzenstein,
WKAT Miami Beach, had sug-
gested that five-minute talks by
Mr. Kobak and Mr. Carlin be rec-
corded and sent to stations where
they cannot appear in person. Lo-
cal promotion campaigns which
had succeeded in building audiences
for Mutual programs were de-
scribed by the station executives.

Station managers and owners at-
tending the meeting included: E. L.
Alburty, WHBQ Memphis; J.
Brandy, WSLB Ogdensburg; F. L.
Keese; WMBO Auburn; Pete
Wasser, Ben Kirk, KQV Pitts-
burgh; G. H. Roeder, John Elmer,
WCBM Baltimore; Ted Chapeau,
WJHP Jacksonville; A. R. Gallihcr,
R. B. Helms, WHLH Harlan; Nor-
mans, Knight, WAPI Morgantown;
Art Graham, WKST New Castle;
John Croft, WJPA Washington,
Pa.; R. W. Richmond, WHKK
Akron; W. W. Cribb, KHHO Han-
nibal; Chauncey Eanes Jr., C. E.
Johns on, WILM Wilmington;
Way Spight, B. C. Presley, WAPL
Atlantic; Hugh O. Potter,
WOMI Owensboro; Milton Hin-
lein, KDRO Sedalia; Ken Gordon,
Fred Woodward, KDTH Dubuque;
Jonas Weiland, L. H. Peterson,
WSBV Petersburg; Louis Howard,
WHIT New Bern; D. J. Paynor,
WMBH Joplin; Frank Niel, Perry
H. Stevens, WRRN Warren.
Hallicrafters will again assume its position of leadership in the field of peace time communications—with equipment especially designed to give new standards of transmitting and receiving performance on land, at sea or in the air. Communications receivers and transmitters for amateur and commercial use; two way radio telephones for marine and aviation use plus the finest kind of new equipment for further experiment and research at very high frequencies will all be included in Hallicrafters postwar production plans.

Hallicrafters RADIO
THE HALLCRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.
Heavy Support Given by Broadcasters To Treasury’s Seventh Bond Campaign

WITH the time, talent and overall effort volunteered to date in support of the War Bond financing of World War II already mounting high into the millions of dollars, stations, networks, agencies, advertisers and broadcasters last week again undertook the promotion of another War Loan Drive, the Seventh. Estimates are that the current radio campaign will help secure complete support to finish the job against Japan will surpass the all-high contribution of the last drive.

Early in the week Ted R. Gamble, national director of the Treasury War Finance Division, stated, “Never has this country gotten a Bond drive off to a better start.” General comment and observations on the swiftness with which sales have been mounting point directly to the pre-drive job done by radio to help organize the nation’s 5,000,000 Bond salesmen. The present direct, intimate approach to the buyer is to be repeated for each man, woman and child in the nation some 2,000 times during the seven-week period.

Radio’s high place was confirmed last Wednesday by Mr. Gamble, speaking at a luncheon meeting of the Washington Kiwanis Club, held in honor of the industry’s 25th anniversary (see story page 20). He related the role of broadcasters in past campaigns and their expected unsurpassed support of the Seventh Loan, stating that the medium has been indispensable in achieving nationally unified thinking of the Bond program thru explaining the needs and purpose of Bond sales as well as direct promotion.

War Finance figures forthcoming are expected to bear out factually the impact of this initial effort.

Gene Carr, WFD Radio Section chief, expressed satisfaction over the volumes of independent reports on activities. NAB advises however that many of the special “Telling the World” reports, No. 1 and No. 2, have not been received for the formal tabulation of the industry support, reminding broadcasters that Report 3 is due May 25.

Crosby Affiliates With Godfrey Firm

MURRAY G. CROSBY has joined the firm of Paul Godfrey Co., consulting radio engineers, Upper Montclair, N. J. as of May 15. He will specialize in radio communications systems, including FM problems, point-to-point mobile and airborne radio communications, development projects, multiplex operation, relay transmission, satellite stations, television and facsimile.

Mr. Crosby has been research engineer for the Communications Division of RCA Laboratories for the past 20 years. He specialized in FM and has over 100 patents, among them being the retrace tube automatic - frequency - control type of frequency modulator used in FM transmitters, marketed by RCA and GE. He is author of a considerable number of basic technical articles on the subject of frequency and phase modulation.

NBC Midwest Gain

NBC central division showed a sales increase of 9.8% for the first three months of 1945 over the same period last year according to Paul McIver, sales manager. Central division handled 25.2% of the network’s entire sales business during the period. At the same time a business increase of 9.2% has been scored in overall sales on WMAQ Chicago for the first three months of 1945 over a year ago according to Oliver Morton, manager of NBC central division spot sales.

