Without outdoor advertising, street car cards, newspaper advertising and many other exploitation devices, KLZ keeps selling itself continuously. KLZ sells for advertisers because it first sells itself.

Represented by
THE KATZ AGENCY
On the lake a "Well Placed" plug gets results
On the air a "Well Placed" ad gets sales results

Advertising is well Placed when it's aired over WSPD—the 5000 watt, NBC station which covers the rich Northwestern Ohio-Southern Michigan area—the home of more than a million and a half prosperous prospects.

*For 24 Years the Voice of Toledo*
Model depicting proposed development of General Logan International Airport, Boston.

**WNAC**

Key Station of

**THE YANKEE NETWORK**

is proud of the selection of its facilities for these great contributions to the future of Boston and New England

"AVIATION WEEK"

The Aviation Luncheon, May 1st, at the Copley-Plaza Hotel, Boston, welcoming the inauguration of new air service to Boston by United Air Lines, T. W. A. and Northeast Airlines, was broadcast 1:15 to 1:30 P.M.

Coast to Coast over WNAC, Yankee Network and Mutual Stations

Sponsored by The Boston Globe Agency — John C. Dowd

**HON. JOSEPH P. KENNEDY**

Former Ambassador to Great Britain at the Greater Boston Development Committee Luncheon at the Copley-Plaza.

"Boston Looks Ahead"

"Promoting the Port of Boston"

WNAC

Tuesdays — 7:45-8:00 P.M.

Sponsored by Bait, Dalton & Church Agency — Alley & Richards

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.
NEW YORK FINANCIAL circles are alive with reports of prospective sale of Crosley Manufacturing Division. Report last week was that deal had been consummated for Cincin-
nati plant at asking price of about $20,000,000. Weeks ago ITT (Federal Telephone & Radio Corp.) had entered conversations with Crosley, but this transaction said to be out. WLW Cin-
cinnati and shortwave subsidiaries will not be affected.

IMPENDING AMERICAN-BLUE personnel changes may include a new Washington set-
up, as well as new sales executive. Donald Withycomb took over on a temporary basis in Washington some weeks ago. Whether he returns to his former duties as head of Blue's International Division was uncertain last week. New Washington may be former Army officer slated for discharge.

CBS BOARD MEETING in New York this week may produce some news. While changes in high command have been rumored, largely in the nature of promotions, one develop-
ment might be the election of Edward R. Murrow, CBS European news manager and outstanding correspondent of war, to a pro-
gramming vice-presidency. Whatever evolves in promotional sequence would see William S. Paley and Paul K. Kesten as No. 1 and No. 2, men. If general manager is named, promotion of Frank Stanton wouldn't be surpris-
ing.

NEW MOVE TOWARD greater potency in Mutual operation reflected in recent stock owner-
ship change which makes Yankee-General Tire 20% senior stockholder along with WOR-Bamberger, WGN-Chicago Tribune and Don Lee. Each now has two directors and com-
bined hold 80% of network stock. Action results in even greater strengthening of Ed Kobak's presidential hand.

DON'T LOOK FOR resumption of full FCC sessions until week of June 18. FCC Chairman Paul A. Porter, now in Europe with Wheeler Senate Subcommittee entourage, doesn't expect to return until about mid-June. Reported last Friday party was in Cairo after having inspec-
ted communications installations in Eng-
land and France.

DESPITE WBP-FCC insistence that there will be no thawing of radio equipment freeze (both transmitting and receiving) until late fall or possibly spring of 1946, current developments may blast those predictions. Substantial cut-
backs in Government equipment orders, in-
cluding electronics, might result in quick re-
vision of plans in order to absorb employment among large electronics manufacturers who have been doing Government business at rate of about $5,000,000,000 annually during war years. Radio and related fields have become big business since Pearl Harbor.

NEW NAB PRESIDENTIAL Selection Com-
mittee, headed by T. A. M. Craven, Cowles
(Continued on page 78)
"The Time Has Come," the Walrus said,
"To Speak of Many *Listeners ......."!

The story of "Alice in Wonderland" might have remained a figment of Lewis Carroll's imagination had it not been for "Alice" herself.

Carroll spun the tale to amuse three little girls, whom he took rowing on the Thames each afternoon.

When the real "Alice" begged for a copy of the story, Carroll wrote it in longhand. Had it not been for a friend who persuaded Carroll to publish "Alice in Wonderland," its sole audience would have been three little girls.

As with "Alice," so with your sales message. It must be heard by a large audience, otherwise it cannot do its rightful work. You assure yourself that your sales message will be heard by a profitable percentage of the Baltimore market when you use WCBM. Listening to WCBM is a habit in Baltimore.

*Baltimore's Listening Habit*

**WCBM**

*MUTUAL BROADCASTING SYSTEM*
In famed courtyards of New Orleans...

On front porches in Mississippi...

Folks turn first to WWL NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
If you are looking for a hard-hitting team in a class-A league, join WSIX in Nashville. Your advertising dollar will swat a homer every time it goes to bat. Here are the reasons: (1) A gain of 81.5% in our all-day average Hooper during the two years ending in January. (2) The best daytime Hooper of any Nashville station. (3) Top programs of both BLUE and MUTUAL. (4) A booming market in the heart of agricultural, industrial Tennessee. In WSIX's territory there are over a million potential buyers—all "big leaguers" when it comes to spending money.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

WSIX
The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

980 KILOCYCLES
Five programs
total 55 years
on "The Voice of St. Louis"
...and they're going strong

Typical of the brand of radio favored by Midwest listeners are five KMOX programs with a combined total of 55 years of broadcasting:

Ozark Varieties, starring the KMOX National Hillbilly Champions, now in its tenth year!

France Laux Sports Gallery, featuring one of America's top sports authorities, just as popular after 16 years on KMOX!

The Ben Feld Show, with Musical Director Ben Feld and the KMOX Orchestra, eight years of good listening!

Old-Fashioned Barn Dance, weekly full hour of familiar tunes and homespun humor, still packs 'em in after eight years!

Jane Porter's Magic Kitchen, among the earliest established radio kitchens—for 13 years a housewife magnet.

That report card is a sharp picture of KMOX-dominance with Midwest listeners. Advertisers naturally show their preference by continuing sponsorship. Ozark Varieties has had the same advertiser for ten years... France Laux nine... The Ben Feld Show and Old-Fashioned Barn Dance each have chalked-up eight years, while Magic Kitchen has a renewal record that any program may well envy.

We have available a few programs built by KMOX that travel in the same company of listener and sales appeal. Whether you intend crossing our palm with a contract now or later doesn't matter. Seeing us or Radio Sales... today... is important!

KMOX
Columbia Owned
50,000 watts
THE VOICE OF ST. LOUIS
Feature of the Week

FIRST stop for White Fox, aged Kiowa Indian, when he came to Oklahoma City for the first time in his life was the WKY studios.

Through an interpreter White Fox, who doesn't know exactly how old he is, explained that he wanted to see the "ah-tay", That is Kiowa for "spirit message" and the word the tribe uses for radio.

Several years ago some of White Fox's grandchildren—four are in the armed services—started him in the habit of listening to the station. He has become a fan, although he doesn't speak or understand a word of English. His favorite entertainers are Wiley Walker and Gene Sullivan, western singers, who were timing a show when White Fox came in. They were introduced to him.

The full-blooded Kiowa was greatly impressed with WKY's new $250,000, 915-foot tower which sends the "ah-tay" into the air. He commented that it was higher than Indian smoke signals ever went, but had little else to say, taking the station tour with the silent, calm dignity which is characteristic of Indians seeing strange sights for the first time.

Accompanying the aged Indian on the trip were other Kiowa delegates who came the long hour's drive to the state capital to confer with Senator Elmer Thomas on tribal affairs. Other members of the group were James Daugomol, David Apekaum, Fred Botone and Henry Kaulity.

HARRIETT M. BEILLIE, timebuyer at the Compton Adv. Agency, New York, is a very businesslike young woman with plenty of solid advertising experience handling many and varied types of accounts.

A native of Chicago and a graduate of the St. Francis Academy and Business College, Miss Beille started her career as manager of a small Chicago dress shop. Soon after that, she went with the Charles Daniel Frey agency in Chicago where, for six years, she handled Crane Co., Household Finance and Karpen Furniture accounts.

With that background, Miss Beille moved to another Chicago agency, Reinke-Elise -Younggreen -Finn, agency for Glenmore Whiskey, for a short time.

Next she joined the Chicago office of McCann-Erickson as media supervisor.

For five years with McCann-Erickson she handled advertising for Standard Oil, Pillsbury Mills, Food dealers (both branch and joint fund), and Maytag.

Sellers of Sales

HARRIETT

Miss Beille came to New York with Newell-Emmett in the fall of 1942. For six months with that agency she was in charge of the Pepsi-Cola cooperative account. On March 1, '43 she joined Compton as a time-buyer.

Miss Beille now buys night time chainbreaks for Goodyear shoe products division in 55 markets; Right to Happiness on NBC and Trans-Canada; Life Can Be Beautiful, CBS; Jack Kirkwood, CBS; Road of Life, Trans-Canada; Metropolitan, Quebec Regional Network; trailer on the Rudy Vallee program on CBC, and a series of spot programs in Toronto, Winnipeg and Vancouver, for Ivory Soap. Presently inactive but potential radio advertisers on her list are New York Life and Kelly-Springfield.

Kelly-Springfield.

Now a resident of Manhattan, Miss Beille misses horseback riding, her favorite sport, but makes up for the loss by attending concerts and the opera, as well as catching up on her reading, another favorite pastime.
A Community with 14,400 Grocery Stores

...In your imagination just picture a single community with 14,400 grocery stores...where even in these days of rationing the cash registers ring up over $324,171,000 in just one year...where 14,400 grocers under wartime restrictions are undertaking the tremendous job of keeping their patrons well fed.

That's the story of the grocery business in the WGY COMMUNITY*—that section of central and eastern New York and western New England served by WGY.

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

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.
A candid camera might record a *slightly* different picture of what's going on in our studios these days, but the artist's brush has caught Mutual's busy new program progress with remarkable realism.

Eleven new shows premiered within a couple of fortights. Drama, romance, mystery, music. Originals by Oboler. Lone males in the argumentative toils of
means business

lovely ladies. Murder solved by listeners in every Mutual market. An amazing half-hour, five afternoons a week, that grants a woman’s every wish for the next 24 hours of her life. And four-star reserves waiting in the wings.

Novel? Exciting? Sure—but the one word for Mutual's new programming technique is showmanship. Showmanship without the checkered vest and the nickel segar. Serious-minded showmanship that deliberately means business.

The man directly in charge of all this is Phillips Carlin. We could start seventeen paragraphs with the words: "A man who..." But why? To all of you who agree with us that radio is show business, the significant fact is that Phil is our man. V.P in charge of Programs, he's busy lining up the right showmen and the right shows, putting into action the plans we have drawn up.

We've made a start, and there's more in store. Even with all the veteran experience behind this move, we're likely to come up with a turkey at times, too. When that happens, off with its head and on with another right show. Because to us, showmanship means business. It can also mean business to you...

CATCH THESE NEW MUTUAL SHOWS AND HEAR WHAT WE MEAN

Arch Oboler's Plays—by the master of radio drama
Calling All Detectives—a criminologist in every home
Queen for a Day—every day a new Cinderella
Between Us Girls—one man versus the "weaker" sex

(Executives who'd like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.)

Mutual Broadcasting System
WHERE SHOWMANSHIP MEANS BUSINESS
Look who's here now—

Fred W. Mitchell!

Take a good man with successful experience as a lawyer, add a considerable background of public relations work, mix well with creative imagination, intense energy and deep personal integrity, then serve hot! That's a recipe for an effective F&P Colonel, as tested and proved in the person of Fred W. Mitchell. Fred joined our New York office over a year ago, and today he's very much a Specialty of the House!

All in all, we're pretty proud of our ability to pluck good men from other industries and businesses. Among our Colonels we number successful men from the petroleum industry, mail-order houses, newspapers, advertising agencies, financial institutions, publishing organizations and many others. The result is more than an organization of individual winners—it's a great team whose combined experience goes right across the board of American enterprise.

Possibly that's why we've made such strides during these past thirteen years since first we hung out our shingle. Certainly it's the way we like to progress, here in this group of pioneer radio-station representatives.
P&G, Biggest Air User, Doubles Sales

For First Time Facts Are Unveiled on $11,000,000 Annual Time Budget

By BILL BAILEY

WORKING EXECUTIVE is William M. Ramsey (1), Procter & Gamble radio director who takes personal interest in P&G productions. Confer-ring with their sponsor boss are (1 to r): Sandra Michael, who authored Woman in White; Betty Winkler and Roy Larkin, stars of the network show which sold Camay soap.

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Pioneer advertisers who had the foresight to test this new medium were looked upon as starry-eyed dreamers. Most everyone "knew" radio was but a "passing fancy." P&G saw in broadcasting, however, a future medium of mass communication—a new means of reaching millions of potential consumers."

Street, the Cincinnati firm said the foundation of what has become radio's most comprehensive schedule of broadcast advertising carried by a single sponsor.

Turning deaf ears to pleadings of "experts" that radio would be a "waste of money," Procter & Gamble gave it a whirl with Crisco Cooking Talks. Fan mail was the only means in those days of measuring audiences. The Government had not regulated frequencies. Numbered dials on receiving sets just hadn't been born.

Nevertheless WEAF broadcast the Crisco Cooking Talks at regular times, under sponsorship of Procter & Gamble. Fan mail began coming in. Some of it had to do with recipes; some women sent their own favorite recipes in. But a large part simply bore the phrase: "Program coming in fine."

To the broadcaster that type of fan mail meant potential new listeners. It indicated its signal was reaching out. To Procter & Gamble, it meant a new avenue through which to present a sales message to potential customers.

P&G's first network venture came in June 1925 when the firm sponsored Ida Bailey Allen for Crisco on the then NBC-Red network. Through the series she became famous as one of the country's foremost home economists. Ida Bailey Allen's Cook Book today is in millions of typical American homes.

In May 1930 Procter & Gamble Co. branched out with its third program and the firm's first attempt to sell soap via broadcast advertising. The program was Rom Turner's Washington Test.

So successful was the venture that in November 1930 Procter & Gamble introduced the five-a-week series on a network, with a morning strip on the Red under the title, Mrs. Blake's Column. The following programs were broadcast in rotation: Emily Post Talks, Sisters of the Skillet, Curtis Burnley, Mrs. Real. Then followed a series of diversified programs including George, the Lava Soap Man, Sisters of the Skillet, Helen Chase's Beauty Forum, Stoppagin & Bud, and the B. A. Rolfe orchestra, all network presentations.

Something New

By late 1932 P&G cast about for something new in radio entertainment. In December that year the daytime five-week dramatic serial was born on WLW Cincinnati when the Puddle Family became radio characters. The test continued for a year. Based on a comic strip, the Puddle Family was appealing to the eye, but as a radio show it fell short.

Fan mail—still a potent factor in broadcasting—indicated that the people wanted drama. However they craved something more human than the Puddle Family character. So, after all, were lifted from the comic page. Procter & Gamble consulted one of its agencies—Blackett-Sample-Hummer, Chicago. Lawrence D. Mist, Oxrod account executive came up with an idea. He thought a script built around a woman like his mother—a kindly, sympathetic womanmight be just the

(Continued on page 28)

LONG RECOGNIZED as radio's No. 1 client, Procter & Gamble Co., Cincinnati, has learned the value of broadcast advertising. Through its radio department, headed by William M. Ramsey, P&G conducts extensive research, arrives at its own methods of measuring audiences and employs a forceful formula that sells P&G products. BROADCASTING sent Bill Bailey to Cincinnati to learn the details of P&G's phenomenal success. Herewith is the first installment of the P&G story as learned in an exclusive interview with Mr. Ramsey.
TBA, FMBI Demand Quick Allocation

Join in Requesting No. 1 Channel Adoption; RTPB to Act

Texts of TBA and FMBI requests on page 67

PRESENTING a united front for the first time since allocations hearings began last September, the Television Broadcasters Assn. and FM Broadcasters Inc. last week filed simultaneous requests with the FCC that the band 44-108 mc be allocated immediately and that alternate allocation No. 1 be adopted [BROADCASTING, May 21, 28].

At the same time Arthur Freed, vice-president and general manager of Freed Radio Corp., New York, manufacturer, declared in a strong denunciation of the FCC’s delay in allocating FM, that widespread unemployment will result unless Commission action is taken immediately.

In surprise announcements Thursday, W. A. Roberts, general counsel for TBA, and Philip G. Loucks, FMBI’s general counsel, disclosed that the respective boards of directors had unanimously adopted resolutions urging the Commission to allocate FM and television immediately in the No. 1 alternative.

RTPB Action Expected

Dr. W. R. G. Baker, chairman of the Radio Technical Planning Board, has called a meeting of chairmen and vice-chairmen of Panels 2 (allocations), 5 (FM), 6 (television) and 7 (facsimile) in New York Tuesday, June 5, to consider similar action.

Signed by J. K. Poppele of WOR New York, president, the TBA resolution said cutbacks in use of personnel, plants and materials in the electronics industry “are now taking place and will become more rapid”. Seconding the design and production engineering will be required after the definite allocation before civilian production in quantity can use such released labor, according to TBA.

From the technical viewpoint TBA said “design and wasteful interference with other services make the second alternative undesirable”. The first alternative is “preferred because of its long-range superiority for television considering all factors”.

The FMBI position corroborated the stand of TBA and adopted the reasons set forth by the TBA for allocating alternate No. 1 immediately. FMBI recommended, however, that the FCC set aside a 4 mc band, 46-50 mc, for interim operations of present transmitters pending the transition to the new frequencies. FM currently is allocated at 42-50 mc.

Under alternative No. 1 as proposed by the FCC amateurs would be given 44-49 mc, facsimile 48-56, FM 50-68 and television 69-74, 78-108 mc.

“If considered merely from the practical, economic viewpoint, such procrastination is dangerous and unwise,” said Mr. Freed, “and tends to add to the uncertainty facing radio manufacturers of war materials who are anxiously awaiting the reconversion signal. These manufacturers employ many thousands of workers who look to them for a measure of security in the transition period between war and civilian production.”

Mr. Freed declared that delays now will “deter engineering and design of postwar sets for dozens of manufacturers,” and bring about widespread unemployment.”

Despite the WPB’s promise to give the FCC 90 days notice if production authorization plans are changed, it is possible, said Mr. Freed, that war requirements of communications equipment may fall far below the immediate needs of the military, “thus compelling WPB to give the go-ahead signal in advance of any prior notification to the FCC”.

The manufacturer also pointed out that hundreds of FM applications have been filed with the FCC and that after FM is allocated, the applications must be refilled, specifying new frequencies, and then processed by the Commission.

Meantime the FCC engineering department and industry engineers are going ahead with propagation tests. Reports are that Sporadic E already has been evident, although it was pointed out that tests of two or three months actually will add little data to that now in the hands of the Commission.

‘Broadcasting’ Staff Changes Include
King as M.E.; Beatty Associate Editor

TWO NEW staff appointments and two reassignments are announced by Sol Taishoff, editor and publisher of BROADCASTING.

J. Frank Beatty, for the past decade managing editor at Washington headquarters, has been named an associate editor, with Art King, newspaper editor and for the past year an executive assistant in the press division of the U. S. Office of Censorship, appointed managing editor in Washington.

Coincident with the transfer to New York of Florence Small, for the past year in charge of the Chicago bureau, Frank A. Browne, formerly publicity and promotion manager of WJNO West Palm Beach, Fla., has been designated Chicago correspondent.

Mr. King, who will report to Robert K. Richards, editorial director, for eight years was managing editor of the Winston-Salem Sentinel & Journal prior to his Washington war service with the Office of Censorship. Mr. Beatty, in relinquishing his managing editor’s function, will take over special editorial assignments at Washington headquarters and in the field. Bill Bailey continues as an associate editor in Washington.

Miss Small has joined the New York editorial staff under Bruce Robertson, New York editor. Helen House, for three years on the New York editorial staff, has resigned to rejoin her family in Pittsburgh.

Mr. Browne, who has taken over the Chicago office, has worked as a newspaper reporter but for the past seven years has been writer, announcer and program director of several stations. He was formerly publicity director of W1Z New York.

McCormick on 38

McCORMICK & Co., Baltimore, is conducting its seasonal campaign for Bee Brand insecticide on 38 stations using one-minute transcribed announcements, and chat breaks from five to ten times weekly. Station list follows: WAYS WIKY WPTF WSTP WTMA WIS WSB WGST WMYQ WDOC WDDN WNOX WLAC WSZN WSFA WMER WFOL WYRA WWL KFPW KLRA WKY WMC KVBO KNBC KDFA KFGO KFPS KRRV KGKE WACO KWTO KNOW KFDM KEEW KRIC KXYZ KABC. Agency is Jones & Brakeley, New York.

Hudson Newscasts

HUDSON PULP & PAPER Corp., New York, major user of spot radio for its paper napkins, is changing from five spot announcements a week to three newscasts weekly on WBJ Boston, as a result of the recent survey on newscasts [BROADCASTING, April 23] conducted by Duane Jones Co., Hudson agency. For the coming year Hudson will sponsor newscasts by Marvin Behrens on WBZ Monday, Wednesday and Friday, 12:15-12:25 p.m. Similar changes to news may be made in other territories, depending on sales results from WBZ.

Cal Recordings

CAL CONCENTRATE Co., Chicago (Cal-Cola), is distributing recordings of 15-second announcements, featuring the Dinning Sisters, to local bottlers to be placed on stations in their areas. This marks the entry of the manufacturers of Cal-Cola into the radio field. Production of spots was handled by Atlas Adv. Agency, Chicago.
**WPB Eases Antenna and Building Controls**

**Tube Manufacture For Civilians May Be Doubled**

By JACK LEVY

FIRST relaxations affecting station improvements and new station construction were announced last week by the War Production Board, which (1) removed all restrictions on production of transmitter antennas and (2) allowed construction of new transmitters up to $1,000 to be undertaken without WPB authorization. The previous limitation was $200.

Simultaneously, the Radio & Radar Division disclosed that consideration is being given to the authorization of 4,000,000 receiving tubes a month for civilian purposes and that a proposal to channel the output into the replacement market rather than new sets will be taken up at an early meeting of the Receiving Tube Industry Advisory Committee. The Division estimated that 600,000 tubes will be required the first year to meet replacement demands and restore satisfactory stock margins in distribution channels.

**Steel Available**

WPB's action in removing controls on towers resulted from cutbacks in heavy military equipment which released substantial quantities of steel. Although not strictly an electronics item, the availability of towers will permit many stations to initiate major improvements in a few months, some FCC applicants to obtain conditional construction permits for new stations. WPB recently authorized John E. Lingo & Son Inc., Camden, N. J., to produce a limited number of towers for distribution to broadcasters without priorities [Broadcasting, May 7]. As a result of the relaxation, the company is freed of its announced restrictions but more material is available will manufacture radiators up to 250 ft. only.

