"You're covered, Ralph Rovish. Reach for the sky!"

One of the specialties of the house at WOR is radio drama. Not arty stuff... though we do pride ourselves on the integrity of every production... but the kind of tense, skilled story-telling that grips listeners until the last situation is unravelled; leaves them relaxed and agreeably receptive when the villain's gun finally clatters to the pavement.

Twenty times a week, WOR becomes an air-theatre where the best efforts of some of the best radio craftsmen are presented. Whether it's a gripping mystery show like "Bulldog Drummond" or "The Strange Dr. Weird"... one of the WOR Brownstone Theatre's excursions into the past... or such a poignant human annal as "Real Stories from Real Life"... the superb creative show-sense of WOR's skilled programmers shines forth like Broadway on V-E night.

This popular appeal; this ability to know what listeners want almost before they want it, is typical of WOR's carefully foresighted programming. It's a knack, of course, like great editing. But it's also the net result of penetrating personal research by highly skilled interviewers into the likes and dislikes of millions.

If you're an agencyman or a sponsor with a show problem on your mind, why not take advantage of WOR's invaluable experience? Our number is PE-6-8600, or write...

WOR first with what the public wants first
AT 1440 BROADWAY, NEW YORK

MUTUAL
OLD FRIENDS in Midwest America

EARLY RISERS FIRST ENJOYED SMILE-A-WHILE IN 1929.

STARTING the day with a smile is a long-established habit with WLS entertainers and listeners. In March, 1929, we began "Smile-a-While", with WLS National Barn Dance stars gathering to sing, play, and laugh.

The sixteen smiling years since then are packed with human stories: a South Bend doctor who devised an alarm clock-radio attachment to let "Smile-a-While" wake him up; 10,982 people in 40 states and Canada, sending in funny stories with only a clock as a possible reward. With music and fun, "Smile-a-While" (5 to 6 a.m.) presents a newscast and the complete daily report for our four states direct from the Government Weather Bureau.

"Smile-a-While" is an Old Friend to our million-letter-a-year audience. So are the WLS National Barn Dance and Dinnerbell (both since 1924); WLS Feature Foods since 1935; Little Brown Church, which began in 1925. These programs "drop in" familiarly and are welcomed into Midwest American homes as old friends always are. They have the confidence of the listeners—confidence brings response—and to you, this means WLS GETS RESULTS!

Three of the many "Smile a-While" stars: Arkie, the Arkansas Woodchopper; Howard Black, fun-loving Master of Ceremonies; Jennie Lou Carson, radio's Chin-up Girl. Arkie came to the WLS audience in 1929; Howard and Jennie Lou both in 1932.
WCBM
of
Baltimore, Maryland
announces with Pride and Pleasure
its affiliation with
THE MUTUAL BROADCASTING SYSTEM
June 15, 1945

GEORGE H. ROEDER
General Manager

JOHN ELMER
President

WCBM
FREE & PETERS, INC.
Exclusive National Representatives
June 11: Restricted annual meeting Advertising Federation of America, Commodore Hotel, New York.


WAR DEPT. turned down Senator Edwin C. Johnson (D-Col.) when he took up protest of Denver stations based on refusal to let Gen. Patton go on air during stop there en route to Los Angeles home. General said he wouldn’t talk until he reached home town. Denver stations pointed to Boston pickup of Patton but were told that didn’t count because broadcast couldn’t be heard in Los Angeles. (See page on 18.)

OKLAHOMA Natural Gas Co., Tulsa, won educational radio award at annual meeting of Public Utilities Assn. in Chicago June 5-6, for its Woman Commandos on WKY Oklahoma City. Honorable mention to Central Ill. Light Co., Peoria, for Town Crier on WMBD Peoria. Entertainment award went to Puget Sound Power & Light Co., Seattle, and Southern Gas Co., Los Angeles, with stations not mentioned.

AUSTIN ENDORSES WILLS FOR CASE FCC POST

WHETHER former Governor Norman S. Case will be reappointed to the FCC for another seven-year term, or whether the job will go to former Republican Gov. William H. Wills of Vermont appeared to hang in the balance at the White House last week. Gov. Wills, whose background is political and whose term expired only last January, has the endorsement of Sen. Austin, brother Vermont Republican and member of the Senate Interstate Commerce Committee. Gov. Case, on the other hand, is understood to have the backing of Sen. White (R-Me.), minority leader, and other party leaders.

An old-line Republican, Gov. Case has served on the FCC since its creation in 1934 and consistently has been in the minority in opposition to New Deal reforms. His term expires June 30. With President Truman leaving for Coast any day, the nomination may go to the Senate momentarily. Gov. Wills last Friday was in Washington with Sen. Austin, who said he had endorsed his friend’s appointment but that there was nothing he could say about it because nothing had developed. Gov. Wills, a former dry goods clerk, is head of his own insurance agency and has been in State politics since 1928. He was Lieutenant Governor from 1937 to 1939 and became Governor in 1941. His home is in Bennington.

ANTHONY BOOK SPOTS • Success Publications, Chicago, is buying station breaks following the John J. Anthony program on all available Mutual stations to plug the book. Mr. Anthony solves Your Personnel Problems. Station list, incomplete, so far includes KFIO KLUP KROS KYKX WBOC WBTB WJPA WLQI WPAY WKPX KGCO WDEV KFNF.

Agency, Bozell & Jacobs, Chicago.

‘SMOKE DREAMS’ ON BLUE • H. Fendrich Inc., Evansville, Ind. (La Fendrich, Charles Denby cigars), on Sept. 2 starts Smoke Dreams. In 46 midwest American Blue stations Sundays, 2-2:30 p.m. EWT on 52-week contract. Fendrich sponsored the program for several seasons on WLW Cincinnati. Agency, Ruthrauff & Ryan.

ASTHMADOR ON KEYSTONE • R. Schiffman Co., Los Angeles, has signed for three-weekly transcribed spots on 75 stations of Keystone Broadcasting System for Asthmador powder, cigarettes and pipe mixture. It’s firm’s first radio venture. Agency, Philip J. Meany Co., Los Angeles.

DEPARTMENT STORE AIDS • Maurice L. Rothschild, Chicago department store, on June 11 was to begin sponsorship for 52 weeks of Voice of the Veteran as aid to servicemen on WJJD Chicago, 5:30-6:45 p.m. CWT five-weekly. Agency, Sydney S. Lovitt, Chicago.

DIAPERWHITE ADDS 15 • Through its newly appointed agency, Victor Van der Linde Inc., New York, Diaperwhite Inc., New York, is expanding its coast-to-coast Diaperwhite, a detergent, with addition of 15 stations, bringing total to about 25.

GROVE ON KEYSTONE • Grove Labs., St. Louis, for Chilly Tonic has purchased three quarter-hourly spots weekly on Keystone Network for indefinite period, starting June 11, with hill-billy talent. Agency, Russel M. Seeds Co.

BIBLE LEAGUE SERIES • John Meredith, commentator, is sponsored for 52 weeks, effective June 10, by Family Bible League, Chicago, on WAIT WMN KVOX KABR KLPM WAWT WHDF KGDE KVEC KGCO KDUB WJMS Agency, Sydney S. Lovitt Adv., Chicago.

BARR APPOINTS MEYERHOFF • G. Barr & Co., Chicago (Barr Hand Cream), has appointed Arthur Meyerhoff & Co., Chicago, to handle advertising. Radio being lined up for fall campaign.

APPOINTS WESTERN ADV • Allied Mills Inc., Fort Wayne, Ind. (poultry and livestock feeds), has appointed Western Adv. agency, Chicago, effective July 1 to handle campaign including radio.

STANDARD OIL SPOTS • Standard Oil Co. of Indiana on July 30 begins one-minute transcribed farm announcements on 90 stations. Agency, McCormick-Ericsson.
Since 1935, WCMI has carefully blanketed a growing, concentrated industrial market (Ashland, Kentucky; Huntington, West Virginia; Ironton, Ohio) with planned local programs. Tri-State listeners know this, like it, listen to WCMI.

June 15th, WCMI joins CBS... offering radio’s finest network programs to WCMI’s carefully-built audience. This is an enormously effective selling combination for advertisers: a large, loyal audience built with planned local programs and buttressed by the best in network radio.

Studios maintained at Huntington, W. Va. Joseph B. Matthews, Mgr. Represented Nationally by the John E. Pearson Company

WCMI
A NUNN STATION
Ashland, Kentucky
Super-power expertly applied moves the commerce of the world where anything less would fail. KWKH, with 50,000 watts of power applied directly to the rich Ark-La-Tex area can tap the buying power of this ready market as no other station can. Specify KWKH!
In Boston,
the sky's the limit...

Rising from the blue and yellow clay of Boston Harbor, the Logan International Airport is not only Boston’s bid for new renown as “Hub of the Air Universe”, but also a cornerstone of the greater security and prosperity that will brighten New England’s post-war future.

Millions and millions of tons are being dredged from the underwater floor of Boston Harbor—a center of world commerce since ships wore sails—and spread across the face of this 3,100-acre airport. Its runways, some of them 10,000 feet long, reach out in welcome to tomorrow’s European flights bearing hundred-thousands of passengers and billions in air cargo. The deepened waterways from which the hard clay is being scooped will provide one of the greatest ports on the Atlantic seaboard for ocean-going ships.

Far from a figment of blueprints, Logan International Airport already accommodates more than 100 commercial flights each day. Thus far, $10,000,000 has been spent on paved runways and buildings. The New York Times, calling the air route between New York and Boston the busiest in the world today, editorially sees the port of Boston as a leader in the swift post-war development of world air commerce.

This progress means much to us. Not only does it inspire the expansion of New England’s present industries, but attracts others that will join and grow with us. It creates new jobs, new customers, new buying power, a greater and wealthier market.

WEEI is understandably excited over Boston’s plans as an international air terminus, and applauds the community forcefulness now making them into reality. We, too, have raised our friendly voice to help demand—and keep demanding—this brighter future for New England. It’s the biggest local parade in which we have ever been privileged to carry a banner. But the popularity and acceptance WEEI has achieved during our two decades of broadcasting make us that much more fitted to carry it proudly and well.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Feature of the Week

THE MAN who has put more Presidential speeches on the air than any other engineer—Clyde M. Hunt, chief engineer of WTOP Washington—also is the only man who knows about three Presidential broadcasts that almost didn't go on the air.

Reminiscing about his role in the 25 years of broadcasting, Clyde recalled a decade ago when President Roosevelt almost lost his air assurance. With five minutes to go for a fireside chat from the White House diplomatic reception room, the Chief Executive silently but obviously suffered agonies as Clyde calmly took apart his old Western Electric amplifier.

"Tubes were microphonic," he explained.

But he got it together with loads of time to spare—20 seconds.

"I knew what I could do, so I did it," he broke in, as Gladys Hall, secretary to Earl S. Gammons, CBS Washington director, tried to add details Clyde refused to unfold. It's one of her favorite stories.

"The one that scared the hell out of me," says Clyde, happened at Chautauqua Institution in western New York State.

I had to feed President Roosevelt's speech to all networks. I wisied up to some tricks in following him on trips. I had to lug around the whole outfit, including the speaking stand. It weighed 700 pounds. So I would leave the spare amplifier on the train.

"I set up in the Chautauqua amphitheatre an hour or so before the broadcast, but the amplifier wouldn't work. The train was on a siding miles away. "Nothing I tried did any good. I rounded up a lot of telephone equipment but couldn't rig an amplifier from their parts.

"I tore the thing to pieces again, as tempus fugit. There under a molded socket was a little broken spring. I fixed it just in time."

That incident reminded him of the time President Roosevelt broadcast his famous "stab in the back" speech in 1940 when Italy entered the war on Germany's side. Shortly before the outdoor ceremony was to open at the University of Virginia it started raining cats and dogs. Clyde got hold of a truck and headed for the building where the ceremony was transferred. Thousands of confused persons jammed the road, not knowing where the event was to take place. They mulled around, blocking traffic.

Clyde had a bad hour, but when the President started his speech, the world heard his words—although there was some feedback from the PA system.

In 17 years of Presidential broadcasts Clyde has never lost a word.

Radio Station

WFLA

serving the Tampa-St. Petersburg area.

Workers at Tampa's largest shipyard will continue to produce for war well into 1946. Added to this huge payroll are the incomes of thousands of farmers, citrus growers, Army personnel, canners, cigar makers. All are just a part of the large audience which gives this densely-populated area the greatest buying power of its history.

To blanket this "bigger slice of Florida" effectively, today and tomorrow, spot your product out over WFLA, the most-listened-to station in the Tampa-St. Petersburg area.

5000 WATTS
DAY AND NIGHT

WFLA

The "Aristo Theatre of the Air" is a business-builder for the 70 Aristo Dry-Cleaning stores in metropolitan Washington, and those in adjoining Virginia and Maryland counties. This show has been heard for 25 minutes—5 times a week—for the past two years over WWDC.

Here again is the local merchant picking the station that pays off in producing sales results.

What's your problem in Washington, D. C.?
NO, we don't balance eggs, but we do a daily balancing job much more important. We balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. And as the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager.
This is the kind of letter we like to receive

State of Connecticut
HIGHWAY SAFETY COMMISSION
STATE OFFICE BUILDING, HARTFORD, CONN.

Mr. Paul W. Morency
General Manager
Radio Station WTIC
28 Grove Street
Hartford, Connecticut

April 28, 1943

Dear Mr. Morency:

Last year (1942) for the seventh time in eight annual Traffic Safety Contests, Connecticut won honors, gaining the National Award as well as the Eastern Division Award. Such consistent success can only be based on a sound program.

One of the prime essentials of any State Safety Program is effective Public Safety Education. Connecticut has achieved high standing in this phase because of the generous, consistent and effective publicity given accident prevention by radio; and, in the forefront of these cooperative broadcasters stands WTIC.

Over the years, WTIC has ever been ready to provide time for Public Safety Education. We esteem highly the contribution your station has made to the State Safety Program. Because of it we are steadily increasing public safety consciousness.

Sincerely yours,

[Signature]
William M. Greene
Director

DIRECT ROUTE TO SALES IN
Southern New England
The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood
Cincinnati—City of Culture and Commerce
"You know, F & P were right about ice-box sales in Alaska!"

- We wouldn't tell you they needed furnaces you-know-where, Thistlewaite — but if we should, we could back it up!

It just happens that our main goal is repeat business, and that doesn't come from furnishing wrong tips. When an F&P Colonel makes a recommendation, he knows it must produce results—or else! In our business, careful research is the only prelude to a successful campaign; snap judgements and glad-handing salesmanship won't do.

But the best way to tell a national spot advertiser why F&P's business is largely "repeat" is to give him a demonstration of our methods. How about it?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
WPB to Lift Construction Bans on V-J Day

Demands Multiply For Immediate FM Action

DISCLOSURE that the War Production Board will lift all construction controls on V-J Day, even if the Japs capitulate in the near future, resulted last week in an industrywide move to urge the FCC to immediately adopt Allocation Alternate No. 1 affecting FM and television.

Developments in the highly-controversial allocation of FM and the first six channels of 6-mc television were these:

WPB Chairman J. A. Krug told the House Appropriations Committee that war controls will be lifted on V-J Day and that there will be sufficient materials to meet peacetime demands.

Cutback Survey

On Tuesday he ordered Executive Officer J. D. Small to conduct a survey of cutbacks to determine whether further civilian manufacture can be permitted in light of unexpected Army cutbacks.

Chairmen of Panels 2, 5 and 6 of the Radio Technical Planning Board, meeting in New York, adopted a resolution asking Panel 11 to poll its members urging adoption of Alternate No. 1 following the stand of the Television Broadcasters Assn. and FM Broadcasters Inc., calling for immediate allocation under the alternate [BROADCASTING, June 4].

Eleven pioneer manufacturers of FM receivers, all Armstrong licensees, meeting in New York Wednesday telegraphed the Commission, endorsing the position of TBA and FMIB.

No formal comment was forthcoming at the FCC following the concerted move to bring about immediate allocations, but reports were that the Commission would take it up immediately on the return of Chairman Paul A. Porter from Europe.

Chairman Krug's assurances that controls will be lifted on V-J Day and that there will be sufficient materials to meet peacetime demands, made on May 7, were revealed last week when the Appropriations Committee reported out the War Agencies Appropriations Bill [BROADCASTING, June 4].

"In terms of administering war controls, I think practically all of this can terminate on the day of victory over the Japs," said Mr. Krug under cross-examination by Rep. Cannon (D-Mo.), Committee chairman. "From what we can see now, the instant military production is cut back after the Japanese capitulation there will be adequate supply of everything for our peacetime economy . . . including steel and forestry products."

Civilian Radio

Following Mr. Krug's statement to Congress, made a month ago, it developed that already certain cutbacks in aviation may make available some civilian radio production. Meanwhile the FCC is going ahead with engineering tests in the spectrum from 44-100 mc to determine, if possible, the best location for FM as a public service. Three alternatives have been proposed—50-68 mc, 60-78 mc, 84-102 mc.

George P. Adair, FCC chief engineer, announced Friday that the following frequencies and assignments have been made for the tests, with recordings on all frequencies to be under way by July 1: WGTY Paxton, N. J., 44.3 mc; WXXM New York, N. Y., 50 mc; WABD New York, 83.75 mc; Raytheon Mfg Co., New York, 105 and 107 mc. Recordings will be made at Princeton, N. J.; Philadelphia; Laurel, Md.; Roanoke, Va.; Atlanta; Montgomery, Ala.; Detroit, Allegan, Mich.; Chicago, Iowa City and Grand Island.

Coverage measurements will be taken at Schenectady, Milwaukee, Boston and Dallas. In Milwaukee Philip Laeser, engineering director of WTMJ-WMEM, will make continuous comparative measurements on 45.5 and 91 mc.

The RTPB group adopted this resolution: "The RTPB reaffirms its previous position with respect to the allocation of frequencies for television and FM broadcasting. Of the alternatives proposed by the Commission in its report of May 25, 1946, Panel 2 believes that the allocation of the services for which frequencies are to be allocated between 104 and 106 mc, Alternate No. 1 is the best of the alternatives, so that it be made final at the earliest possible date."

The resolution has been mailed to all members of Panel 2 (allocations) and each has been asked to send in his vote. Attending the meeting were: Dr. W. R. G. Baker, chairman, RTPB; Dr. C. B. Joliffe, chairman, Panel 2; C. M. Jansky Jr., and Russell David, chairman of Panel 5 (FM); David Smith, chairman Panel 6 (television).

Freed Chairman

At the meeting of Armstrong licensees, Arthur Freed, vice-president and general manager of Freed Radio Corp., was named chairman, which adopted a resolution protesting the FCC's delay in determining the final FM allocations. Resolution pointed out that proposals such as this will result in "serious delay" in the conversion from military to civilian production, which will substantially reduce the potential set production and add to unemployment.

This delay also will result in discrimination in favor of the manufacturers of AM sets who can place orders for component parts now, thus tying up future deliveries of components for FM sets, the resolution stated, adding that this will have a "prejudicial effect on the expansion of FM broadcasting". The FM manufacturers declared that the prewar and wartime FM manufacturing experience "indicates that the sets will be required for a long period of time, especially by delay for further propagation tests and furthermore that the Alternative Allocation No. 1 will best serve the public interest, convenience and necessity."


When the FCC issued its final allocations report above 25 mc (except the band from 44-108 mc) [BROADCASTING, May 21, 28], another resolution was passed.

(Continued on page 72)
Peter Slated to Head BMB Research

NAB President Agrees To Release Him For Post

By ROBERT K. RICHARDS

PAUL PETER, director of research for the National Association of Broadcasters, will be the research director for the Broadcast Measurement Bureau. The move, it appeared Friday as Broadcasting went to press — although confirmation was not forthcoming. It is known that Mr. Peter was considered for the job many months ago when the Bureau first was formed. At that time, J. Harold Ryan, president of the NAB, wanted him to remain at his Washington post.

Negotiations Lag

Recent developments, however, make his selection almost certain. It is understood that John Church-ill, director of research of the Columbia Broadcasting System, was a favored candidate for the post from the outset, since the NAB was unable to release Mr. Peter. It was believed, however, that negotiations with Mr. Churchill, who was reluctant to relinquish his position with CBS where he has served for 15 years, moved so slowly that the decision was holding back progress of the enterprise. Hugh Feltis, president of the BMB, was anxious to establish this integral section of his organization as quickly as possible.

Consequently an appeal was made to Mr. Ryan to release the NAB's research head. Mr. Ryan acquiesced.

Mr. Peter, it is believed, will proceed to his new post within a fortnight.

Mr. Peter, who is 41, was educated in Washington, D. C. public schools and at George Washington and Syracuse universities. He served in the U.S. Signal Corps office two years as a second lieutenant during World War I. From September 1928 until June of the following year, he undertook special assignments in statistical work and office management for the General Motors Acceptance Corp. In 1929, he joined the National Broadcasting Co. He organized and headed the network's first statistical department. He remained with NBC until March 1935 when he moved over to the parent company, Radio Corp. of America. On June 1, 1936 he resigned the RCA post to become executive secretary of the Joint Committee on Radio Research. Mr. Peter joined the NAB as director of research in 1938.

CBS Executive Lineup Revised; Stanton Made General Manager

M-G-M TO ENTER RECORDING FIELD

METRO - GOLDWYN - MAYER, New York, is preparing to enter the recording field and has appointed Frank Walker, of RCA Victor Division, New York, to head the new project, beginning Aug. 1. Queried as to whether M-G-M might make radio transcriptions Mr. Walker said last week that "nothing is excluded" in the company's recording plans.

M-G-M uses recordings extensively in promotion of films on a large regular schedule of close to 100 stations. Commercials are produced in New York by Donahue & Coe and cut by various recording companies in the city. The commercials are always originals, and never made up from sound-track reels.

WCAU Branch

WCAU Philadelphia opened a branch office in Chicago June 1, under the direction of Virgil Ream Jr. Former mid-west representative for WCAU, he was, prior to that time, publicity director of Buick Motor Car Co. and sales promotion director of Graham Paige Motors.

Mr. Peter

Mr. Ream

Mr. Stanton

Mr. White

Ream and White Elected Directors, Runyon Named CRC V-P; Paley Seen as Board Chairman

EXECUTIVE lineup of CBS was revised by the network board of directors at its June 4 meeting. Changes announced by Paul W. Kesten, executive vice-president, were:

Frank Stanton, vice-president, elected to board of directors and named general manager of network.

Joseph H. Ream, vice-president and secretary, elected director.

Frank K. White, vice-president and treasurer, elected director.

Construed Jefford R. Runyon, vice-president and director, who has been on war leave, resigned from board to become executive vice-president of Columbia Recording Corp., CBS subsidiary [Closed Circuit, May 28]. He was retired May 30 by the Navy.

Membership of the CBS board was increased from 12 to 14. Election of Mr. Stanton is viewed as confirmation of reports that Col. William S. Paley may become CBS board chairman when he returns to civilian life, probably in the fall. Mr. Kesten would become president.

The network has lacked a general (Continued on page 81)

Mueller Uses 90% Of Budget on Radio

Sales Jump 68%; Macaroni Firm Expands Newscasts

C. F. MUELLER Co., Jersey City, devoting 90% of its advertising budget to radio, is planning full expansion of news programs for Mueller Macaroni products. Present lineup includes 17 stations in major cities east of Mississippi in addition to local and regional networks.

According to Fydel Mueller, advertising and sales promotion manager, sales have increased up to 68% in some territories where newscasts have been added. "In 90% of our sales territory," Mr. Mueller said, "we attribute our increased business to radio. There is no 'maybe' about it because we check returns through techniques devised by Duane Jones Co. We check sales before a newscast goes on the air for Mueller and after it has been on the air for a fixed period. Thus we establish our sales picture.

Mueller offered an income tax instruction book as a premium, six times each on WEAF and WABC New York, and drew 25,000 returns, each representing a Mueller sale, he added.

Mueller's first new program campaign through Duane Jones Co. began in July 1944, starting with a test on Don Goddard's WEAF New York newscast. Preliminary schedules were designed to determine whether midday time was a good sales time for macaroni and whether newscasts had "universal" appeal. With positive answers to both questions, Mueller built up its current schedule which includes 11 quarter-hours, 5 minute and a 5-minute program, most of them in the noon period, on WEAF WTRY WOR WARM WHNL KYW WGBR WNL

WKRC WGST WBDC KDKA

WBZ-WBZA WBAL WPCI.
Platter-Turner Case Hearing June 15

Court Denies AFM Motion Asking For Delay
By JACK LEVY

WITH all parties, except the AFM, anxious to bring the platter-turner dispute to an early solution, the U. S. Second Circuit Court of Appeals (New York) last week agreed to hear on June 15 the petition of the National Labor Relations Board for a decree to compel NBC and Blue to bargain with NABET irrespective of Petriello threats of reprisal.

The court denied a motion of AFM counsel for a 20-day postponement in filing its brief which, if granted, would have delayed action on the decree until fall. The motion was opposed by Alvin J. Rockwell, NLRB general counsel, and the case was admitted to the spring calendar. Judges Augustus N. Hand, Learned Hand and Jerome Frank presided.

Error Charged

In the absence of Joseph A. Padway, AFM counsel, Robert Wilson, assistant counsel, asked for the postponement. He argued that it would be inconvenient for Mr. Padway to appear before the court next week and that the union needed more time to prepare its case. However, in view of the court's ruling, he agreed to have the AFM brief ready by last weekend.

Opposition to NLRB's petition for an enforcement decree, it appeared from Mr. Wilson's plea for postponement, will be at least partly based on the contention that the New York Regional NLRB was in error in not investigating more fully a charge filed by AFM that NABET is a company-dominated union.

This charge was filed Jan. 27 under Section 10(b) of the National Labor Relations Act, just prior to the hearing held in New York before Howard Myers, NLRB examiner, on the complaint instigated by the board charging the networks with unfair labor practice in refusing to respect its certification of NABET as a bargaining agent for platter-turners [Broadcasting, Feb. 6]. The charge was dismissed by the board [Broadcasting, March 19] and was understood to have been fully investigated.

The AFM charge accused the NBC and Blue of dominating and conspiring with NABET against the musicians, influencing the selection of officers and control of the union, thereby enabling it to file an unfair practice charge against the networks with NLRB "for the purpose of making it appear that the said NABET was not dominated and controlled by the networks. The board will likely take the position that its informal investigations of such charges are not matters for the courts to decide. It is expected that the court will issue its decision on the NLRB petition within a month after the June 15 hearing. Should a decree be granted, it will likely require a petition for review by the Supreme Court, which would prevent enforcement of the decree until fall. The AFM has generally refused to review the major decisions of such petitions."

Reply briefs filed by NBC and Blue with the Circuit Court asked that its decision on the NLRB petition be made binding on the AFM as well as the networks and NABET, otherwise they will be faced with "wildcat" strikes which Mr. Petriello has threatened if they sign contracts with NABET.

NBC's brief, filed by the firm of Cahill, Gordon, Zachry & Reindel, declared the network had been put in the same position in the platter-turner controversy as the employer in the NLRB-Glueck Brewing Co. case in which the decision of the Eighth Circuit Court of Appeals stated: "This is another unfortunate labor jurisdictional conflict where the employer is the willing and unhappy battleground."

"The network asserted it was "forced" to defer recognizing the NLRB certification of NABET "because of the refusal of the AFM to accept the decision of the NLRB as determinative of the issue and by AFM's insistence that it would consider this question jurisdictionally and effectively determined until a Circuit Court of Appeals had implemented the order of the NLRB."

The brief recalled that following the Board's certification of NABET on Nov. 24, 1944 and the commencement of contract negotiations with NABET in recognition of the NLRB action, Mr. Petriello advised NBC that he would "continue to insist" on the jurisdiction over platter-turners. "This insistence," the brief set forth, "was more than verbal" and was accompanied by an order to members of the AFM not to participate on the Jack Benny program scheduled for Dec. 3.

"It was also made clear to NBC by Petriello that the brief continued, "that the incident with respect to the Benny program was not a token resistance but was one of a series of acts or attempts which might be given on other leading shows, and ... that we (NBC) would be given a small amount of advance notice as a matter of fact, as to which show on which the orchestra would be ordered not to appear."

Pointing out that AFM "continued to challenge the finding of the Board" even after the order had been issued on March 31, 1945 directing the networks to bargain with NABET, the brief stated that NBC's action "has been motivated not only by a desire to avoid the economic hardship which would have resulted to it and many other employees as the result of a series of 'wildcat' strikes, but by its efforts to maintain its broadcasting service to the public, classified as an 'essential' wartime service."

Blue in Middle

The brief for American-blue, filed by Franklin S. Wood, reviewed similar threats against the network if it recognized the NLRB certification of NABET and called the testimony of Mark Woods, president, at the hearing before Mr. Myers, when he said, "we were right in the middle" of the dispute.

"Urging that the order of the Court be reversed on the party's brief, the brief declared: "... if it be plain as it is here that some third party is influencing or threatening to influence the compliance of any employer or a respondent employers with the Board's order, the broad 'equity powers' of this Court ought to be such as to encompass the whole problem and remedy the basic wrong by making its order run against the ultimate wrongdoer as well as the respondent employers who with their business are the unwilling holders of the stake in which the jurisdictional controversy centers."

Pointing out that the case is not the ordinary problem of an alleged unfair labor practice by an employer or a jurisdictional question based on differences of opinion between one union and an employer but a case in which there are two unions "making conflicting claims over the same job classification," the brief said: "alone does the network "is entirely willing to abide by the judicial determination made by this Court on the petition of NLRB." And, unless it is, the Court's order is binding upon the AFM the question will have been answered academically but the problem will not have been solved."

JUNE 15 NETWORK CHANGES

THIRTY-THREE stations will change or alter network affiliations June 15, second parity year of the FCC network monopoly rules banning contracts for more than a two-year period.

Largest hookup is Mutual which will have 26 stations after June 15, now has 27. Blue will have 19, now has 18. CBS will have 13, now has 152. NBC will have 151, now has 152.

Box score of transfers (June 15 unless otherwise indicated), follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>From</th>
<th>To</th>
<th>Power (watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPDK</td>
<td>Jacksonville</td>
<td>Blue</td>
<td>5,000</td>
</tr>
<tr>
<td>WJHP</td>
<td>Jacksonville</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WGBS (formerly WFTL)</td>
<td>Miami</td>
<td>Blue</td>
<td>10,000</td>
</tr>
<tr>
<td>WRAT</td>
<td>Miami</td>
<td>Mutual</td>
<td>1,000</td>
</tr>
<tr>
<td>WATC</td>
<td>Ocala, Fl.</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WJBC</td>
<td>Bloomington, Ill.</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>KRBX</td>
<td>Des Moines Blue</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KSO</td>
<td>Des Moines CBS</td>
<td>Blue-Mutual</td>
<td>5,000</td>
</tr>
<tr>
<td>KJSC</td>
<td>Sioux City CBS</td>
<td>Blue</td>
<td>5,000</td>
</tr>
<tr>
<td>WCMI</td>
<td>Ashland, Ky. CBS</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>WLAP</td>
<td>Lexington, Ky. Blue</td>
<td>Blue-Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WCBM</td>
<td>Baltimore</td>
<td>Blue-Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WPBC</td>
<td>Baltimore Blue</td>
<td>Blue</td>
<td>250</td>
</tr>
<tr>
<td>WQCP</td>
<td>Boston Nonnetwork</td>
<td>Blue</td>
<td>500</td>
</tr>
<tr>
<td>WHDH</td>
<td>Boston Nonnetwork</td>
<td>Blue</td>
<td>5,000</td>
</tr>
<tr>
<td>WLAW</td>
<td>Lawrence, Mass. Blue</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KIMO</td>
<td>Hannibal, Mo. Blue</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>KHAS</td>
<td>Hastings, Neb. Mutual (June 1)</td>
<td>CBS</td>
<td>250</td>
</tr>
<tr>
<td>KGFW</td>
<td>Kearney, Neb. Mutual (June 1)</td>
<td>CBS</td>
<td>250</td>
</tr>
<tr>
<td>WFEA</td>
<td>Manchester, N. H. CBS</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WKRC</td>
<td>Cincinnati CBS (June 1)</td>
<td>Mutual</td>
<td>5,000-1,000</td>
</tr>
<tr>
<td>WCKY</td>
<td>Cincinnati CBS</td>
<td>Mutual</td>
<td>50,000</td>
</tr>
<tr>
<td>WBZZ</td>
<td>Ponce City, Okla.</td>
<td>Mutual</td>
<td>Nonnetwork</td>
</tr>
<tr>
<td>WERF</td>
<td>Erie, Pa.</td>
<td>NBC</td>
<td>250</td>
</tr>
<tr>
<td>KQV</td>
<td>Pittsburgh</td>
<td>Blue</td>
<td>1,000</td>
</tr>
<tr>
<td>WCAPE</td>
<td>Pittsburgh Blue</td>
<td>Mutual</td>
<td>5,000</td>
</tr>
<tr>
<td>WEEU</td>
<td>Reading, Pa.</td>
<td>Blue</td>
<td>1,000</td>
</tr>
<tr>
<td>WRAW</td>
<td>Reading, Pa. NBC</td>
<td>NBC (parttime)</td>
<td>250</td>
</tr>
<tr>
<td>WXIX</td>
<td>Columbus, S. CBS</td>
<td>CBS</td>
<td>Nonnetwork</td>
</tr>
<tr>
<td>WNAX</td>
<td>Yankton, S. D. Blue</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WSSV</td>
<td>Petersburg, Va.</td>
<td>Mutual</td>
<td>June 1)</td>
</tr>
<tr>
<td>WRJN</td>
<td>Racine, Wis. Blue</td>
<td>Mutual</td>
<td>250</td>
</tr>
<tr>
<td>WHBL</td>
<td>Sheboygan, Wis. Blue</td>
<td>Mutual</td>
<td>1,000-250</td>
</tr>
</tbody>
</table>

June 11, 1945 • Page 17
P&G Hear as Well as Buys Radio

Reaction Is First Factor in Timebuying By Big Account
By BILL BAILEY

The success of P&G broadcast advertising hinges on seven requisites which might be applied to any business using radio. They are:

(1) Good Taste in Programs. P&G has a policy never to offend a single listener, although that agency is given complete charge of its respective programs. Procter & Gamble maintains overall supervision from a policy standpoint.

(2) High Type Programs. The caliber of the show as well as the size of the rating determines the effectiveness of a particular program as a sales medium.

(3) Listening Habits. P&G knows its various audiences, their likes and dislikes. Before a new program is placed it is weighed against all possibilities of acceptance.

(4) Time of Day. A most important element in successful timebuying. A program which sells in late afternoon may be a flop in early afternoon. Competition must be considered. Preceding and following programs are not overlooked.

(5) Don't Kill a Good Program. Changes take from time to time. It's better to drop a good program after a long run while it's still popular than to continue it and wear out the “welcome” with customers. Conversely, give a good program time for acceptance.

(6) Don't Be Afraid to Pioneer. P&G maintains an experimental fund to try out new ideas, new talent.

(7) Coordinate All Media. When P&G wants to push a product in a given area, extra time is acquired on local stations, other media are used. The overall campaign is dovetailed to smash home the P&G sales message.

To Bill Ramsey good taste in programs is one of the first cardinals of good broadcasting. Unlike the printed page, radio can easily offend. One wouldn't think of entering a friend's home and saying something that might offend, he pointed out.

“When one of our programs is tuned in we are, in fact, invited into the home of a friend,” he explained. “We want to go back to that home again. Consequently we can't offend and expect an invitation to return.”

Once Questioned

Only once did a P&G program broadcast a sequence that was questioned. That had to do with a child born out of wedlock—something that might offend the majority of the people. The script was held up while P&G executives conferred. Should it be changed? Could P&G afford to assign any of its radio experts to clean up the record of clean broadcasting?

The author explained the reason. There was a human lesson involved—a lesson learned by many young folk in real life. Finally the script was cleared. P&G held its collective breath. The experiment worked as it was intended—actually conveying a message of humanity. Not a single protest was received.

Another important factor which P&G takes into consideration is listener reaction. The firm knows, for instance, that the women who buy the majority of a certain type of soap turn on their radios at a certain time of day. It knows, too, that another type of soap will appeal to an audience that listens at another time, and so on. Consequently when a certain P&G product is to be advertised, the P&G radio experts consult a maze of surveys.

Still another element is the time of day and that, of course, ties in with listening habits. It’s difficult to buck stiff competition, but P&G has done it successfully. A week never passes but that the people responsible for P&G broadcasts pore over Hooper, CAB and other ratings. They don’t stop there, however. In the company’s own files they have their own method of checking.

When they’re through they come up with a decision occasionally the program fails to produce the required results. In that connection Mr. Ramsey recalled P&G experience with the Guiding Light, which went off the air Jan. 25, 1937 for P&G Naphtha soap.

At first the program was scheduled in late afternoon. Naphtha sales didn’t show improvement. The program was “run way down, yet the Guiding Light was a natural.” Bill Ramsey and his staff studied the situation. They decided to move the program to an early afternoon slot. Almost overnight its rating jumped and P&G Naphtha sales began to increase. For five years the program remained on the air, closing Dec. 26, 1941.

“Harry was a good show, a popular one. There was nothing wrong with it when P&G discontinued it. Radio Director

(Continued on page 79)
"Spreads like a forest fire" is an expression most everyone knows. It's a cliche, too, to a great many.

And yet that's the quickest, easiest way to explain how radio advertisers have adopted W-I-T-H ... the successful Baltimore independent.

They bought on facts. They continued to buy, based on sales. For W-I-T-H delivers in this, the 6th largest city, the greatest number of listeners for each dollar spent.

Tom Tinsley, President

Represented Nationally by Headley-Reed

June 11, 1945 • Page 19
Time Here for Radio’s Own News Wire

Worldwide Staff, Using Shortwave For Direct Copy, Visioned

By DON M. TAYLOR
News Editor, WLAC Nashville

NOW is the time for radio to organize its own news service.

The networks have trained more than 100 competent foreign correspondents and about as many managers and editors in broadcasting who have handled the job better than any agency here at home during this war. A comparatively small percentage of these specialists will be needed for network or individual station operations after the war. But their abilities would be invaluable to a radio news service.

Greater Protection

They know how to obtain news in many fields where experience is essential. Their names are familiar to the listening public and would lend authority to messages, with or without quoting the correspondent. Since they are familiar with the business of broadcasting, they could evaluate and write news properly for radio.

The use of these trained broadcasters in bureau and correspondents’ posts at home and abroad would provide the radio news service with subscribers on instant-on-the-spot eye-witness broadcast service covering the globe. On a news story of unusual importance, the radio-trained correspondent could do more than file a news story—he could give an eye-witness description by shortwave, for both networks and individual stations using the service, in cases where direct shortwave coverage was impossible, the description might be transcribed.

The need for a distribution of correspondents would blanket the United States so that remote coverage would be quickly available for any major happening, anywhere in the country. Foreign correspondents and bureaus should be able to do as well or better. It would give networks as well as individual stations far greater protection than they could afford otherwise.

Stations Could Help

The stations using the radio news service could help in providing national coverage. News editors of the stations that have trained men in that capacity could become top stringmen, paid perhaps a flat base of $5-$10 a month plus one cent per word and a bonus for long stories on especially hot stories. Reporters in the larger towns and editors in the smaller communities could be used to complete the list of stringmen. A little money goes a long way by the present news services plus frequent contact work would definitely give better string news protection than the present deplorable low pay has (I know this can be done because I have handled the job for INS and UP as well as two different radio news bureaus I organized myself.) The individual radio stations employing the service could expand the facilities for on-the-spot high-speed broadcast coverage of news by handling remote pickups for the entire list of subscribers in some cases.

It seems likely that at least 300 new FM and AM stations will go on the air after the war. These stations will all be good markets for a radio news wire. In addition, the present radio stations have recently witnessed some glaring and inexcusable maladministration of news by one of the major news services. Another service has of late provided many annoying minor inaccuracies. Both the press services with radio news wires still subordinate radio to the newspapers. The news is gathered and written first for the newspapers and then rewritten for radio, which results in delay on the radio wire. The bureau split service is inadequate, inaccurate, slow, and repetitious, but have seen the same story repeated five times in eight hours, and not an important story, either. The first thought in the key bureaus and the outlying bureaus is to serve the newspapers. And these agencies have completely missed too many good stories on the radio wire recently.

Third Service

Examples are the 500,000 increase in tire allotments, the voluntary clothing rationing plan, the final playoff game for the unoffi- cial college basketball title, and the Snead-Nelson golf playoff. So much for the two radio wires. The third news service has good foreign and Washington coverage, but its news is frequently too awkward in construction for broadcast, and it does not have enough district coverage.

Most radio executives are familiar with these shortcomings and many of them should be receptive to a new service that promised to overcome them.

An ideal name for the radio news service would be “Radio News”. It would identify it with radio, in contrast with those that label themselves with the newspaper tag “press”. And it would be a natural lead-in for special bulletins and introductions for correspondents. “Here is a late Radio News Bulletin; here is your Radio News Correspondent from the mechanical standpoint, it would be advisable to have per-

Mr. Taylor

r

According to the Text, please answer the following questions:

1. Why is now the time for radio to organize its own news service?
2. What are the advantages of using trained correspondents for news gathering?
3. How could stations help in providing national coverage?
4. What are the drawbacks of the present news services? Provide examples.
5. What ideal name is suggested for the new radio news service?
6. What is the suggested service called?
7. What is the purpose of the suggested service?
8. Why would using trained correspondents be advantageous for radio news services?
9. What is the suggested service for radio providers to invest in to improve their news coverage?
10. How does the suggested service differ from existing ones?

---

Prices Radio Buyers Expect to Pay

(See Story on Page 15)

<table>
<thead>
<tr>
<th>Amount of Expenditure</th>
<th>Total</th>
<th>$5,000 &amp; over</th>
<th>$5,000-$7,500</th>
<th>$7,500-$10,000</th>
<th>$10,000-$15,000</th>
<th>$15,000 &amp; over</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 50</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>50-99</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>100-149</td>
<td>14.9</td>
<td>14.9</td>
<td>14.9</td>
<td>14.9</td>
<td>14.9</td>
<td>14.9</td>
</tr>
<tr>
<td>150-199</td>
<td>17.8</td>
<td>17.8</td>
<td>17.8</td>
<td>17.8</td>
<td>17.8</td>
<td>17.8</td>
</tr>
<tr>
<td>200-249</td>
<td>20.0</td>
<td>20.0</td>
<td>20.0</td>
<td>20.0</td>
<td>20.0</td>
<td>20.0</td>
</tr>
<tr>
<td>250-299</td>
<td>21.9</td>
<td>21.9</td>
<td>21.9</td>
<td>21.9</td>
<td>21.9</td>
<td>21.9</td>
</tr>
<tr>
<td>300-349</td>
<td>24.0</td>
<td>24.0</td>
<td>24.0</td>
<td>24.0</td>
<td>24.0</td>
<td>24.0</td>
</tr>
<tr>
<td>350-399</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
</tr>
<tr>
<td>400-449</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
</tr>
<tr>
<td>450-499</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
</tr>
<tr>
<td>500+</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
<td>35.7</td>
</tr>
</tbody>
</table>

| Median and over       | 100.0 | 100.0         | 100.0          | 100.0          | 100.0          | 100.0          |

<table>
<thead>
<tr>
<th>Income groups</th>
<th>$5,000 &amp; over</th>
<th>$5,000-$7,500</th>
<th>$7,500-$10,000</th>
<th>$10,000-$15,000</th>
<th>$15,000 &amp; over</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>25-49</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>50-74</td>
<td>8.0</td>
<td>8.0</td>
<td>8.0</td>
<td>8.0</td>
<td>8.0</td>
</tr>
<tr>
<td>75-99</td>
<td>10.0</td>
<td>10.0</td>
<td>10.0</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>100-124</td>
<td>12.0</td>
<td>12.0</td>
<td>12.0</td>
<td>12.0</td>
<td>12.0</td>
</tr>
<tr>
<td>125-149</td>
<td>14.0</td>
<td>14.0</td>
<td>14.0</td>
<td>14.0</td>
<td>14.0</td>
</tr>
<tr>
<td>150-174</td>
<td>16.0</td>
<td>16.0</td>
<td>16.0</td>
<td>16.0</td>
<td>16.0</td>
</tr>
<tr>
<td>175+</td>
<td>18.0</td>
<td>18.0</td>
<td>18.0</td>
<td>18.0</td>
<td>18.0</td>
</tr>
</tbody>
</table>

| Median                | 100.0         | 100.0          | 100.0          | 100.0          | 100.0          |

---

Expense Ratio

During 1942 INS had 272 employees in the U.S., including those in 31 domestic bureaus; 41 foreign correspondents, 6 foreign bureaus and 1,864 stringmen. The expense ratio for a comparable number of radio subscribers could be held below the $97 average, especially after the war.

Radio News could successfully begin fullscale operation with 20 domestic bureaus; fulltime correspondents in 62 American cities; 6 foreign bureaus, and fulltime correspondents in 30 other foreign cities. The key bureau, origin point for the master wire, should be in Washington. That’s the world’s top news spot. Quick and accurate work by a Washington bureau with a suggested staff of 40 (including business personnel), would keep well ahead of all competition. From the mechanical standpoint, it would be advisable to have per-
POINEERING
that still goes on

1. In the early twenties bulletins from the Oklahoman and Times newsroom were being aired over WKY, pointing the way to a new and dramatic method of news dissemination. Today this pioneering penchant of WKY is expressing itself in a new antenna towering 915 feet skyward over Oklahoma City.

2. Founded as a protection against a depression-enforced curtailment of rail schedules in 1931 and as insurance against interrupted delivery of the Oklahoman and Times to subscribers, Mistletoe Express Service today has no counterpart in moving every type of merchandise into every part of Oklahoma.

3. For a trade paper campaign urging advertisers to "use leading newspapers in important markets with dominant space weekly or oftener, in 13-week cycles" the Oklahoman and Times earned the Annual Advertising Award in 1938. A greater reward for this pioneering came in 1945 with the announcement by the H. J. Heinz Company of an advertising program patterned after this precept.

4. Bringing to Oklahoma farmers cooperative marketing plans for cotton, wheat, broomcorn and livestock, Farmer-Stockman editors have done far more than edit a farm paper. Theirs has been a life of pathfinding of pioneering. Theirs has been a policy of teaching, not by telling how to do it but by showing how the other fellow did it.

The pioneering spirit which converted an unbroken prairie of buffalo grass into a spotlighted metropolitan market in fifty-six years has been the inspiration for the four greatest merchandising forces in the Southwest. These factors, like the market they serve, started from scratch. They snowballed to peak power as the greatest newspapers, the most influential farm journal, the most listened-to radio station and the most dependable express service in their respective service areas because they are only content to do an extraordinary job in an extraordinary way.

MISTLETOE EXPRESS

The Daily Oklahoman  *  Oklahoma City Times
The Farmer-Stockman  *  Mistletoe Express
WKY, Oklahoma City  *  KVOR, Colorado Springs
KLZ, Denver (Under Affiliated Management)
Represented by the Katz Agency

June 11, 1945  *  Page 21
ON JUNE 15th SOMETHING

Born during and matured by our nation's greatest struggle, America's youngest network has evolved a new concept of radio.

On June 15th, the Blue Network will become the American Broadcasting Company. To live up to this name is a big order, but we think our short history proves we are up to the task.

During January of 1942, with the world at war, a group of experienced business and radio executives—men who had new ideas about the role of radio in a democracy—began to operate the Blue Network as an independent network.

During the next three years, whole nations were engulfed and enslaved. Freedom of speech was denied millions. During these three years, radio assumed mounting responsibilities to 130,000,000 American people—and this new network learned to take the momentous in its stride.

Never did so many need to know so much

Out of its tumultuous existence, the Blue Network formulated a new concept of public service in radio: a daring new version of "freedom on the air." We picked newsmen and commentators with experience and a sense of responsibility—and then let them express their own opinions. We review their scripts only for good taste and for competent news authority—not for censorship; because we believe that no man is wise enough to know what the public should, or should not, hear. We trust the American people. Experience has proved that, given the facts, they will make sound decisions.

Entertaining a Nation

Radio serves a great function by bringing relaxation and entertainment into the homes of our people. We, therefore, have an obligation to bring to them good entertainment—the best possible.

During the past season, listeners to this network have regularly heard

- Ethel Barrymore
- Charlotte Greenwood
- Guy Lombardo
- Quiz Kids
- Lum 'n Abner
- Walter Winchell
- Andrews Sisters
- Drew Pearson
- Captain Midnight
- Arlene Francis
- Alan Young
- Earl Goodwin
- William Bendix
- Daris for Dough
- Jack Armstrong
- Terry and the Pirates
- Dick Tracy

Also presented were such outstanding programs as the Metropolitan Opera, America's Town Meeting, the March of Time, and the Boston Symphony. The first organized broadcast of the famous Herald-Tribune Forum, and conferences on international security organized by Sumner Welles and Orson Welles, were some of the special features. Regular programs were created by and for labor, management, the Army Air Force, and the Navy.

A Young Network Comes of Age

Growth came fast to this youngest of America's networks. As a result, the network that started in 1942 with 116 stations now has 196 stations coast to coast. Over 22,000,000 homes in America can tune in to the programs that originate on this network, and if you add together the audiences of our various shows over a period of a week, the total is 475 million people. People to whom radio listening is a vital part of their lives. This is the dimension of our opportunity and responsibility.

A Pledge to Tomorrow

The challenging years ahead will, we feel, bring new significance to our ideas which have already served the country. So we recommit ourselves and all our facilities to the constant alerting of the minds of our people . . . to finding and presenting new shows and stars of tomorrow. For only by giving America all the unbiased facts, and by giving them the best in the field of entertainment, can we continue to live up to the great responsibilities which are those of a radio network serving a great nation.

American Broadcasting Company

* Tune in your American Broadcasting Company station for a special full hour program. Friday, June 15th, 10 P.M., EWT.
These 13 stations join The American Broadcasting Company on June 15th... 13 more stations whose owners and managers feel that they can serve their communities better by being on America's youngest network. It means more listeners for the American Broadcasting Company; it means 196 stations coast-to-coast, making programs of this network available to over 22,000,000 homes, and at a cost per thousand that makes the "American" the biggest value in radio today.
Good Future for Shortwave is Seen

Way Is Being Paved For Commercial Undertaking

By FRED HENRY
Ensight, U. S. Naval Reserve

IF INDIA is any example, American broadcasting is going to play a tremendous postwar role in the international radio field.

The surface has not even been scratched in the possibilities for commercial shortwave, but the way is being prepared, perhaps unconsciously.

The two above facts, definitely interlocking, are mainly the result of extensive release overseas of American radio programs. Foreign audiences have become educated to American broadcasting for the first time. Frankly they are crazy about it, and they don't intend to do without it after the war. And if the areas in which they live revert to the pre-war functioning, these people will search the dials for America's stations. Therein lies the opportunity for U. S. commercial shortwave.

Prefer U. S. Radio

Prior to January 1944, the only radio reaching the India and Burma area was the BBC and the local All India Radio, usually relaying BBC. By the first of February 1944, the combined British-American radio section of Lord Mountbatten's Southeast Asia Command had started broadcasting two hours a day, using a 7.5-kw shortwave transmitter covering all of India and Burma. For the first time American personnel in the area received U. S. sport news, home news, Bob Hope, Jack Benny, the Telephone Hour, etc. British programs were included in this "combined operation", but a survey of British forces soon revealed 97% listing American "variety programs" as their number one choice.

The broadcast was for the armed forces, but it was actually "party-line", with of course many more persons than merely the armed forces personnel listening.

Much of the credit for the continued expansion of shortwave radio to the British and American personnel in the early days of 1944 is due Mountbatten. It was through his constant effort that more time was continually obtained. In March 1944 Mountbatten was in Burma and struck his eye on a bamboo pole. He was hospitalized for several days, and there obtained a real opportunity to hear the radio reaching the front areas. He saw at first hand its value, and soon the time schedule was expanded to ten hours a day, on a 100-kw shortwave station.

By the spring of 1944 the advent of the first Armed Forces Radio Service stations into the theater started what might be termed the eventual complete American radio occupation of the air-lanes. And

ENSIGN HENRY recently returned to the U. S. after serving as Radio Officer on staff of Lord Louis Mountbatten, Southeast Asia Command. He was formerly director of news and special events, KMPC Hollywood, and network news broadcaster.

All India Radio is Lux.

The average Britisher certainly did not object to the change.

When you travel through a country like India, and see the great majority of internationally advertised products on the store shelves, even in wartime, one obtains a clear picture of the postwar commercial shortwave possibilities.

For example, one of the most popular programs in India is the Radio Theater. Some local newspapers devote as much space on their drama page to the weekly Radio Theater plays as they do their own local motion pictures. A soap on every store shelf is Lux. Certainly Radio Theater, which has become a favorite among the citizens in India, if sent in by shortwave after the war will maintain its popular position... and will sell Lux.

Through the war, the entire English-speaking world has been made radio conscious. We have taken tremendous strides forward. U. S. broadcasting dominates radio throughout the world. Denatured programs, the best output of the four major networks, are being sent to all corners of the globe. This is a wartime function for the morale of the armed forces overseas, but all English-speaking people have been attracted. In the postwar days this operation will, no doubt, be continually curtailed, until it eventually ends completely.

But American radio has scored its advantage, it has proven itself... it has its audience, and only a shocking lack of farsightedness on the part of broadcasters should keep it from revolutionizing commercial shortwave broadcasting.

KWBW Anniversary

TENTH anniversary of KWBW Hutchinson, Kan., May 28 was celebrated the preceding week by a five-hour War Bond auction which sold $366,850 worth of bonds. Prizes valued at $3,000 were donated by local merchants. The NBC affiliate operates with 250 w, 1450 kc.

BAKERSFIELD
Going American

KPMC

Page 24 • June 11, 1945

BROADCASTING • Broadcast Advertising
Baltimore's Big Home Town Station

On June 15th  ★  A Member of

The American Broadcasting Company

The Blue Network

NATIONAL REPRESENTATIVE - JOHN BLAIR & CO.  •  NEW YORK AND CHICAGO
SHORTWAVE SERIES
STARTED BY NAVY

TOP RANKING Naval and civilian officials are scheduled for a new Navy shortwave series which began June 5, beamed to ships and stations throughout the world through facilities of the Armed Forces Radio Service. Titled The Navy Reporter, programs are built around questions sent in by Navy, Marine and Coast Guard personnel, and answered by high-ranking officers and civilian experts.

Servicemen are represented on the program by George T. Wendell, USNR, Motor Machinist Mate First Class, who asks the questions on the air. Known as "Freckles" since he played that part in Our Gang comedies several years ago, Wendell was wounded on Guadalcanal, and stayed in a foxhole 15 days before he could be moved.

Series is under the "sponsorship" of Secretary of the Navy Forrestal, who introduced the program on the air last Tuesday. Officer in charge of unit handling the series is Lt. Charles J. Gilchrist, USNR, former director of news and special events, WBZ-WBZA Boston-Springfield, and ex-chief of the radio section, War Finance Division, Treasury Dept. Announcer and news editor is Radarman Second Class Paul Sullivan, USNR, ex-CBS commentator, and reputedly the first newscaster to go to Europe.

SOME OF RADIO'S top commercial announcers have gone "commercial" in behalf of the Seventh War Loan drive to m.e. "Here's Your Infantry", a reenactment of a Pacific battle being staged in 600 cities by combat patrols of infantry. Radio personalities are (kneeling, l to r): Capt. John B. Holloway, Chicago; Sgt. Lavelle Waitman, WAVE Louisville; Cpl. John E. Trimble, KFIZ Fort Worth; Pfc. Alan V. Waters, BBC; Pfc. Curt H. Webster, WBT Charlotte; Sgt. Edward A. Condit Jr., WINS New York; Sgt. Harry Lukins, WAVE Louisville; 1st Lt. Stephen B. Marble, Greenwich, Conn.; (standing, l to r): 1st Lt. Zeb M. Pike, WING Dayton; Lt. George P. Mooney, KFEO Spokane;

WCOP the Cowles station, is pleased to announce its affiliation with the Blue Network of the American Broadcasting Company, effective June 15th.

WCOP taps the entire listening area of Greater Boston. Here live 2,300,000 people with the highest per capita purchasing power in the United States. Their homes are 97% radio equipped, making it the most radio-conscious section in the entire United States. The Metropolitan Boston area served by WCOP contains 55% of the state's population.

WCOP offers a fine combination of locally noted programs with nationally famous shows...to one of the richest merchandising areas in the nation.

WCOP

Rates and availabilities through any Katz office
U.S. Programs Rebroadcast for G.I.'s Create Possible Markets in Australia

AUDIENCE following and sponsor identification developed in Australia through popular programs broadcast for the G.I.'s might well offer a fertile field for advertising and marketing of American goods in the Commonwealth, it was suggested by William Kadison, Red Cross correspondent, in a recent interview with Broadcasting. Mr. Kadison, who produced the Mutual program Your Red Cross Reporter in Australia, has returned to duty in the Philippines after conferring with Red Cross headquarters in Washington.

Curtailment of G.I. radio in Australia with the transfer of American troops to the Philippine area, he reported, has left a void among Anzac listeners who have become avid fans of Fibber McGee and Molly, Jack Benny, Bing Crosby, Hour of Charm and other network programs, rebroadcast, with commercials deleted, by the Armed Forces Radio Network. Since the departure of most of the Yanks, Mr. Kadison said, Australians have written him that the programs are greatly missed.

With the audience base already established, it would seem that the sponsors of those programs which distribute or plan to market their products in Australia might well continue the broadcasts, with commercials, by means of recordings. Since stations in Australia “fought” to give time for the G.I. programs, he said, they would doubtless be willing to sell time for the same shows. Two of the three networks in the Commonwealth, he explained, are commercially operated but because the high cost of land lines

the G.I. shows were broadcast directly by the stations. Your Red Cross Reporter, started ALONG WITH the inspection of Ninth Naval District installations by representatives of some 35 broadcasting stations was a cruise on a destroyer transport. On board were (1 to y) W. E. Bray, WMBC Greenville; W. C. Bochman, WCOS Columbia; J. W. Kirkpatrick, WSPA Spartanburg, S. C.; R. H. Mason, WPFO Raleigh; J. F. Jarman, WDNC Durham; Harold Essex, WSJS Winston-Salem, N. C.

ed by Jack Shaw of Mutual, is now being produced in Manila by Susan Tate, a Washington, D. C., girl who went to Australia as a Red Cross hospital secretary. The program, containing interviews with G.P.'s, is now carried by 55 Mutual stations.

John Frazer

LT. (j.g.) JOHN FRAZER, former NBC staff announcer in Hollywood, has been reported killed in action in the Pacific, where he was a combat intelligence officer attached to a Navy fighter squadron. Lt. Frazer is the first NBC Hollywood employee definitely reported lost in action. Ben Byers, naval flight officer and former member of NBC's press department, has been listed as missing in action over Germany since 1943. Before entering the service Lt. Frazer was the announcer on Signal Carnival, Noah Webster Says and several network sustaining programs.

Bouquets to WHIO

WHIO Dayton received three letters recently, each attributing to its aid the success of a different war drive. The commanding officer of the WAC recruiting office wrote to thank the station for a program which stepped up enlistments in the medical technicians; the local housing committee informed that the station's cooperation was solving the problem of finding rooms for military personnel; and the Boy Scouts offered thanks for putting their clothing drive over the hump.
It's a new War Baby—

yet it's—

* WELL EQUIPPED
* BEAUTIFULLY DESIGNED
* ADEQUATELY STAFFED
* PERFECTLY PROGRAMMED
* CENTRALLY LOCATED IN PENNSYLVANIA'S BEAUTIFUL CAPITAL CITY

The Baby Blue is affiliated with American Broadcasting Co.

BLACKSTONE BUILDING
112 MARKET STREET

ESTABLISHED MAY 29, 1945

WHGB
1400 k. • fulltime • 250 w.

HARRISBURG PENNSYLVANIA

Represented Nationally by • • • WEED & COMPANY

NEW YORK—CHICAGO DETROIT—SAN FRANCISCO BOSTON—HOLLYWOOD
Radio Wins Equal Rights at UNCIO

Medium Fully Prepared To Cover Any News Story

By D. HAROLD McGRATH

Sept., U. S. Senate Radio Gallery

WHEN Secretary of State Stettinius convened the first plenary session of the United Nations Conference on International Organization on April 25 there unquestionably were present more outstanding radio 'news voices' than were ever gathered together in one place.

Radio was fully prepared to thoroughly cover what appeared likely to become the most outstanding news story in American history—the writing of a charter for peace by the United Nations.

Climactic events on the European battlefields unquestionably overshadowed the story at San Francisco at its most interesting period. Many in attendance charged that the event was being over-covered by some media but there could be no question about the radio news world being the best equipped to meet any situation that might arise in San Francisco. The number of radio newsmen covering UNCIO, who have had foreign experiences, was much larger proportionately than for any other medium.

Long the step-child at international conferences, radio news was accorded every equal right at San Francisco by the public relations offices of the State Dept.

On March 6, Richard Harkness of NBC, newly elected president of the Radio Correspondents' Assn., Washington, was called to the State Dept. by Lincoln White, special assistant to Michael McDermott, chief of press relations, to discuss the procedure of accreditation for radio at San Francisco. At prior international conferences radio newsmen and women were checked by the Department with the Radio Correspondents' Assn. but actual accreditation was given only on the authority of the State Dept. officials. Mr. Harkness agreed to represent the Assn. at a meeting with Department officials and those of the major networks to discuss radio's position at the Conference. At this meeting it was unanimously agreed that all radio accreditation should be cleared through the Radio Correspondents' Assn. Designation of the writer as accreditation officer under the direction of Mr. Harkness and the members of the executive was then made by the State Dept.

On his return from Mexico where he had been attending the Pan-American Conference, Mr. McDermott met with Mr. Harkness and discussed procedure. Because of the peculiarity of the story at San Francisco—its principal concern being on international problems—it was not anticipated that the event would attract many radio news people outside of the major chains.

2,500 Approved

The first list of applications quickly dispelled that line of thinking. The success which had attended the specific coverage of the two national political conventions last year made the San Francisco conclave alluring. Every section of the country was listed in the early applications and when the listings of those accredited appeared in BROADCASTING, independent and affiliated stations made frantic appeals for consideration.

More than 2,500 applicants for accreditation for radio, newspaper, periodical, movie and still pictures

(Continued on Page 88)

---

**RACINE is an unusually good market**

Racine is not a Boom Town — it has 160 diversified industries, is second in income tax payments in Wisconsin, has over 19,000 industrial wage earners and a weekly factory payroll in excess of $1,111,700.

---

**WRJN**

ABC and Wisc. Networks

Racine, Wisconsin
KRNT joins the American Broadcasting Company on June 15. Ten years of close, friendly contact with those who live in its listening area has enabled KRNT to know what people out here want to hear. That’s why the stars shown on this page ... and the numerous other ABC artists ... have been invited to get on the KRNT Bandwagon.

These additions to KRNT’s own popular radio personalities make the KRNT Bandwagon an outstanding vehicle for advertising your product. So hurry ... hurry! Get on the KRNT Bandwagon.
If you are looking for a hard-hitting team in a class-A league, join WSIX in Nashville. Your advertising dollar will swell a home run 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.

NETS COMMEMORATE D-DAY ANNIVERSARY
FIRST anniversary of D-Day was commemorated June 6 by the BBC with a special program opening with Gen. Eisenhower's announcement of the Normandy landings and the reading of first SHAFTS communiqué rebroadcasts of dispatches filed by BBC correspondents. Program was carried by the Mutual Network and WMCA New York, WLS Chicago and other independent stations across the country.

NBC broadcast two special D-Day anniversary shows, at 9-9:10 a.m. with W. W. Chaplin, NBC war correspondent, speaking from the Normandy beachhead, and at 8 a.m. when Lt. Gen. George C. Kenney, commander of the U. S. Far Eastern Air Force, spoke on the World News Roundup. Ed Haskell, John MacVane and Stanley Richardson, members of NBC's staff, also recalled their experiences of that day.

Blue Network broadcast a special observance, 4:30-4:45 p.m., in which George Hicks, who made the original D-Day broadcast, spoke from London with Art Feldman now in London and Jack Hooley who spoke from Guam but who was in London on D-Day.

PROUDLY dubbed "the Garand rifle of radios", the U. S. Army Signal Corps' medium-range two-way mobile set SCR-506 has amply demonstrated that it can "take it". Built to endure severe punishment, the set has become a challenge to communication soldiers who have determinedly but vainly tried to "finish off that danged set".

Information just released by the War Dept. discloses that SCR-506 was planned and developed at the Fort Monmouth (N. J.) Signal Laboratories back in 1941, given "punishment tests" near San Antonio, Tex., and Fort Riley, Kan.

During one of these tests, the Dept. relates, an officer, intent on throwing the set out of commission, drove a command car speedily down a hill and attempted to hurdle it over a deep ditch. But the hurdle was too much and the car crashed. Badly shaken up, the officer and radio operator were astonished to find the set not only undamaged but in "good voice". They promptly used it to call for aid in pulling the car from the ditch.

The SCR-506 delivers up to 90 w output in the frequency range from 2,000 to 4,600 kc, with instant selection of any one of five completely pretuned frequencies, permitting messages to be sent in rapid succession to five widely scattered posts merely by turning a switch. It was designed to function on continuous wave but to satisfy particular demands grid-bias modulation was ingeniously installed in the compact box and voice operation was added.

Prof. C. W. Caldwell
PROF. CHESTER W. CALDWELL, 42, head of Purdue U. electrical engineering research and electronics department, died Tuesday of a heart attack while conducting a class. Prof. Caldwell formerly was head of the Electrical Engineering School at the U. of South Dakota and was the author of textbooks on radio and electronics. He is survived by his wife and three children.

It can take it
Signal Corps Mobile Radio Is
Punishment-Proof

If you're looking for the top shows in San Diego, KFMB can deliver! The Basic Blue Network, broadcasting around the clock, makes sure you get the best in news, sports, and entertainment.

PROUDLY DUBBED "THE GARAND RIFLE OF RADIOS", THE U. S. ARMY SIGNAL CORPS' MEDIUM-RANGE TWO-WAY MOBILE SET SCR-506 HAS AMPLY DEMONSTRATED THAT IT CAN "TAKE IT".

The SET SCR-506, DESIGNED TO ENDURE SEVERE PUNISHMENT, HAS BECOME A CHALLENGE TO COMMUNICATION SOLDIERS WHO HAVE DETERMINEDLY BUT VAINLY TRIED TO "FINISH OFF THAT DAMNED SET".

Information just released by the War Dept. discloses that SCR-506 was planned and developed at the Fort Monmouth (N. J.) Signal Laboratories back in 1941, given "%punishment tests" near San Antonio, Tex., and Fort Riley, Kan.

During one of these tests, the Dept. relates, an officer, intent on throwing the set out of commission, drove a command car speedily down a hill and attempted to hurdle it over a deep ditch. But the hurdle was too much and the car crashed. Badly shaken up, the officer and radio operator were astonished to find the set not only undamaged but in "good voice". They promptly used it to call for aid in pulling the car from the ditch.

The SCR-506 delivers up to 90 w output in the frequency range from 2,000 to 4,600 kc, with instant selection of any one of five completely pretuned frequencies, permitting messages to be sent in rapid succession to five widely scattered posts merely by turning a switch. It was designed to function on continuous wave but to satisfy particular demands grid-bias modulation was ingeniously installed in the compact box and voice operation was added.

Prof. C. W. Caldwell
PROF. CHESTER W. CALDWELL, 42, head of Purdue U. electrical engineering research and electronics department, died Tuesday of a heart attack while conducting a class. Prof. Caldwell formerly was head of the Electrical Engineering School at the U. of South Dakota and was the author of textbooks on radio and electronics. He is survived by his wife and three children.
Field Strength Measurements by Page and Davis, Washington, D.C.

DAYTIME COVERAGE
- 1,901,582 Population
- 181 Cities and Towns
- 493,959 Radio Families
- $649,098,000 Annual Retail Sales

Above Figures are for Intense Area Only

WLAW
LAWRENCE, MASSACHUSETTS
5000 WATTS — 680 KC
WEED & COMPANY — NATIONAL REPRESENTATIVES
BASIC BLUE OUTLET (AMERICAN BROADCASTING COMPANY, INC.)
First From Berlin
FIRST broadcast from Berlin since its surrender was heard in the U. S. on June 5, 10:23-10:28 a.m. Roy Porter, NBC correspondent representing the combined American networks, described first meeting of the Allied Control Commission in the German capital. Only network to carry broadcast was NBC, which broke into Laura Lawton, Babbitt Inc. program. Mr. Porter spoke from an airplane in the Templehof Airdrome just outside Berlin. His broadcast was relayed by portable transmitter to Paris then to the States.

Mail Pouch Plans
MAIL pouch tobacco Co., Wheeling, W. Va., will feature David Newell, editor of Field and Stream, and Jim Hurley, outdoor editor, N. Y. Daily News, in The Sportsmen's Club of the Air, replacing Counterspy on Blue, Wed. 8:30-9 p.m., beginning June 27. Hunting, camping and fishing will be the topic of this discussion and the odd-time outdoor sportsman. Dramatic vignettes will be used to illustrate talks. Producer-director will be Victor Seydel, of Walker & Downey, Pittsburgh, Mail Pouch agency.

Research Section
Started by Katz
In Operation for Six Months; Department Headed by Salk

AN AUDIENCE research department to improve sales material for use in the national field and to provide useful data for client stations has been in operation at the Katz Agency since December 1944. Mr. Salk, formerly with the CBS research department, is now conducting intensive listener investigations. The department is headed by Robert Salk, formerly with the CBS research department.

Show Marks Change
TO MARK the dropping of the "Blue Network" identification and the use of American Broadcasting Co. June 15, the network will broadcast, 10-11 p.m., a drama based on the theme of the vital meaning of freedom of information to men everywhere, starring Thomas Mitchell. Paul Porter, FCC chairman, will speak briefly.
Radio Station WGBS
Florida's Most Powerful Station
710 Kilocycles
Miami, Florida
FCC Reports Station Income
Last Year 47% Over 1943

BROADCAST INCOME of 838 standard stations in 1944 was $68,888,110, an increase of more than 47.4% over 1943 and more than double the income of 1942, the FCC reported last week.

Average income per station was $82,402 in 1944, as compared with $55,948 in 1943 and $36,488 in 1942. Only 33 stations reported losses last year, as against 85 in the red during 1943 and 188 in 1942.

Increases aggregating $22,678,087 were reported in 1944 by 765 stations, whereas decreases totaling $162,590 were claimed by 71 stations, making the net increase in 1944 over 1943, $221,155,597. In

1943 increases aggregating $16,-689,719 were reported over 1942 by 742 stations, while 94 outlets reported decreases totaling $421,032, making the total increase of 1943 over 1942, $16,368,687.

The FCC reported 919 standard stations in operation during 1944 in the U. S., Alaska, Puerto Rico and Hawaii. That included 35 non-commercial outlets. Of the 884 commercial stations, 24 had not submitted financial reports, while 24 stations were not in operation during the three years included in the FCC financial summary. Nine key stations of the major networks also were excluded in the tabulation.

Following is a summary of the broadcast service income as reported by the 836 stations during 1942-44:

<table>
<thead>
<tr>
<th>Stations Reporting</th>
<th>1942</th>
<th>1943</th>
<th>1944</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Reported</td>
<td>$31,955,844</td>
<td>$47,217,978</td>
<td>$69,009,845</td>
</tr>
<tr>
<td>Losses Reported</td>
<td>$1,391,950</td>
<td>$445,397</td>
<td>$121,735</td>
</tr>
<tr>
<td>Total broadcast service income</td>
<td>$30,563,894</td>
<td>$46,772,581</td>
<td>$68,888,110</td>
</tr>
</tbody>
</table>

PA Scripts
PRESS ASSN., New York, has increased its radio script service, since formation several months ago of a program department under Andrew Lang, functioning separately from the PA news services. A total of 27 "Telescripts" a week consisting of five, ten and fifteen-minute programs of all types are now distributed in addition to a weekly and a monthly newsletter of 4,000 words each; two network news programs; a half dozen special programs with a news element and a newsreel feature. Department has been expanded to 33 members, the most recent addition being Raphael Hayes, who has done scripts for Cavalcade of America, Words at War and other programs.

Desperate Desmond
CONNIE DESMOND did some unusual sportscasting May 30 when he broadcast for more than six hours the Brooklyn Dodgers game on WHN New York and continued the next day with a three-hour stint, including commercials. Mr. Desmond, who normally shares the assignment with Red Barber, took over the entire coverage when Red was called to the bedside of his father in North Carolina.

Reynolds Sub
B. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., will sponsor a mystery series as a summer replacement on NBC for Abbott and Costello Thurs. 10-10:30 p.m. beginning around the first of July, and running 8-10 weeks. Program will be scripted and produced by William Esty & Co., agency in charge, and originate in New York. First plots are now being drafted.

WOV Case Delayed
ORAL ARGUMENT in the proposed transfer of control of WOV New York by Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester was postponed last week by the FCC from June 13 to July 25. It was the second postponement granted the Mester brothers, oral argument originally having been set for May 23. Following hearings last summer, the FCC proposed to deny transfer of controlling interest in Wodaam Corp., licensee of WOV, to the Mesters for $300,000 [Broadcasting, April 21].

Plants Win "E"
PRESTO Recording Corp., New York, and Garod Radio Corp., Brooklyn, have been awarded the Army-Navy "E" in recognition of outstanding performance on war work. All employees may wear the Army-Navy "E" pins.

57.7% of all Iowa families
"Listen Most" (night) to WHO
55.6%, daytime
Write for complete facts!
30,000 Watts - Des Moines
Free & Peters, Representatives
We are proud indeed to become an affiliate station of a network that has made such rapid strides in the past few years. Our hats are off to the AMERICAN BROADCASTING CO.
Radio Wins Right (Continued from Page 8)

were finally approved at San Francisco. Of that number 487 went to radio. At the national conventions in Chicago the ratio of newspaper to radio representatives had been more than 3:1. At San Francisco it was less than 2:1.

Radio's preparations to do the job made its impression on Conference officials. Facilities for service called for larger requirements than for other media. Cooperative competition prevailed among networks and independents—each unit making every effort to do a top job on its own but at the same time adjusting programs to meet the requirements of the Conference and its participants.

Radio's ability to report an event while it is happening necessitates coordination and a coordinator. J. Leonard Reinhart had been designated to do that job before the death of President Roosevelt. When it developed that just at that time President Truman was making use of his services the State Dept. called upon OWI for help and that organization loaned Willet Kempton, its assistant director of radio relations, for the job. Mr. Kempton's work proved outstanding in making smooth the physical and mechanical road of the several organizations so that the listening world—and the radio setup at San Francisco was serving all the world—could get the story without a hitch. In frequent conference with the executives of the various radio units, Mr. Kempton made certain of equal opportunity to all of them for broadcast of outstanding special events.

Radio's position in the press relations office of the State Dept. and incidentally the name of this unit as well as all others of similar activity should carry the word radio along with press—has unquestionably been improved. At the same time the radio news world is indebted to the chief of that department, "Mike" McDermott, and his assistant "Link" White, for a cooperative understanding that helped smooth out many a problem.

Recognition of the Radio Correspondents' Assn., as the "spokesman" of the radio news world has in turn been justified by the fact that those accredited by it to the Conference were willing to go all out at any time in giving the story to the world.

Tracks Birds

ANOTHER postwar application of radar has cropped up. This time it will be used to follow the migration flights of birds. The idea was revealed in an article in Science by Prof. Maurice Brooks of West Virginia U. who developed it after hearing from a naval officer friend that the radar on his ship often detected the presence of hawks and other large birds at ranges as great as 6,000 to 7,000 yards. Prof. Brooks plans to install the equipment on a high mountain top.

Letter to the Editor

EDITOR BROADCASTING:

In the May 7 issue of BROADCASTING, page 58, item concerning the death of Dante Augustine, details credited to "CBS Executives" are incorrect.

This office has been conducting an investigation and although not completed, some of the established details are as follows:

Mr. Augustine was NOT alone in the laboratory at the time, as previously stated, several co-workers were present, one of whom caught the man as he fell; he was an APPRENTICE Technician, not a Technician, and was working without direct supervision; a loud discussion was being carried on within a few feet of the man by other CBS Executives were taking part; the volt-ampere rating found to be nearly 0.50 of 500; test equipment being used by the man at the time, was found to be defective.

Mr. Augustine was a member of this Union and as such, this office would appreciate your publishing a corrected version of the tragedy.

CHARLES A. CALAME,
Business Manager,
Radio Broadcasters
Technicians Union
Local 1212, New York

Waltham Video

WALTHAM WATCH Co., New York, June 14 or June 22 starts first regular use of television as sponsor of two time signals per evening, each weekend WNET New York, NBC television station. Commercial will include a 45-second film story of the importance of time in aviation and aviation fields, and a 15-second product display. Arrangements were made by Don McClure, television director, N. W. Ayer & Son, New York.

Lee Mystery on MBS

FRANK H. LEE Co., Danbury, Conn., will sponsor the Mysteries of Crooked Square on 210 MBS stations Sunday 7:45 p.m. for 10 weeks beginning June 17, as a summer replacement for Dale Carnegie's Little Known Facts About Well Known People. It will be an original mystery, written by James X. Hawkins and packaged by National Concert & Artists Corp., New York. Agency is William H. Weintraub & Co., New York.

Several Blue Cooperative programs are still available for sponsorship on these Network-owned stations, located in 4 of the most important buying centers in the U. S.

Now's the time to investigate.

WJZ New York
50,000 w 770 kc
"Your strongest voice in the world's richest market."

WENR Chicago
50,000 w 890 kc
"Serving one-tenth of the Nation."

KECA Los Angeles
5,000 w 790 kc
"There's a reason when KECA is the most sold-out station in L.A.

KGO San Francisco
7,500 w 810 kc
"The San Francisco radio picture has changed; & it's KGO that's changed it."

For information, consult any of the Blue's own stations listed above.

AMERICAN BROADCASTING COMPANY
The Blue Network

Radio Wins Right (Continued from Page 8)

were finally approved at San Francisco. Of that number 487 went to radio. At the national conventions in Chicago the ratio of newspaper to radio representatives had been more than 3:1. At San Francisco it was less than 2:1.

Radio's preparations to do the job made its impression on Conference officials. Facilities for service called for larger requirements than for other media. Cooperative competition prevailed among networks and independents—each unit making every effort to do a top job on its own but at the same time adjusting programs to meet the requirements of the Conference and its participants.

Radio's ability to report an event while it is happening necessitates coordination and a coordinator. J. Leonard Reinhart had been designated to do that job before the death of President Roosevelt. When it developed that just at that time President Truman was making use of his services the State Dept. called upon OWI for help and that organization loaned Willet Kempton, its assistant director of radio relations, for the job. Mr. Kempton's work proved outstanding in making smooth the physical and mechanical road of the several organizations so that the listening world—and the radio setup at San Francisco was serving all the world—could get the story without a hitch. In frequent conference with the executives of the various radio units, Mr. Kempton made certain of equal opportunity to all of them for broadcast of outstanding special events.

Radio's position in the press relations office of the State Dept. and incidentally the name of this unit as well as all others of similar activity should carry the word radio along with press—has unquestionably been improved. At the same time the radio news world is indebted to the chief of that department, "Mike" McDermott, and his assistant "Link" White, for a cooperative understanding that helped smooth out many a problem.

Recognition of the Radio Correspondents' Assn., as the "spokesman" of the radio news world has in turn been justified by the fact that those accredited by it to the Conference were willing to go all out at any time in giving the story to the world.

Meanwhile these food producers are buying millions of dollars worth of equipment vitally needed in their big business of farming. They're well able to do so. Even back in 1943 their average farm income was $7,672. Last year it advanced to well over the $8,000 mark ... and it's still going UP!

America's No. 1 Farm Market is worth the attention of any advertiser. KMA is the No. 1 Station in this area because KMA gives it what it wants and needs. Personalized entertainment ... carefully-edited market reports indicating the best times to buy and sell ... every local program tailored to rural listeners (plus the best of the Blue Network) ... these are what we supply.

Does such a policy pay? Well, it brings in double the quantity of listener-mail received by any other station in this area!

We'd like to tell you more about a full-time farm station. Or just call Free & Peters!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES
AROUND SHENANDOAH, IA.

Free & Peters, Inc.,
Chesterfield National Representatives

Page 38 • June 11, 1945

WHEN THE "FREEZE" IS OFF!

Frozen-food storage units, refrigerators, home air-conditioners ... almost any luxury equipment you can name will be well within the reach of Iowa farmers when Uncle Sam says okay.
Blue Network Co-operative shows are sponsored locally by...

WARD BAKING CO.  
20 cities
SEARS ROEBUCK & CO.  
4 cities
C. F. MUELLER CO.  
(MUELLER MACARONI)  
4 cities
McKESSON & ROBBINS  
3 cities
ROYAL CROWN COLA BOTTLERS  
21 cities
COCOA COLA BOTTLERS  
4 cities
7-UP BOTTLERS  
5 cities
J. C. ENO, INC.  
(DRUG PRODUCTS)  
3 cities
PHILLIPS PETROLEUM COMPANY  
2 cities
LEAF GUM CO.  
Chicago, Ill.

DUBONNET WINES  
Cleveland, Ohio
SAFEWAY STORES  
Portland, Oregon
THE BORDEN CO.  
Oklahoma City, Okla.
E. I. du PONT de NEMOURS & CO. (INC.)  
Richmond, Va.

...and many others

These great network programs are broadcast LIVE. Local sponsors pay only for their own areas...

<table>
<thead>
<tr>
<th>Local Sponsor</th>
<th>Network Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>WARD BAKING CO.</td>
<td>HEADLINE EDITION</td>
</tr>
<tr>
<td>SEARS ROEBUCK &amp; CO.</td>
<td>The Adventures of Charlie Chan</td>
</tr>
<tr>
<td>C. F. MUELLER CO.</td>
<td>BAKKHAGE TALKING</td>
</tr>
<tr>
<td>McKESSON &amp; ROBBINS</td>
<td>The Private Lives of Ethel and Albert</td>
</tr>
<tr>
<td>ROYAL CROWN COLA BOTTLERS</td>
<td>KIERHAN'S NEWS CORNER</td>
</tr>
<tr>
<td>COCA COLA BOTTLERS</td>
<td>DICK TRACY</td>
</tr>
<tr>
<td>7-UP BOTTLERS</td>
<td></td>
</tr>
<tr>
<td>J. C. ENO, INC.</td>
<td></td>
</tr>
<tr>
<td>PHILLIPS PETROLEUM COMPANY</td>
<td></td>
</tr>
<tr>
<td>LEAF GUM CO.</td>
<td></td>
</tr>
</tbody>
</table>

Here's how it works...Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. In each area, the local announcer gives the local sponsor's commercials during the broadcast—thus identifying the great network show with the local product or service.

Local sales messages have added appeal—and added prestige—because they are linked with a big network program featuring big-name talent. The cost is low because each sponsor pays only his area's share of the program's national cost. For further details, consult your local Blue Network Station or contact the Co-operative Program Department of the American Broadcasting Co., Inc., 33 West 42nd Street, New York, or Civic Opera Building, Chicago.

AMERICAN BROADCASTING COMPANY
Coverage of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station WRNL are stable markets.

The facts on the right are proof of results.

**PROGRAM CAMPAIGN CONTINUED BY DURR COMMISSIONER C. J. Durr last week continued his one-man campaign for program control by the FCC when he voted for "further inquiry" into the operations of eight stations which were granted regular license renewals after being on temporary licenses. The eight were among 33 renewals granted (see FCC Actions, page 82).**

License of KMOX St. Louis, CBS-owned 50-kw clear-channel outlet which has been on temporary status since May 1, was continued on a temporary basis to Sept. 1. No reason was given. Stations which Commissioner Durr wanted to investigate further are:


**WJR Holders to Consider Two-for-One Stock Split**

TO PERMIT greater public participation in ownership of WJR Detroit, a plan for increasing outstanding shares from 130,000 to 260,000 with a corresponding reduction in par from $15 to $7.50 will be considered at a special meeting of stockholders June 15, G. A. Richards, president of the station, announced last week.

Station's common stock, only outstanding capital issue of "WJR, the Goodwill Station", has been selling recently at $4 per share in over-the-counter sales. First public offering was made in 1935 and resulted in wide distribution. Directors recently voted the station's 38th quarterly dividend, 50c per share, payable June 15 to stockholders of record June 1.

**Decca Promotes**

PROMOTION of six executives of Decca Records, New York, and its subsidiaries, to officership, was announced last week by Jack Knapp, president. David Knapp, head of recording activities, has been elected vice-president in charge of recording. Milton R. Rackmil, treasurer, has been promoted to vice-president, and Samuel Yamin to assistant treasurer. Leon Schneider, advertising head, has been appointed advertising and sales promotion director. Harry Kruse, in charge of branch office sales of Decca Distributing Corp., and W. Trembeth Walker, in charge of plant and production of Brunswick Radio Corp., have been elected vice-presidents.

**Magnetic Wire Recording**

Wire Recordings from General Electric Models 50, 50A, 51
Rerecorded to Discs.

L. S. TOOGOOD RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

**Management**

EDGAR KOBAK, MBS president, who returned to New York last Saturday from a business trip to Detroit and Chicago, leaves June 14 for Pittsburgh for the official opening of WEXC as a Mutual station June 15. He proceeds to Chicago following day and then stays June 18 on tour of MBS stations and clients in Minnesota. Mutual's president has double cause for celebration this month—his 29th wedding anniversary June 1—and news of last his son Jimmy, Army Field Artillery, who will be returning home from service with the 3rd Army. SID GAYNOR, program director of Mutual von Lett, is in New York for an indefinite stay and is expected to accompany Mr. Kobak to Pittsburgh.

WALTER DUNCAN, vice-president and national sales manager of WNEW New York, has taken a leave of absence because of health. He will recuperate at his farm in Saratoga, Duchess County, N. Y.

OSCAR F. SOULE, president of WFRL Syracuse, has been appointed chairman of the finance committee for the $5,000 Onondaga County War Service Memorial to be erected by the Star-Times Publishing Co.

MRS. TOM OLSEN, wife of the owner of KYG Olympia, Wash., arrived in Washington Sunday to be with her husband who joined himself to the War Finance Division, Treasury Dept., for the Seventh War Loan Drive.

PHILIP MORRIS, manager of CPFL London, Ont., for 14 years, has resigned. He is succeeded by ARTHUR BLACKBURN, son of station owner.

GARDNER COWLES Foundation has made available a gift of $100,000 for a new Negro community center in Des Moines in honor of the late Wendell Willkie. Gardner Cowles Jr., Foundation president, and Mr. Gallows Broadcasting Co., and John Cowles, vice-president, were close friends of Mr. Willkie.

**You Reach the Sales-Rich Lehigh Valley on NBC-Mutual**

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

5000 WATTS NIGHT AND DAY 910 KC

**Wire Recordings from**

General Electric
Models 50, 50A, 51
Rerecorded to Discs.
an INformal announcement

"My neighbors say that listenin' to WNAX is like sittin' down to a country-style, chicken dinner with all the trimmings. In each case, they get what 'they' like most.

"That's because WNAX knows how to serve up the right radio helpin's for the close to 5-million folks that are out here in my big neighborhood. WNAX knows how to give my folks the local programs they like to hear. (Take one of our favorites, 'The Sunday Get Together' for example. And lots others I could mention).

"As an additional helpin' to that country-style chicken dinner, WNAX is now going to broadcast 'Breakfast in Hollywood', 'Glamour Manor', 'Breakfast Club', and dozens of other American Broadcasting Company programs. Nice, lively entertainment, that fits into the WNAX plan of givin' folks what they like to hear most.

"Better cut yourself in on this WNAX country-style, chicken dinner. Makes a mighty tasty dish for the advertiser too."
This miner with thousands like him dug 30,855,455 tons of gold, silver, copper, lead and zinc ore out of Utah mines last year. Value of these metals was $109,881,660—averaging more than $2,000,000 a week.

Utah's principal metal mining towns are within a radius of 90 miles of Salt Lake City, well inside KDYL's primary area.

Local Advertisers Know KDYL Brings Results

In selling goods to mining men and their families, and to all other wage earners, local and national firms have found by experience that KDYL showmanship gets results. In Utah, this is the station most people listen to most!

N. Y. FIRMS CHARGED WITH BLACK MARKET

FINAL injunction against 11 electronic equipment distributors and assemblers for black market operations has been brought about by the Enforcement Division of the New York OPA. Three injunction suits are pending trial and five suits for treble damages have been instituted with one of the latter settled by payment of the administrators claim for $2,000,000.

Criminal informations were filed against 14 firms, all of whom pleaded guilty and have received fines totaling approximately $50,000,000.

Black market practices among assemblers and distributors of electronic equipment started the investigation by the Enforcement Division. According to Daniel P. Woolley, regional OPA administrator, the WPB limitation of phonographs and radio sets has resulted in heavy consumer demand for sets assembled from fabricated chassis and other parts, the limited supply resulting in some illegal practices.

JUNE SHEELMAN of Milwaukee, "discovered" by Maurice Kiper, WTMJ-WWFM Milwaukee musical director, has received an extension on her voice scholarship with a Chicago teacher, all expenses paid by "The Milwaukee Journal." She has been featured soloist with the WAQFM "Radio City Concert Hour."

EDIBLE FOLIAGE? wonders trick horse Coley Bay as he is interviewed by "Great Scott," WWDC Washington special announcer.

Labor Relations Found Excellent by RMA Survey

EXEMPLARY management-labor relations, only one major strike and a relatively low absenteeism rate have been experienced by the radio-electronic industry despite a 1200% production expansion to handle war orders, a survey by the Radio Manufacturers Assn. disclosed last Monday.

This was accomplished largely by use of "presenteeism" incentives rather than absenteeism penalties. The incentives included double holiday pay, extra and paid vacations, merit rating systems, honor rolls, Saturday half-holidays, no time clocks, music broadcasts on all shifts, permitting smoking, group insurance, free vitamins, cold vaccines and many other benefits.

Two Applications

APPLICATION for a new standard station on 1240 kc with 250 w and unlimited time at Norwich, Conn., has been filed with the FCC by Norwich Broadcasting Co., a new equal partnership composed of J. Eric Williams, former commercial manager of WPRO Providence, R. I., and H. Ross Perkins, a Coast Guard lieutenant. New FM station on 44.7 mc with 16,000 sq. mi. coverage is requested by KXL Portland, Ore. Estimated cost is $34,550.
Will never met a man he did not like. For twenty years we have made friends here because we radiate friendliness 18 hours a day. It is no act. It has to be real as real, when it goes out over the clear channel occupied by WSM, to the five million keen folks who make up the WSM listening area.

THE STATION WHOSE FRIENDS ARE OF LONG STANDING BECAUSE IS HAS BEEN STANDING BY THEM SO LONG

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate
Thin Ice

IT'S NO secret that most members of the FCC, including perhaps a preponderance of its legal talent, now regret they ever got mixed up in so-called commercial versus sustaining program study. The intent of the majority obviously was to focus attention of stations upon their public service obligations by taking them to task for failing to maintain the promised mathematical balance between sponsored and unsponsored renditions.

The Commission knew full well it was skating dangerously close to the kind of program censorship specifically denied it by statute. It recognized that any effort to check public service offerings against pure commercial or entertainment features was almost impossible. That's why the original proposal of Leftist Commissioner Durr that stations be cited for revocation proceedings was "compromised" so that temporary renewals were issued in some instances, while members letters seeking explanations were dispatched.

This "compromise" was voted unanimously by the Commission, not because all of the members felt it was the proper thing to do but because they wanted unanimity. It may have been designed as a master stroke. But it turns out to be one of a paralytic nature.

The Commission in all candor, should recognize that it can't compromise with principle. The law is clear. The Commission cannot censor programs. It can't regulate rates for station time. It can review, on renewal, the past service of stations to determine whether that broad, almost unfathomable standard "public interest" has been met.

The Commission would do well, with no loss of face or of new prestige it has acquired under the Porter chairmanship, to stop this dangerous flirtation around the fringes of the law. It should drop the almost ludicrous program "study". And it should forget its wholly unserious notion that the financial statements of stations should be thrown open to public scrutiny, another Durr inspired device.

A GI Looks at Caesar

WE HAVE RECEIVED recently from Sgt. Ralph S. Durkin, manager of American Expeditionary Radio Station WXLO, a letter in which a typical G.I. attitude toward James Caesar Petrillo is expressed.

Sgt. Durkin's letter, delayed in transit, referred to the KSST Minneapolis case in which Stanley Hubbard, manager of that station, was required to install on his staff platter turners in order to conclude a strike called by the AFM. Says Sgt. Durkin: "If Petrillo continues his activity in radio it may mean that some day soon the individual broadcaster will have to go into the ditch digging business in order to pay the costs of running a radio station."

"Mr. Hubbard and his staff have my sincerest concern over their possible help by some kind of legislation making it impossible for another 'Cesar' to come to the front in business."

Postman Rings Twice

HIS HONOR Justice Thurman Arnold, Esq., judge of the United States Circuit Court of Appeals, thumbed through the Constitution last week and resoundingly thwacked the Post Office Department.

In a scorching opinion, which was both an interpretation of the law and a thesis on freedom of speech and press, he reversed the decision of the Department and that of a lower court denying the publication Exreic second class mail privileges.

Frank C. Walker, who leaves the Postmaster Generalship June 30, had stated in his revocation decision that a magazine "is under a positive duty to contribute to the public good and the public welfare."

Such language as this employed as a device of censorship shocked many publishers.

It came as no surprise to broadcasters, who found that it possessed the same lyrical qualities as "in the public interest, convenience and necessity."

Justice Arnold's intelligent opinion well may become another cornerstone bolstering the guarantees of freedom of speech now written into the Constitution. He said, in part:

"It does not follow that an administrative official may be delegated the power first to determine what is good for the public to read (hear) and then to force compliance with his ideas by putting editors (broadcasters) who do not follow them at a competitive disadvantage."

The parenthetical matter is ours. It is inserted to render the opinion more understandable to those who would undertake a censorship of American radio programs.

This opinion again emphasizes that radio is the first line of defense for the nation's press.

WE RECOMMEND AS just punishment for William Joyce alias Lord Haw Haw that he be required to spend his remaining days listening to a 20 rpm recording of one of Hitler's ranting speeches played at 78 rpm's.

Signoff for Steve

STEVE EARLY, who gave 12 years to the press and radio secretariat in the White House, has left that post to become a vice-president of Pullman Inc.

A man whose professional background was devoted to newspaper work and the movies, Mr. Early nonetheless had a sensible understanding of radio's place as a medium for national expression. He became, during the years of his service, a good friend of many broadcasters whose duties included covering the historic events incident to Mr. Roosevelt's tenure in the White House. He was at all times courteous to those from the broadcasting fraternity, sensitive to their problems, and cooperative.

His successor, Charlie Ross, is cut from the same pattern as Mr. Early. A man trained in the journalistic field, he has learned through the years, as radio has grown, that the medium's place in the affairs of the world is an important one. Broadcasters throughout the nation whose stations carried the many messages relayed by Steve Early, and the broadcasts arranged by him, may not have been as conscious of his efforts in behalf of radio as those with whom he came in daily contact in Washington. They have lost a good friend, but have gained a new one.

(Continued on Page 18)
FROM THE INSTITUTE FOR EDUCATION BY RADIO—
AWARDS TO NBC OWNED AND OPERATED STATIONS AND CO-OPERATING ORGANIZATIONS

First Award, Religious Broadcasts: "SALUTE TO VALOR," planned and produced by National Council of Catholic Men. WEAF, New York, and NBC.
First Award, Women's Programs: "CONSUMER TIME," planned and produced by the War Food Administration. WRC, Washington, and NBC.
First Award, Public Discussion Programs: "UNIVERSITY OF CHICAGO ROUND TABLE," planned and produced by University of Chicago, WMAQ, Chicago, and NBC.
First Award, Programs for Use in School by Elementary Children: "STANDARD SCHOOL BROADCAST," planned and produced by Standard Oil of California. KPO, San Francisco, and NBC Pacific Coast network.
First Award, News Interpretation Programs: H. V. KALTENBORN, presented by Pure Oil Company. WEAF and NBC.
Honorable Mention, Cultural Programs: "WORDS AT WAR," planned by NBC and the Council on Books in Wartime. WEAF and NBC.
Honorable Mention, Personal and Family Life Programs: "THE BAXTERS," planned by National Congress of Parents and Teachers. WMAQ and NBC.

AWARDS TO NBC AFFILIATED STATIONS

First Award, Cultural Programs (three): "STAGE 45," CBL, Toronto, and CBC. "MULROONEY'S NEW YEAR'S PARTY," CBL and CBC. "MONTREAL DRAMA," CBM, Montreal, and CBC.
First Award, Programs for Use in School by Junior and Senior High Pupils: "CONSERVING CANADA," produced by CBC. CBL and CBC.
Honorable Mention, Programs for Use in School by Elementary Children: "NEWS TODAY—HISTORY TOMORROW," planned and produced by Rochester public schools, visual education department. WHAM, Rochester, N. Y.
Special Mention, Personal and Family Life Programs: "ALCOHOLICS ANONYMOUS," planned, produced and broadcast by WWJ, Detroit, Michigan.

CITATIONS ... JUSTIFIED

Once more, the National Broadcasting Company acknowledges critical recognition of its programming—with full acceptance of the fact that citations are incidental to popular acclaim . . . that the value of awards lies in disinterested improvement of all radio.

The Ninth Annual American Exhibition of Educational Radio Programs has honored NBC by 5 first awards and 2 honorable mentions to its owned and operated stations—by 5 first awards, one honorable mention and one special mention to NBC affiliated stations.

In accepting these educational citations, NBC wholly concurs in the Exhibition Judges' statement: "The only justification for competitions such as this is to pay tribute to those deserving of it and to establish high standards of broadcasting toward which the entire industry can strive. Competitions ... only for laurels to be used simply for publicity purposes . . . are not worthy of recognition by the industry."

NBC takes pride in the educational contributions of the entire American radio industry. For itself, it pledges emphasis on and continual improvement of outstanding educational and cultural broadcasting—as a proper complement to its schedule of America's most popular entertainment programs.
Yes sir, WJW's programming is really compelling. A skillful blend of the best network shows and sales-building local productions continue to attract more and more regular listeners.

This kind of programming is another reason why WJW shows more consistent gains in listenership than any other Cleveland station—morning, afternoon and evening.

So—(don't forget)—the WJW staff is set up to handle any or all of your programming problems in the great Cleveland market.

Our Respects to

(Continued from page 48)

has traveled over a million miles to Army and Navy bases everywhere, made hundreds of transcriptions for Armed Forces Radio Service, played endless benefits, golf matches, hospital shows and sold War Bonds.

Here he has found a chance to carry out a war role that has brought joy and comfort to servicemen, and tributes from political and military leaders.

In War Bond campaigns Bob has been at his persuasive best. After his recent swing around the country for the Mighty Seventh he took a week of rest at home. Now he returns to Europe and this winter hopes to tour China, Burma and India.

When he left home for the last Bond trip, his two adopted youngsters, Tony 4% and Linda 5%, waved goodbye to him. "Good-bye, Bob Hope," Tony yelled. Bob remembers that because it reminds him that he has given more time to Uncle Sam's boys and girls than to his own brood.

But the job he is doing has been far from thankless. "The greatest thrill I ever had," he said, while he was in Washington opening the Bond drive, "was at an Army hospital in Oakland. I was standing beside the bed of a kid who was just coming out of the ether after an operation. He had seen our show in the Pacific a few months before. "Just as he opened his eyes, he looked up and smiled. He grabbed my hand and said 'Hello, Bob.' I asked him how he felt and he said, 'A lot better,'" Bob.

And he recalls the nurse in the Pacific who said after a show, "It's a shame we can't bottle this and give it to them in small doses."

"When somebody says that to you," Bob says, "there is nothing you can say. There just aren't words."

Last May the Peabody awards group gave him a special citation "in recognition of his unerring seal and the high level of entertainment in his camp tours here and throughout the world. The joy and strengthened morale which he has given to the men and women of the armed forces can never be measured."

And for the fourth consecutive year newspaper radio editors and columnists voted him Champion of Champions along with two other awards—top place as comedian and best comedy show.

One of his proudest possessions is a letter he received from President Truman after the Hope cast had been entertained at the White House.

When Bob Hope is funny, he means it. And when he's serious, he means that even more. He knocks himself out laughing at the gags when the cast has a script reading. Often he reads lines of the others just to show them how funny they are.

He feels radio is a better medium for getting the personality across than the screen. When both are CLEAR-CHANNEL coverage in the Philippines may be the mission of 1st Sgt. Victor A. Sholis, though this shot in shorts and bolo knife would belie it. Vie, former director of Clear Channel Broadcasting Service, sent this picture to former NAB President Neville Miller after seeing in BROADCASTING a shot of Miller, knees exposed, traipsing about the Egyptian pyramids (he was with UNRRA then).

Sholis calls this a "snap of the warrior with all Hollywood props". To reach him: 1st Sgt. Victor A. Sholis, 3450876, 111th Sig. Rad. Int. Co., APO 343, c/o Postmaster, San Francisco, Cal.

'Duffy's' Replacement

BRISTOL-MYERS Co.'s summer replacement for Duffy's Tavern will be Correction, Please, starting June 15, with Jay C. Flippen as m.c. Four men and women from the services and a civilian will be handed $10 and asked to bid for the privilege of answering questions. One who answers bonus question gets a $100 War Bond. Show originated from New York. It will run to Oct. 5 when Tavern returns. Agency is Young & Rubi- cam, New York.

combined in television, Hope's Hooper should soar more than ever.

So we, too, say thanks for the memory, Bob Hope. For giving more than you can ever receive in return. For forgetting time and money at the peak of your career so that boy in Alaska would know he was remembered. For bringing a laugh to the GI on Mawi who wouldn't even smile for all the doctors and nurses there.

Thanks for bringing to radio that high standard of humor. For adding that extra "unknown quantity" to everything you do. For giving yourself above and beyond the call of duty and contract, we thank you so much.
Frank Coffin, KGW head announcer, is shown with Cub Scouts of Pack Number 424, ready to tell the KGW audience about the national record their pack set in March, collecting paper. Thirty-eight youngsters, in a 45-day drive, accumulated more than 52 tons of paper. KGW presented the champions on a special show written by Evelyn Lampman, Continuity Chief.

Twenty-two years ago, on December 2, 1923 to be exact, Y.M.C.A. "boy leaders", as they were called in the newspaper stories at the time, were initiated into the mysteries of radio on a personally conducted tour of the KGW transmitter and studios.

In the 23 years that KGW has served the Pacific Northwest, an entire generation of radio listeners has grown to manhood and womanhood relying on this station for the best in radio. Now their children have learned likewise to keep tuned to KGW, the station which best serves the interests of the entire radio audience, young and old. Radio advertisers will do well to take advantage of this long-established listener loyalty to KGW.
Robson Elected Radio Directors Guild Head

WILLIAM N. ROBSON, of CBS, and Ward Wheelock Co., New York, last Monday was elected president of the Radio Directors Guild. He succeeds Roy Devine, production firm executive. Anton M. Leader, NBC, was elected vice-president; George Maynard, NBC, secretary, and Robert Lewis Shayan, CBS, treasurer.

Mr. Robson and Mr. Shayan, now on an overseas tour, are expected back about June 15. Members of the board, who continue in office for another six months, are Stuart Buchanan, Blue; Harold McGee, free-lance; Lester O'Keefe, J. Walter Thompson Co. and Theodora Yates, Benton & Bowles. Negotiations between the RDG and the networks on a standard contract are still at an impasse. Guild has requested postponement of further conferences, pending a meeting in about 10 days of the new executive council, comprising officers and council members.

Allied Arts

ROBERT C. STRAUB has acquired full ownership of Straub & Genick, sales promotion agency, Chicago, which he has owned jointly with Martin C. Co. Offices are at 111 W. Jackson Blvd.

HARRY MEYERSON, recently resigned West Coast recording manager of RCA Victor division, Hollywood, June 1 joined Decca Records Inc. in an executive capacity with headquarters in New York.

ABEL BAER and PETER DE ROSE have been re-elected members of the ASCAP board of directors representing writers in the popular field, and HARVEY ENDERS has been elected in the standard division. LESTER SANTLY of Santi-Joy was re-elected and SIDNEY KORNHEISER of Burke & Van Heusen was elected for popular music publishers, with JOHN SENGSTACK of Clayton agency & Co. re-elected for the standard publishers.

LESLEY GORDON PHILLIPS, New York, librettist, has established a special department to handle personal appearances of members. Phillips clients will be members of the Radio Writers Guild, and a special effort will be made to adhere to minimums now being formulated by the Guild. Head of the new department is MARTHA H. SNOWDEN, freelance script writer.

BRYAN DAVIS Pub. Co., publisher of Service and Communications magazines, effective July 3 will be located at 22 Vanderbilt Ave., New York 17.

DAN J. KELLY, formerly associated with newspapers and periodicals in an advertising capacity and more recently with the Tommy Dorsey and "Court of Miracles" programs, has joined the sales staff of Rand Radio Productions, New York.

ASSOCIATED MUSIC PUBLISHERS, New York, has received renewals of licenses covering over 16,000 songs. The renewal covers WBNR, WJZ, WWVA, WOR, WNYC, WBBM, WOR, WRK, WSM, WCAU, WRC, WOR, WINS, WRK, WNBC, WOR, WDGY, WJZ, WOR, WBN. In addition, many new publishers have come on board. A complete list is available from the office.

JOHN NASHT, vice-president of Five Continents Publications, New York, media representative, is on an extended trip to Latin America setting up arrangements for the firm's Brazilian activities in radio, publication and advertising. Mr. Nasht is representing the availability of shows and programs for the sy's radio stations as well as research departments.

RCA Labs, Princeton, N. J., has received a fourth star for its Army-Navy "E" Flag for continued achievement in the war effort.

Perils of Travel

AFTER SCALING rafters of the Opera House in San Francisco for weeks installing lines for NBC, CBC and BBC for their coverage of the Conference, George McElwain, engineering field supervisor of KFO San Francisco, fell from a crowded San Francisco street car and broke his arm.

TED MALONE, Blue correspondent who has been broadcasting three-weeks from Europe to right coast, was home on leave from Europe,

BILL SLATER, freelance sportscaster, has been elected president of the Sports Broadcasters Assn. Mr. Slater is covering baseball games on WABC New York and handling "Opinion Requested" on Mutual. Other newsmen recently elected are RED BARBER, WNY New York, and LOREN WATSON (see page 76), vice-president; JIMMY DOLAN, CBS, treasurer; HENRY VISCARDI, vice-secretary; and GEORGE SCHREIER, Blue Network, national corresponding secretary.

BILL SHADEL, CBS war correspondent in Europe, has returned to the U.S. after more than two years with fighting forces abroad. Mr. Shadel, who covered the Normandy landings a year ago for CBS, was with the 3rd and 7th Armies and the 18th Army Group.

SAM GIFFORD, formerly with WWNC as publicist, was named newswoman with WOWO Ft. Wayne, Ind.

LARRY TIGHE, Blue war correspondent, has returned to New York to resume the Pacific war network. HERBERT CLARK, Blue correspondent, who has been covering the war in Germany, is headed for Spain on special assignment. Mr. Clark's plan is to do a series of broadcasts describing Franco and the Spanish political situation.

ROBERT F. HURLEIGH, former AP reporter and WBBM Chicago correspondent, to WGN Chicago as newscaster.

TOM McCLOWRY, former news editor of WABC Akron, has been appointed assistant advertising manager of the Standard Club Akron.

HAL TOTTEN is now farm director of WQON Chicago. Effective with his appointment June 4, WQON began a new two-hour "Farm Market Reporter" program.

SLOAN FINLEY, formerly with WMG Memphis, is now sports announcer with the Armed Forces Network in London.

PAUL BOLTON, news editor of XTBC Austin, Tex., returned to the station from UNICO.

HARRY FLANNERY, CBS Hollywood news analyst, is on an eight week overseas tour through the Balkan states and Egypt.

WILLIAM (Archie) HALL, former news editor of KMO, Hollywood, ROY DRUSHALL and HUGO CARLSON, announcers of Blue Hollywood and KGO San Francisco, respectively, have returned from Europe added to Blue Hollywood newsmen staff.

ROBERT BENTLEY, former program director of WCP0 Cincinnati, radio editor of the Cincinnati Enquirer and WSYI newscaster, has joined the news staff of WLW Cincinnati.

COOPERATING so that Baltimore listeners can find their favorite shows after June 15 when WOR leaves Mutual and WINS leaves Mutual to join Blue, both stations are announcing following network programs that "after June 15 you can hear this program on . . ."

ADIRAL Corp., Chicago, has declared a 121/2% dividend per share to go to all stockholders on record as of the close of business June 15.
JUST as the 'Forty-niners found "gold in them thar hills," so a greatly augmented population is finding a lush and abiding prosperity in the Pacific Northwest, a century later.

Today's prosperity, however, is built upon a broader and more permanent base... ship-building, lumbering, fruit-growing, fisheries, the vast resources of mighty dams providing irrigation and cheap hydro-electric power. Portland, Oregon, is at the center of one of the five, great, metropolitan communities on the "Coast."

Since 1940, its population has increased by a good third. Some 660,000 people, in widely diversified lines of endeavor, live in the primary area of Station KEX, in Portland. KEX, Blue Network affiliate, offers as a substantial "plus" the advantages of membership in the Westinghouse group of broadcasting stations. Its high-calibre programs are within radio-reach of 175,000 prosperous homes... homes receptive to your sales-message, amply able to buy your product.

Call upon KEX, Portland... or Paul H. Raymer Co., National Representatives... for full information, and availabilities.
THE BAGPIPE

...Nero may have played it while Rome burned

The Roman double oboe took so much wind to play that some enterprising piper added a leather bag to reinforce his lung power... and thus the first bagpipe was born! History records the instrument first when Nero's biographer said the emperor played the bagpipe to celebrate his victories at the games. Since the fiddle was still unknown at the time of Nero's reign, perhaps he played the bagpipe while his capital burned.

Irish whisky and Irish bagpipes

The bagpipe made its first appearance in Ireland in the 5th century. Like Irish whisky, it was used most commonly at "social" occasions and at wakes. Also like whisky, the pipes became popular in Ireland before they were introduced into Scotland. In the 14th century, when the pipes were brought from Ireland to Scotland, they became military instruments, and are used much to this day. The Irish and Scottish versions of the pipes were composed of oboes and recorders, rather than oboes alone.

Plenty of food, wives, and bagpipes

Originally a folk instrument, in early-modern Europe the bagpipe became a court favorite. Records show that King Henry VIII kept no fewer than five bagpipers at his court. When the "Tudor" fashion for stringed instruments started in the early 17th century, the bagpipes gradually lost their popularity—except in Scotland and Ireland, where a "bonnie" piper is still an envied man.

LYMAN BRYSON, CBS director of education, left New York June 8, broadcast "Problems of Peace," from Chicago June 10, will participate this week in the annual radio institute conducted by KGW in Portland, Ore., and make his Saturday ("People's Platform") and Sunday broadcasts from Portland. He will take part in a second radio seminar under auspices of KMSC Kansas City and conduct his "People's Platform" from Kansas City June 23. He returns to New York June 25 via Chicago.

ALLAN EARLE, announcer formerly with WIBR-Bayside and WELX Atlanta, to WJJD Chicago.

ROY MCKEE, former announcer of WJZ Chicago, has joined WBAM Chicago.

GORDON GRIMNAR, former part-time m.c. with WBU Iowa City while attending the U. of Iowa, is now announcer with WMT Cedar Rapids.

TOM MOORE, Jr., released from the Army and Corcoran, is new member of KDKB Austin, Texas, announcing staff.

DICK ELLIOTT, Blue division announcer at WBOG and WACO, has job to be married in Davenport, 1a. June 19, and take part in Booker program supervising.

ROSEMARY WOLF is new music librarian.

JOSEPH KELLY, ex-serviceeman and former speech instructor, has joined the WBOG and WACO program staff.

GENE MORRIS, winner of the KBOO Fordham scholarship at Montana State U., joins the continuity staff.

SETH GRÄNNER, pianist, June 16 becomes music director of KMOX St. Louis, succeeding BEN FELD.

JACK SEXTON, for two years announcer with KSTP St. Louis, has been appointed program manager.

RICHARD DALE JOHNSON, formerly with WIBR-Bayside and KOB Albuquerque. N. M., to WBOG New Orleans as announcer.

BERTHA PORTER has joined the music department of WBOC Hartford.

ROBERT CAMPBELL, announcer of KFI Los Angeles, has shifted to NBC Hollywood, replacing DON STANLEY, now in the Army.

GEORGE SANDERS, former announcer of KZIQ and WIND Chicago, has joined WBBM Chicago.

LUCIEN BETTS, manager of program operations of WROB Somebody's New York television station, resigned as of June 23.

JOHN E. CHURCHILL, CBS director of research, is the father of a girl born April 26.

ALBERT MOORE, Jr., CBS assistant to the Taps, was discharged May 18.

ARLENE LESLIE of the WOR New York transcription library is winner in a nation-wide contest sponsored by Song-Hill Guild for her song "You're Pettin' Poor," to be published by Sassy-toy and for which she received a $200 advance royalty check.

MAX HUBING, formerly with WNYC New York, has joined the writing staff of WBNX New York.

BERNARD BROWN succeeds SAM GIFFORD, resigned, as announcer with WBNX Atlantic City.

WILLIAM A. DOLLHETE, announcer with WBOC Carlisle, Pa., June 1 married Miss Amanda of Vass, Miss.

BOB PHILLIPS, formerly with KGO San Francisco, to KFTO Riverside, Calif. as announcer and m.c.

RAY STUART, announcer of KNX Hollywood, is the father of a girl born May 27.

HELEN J. SIOUSSAT, CBS director of talks and author of "Mikes Don't Bite," has been elected honorary member by students in the International Mark Twain Society, New York city.

BASIL THORNTON, former manager of BBC's German service, after a short stopover in New York, is en route to Argentina as BBC representative replacing C. B. Gorton.

WILLIAM W. MARVY, formerly of WHBY Waterbury, Conn., to announce all commercials.

BILL DUNN, former announcer with WOR Youngstown, Ohio, has joined the WAF, has returned to the station.

ROBERT BROWN, producer of WBX programs "The First Line" and "Service to the Front," originating in Chicago, has resigned effective June 21. He was with CBS 13 years. New producer for series is his former assistant, TED ROBERTSON.

HELEN TAYLOR, director of women's activities and commentator of WPAT Paterson, N. J., is receiving from some 20 women's organizations a plague citing her efforts to "enlighten the American housewife on the vital issues of today" and for "promoting women's rights in national political activity.

GILBERT SELDES, CBS director of television programs, since 1945, has given his last television before Los Angeles advertising group and the following day to address the San Francisco Adv. Club. In his speech, he will discuss television with a group of Hollywood writers and directors, return trip to New York for an address June 23 at meeting of Independent Citizens Committee of Arts, Sciences & Professions.

ELAINE GERHART has joined the program department of KTWB Portland.

MILDRED HANNA, secretary to JOHN E. SCHARICK, sales director of WLW Cincinnati, of THOMAS R. MILLER, is the new member of WBOG New York.

MARVIN BRIGGS and ALLAN GILMAN have been appointed as assistant producers for WPAT Paterson, Calif. as account executives.


JOE L. JERNEGAN, for 24 years with John E. Woodward Inc., Chicago, is national representative, has joined Don Roberts, Inc., New York as account executive.

WILLIAM ROETTGER is now a member of the advertising department.

LADY CHARLES PRICE has been appointed assistant manager in charge of the advertising department.

RAY LINTON has joined Keystone Broadcasting System as account executive, with headquarters in New York. Active in radio sales and marketing for 15 years, Mr. Linton is former Vice-President of John Blair Co. He has been head of his own station representative firm.

HOWARD HOLSHOUSER, formerly with the advertising department of KOI, Omaha and E&F Lincoln, Nebraska, and now in the Eighth Air Force, has been appointed as general manager of WSB of Atlanta.

JOHN EVANS is new member of the staff of WAIB Jacksonville, Fla.

FRANK W. KAUL, sales manager of KLO Ogden, Utah, has been elected president of the Ogden Advertising Club for 1945-46.

C. A. (Pete) YOUNG, former professional football player, to announce the 1946 baseball season of WSBK Huntington, W. Va.

LOU LONDON, program director of WBNX Philadelphia, has transferred to the sales staff.

INTERMOUNTAIN Network, regional network serving the MBS station in Idaho, has appointed J. KROD KEV ORTEN KAOI, Idaho Falls, for an exclusive national representative effective June 15.
NBC Thesaurus presents:

..re-discovered music
of early vaudeville days

MUSIC HALL VARIETIES... newest of the new series
of NBC Thesaurus program organizations... color-
fully records the authentic music (every precious
note) of the heyday of early vaudeville. Music as it
was played during the unforgettable era of 1905-1920
by pit orchestras of those days.

MUSIC HALL VARIETIES: truly a wealth of re-discover-
ered music, inherited exclusively by NBC Thesaurus
subscribers. Here is how it came to be:

Norman Cloutier combed NBC's music files, rummaged
through attic trunks in musicians' homes and came up with
armfuls of hard-to-find, original scores. Fourteen of radio's
best musicians were selected and put under the leadership
of "Professor" Patrick Ciricillo, who gave the downbeat.

Out came the nostalgic melodies of the early 1900's.
Basso Profundo John Barton, the Knickerbocker Four, and
Betsy White added further spice to this entrancing music.

THIS IS THE SPIRIT OF MUSIC HALL VARIETIES:
music that carries you back to plush seats, acrobats,
xylophonists and gypsy dancers... descriptive mel-
odies which NBC Thesaurus has recorded in their
original form. 106 selections for volume programming...
...colorful scripts to build top-notch commercial pro-
grams, each with the hallmark of Thesaurus... America's Number 1 Musical Program Service.

1945—RADIO'S 25th ANNIVERSARY
PLEDGED TO VICTORY!
**Promotion**

**Promotion Personnel**

**PHILIP J. REILLY,** former freelance promotion man in Washington, has joined WINK Washington, D.C. as director of promotion and publicity.

**BOB BREEN,** released from the Navy and holder of the Distinquished Service Cross, Bronze Star and Purple Heart, is now with the merchandising department of WMT Cedar Rapids, Ia.

**BARBARA KINNEY** of the KQO San Francisco promotion staff, is to marry Lt. Frank Chilton, USNR.

**AUBREY WICE,** formerly of the CBC, Toronto, has joined CKEF radio. Wice is publicity director succeeding **JIM MATHEWS** who joined J. J. Gilmour's Ltd., Toronto agency.

JUNE AULICK, staff writer of CBS press information, was married to George Clinton McKinley of Westerly, R. 1., on May 28.

**JEAN STOUT BROWN,** freelance publicity consultant, has been retained to handle publicity for WMT Cedar Rapids, Ia.

**Employment Application**

**EMPLOYMENT** application blank is for use in soliciting professional grade jobs by WOR New York, represented as seeking its "employment" clients. Section for listing previous employers and length of employment is used to insert WOR accounts and number of years on the air. R. H. Macy & Co., L. Lamberger & Co. are listed as parents, its FM and television stations as children. Ted Fisher, Ruthrauff & Ryan, and Carlos Frank, "Ranger" in "Ranger and Rubicon," are given as names of two former employers, who have worked for WOR for over a year. Question replies are typed in, reproduced by offset.

**WMAQ Drug Relations**

**FOLDER** describing how WMAQ Chicago builds sales for drugstores has been issued by the station. Included is an account of WMAQ handles trade relations, builds promotion and ties-in with drugstore and its products.

**Program Promotion**

**FOLDER** promoting sponsorship for "Serenade to America" new 25-minute musical program on WEAP New York. NBC key, has been distributed by the station.

**Program Folder**

NEW program schedule has been issued by WEAP including coverage map and other market data...

**Scripts "Rariora"**

**RADIO SCRIPTS** dealing with world-shaking events are historical pieces and collectors' items, according to Randolph G. Adams, director of the William L. Clements Library of Rare Americana at the University of Michigan, WWJ Detroit helped Dr. Adams begin his "potential Americana rariora" collection by giving him the AP and UP flashes of President Roosevelt's death, along with scripts by Austin Grant and Harold True, WWJ newscaster, and the NBC accounts of the three-day handling of the event. Dr. Adams is also interested in recordings of broadcasts.

**WIP Philadelphia starts its summer workshop June 21, to be arranged for July and August, and will operate under the direction of Sam Serota, WIP program director, will teach programming and production, Sam Serota. WIP director of educational activities, is to be in charge of announcing, acting, script writing.**
for the people...
by the people...

THE morning V-E day was officially announced, WLAC was ready... and had been ready for months... to bring the long-awaited news to its listeners.

Loud speakers, piped from WLAC studios, had been installed in Nashville's business area... and, as the history-making news poured out of these WLAC speakers, thousands of office, store and factory employees learned the glad tidings for the first time! Later that day, man-on-the-street reporters added the excited comments of the cheering, flag-waving throngs to WLAC's V-E day coverage.

On occasions such as this, radio gives unquestionable proof of its tremendous public service... for the people... by the people!

"Gateway to the Rich Tennessee Valley"

50,000 WATTS
CBS AFFILIATE
Represented by the
Paul H. Raymer Co.
W. T. NORTON has been elected vice-president and director in charge of the Chicago office of Kenyon & Eckhardt, New York. Mr. Norton is former vice-president and director in charge of sales division of Cudahy Packing Co., Chicago, and also assistant to the president of J. T. Tons Co. He succeeds CHESTER FAUST, resigned.

COL. WALTER SULLIVAN, executive officer of the Pennsylvania State Selective Service Headquarters, formerly stationed at Harrisburg, has rejoined York University, New York, as vice-president and director of personnel, a new position.

GT. COL. VIC GEORGE, president of Airdom Broadcasting, Montreal, has been promoted to commander of Canadian Radio Broadcasting Unit No. 1 of the Canadian Army. He will have charge of establishing small stations in the area of occupation forces in Germany for entertainment of Canadian troops.

LOREN (Bud) WATSON Jr., UP radio sports editor, will join Mason Inc., Detroit, July 1, to write commercial copy for local radio stations. He is the former radio sports editor of the Detroit News.

NORBERT-DUSSE & Assoc., Nashville, Tenn., new agency, has been organized by ALBERT E. NOBLE and J. W. DURY and will service radio accounts with other midwest clients. Mr. Noble has handled national and local advertising for WLAC Nashville.

HOWARD TULLIS, head of his own Los Angeles agency, and RUTH HARRISON, Hollywood talent agent, were married in Beverly Hills, Calif., June 3.

VITALINE FAIRCHILD, formerly of The Bow Co., Hollywood, has joined copy staff of Pacific Coast Ad., Los Angeles, succeeding JESSE CLOUSE, now with BHID, New York.

JACK GRAU, San Francisco copy writer of Ruthrauff & Bryan, has shifted to the agency's Chicago office.

W. ROBERT MITCHELL, formerly with Motion-Richmond, New York, and ROBERT A. HUNTER, released from the Army, have joined the New York office of Grant Adv. as account executives. Mr. Mitchell was formerly with Ruthrauff & Ryan, New York.

KIRBY HAWKES, program director of Benton & Bowles, New York, has resigned.

HUMPHREY M. BOURNE, former executive of Dan L. Miner Co., Los Angeles speakeasy, has joined Wildman-Shane-Breyer, Los Angeles, in charge of copy for food accounts.

DOUGLAS B. GORDON, formerly with Wilson Bros., Chicago, and recently released from the AAF after four years overseas, has joined Charles Daniel Frey Adv., Chicago, as writer.

JAMES M. CECIL, president, Cecil & Partners, New York, and Mrs. TAMARA Scott are to be married June 2 in New York.

RICHARD NICHOLLS has resigned as Radio Director of Donahue & Co., New York. Tom O'Sullivan is named to succeed for the agency, with A. C. RIGGARD handling his own division. Mr. O'Sullivan has been on the Donahue account.

JAMES BROOKS, who recently served in the Armed Forces, has joined the staff of Donahue & Co., New York.

SPARE Time Art Show, run for employees of McCann-Erickson, was won by Copywriter JIM CHESTER (center) for portrait of Fritz Hellman, a fellow copyworker. Ginny Simms and Col. Stopnagle, judges, give smiling approval.

AUBREY C. FECK, released from the Canadian Army after recovering from wounds received in Normandy, has rejoined Stewart-Lovick, Vancouver, as account executive.

JIM MATTHEWS, public relations manager of CKFY Toronto, has joined the production department of J. J. GIBBS Ltd., Toronto.

NEVILLE & SCHWEGEER has moved to larger offices in the Lincoln Bldg., Broad and Chestnut Sts., Philadelphia.

HARRY W. WENGER of AL Paul Lefton Adv., Philadelphia, has joined Philadelphia Inquirer as assistant to the promotion manager.

EDWARD ROYAL, partner in Royal & De Gunman, New York, has been named director of the research department, now being expanded. Mr. Royal is the son of JOHN F. ROYAL, vice-president in charge of television.

WILLIAM KENNEDY, released from the Navy, has joined Wolfe-Jenkins & Conkey, Detroit, as production manager.

TODD BRANSON, former newspaper and speech events reporter that worked for WPEN Philadelphia, to Lee Donnelly Adv., Cleveland.

E. T. HOLMGREN, former advertising manager, Wood Convention Account, St. Paul, to Minneapolis-Henrico, Chicago and Minneapolis advertising and marketing organization, as account executive.

HAZARD H. PATTENSON, formerly of Blue Sales Staff, has joined EVDO Los Angeles as account executive and is assigned to Royal Crown Bottling Co., accounts for western states.

LARAVNE STEWART, account executive of MacVittie & Cole, New York, has joined the staff of the Canadian advertising agency of the same name.

BURLINGTON & Co., has joined Wey & Elinson, New York, as research director, a new position.

P. N. BERRY, former De Soto sales manager, has joined Wey & Co., Detroit, as assistant account executive serving Ford branches and dealers.
SIDE SHOW OR "BIG TOP"?

Like the small boy who wants to get the most for his money at the circus, the shrewd radio advertiser chooses the station with the three ring combination...coverage, programs, and promotion. For top performance in all three, WIBC offers the lowest frequency of any Indiana station, on a clear channel, programs that sell, and promotions that have received national award.

JOHN BLAIR & COMPANY, National Representatives

1070 KILOCYCLES • A CLEAR CHANNEL • 5000 WATTS

Owned and Operated by the Indianapolis News WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS
NO, BROTHER, IT'S NOT CIGARETTES—KSOO ANNOUNCED A SPOT AVAILABILITY
WQXR is associated inevitably with fine music. And when WQXR’s survey of metropolitan listening was published, the results were music indeed — to the ears of WEAF.

The results, as reported by Radio Daily —

"WEAF has the greatest number of listeners for any time of the day in its area."

WEAF thanks WQXR, and congratulates WQXR on its own showing, as well. For NBC, it’s gratifying to have still another proof of facts shown time and time again: WEAF is New York’s first station — Most People Listen Most to WEAF — WEAF is your best bet.
Every morning at precisely 12:30 to 5:00 a.m. a mellow fellow named Larry Gentile is invited into the homes of thousands of CKLW listeners. It's radio's original DAWN PATROL...the fast-moving 4 1/2-hour output of a master showman. Mixed in with comedy, recordings and guest-star attractions, is world news, the weather as it is and will be, and the intimate good nature of Larry and his entire staff.

What the ten-year-old DAWN PATROL formula has done for sponsors is written in very black ink on the ledgers of a host of repeat customers...the kind of alert programming that has a habit-forming vitality.

If you're now-buying radio, or are seriously considering more radio, it would be a wise thing to have a chat with CKLW showmen. Their business is knowing what the public wants in this—America's Third Market. They can save you worry, time and needless expense.

J. E. Campeau, Managing Director
Denver's only station-maintained house orchestra gives musical leadership to KOA, Denver's leading station

"Shrednik feeds the net" means little to the layman. But when a local musician and arranger in the Rocky Mountain West can make an 8-piece string group sound like a 30-piece ensemble, small marvel that his music is piped 6 days a week to the combined networks of NBC and the Canadian Broadcasting Company.

They even transcribe these shows, called "Sketches in Melody," for delayed rebroadcast to our armed services. Which puts Mr. Shrednik's music right up there with America's topflight shows.

Of course this Shrednik's no country boy. Graduate of the Juilliard School of Music and nationally known as an arranger, he has appeared as guest conductor with such stars as Grace Moore and Paul Robeson. His music, both sponsored and sustaining, serves as the background of all KOA musical activities.

--No wonder KOA's First!

First in POWER—the only 50,000 watter for 500 miles in any direction. Hence . . .

First in COVERAGE—Day or Night

First in LISTENER LOYALTY—NBC surveyed 1077 cities to prove it

First in PROGRAMS—both listener (and advertiser) loyalty proves that

And finally, for all these reasons . . .

FIRST IN DEALER PREFERENCE

(Just ask Ross-Federal)
JUST BEFORE the dinner call this group of radio and agency executives got together at the party given by the Wildroot Company for the Philadelphia Assn. of Retail Druggists at the Bellevue Stratford Hotel. Left to right: Alwyn Bach, KYW news commentator for Wildroot; Arthur Pryor, BBDO vice-president in charge of radio; Gertrude Scanlan, BBDO timebuyer; Leslie Joy, KYW general manager; Al Lehman, BBDO account executive; Chauncey E. Rickard, secretary, Pennsylvania Pharmaceutical Assn.

Crosley Plans Production Goal of 1,300,000 Sets
CROSLEY plans for radio manufacture, once materials are available, call for a potential of 1,300,000 sets annually. R. C. Crosgrove, vice-president and general manager, Crosley Corp., told regional sales and merchandising managers at a recent 3-day conference in Cincinnati. He disclosed that all of the Crosley plants in Cincinnati will be devoted to radio receiver production.

As a peacetime objective, he said, Crosley's goal is 10% of the nation's business in both the radio and refrigerator industries, which would mean a production of about $50,000,000. This compares with 1941 sales of about $27,000,000. He warned, however, that all would not be easy sailing when production is resumed and that a buyer's market would come sooner than is generally realized. He cited reports showing that about 110 firms are entering radio set production.

Marine Recording
PREFACED by a warning to the easily shocked listeners, CBS Tuesday May 29 at 11:15 p.m. broadcast a Marine Corps recording made on Okinawa as a pre-Memorial Day feature. Called one of the most compelling human interest documents of the war, the recording followed three wounded men in a state of shock as they were brought to the advanced aid station to be administered plasma, then to the field hospital where one of the men was immediately operated on. Sgt. Roger Roberts, as narrator, and Sgt. Tom Carson as technician, were the Marine Corps correspondents who made the recording. The 15-minute broadcast originated from WTOP, CBS Washington key.

Decca Dividends
DECCA RECORDS Inc. has declared a regular dividend of 30 cents per share, payable June 28 to stockholders of record June 14.
In addition to MAGAZINES...

In addition to NEWSPAPERS...

In addition to NETWORK RADIO...

...LEVER BROTHERS are among the largest users of SPOT BROADCASTING

For Lifebuoy, Rinso, and other Lever Brothers products SPOT BROADCASTING is a major medium, as it is for other advertisers who value the flexibility which permits them to buy half-hours in some markets and chain-breaks in others—"cleaning up" as Lever Brothers do, in all!

Spot Broadcasting is an advertising medium all by itself—powerful enough to cover the country. But as an assist to other advertising effort, it wins high honors too. You are free to choose any markets that interest you ... picking the best stations in those markets ... selecting any type or length of program ... and buying the best time for your audience. You are not restricted to any one network, to any time of day or night, to any markets that are not important for your present-day problems.

Spot Broadcasting is one of the most important advertising developments in recent years. A John Blair man, who has helped Spot Broadcasting grow, can tell you all about it, and can give you merchandising facts about the markets that interest you. He represents many of the country's finest stations and has all the facts at his fingertips.

JOHN BLAIR & COMPANY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco
REPRESENTING LEADING RADIO STATIONS

This advertisement, appearing also in FORTUNE Magazine for June, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.
OWI PACKET, WEEK JULY 2

Check the list below to find the war message announcements you will broadcast during the week beginning July 2. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 25-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dangerous Pennies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Careless Talk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planned Saving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy Square with Meat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop Accidents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homebodies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare for Winter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car Conservation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 167 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Canadian Election

TO GIVE national coverage to the federal election today, CBC regional networks will give five-minute regional election results followed by local results every half-hour before 5:30 p.m. local time. One more regional network will be added to the national networks at that time. One more regional network will be added to the national networks as the time zone is reached, so that by 9 p.m. EDT a complete national network will be in operation on both CBC Trans-Canada and CBC Dominion networks and on those stations wishing to take the service. The election service will run till complete returns are in, except for returns from outlying districts.

Dutch Merge

BROADCASTING societies in Holland, which before the war sponsored or produced practically all the country's radio programs, have agreed to merge into the Federation of Broadcasting Societies. The group includes Catholic, Protestant, labor and similar societies. They are now in possession of their main building at Hilversum but broadcasting cannot be resumed yet because of a lack of electric power. Only big station now in operation is the Eindhoven outlet, known as the Resurgent Netherlands transmitter.

Sales Record

FIVE transcribed 15-minute programs have been sold by WCLS Joliet, Ill., to five of Joliet's leading firms in the space of five days, ringing up what R. L. Bowles, general manager, believes to be a quite a record. He explains that the station was sure the time could be sold and the right program ideas could be secured and credits Frederic W. Ziv Co. for solving that problem. The five programs, Mr. Bowles says, sold themselves since the advertisers already had heard of their previous successes.
Income from Cattle $41,000,000.

Income from Oil and Gas $194,097,850.

Income from Wheat $75,000,000.

Wheat, oil, cattle, cotton, potatoes, onions, and war industry all swell the purses of this above-the-average-wealth market to a $900 per capita income, or a $3,420 per family income in KGNC's market. All these valuable industries combined complete a total effective buying income of over $397 million dollars. You can't miss in this market—because these substantial earnings are being constantly circulated...making above-the-average prospects for your products. And when you want best results at the lowest cost, you'll specify KGNC.

Why Amarillo Has $3,420 Per Family Income

THE FAMILY STATION IN THE GREAT PANHANDLE

KGNC

AMARILLO, TEXAS

Modern, progressive city with a trading population of 376,650.

Largest Carbon Black production in the world.

Affiliated with TAYLOR HOWE-SNOWDEN Radio Sales. * LONE STAR CHAIN * NATIONAL BROADCASTING COMPANY

Broadcast Advertising

June 11, 1945 * Page 65
Radio Inhibited by Convention, Lacks Daring Even Though Young, Says Straus

NATHAN STRAUS, president of WMCA New York and winner within past weeks of both the Bernays and Inter Racial Film & Radio Guild awards for his program New World A-Coming, took issue with what he considers some of radio's most cherished and fostered illusions in an article in Sunday's New York Times, June 3.

Taking his first tilt at the overall question he wrote: "Radio is a young industry. I had expected it to be free from convention, without the traditions and trappings of such venerable pursuits as banking and the law.

"It was wrong. Radio is more like the bewigged barrister, following precedent to the letter, than like the daring young man on the flying trapeze.

Involve Basic Issues

"But the conventions found by a newcomer to broadcasting are not merely a matter of habits and practices peculiar to the business itself. On the contrary, they involve many basic issues which are, I believe, of real importance, if only because they concern a medium having a tremendous influence on public opinion."

Becoming more specific, Mr. Straus then commented on "one of the most prevalent traditions"—race relations. The Negro, he said, has been portrayed on the airwaves "as the lovable fool, the illiterate rascal or the old family retainer". New World A-Coming, which depicts Negro contributions to American life, has received seven awards in the little more than a year it has been on the air and Mr. Straus asks why the honest portrayal of such a vital problem "should be so widely regarded in radio as 'new' and 'unsual'."

The proposal to allow broadcasts from Congress would be prime radio material and would increase public understanding of the processes of government, Mr. Straus stated. "Thus far the Congress has not acted on Senator Pepper's resolution to permit such broadcasts, chiefly because radio as a whole has not shown the enthusiasm required," he wrote in incrimination.

Referring to the "extraordinary tradition" by which advertisers rather than stations create programs, Mr. Straus posed the question of what a newspaper editor would answer if given the following proposition: "Here is Joe McGlinch; we think he's a good columnist. You print his articles and we will pay his salary and buy an advertisement alongside his column."

Editorials by Stations?

Mr. Straus sees in agency control a threat to American broadcasting and to freedom of expression. The right of advertisers to select programs which they believe will have the proper appeal for their products definitely is not disputed in the article but it is felt that stations, just as newspapers or magazines, "should create and be responsible for the material they present to the public".

A plan to raise the standards of patent medicine advertising is asked by Mr. Straus who related the experiences his station has had in attempting a solitary approach to the matter.

Finally, he asks for reconsideration of the convention preventing radio management from voicing an editorial opinion. Although not advocating monopolizing the air with the opinions of owners, he sees no reason why a short, clearly labeled period cannot be set aside for such use. He argues that if a person is judged responsible enough to be allowed to operate a station, it seems logical that he deserves the right to use a few minutes of the broadcasting day to express his own opinions.

RMA Code

RADIO MFG. ASSN. has established a standard voluntary code system for marking and identifying manufacturers' products. System includes notation of production source and date. Code provides for assignment of a code symbol to each manufacturer.
Whether Amplitude Modulation ... Frequency Modulation ... or Television — dependability is a must for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because it stands up.

For more than thirty-five achievement-studded years ... from the Poulsen Arc to the new CBS Television Station ... Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system ...

All this, plus the war-sharpened techniques that are the result of ability and experience, combine to give you craftsmanship ... the kind of craftsmanship that builds dependability into all Federal equipment.

In AM ... FM ... TV ...

... your prime need in broadcast equipment is dependability — look to Federal for it.
DASY SERIES HIGHER IN SMALLER CITIES

THE SMALLER the city, the higher the rating of daytime programs, Cooperative Analysis of Broadcasting reports in a city-size study of daytime radio listening.

In smaller-size cities, some programs tripled or quadrupled ratings in cities of 1,000,000 or more. Results are based on summer 1944 interviews in the 81 CAB cities. Analysis will be reported three times a year.

Some of the programs, with ratings in different sized cities, follow: David Harry, from 1.8 in cities of 1,000,000 to 8.9 in cities of 50,000-100,000; Breakfast in Hollywood from 3.4 in 1,000,000 to 7.4 in cities of 100,000-500,000 and 50,000-100,000; Kate Smith Speaks from 8.4 in cities of 500,000-1,000,000 to 8.6 in cities of 50,000-100,000.

Superman was one of the few daytime programs showing a higher rating in large than smaller cities, with 3.3 in cities of 1,000,000 and over, 2.3 in 100,000-500,000.

Service to Ecuador

RADIO TELEPHONE service between the U. S. and Ecuador was established for the first time last Monday when a direct circuit was opened by the AT&T between Quito and New York. The connection makes all South and Central America within reach of the U. S. by radiotelephone facilities.

Student Award

FIRST award of $100 "for student showing most promise in radio writing, directing and producing" was given by WMAZ Macon, Ga., to Helen Farmer of Wesleyan College. Students of the college radio class have worked closely with the station during the past school year.

New York Media Men To Hear AANR Study

STUDY prepared by the American Assn. of Newspaper Representatives, titled "Daily Newspapers and Chain Radio as National Media", will be presented June 13 at the regular dinner meeting of the New York Media Men's Assn. at the Hotel Sheraton, New York. First part of the study compares audience reached by the four major networks through half-hour evening broadcasts with audience reached by a list of 266 daily newspapers published in 261 cities of 25,000 or more population.

Second section is given over to an analysis of the actual expenditures in the two media in relation to sales results and is described to be an "attempt to get away from the argumentative phases of newspapers and radio."

AFA WILL CONDUCT ELECTION BY MAIL

FOREGOING its annual convention for the second time, the Advertising Federation of America has arranged to hold its election this year by mail and will hold a restricted annual meeting in the Commodore Hotel, New York, July 11 which will be attended only by members in the vicinity.

A nominating committee has been appointed and has named 18 directors, nine to serve one year and nine for two-year terms. A list of those nominated has been mailed to all members and additional nominations may be made by return mail. Ballots will be distributed by June 20.

The chairman of the board, president, secretary and treasurer are elected by the new board after the directors have been chosen. No election was held last year but after study and legal advice it was decided to hold one this year in compliance with the organization's by-laws.

Assembling table model television sets bought by KDYL Salt Lake City before the war are Keith Hopkins (l) and Henry Lepke, KDYL technicians. Units will be used with similar console models to permit public observation of the station's experimental project.
Network Accounts

New Business
BORDEN Co., New York (milk products), on July 10 starts Borden County Fair on 180 Blue stations Tues. 7:30-8 p.m. Agency: Kenyon & Eckhardt, N. Y.

Renewal Accounts
PERALTA WINE Co., San Francisco (Monte Cristo wines), on Sept. 8 renewes Dinah Shore’s Open House on 181 NBC stations Thurs. 8:30-8 p.m. (West Coast repeat 9-9:30 p.m., PWT). Agency: Foote, Cone & Belding, San Francisco.

GENERAL FOODS Corp., New York (Borden’s Frosted Foods), on Sept. 6 renues Dinah Shore’s Open House on 181 NBC stations Thurs. 8:30-8 p.m. (West Coast repeat 9-9:30 p.m., PWT). Agency: Young & Rubicam, N. Y.

WILLIAM WRIGHT Jr. Co., Chicago (chewing gum), on June 19 for 52 weeks renues What’s Your Idea on 18 MBS stations Fri. 11:45-11:55 a.m. Agency: Young & Rubicam, N. Y.

Net Changes
CHARLES E. HIRES Co., Philadelphia (root beer), on June 17 shifts Hiress Icebox Polites on Blue stations from Wed. 10-10:30 p.m. to Sup. 6:30-7 p.m. Agency: N. W. Ayer & Son, N. Y.

STANDARD BRANDS Inc., New York (Tenderest Tea, Royal golden desert), on June 28 discontinues One Man’s Family on 173 Blue stations P.M. and July 15 shifts to 134 NBC stations Sun. 3:30-4 p.m. Agency: Walter Thompson Co., N. Y.

PACIFIC COAST BORAX Co., New York (Borax Soap), on June 29 shifts Death Valley Sheriff from 28 CBS stations Thurs. 3:30-4:55 p.m. to 180 Blue stations Fri. 3:30-4 p.m. Agency: McCann-Erickson, N. Y.
MAIL POUCH TOBACCO Co., Wheeling, W. Va., June 27 replaces Countertop with The Sportmen’s Club of the Air on 176 Blue stations Wed. 6:30-7 p.m. Agency: Walker & Downing, Pittsburgh.

DELWARE, Lackawanna & Western Coal Co., New York (Blue Coal), on Sept. 9 for 39 weeks renues The Shadow on 26 MBS stations Sun. 3-3:30 p.m. Agency: Ruthefrau & Ryan, N. Y.

BORDEN Co., New York (milk products), having shifted Jerry Wayne Show July 6 from 180 Blue stations Sun. 7:30-8 p.m. to 181 CBS stations Fri. 7:30-8 p.m. on Sept. 28 or Oct. 5 replaces Jerry Wayne Show on Ginny Simms Show, CBS Thurs. 7-8 p.m. Agency: Young & Rubicam, N. Y.

McCALL RESUMES
NBC NEWS POST
FRANCIS McCALL has resumed his duties as manager of operations of NBC’s news department, with headquarters in New York, William F. Brooks, NBC director of news and special events, announced last Thursday. Plans for a meeting of NBC division news directors in New York June 18-21 to coordinate national and regional coverage plans for the coming years were also announced. NBC plans to supplement its coverage from press services with more direct reporting from its own staff, he said. Mr. McCall, who will lead some of the clinic sessions of next week’s meeting, left 15 months ago to handle special assignments in Europe and the Pacific area. Adolph Schneider, NBC news editor, who has been handling Mr. McCall’s duties, as acting manager, has been promoted to assistant manager of operations of NBC news.

Broadcast of Wire News Mandatory
RADIO NEWSMEN should not hold up any press association story, even though it may be unofficial at time of its broadcast, according to Robert E. Kintner, Blue network vice-president, who last week briefed network correspondents and editors on the job before them in covering the Pacific war and world news elsewhere.

“If a press association sends through a story, I think radio should put it on the air, whether it is or isn’t confirmed by official sources,” Mr. Kintner said. “Naturally, though, broadcasters should credit the source of the story and tell the public that there has been no official confirmation.”

Mr. Kintner said the war in the Pacific will be more difficult to cover from the standpoint of making listeners understand and evaluate its scope.

Norwich News
AFTER more than a year out of radio advertising, Norwich Phoenix MacAl, Norwich, N. Y., on June 18 for Pepto-Bismol starts three-weekly sponsorship of the Arthur Hale newscasts, a Mutual cooperative program, on KCKN Kansas City. Contract for 13 weeks was placed through the offices of C. Gumbinner Agency, New York. Company intends to expand its radio activities but has no definite plans.

---

DAVIES COMMENDS
HOWARD FRAZIER
SERVICES of Howard S. Frazier, NAB Director of Engineering, in recruitment and training of technical personnel for OWI overseas operations were praised last week by Elmer Davis, OWI director.

Assistance accorded, Mr. Davis said in a letter to Mr. Frazier, helped the agency “to solve one of our most difficult recruitment problems” and “greatly speeded up” OWI overseas radio operations.

Mr. Frazier has been on part-time loan to OWI since last November.

ASF Series
STARTING DATE of the new Army Service Forces series on the Blue Network [BROADCASTING, May 28], has been shifted to June 21, and will be heard Thursday, 10-11:30 p.m., and not Monday, as originally scheduled. Title is now tentatively set as Music for Toglo.

Straight into the Homes that make your Markets-

-90 WIBW

Personalities

Markets are made up of people... individuals who have to be sold singly. That’s the kind of selling WIBW does best! Every day, dozens of friendly personalities visit our five million listeners in Kansas and surrounding states. Because the welfare of each individual is dependent upon agriculture, the talk is about weather, crops, livestock and markets, as well as advertised products. Low-pressure selling? Maybe! But it has been getting outstanding results for two decades. And with Uncle Sam forecasting a “super” Kansas wheat crop, 1945 should set new sales records for WIBW advertisers. Let us show you how to sell this five-state market by selling the INDIVIDUAL!
FCC Decision in WINS Sale Is Seen As Indicative of Attitude on Prices

DECISION of the FCC in the proposed sale of WINS New York by Hearst Radio Inc. to the Crosley Corp., Cincinnati, now designated for hearing on June 27, is expected to reflect the Commission's future attitude toward station sale prices, it was learned last week.

Since late last year a big question mark has hung over the Commission with reference to its authority to control sale prices of stations. Still unanswered are letters transmitted to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee asking Congressional guidance in the matter of sale prices.

Marks was elevated to the post of assistant to the general counsel last April when Rosel H. Hyde was made general counsel.

Send Top Man

Normally a member of the broadcast division legal staff is assigned to represent the Commission at such hearings. On occasion, when the case warrants, the assistant general counsel in charge of broadcasting takes over. In the WINS hearing, the Commission designated its top man to conduct the case.

Fourteen issues have been designated for hearing [Broadcasting, April 16]. These include the value of the physical assets of WINS, value of its going-concern or goodwill, elements that entered into a determination of the purchase price, whether any consideration is being paid for the frequency and whether any portion of the consideration is assignable to the owner's outstanding construction permit to operate with 50 kw.

Standard Proposal Is Given Approval

RTPB Panel 4 Files Only Broadcast Appearance

TWINVE notices of appearance for oral argument on proposed allocations below 25 mc were filed with the FCC last week, while three others expressed satisfaction with the proposed allocations [Broadcasting, May 28].

Panel 4 of the Radio Technical Planning Board, of which Howard S. Frazier, NAB director of engineering, is a chairman, filed the only appearance on behalf of broadcasting. All others involved other than broadcast services, such as police, forestry, industrial heating, etc. RTPB Panel 2 on allocations, headed by Dr. C. B. Jolliffe of RCA Victor, entered a "no appearance" letter. Twenty-five copies of all briefs must be filed with the Commission by June 13.

RTPB Panel 4 on Standard Broadcasting had recommended that the FCC consider extending the standard band to 850 kc to provide three additional channels. Results of studies covering the possible extension to the 900-400 kc band for high-powered clear-channel stations, also were given the Commission during hearings.

Oral argument is scheduled on allocations below 25 mc for 10:30 a.m., June 20. Appearances are:

RTPB—Panel 4; Panel 12, Committee 1, 3, 6; Society of Plastic Industry; Panel 12, Committee on Industrial Heating Applications; Panel 4, Lorain County Radio Corp., Columbus, O.; RTPB Panel 8; California State Advisory Committee to the Governor; Tropical Radio Teleg. Co.; American Waterways Operators Inc.; RCA.

RTPB Panel 10 and Committee 2 of Panel 13 expressed satisfaction with the proposed allocations.

"Club" Anniversary

BLUE’S Breakfast Club, Monday through Saturday, 8-9 a.m. (CWT) will celebrate its 12th anniversary June 22. On that day the program will originate in Sheboygan, Wis., home town of Don McNell, m.c.
"The following is electrically transcribed..."

"Rinso-White! Rinso-White!
Happy little washday song..."

How are great commercials born? Rinso's happy little wash-day song was born in the woods. An advertising man, trying to get away from it all, listened raptly to the song of a bob-white—the special three-note call Bob uses to sell himself to his mate. "Golly," said the ad man, "why couldn't we..." And the rest is soap history.

Rinso "spots" are cut on PRESTO discs. Most important transcriptions are. For recording engineers know that PRESTO discs give finer results with less margin for error—actually perform better than most of the recording equipment on which they are used. That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

- Less Surface Noise
- No Distortion
- Easier on Cutting Needle
- No Fussy Needle Adjustments

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

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada
WPB to Lift Bans

(Continued from page 15)

nouncing the FM allocations delay, the report contained this statement with reference to AM, FM and television transmitters and receivers:

"Information furnished the Commission by the WPB indicates that the industry will not resume production of such equipment in 1946 or even in the first part of 1947 unless Japan capitulates. Moreover the WPB has advised the Commission that it will endeavor to give 90 days advance notice in the event there is any change in this prediction. In the event that there is a change in the war situation and if it becomes important for manufacturers of FM equipment to have a final decision one way or the other, a decision will be rendered at that time based on all information then available."

Change Taking Place

Already that "change in the war situation" is reported taking place. As for the 90-day advance notice in which we foresaw that much of a lull before construction could commence, Mr. Small said:

"Certainly I don't think there will be any 90-day lull. If we had V-J Day we'd tell the Commission instantly. We told the FCC that if the military demand changes we would be given a 90-day notice of the impact, if at all possible. I'm not so sure that condition hasn't changed."

Mr. Small qualified his remarks, however, with the assertion that as long as components are tight, there will be no easing of controls. And components at the moment are tight.

Mr. Krug's testimony before the Appropriations Committee gave every indication that V-J Day will put the WPB's job is concluded, except for compiling records to "make it clear for the future what the WPB did and how it did it". In a direct statement he said: "I want to assure you that WPB controls will not be kept for a single hour longer than they are needed to support the wartime military and war-sustaining civilian economy and, in the case of each control, when that time arrives, the board will get out of the way of business."

He testified that of 420 controls, already 100 had been lifted. (Since his testimony several more have been lifted or eased). Chairman Krug asserted that plans of industry are "much further advanced than most people think, or than industry will admit, particularly in large industries with responsibility for large employment."

L. & M Renew


SMEC Asks Code Cover Copy Style

Hayes Announces Personnel Of New Subcommittees

NAB CODE should provide for the manner of presentation of radio copy as well as the wording of the copy, according to a resolution adopted by the Sales Managers Executive Committee. Arthur Hull Hayes, general manager of WABC New York and SMEC chairman, reported last week. Mr. Hayes also announced the personnel of three subcommittees authorized at the recent SMEC meeting in San An- tonio.

Subcommittee to study a procedure to establish an advertising agency recognition board: Stanton P. Kettler, WMN Fairmount, West Va.; chairman; James V. McConnell, NBC; Harold Sander- land, KFAB Lincoln; William Doerr Jr., WEIR Buffalo.

Subcommittee to study the implications of the policy of complete disclosure of audience measurement information: Frank Webb, WGL Fort Wayne, Ind., chairman; Henry J. Christal, J. R. Petry & Co.; Howard S. Meighan, Radio Sales; Sam Bennett, KMBC Kansas City.

Subcommittee to study the block selling of time to brokers for re- tailing to different advertisers: John Cutler, WSJ Atlanta, chairman; J. W. Knodel, Free & Peters, Chicago; Ben Laird, WOSH Osh- kosh, Wis.; Ken Church, WCKY Cincinnati.

Walgreen Show

ONE of the most ambitious programs in radio, both from the standpoint of talent and time cost, the Walgreen Birthday Party, will be aired by transcription on 148 stations coast to coast, wherever there is a Walgreen store, the week of June 17. The full hour program features Bing Crosby, Abbott and Costello, Rise Stevens, Paulette Goddard, Rochester, Don Wilson as m.c., Carl Holff and his orchestra, the Andrews Sisters and announcer Ken Niles. Program was trans-cribed in Hollywood under the direction of Schwimmer & Scott, Chicago agency handling Walgreen account.

AIP

WSNY, Schenectady, N. Y.

our entire news staff joins me in congratulating you on the splendid job you are doing.

George R. Nelson, General Manager.

available through

PRESSASSOCIATION,INC.
50 Rockefeller Plaza
New York, N.Y.

Page 72 • June 11, 1945
Thank you, KMPC...

CASA CUGAT
15 min. . . . 156 programs

JAM SESSION
15 min. . . . 156 programs

SONGS OF PRAISE
15 min. . . . 156 programs

MANDRAKE THE MAGICIAN
15 min. . . . 156 programs

SAGEBRUSH SERENADE
15 min. . . . 156 programs

RHYTHM RANGE
15 min. . . . 26 programs

IRENE WICKER—
THE SINGING LADY
15 min. . . . 52 programs

STRANGE AS IT SEEMS
15 min. . . . 26 programs

FOOTPRINTS ON THE
SANDS OF TIME
5 min. . . . 104 programs

FIRESIDE TALES
5 min. . . . 26 programs

ONCE UPON A TIME
(MAUREEN O'SULLIVAN)
5 min. . . . 26 programs

What you say about “Footprints”
is also true of ALL the new...

WORLD FEATURES

"A SHOW FOR YOUR MONEY"

WORLD BROADCASTING SYSTEM, INC.
711 Fifth Avenue, New York 22, N. Y.

A subsidiary of Decca Records, Inc.
NEW YORK • CHICAGO • WBS HOLLYWOOD • WASHINGTON
Florida Court Upholds ASCAP's Right to Stay

REPORT of Special Master James Messer, Jr., of Florida that ASCAP's operations within the State do not violate the Florida statutes has been upheld by Judge W. May Walker of the Circuit Court of the Second Judicial District of Florida. Decision found that "ASCAP is not a price-fixing combination and is not prohibited from doing business in Florida." A defendant, with BMI and SESAC, in a suit brought by State's Attorney General, J. Tom Watson, charging infringement of the Florida statute, ASCAP obtained a separate hearing.

Mrs. ALCOTT SAFE
Wife of WCAU Commentator
Freed From Japanese

CARROLL ALCOTT, WCAU Philadelphia commentator and Far East authority, has been informed by Gen. MacArthur's headquarters that his wife, after internment by the Japanese for three years, has been liberated. She is expected to arrive in the States within three months.

MRS. ALCOTT, a White Russian, left Shanghai for San Francisco just before the war began. Her ship was trapped in Manila by the Japs shortly after Pearl Harbor. She has never been in the U. S.

FBI Recovers FCC Documents

DOCUMENTS from the FCC were among those allegedly stolen by six persons arrested by the FBI last week on charges of conspiring to violate the Federal Espionage Statutes. Ranging in classification from "restricted" to "top secret," the papers recovered by the FBI also were from the Departments of State, War and Navy and the Office of Strategic Services and War Information.

The FBI would not disclose the nature of the documents but it was learned at the Commission that they apparently were Foreign Broadcast Intelligence Service analyses of propaganda broadcasts which are prepared for government agencies and classified as restricted.

Those arrested include the co-editors of the magazine Amereasia which published information from the documents, Philip Jacob Jaffe and Kate Louise Mitchell; Mark Julius Cayan, nationally known writer who used some of the material in his articles; two State Dept. employees, Emanuel Sigurd Larsen and John Stewart Service; and L. Andrew Roth, USNR, retired from active duty since the beginning of the year. All six have considerable personal knowledge of the Far East and were engaged in work on the subject.

The section of the law they are charged with violating covers unauthorized possession or transmission of national defense data. The maximum penalty is two years imprisonment and $10,000 fine.

Zenith Export Plans

ZENITH RADIO Corp., Chicago, has plans for a new line of receivers for export trade, to be in production within a few weeks after government restrictions on civilian manufacturing are lifted. New radios will incorporate many of the developments made during production of military apparatus, according to E. E. Loucks, sales manager of the firm's export division. American Steel Export Co. is Zenith export agent.

Even Better Business Coming
in South Bend!

Sure, business has been good in South Bend...scores of booming war plants have taken care of that! But what's coming after the war? A staggering backlog of orders for automobiles, automotive equipment, sewing machines, radios, washing machines, rubber footwear, farm machinery, clothing, fishing tackle and other nationally famous items of peace time goods made in South Bend will keep this war production center humming with a C.E.D.-predicted 122% employment! And that isn't all—

Work is waiting for returning veterans! Bond buying is breaking previous records! Banks are bulging with record deposits!

Yes, things have been humming in South Bend, but they'll be humming even MORE—after the war!
We'll be helping to bring you Television

We in the Bell System now furnish the networks for radio and we'll be on the job with networks for the transmission of television, too.

Those networks may be of wire or coaxial cable or micro-wave radio-relays.

Networks and transmission are the Bell System's part of television's future. They are right down our alley.

Listen to "The Telephone Hour" every Monday evening over NBC.
Raytheon Granted Broadband Relays

FURTHER experiments looking toward a nationwide microwave relay system were given FCC approval last week when the Raytheon Mfg. Co. was granted construction permits for five broadband experimental relay stations in the East. Permits authorize experimental Class 2 point-to-point stations to develop "new techniques for the transmission and relaying of high definition and color television programs, high-fidelity FM programs, and telegraph, telephone and facsimile communications," said the FCC release announcing the grants.

Development of aeronautical safety communications, aircraft traffic control and an automatic reporting service on positions of aircraft which would be provided simultaneously with transmission of FM and television programs and other point-to-point communication also is provided. Multiple relay transmission in the higher frequencies has been used effectively by the military forces.

Raytheon's station, to be operated with 100-watt maximum power, will be assigned frequencies by FCC Chief Engineer George F. Adair. They will be located at New York, Lexington and Webster, Mass., Bristol and Tolland, Conn. The system proposed is similar to those now being built in Boston and New York by the AT&T and in Washington, New York, Schenectady, and New Scotland, N. Y.

International Business Machines Corp. and General Electric Co. Federal Telep. & Radio Corp., subsidiary of ITT, previously received grants for three Experimental Class I stations in New York to develop radio relay systems, and to Western Union for a chain of four broadband stations between New York and Canada.

PREDICTIONS that within five years after the war television will be extended to more than half the population and that FM within a decade will replace AM broadcasting, except for a "few clear-channel and other AM stations serving primarily rural areas," are contained in a 400-page report of testimony given by the subcommittee on War Mobilization of the Senate Military Affairs Committee.

Signed by Sen. Harley M. Kilgore (D.-W. Va.), the report covers wartime technological developments and devotes more than two pages to communications, mostly broadcasting. Before nationwide television can be a fact a system of relays must be created, the report stated, concluding that "perhaps the most likely development is a combination of (coaxial) cable and relay stations." Development of a new tube "which would greatly simplify the functions of such relay stations" was announced last year, the Committee said.

In Senate Group's War Report

"In addition the new Craig television system, still in the experimental stage, would make possible the transmission of television signals near the regular longwave broadcast band and would eliminate the problem of relaying, provided the conventional AM circuit were retained for the audio signals," the report added.

Establishment of a nationwide network for FM will involve a "relaying problem similar to that in television," according to the report. "The distribution of ownership of important patents among several separate owners, including the Government, may be an obstacle to rapid development of a unified system," the Senate report concluded. "Nevertheless it is freely predicted that, except for a few clear-channel and other AM stations serving primarily rural areas, FM will replace AM broadcast within a decade after the war."

Depend on Prices

Postwar expansion of both television and FM will depend on prices for receivers, the report concluded. In general, postwar prices may be higher than those of comparable prewar models.

The report also touched on the walkie-talkie as a useful instrument of communications for railroads and other businesses, facsimile, and transoceanic radiotelephony. But the Committee saw little future for facsimile except for commercial or government purposes. Said the report:

The widespread use of facsimile in the home to reproduce newspapers and the like, by a broadcast from a central point, is unlikely to develop in the near future.

Serving with Sen. Kilgore on the subcommittee are these Senators Thomas (Utah), Johnson (Colo.), Murray (Mont.), Democrats; Beck withcom (W. Va.), Wilson (La.) Republicans.
THREE radio newsmen—two foreign correspondents and a Washington commentator—have been selected to receive the National Headliners Club medal awards for outstanding news performances during the past year. Awards in 15 categories will be presented at a luncheon Saturday [June 16] during the club's 12th annual meeting in Atlantic City.

George Hicks, Blue, will receive the award for best spot news broadcast of the year for his description of an enemy air attack on the invasion fleet, made under fire from the deck of an American ship on D-Day night. Recorded on film which was flown to London for broadcast to America, his eye-witness on-the-scene account was broadcast and rebroadcast by all four networks who received it under the Army pooling plan.

Award for the outstanding foreign exclusive broadcast goes to Bill Downs, CBS, for his vivid account of the surrender of the German armies in northern Germany, Holland and Denmark to Field Marshall Montgomery in Hamburg. Only radio reporter with Montgomery's forces, Downs' broadcast on CBS was the first description of the surrender.

Mr. Downs, Mr. Hicks, Mr. Baukhage Downs, Hicks, Baukhage Win Headliners Club 1945 Awards Recognition in 15 News Categories to Be Given Winners at 12th Meeting, June 16

Best domestic news broadcast was adjudged the description of the funeral services for Franklin Delano Roosevelt at Hyde Park, broadcast a few minutes after the ceremony by H. R. Baukhage, Blue commentator, who receives the award in this category.

Other headliner 1944-45 awards will be made as follows: Most consistent foreign news coverage, Frederick Kuh, Chicago Sun. Best foreign news story, James Roper, UP, for his report on the execution of Benito Mussolini. First with biggest domestic news story, Arthur Herman and Arthur Hechten, INS, who sent the first wire services news of President Roosevelt's death. Best domestic news story, Merriman Smith, UP, for his coverage of the President's death.


Warner Spots WARNER Bros. Pictures, New York, is conducting a heavy spot campaign for the New York opening of "Rhapsody in Blue", and will use spot radio in the Fall nationally as the film opens in other cities. New York schedule started June 6 and will continue for three weeks, averaging from 20 to 25 commercials weekly per station. List includes WOR WJZ WABC WINS WMCA WHN WNEW WEVD. Transcriptions feature Gershwin music.

WJBC Shift Granted CONSENT was granted by the FCC last week to WJBC Bloomington, Ill., for involuntary assignment of license from present owners to a new partnership of the same individuals but excluding from partnership title the name of Dorothy Charlotte McGregor, deceased wife of Arthur Malcolm McGregor, co-owner and manager. Other co-owner is Hugh I. Gately, commercial manager.

Herzog and Winnie Get Journal Co. Promotions EXPANDING its radio activities the Journal Co., Milwaukee, licensee of WTMJ and WMFM, last week promoted two executives and set plans for future development. Walter J. Demm, vice-president and general manager of the Journal Co.'s radio interests, announced.

Mr. Herzog, who has been manager of WTMJ and WMFM, the FM adjunct, on June 6 became assistant general manager of radio, and Russell G. Winnie, veteran sportscaster, was made manager of the two stations.

Mr. Herzog will divorce himself, except in an advisory capacity, from day-to-day operation of WTMJ and WMFM and will specifically devote the major portion of his time to developing the company's television plans. Mr. Winnie will take over supervision of WTMJ and WMFM.
OPA Moves to Set New Parts Prices

Ceilings May Affect Postwar Retail Determinations

FIRST STEPS toward establishment of ceiling prices for new radio sets will be taken this week when a group of accountants from the manufacturing industry meets with OPA officials to draw up a survey for obtaining data required in fixing radio parts prices.

Decision to hold the meeting was announced by OPA after a conference last Wednesday with the Radio Parts Industry Advisory Committee which discussed the question of ceiling for new components which are to come into production soon under recent WPB relaxations [Broadcasting, May 7]. The agency stated the prices established for about 400 domestic set parts "may play an important role in the determination of ceiling prices for postwar domestic radio sets".

Quizzed the Deaf

ART WALLBERG, WAAB
Boston quizzer, conducted a quiz for 50 members of the Worcester Hard of Hearing League. Each quizzer used a mike connected to hearing aids. They were quick on the answers and also practiced lip reading during Wallberg's talk and quiz.

OPA explained that the purpose of the meeting is to arrive at a new formula for computing prices on components which have been out of production for some time and because of which revisions from original ceilings will be in line.

Until new ceilings are established, it was learned, existing ceilings will apply to any new parts which may become available. New sets are presently under ceilings based on price levels of March 1942.

LATOURETTE HEADS BLUE COAST NEWS

FRANK LATOURETTE, head of the American-Blue San Francisco news & news features department, has been promoted to western division manager of the department, succeeding Henry Orbach, resigned, G. W. (Johnny) Johnstone, network news & news features director, announced on the West Coast.

With San Francisco the clearing house for Pacific war theater news, LaTourette will continue headquarters there, division operations having been shifted from Hollywood. George Lewin, American-Blue night news editor, has been transferred from New York to head the Hollywood newsroom.

Network listening post, which monitored Radio Berlin and stations in European occupied countries, is being moved from New York to San Francisco to concentrate on Japanese broadcasts.

Eisenhower Coverage

(Continued from page 18)

decided on its policy. Blue and Mutual await announcement of hours involved.

WNET, NBC's New York television station, will telecast city ceremonies to the New York area and cover via films the June 18 ceremonies in Washington. British Broadcasting Corp. has arranged to describe the New York reception for broadcast in London.

After the New York ceremony Gen. Eisenhower will go to Abilene. It is understood Capt. Butcher will accompany him. Following the Abilene homecoming the General will take a rest.

Met Wednesday

Late last week Col. Edward M. Kirby, chief, Radio Section, Bureau of Public Relations, was drafting a reply to complaint from 10 New York stations about coverage privileges for homecomings. The stations met Wednesday at the office of Dave Driscoll, WOR's news and special events director, who had twice been turned down on requests for either live or recorded interviews with two generals. Aside from WOR, New York MBS outlet, other network stations or networks were not represented.

Main protest was that radio is not allowed to record voices of returning heroes in New York despite the fact that newspapers and newsmen are given "almost free rein".

Col. Kirby stated that radio is in no sense discriminated against and that the long-established policy is being followed. Radio is admitted to press conferences, he said, but is not permitted to broadcast the proceedings because of the spontaneous nature of the questions and answers and the element of security involved. The Army definitely distinguishes between a prepared broadcast and a press conference.

He ascribed failure to permit all New York stations to have their own interviews during the welcome for Gen. Omar N. Bradley to sheer lack of time to arrange separate broadcasts.
P&G Listens

(Continued from page 18)

Ramsey explained: "When a long run show drops, it doesn't necessarily mean that something's wrong with the show."

On the other hand, taking a show off the air too soon might mean a serious mistake, he said. "There have been many casualties that could have been successes had the sponsors stuck by them just a little longer," he asserted.

As for pioneering, P&G has done its share of that, too. History will record that NBC was the first nationwide network. But it also will show that P&G broadcast the first commercial network program some years before NBC existed. In 1923 P&G sponsored Crisco Cooking Talks on WEAF New York.

P&G officials had been to New York to see the premiere of their new radio production. They were enthusiastic. They felt that if the program could be broadcast elsewhere it would have good acceptance. Permission was granted to link up WEAF with KDKA in Pittsburgh and WGY Schenectady. P&G took care of the details, assisted by the late Graham McNamee, then with WEAF. Thus was broadcast one of the first network programs in history—and a commercial, too.

Another pioneering feat of P&G was the 5-a-week strip begun in November 1930 [BROADCASTING, June 4]. Another was the Gibson Family, which went on the air Sept. 15, 1934. That program, publicized as the "new art form," was an hour's musical comedy in which new songs by Howard Dietz and Arthur Schwartz were introduced. The songs were written especially for the program. Out of it came several hit tunes.

Procter & Gamble spent $10,000 for talent alone—the firm's first big investment in talent. It was a good show and sold Ivory soap, but it was difficult to continue with any great success. The program was discontinued after 39 weeks.

Not all programs have to be created by the sponsor or its agency, Mr. Ramsey will tell you. Many stations have sustaining shows which already have audiences and which make good commercial timber. Such a case was Vic & Sade, a show written by Brulon and on NBC as a sustainer. P&G bought it from the NBC Artists Service in November 1934 for Crisco. The program remained on the air until September last year.

From March to May 1937 Vic & Sade was on the air nights during a campaign for Ivory soap, in addition to its regular presentation for Crisco. Of the program the late Hendrik Willem van Loon said: "I consider Vic & Sade the finest folk writing being done in America today."

Although the major portion of P&G's radio budget goes for network programs, the company spends $700,000 annually for spot

Colgate Discontinues
COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap, tooth powder), on June 30 for eight weeks discontinues the Judy Canova show on 138 NBC stations Sat. 10-10:30 p.m. Agency is Ted Bates Inc., New York.

And for radio advertising that pays off in results, hire KCKN to deliver your sales messages to Kansas Cityians. KCKN, and only KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Cityans look to KCKN for the kind of radio entertainment they like—day and night, all night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power without the rate penalty of outstate coverage.

Contact your nearest Capper office for availabilities.

AFRA Wins 16% Pay Increase on WXYZ
AFRA talent on the Lone Ranger, Green Hornet, Ned Jordan and Challenge of Yukon shows which emanate from WXYZ Detroit have been granted a pay increase of 16% retroactive to April 18, 1944 by a decision of the 6th Regional Labor Board, reversing the recent recommendation of the WLB panel. Decision also included grant of special talent fees to staff announcers when they are specifically requested by sponsors or agencies.

AFRA members are now deciding whether to hold a convention in 1946 and will vote by mail ballot on the issue on June 15. Since the ODT has requested that unnecessary travel not be resumed, it is unlikely that a convention will be held. However regional meetings may be held in Chicago and Los Angeles as an alternative.

WALV Now WLEE
THOMAS G. TINSLEY Jr., operator of WLEE Baltimore and holder of a construction permit for a new station in Richmond, Va. [BROADCASTING, May 7], will commemorate the famed Lee family of Virginia by using the call letters WLEE. Originally assigned the call letters WALV, Mr. Tinsley last week was authorized by the FCC to change the call to WLEE. The station will be dedicated in the near future to the memory of the Lees. It operates on 1450 kc with 250 w power.

Hunt Available
FRAZIER HUNT's news commentary, scheduled to start on Mutual 9-9:15 a.m. June 11, becomes available for local sponsorship on July 9, Bert J. Hauser, MBS director of cooperative programs, announced last week.

For Buying Power that pays off in Sales, look to Greater Kansas City

Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA.
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY.

Capper Publications, Inc.

NEW YORK 17: 420 Lexington Avenue

San Francisco 4: 1207 Russ building

CHICAGO 1: 160 North Michigan Avenue

KANSAS CITY 6: 300 Walter Building

Broadcasting • Broadcast Advertising

June 11, 1945 • Page 79
Standard, Television, Seven FM CPs Are Sought; Midwest FM Net Planned

Among new applications filed with the FCC in the past fortnight are requests for seven new FM stations (three of which are part of plans for a Midwest network), a commercial television station and a local standard outlet.

Midwest FM Network Inc., wholly owned by WGN Inc. which in turn is a subsidiary of the Tribune Co., publisher of the Chicago Tribune, seeks FM stations in Grand Rapids, Fort Wayne and Peoria on 45.9 mc with approximate coverage of 7,000 sq. mi. and individual estimated cost of $45,000.

Stations would link with WGNB Chicago, WGN FM supplement, in what is considered the first Midwest commercial FM network. Group is also applicant for FM facilities in Minneapolis and in New York, latter through the New York News, subsidiary interest, making up six FM outlets, total number permitted under one ownership by FCC. Coverage asked is: Grand Rapids 6,850 sq. mi., Fort Wayne 7,850 sq. mi. and Peoria 7,600 sq. mi.

Facilities of 250 w unlimited time on 1240 kc at Norwich, Conn., are sought by Norwich Broadcasting Co., a new equal partnership composed of J. Eric Williams, former commercial manager of WPRO Providence, R. I., and H. Ross Perkins, a Coast Guard lieutenant.

KSTF St. Paul requests 50-56 mc for a commercial television station to have effective signal radiation of 1961.

KXL Portland, Ore., seeks FM assignment of 44.7 mc with 16,300 sq. mi. coverage. Estimated cost is $34,550.

Philco Experimental

Elias Godofsky, former president, general manager and part-owner of WLW New York, is applicant for an FM station in Brooklyn to have coverage of 8,500 sq. mi. Estimated cost is $46,800. Frequency will be requested later.

WMOH Fort Hamilton, O., seeks 49.5 mc and coverage of 1,810 sq. mi. for its proposed FM outlet to cost approximately $7,800.

Unity Corp., Toledo, new firm owned by Edward Lamb, president (47%), and Stephen A. Mack, secretary (2%), attorneys, and Prudence H. Lamb (11%), seeks FM facilities of 46.7 mc and 10,224 sq. mi. coverage. Estimated cost is $59,100. Remaining interest is not yet sold.

Philco Radio & Television Corp. is applicant for a new experimental television station to operate at Springfield, Pa., on 524-544 mc with 1,000 w and special emission.

Jackson City Board of Education. Jackson, O., files for a non-commercial educational FM station to operate with 250 w in a frequency relating to overall Ohio State plan.

KCKN Kansas City requests a developmental broadcast station using power of 1,000 w on 49.9 mc and 99.8 mc, and AO and special emission.

Developmental station is also sought by WIBW Topeka, Kan., on 49.7, 49.9 and 99.8 mc with 1,000 w power and AO and special emission.

New experimental television station on Channel 2 (60-66 mc) with power of 4,000 w is requested by Earle C. Anthony Inc., KFI Los Angeles licensee.

Bar stool Cowboy from Old Barstow
Covered Wagon Rolled Right Along
Clink, Clink, Another Drink?
Little Bo-peek Has Lost Her Jeep
Pass the Biscuits, Mirandy
Siamb
Hotcha Cornya
Serenade to a Jerk
Bl 11364 Bl 11466 Bl 11530 Bl 11560 Bl 30-0818 Vic. 20-1654

Spike Jones and His City Stickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

For the complete list of BMI-licensed titles recorded by Spike Jones consult your BMI DISC DATA.

'Skids' Sell Bonds

The Quiz Kids, in a non-broadcast War Bond Show staged in conjunction with the J. N. Adams & Co., Buffalo department store, raised a total of $11,382,726 in War Bonds. Drawing power of the Quiz Kids has been built up through their Blue show for Miles Labs, a commercial television station, to have effective signal radiation of 1961.

Spike Jones and His City Stickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

Spike Jones and His City Stickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

Spike Jones and His City Stickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

Spike Jones and His City Stickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

Spike Jones and His City Stickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

Spike Jones and His City Stickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.
TROOPS of the First Army came home last Sunday, and radio—which has stayed right with them through their combat days—came home with them.

On board the Monticello, one of the four troop-laden ships which docked at New York were three radio correspondents, Jack Thompson of Mutual, George Hicks and Gordon Fraser of the American Blue. Mr. Hicks and Mr. Fraser spotted the welcoming radio boat almost as soon as it drew alongside the Monticello out in the harbor, off Staten Island. Hanging over the rail on the bridge, both correspondents shouted greetings to their colleagues aboard the smaller craft, where recordings were being made. Mr. Thompson, despite his now-famous board, couldn't be located in the crowd of soldiers lining the rails until the ship actually docked.

Radio's coverage of the landing started from the point in the harbor, with a live network broadcast on Mutual handled by Paul Killiam Jr., WOR news supervisor. Mr. Killiam's 7-minute program at 11:52 a.m. had full benefit of music supplied by a WAC band on board another small boat called the "Welcome Home" boat. Besides the color and background fill-in on the First Army's combat achievements, Mr. Killiam tried yelling to soldiers leaning out of the Monticello's portholes and managed to identify one or two men from the New York area.

From the shipside broadcast, radio men went along to the pier, American-Blue recording on film and Mutual filling in with live commentary in the hope of getting on the network live with a 1:15 p.m. description of the debarking. Timing failed on that project, however, but the network broadcast a half-hour recorded program at 11:30 p.m. Sunday night, including the complete story of the arrival and a brief interview with Mr. Thompson.

At 6:30 p.m. Sunday, WJZ New York, American-Blue key station, broadcast a quarter-hour program of interviews with men at the pier which had been recorded earlier in the afternoon by Mr. Hicks and Mr. Fraser.

NBC broadcast four minutes of description of the debarkation which had been recorded at the pier by Maj. Ted Steele, War Department, Bureau of Public Relations radio section.

KFH-WICHITA

From the Frisco Conference

The hundreds of thousands of solid folks of that solid section do not "shop around the dial" for news and comments on big events like the United Nations Conference at San Francisco. Wichita was right on the spot with her own KFH Newscaster, George Gow, giving Kansans the news they want to know and the Kansas slant they're most interested in. It is enterprising "scoops" like this that have made KFH the best liked, best believed and best listened-to station in "that solid section of Kansas' Richest Market." It all adds up to your best selling station, too!
Actions of the FCC
JUNE 2 TO JUNE 8 INCLUSIVE

Decisions...

ADMINISTRATIVE BOARD ACTIONS
JUNE 8

NEW-1400 kc Granite District Radio Broadcasting Co., Salt Lake City—Granted license to cover CP new standard station (KSSK). Licensee granted waiver Sec. 3.35 (a) and 3.60 of FCC Rules and Regulations; conditions.

NEW-1400 kc Macon Broadcasting Co., Macon, Ga.—Same (WNEX).

Unity Corp., Toledo, O.—Placed in pending file application for CP new FM station.


Oregonian Publishing Co., Portland, Ore.—Placed in pending file application for CP new commercial TV station.

Frank Katzenstein, Miami, Fla.—Same.


APPLICATIONS BY COMMISSION
JUNE 5

WCLO Janesville, Wis.—Granted license renewal for period ending 2-1-48. KARL Elk City, Okla.—Granted license renewal for period ending 8-1-48.

WLAC La Grange, Ga.—Same. KWBK Pueblo, Colo.—Same.

WFOY St. Augustine, Fla.—Same. Following stations granted license renewal for period ending 5-1-47: WNIX, KCKN, WMMP (main and aux.) KVOX, WEKZ, KKC, WRAJ, WRAW, WMH, KGOE.

Murray, St. Augustine, Fla.—Same.

New York—Granted petition for postponement of oral argument now set for July 8-10, 1948, in re application for transfer of control of WOV from Arde Bulova and Harry D. Hershel to Murray and Meyer Mester.

KFWK Pasadena, Calif.—Denied petition for partial grant of application for CP change assignment to 620 kc using 1 kw only.

WJBC Bloomington, Ill.— Granted in voluntary assign. license from Arthur Malcolm McGregor, Dorothy Charlotte McGregor (deceased) and Hugh L. Gately, d/b radio station WJBC, to Arthur Malcolm McGregor and Hugh L. Gately d/b Radio Station WJBC.

WALY Richmond, Va.—Granted authority to use call WJLE instead of WALY.

A. H. Belo Corp., Dallas, Tex.— Granted CP new portable developmental station; frequencies to be assigned by FCC, 1 kw.

Raytheon Mfg. Co., New York—Granted two new developmental broadcast stations; frequencies to be assigned by FCC; 10 kw for one, 3 kw other.

Following stations granted license renewal for period ending 5-1-47: WJRE, KCLL, WELE, WJBC, WSOY, WCLE, WJDE, WYD, WZTV, WYKE, WDR, WNN.

KFWK Shreveport, La.—Granted license renewal for period ending 5-1-47.

KTHS Hot Springs, Ark.—Same.

WMHU Chicago—Granted license renewal for period ending 5-1-47.

KNX Los Angeles—Granted license renewal for period ending 5-1-48.

KMON St. Louis—Present license further extended on temp. basis for 60 days from 7-1-48.

Conm. Durr voted for further inquiry.

Tentative Calendar...

JULY 25

WVO New York—Transfer of control (oral argument).

NBC Holds Clinic For O&O Stations
SECOND ANNUAL promotion clinic of NBC owned and operated stations was held in New York June 6-8, featuring talks by network executives and discussions of present and future promotional activities. Charles P. Hammond, NBC director of advertising and promotion, presided at the three-day meeting. Frank E. Mullen, vice-president and general manager, addressed the opening session.

Out-of-town station representatives attending were: Albert V. Cole, Mahlon Glasscock, WRC Washington; Howard R. Smith, WMJ Cleveland; Charles Phillips, KKO Denver; Emmons Carlson, WMAQ Chicago; Frank Ford, KPI Los Angeles.

Applications...

JUNE 4

1540 kc WAGM Presque Isle, Me.—CP increase 100 w to 250 w and hours to unlimited; install new trans. and antenna, change trans. site.

NEW-13-1 mc WMPR High Point, N. C.—CP new FM station amended to change call letters to WMPR from WMPR-A; WMPR, to be assigned to James E. Lambeth, James E. Lambeth Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth and Molly N. Lambeth d/b Radio Station WMPR Inc.

NEW-48.7 mc WEVD New York—CP new FM station amended to change coverage pattern to W>

NEW-1400 kc Harrisburg Broadcasting Co., Harrisburg, Pa.—License to cover CP new standard station (WHRG).

1450 kc WBFL, Richmond, Va.—License to cover CP for changes in assignment.

NEW-KCKN Kansas City, Mo.—CP new developmental broadcast station, 49.9 mc, 99.7 mc, 1 kw, AO and special emission.

NEW-WIBW Topeka, Kan.—CP new developmental broadcast station, 49.7 mc, 49.9 mc, 99.8 mc, 1 kw, AO and special emission.

NEW-WIBW Topeka, Kan.—CP new developmental broadcast station, 49.7 mc, 49.9 mc, 99.8 mc, 1 kw, AO and special emission.

NEW-FNAM Los Angeles County, Calif.—CP new experimental TV station, 1 kw, A1 emission.

JUNE 7


NEW-Tribune Printing Co., Beaver Falls, Pa.—Same.

870 kc KTBA Tacoma, Wash.—Special service authorization for 12 kw in limited time (dismission at request of attorney).

JAMES L. FLY, former FCC Chairman, will speak at the June 13 meeting of the radio group of the American Marketing Assn., in New York’s Murray Hill Hotel.

“Gosh, Ma—she allus did go for them WFDF Flint announcers."

In Boston It's

WHDH

850 On Your Radio Dial

5000 Watts Day and Night

Nationally Represented By Adam J. Young, Jr., Inc.

Broadcast Advertising
Boomerang

SO SURE was Bob Steele, WTIC Hartford sportscaster, that Mario Oeho would beat Joe Reddick in a boxing bout, that he told his listeners, "If Oeho doesn't beat Reddick, I'll sell the first edition of the Hartford Times at 1:30 Tuesday afternoon at the corner of Main and Asylum Streets." Match ended up in a draw. Steele ended up at Main and Asylum, selling papers. So many listeners came, he sold the entire stack in four minutes flat.

BLUE SHOWS WILL VISIT NEW STATIONS

A NUMBER of American-Blue commercial shows will travel to various cities throughout the country to welcome the 12 new stations joining the network June 15.

Breakfast Club, a Chicago originated show, on June 15 will come from WNAX Sioux City. Cast will travel to KRNT Des Moines for the June 16 broadcast and on June 23 will journey to WJW Racine, Wis. On June 17 the east of the Philco summer show, which usually broadcasts from New York, will visit WCOP Boston while the Mary Small-Junior Miss show will originate at WCAE Pittsburgh.

Breakfast at Hollywood will tour from Hollywood to Florida on a War Bond drive stopping off June 18 to broadcast from WBGS Miami, and on June 21-22 from WPDM Jacksonvillle. Alan Young show on June 19 originates at WFBF Baltimore. Ladies Seated will broadcast from WHEU Reading, Pa., on June 25 and on June 26 from WHGB Harrisburg, Pa.

Meet WHB's Paul Todd —

of the "Radio Todds"...our Transmitter Supervisor

The serious-looking, square-jawed slide-rule implementer in our photo with the "Swing Girl" is Paul Todd, WHB's Transmitter Supervisor, who has been a commercial radio operator since 1929 and a WHB engineer since January, 1930. Like his brother Jack Todd (formerly WHB Program Director, now manager of KANS, Wichita), Paul comes from Shenandoah, Iowa...worked during his school years at KMA and KKF...and, later, at WMT in Waterloo.

In 15 years at WHB, Paul has exhibited unfailing interest in the technical perfection of programs which make this station unique. He's done his bit toward the war effort, too, as president of company manufacturing quartz crystals for the U.S. Army Signal Corps.

Ask him today about the current shows on WHB which intrigue him most, and he'll tell you about these three:

'SONG AND DANCE PARADE,' with RUSH HUGHES. A full hour of popular recordings, broadcast Mondays through Saturdays at 7 p.m. with popular Rush Hughes of KWW as master of ceremonies. This program has a 41% over-the-top popularity in the October-February survey...and is on its way up.

'THE FIRST FIVE,' with RUSH HUGHES. Kansas City's "best seller" record, as reported daily by leading retailers—topped only by their "polter mondays," some fascinating and rhythmic "extra," and the voice of Rush Hughes, Forty-five minutes nightly. Monders through Saturdays at 11:15 p.m. Ask Don Davis for participation availability.

'MARY JANE ON PETTICOAT LANE,' daily half-hour shopping program, with style news and music. Features merchandise offered by stores and hopson Kansas City's famous "Petticoat Lane." Spots available for minute transcripts about products used by women. Mondays through Fridays, 11:30 a.m. to 12:00 noon.

If you want to sell the Kansas City market, WHB is your happy medium.

For WHB Availability, 'PHONE DON DAVIS

at any of these 'SPOT SALES' offices:

KANSAS CITY...Scarritt Building...Harrison 1161
NEW YORK CITY...400 Madison Avenue...El Dorado 5-5040
CHICAGO...360 North Michigan...Elgin 6-8520
HOLLYWOOD...Hollywood Blvd. at Cosmo...Hollywood 3148
SAN FRANCISCO...5 Third Street...EBrook 3558

KEY STATION FOR THE KANSAS STATE NETWORK

Kansas City — Wichita — Salina — Great Bend — Emporia
Missouri — Kansas — Kansas — Kansas

SELL

The Rich, Central Missouri Valley

OMAHA

Concentrated Coverage
Low Rates
Promotion Helps

in a market equal to half the people, two-thirds the buying power of the entire state of Nebraska.

General Manager, PAUL R. FRY
National Representatives, SPOT SALES, Inc

BROADCASTING • Broadcast Advertising

Last two 8-minute splits per hour, at 10 minutes after and 20 minutes before the hour, for the regional bureaus. (The regional and state splits offered on the current wires come at 1-15 hour intervals.) Splits every half-hour or every hour would keep radio news up-to-date. States with so many stations subscribing that a state split becomes desirable, could be provided with state bureaus, which could use one of the splits during the hour, leaving the other for the more important district news. The regional bureaus should be set up so that a responsible editor would be on duty 24 hours a day.

The special correspondents in key cities where there are no bureaus could phone or overheard their news stories to the regional bureaus, and also furnish typewritten local and area news stories to the stations in their own cities and immediate vicinity. They could be provided with bureau teletypewriters later if necessary; and they should have facilities that would permit them to make remote broadcasts.

Here's a tentative outline for bureaus and correspondents in the United States:

DOMESTIC BUREAUS: Washington, New York, Boston, Philadelphia, Pitts-burgh, Atlanta, Chicago, Detroit, Cleveland, Cincinnati, Minneapolis, Paul, St. Louis, Kansas City, New Orleans, Houston, Denver, Salt Lake City, Los Angeles, San Francisco, Seattle.

DOMESTIC CORRESPONDENTS: Buffalo, Albany and Rochester, N. Y.; Trenton, N. J.; Wilmington, Del.; Harrisburg, Pa.; Baltimore, Annapolis; Charleston, W. Va.; Richmond, Va.; Charlotte and Raleigh, N. C.; Columbus, S. C.; Miami; Tallahassee; Birmingham; Montgomery; Jackson, Miss.; Nashville; Memphis; Louisville; Frankfort; Columbus, O.; Indianapolis; Springfield, Ill.; Lansing, Michigan; Milwaukee; Madison; Des Moines; Bu- nierd, N. D.; Pierre, S. D.; Omaha; Lincoln; Jefferson City, Mo.; Oklahoma City, Topeka; Oklahoma City; Tulsa; Little Rock; Dallas; Ft. Worth; Atlanta; San Antonio; Baton Rouge; Santa Fe; Phoenix; Reno; Carson City; Helena, Mont.; Cheyenne, Wyo.; Holly- wood; Portland; Portland, and Salem, Ore.; Olympia, Wash.

Here's a tentative outline for foreign bureaus and correspondents:

FOREIGN CORRESPONDENTS: Dubu

OMAHA

The Swing is to WHB in Kansas City

The Swing is to WHB in Kansas City

June 11, 1945 • Page 83
Help Wanted

First class engineer wanted for 250-watt Indiana, Blue Network station, permanent job for right man. State full particulars, salary expected, etc. Box 1, RADIO BROADCASTING.

Wanted—Young chief engineer wanted immediately. Send full particulars, samples of work and postwar plans, etc. Box 750, BROADCASTING.

Wanted—Veteran first class license holder for transmitter, studios and newscast. Salary, liberal, depending on experience. Send complete resume postmarked immediately. Box 750, BROADCASTING.


There's an opening at KXSM, NBC affiliate, Paso, Texas, for a first-class and efficient chief engineer. We're the dominant station in our area (see our Hooper) and we're looking for a man of real ability to help us carry on the well-heeled southwestern. We offer a fine opportunity, one position. Application must be accompanied by resume. Box 750, BROADCASTING.

Wanted—Experienced continuity writer. Must have good background in both commercial and dramatics. Box 750, BROADCASTING.

Wanted—Two male operator-announcers. Holding first, second, or third class license. Must have good experience and postwar plans, etc. Box 750, BROADCASTING.

Wanted—Man with newspaper writing experience who can do microphone work as newscaster. Excellent conditions. Send resume to Box 777, BROADCASTING.

Midwest network affiliate wants first-class newscaster. Must be able to write, deliver copy and ad-lib. Salary competitive. Excellent opportunity. Box 766, Radio BROADCASTING.

Texas station desires junior announcer. Reply all. Box 666, BROADCASTING.

Wanted—Good announcers for metropolitan southern city. Station plans include programs and special improvements and production. A good man with several years experience and ability to present earnings plus future progress. Especially need man with sports and record—jockey experience. Rush reply to Box 777, BROADCASTING.

Midwest network affiliate wants first-class newscaster. Must be able to write, deliver copy and ad-lib. Excellent opportunity. Box 766, Radio BROADCASTING.

Wanted—First-class engineer for Blue Mountain, Texas, key station. Must do a good production job. Send short description, etc. Box 52, Leavitt, General Manager, KFAP, Fort Worth, Texas.

Young continuity writer interested in postwar job. Send details including age, education, and experience. Box 724, WABASH.

Assistant chief; engineer wanted. Forty hours per week with opportunity for advancement with live wire Blue Network. Good conditions, congenial surroundings. Call or write Paul Lindsay, 1365 S. Michigan Ave., Chicago 20, Ill.

Wanted—Transmitter operator, immediate effective date. First class license. KTXI, Twin Falls, Idaho. Apartment available. Transit and permanent position desired. Write or airmail F. V. Cox, Chief Engineer.

First class station needs first class engineer, or second willing to get first license with work as soon as possible. Good conditions, congenial surroundings. Call, write or airmail Paul Lindsay, 1365 S. Michigan Ave., Chicago 20, Ill.

Wanted—Announcer- copywriter. Experienced and must be with either the desire or willingness to obtain one. Permanent position if possible with large chain network. Write or airmail Rocky Mountain NBC station. Send full details to KKEZ, Pocatello, Idaho.

ANNOUNCER WANTED... Man above average in ability, performance and earning capacity, for key announcing position with aggressive network station in the Nation's Capital. If real future for the right man... BOX 744, BROADCASTING.

Situations Wanted

Help offered—3 engineers holding first phone licenses. Network station located in Midwest, needs junior engineer, and junior engineer— prefers Detroit. Reply, North Central Broadcasting System, Box 360, N. Michigan Ave., Chicago 1, Ill.

There's an opening at KXSM, NBC affiliate, Paso, Texas, for a first-class and efficient chief engineer. We're the dominant station in our area (see our Hoover) and we're looking for a man of real ability to help us carry on the well-heeled southwestern. We offer a fine opportunity, one position. Application must be accompanied by resume. Box 750, BROADCASTING.

Wanted—Program director or production manager. Several years experience in announcing and production including two years' good experience in the major market. Reply, IN NEW YORK, REQUIRES 50 WATT LICENSES. BOX 742, BROADCASTING.

I may not have the reputation of Martha Gifford, but I do work. My programs are clicking and selling more. My rates are $100.00 weekly for part-time musical clock, additional fees for increase as shown. Box 743, BROADCASTING.

We are looking for a man to operate our new branch offices.

We are an old, well-known manufacturer of Radio Transmitting Equipment,的男人 want to open a branch office in New York City and on the West Coast. We need a man to operate each of these offices. He must be able to control stations intelligently, know broadcasting methods; have adequate equipment from a technical standpoint. There's a wonderful opportunity for the right man. Are you one of them? Give full particulars of experience, educational background, salary needs, etc., in first letter. BOX 749, BROADCASTING.

BROADCASTING • Broadcast Advertising

New York University
SUMMER
RADIO WORKSHOP
July 2—August 10, 1945
Intensive, full-time training in all techniques of radio programming. Complete, modern facilities. Well-known faculty, Director ROBERT J. LANDRY, CBS. Practical studio experience. Send for Bulletin B

Division of General Education
NEW YORK UNIVERSITY
WASHINGTON SQUARE
NEW YORK 2, N.Y.

MALPLOMDS
FREE
PlaceMent Bu-
REAU FOR RA- DIOSTATIONS, WRITERS, ENGINEERS AND OFFICE WORKERS.
SEND COMPLETE DETAILS IN FIRST LETTER. NO FEE. RADIO STATIONS PAY THE CHARGE.

WRITE TODAY!
Radio Personnel
136 N. Delaware St., Phone Center 4456
Indianapolis 4, Indiana

The School of Radio Technique

NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting

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

For full details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, I11.: 272 S. Webhast Avenue
Only in AUDAX pickups does one find the exclusive "Helishield" principle so largely responsible for the sharp, clean-cut facsimile reproduction of Microdyne. Only with AUDAX do we get the Distortion Factor reduced to such a negligible amount. And only with AUDAX jewel points do we get the repetition as faithful as true. Small wonder then that AUDAX equipment is held in such high esteem by major radio stations and recording studios. Specify AUDAX wherever quality and consistency of performance are essential. The complete line is in stock at MASON, distributors of fine radio and electronic equipment.

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., D. C.

**Hector R. Skifter**
CONSULTING RADIO ENGINEERS
Engineering Services Available After Victory

**George C. Davis**
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

**John Barron**
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

**John J. Keel**
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

**Frank H. McIntosh**
Consulting Radio Engineers
710 14th St. N.W. • ME. 4477
Washington, D. C.

**Gato W. Ray**
Consulting Radio Engineer
Hilltop Drive • Stratford, Conn.

**Herbert L. Wilson**
and Associates
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 Vermont Ave., N.W., Washington 5, D.C.
National 7186

**Andrew Co.**
Consulting Radio Engineers
363 E. 75th St. • CHICAGO 19
Triangle 4400

**Ring & Clark**
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

**Raymond M. Wilmotte**
CONSULTING RADIO ENGINEER
PAUL A. DEMARS
ASSOCIATE
1409 Church St., N.W., Washington 3, D. C.
December 1522

**J. D. Woodward & Associates**
Manufacturers of Radio Transmitters and Industrial Electronic Equipment
Baltimore, Maryland
Water & Frederick Sts. • Saratoga 8535

**Lohnes & Culver**
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

**May, Bond & Rothrock**
CONSULTING RADIO ENGINEERS
Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Gibbs 5800

**Worthington C. Lent**
Consulting Engineers
INTERNATIONAL BLDG., WASH., D. C.
1319 F STREET N.W. • DISTRICT 4127

**Holely & Hillegas**
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. • Atwood 3328

---

**McNary & Wrathall**
CONSULTING RADIO ENGINEERS
National Press Bldg., D. C. 1206
Washington, D. C.

---

**Commercial Radio Equip. Co.**
Radio Engineering Consultants
Frequency Monitoring
International Building, Washington, D.C.
311 W. Gregory Boulevard, Kansas City, Mo.

---

**Rays**
SOUND EFFECT RECORDS
Gennett-Speedy-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details

---

**Support the 7th**

---

**“A Date With Music”**
the sparkling new transcription 6-hour musical series starring

PHIL BRITTO
the golden voiced song-sation of radio

For costs and audition records write or wire
CHARLES MICHELSON
67 West 44th Street, New York 18 • Murray Hill 2-3375 — 5166

---

**The Robert L. Kaufman Organization**
Technical Maintenance, Construction, Supervision and Business Services for Broadcast Stations
Munsey Bldg., Washington 4, D. C.
District 2922

---

**The Harvey Radio Company**
103 West 43rd Street • NEW YORK 10, N. Y.
OPA, WOR DENY PROGRAM COMMUNIST

CHARGES by members of the House Committee on Un-American Activities that an employe of the second regional OPA was engaging in "communist activities" were denied Friday by Daniel P. Woolley, regional OPA director. He identified the attacked employe as Tex Weiner, OPA regional radio director, who supervises the program Soldiers With Coupons on WOR New York, sponsored by Standard Brands.

Mr. Woolley asserted that Standard Brands, as one of the largest food manufacturers, would be unlikely to sponsor a communist program. Mrs. Lucilla Martin, WOR continuity acceptance director, termed the House charges as "stupid", D. B. Stetler, advertising manager of Standard Brands, said each script is cleared by the OWI. Mr. Weiner declined comment. Mr. Woolley is scheduled to testify before the Committee, sitting in New York, on June 20.

MBS EXECUTIVES TO MEET NEW WOL PERSONNEL

AT A SPECIAL function sponsored by WOL Mutual in Washington June 14 executives of MBS will meet with new personnel of the Washington Station engaging in the new WOR New York. The WOR Mutual from New York will be these MBS executives; Robert W. Swezy, vice-president and general manager; Phillips Carlin, vice-president and program director; John Whitmore, director of news; Tom Slater, director of sports and special events, and Harold Wagner, assistant program director. A special cocktail party for Washington news correspondents will be held at the Mayflower June 14. Other guests will be Charter Heslep and William Hillman, of the Washington MBS office. New WOL personnel who will confer with MBS executives include Arthur Casey, Florence Warner, David Harris and Jack Paige.

WSAI STRIKE CONTINUES

MUSICIANS at WSAI Cincinnati were still on strike late Friday with War Labor Board hearings pending on procedure ordering men back to work pending investigation in view of previous AFM defiance of Board orders. James C. Pietillo is understood to have taken personal interest in dispute, insisting that station meet union demands for hiring of extra musicians. Station has agreed to pay $60 weekly for 12 hours' work but doesn't need larger staff. Despite strike, station programs using live music are continuing with records substituted.

MAYBORN LEAVES ARMY

MAJ. FRANK W. MAYBORN, retired by the Army on Friday, on July 1 resumes active management of his station, KTEM Temple, Tex., and WABD, paper, the Temple Telegraph. Maj Newborn enlisted as a private in the Tank Destroyer Corps Oct. 7, 1942, subsequently attended Officers Candidate School, was sent to Washington as executive officer of the News Division, Bureau of Public Relations, and served in Europe as assistant chief of U. S. Operations, SHAPE Public Relations from D-Day until V-E Day.

FITZPATRICK TO SEEDS

FITZPATRICK BROS., Chicago (Kitchen Klenzer), last week named Russ M. Seeds Co., Chicago, as advertising agency. Firm considering radio.

CBS TO HOLD CLINICS FOR PROGRAM PERSONNEL

SERIES of clinics for program managers of affiliate stations and their staffs will be held during July in Los Angeles and New York, it was announced Friday by Walter Newborn, managing director of CBS affiliates advisory board in New York. The clinics will meet for three days and are designed to acquaint station program personnel with network plans, procedures and techniques of programming and to promote exchange of ideas.

Among topics to be given intensive study are serial programs, program analysis, script writing, production, direction, sound effects, studio design and operations, news and copy-right.

UNION SCRAP IN VIDEO

JURISDICTIONAL contest by labor unions seems likely in the television field on the basis of a statement made two weeks ago by a spokesman for the AFL's International Alliance of Theatrical & Stage Employees (IATSE) that the WABD-DuMont charter "will take in everything in New York" in the technical side of Video Broadcasting. Engineers at WCBW, CBS video station, are members of IBEW (AFL) while at WNBT, NBC video outlet, NABET has jurisdiction over engineers, IATSE over stagehands.

NEBRASKA REQUEST

RESOLUTION requesting the NAB to use its efforts to convince the FCC it should "cease disqualifying public service programs as such because they may be sponsored" and to urge the FCC to revise its rules for determining sustaining and commercial broadcast periods was adopted by the Nebraska Broadcasters Assn. (See page 38 for election of officers; see also editorial "Thin Ice", page 46).

SERVICE SERIES EXPECTED

THIRD network show said to be in planning stage by the Navy may go to Mutual as American-James and NBC already have series set for summer start, both available for sponsorship. New Maritime Service exploit-drama series is also expected by early fall.

WAR LAON REPORTS

STARTING today (June 11) brief facts on the progress of the Mighty Seventh War Loan will be presented by Ted R. Gamble, national director of the Treasury War Finance Division, on daily NBC World News Roundup, 7:15-7:30 p.m.

"YANK" HONORS BING

BING CROSBY was given the official G.I. "Oscar" awarded by Yank, official Army magazine, for the "Person who has contributed most for the morale of overseas servicemen than any other entertainer". Presentation was to be made by Surgeon Gen. Norman T. Kirk yesterday (Sunday) afternoon at Walter Reed Hospital, Washington, Crosby, about to leave on another USO tour, returned last fall from appearances in ETO.

EUGENE C. PULLIAM, owner of WIRE Indianapolis and WAOV Vincennes, Ind., and the Indianapolis Star and Munice Star, is scheduled to testify before the Senate Military Affairs Committee June 14 on compulsory military training.

WALTER COMPTON, who leaves WOL Washington July 1 to join WHN New York and freelance, ends Mutual news tieup June 29. He likely will start daily commentary on WHN and has two new programs available for sponsorship—Paul Buck, a quiz show, and This Human World, drama.

LT. COL. JAMES C. McNARY, 2% years in Air Communications Office, Army Air Forces, last Wednesday went on inactive status and returned to senior partnership in consulting engineering firm of McNary & Wrathall.

1ST LT. DOLPH JANES, production manager of KORE Eugene, Ore., before entering service, was seriously wounded just before the action ended in Germany.

HARRY W. FLANNERY, CBS news commentator, has arrived in the China-Burma-India Theater on the first leg of an AAF tour. Also on tour is Pauline Frederick, assistant to H. R. Baurkage, representing NANA.

HARRY C. WATERSTON, vice-president and managing director of Ray-Hirch Co., New York, since November, has been made executive director and becomes full partner, with firm name now Ray-Hirch & Waterston Co.

M. RICHARD TENNERSTEDT, formerly account executive of NBC spot sales, Chicago, joins the Chicago sales staff of Paul H. Raymer Co., station representative.

GEORGE THOMAS FOSTER, recently back from war in Pacific for NBC, is returning to resume coverage.

C. W. (Bill) Bailey, on the news staff of WTAM Cleveland, NBC O & O station, since July, 1944, has joined the NBC news staff in New York.

LT. H. ROSS PERKINS, USCG, partner in Norwich Broadcasting Co., applicant for new local station in Norwich, Conn. (see story page 80), is awaiting final discharge from the service, to become effective July 21.


Closed Circuit

(Continued from page 4) and one PA. That in contrast to the usual battery of a couple dozen. No name plates either. Speaker Rayburn wants it that way, probably at the behest of the House from the proposed new Presidential arrangement.

AMERICAN-BLUE is asking stations to clear period of 1:30-1:45 p.m. Monday through Friday for a food and diet client desiring to start program in about a month.

BENDIX AVIATION Corp., South Bend, may appoint Grant Ady, New York, as agency and go into network radio.
War's accent on news gave broadcasting a welcomed opportunity to show its wares in the field of news coverage and news dissemination. Commonplace practices today are over the hills and far away from confined and slower methods of the first World War.

The Columbia Broadcasting System gained early leadership in pioneering the organization of network news coverage back in 1933. Its own widely scattered correspondent corps today supplements the news provided by major wire services.


In such ever broadening horizons radio finds its true strength. D-Day! A wartime presidential election! Roosevelt's sudden death! V-E Day! All have challenged broadcasting's ability to shoulder new responsibilities—and these challenges have been met, with dispatch and "know-how".

To network and wire service coverage can then be added affiliated station organization and efforts. KMBC as one of the original sixteen basic CBS stations further supplements this coverage by maintaining its own experienced staff of full-time newsmen, both A.P. and U.P. wire services, and a string of 200 correspondents throughout the Heart of America.

At first thought the money-wise might ask—can this expenditure of time and money be justified by an individual broadcaster in the returns received. Yes—even if only to measure returns by listener acceptance that here is indeed broadcasting at its best. Such is the position of KMBC in the Heart of America.

KMBC OF KANSAS CITY

Free & Peters, Inc.

Of course, KMBC-FM—An extra service at no extra cost.
WHEN Oklahoma's $99,000,000 quota for the 7th War Loan was announced, WKY knew that something extraordinary, something that would set the spark and hold the torch.

On May 12, WKY kicked off the 7th War Loan drive in Oklahoma with a six-program "Salute to the Armed Forces" totaling three hours and 45 minutes, including an hour-long description of an actual airborne attack.

On May 19, WKY started Sidney R. Montague, famed Canadian Mountie lecturer, on a tour of 22 Oklahoma towns in the interest of the 7th War Loan.

On May 21, WKY sponsored the appearance of Charlie McCarthy, Edgar Bergen, Don Ameche and company at Oklahoma City's huge municipal auditorium with war bonds the admission tickets.

On June 5, WKY talent will be featured in a bond rally in an Oklahoma City theatre featuring the premier showing of "Diamond Horseshoe."

The following day, WKY's entire talent and music staff travels 100 miles west to Elk City for a huge county-wide bond rally.

In these and many other ways WKY plays its creative part in informing, guiding and inspiring listeners on matters of community interest and continues to be the hub of many civic enterprises and the motivating force for the expression of clear-thinking, patriotic citizens.

NAVY CHAPLAINS were honored during WKY's "Salute to the Armed Forces" on May 12 along with Army and Navy nurses, and outstanding war heroes. Other programs honored navy exploits and the artillerymen of famous Fort Sill. Feature of the chaplain's program was the holding of a service as it is done on shipboard.

7,500 BOND BUYERS jammed Oklahoma City's municipal auditorium to see and hear Charlie McCarthy, Edgar Bergen and company on May 21. WKY talent and a Navy orchestra entertained the record crowd, too. The Bergen troupe was touring and playing to military hospitals in the Southwest.