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Reliability
Engineered by Gates
For All-Around Performance

NEW Gates 1 KW
HIGH FREQUENCY TRANSMITTER

Here's evidence of Gates' rugged designing in this extremely large ONE KILOWATT transmitter. Its massive, roomy design expresses quality, and it is full of oversize components for reliable performance in every type of climate. Simple in design and operation so that it can be efficiently operated and maintained by experts and "future experts".

Gates' engineers have paid special attention to the elimination of trouble sources and the saving of maintenance upkeep. For example: Ordinarily a 1 KW capacity band change switch would not be found in a 5 watt R.F. circuit, but it is here in the HF1-2, because it eliminates trouble that might otherwise occur two or three years hence. It has four R.F. stages and three A.F. stages—all self-contained. It operates from 2-22 mcs. and can instantly change to any of five pre-set crystal frequencies. The audio response of 30-10,000 cycles is suitable for short-wave broadcasting or communication. This transmitter deserves your interest. Write for complete technical data and details on low maintenance costs.

* Peaked audio response may be had if desired.

(Also available is the popular Gates HF1-X Transmitter, identical to the above, but for telegraph service only.)

RADIO COMPANY, Quincy, Illinois, U. S. A.

BROADCAST TRANSMITTERS • STUDIO SPEECH EQUIPMENT • TUNING AND CONTROL UNITS
AMPLIFIERS • REMOTE EQUIPMENT • BROADCAST STATION AND TRANSMITTER ACCESSORIES

May 21, 1945 • Page 69
Radio Advertising of drugs and patent medicines was criticized last Wednesday at a hearing before a subcommittee of the House Committee on Labor investigating aid to the physically handicapped.

Following testimony by Richard P. Whiteley, assistant chief counsel, Federal Trade Commission, on FTC activities to protect the public against false advertising, Rep. Ellis E. Patterson (D-Cal.) suggested that if two-thirds of the commercials on medicines and drugs were eliminated it would be "a great service to the public.

Rep. Patterson told Broadcasting his primary interest is in protecting the handicapped against monopoly control, excessive prices and unscrupulous advertising of medicines and devices they require but felt it would be to radio's interest if the public were spared a good deal of drug commercials now carried.

When Mr. Whiteley testified that the FTC has adequate power to stop false advertising but has funds only to handle the most serious cases, Rep. Patterson asserted: "You don't seem to be making any headway. There is a vast field here."

During the current fiscal year ending June 30, 1945, Mr. Whiteley pointed out, only about $12,000 radio continuities and written advertisements will have been examined, representing a 13% decrease from last year. Approximately 27,000 were marked for further investigation, a decline of 36%.

Uncio Urges Radio's Use

(Continued from page 15)

Bech then called for the international league at San Francisco to "establish an inter-governmental organization to stimulate and assist the rehabilitation of education, scholarship and the arts in Germany and in all the liberated countries where the Nazi invader left more traces of his evil influence than is commonly believed... It should have at its disposal a powerful radio station under international control which will disseminate in all languages the ideas, arguments and examples the personality of great statesmen, teachers, speakers, musicians of the world could be brought directly into the homes of all down to the lowliest peasant."

Norwegian delegation: "Hoped that radio will continue to play its great part in the breaking down of isolationism and contribute to a better understanding and cooperation between the nations of the world."

Faris El-Khour, prime minister of Syria: "Radio must have as its aim for the postwar period the focusing of thoughts on the problems of lasting peace. This could be attained by studying and honestly presenting to the peoples of the world the real facts and the different points of view of the countries concerned."

Potent in Preventing War

Francis M. Forde, deputy prime minister of Australia: "Radio will prove potent in preventing another war. Improvements made in short wave broadcasting during the war years will, I think, be proved a weapon that can be used in the battle for permanent peace. To the people on whom fall the responsibility of operating the world's radio networks falls a great responsibility... to misuse it would be a major crime. If it is used as it should be used, it will prevent the major crime of war."

The statements came in answer to a letter, sent by the BBC, which read in part: "While the United Nations delegates are fashioning an instrument to achieve lasting peace, the great radio organizations of the world are giving serious consideration to the constructive role they can play in time of peace. We believe that a short statement by the leaders of all delegations on the role of radio in the postwar world would prove to be a stimulating influence and guide in the discussions to take place during the coming months on international radio."

Last Nazi Message

DYING GASP of Nazi radio was High Command communiqué transmitted May 8. It was: "The ban on listening to foreign stations has been lifted."
G. E. ELECTRONICS DIVISION CHANGES

THREE CHANGES in the Electronics Department of the General Electric Co. include the naming of James D. McLean as manager of sales for the Transmitter Division with headquarters at Schenectady; Paul L. Chamberlain, manager of sales for the Receiver Division, with headquarters at Bridgeport, Conn., and Henry A. Crossland, assistant to the manager of the Government Division, with offices in Washington.

Mr. McLean, since 1939, has been coordinating the development and manufacture of airborne radar and radar equipment supplied by the company to the Army Air Forces and the Signal Corps. Since 1943 he has been in charge of the sale of television broadcast equipment for use after the war.

Mr. Chamberlain joined the Electronics Department of General Electric in 1942 with a background as a radio sales executive. He was placed in charge of the Army Aircraft Section of the Government Division until 1944 when he was named manager of sales for the Transmitter Division.

Mr. Crossland has been employed by General Electric since 1930, most recently as manager of sales of the Receiver Division.

Hydes Have Daughter

ROSEL H. HYDE, FCC general counsel, and Mrs. Hyde are the parents of their fourth child, a daughter, born last Thursday. The Hydes have three sons, the oldest 17.

Republic Campaign

REPUBLIC PICTURES Corp., New York, is spending $50,000 on spot announcements and five-minute programs in 35 markets in connection with the picture corporation's 10th anniversary and the opening of its new film, "Plume of the Barbary Coast." Campaign, scheduled to run in each city for about a week before picture's opening locally and for several days thereafter, will last through July 27. Agency is Donahue & Co., New York.

Blue Insigne

NEW microphone insignia to be used by the American Broadcasting Co. after June 15, when the name Blue will be dropped—a Gothic "A" with the word "American" beneath it in white on black—was displayed Friday by Chester J. LaRochelle, vice-president, at a luncheon at the Waldorf-Astoria, New York.

FLACK WILL HEAD SALES EXECUTIVES

GENE FLACK, director of advertising and trade relations for Loos-Wiles Biscuit Co., has been elected president of the Sales Executives Club of New York, succeeding Dr. Paul Nystrom, Columbia University marketing professor, who becomes chairman of the board.

Other officers elected were: Frank M. Head, vice-president and merchandise manager, United Cigar Whelan Stores Corp., first vice-president; Don G. Mitchell, vice-president in charge of sales, Sylvania Electric Products Co., second vice-president; Robert A. Whitney, promotion manager, McGraw-Hill Publishing Co., secretary; S. George Little, president, General Features Corp., treasurer.

Eugene S. Thomas, sales manager, WOR, and Carroll B. Merritt, Chas. Scribner's Sons, were elected directors for two years.

KDKA Farm Hour 24

KDKA Pittsburgh observed Saturday the 34th anniversary of radio's first farm program which was inaugurated at request of the U. S. Dept. of Agriculture with market reports. Frank Mullen, now vice-president and executive manager NBC, gave up writing a farm column for Sioux City, Iowa, Journal to take charge and develop program. Today Agricultural Director Homer Marts conducts full farm hour daily.

TBA Directors Meet

TELEVISION Broadcasters Assn. will hold a board of directors meeting May 26 at the Huntington Valley Country Club in Philadelphia, with Philco Radio and Television Corp., of that city, as host. Program for the day includes a visit to the transmitter of WPTZ, Philco video station.

BLANKET BUFFALO WITH WEBR
AND YOU COVER THE WESTERN NEW YORK MARKET AT
Lowest Cost!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are concentrated in metropolitan Buffalo...well within WEBS primary service area.

Nationally Represented by Weed & Co.

BUFFALO Courier-Express Station
LEA GROUP STUDIES UNION FEE BILL
THE HOUSE Committee on Interstate & Foreign Commerce is working on a bill to prohibit collection of royalties on recordings, prevent unions from forcing a fixed quota of musicians on stations, eliminate the practice of standbys and do away with exclusive platter turners, Chairman Lee (D-Cal.) told BROADCASTING Friday. He said the full Committee will broaden the Vandenberg Bill (S-63), restricted to AFM interference with noncommercial cultural programs.
Senate action on the Bailey bill (S-754) to outlaw payment of royalties was seen with appointment of a subcommittee of the Judiciary Committee to hold hearings.

City College Radio and Business Conference Gets Under Way Tuesday
FIRST annual radio and business conference of the School of Business and Civic Administration of the City College of New York gets under way Tuesday morning May 22 at 10 a.m. in the auditorium of the School of Business with a session on "Radio program building," presided over by Harry N. Wright, CCNY President, and with Archibald M. Crossley, president of Crossley, Inc., as moderator.
Clarence M. Menser, NBC vice-president in charge of programs, will speak on "Programs Are for People," and will be followed by a panel discussion by Phillips Garlin, MBS vice-president in charge of programs; Robert T. Colwell, radio director, J. Walter Thompson Co.; Ted Cott, program director, WNEW.

Ohio U. Courses
COURSES in "the history, development and use of radio as a socializing influence," radio speech, radio news writing and editing, radio news practices, writing for radio, radio advertising, radio play production, radio management and a non-technical study of broadcasting mechanics are included in a curriculum developed by the School of Journalism of Ohio U. leading to a B.S. degree in journalism with a radio major. Actual operating experience on the station WUOH, the university's experimental radio station, is also given to the student radio newsman, along with his allied journalism and dramatic arts classes.

JOHNNY LONG

T here was a time when Johnny Long and his band couldn't get a big time booking within 200 miles of New York. But once he hit "New York! Paramount Theatre, Johnny and his crew made up for those lean years. Most of the band's members who played with Johnny when he first organized them at Duke University are still with him today.
Still climbing in popularity, Johnny and the band are a smooth musical aggregation, and their Decca recordings are always in demand.

I GIVE YOU MY WORD
THE SAME OLD STORY

Dec. 3459

ACCIDENTLY ON PURPOSE
WALKIN' BY THE RIVER

Dec. 3660

I WISH I HAD A SWEETHEART

Dec. 4017

NIGHT WE CALLED IT A DAY

Dec. 4126

BREATLESS

Dec. 4191

For complete listings of BMI-Licensed titles recorded by Long and other noted bands, and vocalists consult your BMI DISC DATA or write for this special service.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

Page 72 • May 21, 1945 BROADCASTING • Broadcast Advertising
Commentators Rise
In Latest Hooper
Kaltenborn, Heather, Thomas
Among First Fifteen

H. V. KALTENBORN, Gabriel Heather and Lowell Thomas appear in C. E. Hooper Inc.'s list of "first fifteen" network programs, in a report covering the first week in May, when listeners flocked to their sets for news building up to first V-E Day announcement May 7. During the news-packed period May 1 through 7 preceding the official announcement, May 8, the seasonal downward trend in listening was abruptly reversed, the report showing substantial increases in average sets-in-use and average audience rating over reports of two weeks, and a year ago.

Position of the three commentators, who have appeared in the "first fifteen" list before during summer months only—is: Mr. Kaltenborn, 9th, Mr. Heather, 12th and Mr. Thomas 15th. Walter Winchell, a "regular" on the list, is in 7th place.

Average sets-in-use figure is 32.6, an increase of 3 from the last report and of 5.6 from last year, according to the current report, dated May 15. Average audience rating is 9.6, up 0.6 from last report, up 0.8 from last year. Radio Theatre rated the highest sponsor identification index—88.7.

Fibber McGee and Mollie head the "first fifteen" list, nudging out Bob Hope from third position for the first time since Dec. 18. Radio Theatre ranks third, followed by Screen Guild Players, Joan Davis with Jack Haley, Bing Crosby, Walter Winchell, Charlie McCarthy, Mr. Kaltenborn, Hildegarde, Mr. District Attorney, Gabriel Heather (Tuesday-Thursday), Abbott and Costello, Kay Kyser (1st half-hour), Lowell Thomas.

Nelson Eddy, Walter Winchell and Dinah Shore tied on the largest number of women listeners per listening set with 1.58, and came in 5th place. In children's sets for the first time, drew the largest number of children listeners, with 1.04. The Janaro-Parrato boxing bout drew the most men listeners (1.10).

Tabulations of the "First Fifteen" and the number of listeners per listening set follow:

FIRST FIFTEEN- EVENING PROGRAMS—Gabriel Heather & Mollie, Bob Hope, Radio Theatre, Screen Guild Players, Joan Davis with Jack Haley, Bing Crosby, Walter Winchell, Charlie McCarthy, Mr. Kaltenborn, Hildegarde, Mr. District Attorney, Gabriel Heather (Tuesday-Thursday), Abbott and Costello, Kay Kyser (1st half-hour), Lowell Thomas.

Jack Benny 2nd Pacific Coast Broadcast changes his range from 17th to 10th.

LISTENERS PER LISTENING SET:

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
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<tbody>
<tr>
<td>1.08</td>
<td>0.89</td>
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<tr>
<td>1.04</td>
<td>0.86</td>
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<tr>
<td>0.98</td>
<td>0.86</td>
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<td>0.87</td>
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<td>0.57</td>
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<tr>
<td>0.81</td>
<td>0.57</td>
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</tbody>
</table>

*Tied for fourth place.

**Tied for fifth place.

Mississippi Valley Network, operated by North Central Broadcasting System, offers without the cost of metropolitan rates an affluent agricultural market which has a total of 1,600,762 farm radio homes. MVN is programmed exclusively for farm listeners... Mr. and Mrs. Farmer want to know briefly how war news affects farming... want the latest Washington agricultural bulletins... want complete market reports... are vitally interested in weather forecasts and local temperatures... want live musical entertainment for early morning pop-up... MVN delivers this thru its 74 affiliated stations. No other REGIONAL network offers this exclusive early-hour farm audience.

AVAILABLE FOR SPONSORSHIP

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

Contact any NBCS office for cost estimates and further details.

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

May 21, 1945 • Page 73
Decision... / the gateway to the rich tennessi valley

Actions of the FCC / may 12 to may 18 inclusive

Actions on motions / may 15

KHQ KGA Spokane, Wash.—Granted joint petition for continuation of hear- ing on applications for license renewal set 5-16-45 and continued same to 6-16-45. COMMISSION CLEARs TWO DUOPOLY CASES

TENTATIVE CALENDAR / may 23

WVQ New York—Oral argument on transfer of control.

Applications / may 15

1310 kHz WSAY Rochester, N. Y.—License to cover CP new station, 1910 kw, mod., specialized to educational service, 10 kw, special license to cover CP new station, 1910 kw, mod., specialized to educational service.

1940 kHz WPCX Danville, Va.—License renewal for period ending 2-1-46.

NEW-47.9 kHz WPTM Danville, Va.—License renewal for period ending 7-1-46.

1940 kHz WFCX Detroit.—License renewal for period ending 7-1-46.

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FOREIGN NEWSMEN SHIFITED BY NETS

Coverage Stresses European Capitals and Pacific War

NOW THAT the fighting is over in Europe, networks are shifting their foreign correspondents, placing emphasis on coverage of major European capitals and the war in the Pacific.

NBC, however, will keep its present staff in Europe, adding Louis P. Lochen as Berlin correspondent. According to William F. Brooks, NBC director of news and special events, NBC's line-up will be: Paul Archinard and Roy Porter, France; Max Jordan, Switzerland; Grant Parr, Rome; Sven Norberg, Stockholm; Frank O'Brien, Cairo; Bjorn Bjornson, Connavan, and Oslo; W. W. Chaplin, European roving assignment; Robert Magidoff, Moscow and coverage from the Balkans in radios permitted to establish a bureau: Stanley Richardson, Haaker and Chester Morrison, London. John MacVane and David Anderson are to get a U. S. far-flung assignment; and Guthrie Jansen, now in this country, is scheduled to return to the Mediterranean area.

Paul White, CBS news broadcasts director, said his network will return a number of its war correspondents for furloughs and reassignment, some to Europe and others to the Pacific. First three due in the States are Bill Downs, Larry Leasuer and Bill Slocum Jr. Mr. Slocum, who has been on leave as CBS special events director, will return to that post and resume as co-author of Report to the Nation, sponsored by Continental Can Co. Next to return will be Gill Shadel and Charles Shaw. CBS staffs remaining in Europe will be: Edward R. Murrow, European news chief; and Douglas Edwards, father of London; Charles Collingwood, Paris; Richard Hottelet, Germany; Winston Burdett, Rome; Howard K. Smith, European roving correspondent; and Farnsworth Fowler, Moscow.

Mutual will send John Thompson to Paris and Paul Manning from Paris to London. In the Pacific, the network will have Don Bell, Leslie Nichols, Bob Brumby, Jack Mahon and Cedric Foster, who is being sent to Manila from Boston. Blue plans to bring home George Hicks and Gordon Fraser, for furloughs pending reassignment. Herbert Clark will stay in Europe as roving correspondent and John Bryson will go to Norway for a few weeks.

Erwin-Wasey in Seattle

ERWIN, WASEY & CO., New York, has announced the opening of an office in Seattle, Wash., in the White-Henry-Stuart building.
Help Wanted

Operator-announcer, First class radio-telephone license. Must be capable of carrying on all operations of station. Permanent position. Send application and credentials to Box 593, BROADCASTING.

First class engineer wanted for 250-watt Indiana station. Will work one year, with permanent position for right man. Station fully equipped and manned. Box 399, BROADCASTING.

Texas killowatt Blue-Mutual desires improve his picture. Has several years experience, knows how to sell. Tell all. Box 576, BROADCASTING.

Wanted—Announcer, newscaster with reasonable experience. One who can assist in programming. Prove ability to handle affiliate Central New York. Basic $47.50 for 10-hour week. Box 616, BROADCASTING.

Wanted—First class operator for basic representatives station in midwest. Box 603, BROADCASTING.

Wanted—Promotion woman who has experienced in studio operation, transmitter, promotion, etc. Experience required. Working conditions, forty hours, good pay, 250 watt Blue network affiliate located in St. Paul, Minnesota. Box 416, BROADCASTING.

Announcer-250 watt station. Accentual announcer for NBC affiliate in Louisiana. Salary negotiable. Box 526, BROADCASTING.

Commercial manager wanted for network station in the South. Must have considerable sales ability and experience in local business. Will also be station contact for national reps and must be able to deal with local representatives and program departments smoothly, satisfactorily. Must also know New England advertisers and agencies. Experience in handling national spot business other than radio is desirable. Should also work harmoniously with other department managers to assure well-organized station that is going places. Substantial salary basis, ample expenses, good working conditions dependant upon results. In reply, please give details, including complete experience, references and salary requirements. Our staff knows of this advertisement. Box 631, BROADCASTING.

Wanted chief engineer for new station in Pennsylvania. Must be high type man. All information strictly confidential. Write Box 636, BROADCASTING.