Along with antennas, the Board removed controls on blank recording discs and spring motor (hand operated) acoustic phonographs. It was explained that all three items do not make use of electronic components and are not produced generally on facilities now used for production of radio and radar equipment.

Cabinets were also released from restrictions but remain subject to the provisions of Furniture Order L-56A. The Division pointed out, however, that the placing of a radio chassis in a cabinet still comes within the jurisdiction of the general limitation order L-5 and governing electronic equipment as this is considered a step in production and must continue restricted.

**Amount Raised**

The Board's action with respect to construction was formulated by the Construction Bureau in an amendment to Limitation Order L-41 which requires specific authorization on all projects costing more than $200. By raising the amount to $1,000, the amendment is likely to expedite construction of a few stations which have received FCC conditional permits but have been denied WPB authorization. Several stations had proceeded with construction under the old $200 exemption after being turned down by WPB.

A clarification of the amendment, issued by the Radio & Radar Division, points out that WPB basic policies governing station construction remain unchanged and that authorization will be considered only for new stations in areas not receiving primary service un-der FCC standards and when the applicant can prove possession of necessary equipment.

With regard to increased tube production, the Division explained that the proposal to authorize 4,000,000 tubes monthly would be to maintain full use of productive facilities but that there is no assurance this output can be attained during the present transition period "because of the changing demands on the military."

**Demand for Sets**

WPB pointed out that it would require an average of 1 1/2 tubes per set to put home receivers now inoperative back into service. The first 1,000,000 tubes to become available, if channeled into replacement sets, will have been authorized to operation while the same tubes would equip only 200,000 new 5-tube sets. WPB estimated that about 9% (approximately 3,000,000) of radio home receivers are not receiving facilities because of the shortage of replacement tubes. A recent survey by the Office of Civilian Requirements showed an immediate demand for more than 5,000,000 new receivers.

At a recent meeting of the Tube Advisory Committee, WPB said, Army representatives revealed that some cancellations of direct Army orders for receiving tubes are now coming through and that an excess of materials in depots may possibly be discovered through re-examination of records. Total standard and receiving type tube production during the first three months of 1945 averaged 12,000,000 and was estimated at 13,000,000 for April.

**Civilian Needs**

Out of the overall tube output during 1943 and 1944, an average of about 1,500,000 tubes monthly has been produced for civilian needs, the volume increasing to about 1,800,000 during the first quarter of 1945. This compares with the total production (practically all civilian type) during 1941 of 135,000,000, or more than 11,000,000 a month.

In connection with demands for tubes from civil applications, the Radio & Radar Division pointed out that in 1941 about 95,000,000 tubes (four times the current rate for civilian supply) went into new receivers which replaced the stockpiles of standard 12,500,000 sets that year. Of the remaining 40,000,000 tubes, 33,-000,000 were for domestic replacement and 7,000,000 for export.

Although the current rate of 15,000,000 tubes a month does not appear to be a very large increase over the 11,000,000 tubes a month before the war, considering the huge expansion of facilities in the electronics industry, the Division explained that a large portion of the tubes produced for the military are intricate types and are more difficult to turn out than the 33,000,000 for civilian type tubes, it was estimated, approximately 18,000,000 tubes a month could be produced. The Division's explanation of

(Continued on page 68)

**Time for Decision—An Editorial**

AMERICAN radio is at the crossroads.

The most important decision in radio history is about to be made. Allocations for the new broadcast services—FM and television—are just ahead, if not overdue. Radio's last frontier is to be staked off.

The decision does not rest with any established television or FM group. It is not a decision for Congress or for the executive branch. Equipment manufacturers have no responsibility reposing upon them.

The responsibility rests with the FCC and with it alone. Congress delegated to the Commission the function of devising allocations. There is no doubt about that. The Commission has the scientific and technical evidence. It can't divide that responsibility.

The Commission is moving forward with three alternative plans of allocation for FM and 6-mc television. It proposes three months of engineering tests. All that comes late. The Commission has available to it classified data of the military services collated during more than three years of war. Can three months of experimentation, however intensive, produce anything more conclusive than the information now at hand?

Reconversion is upon us. Despite talk of war requirements in the electronics field auguring against any prompt resumption of civilian radio manufacture, cutbacks in other critical lines are coming thick and fast. They can come rapidly in radio, particularly if the Nip enemy suddenly sues for peace.

The FCC must forget people who have axes to grind, whatever their financial stake. The man that counts is the listener and the future size of his audience. The Hoover Conference in the early 20's when the standard broadcast band was established. The mistakes made then have never been corrected and can't be. The frequencies below 550 kc were and are best adapted for standard broadcasting by virtue of strong ground wave. Stations superimposed upon stations on the same frequency by use of directional have distorted the coverage patterns.

The same mistake should not be made in television and FM. It's up to the FCC to see to that. The Commission should look itself in its meeting room with all of the voluminous evidence. But it should come out of that meeting with the answer—final and conclusive—whether it's upstairs or downstairs.

The time to do it is now. Radio must not be left at the post because the Government authority charged with the decision failed to make it in time.

History will hold the FCC responsible.
Stations Attack FCC Program Study

Sustaining - Commercial Evaluations Held To Be Unfair

SEVERAL broadcasters whose station operations, with emphasis on programming, have been questioned in the last two months by the FCC have served notice that they do not intend to accept the Commission's evaluation of their commercial-sustaining time.

In the first group of replies to letters sent out by the Commission in mid-April (Broadcasting, April 16, April 20), a dozen broadcasters contended that:

1. No station can operate "in the public interest" on a rigid format for commercial and sustaining programs.

2. Because a program is sponsored does not mean it no longer is a "public service" feature.

3. Estimates of proposed commercial and sustaining time to be carried as made at last previous license renewal periods were based on commercial and sustaining volume at that time.

Beyond Authority

(4) While the FCC has criticized some stations for "too much commercial" and not enough "public service programs", those same stations have scores of commendations from various other Government agencies, chiefly the OWI, Treasury, War and Navy Depts. 

(5) In many instances the FCC wrongfully accused some stations of carrying too many commercial programs, inasmuch as most of the Commission's analyses were made in specific weeks and did not reflect the overall year-round operation.

In nearly every instance the licensees indicated they were operating in the "public interest, convenience and necessity". They made it plain that they felt the Commission was going beyond its scope of authority by inquiring into program content, as some of the Commission's letters specified.

The Commission was specific in some instances by pointing out that its analysts found the percentage of commercial programs carried by the respective stations was more than the renewal applications had estimated back in 1941, and the FCC wanted to know "how come?"

In other cases the FCC informed broadcasters they were carrying only a few "public service" announcements whereas their schedules showed far more commercial spot announcements.

Apparently the FCC used station logs submitted with applications for renewals and singled out specific weeks. In most instances the logs showed programs either were commercial or sustaining. Many stations failed to log Government announcements because they were included in commercial or sustaining programs which had large audiences.

One of the outstanding discrepancies was reported by KFBC Cheyenne, Wyo. The Commission had analyzed the station's program for the week ending Jan. 18, 1945, and concluded that KFBC was 78% commercial and only 22% sustaining, whereas in 1937 the station had estimated its commercial programs would total 17.23% and its sustaining features 82.77%.

William C. Grove, treasurer of the Frontier Broadcasting Co., licensee of KFBC, wrote a detailed letter in which he pointed out that KFBC is a Blue "bonus" station and that it derives no revenue from network programs, except through special arrangement. Figures analyzed by Mr. Grove for the same week in January show the station's total commercial time as 46.4% and sustaining at 53.2%.

Total revenue from network commercials was $1,186.50 in 1944 and $708 in 1945. Grove informed the Commission that from September commercial programs rebroadcast by KFBC.

Program Content Questioned

The FCC also found that KFBC had broadcast only 12 sustaining spot announcements in the "public interest" and 522 commercial spot announcements. To that argument Mr. Grove replied that of 120 total hours broadcast during that particular week, KFBC had devoted 25.5 hours or 19.5% of its time to sustaining programs "which should be classified as completely in the public service".

The FCC said KFBC's "program content" had not been "adequately in public interest". To that allegation Mr. Grove replied: "Licensee believes under the policy of the Communications Act as to program material expressed by the Commission to the California State Assembly of recent date [Broadcasting, May 7], the Commission recognizes the impossibility accurately of forecasting for any (Continued on page 64)

Nationwide Network Facilities Are Projected by Associated

ASSOCIATED BROADCASTING Corp., headquartered at Grand Rapids, Mich., has placed an order with AT&T for permanent transcontinental facilities and proposes to begin fulltime operation Sept. 16, according to Leonard Versluis, president. Mr. Versluis is the owner of WLAH Grand Rapids, at which headquarters of the combined transcribed and wire operations are maintained.

Responding to an inquiry from Broadcasting, Mr. Versluis confirmed placement of the AT&T order for permanent Class A facilities. He said it would be premature to announce the station lineup, rates and corporate structure.

Top personnel, in addition to himself, includes Roy C. Kelly, executive vice-president; Richard F. Connor, vice-president in charge of operations; Clayton W. Kuning, vice-president & general manager; William G. Henderson, comptroller & director of station relations, and Van C. Newkirk, vice-president in charge of West Coast operations.

Mr. Versluis said other network plans will be announced when perfected. Last year, when Associated broadened its commercial base beyond the religious field, Mr. Versluis declared the plan was to go into fullscale live network operations with emphasis on secondary markets.

GROVE LABS., St. Louis, has named Associated Adv. Co., St. Louis, and Videk pain reliever to prepare tests. Day spots have been placed on WMBR WPDO WJAX WORL WEIR WNOX.

U. S. STEEL PLANS FALL DRAMA SERIES

UNITED STATES STEEL Corp., New York, will make its debut as a network sponsor Sept. 9, when it starts Theater Guild On The Air on the Blue, to broadcast Sundays, 10-10:30 p.m. The show will consist of radio adaptations of popular theatrical productions, with the stars who created the roles on the stage appearing in the radio versions who have.

Steel company first began negotiations with Theater Guild last August for the series, but lack of sufficient time, the A.A. of Radio News Analysts at the Hotel Statler, Washington, last Thursday. John W. Vandercook, NBC, past president, acting for President Lowell Thomas, abroad, thanked Gen. Arnold for transportation and courtesies afforded radio commentators covering the war. Col. William Westlake, assistant to the director, Bureau of Public Relations, AAF, also was a guest.

Among ARNA members attending were, in addition to Mr. Van dercook, Maj. George Fielding Eliot, Cesar Searchinger, Bernard Hershey, William L. Shirer and Max Hill, all of New York; Bill Henry, Robert C. Page, William Hillman, Washington.

Two Articles on Radio

In 'Fortune' June Issue

COMDR. EUGENE F. MCDONALD Jr., president of Zenith Radio Corp., Chicago, is subject of a biographical sketch in the June issue of Fortune magazine. Titled "Commander McDonald of Zenith", story states that "he has combined business with pleasure to the greater glory of both."

In same issue, an article titled "Philips of Eindhoven", telling why the worldwide radio and electrical manufacturing concern thinks it can beat American firms in the contest for the postwar markets.

Sadler Liberated

LT. GEORGE W. SADLER, WRA Richmond announcer on leave with the Army Air Forces, has been liberated from a German prison camp and reported that he has not been a victim of atrocities.

A captive since early December, Lt. Sadler expects to return from Paris shortly for a 60-day leave.
This is the story of a touching episode that happened here recently. It sounds "too good to be true"—but it IS true. We thought you'd be interested.

WHO's War Bond sales by mail were booming.

Each week the impressive total advanced. One million dollars... two... three... nearly six!

No one followed the campaign with more interest than did a little widowed mother of four children, living in a small Iowa town. She wanted desperately to "Buy Bonds", too, but lack of money prevented.

Never had she felt her poverty so keenly.

And then—sudden wealth! Unexpected settlement of an old estate brought her a bank draft of almost $11,000... The little widow thought of all the things she needed—of all the things her children needed. Then she mailed the endorsed check to WHO, asking us to Buy Bonds for her.

We telephoned to ask her about certain details of alternate beneficiaries, etc. "I know nothing about business," she said. "You handle it for me. Whatever you do will be all right. I listen to WHO every day, and I know I can trust you to do what's best."

Yes, it made us proud. We think it ought to make you advertisers proud, too. Because it's your confidence in us that enables us to operate the kind of station that Iowa people trust.

WHO for Iowa PLUS

Des Moines... 50,000 Watts

B. J. Palmer, President J. O. Maland, Manager

FREE & PETERS, Inc., National Representatives
Radio Censorship Danger Scored

THE WRITER, head of the agency bearing his name, has a complaint. He has worked on stations. He's been in the agency end in Washington, Baltimore and Richmond for 13 years. He has specialized in radio. Among his current radio accounts: Resinol Chemical Co., Baltimore; Virginia Conservation Commission; Smith-Douglass Co. (fertilizers), Norfolk; James G. Gill Co. (coffee), Norfolk; Schindler's Peanut Products, Baltimore; L. S. Briggs Inc. (meat products), Washington; Mann Co. (potato chips), Washington; Dethol (insecticide), Washington; High's Ice Cream Co. The editors present herewith his comments as those of an agency executive specializing in the use of radio who has a right to express his views.

AFRS Station Credited With Selling 70% of SWPA Bonds

EFFECTIVENESS of Armed Forces Radio Service "commercial" has been demonstrated in an unofficial survey conducted by the Army. After a poll taken throughout the Southwest Pacific, results showed that in June 1944, WVTA Finschhafen was credited with the sale of 70% of all War Bonds sold in SWPA.

In a 30-day period in March of this year, WVPT Hollanda reduced pifferage 37% at point Bluff. In September, 1944, WYTE Oro Bay was commended for reducing accidents in the area by 45% and WVTK Leyte was praised by the Surgeon General for a campaign which constantly lowered the casualty rate from Schistosomiasis (blood fluke disease). The Jungle Network, composed of all stations in the SWPA, was acclaimed for reducing the problem of souveniring among combat troops, by the Counter Intelligence Section.

AFRS feels this survey points out the potent power of the stations, both individually and collectively, as a network. They are examples of the ability of the stations to reach a vast number of GI's, and not only to entertain them, but also to accomplish results that have a high military value to operations against Japan.
... that's not all of it

You know the nature of the iceberg—only 1/12 is exposed.

And there's a big hint in that big iceberg, for radio advertisers.

There's a lot that's not seen when you buy radio time.

There's only one yardstick for smart, successful time buying ... look deep for the three big facts about any station: (1) Coverage (2) Listeners (3) Cost of each listener.

That's when you get the whole picture. In Baltimore the independent radio station ... W-I-T-H ... delivers the largest number of listeners per dollar spent.

WITH

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

June 4, 1945  Page 21
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world’s largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation’s largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

As you probably know, many of the electronic marvels of this war have been made possible by the successful harnessing of Super High Frequencies. The scientists at Bell Telephone Laboratories have taken a leading part in this work with MICROWAVES.

The devices they have designed have been built in vast quantities by Western Electric. In this work, Western Electric has added greatly to
its fund of specialized knowledge and manufacturing techniques.

These wartime microwave developments hold great promise for the future of communications and television. From the audio band and extending through the many services in the radio frequency spectrum up to the frontiers of super high frequencies, count on Western Electric equipment to lead the way!

During the 7th War Loan Drive, buy bigger, extra War Bonds!
Wide Advertising Use of Television Foreseen Within Five Years After War

TELEVISION as an advertising medium will be in widespread use within five years after government controls on production of equipment are lifted, Winlow H. Case, vice-president of Campbell-Ewald Co., predicted last week on the basis of a study made by the agency to determine the potentialities of television advertising after the war and what preparations may be made for its advent.

Dividends Seen

Campbell-Ewald may establish a separate television production department if a continuing study discloses that this is the most efficient operating medium, Mr. Case said. To do the job correctly a specially trained staff of writers, artists, announcers and directors may be necessary.

Mr. Case foresaw dividends in the future for advertisers gaining experience at present in nonprofitable video advertising. He pointed out that several experimental stations charge nothing for time and all that has to be paid for are production costs. He also thought it possible that in the first phase of local televising when programming problems will be acute, stations will devote time to advertisers who can supply good programs on film. Live talent, he explained, could come from amateur theatrical groups.

Television stations may pop up all over the country as did radio, Mr. Case said, with receiver output proceeding at about the same pace as sending equipment. The controversy on the question of video wavelengths is causing "needless alarm", Mr. Case declared. Even if wavelengths are altered, two types of transmitters would be in use and sets purchased immediately after the war would be serviceable for several years.

Construction progress on the coaxial cable of the American Telephone & Telegraph Co., linking Los Angeles and New York, will be a key factor in the growth of television network shows, he declared. Conservative estimates are that this too will be completed five years after the lifting of production controls but some predict much less time will be required.

New RCA System

NEW SYSTEM of radiotelegraph transmission permitting the simultaneous employment of eight channels handling 488 words a minute both inward and outward, corresponding to eight channels each way with an individual channel speed of 61 words a minute, has been developed by RCA and put into operation between New York and London.

Other Fellow's Viewpoint

AFM Sacrifice

EDITOR BROADCASTING: In your issue of April 23, 1945, we printed an article on the cancellation of radio programs due to the sudden and unexpected death of President Roosevelt, you state the cost to the networks was between $2 and $3 million dollars.

We are well aware that these cancellations may well have cost such a sum, but the loss was not all borne by the networks.

The Board of Directors of the Musicians Mutual Protective Assn., Local 47, AFM, cooperated with the local network offices, as is witnessed by letters of thanks received from them, and granted them a clearance so they did not have to pay the musicians.

We were indeed glad to be able to make this gesture, which met with the full approval of the members involved. As you may know, we require a two weeks' (14 days) notice to cancel any of the radio programs without payment to the musicians, which requirement we waived.

J. K. WALLACE,
President, Local 47, AFM, Los Angeles.

Straus Given Trophy

FOR outstanding contributions to interracial harmony through radio, Nathan Straus, president of WMCA New York, was presented with annual Unity Award trophy of the Inter-Racial Film & Radio Guild Inc. in Los Angeles Shrine Auditorium. Also cited and given scrolls were NBC Army Hour and Destination—Tomorrow, recent series on CBS police stations. Radio personalities honored included: Bing Crosby, Bob Burns, Norman Corwin and Orson Welles. Receiving scrolls were the Southerners, Blue vocal ensemble; the Charioteers, NBC quartet; Eddie (Rochester) Anderson of NBC Jack Benny Show; Eddie Green of NBC Duffy's Tavern; Ben Carter—assistant Movieland of NBC Bob Burns Show; John B. Hughes, commentator, and Al Jarvis, m.c., of KFWB Hollywood.

Video Theater Planned

AMERICA's first television theater will be built in Libertyville, Ill., by Fred W. Dobe, industrial engineer, head of a syndicate which includes A. J. Balaban, Roxy Theater manager in New York, according to Mr. Balaban. Mr. Dobe-Balaban combine already owns and operates the Liberty Theater in Libertyville. Plan is to set up the television theater with subdivisions for simultaneous presentation of varied types of video entertainment, letting customers take their choice. A site has been purchased for the building but no estimate of total cost is available.
Johnny Boyer
CALLS 'EM AS HE SEES 'EM, ON KDKA

Industrial Pittsburgh works hard, plays hard... takes a large part of its relaxation in hearing about sports events it cannot attend. The KDKA tri-state primary area would probably assaye more ardent sports-fans to the square mile than any other section of the country.

Every evening at 11:15, Monday through Saturday, Johnny Boyer winds up on KDKA and delivers himself of a rapid-fire "Whirl Around the World of Sports"... a necessary radio-nightcap to allay the sports-hunger of thousands of fans, ere they call it a day.

In ten minutes, this veteran KDKA sportscaster runs the whole gamut of sports... late scores, timely news and comment on local and national events, human-interest and background stories, forecasts on sporting-events to come. To his loyal listeners, Johnny Boyer is, literally, the last word in sports.

This competent, comprehensive, immensely popular eleventh-hour round-up of sports is another example of the perfect gearing of 50,000-watt KDKA to one of the nation's great markets. NBC Spot Sales has the proof that any time is a good time on KDKA.

WESTINGHOUSE RADIO STATIONS INC
WBZ • WBZA • WOWO • KEX • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Mind if we do a little talking about Town Meeting, Mr. Denny?

You can't imagine how gratifying the recent popularity of Town Meeting has been to us at the Blue.

We've had a lot of people try to tell us that so-called "prestige programs" aren't popular with the public. There's a feeling that they have to be dull or they're not service programs. We've never listened to that talk. We've always believed that the American people want the best that radio can give them in every field—and that a program has no excuse for being dull, even if it does set out to do a good job of informing the public.

In America's Town Meeting we felt that we had a program that more Americans should be listening to. We thought of it as an obligation on the part of all of us to the American public—to keep them informed in these critical times about both sides of the issues facing our country. We saw that, more than ever before in its history, there was a greater need for Town Meeting and what it stood for. Ben Gross of the New York Daily News put it pretty well. He said: "No one who is interested in what's happening can afford to miss the Town Hall broadcasts."
Is there a satisfactory substitute for the profit motive? "Yes!" said Norman Thomas.

Should all Germans be punished for Nazi crimes and atrocities? "No!" said Dorothy Thompson.

Exactly what is America fighting for? Senator Claude Pepper.

Is the war breaking down moral standards? "Yes!" said Rev. J. Herbert Smith.

When The Reader's Digest, looking for a program that would be timely and of real service to the nation, decided to sponsor Town Meeting, we had another helpful hand in the job of improving and promoting the show. We all had one aim in mind: to make Town Meeting more interesting to more people.

What happened? Well, frankly, we are still kind of amazed at the results. The average audience for America's Town Meeting has been more than doubled, once reaching a Hooper high of 7.8. We have more than a sneaking suspicion that no other forum in radio history has ever had anything like the listening that Town Meeting has been pulling down in recent months.

This popularity is due to show improvement—and good promotion. Just last week the College of the City of New York made an award to Station WOWO, our affiliate in Fort Wayne, Ind., for the sales promotion job they did on America's Town Meeting.

We are proud of the several programs we have which rank first among all the programs of their type: America's Town Meeting... The Boston Symphony... The Metropolitan Opera... The Herald Tribune Forum... The March of Time... the Road Ahead... The Army Air Force program... Meet Your Navy... and several others. They are helping to prove that public service shows can be good shows if they are approached with the determination to make them listenable as well as effective.

That's one of the things we are doing over here—and making good progress too.
Serials Should Render Public Service And Entertain, Irna Phillips Believes

DAYTIME serials can and should render a service to the listening public as well as provide entertainment, according to Irna Phillips, veteran serial writer whose three General Mills programs consistently tackle the most serious problems confronting the nation.

Miss Phillips, whose Guiding Light, Today's Children and Women in White are heard consecutively on NBC five times weekly, said network and sponsor policy often interferes with "our doing a complete job" on some controversial subjects.

P&G, Top Air User, Doubles Sales

(Continued from page 15)

answer. He hired a writer, dictated the first few installments of a continued story. McIlvanney, Milligan called his heroine "Ma Perkins."

Perhaps it's because of Ma Perkins and several other dramatic serials subsequently sponsored by P&G that daytime continued stories have become known as "soap operas". But to Bill Ramsey and his cohorts at P&G "them's fightin' words!"

Mr. Ramsey abhors the phrase "soap opera" and thinks it tends to belittle a type of entertainment dear to hearts of millions of listeners. He hastened to clear up any mistaken ideas that Procter & Gamble sponsors only dramatic serials.

A schedule of P&G radio productions the last 22 years and its current lineup of more than 25 programs discloses a diversity of entertainment ranging from news, variety and music to audience participation and drama. Of late, the company has gone more heavily into nighttime radio less suited to continued stories.

P&G has not yet found any type of daytime program to replace completely the dramatic serial as an effective sales tool for its products, said Mr. Ramsey.

"As far back as history goes, people have had plays," he said. "Radio in 1945 is no different from the current vehicle of entertainment, 1,000 years ago. People want drama. The daytime series must be good entertainment. If they were not, people would refuse to listen to them. The women of today won't accept just anything. Anyone in the entertainment field knows that and, if the American housewife likes our programs, as she obviously does, certainly there must be a lot of way to do the job right."

That's Bill Ramsey's answer to critics of the daytime serial. On the other hand, P&G isn't top-heavy in that type of production. Prof. Quiz, the original question-and-answer audience participation program, was sponsored by P&G in behalf of Ted back in 1939-40.

Among current network productions under the P&G aegis are these: FBI in Peace and War, Gaslight Gypsies, Rudy Vallee, Glamor Manor, Breakfast in Hollywood, Perry Mason, Woman of America, Truth or Consequences, to mention a few.

Some products which normally are heavily advertised in peacetime are off the market today as a result of the war. Nonetheless, P&G is eying the future and making plans that include radio in all its forms. Television is getting serious consideration. So are FM and facsimile, as well as standard broadcasting.

"We're continually on the lookout for new talent and new ideas," said Mr. Ramsey. "We have an appropriation for experimental purposes and when we discover the type of show we think the people will like, we put it on the air."

It Takes A Year

As for experiments in radio, P&G is willing to give a new program a good test run before casting it aside as a flop. According to Mr. Ramsey, who has studied listener reaction and all phases of broadcast advertising, in most cases a new daytime production should be given a full year before it is branded either success or failure.

A few programs click from the start. Generally, however, they require time to become daily listening habits. "Many, many casualties could have been successes had the sponsor stuck by them a little longer," he explained. For nighttime shows, Bill Ramsey suggested that often a two-year test is necessary. He laughed off the advertiser who buys spot announcements for a week or even a month and expects to double his business.

"Successful broadcast advertising requires that the public be impressed. When a sponsor throws his money at the ad, the ad must be so treated."

[Next week Broadcasting will recount P&G's wide experience in testing various types of programs, reaching a formula successfully applied over the last decade.]
Only A Combination of Stations Can Cover Georgia's Three Major Markets

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

- **WMAT** Macon
  - 5000W
  - 940 Kc

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

**AVAILABLE AT COMBINATION RATES**

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

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

— AT ONE LOW COST

**The GEORGIA MAJOR MARKET TRIO**

Represented by THE KATZ AGENCY, Inc.
KRLD Renewal Hit By Texas Cleric

Liquor Ads to Be Fought to High Court Says Minister

THREATENING to carry his fight for time on the air to oppose beer and wine commercials to the U.S. Supreme Court if necessary, Rev. Sam Morris, Texas Baptist minister and prohibitionist, has filed petition with the FCC protesting renewal of the license of KRLD Dallas.

Joining Mr. Morris in the petition was Henry M. Johnson, Louisville attorney and president of the Kentucky Sunday School Assn. A news release from Mr. Johnson stated that he and Rev. Morris were chosen by the National Temperance & Prohibition Council at a meeting in Washington to "test out the legality of the complained of practices" and that the test, "if necessary, will be carried through the courts to the Supreme Court of the United States".

Motions Denied

Rev. Morris vainly attempted last year to protest the license renewals of WFBA Dallas, WBAP Fort Worth and KGKO Dallas-Fort Worth, which had been designated for hearing under the duopoly regulation. His motions to intervene and to enlarge the hearing issues were denied. A subsequent petition for rehearing also was denied.

Using the same method of procedure, except on a more elaborate scale, that he used in the WFBA, WBAP, KGKO cases, Mr. Morris charged that KRLD sells its choice time to beer and wine interests to present the most "glamorous appeal" to buy and drink alcoholic beverages. He alleged, too, that KRLD has refused to sell prohibition elements time to oppose the commercials.

Eliot Lovett, Washington counsel for KRLD, in a reply brief filed last week, generally denied the allegations, pointed out that the Morris petition was aimed largely at interests other than KRLD, and asked the Commission to disregard the complaint. The Morris petition complained against CBS, Mutual, Blue, the NAB and several stations and charged that radio generally sells time to breweries and wine makers but refuses time to prohibitionists. WIIAS Louisville was set out as a "good example" inasmuch as that station had sold time to the Morris interests.

KRLD was one of more than 60 stations placed on temporary license in late April while the Commission investigated its operations under the FCC new commercial-v sustai ning renewal policy. The license was continued temporarily to July 1.

WRECKAGE caused by Jap kamikaze suicide plane which attacked the hospital ship USS Comfort off Okinawa, is described in a wire recording for the Army Hour by Maj. Henry Putnam, (r) formerly of KGMB and KHBC Honolulu, and S/Sgt. Mike Cassidy, ex-KUTA Salt Lake City. This was once the ship's surgery, where 29 persons died in the attack.
Transcripts of Walton's broadcasts on the death of Mussolini were short-waved overseas by United Press for publication in Italian newspapers.

His broadcasts of recent events were the subject of raging controversy in Sidewalk Cafes of Paris.

Regularly used by United and Associated Presses as reliable "SOURCE" news.

Scripts quoted at length regularly in important papers of the United States, France, Britain and Canada.

Available with a ready-built audience Mondays thru Saturdays, 10:45-11 P.M.
Immediately preceding WHN Newsreel Theatre of the Air

This powerful program backed by 50,000 watts in America's No. 1 market will spell results for your product or client.

AMERICA'S MOST POWERFUL INDEPENDENT STATION
TV Zone Approval Creates Precedent
Washington Ruling Paves Way For Action in Other Cities
CLEARING the way for television in the nation's capital and probably many other cities, the Washington, D.C., Zoning Commission has approved amended regulations proposed by WOR, DuMont, NBC and TBA to permit construction of 300 ft. antenna in residential areas. The Commission's action—the first zoning regulation of its kind in the U.S.—is expected to set a precedent for other cities.

Following the action, taken as a result of a hearing two weeks ago [Broadcasting, May 21] at which television representatives appeared, steps were taken to establish video stations in Washington just as soon as sites can be acquired and authorization obtained to purchase materials and begin construction.

Harry S. Wender, counsel for Bamberger Broadcasting Service, New York, told Broadcasting his company is immediately proceeding to prepare an application for a site selected for a station and is expecting to appear before the District Board of Zoning Adjustment at its next meeting in July in support of its application. Approval must also be obtained from the National Capital Park and Planning Commission which favored the amendment proposed by the industry but recommended that each location be given separate consideration.

NBC Site Selected
Carleton Smith, general manager of WRC Washington, who represented NBC at the hearing, said that the Zoning Commission's action would enable the network to proceed rapidly with television installations, pending FCC clearance. NBC has already selected its site at the Wardman Park Hotel and has a tower in readiness for shipment to Washington. It plans to use the hotel proper to house its studio facilities.

Under the amendment adopted by the Zoning Commission, it is stipulated that the proposed location and height of facilities must not adversely affect neighboring property and must be separated from adjoining property by a distance equal to one-sixth the height of the antenna. The amendment applies to FM facilities as well as television.

Turnabout
SERVICE veteran Bill Conway went to Dallas for a job and is now m.e. of Veterans for Industry, a weekly half-hour on KGKO Ft. Worth-Dallas, designed to assist servicemen in finding employment.

FORMER KOIN and KALE Portland, Ore., announcer, SPte Bob Harris, interviews S2e Hans Sitzman, guest serviceman, on the KIRO Seattle public service series Coast Guard Servicemen's Club, heard Saturday 4:30 p.m. from the auditorium of the Seattle Service men's Club. Program presents guest with photograph, interview recording, two theater tickets and a phone call to his home.

DeMille at Wichita
WICHITA Town Hall Committee, which plans to extend its activities to a nationwide basis, has secured Cecil B. DeMille, Hollywood producer, to make an address under its auspices late in June. Mr. DeMille will speak on "Majority Rights and Wrongs" at a public meeting which will be broadcast. William A. Lamier, Shepherdstown, W. Va., former radio director for Federal Union Inc. and associated with various stations, has been appointed national executive secretary to direct organizing, financing and publicizing the committee on a nationwide basis. An intensive radio and press campaign is proposed.

Returns to Blue
PACIFIC COAST Borax Co., New York, in moving Death Valley Sheriff from CBS Thurs. 8:30-8:55 p.m. back to the Blue Network, where the program made its debut 14 years ago, will expand from 63 stations to 186 stations, and drop repeat broadcast. Program will be heard Fri., 9:30-10 p.m. on the Blue, beginning June 29. McCann-Erickson, New York, agency in charge, originated program.

\[\text{REPRESENTED BY RAMBEAU}\]

\[\begin{array}{l}
\text{doesn't mean big stations and it)
\end{array}\]

\[\text{represented by rambeau}\]

\[\begin{array}{l}
\text{means friendly, cooperative stations}
\end{array}\]

\[\text{represented by rambeau}\]

\[\begin{array}{l}
\text{interested in making your advertising}
\end{array}\]

\[\text{represented by rambeau}\]

\[\begin{array}{l}
\text{dollars pay dividends.}
\end{array}\]
FOR THE MOST EFFECTIVE PROGRAM
DEVELOPED BY A TRANSCRIPTION
PRODUCER FOR SYNDICATION!

THE CITY COLLEGE OF NEW YORK
Award of Merit
FREDERIC W. ZIV CO.
CINCINNATI, OHIO
FOR THE MOST EFFECTIVE RADIO PROGRAM DEVELOPED
FOR SYNDICATION BY A TRANSCRIPTION PRODUCER
FOR THE YEAR 1911
CALLING ALL GIRLS
ON THE AIR
BY THE COMMITTEE ON NATIONAL AWARDS OF
THE ANNUAL CONFERENCE ON RADIO AND BUSINESS
AT THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION
OF THE CITY COLLEGE OF NEW YORK
MAY TWENTY SECOND AND TWENTY THIRD 1915

The C. C. N. Y. Award of 1st Prize in the field of Syndication
makes us very happy. But we are happier still to give credit where
due: to the entire broadcasting industry for making "Calling All
Girls" on the air a successful radio program for 123 Department
stores on 123 stations.

FREDERIC W. ZIV COMPANY

NEW YORK
2436 READING ROAD • CINCINNATI, O. • HOLLYWOOD

BROADCASTING • Broadcast Advertising

June 4, 1945 • Page 33
Acid test of Network Leadership

The daily flow of audience toward a network is ordinarily weighted by a few exceedingly popular programs broadcast on certain regular evenings of the week.

Thus top Monday night listening ordinarily “belongs” to Columbia. Tuesday leans to another network...

But Monday, May 7 and Tuesday, May 8 were not “ordinary” days. The crisis, especially on Tuesday, swept aside familiar programs and their established “ratings”... made each network stand squarely on its own feet... thus put relative network performance to the acid test.

Hooper measured audience intensively throughout those two days in four great and widely-dispersed urban areas: New York, Philadelphia, Chicago and San Francisco. The balance of physical facilities in those cities, taken as a group, was by no means slanted to favor CBS. Here are the Hooper findings:
Throughout the white heat of the climax of war in Europe, CBS swept ahead of all other networks—and stayed there!

Any seasoned appraiser of radio’s values would perhaps have predicted that CBS would lead naturally on Monday night. It did. CBS led by a margin of from 22% to 128% over the other three networks. Maybe that was just because people followed their regular Monday night habits of listening. Maybe. But on V-E Day itself:

THE CBS AUDIENCE LED BY A MARGIN RANGING FROM... 5% TO 211% ABOVE THE COMPETING NETWORKS

There never was a more significant demonstration of the confidence the audience places in everything that CBS stands for and delivers. This confidence, though it was demonstrated in a turbulent crisis, is no accident, no caprice of individual rating.

It is the direct product of years of unrelenting effort to build a service which delivers the best in radio…and listeners proved they knew it when it counted most!

The Columbia Broadcasting System
Petry Denies Disagreement With Hooper On Chappell and Politz Appointments

Appointment of Dr. Matthew M. Chappell and Alfred Politz as research counsel by Edward Petry & Co. Inc., station representatives, effective June 1, did not result from any disagreement with C. E. Hooper Inc. and there are no plans for displacing Hooper. Mr. Petry last week advised station officials that he had been retained for “top research knowledge and experience” in the field. He said that negotiations with the two specialists had continued for a period of months and did not result from any disagreement, as had been inferred in “garbled stories which have been appearing in the trade press.”

Mr. Petry, he said, does have definite plans “for making some of the best research brains in the country available to you and to spot broadcasting”.

Text of the Petry letter follows:

For a long time we have felt that top research knowledge and experience should be made specifically available to the station which we represent and in a broad general way to the spot broadcasting industry.

For the past six to eight months, we have been working the research field and have now completed negotiations with Dr. Matthew M. Chappell and Mr. Alfred Politz to act as research counsel for you and for us.

Dr. Chappell, psychologist, and research expert, has been associated with the research activities of many large American and Canadian manufacturers and was the research keynote of the C. E. Hooper Co.

Alfred Politz has organized and developed studies for “Life Magazine,” “Time,” Butterick, Scotty-Vacuum, Cornhill Glass, Advertising Research Foundation, Compton, BBDO and others. He has organized various research and sampling techniques, now being adopted by the best-known research and polling organizations.

These men have been retained primarily as a direct service to you. They are here to consult with you on your research problems and to make specific recommendations to you. They will also be available to represent the independently-owned stations point of view in industry research meetings and discussions.

In view of the garbled stories which have been appearing in the trade press, we would like to reiterate that our negotiations with Dr. Petry have been extended over a period of six to eight months and were the outgrowth of any disagreement with C. E. Hooper, as reported. We have no intention of displacing Hooper. We definitely do have plans for making some of the best research brains in the country available to you and to spot broadcasting.

O’HARA-HUGH PLANS EASY COMMERCIALS

O’HARA-HUGH Productions, New York, after conducting research on the effectiveness of commercial radio, last Friday announced formal start of program production activities, with what it calls a new approach to selling by radio.

Briefly, policy is virtually to eliminate the “ready indigestible” commercial, using in some cases only a 15-second sponsor credit, or none at all. Format and content of the program itself will be designed to “create a desire for the product”, it was explained by John Hugh, production executive. Where there is no mention of sponsor, program will be so built that listener can’t help knowing what the product is, he said. It is just a new manner of “combining showmanship and salesmanship for a common goal—sales results,” he added.

Mr. Hugh, now producer-writer of Abbott Kimball Co., New York, was previously with Donahue & Cee and Kenyon & Echardt, program director of WCBT Roanoke Rapids, N. C., and announcer for WHIT New Bern, N. C.

Other principals include Hamilton O’Hara, Armed Forces Radio Service, once program director, AFBS New Guinea station, now stationed in this country, who will be production coordinator and Hudson H. Tanner, formerly advertising manager, McLin syndicate, who is general manager.

RKO Campaign

RKO PICTURES, New York, is spending $15,000 in New York in a radio campaign for “The Wonder Man”, and plans radio promotion in other markets as the film opens locally, with station schedules still to be set. New York schedule calls for a total of 174 chain breaks and transcribed one-minute announcements May 30-June 12 on WABC WEAF WOR WJZ WNEW WHN WMCA.

Agency is Buchanan & Co., New York.

FROM the flight deck of the miniature replica of “The Fighting Lady”, now on exhibit at Rockefeller Plaza, New York, as a War Bond drive display, WOR, New York on June 3 will broadcast an actual U. S. Naval ship religious service on its regular series “The Navy Goes to Church.”
Building programs you can sell is easy—if you've got what it takes. And that's exactly what World Library gives you!

First of all, it takes talent. World gives you some of the biggest-name orchestras, vocalists and novelty groups in show business. On World Vertical-Cut transcriptions—famous for fidelity—these artists are heard at their brilliant best!

It takes variety. The basic World Library includes 4000 selections... material for every kind of program.

It takes the latest hits. World includes them in the 50 or more new units sent each month.

Smart programming is essential. World sends you complete continuities—78 each week—with the big-time touch that only expert writers can give a show. Typical reaction of stations is this one from KGY, Olympia, Washington: “We’re using 122 World shows each month... many ‘as is,’ merely writing commercials.”

Put this program-building service to work for your station, as 325 leading stations are doing. Get the facts now from: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N.Y.

WORLD LIBRARY

World Broadcasting System, Inc.

A subsidiary of Decca Records, Inc.
AGREEMENT has been reached between Blue and Committee for Ros- 
omic Development representing 70,000 businessmen, for a 52-week quar- 
ter-hour sustaining series to explain the impact on solving 
employment problem. Program will prob- 
ably be sent back with Blue's Labor U.S. A. 
series 6-49, starting in August. 
CHD this week is releasing first six 
to-hour pieces on creating new 
jobs to committees for local placement 
available for sponsorship.

WMCA Series Enlargement
WMCA New York, which has dis- 
continued the summer the series about 
New World, "New World of 
Lights", plans to resume the programs in 
fall on a wider scope, covering problems 
and contributions of other minorities 
that face racial and religious discrimi- 
nation. Current series has been pre- 
sented by the Citizens' Committee on Education 
and WMCMA plans to enlist cooperation of 
other representatives for next season's series. Program has received 
seven major awards and commendations 
since inception March 1944.

Children Series
ASSN. of Junior Leagues of America 
New York, will follow its 13 quarter- 
hour transcribed dramatizations on 
"Books Bring Adventure" with a new 
series dealing with regional stories of 
the U.S. and Canada, to be released in 
October. For benefit of schools and 
other groups which have not had 
proper equipment to play transcrip- 
tions, a special phonograph 12 inch 
record edition of the first series will be 
presented.

Program Commended
COMMENDATION of the WOC Daven- 
port, Ia., "Midnight Road By" late eve- 
ning program is made in the current 
issue of the local St. John's Methodist 
Church weekly publication. Featuring 
"Starlight" "Sleep to Read" or 
"Midnight Road By" musi- 
gram is interrupted only on the half 
hour for identification and brief selec- 
tion announcements.

Housing Aid
SPECIAL interview program has been 
started by WING Dayton, O., to aid 
families of servicemen now stationed at 
Dyersburg, Tenn and also located 
KXEL, locating housing facilities. 
In three weeks approximately 75 families 
interviewed have located living quar- 
ters.

News of Yesterday
HIGHLIGHTS of the day's news of 25 
and 50 years ago are given on three 
different programs of KXEL St. Louis. 
Programs are heard on different days of 
the week and are arranged for morn- 
ing, mid-morning and afternoon audi- 
ences.

Song Analysis
SIGMUND SPARTEL music authority, 
known as the "tune detective", June 5 
in WOCX New York starts a series 
half-hour analysis of popular musical 
works. He analyses a classical, a popu- 
lar and a folk song on each broadcast.

Privilege Renewal
FOR seventh consecutive year KMBC 
Kansas City has been granted exclu- 
sive rights to broadcast market reports 
from the Kansas City livestock ter- 
minal.

Baseball Highlights
ARMED FORCES RADIO SERVICE is 
now transmitting overseas a special sum- 
mary of two or three highlight base- 
ball innings by Bert Lee, based on the 
newsmen's daily "Today's Baseball" 
on WIN New York.

WFIL Coverage
SPECIAL events staff of WFIL Phila- 
adelphia were on a special assign- 
ment to report May 23 from Penn- 
ylvania Station.

Jobs for Ex-servicemen
DISCUSSION PANEL on opportunities 
in radio and television for ex-service- 
men is being conducted weekly by 
NBC Hollywood at nearby military re- 
habilitation centers.

Blue-AAF Show

STORY of the shoulder sleeve insignia 
wear by the 5th Air Force leads off the 
opening broadcast of "Flight to the 
Pacific", weekly half-hour presented on 
Blue in cooperation with AAF. A regu- 
lar feature, shortwave from the Pacific 
and recorded in San Francisco is a dis- 
cussion of missions by returned avi- 
ant groups and ground officers, including tabu- 
ation of results of the flight. AAF members will participate in dramati- 
cations and musical portion of pro- 
gram.

Blackhawk Expands
BLACKHAWK BREWING Co.
Davenport, Ia., began sponsorship 
June 1 for 13 weeks of approximately 
8 spots per week on five 
stations of Iowa Tall Corn Net- 
work: KBUR KBIZ KFIB KROS 
KTHI plus KSO WOC WMT 
KXEL. Firm has also added WMT 
and KXEL to list of stations for 
the next 13 weeks starting July 2 
for 52 weeks (Broadcasting, May 

EYING some of the tools of the trade 
is Maxine Burke, winner of the KTSW Emporia, Kan., radio 
and scholarship and a junior at the 
Emporia State Teachers College. 
Miss Burke, who has been active in 
Radio Classroom, daily educa- 
tional program produced at Em- 
poria State over KTSW for rural 
classrooms, will attend the summer 
radio institute of her choice on the 
KTSW all-expense scholarship.

Page 38 • June 4, 1945

BROADCASTING • Broadcast Advertising
THIS IS WHAT YOU GET THROUGH KTOK — at a much lower cost!

K TOK has won wide recognition from advertisers for their complete exploitation of audience-building technique. As listening surveys reveal, K TOK has the audience — at all times — because it is a family station, appealing to every member of the family. Its growth and its increasing service to the community are the results of its family following.

K TOK provides the type radio programs families enjoy and benefit from most. Over 876 million dollars effective buying income are represented by this concentrated audience of 895,801 people (44% of Oklahoma’s population). Yes, you buy Audience, not Power with K TOK — K TOK is really a super buy — at a small expenditure!!

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

American Broadcasting Co. Affiliate
Key Station of Oklahoma Network
250 Watts + 1400 Kilocycles

June 4, 1945 • Page 39
WBAL means in...
business Baltimore

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future
* Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
THE RESPECTS TO—

WILLIAM McCREAMY RAMSEY II

S DIRECTOR of the radio department of the nation's largest single sponsor, Bill Ramsey perhaps knows the likes and dislikes entertainmentwise of more women than any other man.

Primarily his job is to help sell Procter & Gamble products. Actually he has become an expert in public relations. He knows that when the radio shows over which he has supervision please, sales go up. If they displease, it is manifest in fewer sales as well as disgruntled fan mail. The fact that P&G gross business has more than doubled in the last decade, during heavy use of radio, is indicative that Bill Ramsey knows what consumers want in the way of radio fare.

A native Cincinnati, Bill was born on St. Patrick's Day in 1900. He prepared for Yale by attending Walnut Hills high school and the Cincinnati University School. He was graduated from Yale in 1921 with an A.B. degree and returned to Cincinnati to enter business.

For two years Bill Ramsey was a clerk in the Citizens National Bank. But cold figures and hard cash didn't appeal to the visionary youth. He liked people. He wanted to do more than handle money. He wanted to get closer to the public. Besides, he was an accomplished pianist and he enjoyed entertaining his friends.

When Francis H. Leggett & Co., New York food products firm, offered him the post of branch manager of its Cincinnati office in 1922, Bill took it. Here, he felt, he'd have an opportunity to deal with the consuming public—to learn the various needs and likes in foods. Bill remained with that job for five years. Procter & Gamble Co. was expanding some and needed a man to take over a job involving planning field advertising. Bill Ramsey accepted and went to work. P&G already was using radio, but Bill admits he didn't have much faith in that intangible medium. He wanted to see his ads in black and white or color—on paper.

He did a good job in field planning and P&G placed him in charge of the copy department. By 1930 the company decided to go into radio in a big way. Neil H. McElroy, vice-president in charge of advertising, was casting about for a man to head up the radio department. It's P&G policy to move its personnel up.

Bill Ramsey played the piano. He had done considerable entertaining around town, so Vice-President McElroy decided his copy chief was just the man to head up the P&G radio department.

P&G already had sponsored a program on

(Continued on page 44)

BROADCASTING • Broadcast Advertising
No time is sold on WGAR for religious broadcasting, but all denominations in their turn have opportunity to use the hours definitely reserved for worship services. It is our philosophy that the station which serves every creed and every faith alike, accomplishes most for its listeners, for the nation, for all mankind.

Cleveland's WGAR
THE FRIENDLY STATION
FREE SPEECH "MIKE"
RADIO'S XXV ANNIVERSARY
BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!

Of Boston "Pops" Symphony fame...his incomparable Associated transcriptions with 18 hand-picked musicians mark a new high in making serious music "commercial!"

Arthur Fiedler... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

It's RADIO's distinctive bigness that contrast it so sharply to other forms of entertainment. It's this same bigness—units like Arthur Fiedler and his magnificent 48-piece orchestra—that contrast Associated so sharply to other libraries. There's another vital difference too...the incomparable quality of APS high fidelity vertical-cut recording and clear-tone Vinylite discs. Write for the full story today!

Associated Program Service
A Plus for AM...A Must for FM
Represented by Loren Watson, 400 Madison Ave., New York

Our Respects to
(Continued from page 48)

WEAP New York and one on the NBC Red network. Bill Ramsey's first show was Ruth Turner's Washing Talks, which was a test locally in May 1930. By November he had a five-weekly show on the network. P&G officials weren't sure Bill Ramsey should have set a program across the board but they gave him his head.

Today P&G sponsors more than 25 programs of all types, has pioneered in the daytime serial and many other types of shows. Bill Ramsey saw the need for developing young writers. He learned the women of the country—consumers for P&G products—liked the human-interest drama.

His success formula? Here is the way he puts it:

"We maintain supervision over all our programs from a policy standpoint," he explained. "Good taste must predominate. We never offend. The agencies remain in complete charge of the shows, but we insist they be of high type. We're in the role of enlightened buyers."

Knows All Angles

As radio director of P&G Mr. Ramsey has studied broadcast advertising from all angles and has reached the conclusion that the success of a show depends upon many factors—time of day for a particular type of program, talent, good scripts, and foremost—public acceptance.

On Oct. 27, 1923, Bill married Olivia James of Cincinnati. They have three children, Anne Wood, Olivia and William McCreary III. Gardening is his hobby, piano his avocation. Right now he's practicing Schumann's "Concerto" to appear as guest soloist with Frank Black's NBC Symphony Orchestra, at the invitation of Clarence L. Menser, NBC vice-president in charge of programs.

He is secretary of the Board of Trustees, Cincinnati Symphony Orchestra (the only board member who is a musician) and a member of the Cincinnatius Assn. His clubs include the Elizabethan (Yale), Cincinnati Country and Cincinnati Tennis. He contributes to trade magazines and periodicals, has become an authority on growing delphiniums and is an ardent admirer of Ma Perkins.

Bill and Mrs. Ramsey maintain their home on Walton Creek Rd. in the exclusive Indian Hill section of Cincinnati.

Starts 'Smile Time'

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), today for 52 weeks starts sponsoring Smile Time on 39 Don Lee Pacific stations, Mon. thru Fri., 7:15-7:30 a. m. (PWT). Morning comedy strip features Wendell Noble and Steve Allen, song and pianist team. Firm also sponsors weekly This Is My Story on CBS Pacific stations. Agency is Hillman-Shane-Breyer Inc., Los Angeles.

OPERATION OF WHCB STARTED OFFICIALLY

WHGB Harrisburg, Pa., new 250 w local Blue on 1400 kc licensed to Harrisburg Broadcasting Co., officially started broadcasting May 29 after program tests.

General manager and part-owner is Herbert Kendrick (10%), former manager of WJLS Beckley, W. Va. G. L. Haah, owner of local furniture firm, is 90% owner.

R. A. Maxwell is commercial manager and John Penas is chief engineer. Other staff members include: Wilbur Blair, production manager; Richard N. Leiby, Walter R. Rice, Glenwood Schlegel and Robert L. Bomboy, engineers; Ernest E. Mark, Victor, Bruno and John N. Beebe, announcers; Midge Lee, writer. Library includes NBC Thesaurus and news wire is AP.

Western Series on Blue Begun by General Foods

GENERAL BAKING Co., New York, for Bond bread June 3 started Friendship Ranch, a western variety program with teen-age talent on 11 eastern stations of the Blue Sys., 12:30-1 p.m. Firm here-tofore sponsored the program on NBC station WEAF New York and KYW Philadelphia. Program has an educational slant, with dramatized features on the origin of heroes, of the pony express and other phases of western life.

Director-producer is Alice Clements, specialist in child radio talent, Clements Co., Philadelphia, appointed to handle this program only. BBDO, New York, Neil D. Ivey, Philadelphia, and Mitchell-Paust Adv., Chicago, continue to handle General Baking advertising in special regions. Firm continues its schedule of local programs, but is reducing spot announcements and chain breaks in some instances. Over 50 stations are used.

IN PHILADELPHIA

31st IN SPORTS
10,000 WATTS DAY & NIGHT

Philadelphia's Most Powerful Independent

WPSE SELLS! SELLS! SELLS!

Broadcast Advertising
The MYSTERY of the STOLEN TRUCK

(SOLVED BY RADIO IN 10 MINUTES!)

Early in the morning of May third a truck loaded with perishable produce was stolen from the warehouse yard of Hannaford Brothers Company, wholesalers in fruit, produce, and groceries, in Portland, Maine. When no clues had been uncovered as to the whereabouts of the truck by early afternoon, Hannaford Brothers came to WGAN for help. The first flash about the stolen truck went over WGAN at 2:10 p.m. at 2:20 p.m.—just ten minutes later. Mrs. Julia L. Moffitt, who heard this emergency broadcast, phoned in and said she’d located the truck! (Read the letter opposite for complete details)

The moral in this case is very clear. The clue to its solution lies in the effectiveness of radio broadcasting. If WGAN can find a stolen truck in ten minutes, it can surely help you solve your selling problems just as successfully. Remember, WGAN’s large listening area (14 Maine counties and 1 in New Hampshire) is a responsive audience—a rich market to tap. And you can tap it anytime just by getting in touch with us or our national representative.

Very truly yours,
HANNAFORD BROS. CO.

William W. Barnes, Sales Mgr.

Dear Mr. Cawfall:

We wish to express our thanks for providing emergency time on your station, and to congratulate you on the effectiveness of WGAN’s broadcasting in connection with the incident of our stolen truck last Thursday.

You recall that a fully loaded Hannaford Bros. Co. truck was taken from our warehouse yard before dawn while filled with groceries and perishable produce destined for delivery to our retail customers 100 miles away in Franklin County.

Locating the stolen truck appeared futile, despite the fact that the police were notified at once, and that State Police had manned the fact of the stolen truck over its route in all parts of the State. With no clues of the truck’s whereabouts, we thought to ask your listeners to aid us in finding the missing truck by means of the powerful broadcast of the stolen truck which the broadcast engineer...

The incident confirms our already-held belief in the effectiveness of radio broadcasting.

Very truly yours,

HANNAFORD BROS. CO.

William W. Barnes, Sales Mgr.

At left: Mr. William W. Barnes, Sales Manager of Hannaford Brothers, presents the $100 reward for locating the truck to Mrs. Moffitt over WGAN during Dorothy Wadman’s popular “Points and Pointers” radio program.

CBS Member Station Columbia Hotel, Portland, Maine

WGAN

PORTLAND

MAINE

5000 Watts

Columbia Hotel, Portland, Maine

National Representative: Paul H. Raymer Co.

At left: Mr. William W. Barnes, Sales Manager of Hannaford Brothers, presents the $100 reward for locating the truck to Mrs. Moffitt over WGAN during Dorothy Wadman’s popular “Points and Pointers” radio program.

June 4, 1945 • Page 45
WHY THEY'RE CHANGING NAMES... AT WTCN

...Definite identity is a valuable thing. And, on taking the AMERICAN BROADCASTING COMPANY as our network name, all possible confusion that might have been prevalent under "The Blue Network" is erased.

...We here at WTCN will continue to serve our midwest area in the American Way...as a basic station of the AMERICAN BROADCASTING COMPANY.

...Have you checked our Hooper Ratings lately? They look good!

AMERICAN BROADCASTING CO. on and after June 15, 1945

WTCN...1260 on your dial
MINNEAPOLIS-ST. PAUL MINNESOTA
THE BLUE NETWORK of the American Broadcasting Co.

Managing editor: BRIG. GEN. ELLIOTT ROOSEVELT, former president of Texas State Network, and second son of the late President, has been awarded an Oak Leaf Cluster in lieu of a second Distinguished Flying Cross for leading two pioneer photography missions over Europe.

DON SEARLE, Blue Western district vice-president, and FRANK CRINAN, network West Coast station relations manager, on a three-week tour of West Coast affiliates, are conferring with executives on individual station problems.

MILTON S. HEFNER, president of Kansas State College, which operates KSAC Manhattan, and brother of the Allied Supreme Commander, has been elected a director of the Committee for Economic Development. Other newly elected directors include CHARLES E. WILSON, president of GE, and FRED LAZARUS Jr., president of Federated Department Stores Inc.

JACK RETHBURN, general manager of WCOA-Pan-O-Matic, is the father of a girl born May 21.

OSCAR KUHLE, WPRL, Syracuse president, has been reelected president of the Syracuse Better Business Bureau.


WALTER F. SPEIGHT Jr., for six years controller and general manager of WTMA Charleston, has taken over new duties as general manager of WATE, Atlanta.

ELLIOTT M. SANGER, executive vice-president of WQXR New York, hospitalization following a minor operation, is expected back at his desk next week.

WALTER GOAN, manager of WATS Charleston, married MARGARET NOVELLA PEARCE, May 26, in Charlotte.

Commercial

HAROLD BARRETT has become manager of the Detroit office of Headley-Heed Co., succeeding CHARLOTTE COWLING, who has joined Parade magazine. Mr. Barrett was at one time media director of U. S. Adv. Corp. In 1934, Pearl Harbor he joined Willys-Knight metallurgical department.

JAMES MARONEY, assistant sales manager of MBS midwestern division, is visiting MBS stations in Colorado and Wyoming.

TOM DOWELL has rejoined the Mutual New York sales staff after 2 1/2 years with Blue, where he has been account executive on the Coca-Cola account. Presumably he will continue in that capacity with MBS.

ROY VAUGHN, WMAN Minneapolis, O., salesman, will run for office of mayor this fall.

W. JOHN DUNLOP, released as a lieutenant from the Royal Canadian Navy, has returned to his post as commercial representative of CBC Toronto.

BROADCAST SALES, Chicago, has been appointed to represent WPAO Ann Arbor, Mich., new station which started April 26.

ADAM J. YOUNG Jr. Inc., has been appointed national sales representative for the Internetwork Network, Salt Lake City, as well as exclusive national representative for KLO Ogden and KIIJ Lake City, effective June 15. KIIJ begins operation Aug. 1.

KQV Pittsburgh, effective June 1, will be represented nationally by WCOA. In line with shift to Mutual affiliation, June 15.

CHARLES A. HAMMARSTROM, former with Morse International, Kenyon & Eckhardt Inc., as account executive, has joined the New York City office of Paul H. Ray Co., Inc. He has had extensive experience in the broadcasting field.

WPEN Philadelphia (5,000 w 850 khz) has appointed Headley-Heed Co. as national advertising agents, representing effective June 1. Station is owned by Philadelphia Bulletin.

Morrow Appointed

LYNN MORROW, former assistant to W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., Philadelphia, has been named sales promotion manager of WBZ-WBZA Boston-Springfield. At one time he was sales promotion and publicity manager of KDKA Pittsburgh. Prior to joining KDKA in 1934 Mr. Morrow was radio editor of the Pittsburgh Post. He will headquarter at WBZ.

Faust Named by MBS

H. M. FAUST, recently director of the salvage division of WPB and for nearly 25 years with Curtis Publishing Co., on June 4 joins Mutual as manager of the network's central division, with headquarters in Detroit. Announcement of the appointment, made by Z. C. Barnes, vice-president in charge of sales, stated that Mr. Faust's operations will cover Pittsburgh, Cleveland, Akron and Wheeling as well as Detroit. He will report to New York. Prior to his appointment as WPB salvage director in September 1943, Mr. Faust for six years had been advertising sales manager of Curtis.

Taylor Aids Jackson

COL. TELFORD TAYLOR, former FCC general counsel, has been named to assist Justice Robert H. Jackson in prosecuting war crimes, the Justice announced last week. Col. Taylor, granted a leave by the FCC to enter the service, has been chief Military Intelligence Service, War Dept. Special Branch, in London. Also named as an assistant to Justice Jackson is Francis M. Shea, assistant attorney general in charge of the Claims Division and husband of Hilda Shea, FCC attorney.

New Law Office

LT. MORRIS MILLER, USCGR, who has been placed on inactive duty at his own request, last week announced opening of law office at 710 14th St., Washington. Mr. Miller, who has served for a year and a half in the Coast Guard, formerly was associated with the law firm of Dempsey & Koplovitz, Washington. Prior to that he was for four years assistant general counsel of the U. S. Housing Authority. He is a native of St. Louis.

The latest, Hooper listening index (February and March, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 56.4.

Hooper's facts prove the Quad-City market of 218,000 is delivered only by WOC...
WELL DONE

A Personal Message From Dr. LeGear

TO SALUTE OUTSTANDING RADIO STATIONS . . .

"In our experience, we’ve found that truly successful radio advertising, with profitable results for all concerned, calls for coordinated cooperation between manufacturer, station and dealer.

Because the stations listed below have extended this cooperation in a most effective way in selling Dr. LeGear’s Poultry and Livestock Prescriptions, we are taking this means of showing our appreciation for their excellent work . . . actual merchandising assistance in displays, mailings, personal calls, etc. . . . cooperation with Dr. LeGear representatives . . . as well as actual sales records for the season in their primary listening areas."

S. L. LeGear, M.D.

Director—Sales and Advertising

DR. L. D. LEGEAR MEDICINE COMPANY

ST. LOUIS, MISSOURI

OUR THANKS TO EACH OF THESE STATIONS FOR THEIR OUTSTANDING COOPERATION IN SELLING DR. LEGEAR’S PRESCRIPTIONS

WILD—Bessemer, Alabama
WLAL—Muscle Shoals, Alabama
WFFA—Helena, Arkansas
KTHS—Hot Springs, Arkansas
KBTM—Jonesboro, Arkansas
KOTN—Pine Bluff, Arkansas
KGTV—Alamosa, Colorado
KOA—Denver, Colorado
KFXJ—Grand Junction, Colorado
KOKO—La Junta, Colorado
WDHO—Orlando, Florida
WLAS—La Grange, Georgia
WNGA—Moultrie, Georgia
WJFL—Teccoa, Georgia
WDWS—Champaign, Illinois
WJJD—Chicago, Illinois
WEBQ—Harrisburg, Illinois
WJPP—Herrin, Illinois
WOWI—Fort Wayne, Indiana
WAOV—Vincennes, Indiana
KFPP—Fort Dodge, Iowa
KMA—Shenandoah, Iowa
KGNU—Dodge City, Kansas
KTSA—Emporia, Kansas
WIBY—Topeka, Kansas
WLBT—Bowling Green, Kentucky
WHNL—Harlan, Kentucky
WOWM—Owensboro, Kentucky
WPAD—Paducah, Kentucky
KVOI—Lafayette, Louisiana
WWL—New Orleans, Louisiana
WIBZ—Bangor, Maine
WAGM—Presque Isle, Maine
WTDF—Flint, Michigan
WJMS—Ironwood, Michigan
KSOM—Mankato, Minnesota
KWLM—Willmar, Minnesota
WROX—Clarksville, Mississippi
WCBI—Columbus, Mississippi
WFOR—Hattiesburg, Mississippi
WAMJ—Laurel, Mississippi
WSKB—McComb, Mississippi
WQBC—Vicksburg, Mississippi
KWOS—Jefferson City, Missouri
KWPP—Poplar Bluff, Missouri
KKOK—St. Louis, Missouri
KDRU—Sedalia, Missouri
KWTO—Springfield, Missouri
KORN—Fremont, Nebraska
KMMJ—Grand Island, Nebraska
KOB—Albuquerque, New Mexico
KAVE—Carlsbad, New Mexico
KTRM—Tucumcari, New Mexico
WMBO—Auburn, New York
WBTX—Baton Rouge, Louisiana
WALL—Middletown, New York
WBBN—Burlington, North Carolina
WGVO—Concord, North Carolina
WHIT—New Bern, North Carolina
WGTC—Greenville, North Carolina
WCBT—Roanoke Rapids, North Carolina
WRRF—Washington, North Carolina
WPAY—Portsmouth, Ohio
KCRC—Enid, Oklahoma
WBZZ—Ponca City, Oklahoma
KVOO—Tulsa, Oklahoma
WCED—Du Bois, Pennsylvania
WSBA—York, Pennsylvania
WVO—Birmingham, South Carolina
WCRS—Greenwood, South Carolina
KWAT—Watertown, South Dakota
WNAK—Yankton, South Dakota
WJPM—Clarksville, Tennessee
WMC—Memphis, Tennessee
KGN—Amarillo, Texas
KRIC—Beaumont, Texas
WTAW—College Station, Texas
KWBU—Corpus Christi, Texas
KRL—Dallas, Texas
KGMS—Huntington, Texas
KCA—Kilgore, Texas
KPAB—Laredo, Texas
KPMO—Longview, Texas
KRIU—Midland, Texas
KEDM—Pampa, Texas
KTS—San Antonio, Texas
KCME—Texarkana, Texas
KGPS—Tyler, Texas
KVWC—Vernon, Texas
KVFC—Victoria, Texas
KWFT—Wichita Falls, Texas
WKEF—Covington, Virginia
WFVA—Fredericksburg, Virginia
KJL—Beckley, West Virginia
WJEF—Marion, West Virginia
WHBY—Appleton, Wisconsin
WIGM—Medford, Wisconsin

Published in Appreciation By

SIMMONDS & SIMMONDS
INCORPORATED

Agricultural Advertising

201 NORTH WELLS STREET

CHICAGO 6, ILLINOIS
WOR New York will start work immediately on three new studios to be located on the ground floor of 1440 Broadway, building currently housing the station's offices and also the headquarters of WOR, which is New York's key station. Theodore C. Streibert, WOR president, announced Tuesday. Announcement followed word of a WBP priority for the construction, first of its kind in New York City since Pearl Harbor, according to WOR.

To cost about $150,000, the studios will measure about 25 by 40 feet, will have "floated" floors and walls and suspended ceilings and "actually be a preview of postwar designs and improvements," the announcement stated.

J. E. Popelle, WOR chief enginner, will direct construction of the new facilities, which will be used primarily for MBS programs from New York.

Win Church Awards

NBC, in cooperation with the Congregational Christian, Methodist, and Presbyterian USA churches, has awarded seven fellowships for study at one of the network's three summer Institutes in Chicago, Los Angeles, or San Francisco. Winners were: Rev. Horace W. Mullen, radio chairman, Rhode Island Council of Churches and pastor of Edgewood Congregational Church, Providence; Pearl Ross, radio education director, International Council of Religious Education; Rev. James W. Sells, executive secretary, Missouri Rural Life Council; Rev. James E. Eublin, radio chairman, Ministerial Assn., Shenandoah, Ia.; Rev. Paul Rusche, radio chairman, Council of United Churches, South Bend, Ind.; Rev. Harold E. Dietzler, radio chairman, Church Federation of Los Angeles, pastor of First Evangelical and Reformed Church, Los Angeles; Rev. JohnSunegut, radio chairman, South Dakota Council of Churches, pastor of United Church, Chamberlain, S. D.

MBS Opens Earlier

MUTUAL will begin network operations an hour earlier starting June 11, opening the network at 9 a.m. with a quarter-hour news commentary by Frazier Hunt, correspondent and commentator. Shady Valley Folks, new broadcast 10:30-11 a.m., will be extended to 40 minutes and moved into the 9:15-9:55 a.m. slot, with a five-minute newscast completing the hour.

Over 200 new compositions have been entered in the competition conducted by the Broadcast Show, of which $1,000 in prizes will be awarded. The first prize, $500, was awarded during the Festival of American Music to be held at Colorado College Aug. 13-19 and Blue will present two festival concerts from EVOD Denver.

HUGO SELLER, since 1937 with NBC in New York and Hollywood as a traffic supervisor, has joined Mutual New York as night program supervisor.

TED COTT, program director of WNEW New York, has been named as successor to BST, who has returned to WRCA.

LT. DICK ROSS, AAF navigator and former announcer of CHL radio in Rhode Island, is on his way home after liberation from a German camp near Ost. Patson's Third Army. Lt. Ross was shot down over Germany Aug. 4, 1944.

JACK ROURKE, former producer of N. Y. Woy & Son, has been named production manager for Lee Broadcasting System. He succeeds HAL BLAIR, now in the army.

KEITH THOMPSON, script editor of WOR New York, for his three-act play "A Child," was one of the $190 given by the Golden-Columbia-Playwriting awards.

DICK GILBERT, record m.c. of WEN New York, has become a member of the Twenty Year Club, radio veteran organization.

FRANK MULEN, NBC newsman, has returned to WMAL Washington by telegraph.

WALTER MURPHY, NBC newsman, has returned to WOR New York.

KEITH ORNER, administrative assistant to Mr. O'FLAHERTY, is the father of a boy.

ED LUCAS, assistant manager of NBC Hollywood sound effects department, is the executive in charge of war programs beginning May 13.

DAN ROBERTS, former continuity chief of WHB Quincy, has become a newsman.

ROBERT FARRELL, former program director of WWL-AM, is the father of a boy.

JOHN KOPP, NBC newsman, has joined WOR New York.

JACK GOODMAN, NBC newsman, has been released from the German prison camp at Augusta.

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The KATZ AGENCY, INC.

Announces

The completion, on June 1, of the first project of its audience research department:

_The WNAX Listener Diary*

This survey records the listening habits of 200,000 radio families in an important and predominately rural midwestern market. Findings are now available to agencies and advertisers.

*Conducted during the week of March 19, 1945
One of the studios used interchangeably by FM station WBRL and AM station WJBO. RCA-Type 44-BX Microphones are used in this studio, in the smaller announce-type studio, and in the large auditorium-type studio.

The specially built RCA control console in the master control room shared by WBRL and WJBO. Individual panels control the output from three studios. Network lines and remotes are controlled from a fourth panel. The push-button selector system in the center panel allows any program to be fed to each of the three output lines (one AM, one FM, one spare or network).

The transmitter room shared by WBRL and WJBO. The 1 KW FM Transmitter is the unit just left of center in this picture. At the far left are racks containing the FM audio input and monitoring units. At the right is the 5 KW AM transmitter. Not shown in this picture are the AM audio and monitoring racks and AM phasing units. All of the equipment in this picture is of RCA manufacture.
WBRL, the FM station of the Baton Rouge Advocate and State Times, uses RCA equipment throughout. In the studios are RCA 44-BX Microphones; in the control room is a special RCA-built master control console. At the transmitter building are an RCA FM-1-A Transmitter and RCA frequency and modulation monitors. The antenna is an RCA-developed, six-bay, square-loop antenna.

WBRL is a sister station of WJBO, the AM station operated by the Baton Rouge Advocate and State Times. It is interesting to note that WJBO, like hundreds of other AM stations, is also completely RCA equipped. Operators of AM stations know the meaning of "RCA all the way." And they know that in RCA FM equipment they will find the same dependability and the same advanced design features that they have come to expect in RCA AM equipment.

Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan, write to Broadcast Equipment Section, Radio Corporation of America, Camden, New Jersey.

Buy More War Bonds

Radio Corporation of America
RCA Victor Division - Camden, N. J.
In Canada, RCA Victor Company Limited, Montreal

The transmitter plant of WBRL-WJBO. The AM antenna system consists of two 300-ft. and one 500-ft. (center) tower. The FM antenna system is mounted at the top of the latter. It is fed by a concentric transmission line from the transmitter building in the foreground. The entire layout was designed by WBRL and RCA engineers working together.

A close-up of the six-bay FM antenna mounted on top of the 300-ft. AM tower. This antenna consists of square loops mounted around the tower. It was specially designed by RCA engineers to answer a particular mounting problem.
OWI Impressions Pass Billion Mark
Record Week Is Attained in War Message Program

AN AVERAGE of over 10 impressions per radio listener was scored by OWM Domestic Radio Bureau war message announcements on network and local stations during the week beginning May 14, bringing the grand total of listener impressions in any seven-day period over the billion mark for the first time.

The intensified allocation plan, with its 1,003,608,000 impressions secured during the May 14 week, represents an increase of 50% over the same week in 1944. The increase over the previous week was 18%. Total impressions for 1945 up to the week of May 14 were 15,109,811,000.

The figures do not include additional voluntary efforts by network or local programs on behalf of war information campaigns. In estimating the impressions per radio listener, a base of a million listeners is used. This takes into consideration that only one in five homes has radio, while the population do not listen but that there is a considerable audience of children who listen to programs especially selected toward them, as well as to regular fare. They also partake in many war campaigns.

The Seventh War Loan accounted for 57% of the week’s impressions, which came from war messages on 541 network and national spot programs and 41,328 station announcements on 938 U.S. radio stations plus one special event in behalf of 25 war information campaigns.

Individual allocation plans contributing to the overall figure made the following number of impressions:
- Network Allocation plan—383,700,000
- Spot Network—108,000,000
- National Spot & Regional Network plan—41,300,000
- Special Events—400,000

Buys Film Rights

UNITED ARTISTS Corp., New York, has purchased from Raymond R. Moogion, Hollywood producer and advertising, the film rights to Queen For Today, Mutual sustainers heard in New York Mon. thru Fri. 2:30-3 p.m. E. A. Golden will produce the film, budgeted at $1,000,000. Deal was transacted within three weeks after the program took to the air, possibly establishing a speed record for purchase of a radio show by Mutual. Negotiations for the financial terms were under way last week and casting is to be announced shortly. With Bud Williamson as m.c., a “Queen” is chosen each day on the Mutual program, and then taken on a tour of shopping and entertainment spots in the city, returning to report on her adventures the next day, when a new queen is selected.

GOLD CUP was awarded KALE Portland, Ore., as winner of “Red Ryder” radio dramatic competition carried by Langendorf United Bakers, San Francisco, sponsor. Mid-western series on 10 Don Lee Pacific stations. Station covered all community publications with program display ad as well as combination of Red Ryder promotions with the donuts for the children’s programs. Trophy cup presentation was made to Langendorf head of KALE publicity-promotion department, by Whitehead, Portland plant manager for Langendorf. Award made on radio display until 1946 when another promotion contest will be staged.

Replacement Promotion

TO PUBLICIZE “The Adventures of Topper”, which starts June 7 on NBC, Tuesday 2:30-3 p.m. summer season for “National Showhouse Outer House”, Benton & Bowles, New York agency for General Foods Corp., sponsor of the series, has sent copies of the Thorne Smith novel on which Topper is based to all area radio stations. Station’s promotion department is to be praised as well as Topper producers, and that Topper is encased. This Topper hour is to be the last of a long line of similar promotions.

Mutual Campaign

PROMOTING the accelerated pace of the Mutual program during the leadership of Phillips Carlin, as evidenced by the promotion contest staged 16 new programs for a total of 12 hours a week of new radio material. The network has started a new business press campaign to build around the slogan “Where Showmanship Means Business.”

WMRN Farm Show

BROADCAST as part of the “Friendly Farmer Hour” on WMRN Marion, O. the National Farm Bureau, through local members of the Future Farmers of America contains five winners of the No. 1 farmer award as done guest of honor, John O. Bowles, state director of the network’s promotion department and his assistant, Byron Sandies, were spoken.

War Coverage Book

STORY of the last 33 days of the German war, recording the highlights of military actions which culminated in the unconditional surrender of the Third Reich, is a war illustrated book issued by NBC. Story sequence follows the battle fronts of Germany’s formation, from June 5, 1944, through Aug. 4, 1945.

New Affiliation Promotion

EXCLUSIVE promotion is being used by WCMN Ashland, Ky., Munn station, to announce affiliation with CBS June 5th. Promotion is in the form of the “Chapel Garden” commercial, distributed by WAPI radio. It is a 30-second, 30-color color photo of the countryside, stressing the network’s coverage.

Story on WTAG Project

WTAG “Worcester and the World” project to promote international understanding is subject of lead article of June “Magazine Digest.”

Neblett Folder

NERLETT Radio Productions, Chicago, outlines features of its package show “Our Time on Earth” in a file-folder presentation bearing on the cover a microscopic with simulated cut-out tag for insertion of potential client’s or agency contact cards. Included is biographical material on Johnnie Neblett, producer of the program personnel and reprints of Neblett trade ads.

WLS Reprints

WLS Chicago has issued a brochure containing reprints of seven recent trade trade paper advertisements in the “WLS Voice of a Friend” series. Release is printed on white emasculated stock in two colors and describes reception granted WLS personnel in the homes of Midwest America for the past 21 years.

Consigned to History

ALBUM of recorded excerpts from programs carried by NBC on D-Day which were broadcast by WGN Hartford were presented by Paul W. Morency, general manager of the station, to the Yale U. library, the Connecticut State Library and the library of the Hartford Board of Education.

WAPI Brochure

MAIL response to request program of recorded ribaldy and cowboy tunes, “Alabama Hayfield Jamboree”, is subject of brochure prepared by WAPI Birmingham. Results obtained by sponsor, through the program’s rural and service songs done by the orchestra and chorale.

WOW Mail Piece

WOW New York has issued a direct-mail piece on “We Won’t Forget” authoritative accounts of Wati atrocities which will be broadcast each evening up to the time of the war crimes trials. Piece quotes Walter Winchell’s column leading the program as “a nifty idea.”

WOL Promotional Series

WOL Fort Wayne, Ind., is promoting “Chicago Garden” commercial series Sunday 5:30 p.m., by letter to all pastors who are members of the Fort Wayne Ministerial Assoc., calling attention to the dramatization of well-known Bible series.

WGN Program Presentation

WGN Chicago has issued a new brochure calling attention to station’s program presentation. The eight-page presentation embraces 11 WGN productions through advertisement reprints.

WRKU WILL DO A JOB FOR YOU IN ROCKFORD, ILLINOIS

METROPOLITAN POPULATION NOW 110,000 1944 RETAIL SALES—$85,975,000
1000 WATTS - REP.—HEADLEY-REED
Affiliated with the American Broadcasting Company
Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over $3,500,000,000.

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

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

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

The Chicago station most people listen to most

670 ON YOUR DIAL
William J. Salstrom, with Compton Adv, since June 1944 as assistant research director, has been named research head. He formerly was associated with the Gallup Poll, and associate director, National Opinion Research Center, of Chicago. He succeeded Alfred Politz, who has resigned to devote full time to his own research organization. Ben Thomas, at one time affiliated with the Detroit office of the former J. Sterling, Inc., has joined the Chicago office of Compton Adv, to assist in servicing the Chicago division of Socony-Vacuum Oil Co. account.

M. Helen Whitmore, recently with Franklin Brickl Adv, New York, where she served on the Manhattan Soap Co. account, supervising radio and space copy, has joined the writing staff of the radio department of N. W. Ayer & Son, New York.

Hinson-O'Donnell Adv, New York, has moved to larger quarters in the Empire State Bldg, occupying the entire west section of 47th floor. New phone is BR 9-5688.

J. H. Ellis, president, Arthur Kudler Inc, New York, has been elected to the board of trustees of Emlira College, Elmira, N. Y.

Charles Chappell, with Arthur Kudler Inc, New York, since 1933, has resigned to become a partner in John H. Owen Inc, New York agency, as executive vice-president. Name of firm will be changed to Owen & Chappell Inc.

Glenmill Taylor, chief of Young & Rubicam Hollywood office, has arrived in New York for a seven-week visit. Lester Gottlief, radio publicist, left New York last week for the West Coast for three weeks to plan promotion of network programs.

Bozell & Jacobs has opened an office at 726 Baker Bldg, Minneapolis, with Tom Hastings as manager.

William Rouseau, executive producer of McCann-Erickson, New York, moved to Bow Co, Hollywood office, June 1.

Herald Beckjorden, Charles G. Lindsay and Richard Turnbull have been named assistant executive secretaries of the American Assn. of Advertising Agencies. O. Karl Giesen is assistant treasurer, with Mrs. L. W. Mackenzie continuing as director of service.

Jerry Morrison, special accounts contact man for Keesey Brewing Co, to Malcolm Howard Adv, Chicago, as account executive.

Marie Mazzulla, formerly in advertising department of Westinghouse Electric & Mfg Co, Lima, O., has joined the radio division staff of Dan E. Miner Co, Los Angeles agency.

Jane O'Leary has been appointed office manager of Glaser-Galley & Co, Los Angeles agency, succeeding Esther Friedman, resigned.

Jack Bridgewater, from Dancer-Fitzgerald-Sample, Chicago, as copy supervisor, to Campbell-Mithun, Chicago, as creative chief.

Geyer, Cornel, & Newell, New York, has leased additional space on the 20th floor of 765 Fifth Ave, to accommodate present and future expansion.

Chester E. Haring, sr, former vice-president of BBDO, New York, and at one time with Fuller & Smith & Ross, Cleveland, has resigned to the research director of the Committee for Economic Development.

Arthur Hurd, media research director, J. Walter Thompson Co, New York (left) poses with W. G. Schoepfmeier, general export manager, Canada Dry International at the studios of XEW Mexico City, following a broadcast of Canada Dry's Los Bebieres program.

Dallas, Atlanta Offices Are Opened by J-W-T

CHICAGO office of J. Walter Thompson Co has announced opening of Dallas and Atlanta offices and of a new member with the Chicago staff. Dallas office is in the Irwin-Keasler Bldg, and will serve the branches and dealers in the Southwest for Ford Motor Co. Clyde E. Rapp, former account executive of the merchandising department of agency's Chicago office, is in charge.

Atlanta branch opened in Palmer Bldg, and handles Ford dealer advertising accounts of Atlanta, Charlotte, and Jacksonville. T. Russell Paulson, former account executive of J-W-T Chicago, is manager in Atlanta with Chester R. Curtis, former advertising manager for the Atlanta division of Armour Co, as his assistant.

L. Condr, Victor C. P. Dreiseke, recently assigned to inactive duty by the Navy, and previously in executive positions with three leading automobile companies since 1914, has joined the executive staff in Chicago to service Ford branches and dealers in the Chicago and Great Lakes region.
DuMONT—FOR THE TOOLS OF TELEVISION

DuMONT POSTWAR TELEVISION BROADCASTING EQUIPMENT

LIVE TALENT STUDIO. DuMont's Iconoscope Cameras pick up the scene and action. An electronic viewfinder enables cameramen to see exactly what looker-listeners see at home. DuMont's Sound Boom picks up voices and music.

FILM STUDIO. Motion pictures, newsreels, commercials, etc., on 16 mm and 35 mm films require specially adapted projectors and DuMont Film Pickup Cameras.

FIELD EVENTS. A DuMont-equipped Television Truck is a small station in itself... including cameras, control and sound equipment, relay transmitter and directional antenna. The relay receiver is located with the main transmitter.

PRODUCER'S CONTROL DESK. Monitors show scenes being picked up by different cameras... with the largest monitor showing the scene selected for broadcasting. The producer sees the scene exactly as looker-listeners see it on DuMont Telesets.

MASTER CONTROL BOARD. The Master Control Board is the heart of the television station. Engineers manipulate shading and other controls to add technical refinements with electronic artistry to all programs.

TRANSMITTER AND CONSOLE. All meters, oscillographs, controls and clocks are separately mounted in the console for safety, easy visibility and centralized operation. Video and audio signals (sight and sound) are transmitted from different antennae located on the same transmitting tower.

DuMont knows television. • DuMont has equipped more television stations than any other company. These stations are demonstrating the efficiency, the extreme flexibility, the rugged dependability and the greater economy of DuMont Television Broadcasting Equipment. • DuMont has pioneered in television station operation. It has thus set a broad profit pattern for postwar commercial television. • DuMont recognizes your needs. It offers the DuMont Equipment Reservation Plan which insures early peacetime delivery and personnel training. • Study television's economies—get in touch with DuMont today.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DuMont Precision Electronics and Television

ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK CAMERAS · CONTROL AND CONSOLE · TRANSMITTER AND CONSOLE.
KOIN

Sponsors

Our Thought, Effort and Facilities... Pledged to Victory!
PORTLAND, OREGON
CBS Affiliate

Horace N. Stovin and Company

Radio Station Representatives
offices
MONTREAL • WINNIPEG
TORONTO

In the Utah Market

The Popular Station

KDLR
Salt Lake City
UPB & NGI Station
Reported
Midwestern Stations

MONEY TO BURN
Farmers in this six state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

Mid-Continent Petroleum Co., Tulsa, Okla. (Diamond D-X Products), has started newscasts on WIBW, Chicago three-weekly 12:30-12:35 p.m. Agen-

Crown Mills, Portland, Ore., is sponsored by the advertising department of The American Radio Recording Syndicated program, on KER

Radio Sales Test Shown by Hooper

"ECONOMY, speed and the stability of the large sample" were cited as three virtues of a method of measuring radio's selling effec-

tiveness which was described March 23 by C. E. Hooper, president, C.

E. Hooper Inc., at the CCNN Conference on Radio and Business. [See Hooper, page 28.]

Assuming that if listening or not listening to a program can be estab-

lished between two groups within a random sample of a population, other factors like radio falls with equal effect on listener and non-listener, the technique compares telephone listening to a program (determined by the regular Hooper interviews) with a cross-section of random telephone homes (which may be listeners or non-listeners).

Listeners homes are recontacted coincidentally with the random sample and all are asked what brand of the type of product they last bought and then if they ever listened to the radio program. An

swers of the selection group give a "brand rating" which serves as a base for measuring the effectiveness of the "listener brand rating" of verified listeners to the ad
ter's program.

Technique, revealed for the first time at the Conference, has been used for four samples in 18 months, Mr. Hooper reported.

Lorillard Replaces
P. Lorillard Co., New York (Old Gold cigarettes), on June 17 replaces for 13 weeks Comedy Theatre with Meet Me at Parky's on NBG, Sunday, 10:30-11:15 p.m. (EWT). Summer replacement comedy series is based on an idea by Joe Rines and will star Parky and Tallulah (Mrs. Tallulah). The show also features Betty Rhodes and Dave Street, singers with Opie Cates orchestra. Bob Williams will announce. Hal Fimbberg of Lennex & Co. is concerned. If approved by sponsor after first 13 weeks, comedy series may continue through fall replacing Comedy Theatre.

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P. Lorillard Co., New York (Old Gold cigarettes), on June 17 replaces for 13 weeks Comedy Theatre with Meet Me at Parky's on NBG, Sunday, 10:30-11:15 p.m. (EWT). Summer replacement comedy series is based on an idea by Joe Rines and will star Parky and Tallulah (Mrs. Tallulah). The show also features Betty Rhodes and Dave Street, singers with Opie Cates orchestra. Bob Williams will announce. Hal Fimbberg of Lennex & Co. is concerned. If approved by sponsor after first 13 weeks, comedy series may continue through fall replacing Comedy Theatre.
Why ADVERTISING AGE Gets Top Readership

A copy judging contest to rate the best mail-order advertisements published by the International Correspondence Schools in 1944 resulted in 460 readers of ADVERTISING AGE submitting entries—as the result of one news story describing the competition!

A media executive whose recent market study was listed in a single paragraph in "Information for Advertisers," a weekly column in ADVERTISING AGE, received 300 requests for 500 copies of his survey!

A company announcing a new statistical service ran a single page advertisement in ADVERTISING AGE and received 220 signed coupons asking for more information!

Why this tremendous editorial and advertising response from the readers of ADVERTISING AGE? We have prepared a brochure, "Do We Have What it Takes?" to describe this phenomenon of editorial power, which explains why ADVERTISING AGE consistently tops all other general advertising publications in readership studies made independently by media, agencies and manufacturers.

Send for your copy today!

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

Four Resign from FMBI; Five Others Are Dropped

FOUR MEMBERS have resigned from the FM Broadcasters Inc. and five others were dropped, four for nonpayment of dues, it was learned last week following the FMBI Chicago Board meeting of May 24, [BROADCASTING, May 28]. Resignations were accepted from Wisconsin Network, Wisconsin Rapids; Radio Division, Bendix Aviation Corp., Baltimore; Great Trails Broadcasting Corp., Dayton (WING); G. W. Covington Jr., Montgomery, Ala. (WCOV).

Membership of Lt. Col. A. A. Schechter, radio officer on Gen. MacArthur's staff who plans to retire shortly, was dropped in as Col. Schechter "is in the service and has been out of contact with the association". These four members were dropped for nonpayment of dues: James F. Hopkins Inc., Detroit (WJBK); Houston (Tex.) Printing Corp. (KPBC); Star Times Publishing Co., St. Louis (KXOK); WBNY Buffalo, N. Y.

Senate Communications Group to Miss Berlin

BERLIN has been ruled out on the itinerary of the Senate Interstate Commerce subcommittee, now inspecting international communications in Europe with FCC Chairman Paul A. Porter and military officers [BROADCASTING, May 21, 28].

Headed by Sen. Burton K. Wheeler (D-Mont.), chairman of the Standing Committee, the party last week went to Italy. Sen. Wheeler was quoted in news dispatches as saying that while permission had not been denied his group to visit the German capital, he was told such a trip would be "inadvisable". With the officials is Ed Crane, head of KGIR Butte, Mont. and the Z-Bar Network, who accompanied the Senators as Chairman Wheeler's adviser.

Seek Local CP

APPLICATION for a new local station on 1450 kc with 250 w and unlimited time at Orangeburg, S. C., has been filed with the FCC by The Observer Radio Co. New corporation is composed of Paul Brown, vice-president and 10% owner, commercial manager of WAIM; Robert L. Earley, secretary and 50% owner, former broadcast engineer and assistant manager of WAIM now on leave to the Navy from the South Carolina State Radio System; Frank B. Best, president and 13 1/3% owner, holder of a third interest in the Orangeburg Observer, weekly advertising publication, and Frank B. Best Jr., 13 1/3%.

Public viewing of "Command Performance", transcribed OI program produced by Armed Forces Radio Service, will be staged for first time in a joint radio-film War Bond premiere at Grauman's Chinese Theatre, Hollywood, on June 14.

EXAMPLE of ingenuity in remodeling an old house into a modern radio studio is this "before and after" picture of WSSV Petersburg, Va., which went on the air in May, in time to broadcast V-E Day. Station operates on 1240 kc with 260 w power and is owned by Louis H. Peterson, president, and Jonas Weiland, vice-president.

German Council

SURE ARE POPULAR IN CHICAGO

A Special C. E. Hooper Baseball Survey Made Sunday, April 22nd, 1945, Reveals:

<table>
<thead>
<tr>
<th>LOCAL TIME</th>
<th>WJJD</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
<th>STATION &quot;D&quot;</th>
<th>STATION &quot;E&quot;</th>
<th>STATION &quot;F&quot;</th>
<th>STATION &quot;G&quot;</th>
<th>STATION &quot;H&quot;</th>
<th>OTHERS</th>
</tr>
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<tr>
<td>1:30 to 5:30 P.M.</td>
<td>4.2</td>
<td>0.5</td>
<td>2.8</td>
<td>2.4</td>
<td>4.3</td>
<td>0.3</td>
<td>6.1</td>
<td>1.2</td>
<td>5.7</td>
<td>0.8</td>
</tr>
</tbody>
</table>

WJJD Broadcasts the Chicago White Sox Games Exclusively!

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

PAUL H. RAYMER
366 Madison Avenue
New York City

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

WJJD, CHICAGO'S LARGEST INDEPENDENT STATION

THE WHITE SOX AND WJJD

SURE ARE POPULAR IN CHICAGO

A MARSHALL FIELD STATION 20,000 WATTS
High Record is Set by Okinawa Shows

A RECORD 175 broadcasts from Okinawa to American networks came through during the first three weeks of the invasion and over a million words of press copy were filed for April. All broadcasts were made aboard ships of the Pacific Fleet over Navy facilities. Many programs were aired during Japanese suicide plane attacks, with ack-ack guns plainly audible. Navy shore transmitters will handle broadcasts from Okinawa after the amphibious forces move on to new objectives.

The Navy radio studios at Guam were the coordinating center for the broadcasts from the war correspondents covering Okinawa. From Guam studios other network newsman rounded out the story of the Navy's Pacific action, bringing the total number of broadcasts to 430 out of Guam for April.

Aboard ship, handling the radio facilities were Lt. Bruce Dennis, formerly news and special events man for WGN Chicago; Lt. Richard L. Linkroum, ex-CBS; Lt. (jg) Paul Monroe, ex-CBS and NBC; Radio Technician Eugene C. Philippi; and Radio Technician Charles K. Chrismon.

Under a pool arrangement, all shipboard programs are available to all networks.

Ryan Statement Thanks Papers for Appreciation

APPROCIATION to the newspapers of America is expressed in a statement from J. Harold Ryan, president of the National Assn. of Broadcasters, released in the form of an advertisement available to stations and nets. The ad, addressed to "The Newspapers of America" and signed Mr. Ryan and the station using it, is quoted in full:

We of the broadcasting industry wish to express our appreciation to the newspapers of America for the manner in which they recognized the importance of the events that took place in Hawaii during the past week and the many thousands of words that appeared in the newspapers will be invaluable to us in our efforts to keep the public informed and to keep the public's interest in the events of this important period.

The newspapers of America have shown their worth in this crisis by providing the public with the most recent and accurate information available. They have also been the source of many of the stories that have appeared in the broadcast media, which has been of great assistance to us in our efforts to keep the public informed.

We thank the newspapers of America for their outstanding service in this important period.

Dazey Schedule

Dazey Corp., St. Louis (kitchen aids and gadgets), is now using 25 major stations in a series of daytime spots to revive the Dazey name for present owners and to acquaint new generation with Dazey products to include new postwar items. These is to wait for quality Dazey products instead of stocking up now with competitive merchandise. Agency is Anfeather Adv., St. Louis.

French Stations

LATEST step in establishment of a number of French-language broadcasting stations in Saskatchewan is the sending to Quebec of Most Rev. M. J. Lemieux, Bishop of Gravelbourg, Sask., to open a subscription campaign for the establishment of French-language stations in the prairies. One such station at St. Boniface, Man., was recently recommended for license by the Canadian Broadcasting Corp. [Broadcasting, May 14].
Now you can talk to the Farmers of Oregon and Southern Washington...

KALE PRESENTS PORTLAND'S ONLY RADIO FARM SERVICE DEPARTMENT AND PROGRAMS

"Pay Dirt"

Featuring one of radio's foremost agricultural broadcasters

BURTON HUTTON DIRECTOR

KALE's Farm Service Department is the first full-fledged service of its kind to be established by any Portland radio station. In the few months of its existence it has already achieved wide popularity in its listening territory—the rich agricultural districts of Oregon and Southwest Washington. This fertile empire with 43,480 farms has a farm and rural population of 402,156 according to the 1940 U.S. Census.

PAY DIRT, the program of KALE's Farm Service Department, is broadcast twice daily except Sunday from 6:30 to 7:00 a.m. and from 12:15 to 12:30 p.m. Offers timely and reliable information on markets, weather, farm gardens, crop and livestock production and news of 4-H, FFA and farmers organizations.

Pictured above are members of KALE's Farm Service Advisory Committee, comprised of 20 county agents and prominent farmers who meet with Farm Service Director Hutton at regular intervals.

Announcement participation is now available on PAY DIRT. For information see any KALE representative.

PORTLAND, OREGON

Burton Hutton is widely known in Pacific Northwest agricultural circles... for seven years Director of Agricultural Broadcasting at KOAC, the Oregon State College station, later Assistant General Agricultural Development Agent for the Great Northern Railway.
First Test by Supreme Court Of FCC's Licensing Powers

Writ of Certiorari Against Regulatory Body Granted in WKBJ Appeal of Fetzer Grant

FOR the first time in the existence of the FCC or its predecessor the Federal Radio Commission, the U. S. Supreme Court has granted a writ of certiorari against the radio regulatory body. Last Monday the court handed down a favorable memorandum opinion on the petition of Ashbacker Radio Corp. [Broadcasting, April 30, March 19] for a review of a decision by the U. S. Court of Appeals for the District of Columbia which had upheld the FCC in the grant of a frequency dispute by the plaintiff.

The case will be heard after the high court resumes sessions in October. The Court of Appeals will send the records on the case to the Supreme Court for consideration along with new briefs which must be submitted by both parties 30 days before oral argument.

The Solicitor General will represent the FCC in its grant of frequency 1230 kc in Grand Rapids to Fetzer Broadcasting Co. (WKZO), principal owner of which is John E. Fetzer, Assistant Director of Censorship.

With Segal, Smith & Hennessy, Washington, as counsel, Ashbacker (WKBJ Muskegon) has succeeded in reaching the Supreme Court with the first case challenging the FCC's right to issue licenses as it sees fit. Ashbacker also had an application for 1230 kc for WKBJ, now operating on 1490 kc which it claims has poor propagation qualities. The former frequency is claimed to be the only one available for use in the area and the distance between Grand Rapids and Muskegon being less than 50 miles, both cannot use it.

Ashbacker's complaints are:
1—The grant to Fetzer was made without hearing and since both applications are mutually exclusive, it automatically had the same effect as actually denying hearing to Ashbacker.
2—WKZO has offices in Grand Rapids and claims coverage of that community already and thus violates two FCC regulations (1) by providing additional service where not needed at the expense of listeners around Muskegon who do not have a single primary service and (2) by common ownership of two overlapping stations.

The writ of certiorari petition contests the FCC's discretion by two of three questions posed. The first asked if the Commission may grant a license to one party and designate for hearing an application by a second party on what is considered a fait accompli. If it may do so, the petition questions the fairness or ethics of such procedure. The third question apparently has been answered by high court grant of the writ. It asked if the grant to Fetzer adversely affected Ashbacker's interests enough to allow it to sue out an appeal from the ruling of the Court of Appeals.

Major Glenn Miller Day June 5th

The nation honors one of its great heroes.

...In appreciation of the many happy hours his music has brought, join in the Salute to Glenn Miller by playing his recorded music.

FRENESI
I DO, DO YOU
A STONE'S THROW FROM HEAVEN
IDA
PERFIDIA
I GUESS I'LL HAVE TO DREAM THE REST
ADIOS
DEULAH
FROM ONE LOVE TO ANOTHER (Danza Lucumi)
DREAMSVILLE, OHIO
THIS IS NO LAUGHING MATTER

Please refer to your BMI DISC DATA for the list of BMI-licensed titles recorded by Glenn Miller, and for additional biographical material.

Parker Watch Continues

Johannes Steel Series

PARKER WATCH Co. is continuing its sponsorship of Johannes Steel's commentaries on WHN New York, Monday through Friday at 7:45-5 p.m., according to Sterling Adv. Co., Parker agency, despite reports of pressure of the sort that allegedly was responsible for dropping of the Steel broadcasts on WHDH Boston by Washington Jewelry, operator of nine retail jewelry stores around Boston. Jewelry chain last week replaced the Steel program, broadcast 6-6:15 p.m. on WHDH which received the program by direct wire from the WHN studios in New York, with a 1-1:15 p.m. news analysis by George Hamilton Combs, also a WHN commentator whose programs are similarly piped to WHDH from New York. Move was said to result from denunciations of Steel's liberal leanings and threats of boycott from stores.

Store's Big Drive

ZCMI, Salt Lake City, known as America's first department store, has turned to radio as a principal merchandising medium with addition of three-hour, five-weekly segments immediately after its schedule on KSL. One series, Mon., Wed., Fri., 9 a.m., Fashion House features Margo Manners fashion personality, with live music. A five-weekly 1:15 p.m. show, Hits of the Day, is built around Miss Manners and includes name band recordings. Miss Manners acts as radio coordinator between ZCMI and KSL. Auerbach's, another big Salt Lake City department store, early this year began six half-hour programs weekly, for 52 weeks, on KSL.

TO ENABLE music publishers to suit their distribution of musical arrangements to the actual needs of the individual broadcasting stations, the association of the BMI says that stations will not accept any type of material they do not have permission to use, a letter from BMI president, Roy Richter, to the president of ASCAP, has circulated to all stations to their music requirements. Responses are now being tabulated and compiled into a book that will be distributed to all stations, the name of the person to whom music should be sent, the time of the day, the number of requests for standard, popular, religious and hillbilly music, and any special requirements of each station.
IT'S NEVER A MATTER OF LUCK—

with SYLVANIA!

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the raw materials that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories testing every part—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, fidelity. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

TAKE THE “LOCK-IN” TUBE

1. It is “locked” to socket—solidly.
2. It has short, direct connections—lower inductance leads and fewer welded joints.
3. Metal “Lock-In” locating lug—also acts as shield between pins.
4. No top cap connection—overhead wires eliminated.
Stations Challenge Program Study

(Continued from page 18)

period, long or short, what exactly will be a given station’s program structure."

As for complaints that the station didn’t carry enough sustaining public service programs, KFBC said: “Our definite premise is that no sustaining public service program of quality and merit suffers whatever or is of less effectiveness and satisfaction to the public interest, convenience or necessity when it is converted to a so-called commercial program by receiving sponsorship.

“Since the basic principle of flexibility in good programing is of utmost importance, it follows that this licensee should not violate this principle by adopting or expressing a rigid pattern for its future program structure, and thereby make itself less capable of fulfilling its obligation and responsibilities to operate in the public interest, convenience and necessity.”

U. S. Sponsored Series

Contrary to the FCC contention that “public service” programs should be sustaining, the Government offers radio several transmitted programs—all available for sponsorship. These include the Treasury Salute, Hasten the Day, Sing for the Seventh, Music for Millions and Timely Farm Topics. In addition all OWI spot announcements are available for sponsorship.

It has been the practice of OWI, when it wants to reach the greatest number of citizens possible with important Government messages, commercial programs are chosen, because they have the widest listening audiences. In emergencies, such as the campaign a year ago to quickly move the then surplus eggs, OWI goes to the daytime, commercially sponsored serials because they reach the greatest number of housewives.

Weekly allotting schedules for network promotion of war messages show that the commercial programs provide the bulk of listener impressions, according to OWI. Virtually all network programs, commercial and sustaining, participate in the allocation plan. Special assignments, over and above allocations, get substantial coverage through commercial programs.

Following are abstracts from the various replies filed by other stations in reply to the Commission’s criticism of commercial and “public service” schedules:

WJJD Chicago—Commission charged 79.9% of time was commercial against 18.7% sustaining whereas commercial would be 59.5% commercial and 30.5% sustaining. Commission alleged station, during week of Feb. 5-11, broadcast only 36 public service announcements and 367 commercial spots announcements. A reply from WJJD contends it devoting five minutes of its commercial time to sustaining programs to the Seventh War Loan. Since July 24, 1944, when Marshall Field acquired the station, its public service broadcasts have increased 75%.

WJTN Jamestown, N. Y.—“Until re-
Col. Schechter Expected to Join MBS As Director of News, Special Events

LT. COL. A. A. SCHECHTER, recently back from the Pacific Theater where he served as radio officer for Gen. MacArthur, is expected to join Mutual as director of news and special events at the time of his return to civilian status. Col. Schechter, who was formerly in charge of news and special events at NBC, has had conversations with top Mutual executives, it was learned last week, and an understanding was arrived at.

No commitments can be made, of course, as long as Col. Schechter is in uniform.

Tom Slater, in charge of special events and John Whitmore, news chief, will remain with Mutual in those positions, it was definitely stated, refuting reports that Col. Schechter's advent would mean a disruption of the department. It was explained that he will serve as a first assistant to Phillips Carlin, vice-president in charge of programs, relieving him of the supervision of news and special events programs. Paul Jonas, assistant director of special events, will also remain at Mutual, it was stated, spiking the reports that he was joining the Blue or Gillette Safety Razor Co., when that company moves its fight broadcasts to the Blue from Mutual, where he has handled their production.

Radio News Pioneer

Col. Schechter joined NBC in 1932 after having been in newspaper work in Providence and New York. He served on the old New York World, with AP and INS. Following the outbreak of the war he joined OWI in Washington as special assistant to the director of domestic operations. He was commissioned a captain in the Army Air Forces in March 1943 and won seven promotions after having served in the Army Air Forces public relations office here as radio director.

He had been assigned to the Pacific Theater since August 1944 and was primarily responsible for establishing radio and press communications from the war theater.

He pioneered in the development of news available for sponsorship and in the establishment of trans-oceanic pickups while directing news and special events at NBC.

Lt. Col. Jack Harris, former news and special events director of WSM Nashville, is slated for the Col. Schechter succession. Formerly with the MacArthur staff, Col. Harris has relinquished his duties as executive officer, Radio Branch, Army Bureau of Public Relations. Maj. W. A. Clardifield, formerly with C. E. Hooper Inc., now on the staff of Col. E. M. Kirby, chief of the Radio Branch, has been designated Col. Harris' successor.

CHAPPELL REVISES RENT DATA FINDING

DR. MATTHEW N. CHAPPELL, who left C. E. Hooper Inc. to become research counsel for Edward Petry & Co., (see page 30) has revised his judgment on findings in a survey made for Hooper indicating that there is no relation between listening habits and varied rental prices. The opposite is the case, according to correspondence made public this week by Dr. Chappell.

"Collectively these findings seem to indicate that so far as network programs and network stations are concerned, data obtained from telephone samples with their economic and social bias, furnish an excellent index to listening in the total population," Dr. Chappell wrote in April about a survey of listening audiences in Minneapolis and St. Paul.

Dr. Chappell now questions the validity of this conclusion and of some of the data on which it was based and last Monday urged that the survey be not published since it "examines the material . . . indicates greater listening in the higher rental districts than in the lower" in the case of one network station.

Hoover organization nevertheless will publish the article, termed a "preliminary draft" by Dr. Chappell, as part of the annual Hoover report of listening in 1943 cities, to be issued in about two weeks. Price will carry no by-line, however, on Dr. Chappell's protest that "it was not my expectation that the preliminary draft would be the basis of any publication."

Matter is of some importance, Mr. Hoover said, as the radio advertising fraternity is now spending some $1500,000 a year on basis that listening in telephone homes is indicative of overall network listening. He pointed out that conclusions to this effect were published by Dr. Chappell in 1941 and 1944, prior to the recent study in Minneapolis and St. Paul whose findings Dr. Chappell now questions.

The Affiliation Of WCMI
Ashland, Kentucky

with

CBS
June 15

will give an established audience the ultimate in fine broadcasting.

WCMI gives advertisers the needed coverage from-within of a densely populated, concentrated industrial market. Triple coverage at one cost—WHERE IT COUNTS MOST.

L. D. NEWMAN, Manager
Ashland, Kentucky

REPRESENTED BY THE JOHN E. PEARSON CO.

June 4, 1945 • Page 65
WHAT THE JAPS DON'T KNOW WON'T HURT US

It's agreed that recent developments in electronics still must remain closely guarded military secrets. But when the story can be told it will surprise many to learn what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Bldg.
Pittsburgh Pa.

ADVERTISING executives attending the Erma Proetz Award dinner given by the St. Louis Women's Adv. Club included (1 to r): Rudolf Czufin, vice-president and art director, Gardner Adv. Co., St. Louis; James Wilson, D'Arcy Adv. Co., St. Louis; Sidney Wells, art director, McConn-Erickson, Chicago; Elmer Marashitz, Gardner, president.

Winner of the $100 Bond award for best radio commercials was Ethel Murtha Hurley, BBDO Los Angeles copywriter, honored for her commercials on the CBS This Is My Best show for Cresta Blanca Wine [BROADCASTING, May 28]. Honorable mention went to Helen Gordon, vice-president of the Fran Murray Agency, Cleveland, for promoting radio transcription services for the Bloomfield Co., and to Jean Simpson, Chicago freelance radio writer and producer from Chicago, for her Aunt Jemima Blue program.

In conjunction with the awards, the Women’s Adv. Club of St. Louis held a two-day exhibit of St. Louis advertising, at which executives of Gardner Co. were awarded first and second prizes for the best radio copy in the exhibit. Charles E. Clagett, Gardner vice-president, won first prize for commercials on the Tom Mix Mutual program. Second prize went to Bea Adams, vice-president of Gardner, for commercials on Mary Lee Taylor CBS show.

THREE ASSIGNMENTS REQUESTED OF FCC
TWO voluntary and one involuntary assignments of license are requested in applications filed with the FCC last week. None involve monetary considerations.

WMPS Memphis seeks assignment from WMPS Broadcasting Co. to WMPS Inc., Plough Inc., subsidiary which is owner of the licensee corporation. Plough purchased WMPS from the Scripps-Howard Radio organization in July 1944.

Voluntary assignment of KBTC Jonesboro, Ark., from present sole owner, Jay P. Beard, to Mr. Beard and his wife, Veda F. Beard, doing business as Regional Broadcasting Co. Mr. Beard wishes to make his wife co-partner.

Involuntary assignment of license of WDGY Minneapolis is requested from the late Dr. George W. Young to his widow, Mae C. Young.

WPB Eases Controls
(Continued from page 17)
the amendment to Limitation Order L-41 on construction, as it affects broadcasters, follows:

Construction in connection with broadcasting stations may now be undertaken without WPB permission where the cost involved is not more than $1,000, the previous maximum having been $200. This applies to alterations to an existing building and to the conversion of a building to a new use as well as to the construction of new buildings. The cost of new equipment being installed must be included in the cost of the job.

The kind of installation that must be considered construction under the terms of L-41 is set forth in Interpretation 9 of the Order. Under the interpretation, the construction of a new radio station is covered by the Order. Also covered is the installation of equipment that requires putting new wiring in the building and the installation of equipment for which a base or foundation must be built.

The installation of any piece of equipment purchased under WPB authorization is exempt from the restrictions of the Order. However, it has not been the practice of WPB to issue ratings for the purchase or equipment toward new radio broadcasting stations. Except for the increase in the amount of construction that can be done without specific authorization, WPB policies governing authorization for construction in connection with broadcasting stations have not been changed. Authorization for construction of new stations will be considered only for areas not now receiving primary service under FCC standards and when the applicant has made satisfactory showing as to the sources of his equipment. Consideration can still be given applications for construction in connection with existing stations, but only where the construction is necessary to continue the service being provided by these stations. Generally speaking, applications cannot be considered where it is desired to provide additional facilities.

Sinatra Replacement
SALES BUILDERS Inc., Los Angeles, will sponsor program featuring Ray Noble's orchestra and guest stars on CBS Wed. 9-9:30 p.m. June 6 through July 4 replacing the Frank Sinatra show. Ed Cashman, former West Coast head of Foote, Cone & Belding, will produce. Slated for overseas service, Mr. Sinatra gave his last broadcast May 22. Dinah Shore and Ginny Simms take last two programs. Agency is Smith & Drum.

"Since Zeke started advertising over WDFD Flint, our job is mighty risky."
PHILIP G. LOUCKS, general counsel, filed the following letter with the FCC on behalf of the FMBI:

The Board of Directors of the FM Broadcasting Roundtable held a meeting held in Philadelphia on Fri.

May 22, 1945, adopted the following resolution and directed that it be presented formally to the FCC at the earliest practical date.

A Resolution

Whereas, the press release issued by the FCC on May 17, 1945, indicated that with respect to television frequencies, there would be three possible alternative allocations, the selection to be deferred to permit tests to be carried out by an engineering group including the Commission's staff, over a period of at least three months;

And Whereas, cutbacks in use of personnel, plants and materials for military purposes in the electronics industry are now taking place and will become more rapid, while several months of design and production engineering

must follow the definite allocation of channels before civilian production in quantity can use such released labor, and furthermore, regional and individual assignments of frequencies must follow such allocation of frequencies and local construction and employment by individual stations will be further deferred;

And Whereas, technical considerations of design and wasteful interference with other services make the second alternative undesirable, and since the third alternative is preferred because of its long range superiority for television considering all factors, now therefore;

BE IT RESOLVED, That the FCC is earnestly requested to adopt at once for television alternate plan No. 1, which gives television 68 to 74 mc; 78 to 108 mc; 174 to 216 mc.

Be it further resolved, That the television industry continue to cooperate in the proposed propagation plan to establish national standards of interference and regional assignment of television frequencies.

A Whole New Crop of Homemakers Now Keeping House in Dayton and Miami Valley

Young homemakers by thousands are forming their buying habits and attitudes now. Let WHIO keep them reminded of your product's advantages, your company's policies. WHIO has more listeners for your sales message than any other local station.

NEWS: UP, INS, PA, Plus CBS' Best

Mail Pouch Show
MAIL POUCH Tobacco Co., Wheeling, W. Va., beginning June 27 will sponsor Country Club, on Blue Wednesday 8:30-9 p.m., replacing Counterpoint. Sports personalities will swap stories on hunting and fishing on the new series, placed by company's agency, Walker & Downinger, Pittsburgh.
Howard Is Engineering V-P for Dummm Group
ROYAL V. HOWARD, just returned to San Francisco after a
year leave of absence for overseas
duty in ETO with the Army,
having been elected vice-president in
charge of engineering for both Asso-
ciated Broadcasters Inc. and Uni-
versal Broadcasting Co., San Fran-
cisco, has been announced by
Wesley I. Dumnn, president. Asso-
ciated operates KSFO San Fran-
cisco and international stations
KWID KWIX.
“Doc” Howard headed a special
scientific staff in London and Paris,
working through the Office of
Scientific Research and Development.
He was hospitalized a few months
ago as a result of enemy action and
returned to the U. S. He is also a
member of the Institute of
Radio Engineers and of Com-
mittee Eight on International
Broadcasting and Committee Four
on Standard Broadcasting of the
National Radio Technical Planning
Board.

H. H. RUTTNER and G. A. OGLIVIE
have been promoted from second vice-
presidents to vice-presidents of Inter-
national Telephone & Telegram Corp.
Mr. Ruttner, who is also vice-president
of International Telecommunications
League, is a vice president and direc-
tor and head of the laboratories divi-
sion of Federal Telephone & Radio
Corp., manufacturing subsidiary of
IT&T. Mr. Ogilvie has been associated
with IT&T since 1923 and has traveled
extensively for the company in Latin
America.

GENERAL ELECTRIC’S revolutionary
“Lighthouse” tube, a disk seal elec-
tronic tube is being produced in an
eight-page publication put out by the
firm.

M. H. MOSSER, released from the R AF
Perry Command as flight lieutenant,
has returned to the engineering office
of CBC Halifax.

ROLAND FERLAND, transmitter oper-
or of CBM Montreal, is the father of
twins, a boy and girl.

ED HARRELL, first from the WWVA
Richmond engineering staff to go into
service, has returned after four years
with the Navy. He was a lieutenant
(1c). ED BROWN, WWVA control oper-
ator, is back at the station after an
appendectomy.

K. HULAN SMITH, chief engineer of
KPAB Laredo, Tex., is the father of a
boy.

CAPT. JAMES J. KELLEY, former
transmitter supervisor at WFBL Syra-
cuse, is now with the Army Signal
Corps at Kwajalein.

G. C. GLENN, former engineer of KPED
San Diego, Cal., and W. C. RIFFEL,
formerly of WNTO WNYN New York,
has been added to the NBC Hollywood
staff as studio field engineers.

LT. DONALD F. LANGHAM, former
control room engineer at WFBL Syra-
cuse, is now with the Army Signal
Corps headquarters in Hawaii.

Shortage Aids
TRANSMITTER engineers at WHIO Dayton take the
wartime messages broadcast on their station seriously. To
aid in alleviation of the sugar shortage they keep a beehive
at the transmitter. To save manpower they bought 50
sheep to serve as lawnmowers.

Blue Names Colvin
J. D. COLVIN, audio engineer for-
terly associated with AT&T.
Westinghouse and RCA, has joined
the general engineering depart-
ment of the Blue as audio facilities
engineer, a new post. A graduate
of Penn State, where he received
his B.S. degree in electrical engi-
neering in 1934, Mr. Colvin has
specialized in the design, develop-
ment and installation of audio sys-
tems for broadcasting stations. He
will be active in postwar plans.

Howard L. Daubenmeier, WFMJ
Youngstown, O., control engineer,
is the father of a girl born May 19.

Bill Morrison, WMN Mansfield, O.,
chief engineer, has completed con-
struction of modern recording room for the
station.

ROANOKE’S A STEADY CITY!

Many a war-boom town will lose much of
its importance when Peace comes. In other
cities there’ll probably be a long period of
reconversion and re-tooling.

Roanoke is geared for war-work, too. But
our three big industries—railroading,
steel production, rayon manufacture—will lose
hardly a day in turning to peace-time ac-
tivities. Markets and customers are waiting!

After V-Day we think you’ll want the
trade of these Southwest Virginians whose
present prosperity is soundly based. It
might be well to meet them now! Only one
station—WDBJ—satisfactorily covers all
their 118,921 daytime listening homes. A
Class B quarter-hour, once, only $30. Let
us—or Free & Peters—tell you more!
**Network Accounts**

**New Business**

GENERAL BAKING Co., New York (Borden Bread), on June 3 started Friendship Ranch on 19 eastern Blue stations (Sun.), following: Agency: Clements Co., Philadelphia.

STANDARD BRANDS Inc. (product undetermined), Oct. 7 starts Fred Allen on 123 NBC stations Sat., 5:30 p.m. (Agency: J. Walter Thompson Co.) having discontinued May 27 Eddie Bracken Show (Yeas!), thru Kenyon & Richard, N. Y.

QUAKER OATS Co., Chicago (Aud. Jermaine Panikate Flour and Muffins Breakfast Cereal) on June 18 for 52 weeks replaces Ladies Co. on 106 Blue stations Mon. thru Fri. 2-5:45 p.m. and discontinues newscast on 186 Blue stations Mon. thru Fri. 10:25-10:45 a.m. Agency: Sherman R. Ellis & Co., N. Y.


**Renewal Accounts**

PROCTOR & GAMBLE Co., Cincinnati (Procter & Gamble Hallmarks) on July 27 for 12 weeks replaces Truth or Consequences on 131 NBC stations, Sat. 6-9:30  p.m. Agency: Compton Adv., N. Y.

**Net Changes**

GENERAL FOODS Corp., New York, June 8 thru Sept. 30 replaces Dinsford Shore (Birdsley's Frosted Foods) on 127 NBC stations Tues.-Fri. 6:30-9 p.m. (repeat 12-15-30 a.m.) with The Adventures of Yogi Bear. "A week with Yogi" (Comet). Agency: Benton & Bowles, N. Y. May 31 R & P discontinues Maxwell House Coffee Time on 141 NBC stations Thurs. 4-5:30 p.m. (repeat 11:30-12 midnight) and after hiatus Sept. 27 starts Burns and Allen in same time slot. Agency: Benton & Bowles, N. Y. June 10 for 13 weeks replaces Kate Smith Hour (Jell-O) on 134 CBS stations Sun. 11-11:30 a.m. Agency: Young & Rubicam, N. Y. June 16 for 13 weeks replaces Toasties Time (Post Toasties) on 144 CBS stations Sun. 4:30-7 p.m. Agency: Benton & Bowles, N. Y.


F. LORILLARD Co., New York (Old Golds), on June 15 for about 13 weeks replaces Circus on 141 CBS stations Wed. 9:30-10 p.m. with Detsil and Collect and on June 17 for 13 weeks replaces vår program on 123 NBC stations Sun. 8-9 p.m. with Meet Me At Parky's. Agency: Lenann & Mitchell, N. Y.

**Rourke Joins JWT**

LT. COL. HAL B. RORKE, recently retired from the Army Air Forces, will soon join J. Walter Thompson Co., Chicago, as radio director, replacing Tyler Davis who leaves around the middle of June. Col. Rorke was formerly assistant information director of CBS New York and prior to that was head of the CBS information department in Hollywood.

**Blue Employment Series Is Planned**

COMMITTEE for Economic Development, New York, representing a group of 70,000 private employers, in conjunction with the Blue Network, has completed plans for a 62-week public service series. Broadcasts will start Aug. 11 in the Sat. 7-7:15 p.m. period "back-to-back" with the Blue's Labor. U.S.A. heard 6:45-7 p.m.

Overall aim of the program, according to Les Haber, newly appointed CED radio and film chief, will be to put across the CED's message, "to promote high level employment through greater production for expanded markets to raise the American standard of living."

Question-and-answer technique will be employed to make known CED national policies on removal of wartime controls, Bost participants, taxes, liquidation of war production, and other subjects. Representatives of organized labor will be invited to participate with CED leaders on the "answering" panel, with questions posed by Neil Jacoby, secretary of Chicago U., moderator. To describe what some 2,600 CED local groups are accomplishing in the promotion of employment, there will be dramatizations with professional actors. Program will originate in New York, but Mr. Hafner as producer, or in Chicago, with Sherman Dryer of Chicago U. as producer. Series probably will not be offered for sponsorship, but no final decision has been reached on this point.

CED has just released the first six quarter-hour discs of Creating New Jobs to community committees for local placement.

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**OWI PACKET, WEEK JUNE 25**

Check the box below to find the war message announcements you will broadcast during the week beginning June 25. OWI transcriptions contain six 50-second announcements suitable for sponsorship and eight 30-second breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

### WAR MESSAGE

<table>
<thead>
<tr>
<th>War Message</th>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
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See OWI Schedule of War Message 100 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
Serving WLAW.

Production tailored "Jobs for Four out of

Approximate 5,650,000,000 people conscious way to meet Indus-

brings the commercial world believes in com-

petition and it will prove healthy and be more effective "in building a strong and refined civilization in this country". Mainly, he said, the school stations will attract listeners from among people who would not otherwise have their radio sets turned on. Also, since time would not have to be held for broadcasts of limited appeal, the broadcaster could hold his regular audience more easily.

Copies of the full text of the address can be obtained from Dr. John W. Studebaker at Office of Education, Wash-

ington, D. C.

Opens N. Y. Office

NORTH CENTRAL Broadcasting System, Chicago, will open a New York office and spot sales depart-

ment on the 72d floor of the Empire State Building on July 1, it was announced last week by John W. Boler, president. Manager of the new office has not yet been ap-

pointed. However, Mr. Boler will open the office and remain in New York for a few weeks. Bill Ware, who recently joined NCBS as an account executive, will manage sales in Chicago office during that time. Spot sales department will handle KGCU Mandan, N. D.; KDLR Devils Lake, N. D.; KFOX Jamestown, N. D.; KVOX Moor-


GEORGE D. SNELL, program director of KDOO Boise, Idaho, is author of a book on American authors accepted for publication by E. P. Dutton & Co., New York. Tentatively titled "Shapers of American History", book is Mr. Snell's fourth.

Shake hands with WFPG

ATLANTIC CITY, N. J.

EDDIE KOHN, general manager of WFPG, New Jersey’s ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG—write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write JOHN LAUX, Manager Director "THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WIPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

BROADCASTING • Broadcast Advertising

Page 70 • June 4, 1945

Four out of every five ex-servicemen appearing on WJW’s "Jobs for GI’s" have gotten the job they wanted.

No wonder the sponsor, Kronheim Furniture, (working with U. S. E. S.) is pleased! ... Another successful WJW production tailored to suit a sponsor’s needs.

"Hello, Joe. How do you like the job I got through ‘Jobs for GI’s’?"

Increasing Value of Radio Stressed

By Studebaker at Education Meeting

DIFFICULTIES facing commercial stations and schools alike in co-

ordinating educational programs to their individual possibilities and re-

quirements were discussed recently at the Third An-

nual Conference on "Radio in Edu-

cation of the Northeastern Ra-

dio Council by John W. Studeb-

aker, U. S. Com-

missioner of Edu-

cation, who em-

phasized that the

broadcaster’s role is one of con-

tinuing and increasing importance.

Dr. Studebaker said that the main problem facing the teacher is co-

ordinating the time of the broadcast with the school curriculum and adapt-

ing the content of the pro-

gram to the needs of the class. He fully appreciated, however, the broad-

casters time problem and also the fact that programs cannot be slanted only toward school children but must be made interesting enough for the general listening public.

Recordings made by the schools are one solution to the time prob-

lem, he stated, both for rebroadcast on FM educational stations and on off-the-air facilities. However, he remarked, as long as educational radio is regarded as an "unessential luxury" to be provided at P.T.A. expense rather than through regular allocated funds, the problem will not be solved. He said the realization must come that radio apparatus is as important to teaching as blackboards, laboratories and classroom furniture.

The implications for commercial broadcasters in FM educational sta-

tions were foreseen by Dr. Stude-

baker as favorable. He regards the FM stations as necessary to educa-

tion by radio and believes that they will aid the broadcaster by relieving

him of some of the pressure for time for certain types of school broadcasts of very limited appeal. However, it will not take the necessity, or detract from the importance, of the regular commercial public service educational broad-

casts and others such as American School of the Air, Town Meeting of the Air, fine music, dramas and cur-

rent news.

The school-owned station, Dr. Studebaker said, will compete to some extent for listeners but the commercial world believes in com-

petition and it will prove healthy and be more effective "in building a strong and refined civilization in this country". Mainly, he said, the school stations will attract listeners from among people who would not otherwise have their radio sets turned on. Also, since time would not have to be held for broadcasts of limited appeal, the broadcaster could hold his regular audience more easily.

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"Hello, Joe. How do you like the job I got through ‘Jobs for GI’s’?"
SPRING FEVER caused Young & Rubicam staff to shift operations temporarily to Hollywood Brown Derby Restaurant one noon hour. Clockwise are Sam Cherr, San Francisco vice-president and merchandising director; Richard L. McKea, San Francisco merch. supervisor; William A. Bloes, Hollywood v-p and Pacific Coast manager; Ted Bliss and Ned Tollinger, producers; Wayne Griffin, radio director of Berg-Allenberg, Beverly Hills, Cal., talent service; Bob Hussy, West Coast talent supervisor; Glenhall Taylor, associate director of radio and manager of Hollywood office; Howard Williams, manager of San Francisco office; Bruce Eells, business manager of Hollywood office; Al Scalpone, program supervisor.

Bob Hope Tops Winter-Spring Hooper With Fibber McGee and Molly Second

BOB HOPE'S program on NBC, 10-10:30 p.m. (EWT), had an average national rating of 32.6 from December 1944 to April 1945, according to the winter-spring Hooper sectional report, which showed the program leading in audience rating for any geographic section with 37.5 in the Mountain area.

Second highest audience rating, 37.1, was reported for Fibber McGee and Molly, also on NBC and also in the Mountain area. All-area highest audience ratings were credited to the same two programs in the same order, Hooper's figures showed.

The winter-spring Hooper report, released recently to subscribers, carried breakdowns for six different geographical regions, a special feature showing composition of radio audience figures and nighttime ratings were extended to 10:30 p.m. (EWT) for all areas.

With 82.9%, according to Hooper, the Tuesday 9-9:30 p.m. (EWT) period had the highest 32-city available audience for the season.

Bob Hope is back in top program rating spot, according to the May 30 Hooper report on evening programs, regaining the position he has held since Dec. 15, 1944, except for the May 15 report, which showed him second to Fibber McGee & Molly.

Report shows average evening audience rating of 8.4, down 1.2 from the last report but 0.5 ahead of the rating of a year ago. Average evening sets-in-use are reported at 27.5, 5.1 less than the last report and 3.4 more than a year ago. Average evening available audience is 77.1, 0.7 down from the last report and 9.9 up from a year ago.

First 15 programs are: Bob Hope, Fibber McGee & Molly, Radio Theatre, Mr. District Attorney, Walter Winchell, Bing Crosby, Soreen Guild Players, Joan Davis-Jack Haley, Charlie McCarthy, Kay Kyser (first half-hour) Abbott & Costello, Eddie Cantor, Jack Benny, Hildegarde, Take It or Leave It. Blondie had the most listeners per set; Walter Winchell the most women per set, Upton Close the most men and Lone Ranger the most children. Radio Theatre had the highest sponsor identification index, 89.1.

KENDALL & DEFIILLIPES, New York export advertising agency, has dissolved, with Mr. DeFillipes joining S. B. Koppe, newspaper representatives, and Mr. Kendall going with Gotham Adv. New York, as account executive, taking with him all former accounts.

DO THE MOVIES LIKE RADIO?

Well, they like KVQ in Pittsburgh, at least. RKO, Columbia, Warner Bros., 20th Century-Fox, United Artists; they all use KVQ, because KVQ gets results where it counts—at the box office!

MOVIE BOX OFFICE FEATURES

KQV HE GETS RESULTS

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.
BRONSON IS NAMED MANAGER OF WJEF
EDWARD H. BRONSON, who has served since September 1942 in the broadcasting division of the Office of Censorship, leaves that post June 9 to become manager of WJEF Grand Rapids, CBS affiliate owned and operated by the Fetzer Broadcasting Co.

Announcement of Mr. Bronson's new duties, which are to be undertaken June 11, was made by John E. Fetzer, assistant director of censorship on leave from his post as managing director of the Fetzer Broadcasting Co. Latter company also owns and operates W2XO Kalamazoo.

Mr. Bronson studied journalism at Ohio State University. Following his schooling, which was completed in 1933, he served in the editorial departments of the Columbus (O.) Sunday Star and the Akron Beacon Journal. He was a reporter, also, for the Ohio State Journal in Columbus.

After leaving newspaper work, he was a continuity writer at WBNS Columbus and subsequently program director and assistant manager of WCOL in the same city. He left the latter position to become an assistant to J. Harold Ryan, then assistant director of censorship and now president of the NAB. He became assistant to Mr. Fetzer when the latter succeeded Mr. Ryan in June 1944.

PREVIEW GLIMPSE is taken by Ted R. Gamble (seated), national director of the Treasury War Finance Division, of the WFD Radio Section's new daily chart which will give a running story of radio's part in the Seventh War Loan, according to (1) to (r): Tom Olsen, on leave with Treasury from KGY Olympia, Wash.; Gene Carr, Radio Section chief on loan by G. A. (Dick) Richards interests, and Thomas H. Lane, WFD director of radio, press and advertising.

Bill Aims at Less Power for Truman
FCC, 20 Other Agencies, Not In Proposed Reorganization
ON THE HEELS of President Truman's message to Congress asking authority to reorganize the Government's executive branches [BROADCASTING, May 28], Rep. Manasco (L-Ala.) on May 26 introduced a reorganization bill (HR-3325) which would cut, rather than expand, Presidential powers.

Combined Department
Midst revived talk of a combined department of communications and transportation with Cabinet status. Rep. Manasco's bill would exempt the FCC and 20 other agencies from reorganization. His measure would authorize the President to investigate the organization of all agencies and determine what changes are necessary to (1) reduce expenditures, (2) increase efficiency, (3) consolidate agencies, (4) reduce the number of agencies by consolidating those having similar functions under a single head, and (5) eliminate overlapping and duplication of effort.

The President would be authorized to recommend changes to Congress, with the proviso that if Congress failed to take adverse action within 60 days, the Presidential plan would become operative.

Sen. Aiken (R-Vt.), commenting on reorganization, suggested four new departments to be headed by Cabinet officers. He feels that the FCC and ICC should be merged into the Dept. of Transportation and Communications.

The Manasco Bill was referred to the Committee on Expenditures in the Executive Dept.s, headed by Rep. Manasco.

New GE Laboratory
A NEW $8,000,000 research laboratory occupying 300,000 square feet of floor space, to be devoted largely to translating war developments for peacetime markets, will soon be started near Schenectady, N. Y., Charles E. Wilson, president of General Electric Co., announced last week. Plans include provisions for radar research. The plant will take a year to build and will require an increase in the present research staff of 640 to about 800.
Volunteer Salesmen Needed To Boost War Bond Campaign

Stations Asked to Stimulate Local Drives to Procure Additional Selling Personnel

DESPITE unprecedented support of the Seventh Loan Drive by radio, and other media, the campaign in a number of areas is lagging because the selling force, the volunteer salesmen who push the doorbells and ring the phones, is apparently insufficient and also because of certain delays in reporting sales. NAB last week urged stations to investigate situations where quotas are behind and help stimulate volunteer sales aid.

Comment was expected last week from Ted R. Gamble, War Finance Division national director, looking toward exceptional overall support of the Drive.

Nationwide pre-drive and first-week support of the Seventh Loan by local stations, indicating unprecedented activity and initiative, is outlined in the NAB "Telling the World" Bond reports No. 1 and 2. The local originations are covered for the period May 1-12 and May 13-19 and are exclusive of network and OWI national spot coverage on which data will later be added. Exclusion prevents duplication of coverage analysis.

Pre-Drive Data

In the pre-drive campaign local stations volunteered the following time, according to present data figures: quarter-hour Treasury Salute programs, 4,596; quarter-hour Music for Millions programs, 1,123; five-minute Sing for the Seventh, 216; five-minute Treasury Song for Today, 82; spot announcements (live and transcribed), 38,203; other programs—360 2-minute, 484 3-minute, 1,885 5-minute, 144 10-minute, 2,606 quarter-hour, 31 25-minute, 62 half-hour two three-quarter-hour times each of 1¼, 1½, 2 and 2½ hours.

Local broadcasters gave time in the first week period as follows: Treasury Salutes, 3,069; Music for Millions, 2,834; Sing for the Seventh, 3,183; Treasury Song, 52; three-minute "Buy Bonds" song, 279; four-minute version same song, 25; spot announcements—live and ET, 95,106, two-minute, 1,174; three-minute 175; programs—731 five-minute, 41 six-minute, 371 ten-minute, 1,123 quarter-hour, 21 20-minute, 10 25-minute, 425 half-hour, 46 three-quarter hour, 2 55-minute, 57 one-hour, 24 1½ hours, 10 1¼ hours, two each of two, 2½ and three hours, and one 7 hour program.

Special Programs

New list of personal appearances and special events suitable for broadcast programming was announced by Treasury last week. Local War Finance Committees should be contacted on local appearance dates and details, same as for previous material.

Comdr. Jack Dempsey USCGR is booked to date from June 8 through July 1 in Portland, Denver, San Francisco, Los Angeles and St. Louis.

Canadian Women's Army Corps Pipe Band is scheduled June 5-19 for Pittsburgh and surrounding counties and June 21 for Buffalo.

Five key planes of the Navy's Pacific carrier fleet—Helleret, Wildcat, Corsair, Helldiver and Avenger, will be exhibited inland for the first time at 20 cities through July 1.

German U-Boat 605, boarded and captured in June 1944, will be on display May 29 through June 5 in New York, June 7-12 in Boston, June 16-21 Baltimore, June 23-28 Washington and June 30-July 4 Norfolk.

WKY's Big Event

Representative of the extensive local Seventh Loan activities is a special show staged by WKY Oklahoma City starring Edgar Bergen, Charlie McCarthy, Don Ameche and Joan Merrill and the Edgar Bergen Troupe which attracted an overflow crowd to the city's 7,500 seat munici-pal auditorium. Some 20,000 persons bought Bonds to try for tickets which went on first-come first-served basis. Edgar T. Bell, WKY secretary-treasurer, handled arrangements for station. Show was produced by Gayle V. Grubb, WKY manager, and Blyecea Wright, production head.

WGN Names Brines

PAUL C. BRINES, director of publicity and promotion for WGN Chicago, has been appointed assistant station manager. He continues to supervise publicity and promotion. At one time he was a member of the BROADCASTING staff and later was Chicago manager.


NBC Claims Urban Day Audience Lead

IN THE 1077 U. S. cities of 10,000 or more population, 32% of the radio families "listen most" to NBC in the daytime, giving NBC a lead of 29% over the next network "listened to most" before 6 p.m., according to the second report of NBC's 1944 nationwide survey of listening habits. First report, covering evening listening, was issued in January [BROADCASTING, Jan. 16].

Tabulating answers to the question: "Which one of these stations do you listen to MOST—in the daytime, before 6 p.m.?" NBC reports that 32% of the radio families "listen most" to NBC; 25% to Network B (CBS), 18% to Network C (Blue) and 15% to Network D ( Mutual). "These stations" referred to above are those the respondent had previously identified as listened to regularly.

IF YOU SELL SOAP

(OR SEEDS OR STOKERS)

Ask your Distributor about KDAL, Duluth

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $1,300,000 annually. You figure out how many carloads of soap and scrubbing compound that means.

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincidental daytime survey made in Virgini-
TWINKLE, TWINKLE, MORNING STAR (Ky.)!

We don't greatly wonder what you are, or if you're hearing our broad casts. Probably you're a nice little place with several hardly imaginable inhabitants, but we'll still let some other station claim you! We at WAVE are intent on delivering nothing but this jam-packed, plump-pursed, ever-busy Louisville Trad ing Area. It's our N.B.C. domain where everybody knows us, and it's more of a market for most every thing than all the rest of the State combined. Got no time for Morning Star-gazing now? Have you?

L荡IOUSVILLE'S WAVE

3000 WATTS - 710 K.C. - N.B.C.
FREE & PETERS, INC.
National Representatives

KFMF SELLS SAN DIEGO

CONCRETE AND STEEL

Permanent stuff... that's what we're built of in San Diego... that great, busy exclusive market of 373,000 civilians who make up our metropolitan area... within 15 miles of our antenna. They're easy reach... ONLY if you approach them from within KFMF can do it for you.

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

JACK O. GROSS, Pres.; G. Mac, Represented by the BRANHAM CO.

TWINKLE, TWINKLE, MORNING STAR

WAVE MAY 26 TO JUNE 1 INCLUSIVE

Decisions...

ACTIONS ON MOTIONS

MAY 30

WCGB Evansville, Ind.—Granted petition for continuance of station license renewal application now set 6-14-45; continued to 7-5-45.

Birney Imes Jr., Corinth, Miss.—Granted motion to continue for application for CP for new station now set 6-6-45; to 7-4-45.

ADMINISTRATIVE BOARD ACTIONS

MAY 28

1450 kc WTMA Cumberland, Md.—Granted CP make changes in transmitters. former

Laurence W. Harry, Fosteria, Ohio—Pending file application for new CP station.

Akron Radio Corp., Akron—Same.

Orlando Daily Newspapers Inc., Orland, Fla.—Same.

Joe L. Smith Jr., Beckley, W. Va.—Same.

Piedmont Broadcasting Corp., Danville, Va.—Same.

Pennsylvania State College, State College, Pa.—Placed in pending file application for new CP noncommercial educational station.

MAY 29

Potomac Broadcasting Corp., Alexandria, Va.—Denied request for extension to 6-14-45 within which to carry on with procedural conditions in conditioning for new station.

WIBU Poynette, Ill.—Adopted order directing a continuance of petition directed against FCC action 1-16-45, granted for without further application of WOTM for power increase.

Applications...

MAY 28

NEW-83-102 mc Bayonne Manufac turing Co., New York.—CP new experimental station, 10 kw, special emission.


NEW-1570 mc Central Valley Radio, Lodi, Cal.—CP new standard station 1600 kw, 250 kw unlimited, amended to require 100 kw 10.

NEW-44 mc KKL Portland, Ore.—CP new standard station 150 kw, unlimited, amended to $4,550 estimated cost.

NEW-2267 mc Lincoln, Damar, Sacramento, Calif.—License to cover CP new standard station (KXOA).

NEW-1296 mc Norwich Broadcasting Co., Norwich, Conn.—CP new standard station 250 kw unlimited.

1230 mc KBTM Jonesboro, Ark.—Vol. assign license from Ray P. Beard to John C. Beard and Veda F. Beard d/b Regional Broadcasting Co.

1400 mc WMPS Memphis—Vol. assign license from Memphis Broadcasting Co. to WMPS Inc.

1130 mc WGKY Minneapolis—Vol. assign license to Minneapolis Broadcasting Co. to WMPS Inc.

NEW-1450 mc Glens Falls Broadcasting Corp., Glens Falls, N. Y.—Petition filed for consideration and grant under FCC Policy 115-45 of application for CP for new standard station 250 kw unlimited, conditioned to make changes in trans., and change proposed studio site.

NEW-1450 mc Camden Radio Inc., Camden, Ark.—Name for application for CP new standard station 250 kw unlimited.

870 mc KTDB Tacoma, Wash.—Same.

870 mc KTTH Tacoma, Wa.—Same.

520 mc W18262 for station for CP change, 1400 mc to 870 mc, change hour operation from unlimted to limited, install antennas and change in ground system, amended to omit request for new antenna and ground system changes.

JUNE 1

1190 mc W1047 Brooklyn—Transfer of control from Dorothy B. Thackray to Theodore Cop.
WELCOME is extended by WSB Atlanta Production Manager Mark Toalsom (l) and General Manager John Outler to former staff members Lt. Marcus Bartlett, Sgt. Walter Paschall and Lt. Add Penfield as they arrived to help handle special coverage by WSB of the return of Gen. Courteney Hodges and 49 other European theater veterans on May 24.

Given special releases, the three servicemen flew to Atlanta to assist with the two-hour broadcast of the city-wide celebration ceremonies honoring the Georgia-born heroes.

Lt. Marcus, former WBT production manager who entered the Naval Reserve in January 1943 after 13 years as member of the station, coordinated the special broadcast. He is now stationed at the Naval Air Station, Jacksonville, Fla. Lt. Penfield left WSB for the Army July 1944 and is now at the Army Air Base, Atlanta Municipal Airport. Sgt. Paschall, former WSB news editor, left for the service in February 1943 and is now attached to the Air Forces School of Applied Tactica.

CIO and AFL in Competitive Race To Organize Network Office Workers

WITH the two major labor unions trying to organize CBS “white collar” workers, sharp between the organizations appeared likely this week. Both the New York local of the United Office and Professional Workers of America (CIO) and Local 63 International Alliance of Theatrical Stage Employees (AFL) planned organizational meetings for this week.

The CBS “salary increase” committee, as it is called, had a total of more than 200 signatures backing it up, according to Myra Jordan secretary to commentator William Shirer and one of the original signers. An interoffice memorandum last week from Frank White, CBS vice-president and treasurer, to all employees, in which he prom

ized “no discrimination” against network employees for “proper union activities” promptly brought 17 more prospective members to the CIO-supported committee, Miss Jordan said.

IATSE Active

AFL, however, though apparently a slow starter in New York, recently added CBS office employees in Hollywood to its ranks by a 6 to 1 vote, according to Russell Moss, executive vice-president of New York Local 65, stagehands union. During the past 10 days, Mr. Moss said, IATSE has been distributing organizational literature among CBS New York workers and to date more than 40 employees have indicated interest. AFL leaflets emphasized the overall nature of the union within theatrical fields, pointing out that an AFL local has strong backing from other union groups within the industry.

“The CIO has only the Screen Office and Professional Guild, who represent some of the home offices of the motion picture companies,” one AFL circular read. “Their contracts expired July 28, 1944, and have not been renewed primarily because they and the company cannot agree on terms and they have no backing in the industry to help them.”

Main complaint of CBS employees, said Mr. Moss, was the “lack of classification, with no reasonable minimums set for specific jobs.”

Meeting of the CIO-CBS committee was set for Wednesday night. Date for the first general

Writers Guild Dickering

Radio Writers Guild has started negotiations for higher wages for newsmen at WMAQ and WWB, Chicago stations of NBC and CBS respectively. Present NBC collective, which expired June 1, calls for $200 monthly, with 10% annual raise, based on length of service. The Guild is asking for a minimum of $330 the first year, $350 the second and $400 the third—the rates approved by WLB for NBC New York. NBC Chicago has offered a minimum of $220 with a 10% annual raise regardless of length of service. Negotiations will continue until a satisfactory contract can be submitted to WLB.

Meanwhile, plans went forward for a national freelance writer basic minimum wage agreement, formulated by the western region of the Guild, for presentation to the executive council of the AFL at early this month. Contract negotiations between RWG and NBC San Francisco, already under way, may pave way for similar writer-station agreements nationally, it was believed. Proposals for San Francisco area include a guild shop, minimum pay with length-of-service increases, a 40-hour week with cash overtime, minimum call-back of 12 hours, and advance notice of schedules. While these proposals have not been adopted by midwestern and eastern RWG regions, it was understood that similar contractual structures will be approved at New York meetings.

Navy Show Available

THE NAVY’S Blue network program [Broadcasting, May 21], the first Navy-produced net series, will be available for sponsorship, it was learned last week. Starting date has been set for July 3, with the 7-7:30 p.m. (PWT) time. NBC Navy series to begin sometime this summer, is also available to spon- 
sors [Broadcasting, May 28].

organization coincide of the IATSE group was expected this week.

In his memo to CBS employees, Mr. White said: “Although many of our specialized groups of employees have for a long time been represented by unions with whom Columbia has enjoyed satisfactory relations, we feel quite firmly that the effectiveness of our operations would suffer if the uniquely personal and often confidential relationships with our office and administrative personnel were broken by interposing a union between them and us. We therefore do not favor unionization in this field. We hope, however, the majority of these groups of people should select a union as a representative, there would be not the slightest discrimination against any employee for proper union activities on his other part. Nor will there be any such discrimination during or after the present organizing campaign if it fails in its unionizing efforts.
Help Wanted

First class engineer wanted for 250-watt station in Pontiac, Michigan. Will handle some engineering and must be eligible for Michigan power plant license. Good position. Apply to Box 65, BROADCASTING.

Situations Wanted (Cont’d)

Help Wanted (Cont’d)

Wanted—Transmitter operator. Immediate vacancy for first or second class licensee. W2KDYL, Fall, Idaho. Apartment available at transmitter if interested in later. Write Mr. F. V. Cox, Chief Engineer.

Wanted—3 engineers holding first or second class license in the Chicago area. Opportunity for advancement. Write, North Central Broadcasting Company, 360 N. Michigan Ave., Chicago 1, III.

Wanted—Announcer—Copywriter. Experienced and reliable with third class ticket and good voice is needed for one position if you are man for job. Progressives, newsmen, newsies welcome. Send full details to KSER, Pocatello, Idaho.

Wanted—Announcer—Excellent future for ambitious, capable worker at WFLF to replace man who needs engineering and music experience. Have earned the production license. Contact E. T. of your work and photo via mail. Don’t phone want, but WRITE WFLF, Phila., Penna.

——— First class station needs second engineer, or second willing to get first license within year. Excellent opportunity and surroundings. Call or write Paul Lindsay, ———

Wanted—Radio salesman in live city, at least five years experience in selling radio and listening audience. Permanent position with NBC affiliate. Send references and picture with first application. Box 737, BROADCASTING.

Announcer—Have immediate opening for right man. Send full details and salary expected. Write Lawrence, Kans.

Engineer, veteran, twelve years radio, four broadcasting. First phone, second license, some third. Transmitter control 5 kw, key 1 kw, desires permanent position with progressive organisation, transmitter or chief. Married, two years college, RCA Institute. Available. Write Box 682, BROADCASTING.

Operator—Announcer—First class radio telephone, second class radiotelegraph license only. Box 709, BROADCASTING.

—18, also writing and production. Two years college training in radio. Limited experience. Available hourly. Box 38, BROADCASTING.

Announcer—Have college grad, 24, single, 11 years all around experience. Capable of filling any position. Recently with second class network affiliate. Seeks permanent staff position. Good references. Dsc on request, Box 719, BROADCASTING.


Wanted.—Announcer available also. Capable spot writer. Box 712, BROADCASTING.


Announcer—Experienced; news, commercials, general staff work. Now employed with Pacific. Will comply with FCC good engineer. No prior experience needed. Please give phone to ship. Any offer good will be considered. Contact Mr. J. M. Ballard, 424 6th St., Marysville, Calif.

ATTENTION SALESmen

Here is a chance to affiliate yourself with one of America’s aggreg- rate radio stations.

KDYL SALT LAKE CITY

Interested in a first-class experience, the KDYL needs salesmen to sell its Baltimore market. Send in your curriculum vitae, with a letter of introduction. Salary, expense account, car and any other question will be answered by return mail.

For Sale

Program idea for sale. Box 714, BROADCASTING.

For Sale—New Temco 25050SC 250 watt transmitter converted for broadcast. Complete with tubes, tubes, tubes. Will comply with FCC good engineer. No prior experience needed. Please give phone to ship. Any offer good will be considered. Contact Mr. J. R. Ballard, 424 6th St., Marysville, Calif.

APPLICATIONS WANTED

Applicant must have a permanent or long term residence in the Chicago area, and should have had previous experience in advertising. Applicants will be required to present satisfactory references. Salary to be determined. Please give complete information. Write Box 715, BROADCASTING.

WANTED

Announcer, control room and transmitter operators for Richmond, Virginia, station. Write completely of your experience. Announces please send audition plat- ers.

Tom Tinsley
7 E. Lexington St.
Baltimore, Md.
Radio Transport Aids EXPERIENCE gained during the war in developing sturdy mobile radio equipment for military use will likely be utilized in various fields of transportation in the post-war era, with important benefits to industry and public alike, according to Robert C. Smith, transportation specialist, Bureau of Foreign & Domestic Commerce, writing in the June Domestic Commerce, publication of the Dept. of Commerce.

In addition to head agency's special radio division for motion picture accounts, his office is on RKO Radio Pictures Hollywood lot.

Burt Oliver continues as general manager of the Hollywood radio division, with Bud Spencer, talent buyer. Arnold G. Maguire is television director. With Bess Harrison resigning, Mary Noble has been made Hollywood office manager.

Edmund L. Cashman, agency vice-president and at present, head of the Hollywood radio division, resigns that post on July 1 to freelance and will set up his own independent production unit.

In addition to local business, Foote, Cone & Belding currently is running six transcontinental and seven regional shows with a combined talent and time billing of approximately nine million dollars.

**Service Directory**

**GEARED TO AM-FM EXPANSION**
Radio Engineering Consultants
Kansas City, Mo.

**MORE RF KILOWATT HOURS PER DOLLAR WITH F & O TRANSMITTING TUBES**
Freeland & Oelchner Products, Inc.
617 Bourbon St., New Orleans 13, La.
Raymond 4754
High Power Tube Specialists Exclusively

**Sound Effects**
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog.
THOMAS J. VALENTINO INC.
Transcriptions - Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4672

**Sound Effect Records Gennett-Speedy-Q**
Reduced Basic Library Offer Containing 100 Individual Sound Effects.
Write for Details.
CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

**Penn Furniture Sold on Both Stations WFBG — WJAC The Shadow**
Available locally on transcription — see C. MICHELSON, 67 W. 44 St., N.Y.C.
MISS KEMBLE, BUD FISSELL GET NEW MBS POSTS

TWO NEW posts, just established at Mutual, will be filled by Dorothy Ann Kemble, who on June 18 becomes director of the House, continuity, as secretary at the White House, and Bud Fishell, whose appointment as associate script editor, to work with H. Philip Minis at MBS, is effective immediately. Miss Kemble has been director of service departments for the Blue—continuity acceptance, literary rights and script routing. Mr. Fishell, freelance writer and author of "Frankie and Johnny," played scheduled to open on Broadway this fall, was program director of WNYC New York 1943-44.

WATERMAN RETURNS TO NETWORK IN FALL

L. E. WATERMAN Co., New York (pens, ink), pioneer radio user, returns to the air as sponsor of Gangbusters, Phillips H. Lord production. According to Chas. Dallas Reach Co., Newark, N. J., agency, networks have been asked to submit availabilities for a half-hour night-time spot, preferably in fall. Pens will be emphasized. Company is prepared to begin this summer however, with ink products featured. Waterman plans a new line of postwar pens. Big campaign will break in newspapers and magazines in late September.

NEW CAB MAP

COOPERATIVE Analysis of Broadcasting has issued a new map, first of its kind ever released by the CAB, showing distribution of the 81 CAB cities through the nation. Available to members, map comes in two forms, an eight-page folder and a 22" x 29" size. Seven features included in the map give the picture of CAB sample: (1) 81 cities covered by interviewing; (2) U. S. cities of 50,000 or more; (3) CAB cities by time zones; (4) CAB cities by size classification; (5) CAB cities by nine census geographic areas; (6) CAB cities by number of network outlets; (7) number of CAB interviewing units in each city.

KBIX WALKOUT CONTINUES

WALKOUT of chief engineer and two female technicians at KBIX Muskogee, Okla., was still in effect last Friday with no hearing date set on charges filed with NLRB by JBEW on behalf of the three staff members. Station went off air late April 24 but resumed May 16 with new technical personnel. Station is owned by Tams Bixby Jr., also owner of the local newspaper interests, and operates on 1490 kc with 250 w. Union claims among issues that station has refused to negotiate. KBIX maintains in part that JBEW local is not proper representative.

EARLY AWARDED DSM

STEPHEN T. EARLY was awarded the Distinguished Service Medal by President Truman on his retirement after more than 12 years as chief of the JBS section. He, most of that time spent as press relations head. Under President Truman, he has been special assistant to the President. In receiving the medal, Mr. Early paid tribute to press and radio and to JBS and to the White House, saying that "never during the years of my service has one of them ever revealed a confidence or violated a trust."

WSAI-AFM DISPUTE CERTIFIED TO NWLB

DISPUTE between WSAI Cinncinati and Local No. 1, AFM, which has resulted in work stoppage by musicians at the Marshall Field station, was to have been certified Saturday to the National War Labor Board by the Secretary of Labor, the Conciliation Service disclosed late Friday. Issues are number of musicians, wages and employment of a librarian.

According to Walter A. Callahan, WSAI general manager, station offered a $60 weekly salary for 12 hours work, which had been demanded by the union, but Oscar Hild, AFM Local No. 1 president, insisted station employ additional musicians, which station didn't need. Despite work stoppage, WSAI will continue operations without local musicians, said Callahan.

MBM-BBM ACCORD

A 70% BALLOT return on the first study made by Bureau of Broadcast Measurement, Canadian equivalent of Broadcast Measurement Bureau in this country, was reported by Dr. Philip E. F. Wilson, secretary of MBM and head of the Assn. of Canadian Advertisers, and Horace Stovin, Stovin & Wright Ltd., BBM board member, Friday at a meeting with representatives of MBM in New York, at which it was agreed to standardize and coordinate as far as possible methods and material used by both organizations.

People

JOSEPH L. MILLER, former labor relations director of the National Assn. of Broadcasters, last week was promoted to full lieutenant in the Naval Reserve. Lt Miller has been in the Navy since December 1943 and since January 1944 has been attached to the Navy Dept. Labor Relations Division, Washington.

WALTER COMPTON, for eight years WOL-Mutual Washington, has been announced announcer of WOL, has resigned effective July 1 to join WHN New York on a freelance basis. It is presumed he will continue his cooperative news commentary over MBS, probably from WOR New York.

L. E. SEPTEER, assistant sales manager in charge of replacement tube division, Ken-Rad Tube & Lamp Corp., Owensboro, Ky., has been named manager of replacement tube sales for home radio division, Westinghouse Electric Corp.; headquarters, Sunbury, Pa.

BOB DAVIS, NBC news and special events and international division publicity man, on June 18 becomes trade news editor succeeding Dick Connelly, who joins radio publicity department of Young & Rubican, New York.

JACK EDMUNDS, who resigned as program director of WMAL Washington after three years, left the capital Friday with his wife and child for Denison, Tex. for a month's vacation. He has not announced future plans.

MARK WOODS, president, American Broadcasting Co. (Blue), is scheduled in Chicago Tuesday for a "routine" visit at Blue midwestern headquarters, his first since February.

Closed Circuit

(Continued from page 4)

V-P and former Communications Commissioner, is losing no time getting on with its task. Following series of telephone contacts since appointment of committee at Omaha NAB Board meeting May 16-17, committee meets in East June 12 for roundtable powwow. Prospects: Still the same—some towering public figure or else a hard-hitting practical broadcaster.

ANNOUNCEMENT of a plan whereby the facilities of WCBW, CBS video station, will be available to advertisers and agencies for experiments with short-wave and television broadcasts, is to be one of the first official acts of Col. Lawrence W. Lowman when he returns to CBS July 1 as vice-president in charge of television [Broadcasting, May 28].

WHEN GEN. DWIGHT D. EISENHOWER returns to the United States—expected within a couple of weeks—he will be accompanied by Capt. H. S. W. Thompson of Naval side. The former CBS vice-president is not expected to return to the European theater but may be re-assigned elsewhere on a special mission. His civil life plans are not known, though, he is expected to remain in radio.

EVER WONDER WHAT happened to that 60 kw standard broadcast job that was to have moved into Berlin with our occupation forces on 17 trucks? Since V-E Day, it is learned, efforts have been made by our psychological warfare people to get it into the erstwhile Nazi capital as planned. But the Russians, who control the area, just don't want it there and that's that.

BLUE ADDS NEW SPONSORS FOR FALL

WITH FORD Motor Co. sponsorship of Detroit Symphony Orchestra on Blue Sunday in 8-9 p.m. period reported practically set on Friday; and Tuesday, Thursday, and Sunday afternoon programs of Col. D. D. Hunsinger Jr., for 10-11 p.m. spot, Blue believes it will have strongest Sunday evening lineup of all networks come fall. Philco Hall of Fame, Hearst’s In Their Own Words, Drew Pearson, Quiz Kids, Ford Sunday Evening Hour, Larue Winchell, Fidler and Theater Guild round out the schedule.

Blue also is enthusiastic about its Friday evening schedule for fall, with Raymond Swing, 7:15-7:30 p.m.; Lone Ranger, Blind Date (moving from its present Monday time to 8:30 p.m. Fridays), This Is Your FBI, Famous Jury Trials, Death Valley Sheriff and the fights. With a number of other sponsors reported just about set, Blue executives are jubilant over the "turn of the tide" from commercial program losses suffered in recent months.

WAR AGENCIES CUT

DEEP SLASHES in 1946 fiscal year appropriations for several war agencies identified with radio operation were proposed in House Appropriations Committee report Friday covering 18 civilian war agencies. Included in proposed aggregate cuts totaling 112 million dollars were: $7,000,000 from OWI, taken mainly from overseas operations, leaving $35,000,000 as compared with nearly $54,000,000 for the current year; $4,148,000 below budget figures for NAB; $3,950,000 for the liquidation of blue chips; and $454,000,000 this year; $1,880,000 off OIAA; $1,356,000 off Censorship and $85,000 off WLB.

Page 78 • June 4, 1945

Broadcast Advertising • Broadcasting
In the DISTRIBUTION DECADE

Advertising Must Establish Many New Markets!

TODAY, America is in the Production Era. Our single purpose is to produce more goods with which to win the war.

Tomorrow, after Victory, new problems will present themselves. Our vast reserve of manpower will have to be put to peacetime work. Our huge reservoir of private capital will have to be tapped for profitable conversion. Our tremendous facilities for production will have to be switched over to the manufacture of consumer goods.

And the main burden of this gigantic Peacetime task will fall on America’s Advertising Man.

For the coming age will be the Distribution Decade. To pace production and maintain prosperity, the world’s highest standard of living must be raised to even higher pinnacles.

Alert agency men are intensively applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is The Nation’s Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.
For many years just one detail prevented the designing of successful 5- to 50-kw air-cooled transmitters—an effective means of air-cooling the tubes.

In the middle 1930's RCA engineers pioneered in designing an efficient radiator for large air-cooled tubes. The famous 5D series of RCA air-cooled transmitters utilized tubes with these new radiators. They set a new standard of performance for the broadcast industry, eliminating the necessity for complicated water-cooling systems and attendant maintenance problems.

Air-cooling features of these RCA transmitters have since been adopted by every American transmitter manufacturer. All of the modern 50,000-watt transmitters are now completely air-cooled—for air-cooled transmitters are cheaper, easier to install, surprisingly easy to operate and maintain. Come postwar, stations now using water-cooled equipment will be able to replace it with air-cooled equipment.

RCA tube designers have only one job—creating and building better tubes. In air-cooled tubes for broadcast transmitters, RCA offers such outstanding types as the RCA-827R, 891R, 892R, 893AR, and 9C22.

When you need replacement tubes for your transmitter, specify RCA. There is an RCA broadcast specialist available at need to give you quick, efficient service.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA