DOES THE RADIO industry need a 7th War Loan message?

Do the people who have lived with the news, spread wide the word of setback and assault, broadcast the bitter but victorious drive from Africa to Berlin, have to be reminded of the job American boys, and American bonds, did in Europe?

Does radio have to be made aware of the job still to be done in the Pacific, and of the men and materiel still to be sacrificed before liberty and freedom can exist for all?

Because radio itself is a living symbol of that liberty and freedom, let's make this the greatest radio bond selling campaign that the nation has ever seen. Let radio stations the country over unite to stage the most powerful campaign ever launched to meet and beat the 7th War Loan goal.

**WOR**

—one of America's great stations
OLD FRIENDS in
Midwest America

LISTENERS LONG FAMILIAR WITH WLS "LITTLE BROWN CHURCH"

Our "Little Brown Church" dates from 1925, when WLS broadcast night and day to raise money for tornado relief. Reporting to our listeners on the $216,904 they had contributed, we prepared a program of deep spiritual significance, called it "The Little Brown Church."

Seeing in our mail the continuing need for such a religious program, we made it a regular feature, added later the daily "Morning Devotions" and Dr. John W. Holland's brief meditation which closes "Dinnerbell Time" each noon.

The purpose of these religious programs is service alone. So long established, they have become old friends to the WLS million-letter-a-year audience. In choosing a station to reach this balanced rural and urban market, consider the fact that practically all WLS programs — service, entertainment, educational, farm — follow this same friendly pattern, have been on the station year after year — are in truth, Old Friends to Midwest America.

Dr. John W. Holland, above, first ordained minister assigned as staff pastor of a radio station. He conducts "Little Brown Church" "Morning Devotions"; appears daily on "Dinnerbell Time"; has spoken from many pulpits, conducted hundreds of weddings and funerals. With WLS since 1933, he is a real "Old Friend" to Midwest Americans.

Howard Peterson, left, and his organ have been old friends to WLS listeners since 1937.

John Brown, below, staff pianist since 1927, known to thousands in the WLS territory, accompanies Bill O'Connor's songs.

WLS Little Brown Church quartet, above, sings the old songs of faith.

Circle: Morning Devotions
Tenor Bill O'Connor's radio career parallels that of WLS; his first song for us was our first year on the air.

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Represented by
John Blair & Company

CHICAGO 7

Management affiliated with KOY, Phoenix, and the Arizona Network, KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell-Douglas
More and more listeners in the Philadelphia area are tuning to Station WPEN for the regular and comprehensive news service broadcast direct from the news rooms of The Evening Bulletin, the largest evening newspaper in America.

These five-minute news broadcasts occur every hour on the hour from 7 A.M. to 12 P.M. on weekdays with special periods on Sundays. In addition, there are broadcasts from Bulletin war correspondents on the war fronts.

This is one of the many new listener services resulting from The Bulletin's ownership and management of WPEN.
ANNOUNCEMENT was made at White House Friday that J. Leonard Reinsch, managing director of Cox and NAB, last member, would accompany President Truman to the San Francisco conference as radio adviser. Mr. Reinsch last week addressed the Dayton Kiwanis Club in observance of Kiwanis radio week and is expected in Washington this week preparatory to the San Francisco trip.

HEARING ON the proposed sale of WINS New York by Hearst Radio to Crosley Corp. for $1,700,000, plus $400,000 in time, last Friday set by the FCC for June 27 in Washington. Hearing notice, released last month, is most detailed ever drawn up by FCC and station price establishes new record for independent operation [BROADCASTING, April 16].

NEW NAVY night series scheduled to start on NBC in mid-summer, is available for sponsorship. Originating in Washington, program will be written and produced jointly by Navy Dept. and NBC. Half-hour series will spotlight Navy Marine Corps, Coast Guard front line action, featuring live on-the-spot pickups, and music by Navy Band Symphony Orchestra for first time on air. Special production unit includes: Clarence Menser, NBC vice-president in charge of programs; Carleton Smith, WRC Washington manager; Lt. Comdr. Charles E. Dillon, USNR, acting officer in charge, Navy Radio Section; Lt. Ev. Mead, USNR; Lt. Hazel Kenyon Markel, USNWR; Specialist 2nd Class Raymond Kats, USNR.

HOOPER OFFERS SURVEY

C. E. HOOPER Inc. has developed a technique of measurement for communities as small as 2,500, which may provide data needed for FCC clear-channel hearings, it told stations last week. Letter says area needing surveying for hearing purposes is "doughnut-shaped" lying between the home city area, in which all stations in the city can be heard, and each station's 000 microvolt contour. Government surveys will be in communities under 2,500 inside or outside this "doughnut" area with sharp interest in results outside 500 microvolt contours. Hooper points out stations must produce evidence of service rendered individually to the population living in this area.
A FULL LENGTH AHEAD!

- In a horse race, a jockey’s familiarity with the track and his mount give odds to his success. Similarly, the radio advertiser who has run test campaigns, and who has previous knowledge of markets and broadcasting stations, has the best chance to come in first in the big race for post-war trade.

Any investigation will prove that WIBC’s wider territorial coverage and intensive merchandising cooperation make this station the best radio test medium for Indiana.

Represented Nationally by JOHN BLAIR & CO.

WIBC
INDIANAPOLIS, INDIANA
RESULTS in Omaha!

THE GLENN L. MARTIN - NEBRASKA COMPANY
OMAHA, NEBRASKA
April 20, 1945

For your KOIL production, contact
Represented by Edward Petry Co., Inc.

KOIL in Omaha

GORDON GRAY, General Manager

KOIL in Omaha

3000 WATTS  1290 MILLION CYCLES

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
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Temporary Grants for 67 Stations...
Read This Fact!*

WAAT delivers more listeners per dollar in America's 4\textsuperscript{th} Largest Market than any other station—
including all 50,000 watters!*  

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

Do you realize this market contains over 3\frac{1}{2} million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
The School of Business and Civic Administration of the College of the City of New York recently opened a new field of reward of merit in the specialized area of radio's methods of program creation and promotion.

The awards of its impartial and authoritative jury, for distinguished performance in 1944, have just been announced.

Eight awards went to individual stations; six of these went to stations on the Columbia Network—of whom 5 are affiliated stations, and one company-owned.

Four honorable mentions went to individual stations; three of these went to stations on the Columbia Network—two of them affiliates, one company-owned.

One award went to a network. Columbia was the network.

One award went to N. W. Ayer & Son for its admirable promotion of the highly promotable CBS news program Report to the Nation.

And Hillman-Shane-Breyer, Inc., received an award for "the most effective radio program developed by an advertising agency"—the program being This Is My Story—now playing on KNX, CBS in Los Angeles.

The specific station and network citations:

**AWARDS:**

**KIRO** (CBS affiliate in Seattle) for its program, Swap'n Shop, "the most effective direct-selling commercial program developed by a clear channel radio station."

**WDWS** (CBS affiliate in Champaign) for its program, Sorority Charm, "the most effective direct-selling commercial program developed by a local channel radio station."

**WHCU** (CBS affiliate in Ithaca) for its program, Let's Make a Dress, "the most effective radio program developed for the purpose of increasing the station's share of the local audience."

**WJR** (CBS affiliate in Detroit) for its promotion of Victory F.O.B., "the most effective sales promotion of a locally produced, public-service network program by a radio station."
like this is no accident...

-----

KLZ (CBS affiliate in Denver) for its program, *Highlights of the Rockies*, "the most effective institutional, commercial radio program."

WEEI (CBS in Boston) for its promotion of *Food Fair*, "the most effective sales promotion of a local program by a radio station."

CBS— for its notable children's program, *Let's Pretend*, "the most effective commercial program developed by a national network."

HONORABLE MENTIONS:

KDAL (CBS affiliate in Duluth) for its program, *Open House*, "an unusually effective program developed to increase the station's share of the local audience."

WHAS (CBS affiliate in Louisville) for its program, *Renfro Valley Gatherin*, "an unusually effective commercial program."

WTOP (CBS in Washington) for its program, *Let's Learn Spanish*, "an unusually effective sales promotion of a local program."

So into the Columbia trophy room go these new and welcome honors. To the City College, and to the august members of the jury, our respectful gratitude for their recognition. To the stations, to N. W. Ayer & Son, and to Hillman-Shane-Breyer, Inc., our heartiest congratulations.

And to members of the radio industry, another gentle reminder that the nationwide leadership of the active Columbia Network in making first-class radio *most effective is not an accident!*

this is CBS....the Columbia Broadcasting System
 Feature of the Week
WHAT A SUCCESSFUL RADIO EXECUTIVE SHOULD BE

Note: When the NAB Board of Directors met in Omaha May 16-17, each director found an interesting dissertation. Authorship, we understand, is unknown, but Bill Wiseman, sales promotion manager of WWDC, confided he perpetrated the meritorious opus, and wryly inferred that it was cribbed from a job once done on a chamber of commerce secretary.

He must be a man of vision and ambition; an after-dinner speaker; a presider at meetings; a before and after-dinner guzzler; night owl. He must work all day and sometimes most of the night, and appear fresh the next day. He must have the health and zip of ten tigers, but he must be able to simulate a nervous breakdown at will, lest he never get a vacation. He must be able to form at the mouth with enthusiasm over the merits of any product. He must be able to entertain clients’ wives, sweeties, and pet stenographers, without becoming too amorous.

He must be able to reach meetings far away in the shortest possible time. He should be able to inhale dust, to drive through snowstorms, to work all summer without perspiring or acquiring B.O.

He must be a man’s man, a ladies’ man, a model husband, a fatherly father, a devoted son-in-law, a good provider, a plutocrat, a democrat, a republican, an old dealer, and a fast dealer; a technician, an electrician, a politician, machinist, mechanic.

He must be a sales promotion expert, a good credit manager and an outstanding correspondent.

He must attend all jobber clinics, dealer, labor, sales and civic meetings, golf tournaments and horseshoe pitching contests.

He must be a regular attendant at funerals and births, visit members and their families in hospitals and jails.

He must contact all new accounts regularly, and in his spare time "look after new clients, collect delinquent accounts, supervise department heads and secretaries."

He must have a wide range of telephone numbers for outstate agency men, clients and national reps.

He must have a good car, an attractive home, belong to all clubs, be in a position to meet everyone in the community; all on a reasonable salary.

He must be an expert driver, talker, liar, dancer, traveler, bridge player, diplomat, financier, capitalistic and philanthropist; an authority on palmistry, chemistry, archaeology, psychology, physiology, meteorology, and criminology.

Sellers of Sales

Chief timebuyer for the New York office of Dancer-Fitzgerald-Sample is Frank Moriarty, a young New Englander with a sense of humor and a decided preference for outdoor sports.

A native of Holyoke, Mass., Frank has lived in New York for about 12 years but still considers New England his home. A bachelor, Frank is devoted to the theater during the winter season but spends his free time in summers in the country where his favorite sport is swimming.

After graduation from the Bay Path Business Institute in Springfield, Frank went to New York as an accountant with the firm of Air Reduction Sales. About a year later, he joined Dancer-Fitzgerald-Sample, then known as Blackett-Sample-Hummert, in the continuity department.

"When I was new to the advertising business at that time, I was advised to go into continuity to learn as much as possible about the operations of the agency," Frank said. After four or five years in that department, Frank became a timebuyer and then chief timebuyer, now handling radio advertising for the agency’s several large drug accounts.

Network advertisers among the agency’s accounts which Frank handles include Anacat Co., HiSoDol Co., Kolynos Co., Charles H. Phillips Chemical Co., R. L. Watkins Co., and Bayer Co.

Within the near future, Frank will take over spot radio buying for the several American Home Products Corp. subsidiaries. This operation is currently being handled through the Chicago office of the agency.

Frank’s only assistant time buyer is Miss Gaynor Hawkins who joined Dancer-Fitzgerald-Sample about three months ago.
LET US Consider TOGETHER

There can be no perfect laws but there can be good ones. Good laws should define the limits toward wrong without restricting activities toward good.

This is true of every law whether it affects individuals or business.

Let us remember that the United States Constitution was written to provide government as a servant of the people and that it will continue to be that only so long as Americans believe the least governed are the best governed.

There will be no perfect radio law but the fulfillment of the purpose of the best possible law is already within the reach of every broadcaster through better programing . . . a more understanding public service . . . a cooperative civic spirit and an earnest willingness to exceed the requirements of license obligations.

W. B. WAY, General Manager
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE...

IN AGRICULTURE
NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$221.8 (MILLIONS)

IN INDUSTRY
NORTH CAROLINA AVERAGE OF NINE OTHER SOUTHERN STATES

$1,420.6 (MILLIONS)

WPTF IS NORTH CAROLINA'S No. 1 SALES MAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
This affiliation will give a firmly established and loyal audience in Ashland, and the populous Tri-State adjacencies of Kentucky, West Virginia and Ohio, a new era in listening pleasure.

The listeners in the concentrated, industrial Tri-State area appreciate, and deserve, the best in radio.

Columbia Network shows, plus outstanding local programs, will give listeners an excellent and well-balanced radio program service.

The regular year-round promotion schedule of WCMI is being augmented by intensified radio, newspaper, billboard, bus cards, trade journal and direct-by-mail campaigns in connection with this WCMI-CBS affiliation.
"Thistlewaite, you're a genius—or has F & P been here again?"

No geniuses around our offices, Sir—just a bunch of hardworking men and girls who use their eyes and ears to keep forever posted on one subject—spot broadcasting—in order to pass on their knowledge to the places where it'll do the most good.

F&P is a group of spot-broadcasting experts whose prosperity is based on your prosperity . . . who try never to give a wrong tip nor release a half-baked idea . . . who for thirteen years have given their best efforts to agency men and advertisers traveling the rich but mysterious jungles of spot broadcasting.

Have you used our services lately?

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

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 444 Madison Ave.
Plaza 5-4130

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 6331 Hollywood
Hollywood 2151

ATLANTA: 322 Palmer Bldg.
Main 5667

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BROADCASTING • Broadcast Advertising
First City College Conference a Success

Program Building, Other Problems Are Studied

By BRUCE ROBERTSON

RADIO BUSINESS conference, held last Tuesday and Wednesday by the School of Business and Civic Administration of the City College of New York, was ac-

claimed a successful starter for the proposed annual series, al-

though wartime travel restrictions limited the registration to about 300 executives of advertisers, ad-

vertising agencies and broadcasting companies in New York.

A large number of students at the school also attended the four half-day sessions on program building, measuring sales effectiveness, retail radio advertising and television. Prize-winning programs and program promotion campaigns [BROADCASTING, May 14] were ex-

hibited throughout the two-day meeting, although the awards din-

ner was canceled. Dr. Robert A. Love, director of the school's even-

ning session, was chairman of the conference. Dr. John Gray Peat-

man, associate dean of CCNY, was chairman of the awards committee.

Dr. Harry N. Wright, CCNY president, in opening the confer-

ence, cited radio for "rapidly ris-

ing to the position of Public En-
tertainer No. 1," as "a sponsor of the arts . . . bringing music, litera-

ture, drama and information on cultural subjects to its millions of listenerst, as "a far-reaching servan-
t of democracy" and as "a vital force in achieving effective and economic distribution of a large volume of goods."

Sometimes Forget Audience

Declaring that "in the hurried and sometimes hectic business of programming in radio we at-

times forget all about the audi-

cense," C. L. Menser, NBC vice-

president in charge of programs, speaking at the opening session, pro-

testing that summer replacement programs "be considered important be-

cause the audience that hears them is important"; "that while they may differ in type, they do not re-

present a let-down in qual-

ity from the regular shows which they replaced, and that they be-

prepared far enough in advance to
guarantee their complete success as a replacement."

Mr. Menser also made two proposals regarding day-
time serials. First was that the sponsor guarantee 10 minutes of story, which would leave 4½ min-

utes for theme, introductory ma-

terial and the client's message and would present "somewhat more story than the listener is currently getting". Second, he proposed "that we all make sure we are getting the writing we are paying for", decreeing a writer with an established reputation which commands a high fee farming out some of the writing to less effective craft-

men.

Sales Effectiveness

Session concluded with a panel discussion of questions on pro-

gramming from the audience at the meeting. Panel members were Phil-

lips Carlin, Mutual vice-president in charge of programs; Robert T. Colwell, vice-president and radio director, J. Walter Thompson Co., and Ted Cott, program director, WNEW New York. Archibald M. Crossley, president, Crossley Inc., acted as moderator.

Tuesday afternoon session, on "Measuring the Selling Effect-

iveness of Radio", with Dr. John Gray Peatman, associate dean of CCNY, president and C. G. Morti-

mer, vice-president, General Foods Corp., as moderator, opened with a presentation of the station cir-

culation measurement plan by Hugh Feltis, BMB president. A num-

ber of methods of measuring the sales effectiveness of network radio were reviewed by Samuel E. Gill, director of research, Biow Co., who said that despite all the advances that have been made, much more experimentation is neces-

sary before definite answers can be supplied to the two basic prob-

lems of determining actual listen-

ing to a program and actual pur-

(Continued on page 72)

All-Day Coverage Features Joske-NAB Retail Program

Over 20% of Texas Department Store's Advertising

Budget Goes into 52-week Test

PRELIMINARY results of the most intensive department store radio advertising campaign ever conducted were unfolded last week at the CCNY conference on radio and business in New York.

Utilizing a budget of well over 20% of its total advertising app-

ropriation, Joske's of San Antonio undertook the experimental radio campaign in collaboration with the NAB as a model department store test of optimum use of radio at this stage of development of retail advertising. Lewis H. Avery, NAB director of Broadcast Advertising, who supervised the undertaking, and his assistant, Helen A. Cor-

nelius, depicted results of the effort at the CCNY conference.

Following the NAB presentation to retailers on radio, Mr. Avery reported, Joske's had come to the

industry association with an offer to undertake a test campaign if the NAB could conduct it. After con-

sulting with the five stations in San Antonio and conducting a thorough survey of the city and the store, Mr. Avery and Miss Cor-

nelius recommended that the radio campaign attempt to present the store's identity as to many different types of radio audiences as it has types of customers who patronize its different departments.

Specifically they recommended a five-week plan, including:

1. Programs that will give greater identity and further individuality to Joske's of Texas . . . "The Largest Store in the Largest State", . . . with dis-

tribution between the upstairs store and the basement store.

2. Programs that will establish Joske's of Texas as a leader and power in the civic and educational accomplishments

(Continued on page 74)
CIO Moves Toward Large-Scale Organization of Net Personnel

Salary Information

CIO of Industrial Organizations, through its New York branch of United Office & Professional Workers of America last week appeared to be well under way on large scale organization of network and agency personnel.

With the recent establishment of the UOPWA's salary information department, the union began distributing literature in front of buildings housing the four major networks in New York. Idea was to get network white collar workers interested in the CIO salary information department, union officials explained, and to encourage those employees to form their own "single purpose" salary-increase committees.

CBS 'Most Advanced'

At CBS, a committee was quickly set up with representatives of several network departments who signed circulars asking others to join the group in drawing up wage-increase proposals for submission to management. Union officials, declaring that the CBS committee as yet has no affiliation with the union but is "everybody's equal and howling" by the UOPWA, said that the committee is "about ready to put up its proposals" which would involve 600-700 CBS employees. Increases to be asked are not yet known.

"People are interested in the union's salary information department straight through all the networks," a UOPWA spokesman said. CBS committee, however, was described as the "most advanced" with employees at three other networks expected to follow suit "in the near future".

According to the UOPWA definition, the union has jurisdiction over employees of radio networks and stations, advertising agencies and publishing firms "who are not covered by any other union group". Major CIO organization drive seemed to be aimed at clerical and some professional workers within the networks.

No Producers, Directors

One New York agency, however, reported CIO attempts at organizing the agency's radio producers and directors. Agency spokesman said that several producers had been approached directly by CIO representatives and that as a result, radio officials of several advertising agencies met last week to discuss possible unionization within the agencies.

CIO executives flatly denied any attempts to take in producers and directors, most of whom are already affiliated with the Radio Directors Guild, independent organizers.

Extra Fee Upheld

NLRB Decision

National War Labor Board last week refused to reconsider its decision in the WMAL-AFRA case granting staff announcers at the Washington, D.C., station extra pay for commercial announcements. The ruling ends a dispute which began nearly two years ago.

It is expected that negotiations will begin soon reversing six announcements at the station fees ranging from $1 to $4 when assigned to commercial broadcasts, in addition to base salary of $200 a month. Under the decision of Dec. 28, 1944, which the board upheld, the fees will be retroactive to Oct. 15, 1943.

The action is likely to affect stations throughout the country. In petitioning for a review of its decision, WMAL presented the case as a "problem of fundamental importance.

Recently the Chicago regional WLB denied an AFRA demand for assigned fees at six Chicago class B stations and authorized, instead, an increase of 14 cents per hour [Broadcasting, April 2]. In the WMAL case, however, the board upheld the fees.

Helm Bros. Mysteries


Changes in FCC Status Undecided

Truman Reorganization Plan Gives Rise to Speculation

President Truman's special message to Congress last Thursday asking legislative authorization to reorganize Government agencies, promptly gave rise to speculation about changes which the FCC could embrace, but it was believed that administration thought had not yet crystallized in that field.

President Truman asked that "no agency of the executive government should be exempt from the scope of the legislation". But he did not particularize.

In 1935, when Congress, at the request of President Roosevelt, enacted reorganization legislation, 21 agencies were specifically excluded, including the FCC. Prior to Congressional action, there had been FCC moves creating a new department, headed by an individual of cabinet rank, which would cover both transportation and communications. Under his plan was embraced possible consolidation of the ICC, FCC, inland waterways and other such independent establishments in a single department.

Blank Check Doubtful

In Congressional sources, first reaction to the Truman message was that Congress would not be disposed to give any Chief Executive "a blank check" in Government reorganization, particularly involving those independent agencies which are legislative in character and to which Congress has delegated certain legislative functions. The FCC falls in that category.

The thought was that Mr. Truman is interested primarily in consolidating many of the wartime functions of independent agencies in permanent operations. Before there evolves any consideration of fusion of FCC functions with those of any established department or with a new department, President Truman is certain to discuss it with his confidants in radio and communications.

'Shadow' Adds Sponsors

Two new sponsors, in addition to the Delaware, Lackawanna & Western Coal Co. (Blue coal), on Sept. 9 begin capping "Shadow," a p.m. path of The Shadow, 5-5:30 p.m. on Mutual Sundays on Mutual. Grove Labs., St. Louis, through Russel M. Seeds Co., Chicago, takes show on 44 stations. McJunkin Advertising Co., places Carev Salt Co., Hutchinson, Kan., on 101 stations. DL&W, Coal, sponsors of The Shadow since 1937, will use 27 stations, placed by R&R.

WKIX Joins CBS

WKIX, Columbia, S.C., joins CBS June 15 as an affiliate station. Owned and operated by Inter-City Ad. Co., WKIX operates with 250 w fulltime on 1490 kc. Addition gives CBS 150 affiliates.

"I Guess I've Struck Sporadic Eel Interference!"
AM Extension to 540 Well Received

Original IRAC Proposal On International Is Reversed

EXTENSION of the standard broadcast band to include the 540-kc channel [Closed Circuit, May 21], as proposed by the FCC in its report on allocations below 25 mc, last week, is expected to meet with unanimous approval among broadcasters.

At the same time the Commission disclosed that 120 channels are proposed for direct international broadcasting, reversing original recommendations made by Government engineers in the controversy report of the Interdepartment Radio Advisory Committee. Frequencies assigned to the U. S. will be used to further "international understanding and amity hereafter".

In an order accompanying the proposed allocations, released last Monday, the Commission designated oral argument for 10:30 a.m. June 20. Appearances must be filed by June 6 and 25 copies of each brief must be on record by June 13. Broadcasters and others interested are invited by the FCC to file objections, comments and any evidence which may have developed since hearings closed Nov. 2.

The Commission cleared the way for future emergency amateur networks in disasters such as floods, hurricanes, storms, etc., by proposing to allocate on a shared basis a portion of the band, 1605-1800 kc, for such purposes. It was recalled that during the devastating Ohio Valley flood of 1937 amateurs played an important part in maintaining communication when wire lines were down.

No decision has been reached as to the type of service to be permitted on the new 540 kc channel. Neither is it known when that channel will be available for broadcasting since it is used now by Government. It is known that the Navy opposed assigning it to commercial broadcasting.

A hint that the 540 channel may be assigned to local stations in the interior was seen in the Commission's proposed order, which pointed out that the use of the 520 and 530 kc channels, as proposed by RTTP Panel 4, would "involve serious (Continued on page 76)
Radio United Against Opening Books

Durr 'Share-the-Wealth' Program Control
Views Aired

By BILL BAILEY

COMMISSIONERS C. J. Durr and Charles R. Denny Jr. led the questioning Tuesday of broadcasters presented, through their respective counsel, a united front in opposition to the FCC's proposal to make public the financial statements and business dealings of stations.

During oral argument Monday on proposed regulations 1.301-1.304 [BROADCASTING, April 23], covering financial statements, ownership reports, personnel and contractual agreements, Commissioner Durr gave every indication that he feels all stations should be placed on equal footing, that none should make more money than others and that their private business dealings should be an open book.

All Present but Porter

All Commissioners, except Chairman Paul A. Porter who is in Europe, attended Wednesday's meeting. Commissioner Paul A. Walker sitting as acting chairman. Representing the FCC were General Counsel Rosel H. Hyde, Assistant General Counsel H. E. M. Shute, Commissioner W. A. Marks, assistant to the general counsel. Interested spectators included Vernon L. Wilkinson, assistant general counsel in charge of broadcasting, and Panney Newman Litvin, principal attorney in the broadcast section.

John Morgan Davis, NAB general counsel, who led the retinue of attorneys attacking Commissioner's right to disclose private records in face of the Communications Act, filed a supplemental brief which was based on a conference with FCC. Mr. Davis said the Commission attorneys and NAB legal counsel failed to agree on 1.305(a) regarding ownership reports, but agreed on other changes.

Durr Questions Relation

"I don't know what the Commission is thinking about," said Mr. Davis of the proposed rules. He pointed out that it should be guided by the "language of the Act". In his brief, however, he suggested the words "national policy" be replaced with "program policy", commenting, "This more clearly reflects the Commission's purpose."

NAB counsel asserted that "no useful purpose except to cater to the idle curious or those with malicious intent" could be served by making financial reports public.

"It would result in opening to the public certain information which the Congress has seen fit in its wisdom to keep private," declared Mr. Davis.

Commissioner Durr questioned the bearing of expenditures on the quality of operation. "How is the public going to regulate unless it is fully informed?" he asked when Mr. Davis told him that the public wasn't forced to listen to any programs and that free competition would make for better entertainment. "The public is pretty well able to take care of itself so far as radio is concerned," the NAB counsel added.

"Do you argue that the Commission doesn't have the statutory authority to make this data public?" asked Commissioner Durr. Mr. Davis said he did and that he felt the FCC "goes beyond the law and intent of Congress" in its attempts to make it public.

Henry J. Ladner, appearing for NBC, concurred in the NAB position and took particular exception to the proposal to make network contracts public.

Radio on Public Domain

"You would have no objection to making public overall income, even last year in half overall net profits, would you?" queried Commissioner Durr. Mr. Ladner questioned whether broadcasting should be put on a competitive basis with other advertising media. "Newspapers and magazines are not required to make their financial records public," he asserted.

Commissioner Durr couldn't see the comparison between radio and publications. Radio, he insisted, operates on "public frequencies" whereas newspapers and magazines operate in private. The Commissioner, who has crusaded against commercial broadcasting, wanted to know if Mr. Ladner felt that money spent on programs had nothing to do with the quality of such programs.

"That's a little broad," replied Mr. Ladner. "If NBC cuts its program budget in half it might affect the quality of its programs. In these days, with union agreements, you just don't get anything for nothing." Commissioner Durr turned on a radio in his office, saying "public interest" programs are available at no cost to broadcasters.

Sutherland G. Taylor, CBS counsel, also concurred in the NAB position. He opposed disclosure of "private data covering financial information, salaries, contracts, etc. because the information "could be used for unfair practices".

Commissioner Durr asked if Mr. Taylor felt that records of a listener should be either "mediocre programs or turning off his radio". Mr. Taylor replied that free competition would provide the listener with the best of programs, whereas controlled programming wouldn't.

When Commissioner Durr asked the network's "basic objection" to making its ratings public, Mr. Taylor replied: "We are in competition with other networks and stations. If contractual relations are made public, our ability to make contracts would be decreased."

Commissioner Durr asked, "Don't you think it puts a station in an unfair competitive position if he doesn't know what the other station pays?" Mr. Taylor compared contracts to salaries which he said stations don't disclose. If such private business negotiations as salaries and contracts were made public, "the competitive disadvantage would be erased and all stations would suffer, he added.

McDonald on Record

Joseph A. McDonald, general counsel for the American Broadcasting Co., went on record supporting the NAB stand and elaborated on the ownership requirements. He declared the proposed rules, as written by the Commission, "will unduly prejudice licensees". The rules "have a tendency to fix prices and rates and tend to control rates", he added.

W. Theodore Eisterer, appearing for General Electric Co., described Yankee Network, WJW Cleveland and KOB Albuquerque, N. M., agreed with previous counsel. "We first have a glimpse through Mr. Durr's questions, of the use this public information might serve," he said. "The public comes in, reads the reports and goes back to the stations in its communities and says, 'you're not spending enough on programs'. I'm quite

(Continued on page 82)

Minnesota Poll Shows Radio Preferred Above Telephones

IF THE STATE of Minnesota is anything goes," said Mr. Davis of the proposed rules. He pointed out that it should be guided by the "language of the Act". In his brief, however, he suggested the words "national policy" be replaced with "program policy", commenting, "This more clearly reflects the Commission's purpose."

NAB counsel asserted that "no useful purpose except to cater to the idle curious or those with malicious intent" could be served by making financial reports public.

"It would result in opening to the public certain information which the Congress has seen fit in its wisdom to keep private," declared Mr. Davis.

Commissioner Durr questioned the bearing of expenditures on the quality of operation. "How is the public going to regulate unless it

The results:

Telephone ............... 0.9%
Radio ................... 99.1%
Undecided .............. 10%

People in the top income level are the only ones among four economic groups who would prefer to do without their radios rather than their telephones.

Among age groups, those in their 40s give the strongest backing to the telephone, while those in their 20s and those over 60 show the greatest liking for the radio.

Col. Lowman New Video Head of CBS

Ex-Operations Chief Returns July 1 as Vice-President

COL. LAWRENCE W. LOWMAN, CBS vice-president on leave with the armed forces since 1942, returns to the network July 1 as vice-president in charge of television, Joseph H. Ream, vice-president and secretary, announced last week.

Col. Lowman will have overall supervision of television. C. Worthington Mi-

nor continues as manager of the television department, heading up production and operations. Gilbert Seldes is direc-

tor of programs.

To Army in 1942

Col. Lowman was CBS vice-president in charge of operations when he was commissioned in the Signal Corps in June 1942. He was chief, communications branch, Office of Strategic Services, reporting to Maj. Gen. William J. Donovan. Recently he resumed civilian status, serving as adviser to Gen. Donovan on communications.

As CBS operations chief, Col. Lowman was concerned with television activities, in addition to handling labor relations, program department activities, and network phase of operations of WABC New York.

Col. Lowman joined CBS in December 1927 as traffic manager, and was subsequently promoted to assistant traffic manager and secretary. In 1932 he was elected vice-president and secretary and in 1928 was made vice-president in charge of net-

work operations. Returning from the Army, joining CBS he was credit manager of J. Jacob Shannon, contractors.

"The appointment of Mr. Lowman emphasizes the growing im-

portance of television in the network organization," Col. Ream said. "CBS believes that the promise of television cannot be realized and that the success of the network should be substantially deferred unless all efforts are directed to bringing the public attractive programs with satisfying quality. Successful television will require improved technical standards to provide high definition pictures in full color as well as black and white, and the aggregate trend of development of new program techniques."

Reichhold Special

REICHHOLD CHEMICAL Co., Detroit, last Saturday cancelled Symphony of the Americas on Mutual, 8:59 p.m. to present an eye-

witness description of German pris-

Camera study

That's a U.S. Navy sub. It makes a fascinating study for the camera.

But do you see anything wrong with the picture?

Most people who first see the picture exclaim, "Look! Isn't that a torpedo crossing the bow?"

If you'll look again... you'll see that it's just part of the reflection on a sullen swell.

But there's one picture that has no second guesses in it... no doubtful reflections... and that's the part W-I-T-H plays in the Baltimore radio picture!

Delivering as it does... the greatest number of listeners for the lowest cost... W-I-T-H is the top buy in this five-station town. And remember... Baltimore is the 6th largest city in the country.

Baltimore, MD.

Tom Tinsley, President

Represented Nationally by Headley-Reed

May 28, 1945

Page 19
Draft Changes Reduce Station Losses

Only Hit 26-29 Group

With Occupational Deferrals

By JACK LEVY

CHANGES in Selective Service policies, occasioned by the end of the war in Europe, leave broadcasters virtually safe from further inroads by draft boards, it was learned last week following an announcement by Gen. Lewis B. Hershey, director, of reduced requirements of the armed services.

With future calls to be confined almost entirely to men under 30 and with the bulk of radio men under that age ineligible for induction, the new regulations will mean that few men will be taken from stations to meet draft quotas. The only men in radio likely to be affected are those in the ages 26 through 29 who have been given occupational deferment. Further restrictions on granting deferment in this group are expected soon.

Director Hershey announced major revisions in Selective Service policies in two memoranda issued to local boards. The first of these (No. 115-J) declares that registrants 18 through 29 must be made available for military service in greater numbers while those over 30 should be deferred if they are merely "regularly engaged in" essential activities instead of "necessary to and regular engaged in" such activities.

Reclassification

Because of the reemphasis on the induction of young men, the memorandum states, registrants over 30 need only be engaged in essential activities to be eligible for continued deferment and "even though an Order to Report for Induction has been issued" the local boards are directed to reopen and reclassify such cases if it is found that the registrant qualifies for deferment under the more liberal classification policies.

The boards are advised that the War Manpower Commission List of Essential Activities, which includes broadcasting, may be used as a guide in determination of activities "in support of the national health, safety or interest" or "undevour essential to the war effort", although they are not restricted or limited by the List. The boards are also authorized to consider registrants for continued deferment "on the basis of their last employment".

The second memorandum (No. 77-E) concerns new policies regarding registrants in the 18 through 25 group, a very large number of which have been disqualified for general military service or qualified for limited service only. The boards are instructed to (Continued on page 70)

---Radiophotos via Signal Corps Radio

Frank E. Stoner (l), director, Army Communications Service; Col. W. C. Henry, representing Chief Signal Officer; Maj. Joseph J. Smetana, USA, control officer, Army Communications Service; Col. Henry Williams Jr., USN, aide to Adm. Redman; Lt. Edward Cooper, USN, on inactive duty, serving as secretary of Senate Interstate subcommittee on international communications; Ed Craney, head of KGIR Butte, Mont., and Z-Bar Network, who accompanied Governor as adviser to Sen. Wheeler. Sen. Frank P. Briggs (D-Mo.) was scheduled to go but canceled arrangements at the last minute due to other commitments. Original plans called for a 10-day to 2-week tour, according to statement by Sen. Wheeler, but word comes the travelers, who left May 14, won't return until "after July 1". Chairman Porter has canceled an appearance on June 4 at Kentucky Wesleyan U. Winchester, Ky., to deliver the commencement address and receive the honorary Doctor of Laws degree.

Sen. Wheeler has asked Gen. Eisenhower to make arrangements for the party to visit Berlin. Gen. Eisenhower has referred request to State Dept.

FOX CASE IS NAMED EARL GAMMONS AIDE

FOX CASE, in charge of CBS Pacific public relations, has been appointed assistant to Earl Gammons, network Washington director. He will report for his new duties when the United Nations Conference on International Organization, San Francisco, is over. A former Los Angeles newspaperman, Mr. Case joined CBS on the West Coast 10 years ago. He organized and directed the news, special events, features, talks, agriculture and public service departments and has served as chairman of the NAB District 10 Legislative Committee.

Succeeding him as chief of CBS West Coast public relations will be Chet Huntley, who has been Mr. Case's assistant. Clinton Jones, KNX newsroom managing editor, becomes news chief for the CBS Pacific network.

Blue Series Praised

EVERSHARP, Inc., Chicago, will sponsor the June 6 broadcast of The Road Ahead, 9:90 p.m., on the Blue. Road Ahead, veterans' rehabilitation forum originating from military hospitals has won high praise from ranking officers of the armed services, among them Maj. Gen. N. W. Grant, air surgeon of the Army Forces, who said last week, "The Road Ahead is a vital contribution to the understanding by the American public of the problems of readjustment of the disabled soldier. Its message should be heard by every American citizen." Enserharp agency is Blown, New York.

Maxon Named

FORD DEALERS Assn., in sales region including Buffalo, Pittsburgh, N. J. (New York City) and Sommerville, Mass., and two branches in Washington and Richmond, Va., has appointed Maxon Inc., New York, to handle advertising. Account will not become active until automobile sales resume in some volume. Agency now handles four of the six Ford dealer groups in various parts of the country.

Continental Shifts

CONTINENTAL CAN Co., New York, June 9 through Sept. 9 shifts Erskine from Sat. 1:30-2 p.m. to CBS to Sun. 6:30-7 p.m. on the same network, moving into period vacated by Toasties Time, General Foods Corp. program which takes a 13-week hiatus. Agency for Continental is BBDO, New York and for General Foods, Benton & Bowles, New York.
WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

*WOW's 1/2-millivolt contour actually reaches out nearly 200 miles!
THE MUSIC OF MANHATTAN
Glorious musical program with every feature of top network shows from thirty-piece dance orchestra to Dixieland jazz combination, playing music scored by the nation’s top arrangers. Seven individual specialty groups and vocalists provide unlimited program combinations. Scripts provided for three half-hour shows per week. 117 selections.

ALLEN ROTH AND THE SYMPHONY OF MELODY
NBC Thesaurus spared no effort to make this a quality show. Allen Roth, outstanding conductor of modern music, gives finesse to every arrangement from boogie woogie to opera. Roth choruses and soloists lend lovely voices to many brilliant arrangements. 335 selections.

THE GOLDMAN BAND
As America marches to Victory... an air of timeliness surrounds each stirring march... drum beat... cymbal clash... in this distinguished Thesaurus program. “Music in March Time” of this famous band directed by Edwin Franko Goldman is combined with stories of great composers of martial music and folklore of their rhythms. 78 selections.

VINCENT LOPEZ AND HIS MUSIC
Arrangements rich in beauty... an orchestra of talented musicians... rare piano interludes by a master of the keyboard... that’s Vincent Lopez and his Music—a Thesaurus program that is a valuable “name” asset to any station. For Vincent Lopez is a name of long-established public favor. 125 selections.

I HEAR THE SOUTHLAND SINGING
From the opening theme song of the Golden Gate Quartet to the sign-off of this unique Thesaurus program... this is American negro music at its best. The Golden Gate Quartet presents rhythmic spirituals... original folk songs... tells tall tales and stories from “De Good Book.” 105 selections.

SLIM BRYANT AND HIS WILDCATS
For the best in hillbilly entertainment... it’s this network-quality Thesaurus program. Slim and his gang are specialists... skilled entertainers in this field. Everybody responds to the warmth and sincerity of their ballads of the Old West, hoe-downs, novelties, square dances and comedy songs. 57 selections.

JAZZ JAMBOREE
Designed for teen-agers with “the beat” and connoisseurs of jazz, this new Thesaurus program presents the unforgettable rhythms of Charlie Barnet, Tony Pastor, Teddy Powell. Jazz classics tied together with a listenable script written by swing authority Muriel Reger (editor of “Jazz” magazine). 219 selections.

...and these prominent musical artists too:

XAVIER CUGAT BOB HANNON TED STEELE THOMAS L. THOMAS HORACE HEID
THE JESTERS LAWRENCE WELK SHEP FIELDS HARRY HORLICK
Here are two pages of radio's best selection of great recorded musical shows—exclusive to our subscribers. They are the result of a survey conducted by NBC Thesaurus. It all happened when Thesaurus decided to take the guesswork out of "what kind of service and programs stations wanted for local broadcasting."

Thesaurus representatives asked hundreds of men and women who build and broadcast local programs day after day, "What should the ideal library service offer?"...then tabulated the facts. Result—this 5-point plan:

1. A service that is especially designed for radio with plenty of short instrumental selections...vocals separate.
2. Material that is exclusive to your station in your town.
3. Music that is not available on phonograph records.
4. Enough selections by every performer to make programming worthwhile.
5. "Network quality" arrangements, musicians and vocalists.

If you are considering a new library of recorded music look into these programs...48 individual musical shows for each week's programming...all built around the 5-point plan for your needs by America's Number 1 Musical Program Service—NBC Thesaurus.
TABLE OF ALLOCATIONS UP TO 25,000 KC

<table>
<thead>
<tr>
<th>Freq. Band</th>
<th>Proposed International Allocation</th>
<th>Proposed United States Services</th>
<th>Remarks</th>
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<td>975-1000</td>
<td>Std. Freq. Broadcast</td>
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Note: Frequencies within these bands are reserved primarily for long distance overseas air routes and only where the use of frequencies above 30 mc is impracticable.

FCC SPECTRUM PROPOSALS

Abstracts of summaries by the FCC in its proposed allocations for broadcast services and amateurs below 26 mc involve problems of interference to the international broadcast service. However, with respect to 540 kc, it is believed that the interference problems can be solved by assigning 350 kc for use at appropriate geographical locations and by limiting the intensity of the signals in coastal areas.

STANDARD BROADCAST SERVICE

(Parenthetical notes refer to names of witnesses, transcript pages and exhibits at hearings Sept. 28-Nov. 2, 1944.)

The STANDARD broadcast band extends at the present time from 550 to 1600 kc. No proposal was made to enlarge this band by adding frequencies above 1600 kc; it was suggested that the frequencies 550, 570, 600, 880 and 1600 kc be kept within the band. It is proposed to assign 570, 590 and 600 kc for standard broadcast purposes. For those reasons the Commission does not propose to assign 220 and 230 kc for standard broadcast purposes.

INTERNATIONAL BROADCASTING

Need for Allocation

THE DIRECTOR OF THE Office of War Information (Tr. 494-367) testified to the great utility of U.S. international broadcasting in

BROADCASTING • Broadcast Advertising

(Continued on page 28)
FOR THE 200 DAYTIME QUARTER HOURS, 8 A.M. TO 6 P.M. MONDAY THROUGH FRIDAY.

KXOK gained 29.7% in Daytime Audience

ACCORDING TO HOOPER—1944 COMPARED WITH 1942

Same station, same rates, same market...only a larger share of it...That's what KXOK advertisers are getting. Their average increase of daytime listeners gained nearly 30% in 1944. That the same C. E. Hooper survey revealed an average daytime audience loss for all other network-affiliated stations in St. Louis makes this KXOK gain even more impressive...Yes, the trend is to KXOK, because alert advertisers are responding to bonus audiences.

KXOK
SAINT LOUIS - 1, MISSOURI

Owned & Operated by the St. Louis Star-Times

630 KIL. • 500 WATTS • FULL TIME • BASIC BLUE NETWORK

Affiliated with CBS, Columbia, SC, Represented by John Davis & Company...

This is New York & Chicago & St. Louis & Los Angeles & San Francisco

BROADCASTING • Broadcast Advertising

May 28, 1945 • Page 25
(Continued from page 21)
making the voice of the United States audible directly to listeners throughout the world in time of war. In time of peace, the need for such direct contact with listeners everywhere will be different, but no less essential.

The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means whereby that role may be made known and understood everywhere. The furthering of international understanding and amity hereafter will require international broadcasting as urgently as it has been required during wartime.

Position in the Spectrum
Other means of international communication, including the transmission of U. S. broadcasts via point-to-point facilities to foreign countries for rebroadcast there over domestic stations, have a role to play; but no such technique can take the place of direct broadcasting from the United States to listeners abroad, without the need for reliance on intermediate facilities of any kind. Accordingly, the Commission is of the opinion that U. S. international broadcasting on a direct basis should be continued on the fullest scale commensurate with other needs for the frequencies involved.

All witnesses who appeared in respect to international broadcasting agreed that the present shortwave broadcast bands between 4,000 kc and 20,000 kc should be retained for international broadcasting. All of the witnesses were likewise unanimous in recommending the plan prepared by RTBP, Panel 8, which requested a total of 24 frequencies for U. S. International broadcasting. The proposed 26 channels would be in blocks of eight adjacent channels on the low-frequency ends of each of the present shortwave broadcast bands.

This arrangement was chosen so that stations within the United States would have control of adjacent channel interference. The RTBP plan recommended retaining the basic general plan that is now in use for wartime operation of international broadcast facilities whereby all frequencies are pooled between East and West Coast transmitters in order to make the most efficient use of each frequency for the greatest number of U. S. international stations. A plan of worldwide coverage was proposed which would serve as a part of the land area of the world from the East and West Coasts of the United States by the use of 26 (consisting of 13 pairs) of the 36 existing transmitters now operating in the Psychological Warfare Service. The remaining 10 transmitters would be used as standby units for frequency changes, or for parallel operation on the same frequency to obtain greater effective power. RTBP, Panel 8, proposed use by all U. S. international broadcast stations of the maximum power obtainable, and a minimum power requirement of 50 kw.

Commission Proposal
The Commission proposes the following allocation for international broadcasting on a worldwide basis: 8,000-8,200 kc; 9,500-9,700 kc; 11,700-11,900 kc; 15,100-15,300 kc; 17,700-17,900 kc; 21,500-21,750 kc.

The above is the present allocation for the 6.1, 6.9 and 11.6 mc bands. In order to make all bands the same width, 20 kc have been deleted from the 15.2 mc band and 100 kc have been added to the 17.8 mc band consisting of 50 kc on each end of the present band. The present 21.5 mc band has been narrowed 100 kc by the deletion of 50 kc from each end.

One band above 25 mc has heretofore been allocated for international broadcasting. This is the band from 25,600 to 25,800 kc. This band appears to be useful only during the maximum of the 25-year sunspot cycle. Few, if any, receivers are able to cover this band in the bands of the public. Little U. S. international broadcasting has ever been carried on these frequencies and little regularly scheduled international broadcasting, if any, by other nations.

The propagation characteristics of the 25 mc region are not such as to make it useful for long-distance service which has been maintained over long periods of time. Other factors, such as intercontinental services which can tolerate the effects of the sun important, and intercontinental interference. For these reasons the Commission recommends the 25 mc international broadcast band. It is the opinion of the Commission that discontinuing this band will in no way interfere with international broadcasting, a service of great significance with respect to both U. S. public and international amity.

In regard to the RTBP's proposal of assigning a block of eight channels for U. S. international stations on the low end of each of the proposed bands, the Commission in conjunction with the State Dept. will make every effort to give the banding in international conferences hereafter. In any event, the Commission will make every effort in an international conference to agree on an equitable share of frequency assignment for international broadcasting.

In regard to the RTBP consideration of radio-type and facsimile transmission by international broadcasting stations, the report indicated that simultaneous transmission of radio-type and radio-type or facsimile by methods heretofore considered as possible now appear to be more feasible for radio-type and facsimile transmission by means of multiple modulation at this time. However, the Commission will reserve the right to modify an assignment in the case of dual channel operation. In regard to the use of radio-type or facsimile on international broadcast stations for broadcast purposes during non-listening hours, the Commission will consider extending its rules to allow such operation in special cases where a showing is made for the need of the operation.

AMATEUR

The frequency bands below 25 mc presently allocated to the amateur service are listed in Exhibit 147. They are as follows: 17,000-17,100 kc; 3,500-4,000 kc; 7,000-7,500 kc; 14,000-14,500 kc. The hearing, the American Radio Relay League (ARRL) requested that the amateur be permitted to retain these bands. In addition, it was requested the assignment of the band 21,000-22,000 kc. The Commission proposed assignment of the band 11,000-12,000 kc; 14,000 to 14,400 kc being retained. The 300 kc band between 1,750 and 2,050 kc is being deleted. In regard to the frequency assignment, the Commission will give more consideration to the use of this band. In regard to the use of radio-type or facsimile on international broadcast stations for broadcast purposes during non-listening hours, the Commission will consider extending its rules to allow such operation in special cases where a showing is made for the need of the operation.

OTHER BROADCAST SERVICES

(Replay, ST, Satellite Control, Development and Experimental.)

The several services included under this category, only the relay broadcast services below 25 mc.

These frequencies are now allocated for relay broadcast below 25 mc and that assignment is in groups of 6 each, as shown in the following tabulation. The number of authorizations outstanding.

(Continued on page 28)
THE GENE EMERALD SHOW has 38% of the Des Moines Audience, Monday thru Saturday 3:30 to 5:00 P.M.

'Gene Emerald Show' Ratings
Monday Thru Saturday
3:30 to 3:45 P.M..............5.8
2:45 to 4:00 P.M..............6.6
4:00 to 4:15 P.M..............5.4
4:15 to 4:30 P.M..............5.5
4:30 to 4:45 P.M..............6.0
4:45 to 5:00 P.M..............6.7

Robert S. Conlan & Associates' Survey April 2 thru April 8, 1945

Many radio experts said..."You can't buck the established format of late afternoon 'soap operas'." Maybe so...some radio stations do sit back on their 'transmitting launches' and say that listening habits are as deeply em-bedded as a 400-karat diamond hidden in an African mine.

But...KRNT thought different...and the figures at the left prove that KRNT thought right. The Gene Emerald Show, (3:30 to 5:00 P.M. daily) brought a wel-come change of attention programming to Iowa listeners. A change that pleases. He sings, with Dayse Mae at the organ...he knows how to knit his singing together with top-notch recordings spun by 'Patti, His Gal Friday'...Betty Wells gives news headlines on the half hour...celebrities, war heroes and many other interesting persons appear regularly to make the Gene Emerald Show an hour and a half of downright good listening.

Gene Emerald is in tune with the pulse of this market. He continues to talk before three and four social and service clubs each week about his overseas USO experiences...he is in constant demand as an entertainer. His spon-sors have learned that Gene Emerald is the most merchan-disable personality in Iowa.

There's activity on the Gene Emerald Show...and ac-tivity that is responded to by Iowa listeners. There are still a few...but very few...available minutes and quarter hours. CALL KRNT...or your nearest Katz Agency office right away. Sponsor demand for this program is active, too...so hurry.

NEW YORK HAS MARTIN BLOCK...WASHINGTON, D. C., HAS ARTHUR GODREY...and DES MOINES HAS GENE EMERALD
Allocations Text

Following is text of the FCC order designating oral argument for June 20 in proposed allocations below 25 mc.

In the Matter of Allocation of Frequencies to the Various Classes of Non-Governmental Services in the Radio Spectrum from 10 kc to 30,000 kc. Docket No. 689.

ORDER
WHEREAS, the Commission has this day approved and issued a “Report of Proposed Allocations Below 25,000 kc.”

WHEREAS, the Commission is of the opinion that public interest would be served by giving all interested persons an opportunity to appear before the Commission at an early date and argue why the Commission should order allocations different from those set forth in the “Report of Proposed Allocations Below 25,000 kc.”

NOW THEREFORE, IT IS ORDERED:
This 21st day of May, 1945, that all persons desiring an opportunity to appear before the Commission and to argue why the Commission should order allocations different from those set forth in the “Report of Proposed Allocations Below 25,000 kc.” shall be sent to all persons who appeared in the above proceedings, to the Intergovernment Radio Advisory Committee, and to the Dept. of State.

Seek New York TV

NEW commercial television station on Channel 10 (182-192 mc) is sought for New York in a new application filed with the FCC by Palmer K. Leberman, owner of KRSC Seattle, and Lois G. Leberman. Station would have effective signal radiation of 3600 for visual and 2800 audio. Condr. Leberman is now serving with the Navy.

Loyalty...in Philadelphia

WDAS Audiences Have Been LOYAL For More Than Twenty Years

All because Philadelphia's Outstanding Independent radio station has been giving Philadelphians what they want since 1922 ... a variety of popular programs ... the latest news on the hour every hour ... and three hours of classical music every day.

With "Loyalty" like this, it's no wonder 78 percent of this station's sponsors renew regularly.

Stettinius Praises Radio's War Role

Sees Medium as Potent Force In Winning the Peace

SECRETARY OF STATE Edward R. Stettinius sees in radio the vehicle for making the homes of the world into "one great, common, living room for the family of nations," according to a letter he wrote to John Salt, North American Director of the British Broadcasting Corp., in connection with a survey on radio's contribution to the war effort (BROADCASTING, May 21).

Mr. Stettinius wrote:

"The organization for the maintenance of peace being created in San Francisco will be only as enduring as the understanding of the minds and hearts of the men and women of the United Nations. At the present time, the will to work together toward a common goal has been strengthened tremendously by the ordeal of war. During times of adversity and suffering, those who labor in a common cause now try to bring about a meeting of minds for the common good. But when there is a peace again throughout the world, there will exist an urgent need for a continuation of the spiritual unity which enabled the United Nations to produce the miracle of victory. Nations like individuals, can be good friends for practical business reasons but when nations are good friends because people know and like each other...it is approaching an era when the four freedoms will be a reality.

Radio is making a great contribution to the winning of the war. Radio and television have an even greater obligation to the future in the winning of the peace. The voices of the world must be made into one great, common living room for the family of nations. The challenge is a great one, but I am sure that the men and women responsible for the functioning of this great medium of communication are equal to the task.

Announcers Anonymous

BBC announcers, identified by name during the war, will lapse into anonymity now that all danger from invasion is past. The practice of an announcer giving his name began in 1940 when BBC started to broadcast so that the British public would learn to trust the announcers' voices that they knew and to prevent enemy radio sending on the same wave length false information during an invasion attempt.

FOR AIR CHECK SERVICE "AS OTHERS HEAR IT"

U.S. RECORDING CO.

1121 VERMONT AVE. - WASH. D. C.
WRITE-WIRE OR CALL FOR DETAILS

Page 28 • May 28, 1945
In War!

This year, Dr. William Wallace Youngson, retired Superintendent of the Portland District of the Methodist Church, returned to the KGW microphone to deliver another Easter Sunday sermon, completing a 23-year cycle of public service religious broadcasting from KGW to the people of the Pacific Northwest.

In Peace!

On Easter Sunday, 23 years ago, KGW broadcast the FIRST Easter Sunday sermon ever heard by radio in the Pacific Northwest. On that occasion, also, the sermon was given by Dr. Youngson as a non-commercial public-service feature.

in Audience Influence

In Peace or War, in recreation, education or religion, KGW has foreseen and answered the needs, tastes and desires of the people of the area it serves. Twenty-three years of such progressive public service has kept KGW constantly FIRST in the minds of its vast and loyal audience.
FM does it
with triple the tone range
to bring new program brilliance
to your listeners

In the range of tone from low to high, a present-day AM broadcast system reproduces the values of tone from approximately 100 to 5,000 vibrations per second. Compare this range with that of an FM broadcast system which is capable of reproducing all values of tone from 50 to 15,000 vibrations per second—a range that matches the ability of the normal ear to hear. Within this extended range provided by FM is ample room for all the highs and all the lows of natural sound. Here is space for the vital lacework of overtones that gives sound its "natural color"—that enables the listener to distinguish the piano from the banjo, the oboe from the flute, each voice and instrument from all others.

Nor are these values lost in the FM broadcast receiver. Here each tone and overtone is clearly heard against a background of silence, for FM does away with background noise that normally masks AM reception, particularly at low sound levels. Each crescendo reaches its true value, for an FM receiver is designed to handle without distortion the entire range of sound intensities from the softest whisper to the swell of the full concert orchestra.

FM gives broadcasting "natural-color" reception. To your audience this means fuller program enjoyment. To you, this means stimulated audience interest and improved service to your advertisers.

When you plan your FM station make full use of General Electric's vast background of experience in the FM field. G.E. is the one radio manufacturer with experience in designing and building complete FM broadcast systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of the half million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their credit. And at Schenectady, G.E. operates its own FM proving-ground station, WGFM. For information on General Electric FM broadcast equipment, write Electronics Department, General Electric, Schenectady 5, N. Y.
FM broadcasting brings listeners all the tones and overtones the ear can hear. Reproduction is true and natural.

50 FM BROADCAST STATIONS ARE ON THE AIR; OVER 370 APPLICATIONS ARE PENDING
FM DOES IT—
* FM gives your audience programs with virtually no man-made noise or static.
* FM multiplies your effective coverage day and night.
* FM minimizes station interference.
* FM gives programs vivid naturalness with greater dynamic sound range.
* FM gives your programs truer realism with triple the tone range.
* FM contributes to the economy of your broadcast system.

Establish a priority on delivery of your FM equipment. Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

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

The G-E pre-war 1,000-watt FM transmitter

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM
See G.E. for all three!
A mass-market of farmers, for luxury equipment—not so long ago that would have sounded like a pipe-dream! But today such a market's ready and waiting for the signal to spend! Iowa's bursting with prosperity!

Some figures in proof? Well, in 1943 the average farm income here was $7,672. Last year it was at least 20% more—exceeded $8,000. This year and next, what with the demand for full-scale, all-out farm production, the total will be anybody's guess!

More than any other station in our area, KMA has the ear of America's No. 1 Farm Market. KMA has a deep knowledge of its listeners' preferences—gives them what they want in news, farm markets and entertainment (and that's not jive music nor Times Square wit). Specializing in farm material, we present it ALL—as spoken by Iowans. Our policies have their sure reward: more than twice the number of listener-letters received by any nearby station!

There's more to KMA's different story. Let us shoot it to you—or ask Free & Peters!

Col. Schechter Wins Legion of Merit For Organizing Pacific Broadcasting

AWARD OF the Legion of Merit to Lt. Col. A. A. Schechter, radio chief on the public relations staff at Manila, Douglas MacArthur's headquarters, for "invaluable service in accomplishment of the extremely difficult task of planning and organizing radio broadcasting in the Pacific campaign, was announced last week in Manila. Col. Schechter, who recently returned to Manila following a brief mission in the United States, is the former director of news and special events of NBC and after the war began served both with OWI and with Army Air Forces public relations in Washington.

The decoration, awarded in Gen. MacArthur's behalf by his public relations chief, Brig. Gen. L. A. Diller, in the presence of more than 50 war correspondents, carried this citation: "For invaluable service in accomplishment of the extremely difficult task of planning and organizing radio broadcasting in new and untried territory which extended over vast areas of land and sea. By his enthusiasm, exceptional ability and expert knowledge of radio, gained in long service with the radio industry, he contributed materially to the outstanding success of radio from combat zones in the Philippine Island campaign."

Col. Schechter, it is expected, shortly will return to this country and request inactive status. He has not announced his future plans. He has been assigned to the Pacific theatre since August, 1944, and was largely responsible for the radio ship Apache, which established both press and code communications from the war theater to this country.

SEASONAL AUDIENCE ANALYZED BY CAB

ALTHOUGH fewer families listen to radio programs in the summer than in the winter, the number of listeners in each family through the week is greater, according to a comparison of audience composition for July 1944 and January 1945 issued last week by the Cooperative Analysis of Broadcasting.

Except in the late afternoon period, the greater size of the daytime audience is attributed to more child listeners during the vacation period. Male listeners during the summer equal or exceed those during the winter for every quarter-hour between 3 and 6 p.m., probably due to the baseball broadcasts.

Of 22 daytime serials covered in both reports, 15 had more listeners per listening home in July than in January, four showed no change and three were lower in the summer. Of the six weekend daytime programs covered, three had more listeners per family in July, one showed no change and two had more in January. Nighttime family audiences reverse the picture, with winter ahead of summer.

Net Racing Plans

WITH reopening of the nation's tracks, networks and stations last week were busy working out their racing broadcast schedules with the NBC season lineup virtually completed. Clem McCarthy, NBC's turf expert, was to open the network's racing series May 26 with a broadcast of Excelsior Handicap from Jamaica, 4 p.m., with Bob Stanton handling color. CBS was to start its racing programs Saturday with Ted Husing and Jimmy Dolan broadcasting from the Kentucky Derby trials, 5:30-5:45 p.m. Husing probably will describe the Kentucky Derby June 9, but no further racing broadcasts had been set by the network. Plans were being studied for Mutual's racing coverage.

Mennen Spots

MENNEN CO., Newark, N. J., will use spot radio for Quinsana, foot powder, as part of its expanded summer advertising schedule. Details are being worked out by H. M. Kiesewetter Adv., New York.
If you can figure out a factor to represent the twenty-year difference among people who now have things they didn’t have—such as electricity in the home, energizing appliances from toasters to milkers—you can multiply that factor by five million people, all of whom listen some of the time, and some of whom listen all of the time to WSM . . .
A MAP of Europe, with a crimson brush-marked X marking the one-time Nazi realm, makes up the front cover of a book telling the story of the last 338 days of the German war, issued by NBC less than two weeks after V-E Day. The 82-page book largely consists of photographs of the progress of the liberation of Europe. The text is made up of quotes from the broadcasts of NBC newsmen. NBC describes it as "a record of the highlight military actions that culminated in the unconditional surrender of the Third Reich—as NBC listeners heard it from June 5, 1944, through May 8, 1946."

Raytheon Additions
RAYTHEON Mfg. Co. has elected five new members to the board of directors following recent merger with Belmont Radio Corp. New directors are: P. S. Billings, former president of Belmont; Harold C. Mattes, vice-president of Belmont in charge of engineering and production; Joseph Pierson, manager of Raytheon's communication division; Emmons Bryant Jr., New York manager of N. A. Woodworth Co., Detroit; and George L. Langreth, special consultant to Raytheon.

New Shortwave Tube
ESPECIALLY for use in high power, high frequency broadcasting and FM broadcasting, Federal Telephone & Radio Corp. is manufacturing what is claimed to be the most powerful high frequency tube with an output of 200 kw. It is water cooled and incorporates a low inductance grid lead with a very complete shielding between filament and plate.

Juan de Jara Almonte
JUAN DE JARA ALMONTE, 65, assistant to Niles Trammell, NBC president, died May 12 of a heart condition. Burial service was held at Nyack, N. Y., last Wednesday. A former newspaperman, Mr. Almonte joined NBC in 1927 as a member of the sales department, serving successively as night sales representative, night general manager, and finally assistant to the president. Before joining NBC, he served with Marconi Co. and later became South American representative of a telegraph agency. Of Mr. Almonte, NBC's vice-president, Roy C. Witmer once said "After hours he was practically the National Broadcasting Company."

SCHOOL OF AIR HAS LARGEST AUDIENCE
CBS, REVIEWING the American School of the Air series at the close of its 15th year of operation this spring, reports the program reached the largest domestic audience in history, and expanded internationally to serve listeners outside the United States and Canada. Four of the five programs aired each week were rebroadcast to Latin America, by the Office of Inter-American Affairs United Network, and all five were transmitted by the OWI to schools in Australia and New Zealand. In addition certain programs were broadcast by Armed Forces Radio Service over 400 stations and sound systems, and in general and hospital stations as part of the Surgeon General's reconditioning program. Series, which resumes again this fall after a summer lay-off, presented 150 different programs, each rebroadcast the same day, required a staff of 9 directors, 851 actors and 45 script writers, CBS reports. Some 100 CBS and 20 CBC stations carried the program.
of the 5 stations in Cincinnati

WSAI

is

TOPS

in the morning

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C. E. Hooper Report, Cincinnati
December, '44 through April, '45

Represented by Paul H. Raymer Co. Inc.
NBC Newsroom goes into action after days of constant alert ... and the official word speeds across the whole country. NBC's International Division, operating closely with OWI and OIAA, spreads victory news in eight languages, helps inform peoples and U.S. fighting men abroad.

NBC newsmen in the Pacific send back reactions of Armed Forces there to victory in Europe ... are already reporting the intensified battle of the East, now the scene of undivided Allied action in the war against Japan.

NBC's television station, WNBT, begins first full-day broadcasting. Cameras are set up at Times Square, and elsewhere, to record crowd reactions. Television viewers watch throngs from Broadway marquee ... actually see NBC commentators broadcasting from studios ... view historic scenes of war ... and special programs.
ON MAY 8, stirring news, inspiring victory programs—and sober reports on the war not yet finished went out on the NBC air.

By sound radio, by television and short wave, audiences heard and saw the historic day unfold. NBC covered the global story completely — accurately, speedily and graphically.

THE RIGHT MEN
AT THE RIGHT PLACES
AT THE RIGHT TIME

WILLIAM F. BROOKS
Director of NBC News
and Special Events

Stanley Richardson
PARIS

John MacVane
GERMANY

Edwin Haaker
GERMANY

David Anderson
GERMANY

Wright Bryan
PARIS

W. W. Chaplin
PARIS

Chester Morrison
LONDON

Bjorn Bjornson
GERMANY

Paul Archinard
PARIS

Roy Porter
PARIS

Grant Parr
ROME

Robert Magidoff
MOSCOW

• NBC alters its regular broadcasts, presents a full day and night of special distinctive programming to mark the occasion. Typical is the stirring music of Arturo Toscanini, Lauritz Melchior, Artur Rubinstein, Fritz Kreisler and Helen Traubel.

• NBC’s illustrated documentation of 337 days—the march of events since D-Day as heard over the network—is available on request, while the supply lasts.

NBC has brought to America the end of but one conflict— from inside the shell of the vanquished Third Reich—from excited cities and busy factories of the victorious Allies—and from grim Pacific outposts where May 8 was simply another fighting day in the war. NBC’s news coverage goes on from front lines of the war—as it will from the front lines of peace.
Assistance Given Armed Forces Radio Draws Commendation From Col. Lewis

EDITOR BROADCASTING:
I was just reading your editorial, "They Want It With" in the April 30 issue of Broadcasting.

There isn’t anything that you could have done at this time that could be more helpful to us in the simple job of getting radio to troops. We are so dependent upon the industry for the material to give the men.

The American radio industry is the Armed Forces Radio Service and vice versa. If we can just put that thought across we will retain the privilege of taking these programs off the air and de-commercializing them, adding pertinent Army and Navy material, and thus sustain this service to troops as long as it is necessary to sustain it.

You are a good friend to us and to our mission of bringing radio to troops. That mission could not be successful without the constant help of all phases of the industry, including Broadcasting.

THOMAS H. A. LEWIS, Colonel, AUS Commandant Armed Forces Radio Service, Los Angeles.

Hennafom Expands
HENNAFOAM CORP., New York, is using spot announcements on WNEW WAAT and WIBG and a participation three times weekly on WNEW. Radio advertising is expected to increase as distribution of the Hennafom shampoo expands to a national basis. Agency is Arthur Rosenberg Co., New York.

TRUMAN TO WORK OUT TIME PROBLEM
EXPRESSING the opinion that legislation by individual states returning to standard time is illegal in view of the national War Time Act, Rep. Starkey (D-Minn.), disclosed last week that President Truman is attempting to reach a solution to the disruption caused when several states, including Minnesota, returned to standard time.

Rep. Starkey didn’t say what action the Chief Executive would take, but he made it plain that disrupted broadcasting schedules came in for discussion during conference with the President. He also expressed the conviction that the country will remain on war time until after Japan is defeated. President Truman, he added, hopes to “work out a solution to the best interests of all concerned without clashing with the States”.

Several bills to repeal war time are pending in committees of both the Senate and House, with little likelihood of any action until the war ends.

Coast Campaign
MILANI FOODS INC., Chicago (1890 French Dressing), in a 52-week campaign designed to cover Northern California markets, in mid-May started a varied spot announcement schedule on seven stations in that area. List includes KFRC KGO KPO KJBS KROY KXOA KFBK. In addition firm has renewed spot schedule on KMPO KPAC KFMB KECA, and is also sponsoring a daily quarter-hour live program, Ethel & Albert, on latter station. Agency is Garfield & Guild, San Francisco.

Tornado Hits WHOP
A TORNADO wrecked the antenna of WHOP Hopkinsville, Ky., on Tuesday, May 15, taking the station off the air for two days. The engineering staff worked 48 hours with the light, gas, and telegraph companies in setting up two 70-ft. towers. The station returned to the air at 4:45 Thursday with an inverted "L" type antenna. New tower will go into operation around June 1.

K. SLIM, Salem, Oregon
"...I want to congratulate PA for a fine radio news job, which is getting better all the time. We particularly like your Oregon regional service."

Glenn McCormick
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

KRGV PLAYS TO JUICY BUYING POWER
OF MAGIC EMPIRE

By a JUICY buying power, we mean KRGV’s 165 million dollar effective income, most of which comes from citrus fruits and fresh vegetables—a PERMANENT INDUSTRY. The income per capita is over $650.00, which means “Valley” folks have plenty of money to spend, if you’ll ask them over KRGV.

1290 ON THE DIAL KRGV WESLACO TEXAS THE MAGIC EMPIRE OF THE RIO GRANDE

Page 38 • May 28, 1945
WOV'S HILL BILLIES HAVE MADE A BIG HIT IN NEW YORK

HIGH brow? Maybe not. But the Hill Country Jamboree on WOV nightly, Monday through Saturday, has struck a responsive cord with metropolitan New York's radio listeners. And the experience of present sponsors indicates that the large audience that makes it a regular habit to tune in this popular program is made up of people who are buyers as well as listeners. A few participating periods are available, three or six days a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Lt. Johnson on Leave
LT. COL. TOM JOHNSON, former commercial manager of Oklahoma Network and KTOK Oklahoma City, for nearly five years on active Army duty with the Army Motion Picture Service, last week was placed on terminal leave subject to honorable discharge Sept 6. He has not announced future plans but is expected to return to radio. Organizer of the Overseas Motion Picture Service and of the extensive operations placed in the European theater, Col. Johnson served two separate tours overseas while still attached officially to Army headquarters in Washington.

Arthur Godfrey through his WABC New York program has called another meeting, at New York’s blood donor units June 15, of the GAPSAE (member of the Give-a-Pint-and-Save-a-Life Society).

Tables turned for these two when Lt. Col. George H. McBride, (r) formerly on the engineering staff of WTOC Savannah and later WGST Atlanta, pinned captain’s bars on Capt. Dale Drake, who was assistant manager of Mutual affiliate WRR Dallas. Both are now at a Photographic Reconnaissance Unit in the Philippines.

Temporary Grants for 67 Stations
Sixty-seven stations were placed on temporary licenses by the FCC last week and 36 others, already on temporary, were continued without regular licenses. Expiration date for both groups is Aug 1. (See FCC decisions, page 82 for list.)

Of 75 stations with licenses expiring June 1, only five were granted regular licenses for the period ending Feb. 1, 1947, when the new three-year term begins for those operating on the 1340 kc local channel. A total of 67 were placed on temporary because license applications have not been renewed. No decision was announced in the other three.

Of the 36 already on temporary license, two are clear channel stations, six regional and the remaining local. One regional has been on temporary since Aug. 1. The others have been operating under temporary license for variable periods, the latest since May 1.

Although the Commission issued no statement as to whether the temporary licenses had anything to do with its new commercial-vs-sustaining-program renewal policy, it was understood that last week’s actions were due to failure to process all applications and to review them all. Three stations, which have been on temporary licenses, were granted regular renewals as follows: WRAL Raleigh, N. C., to Aug. 1, 1946; WMRO Aurora, Ill., to Nov. 1, 1946; WDLS Jacksonville, Ill., to May 1, 1948. One other station, WBIR Knoxville, was granted a renewal on a 60-day temporary basis.

Tums Replacement
Lewis-Howe Co., St. Louis (Tums), on July 2 replaces Here Comes Elmer on CBS stations with Martin Hart & Beulah, Mon. 9-9:30 p.m. (EST). Besides Mr. Hurst, who will portray himself, Beulah and Beulah’s boy-friend, Carol Stewart has been signed as featured vocalist. Roche, Williams & Cleary services Tums account.
This remark stemmed from a horserace in which the favorite so outclassed the field that it was actually no contest. Of course there is no literal truth to the statement—yet it expresses an idea of superiority equally applicable to horses, people or radio stations. The leader is often so far in front that he is in a class by himself.

An excellent example of such superiority is Station WSYR and the comedy programs it brings to the radio homes of Central New York. The impartial, authoritative, C.P.A.-certified 1945 Syracuse Area Radio Leadership Study* showed that of the ten radio comedians mentioned in the poll as the most popular, nine are heard regularly over WSYR. And they took the first nine positions, leaving only the tenth position to a program aired over another station.

Today comedy is the great safety valve for war-jangled emotions and in the comedy field WSYR is truly in a class by itself. Bob Hope, Jack Benny, Fibber McGee and Molly, Eddie Cantor, Joan Davis, Charlie McCarthy, Abbott and Costello, Gildersleeve, Bob Burns—that is the roll-call of comedy stars who have given WSYR leadership among all stations in the Syracuse area. No wonder WSYR leads the second station of the area by 2 to 1 in nighttime listening audience. Yet comedy is only one among many factors contributing to the overwhelming preference for WSYR shown by the radiowise listeners of its area.

This proven prestige, expressed by the listeners themselves, makes WSYR the most valuable radio buy in upstate New York. You can do no better, when considering how best to reach the rich, substantial central New York market, than to think first of WSYR.

*Copies of study on request

Representatives: Paul H. Raymer Company

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

Above charts show results of recent survey of "most listened to stations in Syracuse area."
FREE installation of push-button tabs on receivers in Toronto has been organized by CJBC in conjunction with ten Toronto radio service firms. CJBC is using newspaper and radio spot announcements to advertise its service. Dealers have been supplied with sets of tabs for all stations heard in the Toronto area, to be installed on listeners' sets without charge. Each listener whose set has been changed is sent a time-table card on which favorite evening programs throughout the week can be listed.

Beattie's jointly with Jelled's department through the summer months, W. whose FREE tabs and that with Under Secretary of Agriculture Mem which food supply area, using newspaper and radio spot announcements didn't Beattie Cited Wins, by CJBC stations heard be won mailing charge. Each B didn't Enter Washington garden expert, has been cited by CJBC.) Wins, by CJBC stations heard be won mailing charge. Each B didn't Enter Washington garden expert, has been cited by CJBC.) Wins, by CJBC stations heard be won mailing charge. Each B didn't Enter Washington garden expert, has been cited by CJBC.),

WAPI Brochure
"We owe our achievement to three things," says brochure published by WAPI Birmingham—"our program makers, our programs, our sponsors." Pictures of personnel and shows are carried plus list of network, local and national sponsors.

WOL Thanks Advertisers
WOL Washington has mailed a folder offering "Our Thanks to..." ad advertisers who have added 87 commercial quarter hours in new business to the station's weekly schedule.

Promotion Card
PHOTOGRAPH of some of the promotion pieces for WFAE New York viewed by visitors to NBC studios in New York are featured in a one-sheet presentation. "Station Identification", offered to all studio tourists.

WNAX Farmer Brochure
WNAX Yankton, S. D., starting promotion for "Midwest Farmer's Day" to be Sept. 5 this year, has issued a brochure on picture story of Mr. and Mrs. Antion M. Eisseseth, of Morris, Minn., who visited Washington as Mr. and Mrs. Midwest Farmer's Day.

WKBC Bus Cards
WKBC Muskegon, Mich. has placed 28 inch red, white and blue signs in Muskegon busses to promote baseball games carried by the station.

Blue co-op Promotion Folder
BLUE co-operative program department has issued a brochure on "Headline Edition", quarter-hour news dramatization heard five weekly. Folder is six pages, three colors, explaining the program's format and listing personalities.

WBS Brochure
WORLD BROADCASTING SYSTEM. New York, is distributing to all U. S. stations a brochure on "The Lenaween Train" 25-minute recorded musical legend about Abraham Lincoln's funeral train. Produced by Norman Corwin and aired on 150 stations on occasion of Lincoln's birthday earlier this year, the program is being suggested for use on Decoration Day, May 30.

WFBH Survey
WFBR Syracuse, N. Y., has published a booklet showing the results of its offer to listeners of the WFBR "Cookbook of the Stars" and the results of a subsequent survey connected with the cookbook. The booklet is furnished to the station's primary coverage.

Courtey Award
AWARD of a $25 War Bond is made by KTUC Tucson, Ariz., each week to the clips of selected supervisors. Choice is made by a secret shopper and presentation is broadcast each Sunday 2:25 p.m.

KCKN Invitation
KCKN Kansas City invitation to its first birthday party held May 4 was adorned by a miniature pink birthday candle.

JAMES L. McDowell, FCC lawyer handling station transfer cases for 10 years, is to join KPRO Riverside, Cal. July 1 as public relations director. Mr. McDowell was formerly field attorney of the FCC and prior to that served two terms as district attorney in Illinois and deputy U. S. district attorney in Cook County, Chicago, where he prosecuted Al Capone and Samuel Insull.

CONNIE MARTIN, former assistant to CBS press chief GEORGE CRANDALL, has been named assistant trade news editor, working with LEO MISHKIN, trade news chief.

ROBERT VESSEL, former night news editor of WWVA Wheeling, W. Va. has joined the Blue Network publicity department, assigned to the night desk with GEORGE FLEMING.

EDWARD McCANDISH is new member of the promotion department of WHEB Portsmouth, N. H.

RALPH VARNUM, former merchandising and promotion director of KFBI Wichita, Kan., has been named director of promotion and research of the "Wichita Eagle".

JOEL MURCOTT has joined Blue Hollywood publicity staff, succeeding CHEF BROWER, who shifted to N. W. Ayer & Son as assistant to JEAN MCFARLAND, West Coast publicity director.

BOB WARD, publicity director of WJJD Chicago is the father of a girl born May 15.

Little Elmer says: "Not much searching is necessary to ascertain that WGN is the leader in local and national spot business among Chicago's major stations."

**A Clear Channel Station**

CHICAGO 11  ILLINOIS

50,000 WATTS  720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET,

NEW YORK 17, N.Y.  WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

BROADCASTING  Broadcast Advertising

May 28, 1945  Page 43
WKRC

and Every Good Wish...

C.B. Wilson

WCKY
One Code, One Price

WITHOUT fanfare or fuss came an event last week which exemplifies efficient Government in action. Byron Price, Director of Censorship, issued a revised Code of Wartime Practices. A single code for the first time covers both radio and press, on equal footing.

This sensible Government administrator who built up one of the hardest-hitting wartime agencies in the early weeks of the war, just as diligently and quietly began the process of taking it down. He was ready, when the bells tolled V-E Day, with the revised code, which used only about one-fourth the space consumed by the initial separate code for radio. The program sections of the separate code which imposed special restraints on broadcasters were discarded.

It demonstrates, thus, not only the sagacity of Mr. Price as a tape-cutting, tradition-be-damned administrator, but reveals his adult attitude toward working radio. The new, streamlined document emphasizes the similarity of problems faced by both news-gathering media.

Broadcasters therefore may thank the former executive editor of the Associated Press not only for recognizing their ability to handle voluntary censorship but for saluting their medium as a front-rank news force.

This is a far cry from the days when Washington radio men had to struggle in obtaining an outstanding personality for the full time presidency of the association—radio's topmost post.

The NAB board at its meeting in Omaha earlier this month found itself constrained to name another Presidential selection committee. The one-year draft term of interim President J. Harold Ryan terminates July 1 and he is committed to return to his Fort Industry Co. station headquarters in Toledo. An effort to draft Paul W. Morency, able general manager of WTIC Hartford, for another interim term proved futile. The board, until the war's end, wanted another practical broadcaster who could carry on in the Ryan tradition.

The new committee, headed by T. A. M. Craven, former member of the FCC and now vice-president of the Cowles Broadcasting Co., has unusually broad powers. It is authorized to select an "operating head" for the association. It's deadline appears to be July 1, when President Ryan locks up his desk.

The Committee may not be able to select a permanent head immediately. There is divided judgment, too, as to the type of man who should become the national radio spokesman. One group of broadcasters prefers a national public figure, one who probably wouldn't be versed in radio but of such commanding stature that he would enjoy respect in the highest places. Another substantial segment prefers a practical broadcaster, thoroughly conversant with radio and one who, by dint of ability and his newly acquired status, would achieve national standing and recognition.

We are inclined to the latter view. Radio has developed men who could well qualify for the NAB post. They are the very men who have helped develop radio. Several of these best prospects—we can think of two now—saw fit to enter the military services in wartime and, may not be available this month or next. But they will be back. Perhaps, because of radio's important function in wartime, the military command involved could be induced to release such a figure from active service to enable him to accept the NAB call.

We know the new Craven committee will do a thorough job in its search for the Ryan successor. We trust it won't overlook those possible appointees now in war service.

Prudent Course

THERE ARE mixed reactions to the failure of the FCC, after months of consideration, finally to allocate broadcast services in the high frequencies. Where FM will find its ultimate haven is still in suspense. Actually final judgment on television is deferred, too, although manufacturers now are in a position at least to begin designing equipment for lower bands.

Naturally, manufacturers and those broadcasters interested in getting under way on new operations are chafing. They want quick action. And it's only natural that they want it their way.

Except for the purely economic factors, we see no reason for a rush. Nothing is more important than getting the allocations right. Moreover, the War Production Board has advised the FCC that there is no need for hurry since there will be no equipment until fall or possibly next spring. Some vagaries in the high-frequency range reach the height of their season during the summer. Observations of these interferences should be available before FM is assigned a definite place.

The allocations constitute only a small part of the job ahead, albeit the basic one. There are the regulations and standards covering FM, television, facsimile and other broadcast-related services to be established. These will constitute the rules of the game. In FM, for example, there's the vital question of whether service shall be allocated along the lines of existing AM coverage, that is to three classes of stations, as now provided, or whether there shall be the single-market plan of identical facilities espoused by CBS. The latter method would make for uniform coverage and equal competition, whereas program and programming ability would become the only factors in establishing the merits of competitive stations.

Then there's the question of whether FCC will allow AM broadcasters to transmit identical programs over their FM adjuncts until FM acquires sufficient audience to stand on its own legs and warrants a separate rate for time. There's also the basic factor of duopoly on which the FCC likewise has been silent. Will ownership of an FM and an AM station in the same community eventually be construed as duopoly? Broadcasters have a right to know. All these factors require scrutiny by those who aspire to enter into these new services.

NAB Presidential Timber

IN THESE arduous times, it is understandable why the NAB is having trouble in obtaining an outstanding personality for the full time presidency of the association—radio's topmost post.

The NAB board at its meeting in Omaha earlier this month found itself constrained to name another Presidential selection committee. The one-year draft term of interim President J. Harold Ryan terminates July 1 and he is committed to return to his Fort Industry Co. station headquarters in Toledo. An effort to draft Paul W. Morency, able general manager of WTIC Hartford, for another interim term proved futile. The board, until the war's end, wanted another practical broadcaster who could carry on in the Ryan tradition.

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Edward Petry & Company, inc.

Announces

The Appointment of

Matthew N. Chappell, Ph. D.

and

Alfred Politz

as

Consultants, Directing Radio Research

Effective June 1, 1945
manage

F. M. RUSSELL, Washington vice-president of NBC, returned to his office last week after an absence of a fortnight occasioned by a respiratory illness which resulted in a slight virus pneumonia infection.

LT. JAMES E. MOORE, former secretary to the vice-president-treasurer of WFBF, Syracuse, R. G. SOULE, has been transferred from New Guinea to the Philippines, where he is brigade adjutant and brigade personnel officer of his company.

BILLY S. HODGES Jr., new manager of WOGC Greenville, N. C.

GLENN D. GILLET, consulting radio engineer of Washington and former station owner, has been assigned to new duty as an operations analyst with the XXI Bomber Command of the 20th Air Force in the mid-Pacific. Virtually since the war's onset, Mr. Gillett has been identified with the military as a civilian communications expert and until recently was headquartered at the New London, Conn., submarine base. From which he shuttled to the war theaters.

DR. MAX JORDAN, NBC director of religious programs, now abroad on special assignment in connection with NBC's news broadcasts, has been accepted by International Mark Twain Society of St. Louis, Mo., as honorary membership in recognition of his contributions to literature.

C. E. ARNEY Jr., secretary-treasurer of the NAB, continued the West Coast on NAB business following the board of directors meeting in Omaha May 16-17. He will return to Washington headquarters June 17.

CY NEWMAN, program director of WSSV Petersburg, Va., has been named Sales Manager in charge of station operations. He continues as head of the program department.

C. WORTINGTON MINER, manager of CBS television, and his wife, niece of James F. Byrnes, celebrated V-E Day with a bottle of champagne straight from Marshal Joseph Stalin's wine cellar. Former mobilization director of the ABC empire, he received the bottle while at the Yalta Conference—presented to his niece on his return to the U. S.

Our Respects to (Continued from page 46) equipped with modern studio and broadcasting facilities, its power was increased to 5,000 w and its personnel to more than 50. Under the baton direction of Ted Hill it became one of the first stations to set up an experimental FM station, WJXT, which last year received its commercial license as WJXT-FM. It also operates the city's only mobile relay broadcasting station, WJXT, and gives listeners direct shortwave coverage through the BBC.

Last October, Mr. Hill and his crew undertook the task of pioneering new paths for postwar radio. Through its series of United Nations weeks, in which all agencies of the city cooperated with the station to build understanding of America's Allies, the Worcester station and its far-sighted boss have shown that radio can play a vital role in determining the character of public opinion.

Ted married the former Estelle M. Stoiljard and has two children, Virginia, 16, who wants to be an archeologist, and Doris, 29, who is married and runs a fruit farm. WTAG's manager likes to relax by boating or indulging in his hobby, photography. Pet photographs remind him of faraway places he has visited. He is looking forward to the day when he can add more pictures of foreign spots to his photo files.

Even-tempered, soft-spoken, he has one violent dislike—cheese.
* WHEN PROPER EQUIPMENT FOR YOUR JOB IS AVAILABLE—USE IT. For full coverage of the rich Ark-La-Tex area, use KWKH—with its 50,000 watts—one station with the Selling Power in this diversified market.

**KWKH**

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA
Kadderly to KGW

WALLACE L. KADDERLY, now the chief of radio service for the U. S. Dept. of Agriculture, Washington, will go to KGW Portland as director of farm programs July 1. Mr. Kadderly was born in Portland, attended Oregon State College and has held successive positions with the Oregon State extension service and was？

Mr. Kadderly was born in Portland, attended Oregon State College and has held successive positions with the Oregon State extension service and was assistant director of the American Forces Network in London for post-war service to occupation troops.

Religious Book

AS AN AID to religious broadcasters, E. Jerry Walker, staff consultant on radio for the International Council of Religious Education, has written a guide book, Religious Broadcasting, published by the NAB. Books may be obtained free from the NAB.

ELEANOR INMAN, CBS director of religious broadcasts, left New York March 21 for Los Angeles on a five-week combined business and vacation trip. She is to confer with religious leaders on the West Coast, and to serve as co-chairman of the Religious Radio Institute planned in Los Angeles in collaboration with Everett Parker, director of radio for the Congregational Christian, Methodist and Presbyterian Churches.

HAROLD STOKES returns after a year and a half of retirement from radio to join the Blue central division as a producer.

Dick GRENIER, Pacific veteran, has been added to the WTHR Troy, Mo., announcing staff.

DUDLEY MORRIS, chief announcer and promotion manager of KGUX Springfield, Mo., is the father of a boy.

LESlie W. (Dave) SMITH, formerly with WBAZ Huntington, Va., to WPTF Raleigh, N. C., as announcer.

JOHNIE SALLEE joins KJON Bartlesville, Okla., as announcer.

MARGARET ANN FRASER, formerly with WBAZ Richmond, Va., to continuity staff of WHER Portland, N. H.

GEORGE L. SUTHERLAND, former newpaperman and sports announcer and most recently program director of WADC Washington, has joined WIP Philadelphia as production manager.

JACK BYRNE of the Blue, supervisor of "The Fighting AAF," has been named a civilian consultant to the War Dept.

Sgt. BUD RICE, announcer of WAB and WNEW New York before entering the service, has been attached to APBS for post as a civilian consultant to the Army stations in Newfoundland. Now in New York announces all Army programs for the APBS; he is to return to civilian status in a few months.

CHRISTINE INMAN is now an announcer for the AAF radio service.

Ralph HOWE, new to radio, has joined the announcing staff of WSPD Cleveland, where he has been attached to APBS for past as a civilian consultant to the Army stations in Newfoundland. Now in New York announces all Army programs for the APBS; he is to return to civilian status in a few months.

LYMAN BRYSON, CBS director of education, has received the "four bomb" award from the Writers' War Board in recognition of his work as moderator of "People's Platform" and for his series of talks, "Problems of Peace."

CHARLES H. WHEDDE is new program director of WJQX Greenville, N. C.

WILLIAM ELLWELL, former announcer of WMJX Philadelphia, is the author of a book "Arch Oboler's Omnibus" to be published June 27 (Duell, Sloan & Pease, New York, $2.50).

EDWARD E. MILLER, former WABE-WAY Atlanta announcer, has been added to the WBCB announcing staff.

ARCH OBOLER, producer-writer of "Arch Oboler's Plays" on aAFS, has shifted to fulltime announcing.

Ralph HOWE, new to radio, has joined the announcing staff of WAFB Toledos.

ARCH OBOLER, producer-writer of "Arch Oboler's Plays" on Mutual, is the author of a book "Arch Oboler's Omnibus" to be published June 27 (Duell, Sloan & Pease, New York, $2.50).

A productive farming district combined with busy manufacturing and industrial plants have pushed retail sales well over $212,000,000.

A and W

WTAD dominates the Quincy Market with more listeners than all other stations in the area combined, according to the Hooper Station Listing, Fall, 1944.

Use WTAD and KGLO

Mason City, Iowa

A Natural Combination

KQV

CAN PACK 'EM IN!

Said George V. Denny, "In Pittsburgh, Town Meeting of the Air's rating went two points above normal." The reason why is: KQV really cooperates with its advertisers.

WTAD

QUINCY, Illinois

930 K.C. 1,000 Watts

CBS Affiliate


ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

WNN

LOUISVILLE

BROADCASTING • Broadcast Advertising
THE OUTSIDE* IS MIGHTY INTERESTING
on the Pacific Coast, too!

*Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located

YESSIR: the “outside” is mighty attractive on the Pacific Coast, but it’s hard to get—unless you use Don Lee. Only Don Lee can give you complete coverage of the two equally-prosperous Pacific Coast markets—“outside” as well as “inside.”

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn’t reach them. Don Lee, however, has 39 strategically located stations and broadcasts from within each of these mountain-surrounded markets.

If you want to know how the “outside” market listens, ask to see a copy of the special C.E. Hooper coincidental telephone survey of 276,019 calls (the largest of its kind ever made on the Pacific Coast). It shows that 60 to 100% of listeners in the “outside” market were tuned to Don Lee stations!

As for Don Lee’s coverage of the “inside” market, regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1944, received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, be sure you cover both halves of this 8-billion-dollar-spending market. The only way you can do it is: Buy Don Lee!

The Nation’s Greatest Regional Network

Mutual

DON LEE

Thomas S. Lee, President
Lewis Allen Weiss, Vice-Prs. & Gen. Mgr.
5515 Melrose Ave., Hollywood 38, Cal.
Represented Nationally by John Blair & Co.
The banjo is an outgrowth of the "bania" brought to America by West African slaves. The Africans in turn developed the bania from a type of guitar used by the Arabs when they overran West Africa. A rhythm instrument, rather than a melody or harmony device, the bania appealed strongly to the "swing" instincts of the American Negro slave.

The father of the banjo
Frank B. Converse, great American minstrel of the last century, was the bane carried by the banio used by the Southern Negroes. He imposed upon it and introduced it in its minstrel turns—and became known as the father of the banjo. To this day, the banjo is as much a part of the minstrel as the end-men or "Mr. Bones."

The minstrel carried the banjo to all parts of the United States, and the rhythm of the instrument has become an effective accompaniment of many types of American folk music.

"Beat it out"

Although the banjo is a member of the guitar family, and has strings—5, 6, 7 or 9—it is actually used as a percussion instrument. Its distinctive "beat" adds much to the swing of "boogie-woogie" and Dixieland jazz.

...it's got rhythm

The background-beat of the banjo adds much to the spirit of jazz. The best reproduction of its distinctive quality is obtained through:

VERTICAL CUT RECORDINGS!
KOA LEADS THE WAY IN LISTENER LOYALTY!

By an overwhelming margin, between 59% and 79% of the radio families in seven of Colorado's largest cities named KOA as the station "listened to most" at night.

Between 74% and 91% of the radio families in Wyoming's four largest-cities named KOA as the station "listened to most" at night.

In 6 Colorado and Wyoming cities KOA leads all other competing network stations.

Is it any wonder that KOA advertisers are often amazed at the sales results for their product or service by radio listeners in vast and wealthy KOA-Land? You should see for yourself.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER 50,000 Watts
PROGRAMS Top NBC Shows
COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY* 59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE** 68.8%

*NBC Survey "1077 Cities" **Ross-Federal Survey

FIRST in DENVER KOA
50,000 watts 850 KC

REPRESENTED NATIONALLY BY NBC SPOT SALES
Miller Munson, former account executive of McCann-Erickson, Chicago, joins Erwin, Wasey & Co., Seattle, June 1 as vice-president in charge. Staff members include: Charles K. Walden, formerly with Ruthrauff & Ryan, New York, head of copy department. Office will handle Albers Milling Co., Seattle; Carnation Co., Milwaukee, (fresh milk and cream only) and other accounts.

Francis van Hareveldt, for nine years in radio department of Young & Rubicam, has joined Needham, Louis & Brody as assistant to Frank Pittman, Hollywood manager.

Alene Butcher, formerly of The Bow Co., Hollywood, has joined the Hollywood radio department of Foote, Cone & Beiding.

Glenhall Taylor, radio director-manager of Young & Rubicam, Hollywood, and Mrs. Barbara F. Spencer, were married in Las Vegas, Nev., May 21. Couple are now in New York for six weeks.

Don Bernard, manager-producer of William Eddy & Co., Hollywood, fractured his right arm in a fall from a ladder.

Erwin, Wasey & Co., Seattle and Los Angeles, will adopt old name of Horng-Cooper Co. No change of service either on West Coast or in East.

David Hale has been appointed radio director of the Buffalo office of E.F. Ad. Formerly with WHER, Warren, Oh., as program director, Mr. Hale will also act as radio coordinator for the Buffalo, New York and Toronto offices.

Evelyn Elam, scriptwriter of the J. Q. Central goodwill, Chicago, May 12 was married to John Janssen, radio director of Creamer-Kressel Co., Milwaukee.

ADELE BJORK MATTSON, former space buyer of Foreign Advertising and Service Bureau, has joined Export, Ad., New York, as manager of the media department. Duties will include time as space buying.

Richard Connolly, trade news editor of NPC, June 15 joins radio publicity department of Young & Rubicam, New York, reporting to Lester Gottlieb, director. Mr. Connolly, out of NBC press in December 1942, became WSPA publicity director in 1943 and trade editor last year.

Fred Schmidt of the research staff of Ivey & Ellington, New York, has been named manager of the statistical department.

Laurence Schwalb Jr., former staff radio writer of J. Walter Thompson Co., New York, recently freelance, to radio department of Young & Rubicam, New York, to work on program production.

Edward Bozorth, account executive, formerly of J. Walter Thompson Co., New York, to Fuller & Smith & Rose, New York, as executive in charge of Interchemical Corp. account.

John Krimsky, contact executive of Buchanan & Co., is to shift from New York to Beverly Hills, Cal., to take over agency's film clients in new West Coast office. S. W. (Buck) Singer, currently in Beverly Hills, returns to New York.

Charles K. Chaplin, producer of Hillman-Shane-Breyer, Los Angeles, has been named southern California radio director for the antifreeze job. Anfenger Ad., St. Louis, was host to St. Louis advertising men at a trade showing of the televised commercial film for the firm's new antifreeze line. Features of film include show by Johannes Bros., St. Louis. Film was made in Hollywood under direction of Anfenger.

Leal V. Grunke, serving as producer of "Voice of Prophecy" program for George C. Kenyon, has severed connection with the agency's Glendale, Calif., office. Borgen & Streeter now represents agency in that city.

Vee Harder, from Lennen & Mitchell, New York, to radio department of Olman Adv., Chicago.

John C. Aiston, former assistant advertising manager of North American, joined Hazard Adv., New York, as account executive.

William Jenkins Adv., Philadelphia, has added to 112 South 16th St. Telephone is LOCust 1309.

J. E. McDougal has resigned as radio director of J. Walter Thompson Ltd., Montreal, and joined Cockfield Brown & Co., Montreal, as account executive.

Bill Harwood, released from the Royal Canadian Navy, has joined Cockfield Brown & Co., Montreal. Before enlisting he was a partner in the production firm of Baudry-Watts, Montreal.

Captain Eugene Atell, former assistant to Freeman keyes, president of Russell M. Beebe, Inc., Chicago, has been awarded the Bronze Star, Purple Heart, and the Oak Leaf Cluster. Capt. Atell is in Germany.

Ray Huhta, former media director of Birmingham, Cottage Pines & Pierce, New York, has joined Fuller & Smith & Rose, New York, as assistant to media head.

Nathanal Porter Colwell, producer, salesmen and research most recently associated with Joseph Haxavsky McIlvina Inc., has joined the radio department of Export, Ad., New York, as production supervisor.

Ward New York, the Allen B. DuMont video station, now on the air Tuesday, Wednesday and Sunday evenings, effective June 1 will drop Sunday programs in favor of three night operations, for the convenience of advertising agencies handling television shows.

New Ad Book

Schwab & Beatty, New York, has just published a book titled How to Write a Good Advertisement. Small and compact, it graphically points out attention-getting secrets for printed and spoken copy alike. Divisions of the book include: Get attention, show people an advantage, prove it, persuade people to grasp this advantage, ask for action, and how to use all five factors together.

Wins St. Louis Award

Ethel Murtha Hurley, copywriter of BBDO Los Angeles was given the Erma Proetz Award for best radio commercials by the St. Louis Women's Adv. Club on May 21. Miss Hurley won $100 War Bond and trip to St. Louis for CBS "This Is My Best," sponsored by Cresta Blanca Wine Co.
The Detroit Area Has Received 12 Billion Dollars' Worth of War Contracts
Providing A Huge Backlog of Workers' Savings for Peacetime Purchases

"Make no mistake about it... the light of Liberty was kept burning by the crucial and gigantic conversion job done by automotive Detroit," said the Newark Evening News in a recent advertisement.

"In the last two years, Detroit has produced war materials and essential civilian goods valued at approximately 20 billion dollars," according to a Detroit Board of Commerce Study.

Detroit workers, with their huge backlog of purchasing power, will make a mighty contribution toward your and America's peacetime prosperity. Nearly TWO BILLION DOLLARS in War Bonds and bank savings make this market your first consideration in postwar sales planning.

Remember these facts about Detroit. Remember, also, that WWJ is the favorite station of the people who control the purse strings in this great market.
BORDEN Co., New York (dairy products), in a deal negotiated by Young & Rubicam, on Sept. 28 or Oct. 5 will start half-hour program featuring Ginny Simms, m.c.-vocalist, on CBS stations, Friday, 7-30-8 p.m. (EWT), with repeat, 6-6-30 p.m. (PWT). Packaged by Music Corp. of America, series is reported to be at $12,500 weekly. Format of Miss Simms' current NBC show, sponsored by Philip Morris & Co., will be retained, with weekly name guest to be added. Edgar (Cookie) Fairchild, musical director, it is expected, will shift to the new series.

BATAVIA Metal Products Co., Batavia, manufacturer of farm equipment, May 12 sponsored a special program 6-9-30 p.m. on 78 Blue stations emphasizing industry's role in the rehabilitation of returning servicemen.

BLACKHAWK Brewing Co., Davenport, la., July 2 for 12 weeks sponsors Neb- lett Radio Production program "Go the Story Home," five-weekly on seven stations of Tall Corn Network: KBBR KIBI KFBD KFDD KKOB KDTH, plus KSO, WOC and other Iowa stations not yet set. Firm also expects to begin spot campaign sometime in June. Affiliated are KAFS KVIS St. Louis, Chicago.

WHITE Labs., Newark, N. J., for Fleen-a-Mint and Choo Chic-acid gum is planning to use spot announcements to about five Latin American markets in the near future. Business will be placed through Export Adv., New York. Company is currently using five spots in Puerto Rico and Venezuela, bought locally.


MURINE Co., Chicago, renews May 11 for 20 weeks weekly half-hour newscast on WENR Chicago. Agency is BBDO, Chicago.


VIRGINIA Conservation Commission has placed a radio schedule of one-minute transcriptions on stations in East, Midwest and South. Agency is Courtland D. Ferguson Inc., Richmond.

SANI-WAX Co., Oklahoma City, has placed an account with R. J. Ponte, Calhoun & Holder, Kansas City. Radio is said to be considered among the near future.

K. M. JORDAN & Co., New York (costume jewelry), has placed Needham & Grossman, New York, as agency. Plans for radio are said to be included.

WHITE TOWER Management Corp., Stamford, Conn. (White Tower Restaurants), has appointed Patjens Adv., New York, as agency. Radio plans are said to be considered.

MECHANICS SAVINGS BANK of Holyoke, Mass., is now sponsoring "Music for Sundays" on WHIN Holyoke, 11:30-12:30 p.m. Contract for 25 weeks placed directly. This brings to five total banks signed by WHIN and includes every bank in city.

GOLDEN WEST Brewing Co., Oakland, Cal., has placed its account with Knoll Adv., San Francisco.

MARSHALL & CLAMPETT, Los Angeles (used cars), adding to heavy local schedule on May 15 started nightly half-hour re-creations of railroad stories of track men of Santa Anita, Del Mar, Hollywood Park and Bay Meadows on KOMP Hollywood, Smith, Bull & McCreery, Hollywood, has account.

W. HOWARD CHASE, former director of public relations for General Mills Minneapolis, on June 1 becomes director of public relations for General Foods Corp. EDWIN B. DOOLEY is director of public information for G-F.

NEWSWEEK MAGAZINE, New York, has shifted advertising from McCann-Erickson, New York, to John A. Clancy & Co., New York. Publication is interested in radio.

GULF OIL Corp., Pittsburg, as part of its 16-week schedule promoting Gulf spray insecticide, broadcast 60 stations via "Songs of Jack Smith," May 23 started series as a twice-weekly half-hour on WEFN New York. Agency is Young & Rubicam, New York.


AGAME SKOGMO Inc., Minneapolis, has started a campaign including radio to promote steaks, hardware and radio appliances by BBDO, Minneapolis.

CLUB LENI, Newark, N. J., has started a six-weekly half-hour audience participation program sponsored by WATF New York following lifting of restrictions on public services of Jewish Mill. Club's 30 club clients participate in broadcasts, performing in a different community night each week. "The Jewish Am, show, quire, guest star, and "a "general store" night. Listeners are invited to submit material. Business placed directly.

F. FOUGERA & Co., New York, as part of series "Four coats and pants," has signed for Don Juan lipstick, has signed for three participating weeks, on 275 WABC New York, which began July 2, thru J. M. Korn Co., Philadelphia.

DODDS MEDICINE Co., Toronto (Scout insect spray), starts June a summer spot campaign on a number of Canadian stations. Agency is A. J. Denne & Co., Toronto.

SIMAN SHOE Co., Aurora, Ont., has started spots on a number of Ontario stations. Agency is F. W. Reynolds & Co., Toronto.

TUCKETT'S Ltd., Hamilton, Ont. (tobacco), has started weekly spots on a number of Canadian stations. Agency is McLauren Adv. Co., Toronto.

CLANCY CRANDELL Co., Chicago (Davy Bar-b-Que sauce), on May 20 started five-weekly spot campaign on KMBC KCMO WREC KFQX, Agency, East Coast Adv., Chicago.

NEUMOBE Holister Co., Chicago, May 19 started 52 weeks series "World Traveler With Frederick Babcock" on WGN Chicago. Saturday 7-15-7 p.m. Agency is George H. Hartman Co., Chicago.

(Continued on page 58)
"IT'S a knockout...it's a touchdown..." Cleveland fans thrill and chill to the exciting voice of Tom (Red) Manning, Cleveland's first and only winner of the coveted Sporting News Golden Trophy. Tom Manning is first in sports in Cleveland, just as WTAM is Cleveland's first station in listening audience...day and night. First in Program Popularity polls too. 34 of the top 50 Programs are on WTAM. Are you?

Joe Louis and Tom Manning
at XMAS FUND Boxing Show, Cleveland Arena

TOM MANNING
and the Cleveland Boxing Commission

HENRY ARMSTRONG and TOM MANNING
at the end of a tough session

TOM MANNING with Lou Trudel and Les Cunningham of the Cleveland Barons
We always dress like this to listen to the WJW Barn Dance Jamboree!

WJW's Barn Dance Jamboree crams 'em into Cleveland's Masonic Hall -- has a terrific radio audience to boot. Here's a walloping variety package of Western headliners that can do a great selling job in a market that counts!
When KFYO's Market - LUBBOCK, Texas - Is Projected on the Screen...

Dairying, grain, wide wholesale and retail distribution, oil production, poultry raising, and cotton combine their vast revenue-gaining power to complete the picture of the 147 million dollar effective buying income awaiting you in Lubbock.

As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub city of a vast territory comprising sixteen West Texas Counties, known as the South Plains of Texas Area. To reach this great area, use the station that has a corner on this market - KFYO - the only station dominating this area with a consistent clear signal.

VOICE OF THE SOUTH PLAINS OF TEXAS
KFYO
LUBBOCK, TEXAS

AFFILIATED WITH
AMERICAN BROADCASTING CO.

MEMBER OF
LONE STAR CHAIN

1340 ON YOUR DIAL
The Southern spotlight falls on... WJHP and its newest airways production, Search For Talent! On the air every Friday eve at 7:30, this show has a waiting list of over a hundred talented Jaxons who aspire for the grand prize of a trip to the Big City, expenses paid by WJHP... For the best in home talent, local production, public service, AND results, it's the Journal Station, WJHP.
NOW TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

“BOSTON BLACKIE”

The half hour adventure-detective show that created a network rating sensation for Rinso! Based on the famous Get-Rich-Quick Wallingford stories in Cosmopolitan Magazine and Columbia Pictures’ Boston Blackie series now clicking in theatres from coast-to-coast. Currently sponsored on WOR by R & H Beer.

Write, wire or phone for sensational rating history and audition discs.

FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD • CINCINNATI, O. HOLLYWOOD
Care In Preparing Schedules Vital, Sandage Tells Retailers

Use More Programs, Fewer Spots, He Suggests To First Meeting Based on Harvard Study

NOT UNTIL retail advertisers devote as much time to program structure as they do to copy and layouts for the printed media will they be able to reap the full potentialities of radio promotion, Prof. C. H. Sandage of Miami U., author of Radio Advertising for Retailers, told a luncheon meeting of Washington D. C. retailers and advertising executives last Monday. Meeting was held at the Statler Hotel under the auspices of WTOP, Capital CBS outlet.

First gathering of retailers anywhere to discuss the findings of Prof. Sandage's study, conducted at the Harvard Graduate School of Business Administration through a grant by CBS, the meeting was told that stations as well as sponsors have been at fault in misusing radio for retail advertising. Retailers have made the "fundamental error" of spending too much on spot announcements and not enough on programs, Prof. Sandage asserted, and stations have encouraged overemphasis on spots through their rate systems.

Prof. Sandage urged that retailers give more attention to personalized, institutional programs, pointing out that the name of a store remains while brands disappear. "Radio stands in a peculiar position to enhance the franchise of the store name," he said.

Prof. Sandage said his study showed that retailers have mistakenly tied their radio expenditures to percentage of sales when the important factor is percentage of total advertising expense. He found that too much of the radio dollar goes for spots, the average retail sponsor spending 58% of his radio dollar in 1942 for station breaks and some types of stores spending as high as 82%.

Hollister Supports

Supporting Prof. Sandage's findings, Paul Hollister, CBS vice-president in charge of sales promotion, cited the case of a department store owning a station which spends only 5% of its advertising dollar on radio and yet complains that radio is not effective. Pointing out that radio has "steadily and persistently" made time sales to retailers and that 50,000 stores were on the air last year, Mr. Hollister said that "radio continues to manifest its striking intimacy with the listener."

During the question and answer period, in response to a statement by a department store representative that retailers do not know how to use radio, Prof. Sandage suggested that retailers check the results of various techniques used in order to determine the most effective approach. Mr. Hollister added that if advertisers would determine their objective in advance half of (Continued on page 61)
The many arms of the Federal organization are the arms of a versatile servant . . . making war goods now and preparing for the new and greater demands of a world at peace.

For example, Federal Instrument Landing and Radio Range equipment is pioneering new concepts of faster, safer air travel.

Federal's Megatherm dielectric and heat induction units are revolutionizing production processes in the plastics, metal, food, plywood, textile and other industries.

Federal always has made better tubes. Today, as the result of continuous scientific development, Federal's Transmitting, Rectifying and Industrial Power Tubes are proving even more dependable and long lasting.

To fill a vital war need, Federal developed Intelin Ultra High Frequency Transmission Line - now is the world's largest manufacturer.

Federal's Marine Radio Equipment, first in serving America's merchant fleet, includes Direction Finders, Auto Alarms, packaged Transmitting and Receiving Units and Lifeboat Transmitters.

Back of every Federal Transmitter are years of engineering and manufacturing experience which assure the ability to produce any type or power of communications equipment from walkie-talkie to 200 K.W. transmitters.

Quartz Crystals, precision cut and mass produced at Federal, are performing many secret military jobs.

Selenium Rectifiers, introduced by Federal, are accepted as standard for converting alternating to direct current. Power equipment and battery chargers, powered by Federal Selenium Rectifiers, are known for long life, high efficiency and low cost.

Yes, Federal's many arms make many things - all to one high standard. Here some of the world's keenest scientific minds combine their talents with three decades of Federal leadership for developing and producing better communications and industrial electronic equipment.
the problem of using the radio effectively would be solved.


Radio representatives present: Carl J. Burkland, general manager, WTOP; Earl Gammons, CBS Washington director; Bill Murdoch, WTOP commercial manager; Judy Brown, assistant to Mr. Murdoch; Martin Wickett, WTOP program director; Maurice Mitchell, WTOP publicity and promotion director; Gordon Hayes, WTOP assistant sales manager; Betty Groves, WTOP script writer; Ben B. Baylor Jr., WMAL commercial manager; Ben Strouse, WDSC commercial manager; Lewis H. Avery, NAB director of Broadcast Advertising; Helen Cornelius, assistant to Mr. Avery.

OPERATING schedule of KMBC Kansas City has been extended to pre-war limits of 3 a.m. to 1 p.m. with hour and a half addition. KMBC introduced a new program, "Corn Crib Carnival" at 5 a.m. weekdays.

NEWS BEATS are being scored on the conference-wise correspondents of the networks west of San Francisco by a protocol-busting Texan, president of a new, small independent station, himself still in the "cub" stage as far as years go in radio and news.

Wire Recorder

Through the medium of a wire recorder and a direct circuit, Roy Hofheinz has been supplying his station, KHTH Houston, with one of the most comprehensive jobs of coverage of the United Nations Conference on International Organization of any independent. He purchased the direct line for an hour a day, Monday through Friday, from KFRC San Francisco and delivers a 15-minute show daily over it, expanding to a half-hour if the news warrants it. For the rest of the leased time he carries on station operations, dictating letters, office memos, messages to clients, promotion blurbs.

Hofheinz went to the Conference prepared with a $25,000 budget and a GE model 51 wire recorder which was delivered just as he boarded the train. Knowing nothing about the technique of handling the instrument, he experimented on his fellow travellers and by the time his destination was reached, he had mastered the art.

Undeterred by State Dept. frowns, Hofheinz has recorded many of the important "press" conferences. When Press Chief Michael McDermott tried to bar him from these sessions, the Texan protested that he was doing exactly the same thing as newspaper reporters; they made verbatim notes, he recorded. He carefully shut off the recorder when off the record or background material was being given. The State Dept. also tried to bar him from news meetings of other nations. He, however, threw protocol for a loss by getting permission directly from the delegations involved.

Likely Russians

The Russians particularly, embraced Hofheinz and his gadget. All three of Molotov's history-making news conferences were recorded in full and broadcast over KHTH, scooping all the networks. Hofheinz made the recordings at the personal request of the Foreign Minister who took copies home with him.

Other KHTH exclusives were made of Deputy Prime Minister Francis Forde of Australia, Prime Minister Soong of China, Minister Peter Frazer of Australia and Anthony Eden's press conference. Hofheinz also made a special recording by Prince Faisal of Saudi Arabia for the OWI.

Hofheinz broadcasts from MBS studios in the Veterans Memorial Building, KHTH being a Mutual affiliate. A Gates amplifier, brought from Texas, bridges the wire recorder to the special line via KFRC master control.

KHTH was established in 1944. Its president started his business career as a lawyer at 19, became a member of the state legislature at 21 and judge before he was 30.

Let's Git

A Double Sody, Sarah!

Drug stores are just as alluring to our Red River Valley folks as they are to people in the big cities. Cold figgers show that WDAY's audience buys nearly one-third of all drug items sold in North Dakota, South Dakota and Minnesota combined (exclusive of the counties containing Minneapolis and St. Paul).

Which maybe explains why more and more advertisers are taking advantage of WDAY's big audience and low rates. Why don't you, pal?
They came... they saw... they concurred!

Outstanding personalities of the airwaves, are The Blackhawk Valley Boys and Penny West. It is estimated that three-quarters of a million people... in the past two years... have seen and heard them in personal appearances throughout the WOWO area.

For more than six years, these virtuosi of the banjo, accordion, and Spanish guitar... abetted by Penny West, who doubles in song and bull-fiddle strumming... have imparted the folksy flavor of their genius to various WOWO and Blue Network offerings.

Continuous clamor for personal appearances resulted in 140 bookings in 1944 alone!

This exceedingly popular team is heard regularly on their own and the WOWO Farmhouse programs. If you would take the measure of the rich Hoosier market in the WOWO primary area, you can do no better than to enlist the aid of Indiana's favorite entertainers.

Have NBC Spot Sales produce the proof, in the form of an audition-record from the WOWO "Cradle of Stars" library.
One Station’s Opinion of BMB Plan

WINN Executive Says Present Ballot Is Oversimplified
By G. F. (Red) BAUER
Sales Manager WINN Louisville

WE at WINN (I speak for the executives of our organization) will probably subscribe to BMB, eventually. If and when we do, however, it will be for two reasons only:

1. It is an industry-wide endeavor and, as such, deserves the support of NAB members, and
2. BMB, apparently, is thoroughly approved by the AAAA and ANA . . . who represent a big percentage of our “customers”.

WINN would like to go on record that we now feel, and will continue to feel, even after we have subscribed to BMB, that BMB is now as full of shortcomings as a Swiss cheese is full of holes. But, we aren’t destructive critics . . . we don’t carp just for the sake of hearing our own raucous voices. We would like to suggest some improvements in BMB methodology, which we feel would, if adopted, make the results of BMB’s first $1,000,000 splurge mean more to the time-buyers (who are the people who will, we all hope, be guided in their station selection, in a great degree, by BMB figures).

To get down to brass tacks, we believe that the BMB Ballot Form is oversimplified, to the point where conclusions drawn from the ballots will mean far too little, to furnish an accurate measurement of any station’s primary, secondary or tertiary coverage . . . but, particularly, its primary coverage. We believe the lumping of all replies, for whatever you’re selling) that licks Paint Lick, Lickskillet and all the rest of the State combined! Plenty of paint is sold here, too, but folks are too busy to lick it! Want the facts?

Baseball on KMBC

HEEDING great local demand, KMBC Kansas City is broadcasting play-by-play accounts of highlight major league baseball games throughout the 1945 season. Several commercial shows were canceled to clear the period from 11:05 p.m. on nights for recreations by Sam Molen, station sportscaster. Special promotions are being used for increased listener interest.

Ford Dealers to Maxon

MAXON Inc., New York, has been appointed agency for Ford dealers in N. Y., Mass., Me., N. Hamp., Vt., R. I., Conn., and the western half of Pa. Maxon now represents dealers of 24 of the 33 branch offices into which the Ford sales organization in the United States is divided.

Both one or two nights (or days) a week, and three to seven nights (or days) a week, to arrive at percentages determining a station’s primary, secondary or tertiary coverage, is not only a mistake, but obviously unfair to the small station, in the small market.

To illustrate . . . Bowling Green, Warren County, Kentucky, 60 airline miles from Nashville, will certainly show, on the ballot returns, that fully 50% of the ballot respondents in its county listen to WLBJ, Bowling Green’s own station, at least three nights a week. And the ballot returns would probably show an equal number of people listening to WSM Nashville, one or two nights a week . . . yet, on the basis of all replies being lumped into one percentage figure, both WLBJ and WSM would show primary coverage of Warren County. Does that give the time-buyer a true picture of WLBJ’s coverage in that county, as against the coverage of WSM? Of course, it doesn’t!

Therefore, we suggest a Ballot Form for BMB, that breaks down each family’s weekly listening habits more thoroughly and, consequently, in its results, provides a more exact measuring-stick for the time-buyer. To adopt our suggested changes, it would not be necessary to complicate, or enlarge, the present Ballot Form. Our urgent recommendation is simply this: Do away with the column headed, “Occasionally” and “Never”. If a radio-set owner listens to any one station “less than one night a week”, we contend he should not be considered even a potential listener to that station, insofar as having any influence on a time-buyer is concerned. And the column headed, “Never”, simply isn’t needed! It just confuses the issue. If a radio-set owner never listens to a station, he just isn’t going to list it, on the ballot form.

In addition to dropping, the “Occasionally” and “Never” columns, we also recommend that the other

(Continued on page 68)
A Philadelphia Institution

Philadelphians call visitors' attention to the WCAU studios on Chestnut Street in much the same way they point to the Union League, Independence Hall, the Liberty Bell and William Penn's Statue on City Hall . . . "There's our leading Radio Station."

For over two decades WCAU has been Philadelphia's "habitually-tuned-in station." Think of the billions and billions of times Philadelphians have tuned in WCAU for their entertainment.

WCAU
CBS AFFILIATE • 50,000 WATTS

PHILADELPHIA'S LEADING RADIO INSTITUTION
two columns be changed. Head column No. 1, "4 or More Nights a
Week", and head column No. 2 "3 Nights a Week", then you'll have
a ballot form that looks like this:

<table>
<thead>
<tr>
<th>1 List Below, etc.</th>
<th>2 Check Below, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use as many, etc.</td>
<td>4 or More Nights a Week</td>
</tr>
</tbody>
</table>

Now, as to how to determine primary, secondary and tertiary coverage, we
recommend the following percentage method:

Applying to Any Station Listed by Respondents
The Station has Primary Coverage—If

- They listen to the station
  - 4 or More Nights a Week
  - 3 Nights a Week
  - 2 Nights a Week
  - 1 Night a Week

If it has Secondary Coverage—If

- 10% to 24% of respondents state they
  - listen to the station
  - 4 or More Nights a Week
  - 3 Nights a Week
  - 2 Nights a Week
  - 1 Night a Week

If it has Tertiary Coverage—If

- 5% to 9% of respondents state they
  - listen to the station
  - 4 or More Nights a Week
  - 3 Nights a Week
  - 2 Nights a Week
  - 1 Night a Week

In further explanation, let's con-
side Jefferson County (Louisville)
Kentucky. Let us assume that 200 replies are received from this
county; under our suggested
method, undoubtedly all four Loui-
sville stations (all of which are
basic network affiliates) will qual-
ify, under all of the four classifica-
tions, for primary coverage, for
both night and day; but it is un-
likely that either WLW or WSM,
for example, will qualify as hav-
ing even tertiary coverage in Je-
ferson County, Kentucky. However,
under BMB's present method (it
is only necessary for 50% of the
respondents to listen one night, or
day, WKL and, probably, WSM,
would show primary cover-
age in Jefferson County. This is,
of course, cockeyed, because all quali-
tative surveys show neither of
these two stations to have more
than an infinitesimal listening

coverage in Jefferson County, where 90% of
the population of Jefferson County is concentrated.

Now we'll pause a moment to
listen to the horrified outcries of
the research experts (among whom
we definitely are not included).

Most of the outcries will sound
roughly, like this:

"You can't do that! You can't
mix quantitative and qualitative
measures, in the same survey.
It's insane! It won't work! You're
nuts!"

Why Won't It Work?

Okay, we're nuts! It won't work!
But please tell us why it won't
work. Seems to us that this con-
templated first BMB survey offers an
ideal opportunity, to do at least a
small amount of quantitative "con-
trol", to make purely quantitative
mass figures sharper, more accu-
rate, more to the point and more
meaningful. Especially, when the
adoption of our suggested changes,
in the Ballot Form, will result in
very little complication of the
whole survey method.

Are we right or wrong? Mr. Re-
search Expert, what's the answer?
Mr. Station Executive, do you think?

Canadian Production

PRODUCTION of radar and opti-
cal equipment valued at $200,000,
000 at the Canadian government's
war-born Research Enterprises
Ltd., Toronto, has been revealed
at Ottawa. The plant was started
from scratch in October 1940 to
build optical glass and instru-
ments as range finders, then went
into secret radio production, mak-
ing primarily radar equipment
and complete sets. The first radar
equipment from Research Enter-
prises went to the United States
Navy two months before Pearl
Harbor. Today the company pro-
duces some 30 major types of
radar for all types of applications,
from anti-aircraft detection finder
containing 60,000 components and
mounted on several large trucks,
to a small airborne unit for de-
tecting submarines and land tar-
gets. Canada has been interested
in radar since 1938 when a Na-
tional Research Council physicist
went to England from Ottawa.
How big is Big Time Showmanship?

BIG ENOUGH, we’d say, to emphasize the difference between a juke box and a broadcasting studio—and between transcribed libraries!

Compare the trios, quartets, organ soloists and usual small groups—so abundant in ordinary libraries—with ASSOCIATED’s elaborate, exclusively radio-grooved units like these:

RAY BLOCH ORCHESTRA AND CHORUS—33 musicians, 14-voice chorus, 3 top soloists • ROY SHIELD AND ORCHESTRA—34 musicians • ALFRED WALLENSTEIN AND CONCERT ORCHESTRA—33 musicians • ASSOCIATED GRAND OPERA COMPANY—32-voice chorus, 8 soloists, 60-piece orchestra under Cesare Sodero • D’ARTEGA AND ORCHESTRA—26 musicians • ANDRE KOSTELANETZ—40 musicians, mixed chorus of 14 voices • AL GOODMAN AND ORCHESTRA—33 musicians • ROMANTIC CYCLES—16-voice chorus, 9 principals, 18-piece orchestra • EDWIN FRANKO GOLDMAN BAND—50 musicians • FREDDIE RICH AND ORCHESTRA—20 musicians, mixed vocal group of 7.

We could keep going, for there are plenty more—with plenty of selections by each one! But the point is...

For big-time showmanship that fills time profitably—for most hours of the best radio music—it’s ASSOCIATED!

Write today for the ASSOCIATED LIBRARY booklet.

Associated Program Service

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

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N.Y.C.
Travers Election to Mutual Board
Gives Yankee Network Two Members

GREATER influence of Yankee Network in the affairs of Mutual is presaged with the election of Linus Travers, executive vice-president of Yankee, to the Mutual board at its meeting in Chicago last Wednesday. This gives Yankee its second MBS director, John Shepard 3d, chairman, having been on the board for a number of years.

While no formal announcement was forthcoming from the Chicago sessions, it was understood that plans of Edgar Kobak, president, for expansion and revision of MBS operations, with emphasis on programming, were thoroughly discussed and that the new president was complimented for the strides made and those immediately ahead. Substantial increase in MBS billings was particularly noteworthy, with further developments of importance indicated for fall presentation.

The meeting was the first held since last March, when Mr. Kobak was given an enlarged budget and a free hand in bolstering programming operations. At that time a committee was named to work with the president on plans toward reorganization which might bring Mutual into the "old line" network sphere, rather than as a straightforward cooperative venture. Benefits not only in operation but in revenue, it was thought, might accrue from such a transition. This committee is understood to comprise Mssrs. Kobak, Shepard, Chessier, Campbell, WGN Chicago; Benedict Gimbel, WIP Philadelphia; Theodore C. Strehl, WOR New York; Lewis Allen Weiss, Don Lee Broadcasting System, Hollywood; Ted Campeau, CKLW Windsor-Detroit, and H. K. Carpenter, WHK Cleveland.

Travers New Addition

Mr. Travers is an addition to the MBS board. He has been in radio since 1927, when he joined WEAN Providence, and a year later went to WNAC Boston, key of Yankee, later becoming production chief. In 1943 he was elected executive vice-president in charge of sales and production and the following year was elected executive vice-president.

In addition to those named, present at the Chicago meeting were Alfred J. McCooker, WOR New York, chairman of the board; E. M. Antrim, WGN Chicago; Willet H. Brown, Don Lee; James E. Welle, MBS treasurer; Robert D. Swasey, vice-president and general manager, MBS; Z. C. Barns, vice-president in charge of sales, MBS; Ade Hilt, Chicago vice-president; Andrew C. Hamilton, WGN attorney; Emanuel Dannett, MBS New York attorney, and W. Theodore Pierson, Washington counsel for Yankee Network.

Draft Changes
(Continued from page 20)

review such cases in the belief that "substantial numbers of these registrants may now be found qualified for military service either by reason of the need of the armed forces for younger men or because of a change in the registrants' physical condition."

No formal instructions were issued regarding the 25 through 29 group but Gen. Hershey told a news conference that revised regulations will soon be invoked which will further tighten deferment policies on all registrants under 30. It appeared likely that the same rigid requirements for deferment of men under 25 will be applied in the 26 through 29 group, in which case broadcasters may lose some engineers and other key men who have been deferred as "necessary" men.

A spot check of Washington stations revealed that few men will be called under the new draft policies. One station with 17 of its 58 men under 30 has 16 who are veterans or 4-F. Another with 10 out of 50 under 30 has 7 veterans or 4-F and one qualified for limited service. Another has only two out of 25 under 30, both of whom are 4-Fs. The remaining stations have only a few men under 30.

Until new procedures are put into effect governing men under 30, Form 42A Special (Revised) will remain in full force, Gen. Hershey advised.

Draft calls starting July 1 will be approximately 90,000 a month, Gen. Hershey declared. About 45% of this total will come from new 18-year-olds, about 33% from the 18 through 25 group and about 22% from the 26 through 29 group plus men over 30 not in useful activities.

Pardon us if we repeat—
But it's still true that

Only KROD
serves All the rich
of the Southwest

KROD
EL PASO, TEXAS

Barber-Indexing Company

May 28, 1945
Page 70

Broadcasting • Broadcast Advertising
"Here's how Courtney checks up on Courtney!"

"...via a PRESTO recorder"

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

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

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

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada
City College Conference Success

(Continued from page 15)

chase of a product by those exposed to the advertising.
Panel, made up of Herschel Deutsch, radio supervisor, Grey Adv. Agency; C. E. Hooper, president, C. E. Hooper Inc.; F. J. Knittle, manager, advertising and production research, Colgate-Palmolive-Peet Co.; William J. Mais, vice-president, Ruthrauff & Ryan, and A. C. Nielsen, president, A. C. Nielsen Co., engaged in a discussion of radio research techniques, agreeing only that no present technique provides the perfect answer to all the problems.

Avery Report

Report of Lewis H. Avery, NAB Director of Broadcast Advertising, and his assistant, Helen Cornelius, on the progress of the radio campaign of jack's of Tote-a-square story on page 15) slated the Wednesday morning session on "Radio Advertising Opportunities and Obstacles" toward retail radio advertising, with discussion devoted to that subject. Discussion panel included Llewellyn Harries, sales promotion manager, National Retail Tobacco Assn.; Joseph D. Bohan, vice-president, Centaur Co. division, Sterling Drug, and Bertram Lebhar Jr., director of sales, WHN New York. Oris Teed, chairman, New York Board of Higher Education, presided and Earl Bunting, president, O'Sullivan Rubber Co., served as moderator.

Dr. Hirschman, vice-president, Metropolitan Television Co., opened the final session of the conference with a blast at the broadcasting industry which he charged with "hitting below the belt" by filling the air with "low-grade, lowest-common-denominator programs on the purely emotional level" and a plea for television to start on a higher plane. "Nobody knows whether the public would prefer higher standards in radio programs," he declared, "because they have never been offered them."

The price of video receivers will control the volume of their sale, Lyndon O. Brown of Stewart, Brown & Associates said in a report on a survey conducted by his firm for Sylvania Electric Products. Reporting that interviews with 3,029 respondents showed 43 percent to want television in their postwar radios, he said that when prices were mentioned the replies indicated "that about 15,000,000 people are willing to pay $75 more over the cost of a standard radio set in order to have television as part of the war—that 6,000,000 would be willing to pay $125 more, that over 2,000,000, $200 more and nearly 1,000,000, $300 more."

Citing expectations of a Texas farm boy that television will bring him baseball games from New York, of a Kansas housewife that she can see New York fashion shows, of a man in New York who wants the trials of German war criminals televised and of many people who expect to see their favorite radio programs and the latest movies by television, Mr. Brown warned that when they actually see television they may be disappointed and less willing to buy sets than his figures would indicate.

As far as the advertiser is concerned, "there is nothing wrong with television that a few million receivers wouldn't cure," A. Craig Smith, vice-president, Gillette Safety Razor Co., declared. "What we want is more receivers, improved images, rates in line with other media and better programming," he said.

Mr. Smith expressed alarm at rising talent costs of radio and the hope that this would not occur in television. He cited his company's use of ball players to deliver commercials during the broadcasts of the world's series last year and reported that it was forced to pay the St. Louis union stand-by fees for such announcement, although the players had not been used the announcers hired to broadcast the games would have delivered the sales message at no extra cost. "This sort of thing can kill television," he declared.

Mowrey Speaks

For the fights telecasts Gillette and NBC pay the 20th Century Sporting Club $75,000 a year for television rights, which averages about $15 a receiver if all sets sold in the area are still working, he said. Time charges are $100 a broadcast, which he said must leave NBC taking a beating, as $900 employees are necessary to put them on.

Speaking for the television broadcasters, Paul Mowrey, director of television for American Broadcasting Co. said that television is here but program-wise it still has a long way to go. Reporting on his experiences with adapting network programs, which are known to be good aural entertainment, to television, he said that as far as costs go, apart from operating and music costs, the cost of the version of Ladies Be Seated comes $40 less than the network radio program, as it takes longer to put on a visual stunt so two stunts and two prizes can be eliminated from the half-hour program when it is televised.

Operating costs will undoubtedly be greater for television than for sound broadcasting, he said, but to the advertiser who has found it profitable to utilize radio and display advertising under two separate budgets, television looms as a package. He will not get two media for the price of one, but he will get two for a good deal less than the cost of two. And when operation costs are trimmed by new technical economies television may easily become the bargain basement of the advertising mart.

Gerald O. Kaye, advertising manager, Bruno-New York, and Louis Tannenbaum, advertising manager, R. H. Macy & Co., participated with the speakers in the panel discussion, which was moderated by Dr. Wallace H. Wulfeck, vice-president, Federal Ad. Agency.

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Quaker Change

QUAKER OATS Co., Chicago, on June 18 begins 52 week sponsorship of the second quarter-hour of a Blue half-hour program, Ladies Be Seated, heard five times weekly 3:30-4 p.m. Products will be Aunt Jemima Pancake Flour and Mush- fets Cereal. Johnny Olsen is m.c. on the broadcast originating from New York. Quaker is dropping its five-minute newscast Mon. thru Fri. 10:25-10:30 a.m. on the Blue but continues Terry and The Pirates on the network Agency is Sherman K. Ellis Co., New York.

MBS Adds Pair

ON JUNE 15, Mutual adds two new stations to the network, making a total of 266 affiliates. WBZZ Ponca City, Okla., 250 w., 1230 kc., owned and operated by Adelaide L. Carroll, and KHMO Hannibal, Mo., 250 w., 1340 kc., operated by Wayne Cribb, will be the new outlets.
Again...

* Hooper day-time ratings prove the popularity of KWK personalities

RUSH HUGHES • RAY DADY • ED WILSON
SHADY VALLEY FOLKS • EASY LISTENING
THE SMOOTHIES • CARL HOHENGARTEN
COON CREEK BOYS

HOTEL CHASE
ST. LOUIS

*C. E. HOOPER DAY-TIME RATINGS 8:00 A.M. TO
7:00 P.M. DAILY, OCT. 1944 THRU FEB. 1945
Joske's All-Day Coverage
(Continued from page 15)

of Texas women, past, present and future. These programs will have appeal and personality for young married Texans, as well as programs for such boys and girls. Programs that will establish Joske's of Texas as a source of "news" about the hometown.

5. Programs that will help to sell Joske's of Texas as a "fashion store," as well as a "home furnishing store" and a store for all the people of Texas.

Out of these recommendations came the selection of 11 specific programs which Joske's now has on the air. The store's broadcasting day begins at 7:45-8 a.m. on KONQ with Beauty and the Beast, a Monday-through-Saturday program for women who want "beauty before breakfast" and promotes Joske's cosmetic products with occasional fashion tid-bits.

Six days a week at 9:00-11:15 a.m. KONO broadcasts a news program aimed at women who want news of the world and also of new merchandise at popular featuring economy merchandise with a new angle throughout the upstairs store. At 9:30-9:45 a.m., Monday through Friday, on WOAI, Joske's broadcasts "Texas Girls," telling Texas women—town women, ranch women, domestic, professional, social and business women—what is going on in Texas, in San Antonio and in Joske's "today." Locally institutional, the program features any important merchandise or promotion likely to appeal to progressive women.

To reach the thousands of young Army and civilian wives in and around San Antonio, which has five air training centers as well as Fort Sam Houston, Joske's broadcasts the transcribed serial, Betty and Bob, on KTSA, Monday through Friday, 9:45-10 a.m. Commercials feature popular-priced merchandise for infants, children, mothers, fathers and the home. The basement store's bargain-type merchandise is promoted with Promotions Only, a well-established popular music program whose name derives from members of the station's "1400 Club" who can request music to be played or sung on the program.

Fashion Store
To build its standing as a "fashion" store, Joske's broadcasts Ladies Fashions on KABC, Monday through Friday, 1:45-2 p.m. Lunchroom music plus talk about the town's socialites, the kind of clothes they wear and the kind of homes they live in, permit sample promotion of Joske's fashion, accessory, decorating, gift, glass, china and linen shops. On Wednesday the program is broadcast from the exclusive "Bright Shawl" fashion shop at the store.

At 6-6:15 p.m. Monday through Friday, Joske's sponsors the newscasts of Fulton Lewis jr. on KMAC, featuring men's and boys' clothing and the military shops, plus other merchandise of interest to men. Special merchandise items from all parts of the country and abroad are featured on a dinner music program, Aloha from the Islands (transcribed), six days a week on KONO at 6:30-8:45 p.m. The day ends with a five-minute newscast on WOAI, 11-11:35 p.m., featuring merchandise the San Antonians will want to buy the following day and that the program's large audience in Mexico will remember until their next visit to the city.

Sunday at 10-10:15 p.m. WOAI's newscasts are sponsored by Joske's to give the same news of merchandise for the coming week, featuring items that would normally be discussed by the family before purchase. On Saturday mornings, KONO 11-10:30 a.m., Teen Top Tunes provides popular music and news of teen-age shops and services, plus the books, games, records, etc., boys and girls of that age like. A boy and girl act on the show and when the store completes its Teena Texas Club Room, this program will be featured at Saturday morning meetings of the Club.

Many Spots
In addition to these programs Joske's also has 102 spot announcements weekly on the air. Mr. Avery said. He praised the cooperation of the store's officials in the project, stating that a radio director and two copy writers are spending full time on the broadcasts. Joske's advertising agency, Piluk Adv. Co., has also been most cooperative and has contributed a number of constructive suggestions to the campaign, he said, while the five San Antonio stations also have cooperated fully with the NAB, the store and each other toward the success of this "radio clinical test." No attempt has been made as yet to determine the sales effectiveness of the campaign, Mr. Avery stated, as the programs have been on only a little more than 13 weeks and this time has been devoted to making sure the programs are reaching the desired audiences. The campaign, although possibly not all of the original programs, will continue for a full six months, and during the remaining time there will be many tests of its results in direct selling for the store. Joske's has set up a special radio

budget over and above their other advertising, Mr. Avery said, with radio's share amounting to well over 20% of the total publicity appropriation of the store. Miss Cornell concluded the presentation by reading a "Measuring Stick for Retail, Radio Advertising Programs":

1. Does the station regularly reach the audience desired?
2. Are the preceding and following programs "good company"?
3. Is the type of program right to appeal to the audience reached?
4. Does the commercial continuity or service right for the program?
5. Does the commercial continuity in character with the program?
6. Are the opening and closing commercials up to the standard of the store?
7. Does the copy make the point of program right to reach the audience desired?
8. Are the opening and closing commercials up to the standard of the store?
9. Does the open commercial establish the name and character of the sponsor?
10. Does the copy make the point of program right to reach the audience?
11. Does the commercial continuity or service right for the program?
12. Is the copy right for the merchant?
13. Are the program services supported by adequate promotion?
14. Is the program supported by adequate promotion?

Wildroot Expands
WILROOT CO., Buffalo, has started sponsorship of Something to Talk About for 62 weeks on the Full Don Lee Network, Mon., Wed. and Fri. (10:15-10:30 a.m.) Wildroot shampoo. Wildroot is promoting the product via radio in scattered areas and Wildroot Creme Oil formula in an extensive national spot schedule through BBDO, New York.
Kate Smith Heads Hooper Day List
For Second Time Has Highest Sponsor Identification

For THE first time since November Kate Smith Speaks heads the list of top ten programs and for the second consecutive time shows the highest sponsor identification index, 76.2, according to the May daytime report issued by C. E. Hooper Inc., New York. Right behind Happiness ranks second followed respectively by When A Girl Marries, Pepper Young's Family, Young Widder Brown, Breakfast in Hollywood, Portia Faces Life, Woman in White, Life Can Be Beautiful, Ma Perkins.

Average daytime sets-in-use figure is 17.9, highest figure for the month since 1940, while average day time available audience is 70.2, up 0.8 increase over last report and 1.4 more than last May.

Backstage Wife and Grand Central Station tie for the most wom en listeners per listening set with 1.33. Tom Mix had the most men listeners with 0.48 and Terry and the Pirates the most children listeners with 1.4.

Five top ranking programs in terms of listeners per listening set are Superman, Hop Harrigan, Tom Mix, Captain Midnight, Terry and the Pirates.

McCarty Leads
CHARLEY McCARTHY takes the lead as Canada's favorite evening time program, with a rating of 21.6, according to the May evening national rating report of Elliott-Hayes Ltd., Toronto. In second place is Radio Canada with a rating of 13.1, followed by Fiddler McGee & Molly with a rating of 10.7, Bing Crosby Music Hall, Album of Familiar Music, Bob Hope, Aladar Family, Adventures of Thin Man, Reader's Digest, Treasure Trail (Canadian origination), Fighting Navy (Canadian origination), Big Town, and Green Hornet (British origination).

The five leading French language evening time programs for May are La Course au Troux, with a rating of 21.0, La Raillatement du Rivre with a rating of 31.5, Cite de l'Ame, Nasaire et Barbe and Metropole.

Video Price Drop Seen
JOSEPH GERL, president of the Sonora Radio & Television Corp., New York, predicted an almost immediate postwar drop in price of table model television receivers to as low as $100. Speaking at a dinner meeting of 900 New York radio dealers in the Hotel Pennsylvania May 23, Mr. Gerl said table model sets can be sold for even lower than the $100 level within two or three years after war's end.

Award Rates 20.6
PRESIDENT HARRY S. TRUMAN, in a four-network address, broadcast May 21 as he conferred the Congressional Medal of Honor on T/Sgt. J. W. Lindsey attained a rating of 20.6, representing 10,278,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc. The President's Hooper ratings for radio speeches since he took office are as follows: April 16, first broadcast as President, 32; April 25, United Nations Conference, 41.2; May 8, V-E Day Proclamation, 64.1, a record high daytime radio audience.

NIP AND TUCK
Toss-Up Between NBC, CBS
- On V-E Day Listening

WHICH NETWORK had the largest listening audience on V-E Day became a moot question last week.

On Wednesday CBS announced "overwhelming margins of listener preference over all other networks", listing listener measurements made by C. E. Hooper Inc. May 7 and May 8—"dates of the premature surrender news and V-E Day"—in New York, Philadelphia, Chicago and San Francisco. On May 7 these "margins of CBS leadership" show a range of from 22% to 125% over the other three networks and on May 8 a range of from 8% to 211% over competing networks!

On Thursday NBC revealed that a similar survey made May 8 (V-E Day) by the Hooper organization in all 32 cities used for the national Hooper ratings on programs showed NBC leading all other networks in 13 of the 20 daytime half-hour periods and in 7 of the 9 evening half-hour periods. The combined Hooper listening NBC ratings averaged 21.9% ahead of the nearest competitor, NBC stated.

On Friday it was learned that the regular Hooper 32-city evening rating survey conducted for May, made May 7, showing the following average overall network ratings for the hours from 6 p.m. to 10:30 p.m.:

CBS 15.6, NBC 10.4, Mutual 6.6, Blue 4.9. Hooper's regular survey did not cover Mutual 8.6, but the Cooperative Analysis of Broadcasting conducted its regular interviews with listeners the evening of V-E Day, with resulting average overall network rating: CBS 7.6, NBC 12.3, Mutual 4.4, Blue 3.2.

These figures indicate that listening on both May 7 and May 8 tended to follow the normal Monday and Tuesday evening patterns despite the cancellation of many of the regular network shows for special broadcasts.

Other Fellow's Viewpoint

Newspaper Week
EDITOR, BROADCASTING:
Just to keep the records straight, we want to call your attention to the fact that National Newspaper Week was not launched as a Kiwanis venture, as stated in your May 21 editorial, "Home Town Recognition". National Newspaper Week was originated by William N. Hardy, manager of the Pennsylvania Newspaper Publishers Assn., in 1932 and was launched on a national basis in 1940, after several states had taken on the Pennsylvania plan. Mr. Hardy was national chairman of the National Newspaper Week Committee of Newspaper Assn. Managers Inc. in 1940 and 1941, and it was during his chairmanship that local Kiwanis Clubs first gave recognition to Newspaper Week.

THEODORE A. SERRILL, Associate Manager, Penna. Newspaper Publishers Assn., Harrisburg.

WOKO GETS STAY, ASKS COURT ACTION

WOKO Albany, N. Y., ordered deleted by the FCC at 3 a.m. May 31, was given a reprieve last week to Aug. 31, after Dempsey & Koplovits, counsel for the station, filed notice of appeal in the U. S. District Court of Appeals, Washington, D.C., from the Commission's decision to terminate the license.

In an order made public Wednesday, the Commission said extensions beyond Aug. 31 will be granted "from time to time" upon application showing that WOKO is "prosecuting its appeal with due diligence".

In the notice of appeal Dempsey & Koplovits cited 16 reasons why the FCC should be reversed and the case remanded. The Commission found that Sam Pickard, one-time Federal Radio Commissioner and former CBS vice-president, owned a 24% interest in WOKO Inc., licensee corporation, without disclosing his holdings to the FCC or FCC.

Counsel for WOKO contended in its appeal the Commission's decision is "an unlawful attempt to impose sanctions, and constitutes an abuse of the Commission's licensing power" and that the Commission's conclusion that public interest, convenience or necessity would not be served by renewal "is contrary to law and in law is arbitrary and capricious".

In conjunction with the WOKO special authorization extension, the FCC also extended on a temporary basis to July 1, license for WXXW, facsimile station, and WMWA, relay station, both operated by WOKO Inc.

WKBW Sells San Diego
SANTA FE, N. M.: Springboard to Tokyo!!!

That's metropolitan San Diego ... where a great exclusive audience of 373,500 civilians reside in an area within 15 miles of our antenna. And they must be covered from within to be covered right! KFMB is doing the real job in San Diego ... we can do it for you!

WKBW
THE BASIC BLUE NETWORK [PACIFIC COAST]
SAN DIEGO, CALIF.

Represented by the BRANHAM CO.

It brings results!
Just as a new hat does wonders for a woman's morale, a radio message over WLAB brings the right sort of results for you. WLAB serves New England's 3rd Largest Concentrated Radio Audience.

WLAW
LAWRENCE, MASS.
Serving Industrial New England 5000 WATTS 680 Kc.

WLAW MOVES TO BLUE NETWORK (American Broadcasting Co.) Effective June 15, 1945

NATIONAL REPRESENTATIVES: WEED & CO.

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FM as Major Radio Service

(Continued from page 17)

and tropospheric transmission." In its report the FCC said that before a decision can be reached as to FM's proper place in the spectrum, "careful consideration and proper evaluation" must be given to "all factors involved." These include: (1) Sporadic E, (2) P2 layer, (3) tropospheric effects, (4) ground wave coverage, (5) shadows, (6) multipath transmission, (7) bursts, and (8) economic and equipment considerations.

Subcommittee Members

On the subcommittee which will evaluate the propagation studies, besides Dr. Wheeler, are: Maj. E. H. Armstrong, FM inventor; Philip Lesser, WTMJ Milwaukee; Paul A. DeMars, consulting engineer; A. Earle Cullum Jr., Radio Research Labs, Harvard U.; Dr. H. H. Beverage, RCA; D. B. Smith, Philco; Dr. Newburn Smith, National Bureau of Standards; George C. Davis, consulting engineer, and these FCC engineers: Edward Allen, Technical Information Division; George E. Sterling, chief, Radio Intelligence Division; George S. Turner, chief, Field Division; Virgil Simpson, assistant chief, engineer; Curtis Flummer, assistant chief, Nonstandard Broadcast Applications Section.

While the FCC ponderors allocation of FM, committees named last Wednesday at a meeting of the preparatory Telecommunications Conference at the State Dept., are working on proposals to be submitted at the Third Inter-American Telecommunications Conference in Rio de Janeiro beginning Sept. 3.

Meanwhile the United Nations Standards Coordinating Committee, with offices in New York and London, announced last week that an agreement had been set up between the Commission on Standards Assn., British Standards Institution and Australian Standards Assn., looking toward ultimate establishment of standards in connection with international radio interference.

Addition of 540

(Continued from page 17)

ous problems of interference with auto alarms on the international distress frequency, 500 kc.

So far as the 540 kc channel is concerned, "use of this frequency would likewise involve problems of interference to the international distress frequency," said the FCC report. "However, with respect to 540 kc, it is believed that these interference problems can be solved by assigning 540 kc for use at appropriate geographical locations and by limiting the intensity of the signals in coastal areas." This led to the speculation that the Commission may be thinking in terms of making it a local channel.

KMBK Kansas City has on file with the FCC an application to operate as a 50-watt low channel station on 540 kc, if and when that channel is made available to commercial broadcasting.

Other factors considered by the FCC in ignoring 520 and 530 channels for standard broadcast included the fact that few standard sets now in existence can be tuned to those frequencies, whereas approximately 54% of the present sets are capable of tuning to the 540 channel. It was not, thought likely, however, that the 540 channel would be available for standard broadcasting for some time after the Japanese war ends.

Relay broadcasting, studio-transmitter links and satellite control—all subjects of lengthy testimony during the hearings, were given four bands. definite allocations were not determined, but in the light of testimony indicating a continued need for relay pickup frequencies, "it is proposed to make provision for the service, on a shared basis," said the FCC, in these bands: 1005-1800, 2100-2250, 2200-2400, 2700-2900 kc.

An inquiring that the Government plans to continue programming international shortwave stations, probably under the aegis of the State Dept., even after the war, will contain in its report and recommendations of the Interdepartment Radio Advisory Committee.

A total of 120 channels are programmed for direct international broadcasting, although IRAC has consistently favored use of point-to-point relay for such broadcasts to conserve frequencies and to provide better signals. The FCC referred to testimony of Elmer Davis, director, Office of War Information, and Assistant Secretary of State, Mr. Rockfeller’s (then Coordinator of Inter-American Affairs) during hearings last fall. Both men favored continuation of international broadcasting.

Peace Needs

"In time of peace," said the Commission report, "the need for such direct contact with listeners everywhere will be sufficient, but different. The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means whereby it may be made known and understood everywhere. The furthering of international understanding and amity hereafter will require international broadcasting as urgently as it has been required during wartime."

The Commission proposes to allocate these bands for international broadcasting: 6000-6200 kc, 9500-9700 kc, 11,700-11,900 kc, 15,100-15,300 kc, 17,700-17,900 kc, 21,500-21,700 kc. A band, 25,500-26,000 kc, herefore allocated to international broadcasting, was not proposed for reallocation because it "appears to be useful only during the maximum of the 11-year sunspot cycle."

Simultaneous transmission of facsimile with international broadcast by multiple modulation will not be permitted—least for the immediate future.

In addition to the emergency assignments, amateurs would be given the following bands under the proposed allocations: 3560-4000 kc, 7000-7300 kc, 14,000-14,400 kc, 21,000-21,500 kc.

BBC in Pacific

TWO BBC reporters, Douglas Willis, assigned to Gen. MacArthur's headquarters, and Stanley Maxted, to be stationed at Adm. Nimitz's headquarters, are en route to the Pacific. Mr. Maxted will do Of the Pacific, weekly quarter-hour on Mutual, to be recorded in New York by BBC and transmitted to England. Courtesy arrangement whereby BBC has used the Blue's San Francisco-New York lines during the UNCIO, is expected to continue for special BBC Pacific pickups for rebroadcast to England. John Salt, BBC North American director, and Stephen Fry, operations manager, have gone to London. George Barnes, BBC director of talks, is in New York to discuss a social science series about America in English.

WABD Votes for IATSE

NEGOTIATIONS between technical employees of WABD-DuMont New York and management of the television station will be opened shortly by the International Alliance of Theatrical Stage Employees, AFL, with which WABD's technicians last week voted to affiliate. Spokesman for the international union said that DuMont's local will be given a separate union charter which eventually will "take in everything in New York" in the technical video field. Television technicians at WCBS New York, operated by CBS, are affiliated with the IBEW (AFL). At NBC's WNBT New York, all technicians are in NABET except the stagehands who are with the IATSE.

Bands on NBC

DANCE BANDS will be heard on NBC's 11:30 p.m. broadcasts on Monday, Tuesday and Wednesday nights during the summer, in a revision of the network's week night schedule designed to bring a lighter form of entertainment to listeners. Thursday night's 11:30 spot eventually will have a dance band also. In changing its program, NBC cancel its "Authors Playhouse, Monday, June 4," and "Words at War, Tuesday, June 5."

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Another Universal first. Leagues ahead in modern design, this pre-war model, Velocity Microphone, wins acceptance as the latest in modern styling. The sensitive element ... consists of a thin 5 millimeter ribbon, powered with four rugged magnets for added field strength and dependability.

The Bi-Directional response of the “808” Velocity Microphone makes it especially suited for stage presentations, orchestras, recording and indoor public address systems. Absence of sound pickup at the sides of the “808” Microphone reduces “feed-back” problems of most installations. Its slender design provides a striking and novel appearance without covering the performing artists’ faces.

Universal “808” Velocity Microphones will soon be on the shelves of your local Radio Parts Jobber. Ask him to reserve one for you.
Applications for Facilities Allowed Under FCC Freeze

The FCC's freeze on new broadcast station construction does not preclude consideration of applications for the facilities of existing stations and applicants are not required to specify availability of personnel which, according to an FCC interpretation announced last Friday.

In a letter to Andrew G. Haley, Washington attorney who had written on behalf of an undisclosed prospective applicant for the facilities of WOKO Albany, which is now in litigation under deletion proceedings, the Commission succinctly said, "The application as incomplete because certain specified data, both engineering and economic, had not been supplied. These omissions, particularly concerning engineering, the Commission said, are of "material consequence" and therefore the application could not be accepted for filing at this time. The Society was formerly the licensee of WLW New York, which was sold to Arde Bulova for approximately $275,000, the facilities of which were used in establishing WNEW [Broadcasting, April 16].

Prospective applicant for WOKO facilities is newly formed Ft. Orange Broadcasting Co., made up of Albany citizens. Officers are Edward J. Riley, president (200 shares each of preferred and common); Edward Brainbridge, vice-president (155 shares each of preferred and common); Henry Albright, treasurer (50 shares each); Samuel E. Aronowitz, secretary and counsel (300 shares each); H. M. Sager (125 shares each); Floyd H. Graves (150 shares each), and Wiford C. Gillies (150 shares each).

Chappell to Join Edward Petry Co.

Dr. Matthew N. Chappell, prominent radio research specialist, will join Edward Petry & Co. on June 1 as a research consultant. He has severed his connection with C. E. Hooper Inc. with whom he was long associated, but is retaining his consulting position with Elliott-Playfair, a Canadian research organization.

Dr. Chappell's work with Petry will be two-fold, to assist stations represented by Petry with their individual research problems and to conduct research experiments on the effectiveness of radio, with emphasis on station scheduling and network planning. The work will be original research and will not duplicate any present service. Alfred Pols, formerly with Elmo Roper, will assist Dr. Chappell in the Petry research utilizing a technique he has developed for obtaining a random sample in personal interviews.

Texas State Seeks Control of Outlets

Transfers of control of KFJZ Fort Worth, KNOW Austin, WACO Waco and KABC San Antonio, to Texas State Network to assure a more efficient management of the stations plus more economical operation and stronger financial position, are requested in applications filed with the FCC last week. Some individuals maintain genuine interest in stations through network and personal holdings.

Majority interest (99%) in KFJZ is purchased from Ruth G. Roosevelt for $101,626. Half interest in WACO and KNOW, held by S. W. Richardson and Charles F. Roesser, is acquired for $34,000, and 69.9% interest in KABC for $26,784.26 from C. F. Roesser, S. W. Richardson, Mrs. Eidson and Elliott Roosevelt.

Texas State is composed of: Gene L. Cagle, president, 500 shares 10%; R. K. Hanger, vice-president; Frances Griffith, secretary; D. C. Hornburg, treasurer; S. W. Richardson, 18%; Mrs. Eidson 16%; and Continental National Bank of Fort Worth, trustees for Ruth Chandler, Elliott Roosevelt Jr. and David Boynton Roosevelt, 16%; C. F. Roesser 13%; Elliott Roosevelt 9%; and R. H. Thompson 5% as trustee for Emily and Ellen Roesser, who each hold 3½%; Gerald T. Stanley 3%; A. R. Dillard and Emmett McMahon 1%. Roosevelt按规定 is to be divided between Mr. Cagle and Mr. Hanger. Charles E. Marshall and E. S. Pentress each will hold 250 shares (25%) of WACO and KNOW and Mr. Cagle and R. E. Willson will hold 1 share and 300 shares respectively in KABC.

KWSO Lawton, Okla., has filed for assignment of license by Byron Ross, who wishes to enter another business, and R. H. Drewry to a new partnership of local businessmen for $5,000.

For emergencies also was filed for voluntary assignment of licenses of WBT Charlotte and WAYS WEHI from CBS to Southeastern Broadcasting Co. [Broadcasting, May 7].
THESE
AND 27 MORE

MAJOR WILLIAM C. ELLIS, Signal Corps, United States Army, former Control Engineer. Now with Psychological Warfare Branch at Rome Headquarters. Credited with capture of 19 Germans in combat.


CAPTAIN D. L. GIBBS, AGD, United States Army, former Continuity Editor. Now Judge-Advocate, Fort Monmouth, N. J.


MAJOR JIM HILL SPECK, U. S. Army Air Forces, former Control Engineer. Now Communications Officer, 15th AAF Liberator Bomber Group in Italy. Recipient of the Bronze Star for meritorious service in establishing electrical power facilities for his group in Italy.


MAJOR JAMIE L. WICKER, U. S. Army Air Forces, former Control Engineer. Now with Army Airways Communications Service in China. Two years in the South Pacific Area.

WE SALUTE our staff members of WFAA, and associated station KGKO, now serving in our armed forces. We're proud of this honor roll of those who have joined arms with the fighting strength of our Allies in unflagging effort to shorten the war and speed the peace.

We at home have an equal responsibility! We must continue to back them to the limit in every phase of the war effort on the home front. And when they return it shall be our responsibility and honor to make sure they find the kind of post-war scene they want—and expect—to find.

WFAA Dallas

Martin Campbell, General Manager
Ralph Nimmons and Ray Collins, Asst. Mgrs.

NBC and TEXAS QUALITY NETWORK AFFILIATES

Owned and Operated by The Dallas Morning News
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions. Traditions, However, Don't Get Much Business. CHNS DOES—Try It.

**Relax in Cool Comfort**

**Hotel Mayfair**

Saint Louis

AIR - CONDITIONED

**GOOD TIP FROM A NEIGHBOR**

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts and figures on how American advertisers can profitably use our network.

**227 STATIONS WILL AIR WENZEL SPOTS**

H. WENZEL TENT & DUCK CO., St. Louis, (Eagle Brand drinking water bag) begins a spot campaign of 15 to 34 announcements to run on June, July and August, placed thru Simmonds and Simmonds, Inc., Chicago, on the following 227 stations:

**L & M Cancels Series; P & G Takes CBS Spot**

LIGGETT & MYERS Tobacco Co., (Chesterfield) on June 19 drons its 7:15-7:30 p.m. program, Music That Satisfies, Tues., Wed., Thurs. Liggett & Myers on CBS for more than 12 years, and its agency, Newell-Emmett Co., New York, both refused to give any reason for dropping the program. Company continues its NBC program, Chesterfield Supper Club, 7:15-7:45 p.m., Monday through Friday.

Procter & Gamble Co., beginning Aug. 21, will take over 7:15-7:30 p.m. period on CBS Tuesday through Friday for a new program, still to be selected, for Oxydol, granulated soap. With Jack Korkwood on for Ivory soap Mon.-Fri. through Friday 7:15-7:15 p.m., P&G this fall will have the entire half-hour block 7:30 p.m. except for Monday 7:15-7:30 p.m., occupied by Armstrong & Co., with Hedda Hopper. However P&G is understood to be buying this quarter-hour later in the fall. P&G has decided to take a hiatus for the Jack Korkwood show July 2 through Aug. 1, returning Aug. 20, and a sustainer probably will be substituted. Ivory soap is handled by Compton Adv., New York, and Oxydol by Dancey-Fitzgerald-Sample, Chicago.

**Corwin Series**

SUMMER SERIES by Norman Corwin will start June 17 on CBS in the Sunday 7:30-7:45 p.m. period, to run 13 weeks while the General Foods Kate Smith series takes a summer lay-off. Replacement for the second half of the Kate Smith program is not set yet.

**LaGuardia on Blue**

MAYOR F. H. LaGuardia of New York City, who has built up a sizable radio following for his Sunday 1 p.m. broadcasts on WNYC, New York's municipal station, this week starts a monthly evening half-hour Thursday 7:30 p.m. on W2J, New York outlet of the Blue. Titled New York This Month, commencing June 1, will cover a wide range of subjects concerning the daily life of the American people, according to W2J. Mayor's WNYC broadcasts continue. Present arrangement between the mayor and W2J will continue through Dec. 31, 1945, when he leaves office. Coast-to-coast sponsorship is considered, if he is available.

**Danica Labs Campaign**

MARIA DANICA. Labs. Corp., New York, will use radio, newspapers, magazines and trade papers in a national campaign slated to start in about six weeks for Featherfleck make-up products, Wild Cat Perfumes, and several new bath and shaving products to be introduced next month. Firm is in the process of selecting an advertising agency, and has appointed as advertising director, Gertrude V. Conlon, formerly in advertising and publicity at Prudential Insurance Co., radio advertisers, and who has handled radio commentators.

**1892 Wm. McKinley Brandon 1945**

WILLIAM M. BRANDON, 52, vice-president and secretary of the Central Broadcasting Co., operating WHO Des Moines, and secretary of Tri-City Broadcasting Co., licensee of WOC Davenport, died May 18 in Davenport of a heart ailment. He had been in ill health for several years and recently had suffered several heart attacks.

Mr. Brandon was born in Hampton, Ia., Nov. 23, 1892, and had been with Central Broadcasting since 1931. He also had served as controller of the Palmer School of Chiropractic, Davenport, of which B. J. Palmer is founder. Mr. Brandon was a graduate of Cornell College, Mount Vernon, and of Columbia U. He was a lieutenant in World War I.

A banker by profession, Mr. Brandon was with the National Bank of Commerce, New York, and was assistant treasurer of the former Iowa National Bank, Des Moines, from 1923 to 1928. He also had been with the First National Bank of Davenport. He was a past director of the Rotary International.

Surviving are his wife, a daughter, Betty, 16, and a son, Edward, 13.
1400 ON YOUR DIAL

WJLB
DETOUR'S HOME STATION

Scoop!

HARRY HEILMANN
Broadcasts the
DETROIT TIGERS
AMERICAN LEAGUE
BASEBALL GAMES

Exclusively in Detroit
over WJLB

Another Scoop
NOW AVAILABLE
"MILADY'S MATINEE"
One full hour of symphonic music
between 12:00 noon and 1:00 P.M.
exclusively on WJLB by popular
demand. Rates on request.

WJLB
Owned and Operated by
Booth Radio Stations, Inc.
3100 Eaton Tower, Detroit 26, Mich.

TIGER ILLUSTRATION COURTESY OF THE DETROIT FREE PRESS

BROADCASTING • Broadcast Advertising

May 28, 1945 • Page 81
In Southern New England People are in the Habit of Listening to WTIC

AP

KRLD, Dallas, Texas

"...You have perfected AP to an all-time high in radio news services."

Clyde Reebert
Managing Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

5000 WATTS 1330 KC

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD - 117 West 46th Street, New York, N. Y.

Page 82 • May 28, 1945

In answer to queries as to reason for referring consistently in news releases to the "title of the program, rather than to the program itself," as done in "The Blue" column, Blue has explained that the program is broadcast by network, unlike certain other sponsored programs. Identification is used consistently in recognition of the value of titles and trademarks, according to Blue.
Thanks, BROADCASTING
(and also SID HIX)

Your recognition of our client's direct mail advertising campaign is greatly appreciated by our entire staff.

CARTER ADVERTISING AGENCY, INC.
KANSAS CITY

Creators of WIBW's Direct Mail Advertising
Situated Wanted (Cont'd)

Available now. Two young men, energetic and experienced. Both draft exempt. Operator technician, first class engineering, second telephone, extensive maintenance and administration experience. Announcer idea man. Extensive newscasting and promotion experience. WANTED KEY MAN FOR Alegtown, Conn. College, two years commercial and sports. College trained, possesses third class, capable, interested and talented shows. Box 891, BROADCASTING.

WANTED: Trained man desires position as writer. Exceptional talent both children’s and adult copy. Fluent writing, extensive background, good executive ability. Box 500, BROADCASTING.

Broadcast engineer experienced in operation, engineering and maintenance to direct and handle five radio stations. Desires permanent position as chief engineer for large station in major city. Salary $5000.00. Box 697, BROADCASTING.

Broadcast engineer wanted to manage small station. Desires permanent position as program director, with complete supervision of all engineering and administrative work. College education, four years in radio handling wide variety newswriting, network writing appearing in nationally known magazines and ideas for selling station. As announcer at present am handling a full commercial schedule in one of the nation’s largest cities. Specialized in radio sales. Must have college education and experience in radio sales. Salary $4500.00. Box 899, BROADCASTING.


WANTED: College graduate, trained in business administration. desires employment in major network affiliate. Send complete qualifications, references and other complete details first letter. Address: Box 500, BROADCASTING.

WANTED—Chief engineer, veteran, twelve years radio, four years at network level. Has handled all phases of electronics work. Has complete plans for FM station with idea of becoming first major station. Very good knowledge of electronic construction, graphical code, radio law, and control. Excellent record of leadership and ability. Very good in letter. Our executive staff is familiar with this advertisement. All applications must include a letter of introduction and complete confidence. Box 700, BROADCASTING.

Situated Wanted (Cont’d)

Engineer, veteran, twelve years radio, four years combination engineering and management, two years experience handling first rate broadcast, extensive promotion, organization, training, in charge of three college, six months BCA Institute. College background. Offer good professional future and opportunity for advancement.

Wanted: Engineer—two years 5 kw network, college graduate, 1C. Dependable, energetic. Write WABX, BROADCASTING.

WANTED: Announcer—by 5000 watt CBB Midwestern station. Must have previous experience of doing news-casts and production. Box 670, BROADCASTING.

WANTED:竞价 emitter—radio station experience. By southern local station with letter of introduction and references. Salary and commission. Give references and complete qualifications. Box 21, BROADCASTING.

WANTED: GE engineer for $5000.00. Must have radio experience of three years. Must be experienced in radio sales and promotion. Salary and commission. Box 689, BROADCASTING.

WANTED: GE engineer for $5000.00. Must have radio experience of three years. Must be experienced in radio sales and promotion. Salary and commission. Box 689, BROADCASTING.

WANTED—First class ticket. Southern station, good steady position for right man. Give qualifications and salary required. Box 667, BROADCASTING.

WANTED: Salesman—radio station experience, by southern local station with letter of introduction and references. Salary and commission. Give references and complete qualifications. Box 21, BROADCASTING.

WANTED: 250 watt NBC affiliate seeks program director—announcer who has his feet on the ground. Who is capable of going places with a growing organization. The man we seek is a key man who can handle important functions both night and day. Must be capable of handling office hours and who is thoroughly familiar with controls, turntables, and a host of phases of broadcasting. Give background and experience, please. Box 698, BROADCASTING. WANTED: A key man in responsible position with a progressive eastern station. Must have experience, dependable, and interested in present activities. Apply in person and experience in first letter. Box 690, BROADCASTING.

ANNOUNCER—NBC affiliate, has opening for top local announcer capable of handling sports, special events, as well as news. Must be capable of going places with a growing organization. Must be stabled with good record of progress but ambitious to improve present status. Salary plus commission. Box 239, BROADCASTING.

WANTED—Transmitter operator. Immediate vacancy for first or second class license with experience in Twin Falls, Idaho. Apartment available. Apply in person and experience in first letter. Box 864, BROADCASTING.

ANNOUNCER—silver anniversary coming up in May. Local and network. Must be capable of going places with a growing organization. Must be stabled with good record of progress but ambitious to improve present status. Salary plus commission. Box 239, BROADCASTING.

Webster—transmitter technician and announcer. First, second, or third class license preferred. Salary $1500.00. WANTED: Operator—New Mexico for position with large western station. Call or wire…

NEW BLUE PROGRAM IS BEGUN BY ASF

ARMY Service Forces Radio Branch, Bureau of Public Relations, begins a new program on the Blue network June 11, 10-10:30 p.m., Mondays. This brings to five the total of ASF shows now on the air, including Service to the Front, sponsored by the Wm. Wrigley Jr. Co. on CBS.

The new program, tentatively titled Music at Ease, is scheduled to start on about 60 Blue stations, under direction of Maj. Andre Baruch, new head of the ASF Radio Branch [Broadcasting, May 14]. Writers are S/Sgts. Jerry Lewis and Ben Brady, both radio writers before enlistment. Format includes music of a 45-piece ASF orchestra under direction of Warrant Officer Edward Sadowsky, and direct quotes from statements made by Japanese leaders, pointing out the "long road ahead" and the facts to be faced in the Pacific war.

Other ASF Shows

Other ASF shows almost cover the board of daily programming. They include: the newest, Music at Ease on Monday; Service to the Front, sponsored by Wrigley on 135 CBS stations, 10-10:30 p.m., Tuesday; Your Army Service Forces on 87 Mutual stations, 12:30-1 p.m., Wednesday; Weapons for Victory on approximately 60 CBS stations, 5-5:30 p.m., Thursday; Assignment Home on 137 CBS stations, 4:30-5 p.m., Saturday.

FCC Consents to Four Voluntary Assignments

CONSENT was granted by the FCC last week to four voluntary assignments of license involving stations WNBI New Bedford and WOBC West Yarmouth, Mass.; WJPR Greenville, Miss., and KGKB Tyler, Tex.

E. Anthony & Sons Inc., newspaper publisher, is granted assignment of licenses of WNBI and WOBC to Bristol Broadcasting Co., Inc., a wholly owned subsidiary.

Ownership of WJPR Greenville, Miss., with formal sale approval, shifts from John R. Pepper, now serving overseas with the Navy, to a new partnership composed of Emmet Holmes McMurry Jr., WJPR general manager, and Frank Wilson Baldwin, sales manager, each a third interest; and to Thomas Henry Golding Jr., planter, and Thomas Henry Golding Jr., farmer and contractor, each a sixth interest. Consideration was $76,000.

James G. Ulmer becomes licensee of KGKB Tyler, Tex., as individual with approval by Commission to his acquisition of remaining minority interest (36 shares) for $25 per share. The 3.8% interest is purchased from his wife and son.

FIRST SUMMER RADIO INSTITUTE classes are to be held at Queen’s U., Kingston, Ont., home of CPRC, July 3-Aug. 16. Institute will offer a non-credit elementary course in radio, with workshop practice in script writing, radio speech, microphone technique and production.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants


Konusa City, Mo.

Washington, D. C.

Hollywood, Cal.

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

Freekl & Olsenber Products, Inc.

611 Banone St., New Orleans 13, La.

Raymond 4756

High Power Tube Specialists Exclusively

The Robert L. Kaufman Organization

Technical Maintenance, Construction, Supervision and Business Services for Broadcast Stations

Munsey Bldg., Washington 4, D. C.

District 2529

Custom-Built

Speech Input Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., S. D. C.

District 1440

(Sold to Gov’t only)

SOUND EFFECT RECORDS GENNETH-SPEEDY-O

Reduced Basic Library Containing Over 200 Individual Sound Effects

Write For Details

CHARLES MICHELSON

67 W. 44th St.

New York, N. Y.

FREQUENCY MEASURING SERVICE

Exact Measurements at any time

RCA COMMUNICATIONS, INC.

64 Broad Street

New York 4, N. Y.

BROADCASTING DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

MCNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., Dl. 1205

Washington, D. C.

HECTOR R. SKIFTER

H. R. SKIFTER DONALD M. MILLER

CONSULTING RADIO ENGINEERS

ENGINEERING SERVICES AVAILABLE AFTER VICTORY

COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineering Consultants

1469 Church St., N.W., Washington 5, D. C.

Washington, D. C.

Raymond M. Willette

PAUL A. DE MARS

CONSULTING RADIO ENGINEER

ASSOCIATE

1469 Church St., N.W., Washington 5, D. C.

DC. 5234

J. D. Woodward & Associates

Manufacturers of Radio Transmitters and Industrial Electronic Equipment

Baltimore, Maryland

Water & Frederick Sts. - Saratoga 8535

RING & CLARK

CONSULTING RADIO ENGINEERS

WASHINGTON, D. C.

Munsey Bldg. * Republic 2347

RAYMOND M. WILLOTTE

PAUL A. DE MARS

CONSULTING RADIO ENGINEER

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1469 Church St., N.W., Washington 5, D. C.

Decatur 1224

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TOWN MEETING AUDIENCE DOUBLED FOR DIGEST

SINCE Reader's Digest started sponsorship of Town Meeting on Blue last Sept., audience has doubled, according to annual report on Town Hall Inc. George V. Danny Jr., president, told BROADCASTING average Hoover for year preceding sponsorship was 2.5; for Sept. to May of this year, 5, with a high of 7.8 for Frisco broadcast April 26. Audience jump under sponsorship led him to assert: (1) ability to do better programming job with more research, production facilities; (2) sponsor signing for some 170 stations, insuring larger, stable network [sustainer carried by about 120]; (3) support via advertising space in newspapers, promotion in Digest, by news dealers. Program sponsorship was indirectly a contributing factor to fact that Town Hall organization operated without deficit for first time since start of war, he said.

PATENT PROBE HEARING

HEARINGS will probably be started shortly after June 15 by the sub-committee of the Senate Interstate Commerce Committee to investigate radio patents. Sen. Briggs (D-Mo.), head of the group, said last week. The hearings await the return from a European inspection tour of communications equipment of Sen. Capehart-Wheeler. Observations gathered material, Sen. Briggs stated, in connection with the Capehart-Wheeler resolution authorizing a probe into foreign ownership and control of radio patents, particularly those of the Phillips company [BROADCASTING, Apr. 28]. Sen. Myers (D-Pa.) is the third member of the committee.

REPLY TO HUBBARD

EDITOR BROADCASTING:

Copy of telegram for your information regarding item page 78 last (May 21) issue: Stanley Hubbard, Station KSTP, Minneapolis, Minn.

Re BROADCASTING Magazine page 78. All data taken from entry blank compiled by Cornelius, BBD & O. Award to Minnesota Re Source Company to station but blank gives WCCO as station originating program with Gelb writer and McGee director. Sorry but error not ours.

I. KEITH TYLER, Director Institute for Education by Radio

NEW NBC TRANSMITTER

NBC has added another 50,000 w shortwave transmitter to the five already in operation at 1 at Bound Brook, N.J., Des Moines, Wash., Detroit and New York. Vice-president and chief engineer, said the new transmitter, WNRE, operates on two frequencies, 6190 kc. and 16,280 kc, beam programs to England, Germany, France and Central Europe part of the world to Latin America at other times. WNRE, he said, is a network owned-and-operated shortwave transmitter.

WIN QUAKER AWARDS

WGAC Augusta, Ga., KCMO Kansas City and WOWO Fort Wayne have received plaques from Quaker Oats Co., Chicago, for outstanding promotion of the jingle contest conducted on the company's Terry and the Pirates program on the Blue. WGAC, 250-watt, received award for stations of 1,000 w or less; KCMO, 5 kw, won in the 1 kw-10 kw category; WOWO, 10 kw, was tops in the 10 kw-50 kw class.

SUBCOMMITTEES NAMED TO STUDY SALES PROBLEMS

APPOINTMENT of three subcommittees to pursue separate studies into postwar radio sales problems was announced Friday by Arthur H. Thomas, general manager of the NAB Sales Managers Executive Committee [BROADCASTING, May 21]. The appointments were authorized by NAB Board of Directors at its Omaha meeting May 16-17. Named to subcommittee to explore the implications of disclosure of audience measurement information, an issue that has arisen because of release of Hoover audience ratings, were:

- Frank V. Webb, WGL, Fort Wayne, chairman; Howard Melgham, CBS New York; Henry I. Christal, partner, Edward Petry & Co., New York, and Sen. R. Bennett, KMBK Kansas City. The subcommittee is named to study the block sale of time for resale to individual advertisers includes: John M. Butler Jr., WSF Atlanta, chairman; J. W. Knodel, Free & Peters Denver; Maj. R. Holmes, and Kenneth Church, WCKY Cincinnati. The committee to study the establishment of an advertising agency recognition authority includes; Stanston P. Kestler, WMN Minneapolis; James V. McConnell, NBC New York; William Doerr Jr., WBBH Buffalo, and Harold Soderlund, KFAB Omaha.

People

MRS. PAUL A. PORTER, wife of the FCC chairman, will accept in his behalf honorary Doctor of Laws degree to be awarded Mr. Porter by Kentucky Wesleyan, Winchester, Ky., June 16. Chairman Porter is in Europe with a Senate subcommittee inspecting communications. (See photos and story, page 20.)

COL. CLINTON B. ALLOSPOT has been elected vice-president of International Telephone & Telegraph Corp., working on IT&T's worldwide rehabilitation program.

WEBSTER L. BENHAM Jr., promotion manager of KOMA Oklahoma City, was selected "outstanding young Oklahoman of the year" at the State Junior Chamber of Commerce convention last week.

MAJ. FRANK W. MAYBORN, president and chief owner of KTEM Temple, Texas, who has served on public relations staff of SHAEP for the past year, has returned to U.S. and is spending leave in Washington, D.C. Before overseas assignment Maj. Mayborn was executive officer of news division, Bureau of Public Relations, War Dept.

DR. PAUL F. LAZARUSFELD, director of radio research, Columbia U., elected chairman of the American Nobel Center's radio awards committee. Mrs. Emily Holt, national executive secretary, American Federation of Radio Artists, elected vice-chairman.

EVERETT HOLLES, WBBM Chicago news editor and analyst and formerly CBS assistant director of news broadcasts, is author of Unconditional Surrender, published Friday by Grolier Club Co., New York. It is a survey of European war through V-E Day.

MERT EMMERT, farm editor of WEA New York since January 1943, left the station last week to return to his home in Manhattan, Kansas. Ray Barrett of NBC announcing staff has taken over the 6-7 a.m. farm program.

Closed Circuit (Continued from page 4)

its 1941 consent decree because of NAB charges that ASCAP is wooling stations into blanket performance contracts through assessment of per-piece royalties on station breaks and other spots preceding or following programs using ASCAP music. Representatives of NAB, as well as of ASCAP, conferred with Holmes Baldridge, chief of Litigation Section of Anti-Trust Division, weeks ago. It's up to Wendell Benton, ASCAP's executive vice-president in charge of anti-trust. Many thousands in ASCAP revenue involved.

TREK BACK OF CBS vice-presidents in war service has begun. In addition to return of Col. Lawrence W. Lowman, formerly VP in charge of operations to assume television direction about July 1 (page 18), Comdr. Melford R. Runyon, who was vice-president in charge of stations, expects discharge from Navy duties in Washington anytime. He may head Columbia Recording Co. No plans yet for return of Col. William S. Paley, heading SHAEP Psychological Warfare Division on leave as CBS president, or Capt. Harry C. Butcher, Naval aide to Gen. Dwight L. Eisenhower and formerly CBS Washington vice-president.

LAWRENCE HAMMOND, now radio, film and television editor of Committee for Economic Development, leaves June 1 to take a top production job at Blue, supervising public service program now sponsored. Before CED he was radio and TV vice-president and manpower, commutation and previous writer and producer of We the People. He will be succeeded at CED by Lass Hafner, now CED producer, recently in WC Film Division and previously on special war correspondent assignment for War Dept.

ALL SORTS OF ingenious schemes for quick merchandising of radio receivers once the freezes are lifted are being bruited about. One manufacturer—a war baby—is understood to be planning production of a tubeless midget receiver to sell for a few dollars, with the tubes used on exchange for replacement supplies already authorized by WPB. With a receiver market variously estimated to range from 5,000,000 to 20,000,000 sets ahead, all manufacturers are poised for the green light on production.

WITHIN two weeks, perhaps sooner, the House Committee on Interstate & Foreign Commerce will report out a bill which will aim specifically at Petrillo practices against broadcasters. The measure, an amplification of the Senate-approved Vandenberg bill prohibiting AFM interference with noncommercial cultural programs, is viewed by broadcasters and will be subjected to close scrutiny, probably next week, at executive sessions of the Committee.

LARSON WPEN MANAGER

G. BENNETT LARSON, general manager and minority stockholder of WWDC Washington since 1942, last week, formally assumed general managership of WPEN Philadelphia, owned by the Philadelphia Bulletin. He continues at WWDC as stockholder and consultant. Ben Strouse, WWDC commercial manager, is now acting general manager, with Helen Mobberley assigned to national accounts. Perry Walders, former WIXN Washington salesman, shifts to WWDC June 4, and Ira Walsh, WWDC production manager, becomes program director. Sid Peters, WNAB Bridgeport, joins WWDC June 4 as assistant program director.

BROADCASTING • Broadcast Advertising
Much of the success for broadcasting’s seven-league strides of the early twenties rests in such pioneering radio stations as WGN of Chicago. Through its special events activities, WGN established for itself an early slogan of being the station which broadcasts FROM greater distances than other stations broadcast TO.

We have come to take for granted radio’s instantaneous coverage of all newsworthy happenings, large and small, in the furthest corners of the earth. Back in the early twenties though, WGN as an individual station made history by reaching out to all parts of the country for special events remote.

In the first month of its existence (May, 1924) WGN inaugurated an on-the-scene seven hour broadcast of the great 500 mile Indianapolis automobile race. The next year, along with tackling a pioneering broadcast of the Kentucky Derby, WGN took listeners at the cost of $1000 a day to Dayton, Tennessee for direct wire coverage of the Scopes Evolution trial (pictured above). During the heat of the World Court debate in the United States Senate in 1926, lines were rented to Washington to bring the voices of the principals into the homes of the Middlewest. In 1928, WGN was the only individual broadcaster to put both the Republican and Democratic conventions on the air—the Houston pickup being one of the longest in early broadcasting history.

Such aggressiveness down through the years, not only by WGN, but by all Chicago radio stations has gone a long way in establishing it as one of this country’s great broadcasting centers, giving to Chicago added fame and prestige. Such is the story of many cities throughout this broad land. In Kansas City KMBC through its own pioneering special events activities, has not only spread wide the story of this area but at the same time has provided listeners with PLUS services which would have been otherwise denied them.

In sports alone over a period of less than a year KMBC has sent its sports department to St. Louis for on-the-scene coverage of the World Series, continued its exclusive practice of giving play-by-play accounts of highlight Big 6 grid games, made remote pick-ups of national basketball playoffs, originated direct wire accounts by its sportscaster from the training camp of the Kansas City baseball club in Bartlesville, Oklahoma—and now, play-by-play of major league games nightly, currently broadcasting home games of the St. Louis Cardinals and Browns!

Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
WKY Contest Spurs Renewed Interest in Home Dressmaking Among Oklahoma Women

WKY covers Oklahoma by covering the many interests of its listeners.

The special interests of Oklahoma women, in their homes, their gardens and themselves, are served by WKY's Home Service Director, Helen Barr.

To awaken interest in home sewing and needlework among Oklahoma women, Mrs. Barr inaugurated a sewing contest in cooperation with the National Needlecraft Bureau, Inc. Sixteen prizes totaling $500.00 were offered for the best examples of needlework in various classifications, the top winners to compete later in New York with top winners from all over the country.

Needles began to fly all over Oklahoma and when the contest closed on April 18, more than 125 entries from 34 states, cities and towns had been received.

Today, when dress materials are scarce and good workmanship even scarcer, WKY's Helen Barr convinced Oklahoma women that they could make the clothing they could no longer buy for themselves and their children. The $500 contest made the effort extra attractive.

Helen Barr is one of those next-door neighbors to Oklahoma women who always has a helpful suggestion, a cheerful word ... a person they enjoy inviting into their homes each weekday morning.