Wanted—Announcers, engineers, program directors, salesmen for new station in Pennsylvania. Write Box 537, BROADCASTING.

Our management is capable of taking complete charge of all engineering operation, programming and sales of new station. Must have proven record of success in operations management, personnel and sales. Must be ready to supervise post war FM development. Excellent position with real network affiliation, first class status. New station in a large city. Will require experienced man. Salary and working conditions, all personal references furnished to applicant. Box 645, BROADCASTING.

Wanted—Veteran first class license holder and technical assistant for new station at Rocky Mountain 1 kw outlet. State full details and experience. Box 581, BROADCASTING.

Engineers—Three needed at once. One for clear voice, one for technical assistance for studio, including relay broadcast and FM outlet. Must be able to work well with others. Box 557, BROADCASTING.

Announcer. Must be experienced in handling news, features, etc. Work 250 watt station. Midwestern. Excellent working conditions, congenial staff. Permanent position with good salary plus bonus. Write or wire Box 650, BROADCASTING.

Two first class engineers—Excellent opportunity. Working conditions pleasant. Permanent, 1 kw Blue station. 40 hours. Living cost below average. Will consider one second class man. J. B. Jackson, Tennessee.

Situations Wanted

Announcer, 5 years experience on 5 kw network. Holds good network. Woman. Box 383, BROADCASTING.

Newscaster. 4 years experience editing and broadcasting news. 5 years 5 kw experience. Woman. Box 384, BROADCASTING.

Manager. Can go anywhere. Expert in copyright clearance, program planning, TV and FM, editing, transcription and record libraries. Also experienced in running theme shows, B. O. variety or straight music shows. 2A, (F). 30, married. 5 years experience. Box 677, BROADCASTING.

Announcer—3rd class engineer, Network experience, 27 years minimum. War World II, 690.00 minimum. Box 684, BROADCASTING.

Operator who can assume station at peak of efficiency. Please send details. Box 698, BROADCASTING.

Chief engineer—California preferred. Must be able to handle telephone, telegraph licenses. Marion, Indiana position. Box 722, BROADCASTING.

Operator—First class license, experience. Desires permanent position. N. Y. or Pennsylvania preferred. Box 652, BROADCASTING.

Experience can save money for you, operate your own station. All details handled in most reasonable manner and at your direction. Have established and built two "war" stations. Box 663, BROADCASTING.

For Sale

For sale—Cornell Dubilier condensers 9-PL-315-51, 20,000 .00015 MF... Box 655, BROADCASTING.

Here Is a Good Permanent Job FOR A COMMUNICATIONS EXPERT

You may be interested in this permanent position with a long established, progressive radio school. The job is open right now—but we will hold it for the right man, until he can be released from his war job.

To qualify for this position, you should be a college graduate with engineering and operating experience in radio communications. Experience teaching Radio subjects will be an advantage—and experience in writing instruction manuals clearly, interestingly is essential.

Get in touch with us now. Let’s see if we can continue our training under normal conditions so you can start with us the day you are available.

Tell us all about yourself—your education and experience—your ambitions—their salary requirements. We will hold your letter in strict confidence.

WRITE BOX 667, BROADCASTING

670 Nat'l Press Bldg.

Washington 4, D. C.

The School of
Radio Technique

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by New York Professionals. Moderate rates.

For Full Details, Request Booklet B.

WBOC

Salisbury, Maryland
Capt. Clifford W. Speer, CAPT. CLIFFORD W. SPEER, 42, war correspondent engineer of Canadian Broadcasting Corp., Toronto, died in London May 11 following a traffic accident while in charge of a CBC mobile broadcasting van. He had been serving overseas for the past year with CBC Overseas Unit in Italy, Holland, Germany and England. Prior to going overseas he was supervising engineer of CJBC Toronto.

PLANS of KGFI Los Angeles to move studios and executive offices to Hollywood are being held up as a fire which swept through proposed new headquarters at 8314 Sunset Blvd.

**CRYS'TALS**

**HOLLISTER CRYSTAL CO.**

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

**SERVICE DIRECTORY**

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants


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MORE RF KILOWATT HOURS PER DOLLAR WITH F & O TRANSMITTING TUBES

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High Power Tube Specialists Exclusively

The Robert L. Kaufman Organization

Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations

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

THOMAS J. VALENTINO INC.

Transcriptions-Specialized Recordings

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Reduced Basic Library Offer Containing Over 200 Individual Sound Effects

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SUPPORT THE 7th

10.3 HOOPER IN SEATTLE WRITES OLIVER RUNCHEY, KOL THE SHADOW

Available locally on transcription—see C. MICHELSON, 67 W. 44th St., N.Y.C.

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING

Available after Victory

**PAUL GODLEY CO.**

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Washington, D. C.

**JOHN BARRON**

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Specializing in Broadcast and Allocation Engineering

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Telephone National 7757

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**Frank H. McIntosh**

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**Garo W. Ray**

Consulting Radio Engineer

Hilltop Drive

Stratford, Conn.

**HERBERT L. WILSON ASSOCIATES**

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AM FM TELEVISION FACSIMILE

FIELD OFFICE

Nat'l Press Bldg. Wash., 4, D. C.

Room 865

NA. 7846

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Manufacturers of Radio Transmitters and Industrial Electronics Equipment

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Washington 4, D. C.

**MAY, BOND & ROTHROCK**

CONSULTING RADIO ENGINEERS

Nat'l Press Bldg. Wash., 4, D. C.

District 7362

Globe 5880

**WORTHINGTON C. LENT**

Consulting Engineers

INTERNATIONAL BLDG. • WASH., D. C.

1319 F STREET N. W. • DISTRICT 4127

**ANDREW CO.**

Consulting Radio Engineers

363 E. 75th St. CHICAGO 19

Triangle 4400
V-E DAY LISTENING UP SHARPLY, CAB FINDS

V-E DAY (May 8) listening was up 210% in the morning, 67% in the afternoon and 4% in the evening in comparison with the comparable Tuesday (May 9) of the previous year, according to a Cooperative Analysis of Broadcasting. Compared with April 17, last previous Tuesday survey by CAB, V-E Day audiences were up 165% in the morning when President Truman broadcast his official proclamation of the end of the war in Europe, up 55% in the afternoon and up 7.5% in the evening. Individual programs in the early evening had increased audiences, but late evening programs lost listeners, CAB reports, even such popular programs as Ruber McGee & Molly dropping from 24.6 on April 17 to 18.8 on May 8, and Bob Hope from 24.1 to 20.8.

EXPERIMENTAL VIDEO STARTS IN WASHINGTON

TRANSMITTER of experimental television station W3XWT Washington is operating on a temporary basis, making preliminary tests to determine field strength and propagation data for Washington and the surrounding territory. W3XWT, which is operating on channel 1, 50-56 mc, with a temporary antenna structure atop the Harrington Hotel, where the station has rented space on the top floor, and will construct a permanent antenna as soon as WPB permission to erect the station is obtained by Allen B. DuMont Laboratories, also operator of video station WABD New York. Dr. Thomas T. Goldsmith Jr., DuMont director of research, is in charge of the field tests.

McDONALD HAPPY

CONFIDENT the forthcoming FM tests will prove the wisdom of assigning that service to the lower frequencies, Comdr. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, who has vigorously opposed moving FM upward, issued the following statement after allocations above 25 mc were announced: "I am delighted to see the FCC wise decision to conduct tests to determine the best wave band for FM. . . . I am confident that these tests will indicate the desirability of assigning FM to the 50-58 mc band, rather than the alternatives of 68-66 or 84-102 mc. . . . Selection of the 50-56 mc band will save the public millions of dollars in the purchase of new radios. If FM cannot use the 50-56 mc band, then certainly television cannot because television is much more susceptible to interference than is FM."

WLS HONORED

WLS CHICAGO, key station of the Blue, and Christian Science Monitor, have been selected as national winners in their respective fields of $500 gold medals offered by the National Board of Fire Underwriters for outstanding service to the fire prevention education during 1944. WLS is cited for continued efforts in behalf of rural fire prevention. Stations figuring in the finals, and who received national honorable mention, are KGW Portland, Ore.; KMTR Hollywood; WLW Cincinnati; WPAR Parkersburg, W. Va., and WOW Fort Wayne, Ind. Special citation goes to WGAR Cleveland.

25 ENGINEERS ASKED TO ASSIST IN FM TESTS

GEORGE P. ADAIR, FCC chief engineer, late Friday invited 25 industry engineers to attend meeting at 10 a.m. Thursday (May 24) in Room 2202, FCC headquarters, and serve on a joint Industry-Commission committee to make engineering tests in three proposed FM bands (see earlier allocations story, page 13). All engineers interested are asked to attend, whether their companies have or not.

Those invited include: Maj. E. H. Armstrong, FM inventor; Dr. W. R. G. Baker of GE, RTBP chairman; Dr. D. E. Noble, Galvin Mfg. Corp.; Dr. T. T. Goldsmith Jr., DuMont Labs.; Raymond Guy, NBC; William B. Lodge, CBS; D. B. Smith, Philco; C. M. Jansky Jr., chairman, RTBP Panel 5 (FM); Everett Dillard, Commercial Radio Equipment; Dr. H. H. Beverage, RCAC; Dr. C. R. Burrows, National Defense Research Committee; H. J. Cullum, GE, Creston Corp.; Cyrus T. Read, Hallcrafters; D. C. Summerford, WHAS; A. Earle Culum Jr., Radio Research Lab.; J. R. Poppele, WOR; Frank Marx, KCBS, Harry Wills, Carnegie Institute; G. E. McDonald, Zenith; Frank A. Gunther, Radio Engineering Labs.; George Lang, WGN; Carl H. Wesser, WENA; Robert Higgy, WOSU; Irving Robinson, Yankee Network; Philip Laeser, WTMJ-WMFM.

MBS IN CINCINNATI

ARRANGEMENTS for mutual programs to be broadcast by WCPO and WLW Cincinnati have been worked out by the network and those stations, to begin June 1, when WKRC, current Mutual outlet in that city, switches its affiliation to CBS. WCPO, with no regular network affiliations, will carry the bulk of the Mutual business, while WLW, which formerly carried some Mutual programs in its schedule, will take certain periods. Programs are being placed with WCPO and WLW on a spot basis in 13-week cycles as an interim arrangement.

Closed Circuit (Continued from page 4)

the work of J. Leonard Reinsch, Presidential radio adviser and managing director of the Cox radio stations.

RADIO FOLK are calling Thursday, May 17 "the day of no decision." It was then that the FCC announced its final allocations above 25 mc with FM designations held in abeyance. It was then, too, that the NAB Board of Directors meeting in Omaha failed to select a successor to President J. Harold Ryan.

BROADCASTERS are pondering report that Canadian Broadcasting Corp., Dominion-owned system operating communally, has suggested informally that maximum broadcast power be limited to 50 kw on North American continent. If-concerned in U. S., Mexico and Canada would spell doom to hopes of clear channel stations in these countries for substantially increased output under forthcoming clear channel reallocation and revision of the Havana Treaty (now scheduled to run until March 29, 1947). Canadian Assn. of Broadcasters has expressed no view on power limitation.

MARKET FOR 5 MILLION SETS

AN IMMEDIATE market for 8,000,000 radio sets was disclosed last week by the Office of Civilian Requirements, WPE, in preliminary returns from probably its last annual survey of consumer requirements. General demand for appliances is higher than in any previous year. Demand for radios has doubled since last year's survey, OCR found.

HUBBARD PROTESTS AWARD

AT DEADLINE Stanley Hubbard, owner, KBST Minneapolis-St. Paul, told BROADCASTING that the announcement of the Ohio State U. Institute for Education by Radio award to WCCO Minneapolis for the program The March of Minnesota (see page 22) was incomplete. The program, Hubbard said, originated at WCCO studios. He said program was developed by committee of which he, Mr. Hubbard, was chairman; that writer, Philip Gelb; musical production director, Leonard Leigh, and Richard Kothe, announcer, were all staff members at KBST. He said KBST terminal connections were used to pipe program to state-wide network. Producer, he said, was Harold McGee of BBDO, New York. Earlier story in this issue was taken from Ohio State U. release.

BROADCASTING • Broadcast Advertising
When Little Orphan Annie first went on the air for Ovaltine in 1931 (via: Blackett-Sample-Hummert), she brought with her a sales technique new to the networks. She offered premiums for box tops and dimes, and thus overnight put millions of children to work as salesmen for Ovaltine. Little Orphan Annie materially shortened the gestation period of advertising results. Her idea was—Tops!

ACTION will be the keynote of the Distribution Decade—after Victory. Products will have to move fast between factory and consumer to keep life-giving dollars flowing through the Nation’s bloodstream. And on Advertising and the men who administer it will rest much of the burden of increasing the commercial tempo!

For when Peace comes, there will be an abundance of productive facilities, of manpower, of money for buying machinery and materials. The problem will be to distribute merchandise in quantities great enough to keep this vast industrial system operating. Experts estimate that this will require an increase of at least 40% in consumption over pre-War levels!

Agency men everywhere are applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is the Nation’s Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.
Radiophoto — news pictures out of the air!

RCA radiophoto transmits pictures around the world and prints them — in a matter of minutes!

And thanks to RCA research, pictures now come through the receiver (shown above) about as sharp and clear as the originals themselves.

Through RCA radiophoto, today's "news shot" in Honolulu or Cairo can make tomorrow morning's front page. Or — blueprints for a disabled power generator can be flashed to London — saving hundreds of vital war production hours.

Advertisements, fingerprints, documents and letters are radiophotoed by RCA Communications — as many as 2000 a month! Even musical scores — such as the new "Trio" by Shostakovich — are sent by faster, error-proof radiophoto.

RCA has long been a pioneer in all fields of international communications. Progress is constantly maintained by scientific research... research that is reflected in all RCA products.

When you buy an RCA radio, or television set, or Victrola — made exclusively by RCA Victor — you enjoy a special pride of ownership in knowing that you possess one of the finest instruments of its kind that science has yet achieved.

Notice the great improvement in clarity, as well as in speed — both results of RCA research. Radiophoto prints are no longer blurred by a "pattern." Today, they're about as clear and sharp as the original photograph snapped thousands of miles away.

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS