A Word of THANKS to our listeners, whose responsiveness and cooperation made possible this award for WLS: this year's $500 Gold Medal from the National Board of Fire Underwriters, for outstanding radio service in fire prevention.

CONGRATULATIONS to “Dinner-bell Time” and Arthur C. Page, who have given many hours, for many years, to the reduction of farm loss from fire.
Europe through A Woman's Eyes . . .

Kathryn Cravens, first woman radio correspondent accredited to any theater of war, is now in Europe as official, exclusive WOL reporter. She is the first woman correspondent to go overseas for an individual radio station.

War has made the once-remote countries of Europe our next-door neighbors. Kathryn Cravens' assignment is to help WOL listeners become better acquainted with the customs and viewpoints of these neighbors . . . to report on the progress of rehabilitation and on conditions in Europe, so that factually-informed Americans will be able to work more effectively toward permanent peace.

Author-columnist-commentator Cravens (shown above with WOL program director David Harris as they made a final recheck of her European itinerary) is well suited for the job for which she has been commissioned. She attained widespread fame as the nation's first woman network news commentator, with her Pontiac-sponsored coast-to-coast program of "News Through A Woman's Eyes."

Sending a nationally-known correspondent overseas to bring our listeners an eye-witness picture of postwar Europe is just one more step in WOL's expansion into large-scale public service programming . . . one more evidence of our determination to be known, in deed as in name, as "The Voice of Washington."

A Cowles Station
WOL
"THE VOICE OF WASHINGTON"

BASIC MUTUAL
Washington, D. C.

Represented nationally by
The Katz Agency, Inc.
The tape snaps . . . and WSIX, with an increase of 81.5% for the two years ending in January, wins the Hooper all-day average race in the Nashville area! . . . Today, WSIX offers: (1) The best daytime Hooping of any station in Nashville. (2) Top shows of BOTH the AMERICAN and MUTUAL Networks. (3) A low unit cost. (4) A booming market in the heart of industrial, agricultural Tennessee. AND there are over a million potential buyers for your product in the WSIX territory who believe in "backing the winner" by spending their money.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
BROADCASTING... at deadline

Closed Circuit

IT MAY BE STRETCHING a bit, but, according to Washington's rumor whirligig, a broadcaster may be next Secretary of the Treasury. Jesse Jones, Texas banker, publisher, politician, and former Secretary of Commerce, is the "broadcaster" mentioned. He visited with President Truman last Wednesday. Among his other holdings, Mr. Jones is said to be identified with Houston radio station ownership.

FCC ISN'T GOING to lose any time getting out its final FM and television allocations. Action will come swiftly following brief "oral arguments" next Friday (June 22). Whether it's altered, Crosley Corp. stock, held by Powel Crosley Jr. and his family, will be procured for about $22,000,000. This would represent an overall price of some $30,000,000 for Crosley Corp., if additional stock is acquired. The price was understood to be pegged at $40 per share—roughly the present market.

Detailed Study
Representatives of Aviation Corp., of which Victor Emmanuel, New York industrialist, is chairman, were in Washington last Thursday and Friday to discuss the station aspects with members of the FCC. Work progressed on contract and the application forms over the weekend, and were to be concluded this week. Applications for assignment will be filed as soon as the transaction is closed.

Crosley-WLW Sale Nears Completion

WLW CINCINNATI, the country's top independent station, would pass from the ownership of Powel Crosley Jr. to the Aviation Corp. under a transaction which was in the final phases last Friday. The giant aeronautical concern would acquire control of the Crosley manufacturing and broadcasting operations.

The WLW transfer will be subject to FCC approval. Also in the deal is proposed acquisition by Crosley Corp. of WINS New York for $1,700,000, plus $400,000 in station time, from Hearst Radio Inc. The WINS sale awaits FCC hearing and action.

While there was no announcement last week as to price, it was understood approximately 85% of the Crosley Corp. stock, held by Powel Crosley Jr. and his family, would be procured for about $22,000,000. This would represent an overall price of some $30,000,000 for Crosley Corp., if additional stock is acquired. The price was understood to be pegged at $40 per share—roughly the present market.

Observations from members of the FCC and its staff, who were informed of the transaction, indicated a detailed study of the transfer. Option held by Aviation Corp. was to expire today (June 19), but an extension was indicated in view of the antitrust approval of the transfer of licenses involving not only WLW and WINS, but the Crosley short-wave operations in Cincinnati and experimental relay and collateral licenses. The FCC already had decided on exhaustive study of the Crosley-WINS transaction [BROADCASTING, June 11].

Word of the sales negotiations first was published by BROADCASTING last week [CLOSED CIRCUIT, June 11]. Aviation Corp., one of the largest entities in the aviation field, in addition to its widespread manufacturing activities, holds 59.3% of New York Shipbuilding Corp., nearly 80% of Consolidated Vultee Aircraft Corp., approximately 25% of Pan American Airways, and more than 9% of Pan American Airways. It did upwards of $1,200,000,000 last year, and had a backlog of more than $2,000,000,000 in orders. The company had assets at the close of its last fiscal year of $36,000,000, and net profits in excess of $3,000,000.

Crosley Corp. manufacturing operations include its five radio set plants in Cincinnati and a large home refrigerator plant in Richmond, Ind.

Aviation Corp., it is understood, would continue the present personnel and management of both the Crosley broadcasting and manufacturing operations. James D. Shouse is vice-president of Crosley in charge of broadcast operations, which include international short-wave facilities, and Robert E. Dunville is vice-president and general sales manager of WLW. Heading the manufacturing operations is R. C. Cosgrove, vice-president, and also president of the Radio Manufacturers Assn.

Will File Application
R. S. Pratt, vice-president, secretary and general counsel of Aviation Corp., headed the group which apprised FCC members of the transaction last week. Members of the Commission, it is understood, were advised that the appropriate applications for the transfer would be filed promptly.

The precise valuation placed upon WLW was not available, since the acquisition would involve purchase of control of the licensee corporation as a whole, rather than the radio properties individually. WLW last year grossed in excess of $4,000,000, according to trade estimates.

Powel Crosley Jr., 59, operated the Precision Equipment Co., automobile accessories firm, 25 years ago when he entered the phonograph manufacturing field. In 1923 he started WLW as a 5 w station and a year later organized the Crosley Radio Corp., manufacturing

Upcoming

Business Briefly

PHARMACRAFT SPONSORS • Pharmacraft Corp., New York (Fresh deodorant), soon starts sponsorship of Counterpunch, which until June 27 will be sponsored by Mail Pouch Tobacco. Series is broadcast Wednesdays at 10:30 p.m. ECT, the Blue. Agency is Young & Rubicam, New York.

BENDIX SERIES STARTS • Bendix Aviation Corp., Detroit, on June 17 started a half-hour series on CBS, 7-7:30 p.m., titled Men of Vision. Programs dramatize personalities in aviation. Series will run 26 weeks, with second 13 weeks probably in another time. Grant Adv., New York is agency.

MARS GOES DRAMATIC • Mars Inc., Chicago (candy), on July 4 begins 62-week dramatic half-hour on 64 American stations, 9-9:30 p.m. EWT Wednesdays. Harry Holcombe, radio director of Grant Adv., Chicago, placing account, will direct.

KRANKS MAN-ON-STREET • Consolidated Royal Chemical Corp., Chicago (Krank's Shave Cream) on June 13 started sponsorship of a Man-on-the-Street program Wednesdays and Fridays, 6:15-6:30 p.m., EWT, on WOR New York. On June 23 same firm begins three-weekly participation in the Arthur Godfrey program on WHO New York, 6:30-7:45 a.m., EWT. Contracts, for 13 weeks, placed by Russel M. Seeds Co., Chicago.

June 19: FMBI Board, Waldorf-Astoria, N. Y.
June 20: Oral Argument before FCC, Washington, D. C.

Bulletins

NEW 500,000 w international shortwave transmitter operated by CBS for OWI at Delano, Calif., went into operation Friday, beaming American psychological warfare messages toward Japan and Japanese-occupied countries. Two 50,000 w transmitters at Delano, operating since last fall under OWI and OIAA auspices, will be coordinated with the 200 kw transmitter.

NORBURT O'BRIAN, for seven years manager of radio for J. P. McKinney & Sons, New York, on June 20 becomes commercial manager of WOCOP Boston, now a Cowles Broadcasting Co. asset. He will be succeeded at McKinney by John Livingston, formerly with William Rambeau Co., Chicago.

(Continued on page 78)
This is
The WEST VIRGINIA NETWORK

Parkersburg
WPAR
CBS
250 on 1450

Clarksburg
WBLK
NBC
250 on 1400

Huntington
WSAZ
BLUE
1000 on 930

Charleston
WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY
In famed courtyards of New Orleans . . .

On front porches in Mississippi . . .

Folks turn first to —

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
So close to the forest....

The Piedmont is proud of its stately wealth of pine, oak, maple, poplar and other woods. Reforestation and selective cutting in these rich, natural timberlands keep modern logging trucks speeding to Spartanburg and one of the world's largest timber processing plants.

In the 16-county WSPA Primary Area alone are over THREE BILLION merchantable board feet of softwood; ONE BILLION merchantable board feet of hardwood; a total of 4,750,000,000 board feet*.

And yet timber, important as it is, plays but one part in the economy of this advertiser's paradise.

A paradise that is "one of the best-balanced sections in the entire country"!

And WSPA swings the balance your way.

WSPA
SPARTANBURG
SOUTH CAROLINA
Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kc.
Represented by Hollingbery

*Forest Survey Progress Report #19, U.S. Dep't of Agriculture, April 1945
A Radio Man on Plug-Ugly Campaign

Member of NAB News Committee agrees with many Post-Dispatch views on middle commercials; he commends the way this newspaper has offered a constructive suggestion in the industry's interest without a blanket indictment of all stations' policies, as some papers did.

A Letter to the Editor of the Post-Dispatch

As a member of the NAB News Committee that drafted the recent proposals for improved news programming and a broadcaster of 20 years' experience, I agree with many of your contents for improved standards. I think that given a reasonable amount of time, the majority of the stations will adopt the recommended policy changes.

Some few newspapers among the minority which feel a God-given right to exclusivity in journalism, have published editorials based upon your campaign against so-called "plug-uglies" in news broadcasts.

More often than not, these editorials go astray from the original contents of the Post-Dispatch and become, in fact, blanket indictments against all radio stations' news policies. Most of these publishers, however, quote the Post-Dispatch sufficiently to imply that the responsibility rests with your paper rather than their own.

What Anti-Radio Papers Omit

These newspapers which are quick to accept the editorials against plug-uglies and to attack thereto their own many interpretations, plus many other editorials which remain conspicuously aloof from printing any of the subsequent editorials of the Post-Dispatch or other publications which have recently accorded generous tributes to broadcasting, particularly with regard to its service to the public in handling the news of the death of President Roosevelt.

In contrast, the much-quoted Post-Dispatch, along with many other leading publications, joined with the Government leaders in praising radio for the service rendered in this instance.

I find little tendency among anti-radio papers to carry reprints of the Post-Dispatch editorial of April 10, 1945, "In the Interest of Radio," in spite of the enthusiasm it has directed toward improving radio's image. Perhaps the reason is obvious, if we read an excerpt from the Post-Dispatch editorial of April 10. This, mind you, is written by one of our nation's leading daily papers:

"We repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspapers. New techniques, such as the roundups of capitals and battlefronts, have brought the war vividly to every household."

Stations Want to Improve

"Too much praise cannot be given to the networks for designing these new techniques and for the general excellence of the newscasts themselves. By the very nature of its medium, radio's superiority over newspapers in the immediate transmission of important news has long been obvious. The newspapers -- once, the fastest means of communication -- face an extraordinary importance, is just about as dead as the dodo."

"We of radio have no fears, as we believe our record of public service in wartime more than compensates for the human errors we may make. As an industry composed, in the main, of men with a high sense of public responsibility, we can admit and correct our errors. I think that the majority of stations have been cognizant of the need for improving their standards, and had taken initial steps at least, to accomplish this objective before the Post-Dispatch started its campaign."

This may not be true of the networks. There are many stations carrying network commitments in news programs that are in violation of these stations' local policies, a condition which may take a longer amount of time to rectify than in the case of their local origination stations, but which just as surely will be corrected. I note that you, too, admit this difficulty in your own NBC-affiliated station, KSD.

The anti-radio newspaper is untrue to itself, for the people judge the newspaper industry by this minority, instead of realizing that by far the majority of modern newspapers work in close cooperation with their standards, and has taken initial steps, news, and that each has its permanent place in service in our democracy.

In spite of the paper shortage, insufficient help and other wartime problems, newspapers are, in the main, rendering the finest service in their history to American readers. While radio, by the very nature of its fast means of communication, may get there first with the news, a no less important service is rendered by the newspaper, which provides a more detailed coverage of the important record of the news for future perusal.

Same News Sources for Radio, Press

As for accuracy, newspapers and radio are on a par. Excluding purely local sources of news, they rely upon the same agencies for news of national and international import. The same press associations which serve the newspapers also serve radio. If there is an error, as sometimes occurs, both newspapers and radio are the victim. The only difference is that by virtue of radio's ability to get out the news quickly, newspapers are sometimes spared the pain of error, in that correction comes over the wire before the time of publication.

Both newspaper and radio have a big job to do. Their responsibility is increased manyfold as a result of the war. Regardless of the individual attitudes of publishers and radio men, the incomparable job that each does for the public is augmentative and not competitive.

REX HOWELL
Managing Director, Station KFXJ
Grand Junction, Colo.
The Swing

The SWING and FOLLOW-THROUGH are important factors in holding down listener costs as well as golf scores.

In the responsive Atlanta market there has been a steady SWING of listeners to WAGA. Through WAGA you reach them as surely and swiftly as a champion golfer sends a winning shot down the fairway to the green.

FOLLOW THROUGH and JOIN THE SWING to WAGA. You'll like the way the score adds up in your sales tally.

WAGA

ATLANTA

5000 Watts on 590 Ke American Broadcasting Company.
Represented by Headley-Reed.
**Feature of the Week**

IN THE LOBBY of the Hotel New York, a dozen years ago, a diminutive bell-hop caught the attention of one of Manhattan’s advertising executives. The bell-hop—a midget of 47 inches tall—was called over and told to page a “Mr. Philip Morris.” The hotel lobby rang with a now famous voice as “Johnny” vainly tried to earn the 50-cent tip pressed into his palm.

Returning to report his failure to the agency executive—Milton Blow, president of the agency—Johnny learned that he had been “auditioned,” and had passed with flying colors. He left his $15 a week page-boy job to become a living trade mark in radio for Philip Morris Co., one of the major cigarette advertisers on the air. His personality was also to become a feature of all Philip Morris space ads which had already established the page-boy trade mark.

Living Trademark

Johnny appears to be radio’s only nationally-known living vocal trademark and the only living trademark year-in-year-out in any media. Probably the nearest approach to Johnny’s renown as a live trademark was MGM’s Leo the Lion, now dead. Else the Cow isn’t in the same category, since there have been a sequence of “originals,” bearing the name.

Terms of Johnny’s contract with Philip Morris Co. are geared to his continually increasing commercial value.

The contract is life-time—believed to be one of the few in the industry—and calls for a basic salary of $20,000 a year.

His voice reportedly insured at $50,000 a year, Johnny has never missed more than one broadcast a year in his 12 years on the air. He pitches his radio call to a perfect “B-Flat” without musical cue.

Demands for Johnny’s services are such that he needs a corps of understudies. Johnny handles the New York shows It Pays to Be Ignorant and Crime Doctor, both CBS, while a Johnny Jr. introduces the Hollywood NBC program Johnny Presents Ginny Simms. Other personally trained “Juniors” fill calls for personal appearances throughout the country.

**Sellers of Sales**

HERBERT GESREGAN, now media director for Marshalk & Pratt Co., New York, has been in the advertising business since his school days... when he took an NYU advertising course and promptly went to work for an agency.

In 1917, Mr. Gesregan joined Frank Senan Inc., New York, in the media department. A few years later, he handled retail women’s clothing accounts as a small agency which handled retail women’s clothing accounts. As an office manager, head of both the media and production departments there, Mr. Gesregan gained much valuable experience in all angles of agency work.

Shortly afterwards, he went to Pittsburgh and the Albert P. Hill agency, where he remained as media director and account executive for 17 years. It was while there that Mr. Gesregan put on what he believes was the first radio program staged from military camps, with military talent, during this war. In 1940, he handled the Clark Candy Bar quiz show and talent competition programs which ran 26 weeks, broadcasting each week from a different service camp.

Most active radio account now handled by Marshalk & Pratt is the Esso Reporter, sponsored by Standard Oil of New Jersey. Not currently active in radio is the Union Pharmaceutical Co., Inc., Bloomfield, N. J., maker of Saraka Laxative. Last year, Mr. Gesregan also buys time for Esmond Mills, Esmond Morris, & Co., bellhop manufacturer, which is now using five-minute programs in four markets.

A native of Brooklyn, Mr. Gesregan lives with his wife and four children in Rockville Centre, L. I. His hobbies are golf and reading, in which he finds a lot of relaxation.
KNOW towers over Austin like the Capitol Dome

In the Austin market Station KNOW is the radio habit. For years listeners have turned automatically to 1490 on their dials for the best in radio.

At any hour of the day or night Hooper ratings show KNOW the leading Austin station, usually by a 2 to 1 margin.

Business is always good in Austin. Study these figures and you'll see that you can't afford to overlook this market in any Texas promotional campaign. Write for further information on the station, for hourly Hooper ratings or for any specific information you desire on the Austin market.

KNOW Market Data

Radio Families
Primary Area 78,223
Secondary Area 4,117
Total Radio Families (1940) 82,340
Population
Primary Area 312,905
Secondary Area 16,400
Total Population (1940) 329,374

AUSTIN AND TRAVIS COUNTY
Population 121,000
(Ration Book Holders in 1944)
Annual Income $21,359,000
Austin Population 106,000
(Ration Book Holders in 1944)
1153 Retail Stores
540,861,000 Net Sales
114 Wholesale Establishments
521,600,000 Net Sales
Bank Clearings $99,141,645
Agriculture-Ranching Center
92 Manufacturing Plants
26,103 Bank Depositors
22,140 Automobile Registrations
Home of the University of Texas,
"Largest in the South" and 4 Major Colleges
Magnesium Production
Center of Hydro-Electricity
Production and Distribution
Granite, Limestone, Masonry Materials and
Clay Products Mined, Cut, Manufactured and Distributed.

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"But 11 a.m. is school time, you... you... you illiterate!"

- Of course nobody but Thistlewaite ever would make the mistake of advertising to children on week-day mid-mornings! But we all know there are other less glaring errors possible to the user of spot broadcasting; mistakes such as appealing to housewives when their men-folk are monopolizing home receivers for a competing sports news broadcast, or aiming at farmers with a predominately "city" station.

The avoidance of such pitfalls is only part of "Free & Peters Service" to spot broadcasters. Despite war conditions, that service is as efficient as ever. If you're considering "spots"—the most difficult but the best-paying branch of radio—a telephone call will start it rolling in your direction!

FREE & PETERS, INC.
Pioneer Radio Station Representatives

Since May, 1932


Page 12 • June 18, 1945
Truman Nominates Wills to Succeed Case

‘Just One Party Man Replacing Another’

(EDITORIAL, PAGE 48)

PRESIDENT Truman last week nominated 62-year-old William Henry Wills of Bennington, Vt., former Republican Governor of Vermont, to succeed the veteran Gov. Norman S. Case on the FCC for a seven-year term beginning July 1.

Insured by his fellow-Vermont, Sen. Warren R. Austin, minority member of the Interstate Commerce Committee, Gov. Wills told BROADCASTING by long-distance telephone that he plans to report for duty on Aug. 1, providing Senate confirmation is forthcoming.

At a news conference Wednesday morning, President Truman announced the nomination, saying it was merely one Republican taking the place of another. He could not be accused of playing politics up there, the President added, because certainly everyone would agree that Vermont is a Republican State.

Sent to Senate

Two hours later the nomination went to the Senate. Inasmuch as Chairman Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee had not returned until late last week from a communications inspection tour of Europe, no hearing on the nomination had been set. It is likely, however, that a hearing will be called, since some opposition to Gov. Wills may arise. Moreover, it has been customary for the Wheeler Committee to hold hearings on FCC nominations, either executive or open.

Only last Monday Sen. Wallace H. White Jr. (R-Me.), Minority Leader, called at the White House to endorse personally the reappointment of Gov. Case. It is under stood that Sen. White told President Truman that Mr. Case had not only his personal endorsement but that of other ranking minority members of the Senate.

First opposition to Gov. Case, who has served on the Commission since its creation in 1934, came several weeks ago when it was learned that his old political foe, Sen. Theodore F. Green (D-R.I.), was fostering the nomination of a New York Republican. Whether Sen. Green, long a leader in the Democratic party, had anything to do with the naming of Gov. Wills to the post could not be learned.

Sen. Austin made it plain, however, on June 8 that he was pulling for his friend and former Governor, Mr. Wills [BROADCASTING, June 11]. At that time he declined to confirm or deny reports that Gov. Wills was to succeed Gov. Case, although he expressed the “hope” that the nomination would go through.

In radio circles the question repeatedly was asked why Sen. Austin, a staunch Republican, should have backed the candidacy of one Republican against another. One explanation offered was that more or less traditionally, retiring governors of the New England states are candidates for the Senate. Sen. Austin’s present term expires in 1947 with the election to take place next year.

Wills to Senate

Last Wednesday morning Sen. Austin was a White House visitor and a short time later at his conference President Truman announced the nomination of Gov. Wills. It is understood the plight of Gov. Case brought a deluge of calls and messages to the White House.

WILLIAM HENRY WILLS

House, endorsing his reappointment. A number of Republican newspaper publishers were reported to have telegraphed their endorsement of the Commissioner.

Gov. Case himself made no campaign for reappointment until the 11th hour, when it became apparent that the former Vermont Governor had the inside track. Gov. Case had been assured of the backing of not only Sen. White but of the Republican national committee man from Rhode Island and other ranking minority leaders.

Sen. Robert H. Taft (R-Ohio), chairman of the Republican Steering Committee, told BROADCASTING early last week, just before he left for New York, that he knew nothing of the Wills candidacy. He was informed that Gov. Case was to be the Republican choice.

Gov. Case had no formal comment when news of the Wills nomination reached him, but within a few minutes his office at the FCC was jammed with personal ringing from fellow-Commissioners down to the lowliest clerks and messengers.

Commissioner Wakefield, only other Republican member of the Commission, was one of the first to express his regrets. Gov. Case (Continued on page 78)

FCC Nominee Is Stickler for Truth

YOU CAN take William Henry Wills out of Vermont and place him in the Washington political maelstrom, but you can’t take Vermont out of the State’s former Governor and nominee to an FCC commissionership.

Only sully on the Vermont label that adorns one of New England’s most popular statesman is the fact that he was born in a “foreign” land—Chicago. His parents were of Vermont hue, however.

Nomination to the FCC comes at a time when Gov. Wills has planned to retire to private life—in Vermont—after a long political career. His public life culminated last January as Governor.

‘Vermont Conscience’

Gov. Wills has what Vermonters like to call a “Vermont conscience.” That tag typifies his actions and thoughts. To non-Vermonters unfamiliar with the term it means—hew to the line of truth.

The former Governor hews to that line of action, and has been doing it all his life. Born Oct. 26, 1882, the son of James Henry and Alinea Brown Wills, he accompanied the inevitable family trek back to Vermont while still a tot. At 9 his father died and at 12 he went to work in a grocery store 15 hours a day for $3 a week. That merchandising triumph led him into a department store at 17. Old-fashioned Yankee ambition and acumen took him out of retailing and he entered the accident insurance business in Bennington and fell in love about the same time with Hazel McLeod. Encouraged by Mrs. Wills he set up a realty and insurance agency that developed into the biggest business of the sort in that region.

The retail and insurance fields had brought him in contact with a good share of the Vermont citizenry, with whom he has always been popular. Inevitably this led him into Republican politics and the State Legislature. He was a member of the House of Representatives 1929-31 and State Senate 1935, becoming president pro tem 1935-37. In 1937 he was elected Lieutenant Governor, serving until his election as Governor in 1941.

Since 1928 he has been president of William H. Wills Insurance Agency, Bennington. He is a trustee of the Vermont Soldiers Home; president, Board of Trustees, Diocese of Vermont (Episcopalian); officer of H.W. Putnam Hospital; director, Goshen Camp for Crippled Children; junior warden, St. Peter’s Church, Bennington; 32d degree Mason; Odd Fellow; past potentate, Cairo Temple; Elks; has L.L.D. degrees from Norwich U. and U. of Vermont. He once owned a hotel.

William Wills has been a good governor, Vermonters will tell you. He is described as nice-looking, gray-haired, soft-spoken, kindly.

When there’s a job to be done he wants to see it done efficiently and quickly. He has a practical approach to business and politics and a reputation of keeping promises.

Bill Wills is an independent Republican. As governor he reported to the State Assembly means of a weekly broadcast. He objects to autocratic control of the people’s affairs. Last year he declined a third term after an administration acclaimed for efficiency and economy.

BROADCASTING • Broadcast Advertising

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Interim Board May Direct NAB Affairs

Hunt for New President Gains Momentum
After Meet

AGREEING upon alternative courses of action, the NAB Presidential Selection Committee last week set out in earnest in its quest for a new paid president of the NAB but devised interim plans whereby a regency of three board members would perform presidential functions until the new executive is able to be installed.

At an all-day session in Washington last Tuesday, called by Chairman T. A. M. Craven, vice-president of the Cowles Broadcasting Co., the committee screened a list of some 50 names and eliminated the bulk of them. Individual members will contend possible appointees to the presidency and report back to the full committee. It is expected almost daily conference calls will occur until an agreement is reached.

Meanwhile, the committee drew from President J. Harold Ryan a promise that if need be he would remain on the presidency another month beyond his July 1 commitment. He has been insistent upon returning to Toledo, where he serves as president and treasurer of the Fort Industry Co., by the July 1 date.

Ryan Present

At the invitation of the selection committee, designated by the NAB Board at its Omaha meeting last month, Mr. Ryan sat in on the deliberations last week. Other committee members present, in addition to Chairman Craven, were G. Richard Shafto, WDEL Columbia; Frank M. McDonel, member of CBS; Pres. & general manager; John J. Gillin Jr., WOW Omaha, and William B. Way, KVVO Tulsa. J. Leonard Breyer, director of WSB Atlanta, WIOD Miami and WHIO Dayton, was unable to attend because of other commitments but had considered his views to Chairman Craven.

While the committee made no statement, it was learned a recommendation would be made to the board of directors that an interim executive committee of three members be named if that course becomes necessary because of the inability immediately to select a permanent head. Originally it had been suggested the committee be made up of one representative each of large, medium and small stations, to be selected from among the directors at large but the presidential committee concluded the executive group should be selected from the entire board membership of 25.

It was logically presumed that Mr. Ryan would be on the committee. Comdr. Craven also was seen as a prospective member, not only because of his background as a member of the FCC and his engineering status, important in view of impending allocations, but also because he is resident in Washington. Mr. Ryan would serve as a large station group representative, in view of his company's ownership of the 50,000-watt WYWA Wheeling and WGBS Miami. Comdr. Craven would represent regional stations (WOL Washington, WHOM Jersey City, KRNT Des Moines, WNAX Yankton).

Small Station

The small station director remained in question. Clair R. McCollough, directing head of the Mason Dixon Radio Group (WGAL Lancaster, WORK York, WEST Easton, WAZL Hazleton, WDEL (Wilmington), elected as a director at large by mail ballot last week, was thought the most likely local station selection, largely because of his proximity to Washington headquarters.

It is conceivable this executive committee could serve six months a year. The major portion of the work would devolve upon C. E. Arney Jr., secretary-treasurer, who probably would assume again the functions he performed in early 1944 after the retirement of Neville Miller as president and prior to the acceptance of the presidency by Mr. Ryan in April.

The presidential committee, it was expected that the presidential committee shortly would recommend to the board that a full meeting be held possibly prior to the July 1 deadline of Mr. Ryan's tenure.

Cables Under House Floor Will Cut Down Number of Mikes

FOREST of mikes in front of Speaker Sam Rayburn and guests who address joint sessions of Congress will disappear after Gen. Dwight D. Eisenhower's June 18 reception in the House Chamber at a joint session of Senate and House.

When Congress adjourns for the summer work will begin on installation of cables under the House floor. Then only two or three microphones will appear in front of Speaker Rayburn and on the desk of the reading clerk, where guests stand in addressing the House. This will follow the White House precedent set by Leonard Reinsch, radio adviser to President Truman.

The Speaker met last Wednesday with network representatives. He sought removal of the 13-mike battery for the Eisenhower reception but this was impossible due to lack of time and material. It was agreed, however, to remove mikes labels. This partially appeased the Speaker, who has been irked for years by the bizarre collection of call letters and network symbols.

Scarcely able to look down on the House floor through the electronic museum, he has been spurred by Senators and Representatives who complained they couldn't watch President Roosevelt or President Truman during their speeches.

Network engineers will meet after Congress adjourns with Arthur E. Cooke, supervising engineer, Office of the Architect of the Capitol, to plan the new setup. Wire space is available under the House floor, access to which is gained through two trap doors. Cables will be run from the Speaker's desk and the reading clerk's desk, feeding into an amplifier from which networks and stations can patch.

NAB Elects Three Directors-at-Large

Mail Balloting Names Shafto, Bonebrake, McCullough

THREE new NAB directors-at-large elected by mail ballot Thursday were G. Richard Shafto, managing director of WIS Columbia, S. C., for the medium stations group and Matthew Bonebrake, general manager and part owner of KOGY Oklahoma City, and Clair R. McCullough, general manager of the Mason Dixon Radio Group, for the small stations broadcasters.

NAB membership gave their overwhelming approval to two amendments to by-laws proposed at the Board of Directors meeting in Omaha last month [BROADCASTING, May 21]. One qualifies FM and television stations for membership on the Board and the third director-at-large classifications. The other clarifies some existing by-laws and opens membership to legal, engineering and similar professions if directly engaged in broadcasting and to CP station applicants.

Former Director

Mr. Shafto who is a former director and member of the NAB presidential selection committee, had as contestants for the medium stations post Clarence T. Hagan, WTCN St. Paul, and Clarence Lee of WRIF Evansville, Ind.

Opposing Mr. Bonebrake and Mr. McCullough in the small stations election were Dietrich Dirks, KTRI St. Louis, and Marshall Pengra, KRNR Mr. McCullough Roseburg, Ore.

Mr. Bonebrake serves his first term as an NAB officer. Mr. McCullough, who also is vice-president of WGAL Lancaster, Pa., and the four other stations in the Mason Dixon group, was a member of the Board of Directors at the time the association was reorganized into its present setup and has served on many NAB committees. At present he is a member of the NBC Stations Planning and Advisory Committee.

CBS and NBC, the two network members of the NAB, have re-named Dr. Frank Stanton, CBS
Nets Urge Court to Halter Petullo

Want Ruling to Bind NABET as Well

By Jack Levy

The SECOND Circuit Court of Appeals (New York) was asked Friday by the American and American-Blue networks to use its full power as a court of equity to make its determination of the platter turning dispute binding on James C. Petullo as well as all other parties to the dispute.

Hearing the petition of the National Labor Relations Board for a three judge court to recognize its certification of NABET as the bargaining agent for platter turners, the court was told by John T. Cahill and Franklin S. Wood, counsel for NBC and American-Blue respectively, that the networks were caught in the middle of a jurisdictional dispute where their contracts were "out to idle threats" by Mr. Petullo to seriously interfere with its operations.

Pressure No Defense

Alvin J. Rockwell, general counsel of NLRB, conceding that it may well be that present legislation is inadequate to protect the networks against Petullo threats, nevertheless contended that "threat of economic pressure is no defense for refusal to bargain".

Presiding over the court was Judge Thomas W. Swan and sitting with him were Judges Harris B. Chase and Charles E. Clark.

In the outset of the hearing, Judge Swan announced that Joseph A. Padway, counsel for the AFM, had advised him he could not appear because of other duties which required his presence on the West Coast. Judge Clark commented: "This is the case of Hamlet with Hamlet busy on the West Coast."

However, Henry M. Friedman, assistant AFM counsel, attending the hearing, obtained permission to address the court. He challenged contentions made by Mr. Rockwell that a claim was made by AFM that NLRB did not fully investigate its charge that NABET was company dominated is not relevant by the courts.

Presenting the case for NLRB, Mr. Rockwell reviewed the board's order requiring the networks to bargain with NABET. He said the companies were willing to recognize NABET for all technical functions, except platter-turning. Because of Petullo threats, however, or explaining that NABET is company dominated, the board submits that such an argument is not a matter for the courts but is a purely administrative proceeding of the board.

He explained that musicians never operated turntables in network stations outside of Chicago and that since 1940 NABET had conducted "a full air playback". In 1942, he recalled, NABET agreed to waive its jurisdiction in Chicago and in January 1944 obtained letters from network agreements to give this work to musicians everywhere. This aroused NABET's ire, he continued, with resultant certification by NLRB of NABET's jurisdiction over turntables, except in Chicago.

Mr. Rockwell said the board disagreed with both sides as to skills required for platter turning but certified NABET since it was performing this work and had a majority. He said the unit finding was a "novel case" but no other determination seemed reasonable.

In reply to a question by Judge Chase he said the AFM had a procedure to use to prove its company domination and that and finally resorted to it. But NLRB found no evidence to support that charge, he said. He pointed out that the AFM did not file its charge until two years before, or nearly, January 30, 1945, on the complaint case against the networks.

"Why wasn't the charge filed before?" he asked. He said the lateness of the charge itself would have been adequate grounds for not issuing a complaint but that anyway the board could find no evidence to support such an action. He added that the Circuit Court has the right to review the board's failure to issue a complaint, he said. "We say it's wholly discretionary with the board to refuse to issue a complaint. Thus, the statute makes no provision for the Circuit Court to review the board's failure to issue orders.

Mr. Rockwell then reviewed Mr. Petullo's threats, how other programs if the networks recognized the board's certification of NABET, whereupon Judge Swan observed, "Their position was, we would but we dare not."

Mr. Rockwell agreed that that was the position of the networks.

Mr. Cahill told the court that NABET was in serious predicament as the jurisdictional dispute and was certainly not facing "idle threats". He pointed out that its operations are on split second time and are thrown out of order in the interruption of any program. He argued that the network, as an essential activity has a great responsibility to the public and should do everything to avoid a strike which would impair its services to its listeners, injure its employees and the company itself.

Airport Act Would Endanger Broadcasting Antenna Towers

BROADCASTERS might well face the loss of antenna towers or be forced to remove them under terms of the Federal Aid Airport Act (HR-3170), expected to be reported out by the House Interstate & Foreign Commerce Committee within the next fortnight.

Introduced by Rep. Clarence F. Lea (D-Cal.), Committee chairman, the bill would give to the Administrator of Civil Aeronautics virtual autonomous powers to decide conflicts between proposed airport sites and existing "hazardous". It proposes to appropriate $650,000,000 over a 15-year period for the development of a series of public airports on sites to be determined by the Administrator.

Hearings Held

In conjunction with the Federal Aid Airport Act, Rep. Halleck (R.-Ind.), has introduced a bill (HR-3425) to reestablish the Civil Aeronautics Board, the Office of Ad
tor, the National Aeronautics and Space Administration and Civil Aeronautics Authority as an independent agency. The Board and its kindred offices are now under the Dept. of Commerce.

Following introduction of the Lea Bill in early May, 11 days of public hearings have been conducted by the subcommittee in executive session the past two weeks, whipping the measure into shape for report to the full committee.

Should the Civil Aeronautics Administrator decide to establish an airport near a station, he must agree to remove, lower or relocate "airport hazards", under terms of the original bill.

Rep. Lea said last week, however, that the subcommittee was amending the measure to meet certain objections proposed by various individuals and industries. Although the NAB made no formal appearance at the hearings, it is understood that some suggestions have been recommended to clarify the position of radio.

"Airport hazard" as defined in the proposed bill means "any structure or object of natural growth located on or in the vicinity of a public airport, or any use of land near such airport, which obstructs the airport, or threatens the safety of aircraft in landing or taking off such airport, or is otherwise hazardous to such landing or taking off of aircraft."

Under a proposed national airport plan, the Administrator would be empowered to provide for the needs of expanding aviation. He would consult with the Civil Aeronautics Board, 1945, on a New York television station license, filed May 11.

In March of this year, Cap. Leberman received an official commendation from Secretary of the Navy Forrestal for his work in providing the Navy with various equipment and electronic equipment [BROADCASTING, March 12].

Clark of WEAF Named By NBC to Tele Post

ROBERT W. CLARK, station engineer of the transmitter of WEAF New York since 1943, has been appointed television operations supervisor of NBC and will be responsible for the principal phases of field and studio operations. He will report to Robert E. Shelby, NBC development engineer.

Mr. Clark joined RCA Communications following his graduation from Stanford U. and in 1931 was transferred to NBC's San Francisco office. He was assistant station engineer at the KPO transmitter until 1937, when he was transferred to the network's New York television staff. Actively engaged in war projects during 1942 and 1943, in the latter year he was named assistant engineer of the WEAF transmitter.

Two Request FM

EASTERN States Broadcasting Corp., licensee of WSNJ Bridgeton, N. J., last week filed with the FCC application for a new FM station to be operated on frequency to be selected in 95 mc band, with coverage of 9,000 sq. mi. Estimated cost is $36,000.

Unity Corp., applicant for a new FM outlet in Columbus, last week requested FM facilities of 45.9 mc and 9,920 sq. mi. coverage at Lima, O., with estimated cost of $30,900. Applicant is composed of Edward Lamb, president, 37%, attorney; Stephen A. Mack, secretary, 2%, also an attorney, and Prudence H. Lamb, 11%. Remaining interest has not yet been sold.

Manning to Pacific

PAUL MANNING, Mutual foreign correspondent, leaves June 18 to cover the Pacific war theater. He is scheduled to stop at Pearl Harbor and then to go to Guam.

June 18, 1945 • Page 15
New Hearing on FM Proposals Called

Immediate Assignment Seen; Argument June 22

(See Related Story on Page 66)

FACED with the prospects that the War Production Board may permit civilian manufacture sooner than anticipated, and spurred by demands of industry for immediate allocation of FM and 6-mc television below 108 mc, the FCC last week called for further brief oral argument on its three alternate proposals for the band, 44-108 mc. Immediate allocation of the 44-108 mc band is expected following oral argument.

Argument will be held at 10:30 a.m. Friday, June 22, between the Commission en banc. Although a hearing room had not been designated as of Friday, the Commission is planning to hold the hearing at the National Museum Auditorium, 10th St. & Constitution Ave., Washington, D.C. The three alternate proposals are contained in the highly-controversial allocation of FM and 6-mc television below 108 mc.

WHEREAS, the Commission has received petitions requesting an advance decision among the three alternatives; and

WHEREAS, the Commission is presently advised by the War Production Board that the allocation of radio, television, and telecommunication services to manufacturers has been restrained by the War Production Board and that it probably will not be possible to alter its present allocation until the end of the fiscal year; and

WHEREAS, in view of the foregoing facts, it is probable that a final decision will be made as soon as possible among the three alternative allocations proposed for the region between 44 and 108 megacycles; and

NOW, THEREFORE, IT IS ORDERED, That the day of June 22, 1955, following the hearing herein be fixed for oral argument on the further hearing and argument be held between the Commission en banc on June 22, 1945, at 10:30 a.m., for the purpose of determining which of the three alternative allocations proposed for the portion of the spectrum between 44 and 108 megacycles should be adopted. And it is further ordered that the Commission will receive any additional relevant evidence or material that may be offered concerning the allocations for the portion of the spectrum between 44 and 108 megacycles.

Following these tests in the 44-108 mc band, the FCC plans to extend its studies in cooperation with industry to the higher portions of the spectrum.

Republicans Demand Congress Inquire Into Elliott Roosevelt's Air Interests

ELLIOTT ROOSEVELT, second son of the late President and wartime radio career leader in the last decade ended on the matrimonial rocks, became embroiled again last week in a controversy over his radio financing. A loan he negotiated in 1939 with John Hartford, president of the A & P grocery chain, to finance his radio ventures, among them the Texas State Network and the ill-starred Transcontinental Broadcasting System, brought demands from Republicans for a Congressional inquiry.

Loan Settled

Elliot, now a much-decorated brigadier general in the Army Air Forces, no longer holds any active interest in radio. It was learned last week, however, that he retains 5% stock holdings in the Texas State Network, which remained with him after he had settled with his former wife, Ruth Googins Roosevelt Edson, and their three children. Major General Roosevelt is currently in the Texas State Network is held by his former wife and the children.

The new controversy erupted after a recent hearing in the Texas columnist, revealed in a dispatch June 11 that Elliott on March 31, 1939, when he was 29, had negotiated the $200,000 loan with the advice and financial consent of his father. Mr. Hartford, it developed later, settled the loan for $4,000 and took the loss in his 1942 tax return. Predictions were made freely that some sort of inquiry would be conducted, not only because of the stir created in Congress but because of newspaper editorials demanding that in fairness to all parties the record be cleared.

Chairman Doughton, of the House Ways & Means Committee, asserted the whole incident would be discussed by his Committee during the current Congress week. Predictions were made freely that some sort of inquiry would be conducted, not only because of the stir created in Congress but because of newspaper editorials demanding that in fairness to all parties the record be cleared.

Chairman Doughton, told the House Thursday that the Internal Revenue Bureau had refused to allow Mr. Hartford to charge off

Chance of Saving OWI Radio Good

Senate May Restore Amounts Eliminated by the House

PROSPECTS of reversing the drastic action of the House of Representatives in slicing the OWI budget by approximately 60%, with the effect of liquidating the Domestic Radio Bureau, appeared good last week in light of the following developments:

1. Sen. Ferguson (D-Ore.), told a news conference he hoped Congress would restore to OWI the full estimate he recommended.

2. Sen. Millis (D-Mass.), acting chairman of the Senate Appropriations Committee, which heard testimony in executive sessions Thursday and Friday on the OWI budget, said he thought the House cut was "too drastic."

Correspondents Speak

3. A group of eight prominent war correspondents, including William Manchester of the New Yorker, and John W. Vendercook of NBC, strongly urged upon members of the Senate Appropriations Committee that OWI operations be continued "on an enlarged scale in the interest of fighting enemies of democratic principles."


5. J. Harry Ryan, NAB president, on Friday asked the Senate Committee, to restore sufficient funds to operate the Radio Bureau for the duration.

6. Gen. Eisenhower, in a message transmitted to the Committee by the House Appropriations, said that though the Army could do the work he preferred OWI operations in Europe remain with OWI.

The House emasculated OWI, voted at a night session on June 8 by a margin of 10 votes in the absence of many Democrats, which would mean the folding up of the agency's domestic and European activities and leave funds only for psychological warfare in the Pacific. Elmer Davis, director, said after a conference with the President, actually, OWI officials asserted, if the House action was sustained by the Senate there would not even be sufficient funds for the Pacific program as no provision was made for liquidating the other activities.

President Truman had asked Congress for $42,000,000, a reduction of nearly $14,000,000 from the current fiscal year's appropriation, made possible by the termination of psychological warfare in Europe and the reduction of war loans. The House Committee on Appropriations reduced the amount asked by the President to $35,000,000.
Our Respects to
(Continued from Page 44)
Mr. Richards who had stumped competitive distributors by bringing Policyholders' entire Insurance Dept. to Detroit for a week's engagement as a promotion stunt in opening his showroom.
Mr. Richards' first radio venture paid off. Immediately he bought the entire background of the station for a year's time—with an option to buy the station itself at the end of that period. He exercised the option and called upon Mr. Fitzpatrick to take over its management. WJR's history from that time to this—it's rise to 50,000 watts of power—its affiliation with CBS—its devotion to community service, culminating this year when it won the duPont award for doing the outstanding station job in the nation during 1944—is known.
In 1930, after prospering at WJR as a result of judicious exploitation and sound management, Mr. Richards bought WGAR in Cleveland. WGAR, to his delight, was a Lloyd Sigmon station. Dec. 15, 1930. Illustrative of its progress is the fact that then it was a 500-watt outlet and today it broadcasts with 5000 watts. Mr. Richards bought into it, now is a 10,000 watt fulltime operation. Mr. Richards has spent some considerable time in California on doctor's orders. It was natural that he should enter the broadcasting business there, and no less natural that he should make a "go" of it in one of America's most competitive radio markets.
If he has a secret for success, it is service. Devoted to the cause of improving the lot of every American, he has time and again sacrificed commercial interests to lend the power of his stations to America's cause. Dick Richards is known in broadcasting circles as a hard-hitting, two-fisted operator; beneath that, as is so often the case, is a great-hearted man to whom principle is paramount to profit. He has, and few know it, insisted through the years that every Richards station broadcast each Sunday a 15-minute tribute to mothers everywhere. This is his living monument to his own mother. He has given without stint to the war effort, in many private ways that will never be known. It is known, however, that some of the outstanding contributions to the radio war have been made by men from the Richards organization. Morrie Pierce—WGAR's chief engineer, who "captured" the Italian fleet and the radio station at Luxembourgb; Gene Carr, assistant to Mr. Richards, who devoted over two years to the Office of Censorship and now is on loan to the Air Force Division of the Treasury Dept. as radio manager of the Signal Corps. Mon, now a major in the Signal Corps in England, and many others: over 80 men and women from the three stations.
Aside from his broadcasting and radio, Dick Richards' main interest in life is sports. He once owned the Detroit Lions, professional football team. It was there, as a matter of fact, that Bob Reynolds, KMPC manager, had his first training in the Richards organization—as a player. The same Mr. Reynolds who holds the record for having played three full games in the Rose Bowl and recently was elected president of the Southern California Broadcasters' Assn.
In the four years he owned the Lions, by the way, Mr. Richards got the lion's share of titles, winning two championships. Winning ways? Lucky? Secretary-Treasurer Thomas says the folks in the Richards organization are "plague happy". It is true that these stations have won more than their share of awards for enterprising programming and public service.

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

BUYING the right transcribed library means getting real program material—not the things you can hear from any jukebox. Associated is the library that has always offered exclusively radio-grooved entertainment. BIG, glamorous production music...like Ray Bloch and his 50 top musicians. Plus the incomparable quality assured by APS high fidelity vertical-cut recording and pure Vinyllite discs. Yes, the right library can pay off! Want proof? Write today for the Associated Library booklet. Associated Program Service, 25 W. 45th St., New York 19.

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Human Record
BECAUSE of the delay in the arrival of Gen. George S. Patton from the Bedford air- port to the Hatch Shell on the Esplanade for his recent welcome to Boston, Lester Smith, director of the Yankee Network's Special Features Dept., had to ad lib continuously for 55 minutes. "I must have been vaccinated with a phonograph needle to have talked that long," Smith said afterward. The General's broadcast was his first since his arrival from Europe and was heard by millions of New Englanders over WNAC Bos- ton and the Yankee Network.
To the three basic needs of humankind... food, clothing, and shelter... many will add a fourth today: Radio. Certainly, it is no exaggeration to say that radio, in the last quarter-century, has become as habitual a factor in our daily lives as eating, dressing, working, and sleeping.

There is no loneliness wherever radio enters the home... in the crowded metropolis no less than on the farms that dot remote regions. Night and day, come the radio voices of other human beings... bringing services valuable alike to the nation and the individual.

In many homes, turning-on the radio in the morning is a custom as regular (and as automatic) as bringing-in the milk and the newspaper, and putting a pot of coffee on the stove. It is one of the things the American family does, not only from habit but by design. Truly... it is the fourth dimension of civilized living.

More than 18,000,000 people live within the intense primary areas of six Westinghouse stations... and most of them know from daily experience that they can always expect quality and variety in programs by staying in tune with Westinghouse.
No Ration on This

THERE is one commodity, if we may call it such, that is not rationed these days. It is service.

Broadcasters encounter daily many handicaps induced by a war economy. There are shortages of manpower, material and even of time. But there's no shortage of neighborliness.

Why not, during those reflective minutes you spend trying to devise some way to stretch an hour into 75 minutes, drop a note to those of your faithful clients who are sticking with you through these war times?

You might remind them that your medium, like their businesses, operates these days under necessary restrictions. You might tell them frankly that you're doing your best in view of these barriers, but that you'd like to do more.

Ask them frankly what else your outlet can undertake to promote their products more effectively.

Such honest thoughtfulness as this will do much to bolster the great gains program-wise and commercial-wise which have been made by American radio during the war years. It will do much to solidify and perpetuate the friendship between broadcasters and clients.

It is the local merchant who, after all, is the commercial backbone of radio. Give him service. It's ration-free.

ELLIOTT ROOSEVELT is in hot water again. Republicans want an inquiry into his $800,000 "radio" loan from an A. & P. store executive, settled later for $4,000.

For two years a special committee of the House tried to probe the whole radio field but was stopped cold. Elliott's activities were just one isolated phase. This new fuse comes rather late.

OWI Threatened

BROADCASTERS should have more than passing interest in the recent action of the House of Representatives when it voted a 50% cut in the $35,000,000 fund reported by the Appropriations Committee for the Office of War Information.

If this reduction wins approval of the Senate, where the measure now is under consideration, it will mean the end of the Domestic Radio Bureau of the OWI.

Perhaps some of us have taken too much for granted the efficient war-effort contribution of the OWI's radio bureau. Through this funnel spout pours a steady stream of program material and news releases conceived by the myriad Government agencies. If there were no such bureau, the OWI would have been required to make its contact with stations and networks direct. It's apparent that under such conditions, station managers and program directors would have little time free from such discussions.

We believe the OWI radio bureau should be continued, for its important work is not concluded. Even after the war such a central clearing house for the bales of Government information may prove a necessary function.

The House cut which would spell death to the Bureau can be restored by the Senate. We trust the Senate, with customary logic and good judgment, will act to continue a service that's been invaluable to the public and radio.

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NEED TO MEASURE HIM
THERE'S a native philosophy that pays tribute to honest traders that goes something like this: "If he says a horse is fifteen hands high, there's no need to fuss about measurin' him." That's what we mean when we say: --

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON

W W V A
WHEELING, WEST VA.
90,000 Watts — A.B.C.-Blue

W H I Z
ZANESVILLE, OHIO
250 Watts — N.B.C.

W S P D
TOLEDO, OHIO
5,000 Watts — N.B.C.

W M M N
FAIRMONT, WEST VA.
5,000 Watts — Columbia

W G B S
MIAMI, FLORIDA
10,000 Watts — A.B.C.-Blue

W A G A
ATLANTA, GEORGIA
5,000 Watts — A.B.C.-Blue

W L O K
LIMA, OHIO
250 Watts — N.B.C.
A PENNY

saved is a penny earned. That's good, sound teaching, old as the history of economics. But here's something new in teaching . . . WGN's new "Charm School" of the air. A technique of "teaching" specifically interesting to all women listeners. Virginia Clark, Lee Bennett, Forrest Lewis and Harry Sukman are the topflighters featured in this new "click" show . . . all wrapped up in an ideal woman-interest package by able producer Mary Afflick. It's on the air Monday through Friday from 9:30 to 10:00 a.m. For selling fashion, beauty, or kindred products that women buy, "Charm School" participations offer real values. It's good shows of this kind that make WGN the leader in local and national spot business among Chicago's major stations.

A Clear Channel Station

WGN CHICAGO II ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
Diversity Keynotes P&G Success

(Continued from Page 20)

Guiding Light for P&G Naphtha
placed by Compton, 1937-41.
For Ivory Snow, Mary Martin,
placed in the U. S. by Compton and
by Benton & Bowles in Canada, was
a network show for P&G from
1937-43; Road of Life, still a daily
feature for Duz and Dash, was
placed by Compton in 1937; Life
Can Be Beautiful, another Compton
placement for Ivory, begun in 1938
and still runs.
In New England P&G sponsored
the Singing Cop, a Boston police-
man whose songs were aired in
1939 on a special network on
behalf of Lava soap. It was
placed by Blackett-Sample-Hummert. For
Ivory soap, Compton placed
Right to Happiness. The program
still is heard.
In 1943 Compton placed the
Crisco Radio Newspaper, which still
carries P&G sponsorship. On CBS
Perry Mason mysteries, placed by
Pedlar & Ryan, have been selling
Camay soap since 1943 and the
American-Blue feature, Breakfast
in Hollywood, formerly Breakfast
at Sardis', has been sponsored on
behalf of Crisco since January
1944. That account is handled by
Compton.
Rudy Too
Rudy Vallez is heard for Drewe,
having gone on for P&G last Sep-
tember. Kastor handles the ac-
count. Another new program, Rose-
mery, placed by Benton & Bowles,
is sponsored in behalf of Ivory soap,
Ivory Flakes and Dash. It began
last October.
First P&G account placed by the
Brow Co. was Gaslight Goyettes,
now known as Variety Hall, which
began in November 1944. At pres-
ent P&G is sponsoring the Jack
Kirkwood Show, a five-weekly com-
dy series, for Ivory and Oxypol on
a coast-to-coast network, placed by
Compton. Tests first were conduct-
ed on a Pacific Coast network.
Another newcomer to radio audi-
ees is Glamor Manor on the
American-Blue for Ivory Snow and
Crisco, placed in July 1944 by Ben-
ton & Bowles. The Biow Co.
for Lava soap placed FBI in Peace
and War last November. Several
other productions are under consider-
ation by P&G for the future.
The Cincinnati firm has not con-
Elled its broadcast advertising to
English-language programs. Some
of its most successful productions
and most popular in their respec-
tive fields are on foreign-language
stations both in the U. S. and Cana-
da. In this country there are pro-
grams in Jewish, Polish, Italian.
In Canada the principal language
aside from English is French.
These are only a few of the pro-
grams successfully sponsored by
P&G. The company's desire to give
the people what they want is best
exemplified in an experience with
Ma Perkins, the "mother" of day-
time serials. As chronicled in the
June 4 Broadcasting, Ma Perkins
was created by Lawrence D. Milli-
gan, account executive of B-S-H.
Today Ma Perkins has the high-
est sponsor identification of any
daytime show on the air. The lo-
vable character, portrayed from the
outset by Virginia Payne, former
Cincinnati dramatic art student,
have a real person to millions
of listeners—men and women
alike—throughout the country. Her
fan mail is unbelievable. Each year
Ma Perkins sends out more than
1,000,000 packages of garden seeds
to her friends who write in.
Celebrate Anniversary
And each year in Chicago the
program's anniversary is cele-
brated at the Racquet Club. One
factor to which Mr. Ramsey at-
tributes the success of Ma Perkins
is the broadcast time. Since it be-
came a network show in 1933, the
program has been on NBC at the
same time every day—3:15 p.m. In
1942 Ma Perkins was added to CBS,
1:15-1:30 p.m., but the NBC time
remains unchanged.
Despite its phenomenal success,
however, Ma Perkins hasn't al-
ways clicked as it should. A few years
after the show was going its creator
changed the format from human
interest to melodrama. Listeners
began to complain. Their "Ma Per-
kins" wasn't the same live, sym-
pathetic character they loved.
Their dislike for this new type of
production for "Ma Perkins" was
 reflected in audience ratings.
Orin Tovrov, former scriptwriter
of WLW, was approached by
Blackett - Sample - Hummert. He
joined the organization, was as-
signed to write the show. His first
move was to take Ma Perkins out
of the melodramatic atmosphere,
place her in Rushville Center and
return her to earth as it were. The
listeners liked it.
For more than six years Mr.
Tovrov, who started adult life as
professional wrestler, wrote Ma
Perkins. Then came the war. Today
he is a Navy lieutenant in the Pa-
cific. Henry Selinger and Leaton
Huntley took the unenviable chore
for Ma Perkins when Tovrov joined
the service. Huntley still carries on
and Ma Perkins is on top today.
That's just one incident in the
radio life of the nation's top sponsor.

10 O'Clock Habit
WOAI's 10 o'clock nightly newscast is
listened to by more than 54% of the radio
audience in San Antonio, Austin and Corpus
Christi, as shown by a special survey recently
conducted by C. E. Hooper, Inc.
Against the tremendous popularity of
WOAI's 10:00 P.M. news in these widely sep-
parated centers, a competing newscast aired
over three stations—one in each of the
cities named above—commanded 22.3%
50,000 Watts
Clear Channel
NBC Affiliate
Member TQN

The Powerful Advertising Influence of the Southwest

KOIN
We Work Today
for the Northwest's
Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
Privacy does not yield profits!

From 1717 to 1723 the great Johann Sebastian Bach served as Court Musician to the Duke of Anhalt-Cothen. His duties were to provide Music for the ducal household and “to compose for those instruments on which the Duke played.” These were among the most productive years of Bach's life, but his audience was limited to the Duke, his private household and visiting nobility. Fortunately, however, later years brought Bach's masterpieces to a world-wide audience of music lovers.

'As with Bach's music, so with your radio sales message. It must be heard—not in one household, but in tens of thousands—to be appreciated. You assure yourself of such an audience when you use WCBM, for listening to WCBM is a habit in Baltimore.
WDZ Moves to Improved Studios After 24 Years

AFTER 24 years in its original quarters, WDZ Tuscola, III., has moved to new studios in the McNeil building. The station went on the air March 17, 1921 and until 1929 broadcast an occasional amateur performance and grain market reports on the half hour, the first station to carry that service.

In 1935 WDZ became a corporation and the next year increased power from 100 to 250 w. In 1939 the power was increased to the present 1,000 w. Edgar L. Bill is president and Walter C. Shafer, manager.

P & G Programs

(Continued from Page 80)

Prof. Quiz, Tel., Kao, 1939-40.
Against the Storm, Ivory, Compton.
1929-39.
Right to Happiness, Ivory, Compton, started 1939, still on.
Painted Dreams, Chips, F.D.R., 1940.
What's My Name, Oxydol, B-S-H, 1940.
Long Journey, Deft, Lava, B-S-H, Duve, started 1940, still on.
Woman in White, Camay, P & R, 1940-42.
Truth or Consequences, Ivory, Duve, Compton, started 1940, still on.
Kidnapper's Playhouse, Dene, Kastor, 1940-41.
Those We Love, Tel., Kao, 1940-41.
This Small Town, Dene, Compton, Chip-90, P & R, Lava, B-S-H, 1940-41.
Everyman's Theater, Oxydol, B-S-H, 1940-41.
The Barons, Compton, 1941-42.
Ransom Sherman, Ivory, Compton, 1942.
Nettie's Irish Rose, Dene, Kastor, 1942-44.
Woman of America, Ivory Snow, Benton & Bonnie, started 1942, still on.
Superman, Guest Ivory, Compton, 1942.
Junior Miss, Ivory Snow, Ballard, 1942.
Snow Village, F & G, Naphtha, Compton, 1942.
I Love My Husband, Ivory, Compton, 1942.
Star Playhouse, Deft, Crisco, Dancer-Fingerlaid-tumble, 1942-43.
Crisco Radio Newspaper, Crisco, Compton, started 1943, still on.
Brave Tomorrow, Ivory Flakes, Compton, 1943-44.
Perry Mason, Camay, P & R, started 1943, still on.
Breakfast in Hollywood, Crisco, Compton, started 1944, still on.
Champion, Ivory Snow, Crisco, B & B, started 1944, still on.
Rival Wife, Dene, Kastor, started 1944, still on.
Ranger F & G, Naphtha, Ivory Flakes, Dash, B & B, started 1944, still on.
Guadaloupe, Ivory, now Variety Hall, Tel., the Blow Co., started 1944, still on.
Jack Kirkwood Show, Ivory, 1942-44, started 1944, still on.
FBI in Peace and War, Lava, Blow, started 1944, still on.
In addition P & G sponsored 25 spot programs and 11 shows on Canadian stations.

SECRETARY of the Navy James Forrestal made the opening speech of the new shortwave series, The Navy Reporter. Radarman 2/c Paul Sullivan, former CBS commentator, is announcer and news editor.

RADIO WORKSHOP
HELD IN CINCINNATI

WITH officials of all Cincinnati stations participating, the first of three radio workshop meetings was held in the WLW studios June 8 as step toward providing quality public service programs.

Uberto T. Neely, president of the Cincinnati Radio Council, sponsor of the meetings, expressed the hope that through the educational medium of radio the citizenry can be helped to have a greater understanding and appreciation of the fullest potentials of all their public institutions and service organizations.

Radio chairmen of civic, educational, religious, social work, and service organizations heard a symposium on "How a Radio Station Functions", given by Richard Hubbard, production manager and television consultant for WLW; Walter A. Callahan, manager, WSAI; Kenneth Church, executive vice-president, WCY; H. E. Fast, general manager, WKRC; and M. C. Watters, v.p., general manager, WCPO.

Speakers at the following sessions of the Council, which will be held in the WKRC and WCKY studios, include: John Patrick Smith, assistant general manager, WCPO; Joel W. Stovall, program director, and Byron Taggart, director of special events, WKRC; Howard Chamberlain, program director, and Katherine Fox, director of public interest, WLW; Osborne Stearns, special events, Miss Jan Fuller, program coordinator, WCKY, and James A. Leonard, WSAI.

This is ROCKFORD
1944 RETAIL SALES—$85,975,000
A NEW ALL-TIME HIGH!

WROK
THE ONLY STATION THAT WILL DO A JOB FOR YOU IN
ROCKFORD, ILLINOIS
1000 WATTS
REP.—HEADLEY-REED
Affiliated with the American Broadcasting Company

BROADCASTING • Broadcast Advertising
WANT MORE BUSINESS in KAMO*LAND?

Hire Another Salesman

Your Product

Station KUOA
5000 WATTS

"His" voice is well-known to every man, woman and child in this great 4-state Ozark area.

Here's a "super-salesman" who is on friendly terms with 1,220,958 prosperous people in this ever-expanding market. Whether you're selling candy or cars, tires or toothpaste, KUOA's complete coverage of KAMO* LAND (Kansas, Arkansas, Missouri, Oklahoma) can take your message into over 200,000 radio homes throughout this area.

This market represents a buying power of over $200,000,000 based on official retail sales figures. KUOA's strong, clear voice helps to decide what these millions will buy. Better hire this extra salesman for your products NOW.

KUOA
Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

The Voice of...

KAMO*LAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company
Philco Is Ready To Up Production

Kennally Outlines Philco's Plans for the Future

PHILCO has completed arrangements to increase production far above pre-war levels as Government regulations permit, Thomas A. Kennally, vice-president in charge of sales, said last week. Speaking of the radio industry's "notable contribution to victory" he declared: "As one of the recognized leaders in the development and production of radar, Philco is proud to record that it has served on fighting fronts all over the world."

Philco Planning

Foreseeing the curtailment of armed forces orders in the months ahead, Mr. Kennally went on to outline Philco's plans. "Surveys made by Philco," he said, "indicate that a pent-up demand for approximately 25 million radio receiving sets already exists. This is nearly twice the industry's all-time high production of 13 million receivers in 1941."

"In addition to the normal demand for radio sets, the industry promises to become increasingly important in post-war years. The fact that a large number of new FM stations will be built and go on the air as soon as possible means that there will be a great many more FM programs to listen to. Sale of AM-FM receivers should be stimulated accordingly."

"As the leader in radio ever since 1930, Philco is laying plans to maintain and strengthen that position in the postwar period. Our postwar radio line, from table models to de luxe radio phonographs, will embody new features and new ideas never available before. Perhaps most important of all, at a face of higher costs, the consumer will get prewar values for every dollar he spends for his new Philco."

TAKING advantage of new program material and talent, radio has been interviewing generals such as these. Frank Gaither (left), associate manager of WGST Atlanta, caught Gen. Frederick E. Uhl (center) and Gen. Courtney H. Hodges immediately after landing at the city's airport.

GEN. OMAR N. BRADLEY tells fellow-Missourian Mary Margaret McBride (center) of WEAF New York his experiences as 12th Army Group Commander while his wife, a school-mate of the woman's commentator, stands by.

GEN. MARK CLARK immediately after return from European theater, made an exclusive speech over WBBM Chicago with Russ Davis doing the announcing.

Sparton Appoints Allen

SPARTON RADIO, Jackson, Mich., has appointed William C. Allen & Assoc., Birmingham as district merchants for Alabama, Georgia, Tennessee, Mississippi and north-west Florida. Firm will appoint a dealer in each city and town in these states and Sparton merchandise will be shipped direct from the factory.

Oliver for RCA

RCA VICTOR Division, Camden, has appointed the Oliver Theater Supply Co., Cleveland, to distribute the RCA line of theater equipment in the Cleveland film territory. Principal lines include sound equipment, are lamps, motor generator sets, etc.

Travel Rationing Possibility Blasts NAB Convention Plans

ANY CHANCE of an NAB convention in 1945 was decisively blasted last week with the announcement by J. Monroe Johnson, director of the Office of Transportation, that travel rationing may become necessary. The OD T chief told a news conference there would be 50% less Pullman space and 10 to 12% less coach facilities available for civilian railroad travel after August 1. Air travel also will be further restricted.

The War Committee on Convention Transfer Two AAF Reporting Teams

Combat Groups Are Assigned To Pacific Theater

NOW THAT the European war is ended, two Army Air Forces combat reporting teams are being transferred to the Pacific to join other AAF teams reporting the news of the Fighting Air Forces program, heard on the American-Blue, Saturday, 1:30-2 p.m. (EWT).

The team assigned to the 8th Air Force has been transferred to a West Coast training field, where they are doing spot broadcasts and awaiting assignment to the Pacific. Maj. Howard Chapman is officer in charge, with Capt. Edwa Harris, masterwriter, and 1st Lt. Abe Robyn, former NBC Hollywood engineer, as team engineers.

The 9th Air Force team is at Wright Field, from where they will proceed to the Pacific theater. Heading the group is 1st Lt. Thomas Geoghegan, known to the American-Blue listeners as Tommy Geoghegan Jr., who will be announcer. Sgt. Robert Bach, ex-writer for WNEW WMCA New York, is writer with the team, and engineer is Capt. John Stauffer, former NBC engineer.

Moving in the opposite direction, is the AAF Radio Production Unit, which has moved headquarters from Los Angeles to New York. Fighting AAF will now originate from the American-Blue's New York studios, with Capt. Perry Lafferty, former CBS producer, as program producer, and Corp. Keith Fowler, writer for the Chase & Sanborn Show, Silver Theater, and others, as writer. Capt. William Blanton, former chief engineer for WHAS Louisville, has been assigned to the New York unit.

Just assigned to the Washington headquarters of the Perimeter Radio Section is Capt. Tony Lumpkin, who will coordinate radio activities of all AAF commands in the U. S. Before joining the service, Capt. Lumpkin operated the Dave Allen Radio House, at the U. of Texas. Capt. Robert McAndrews, ex-sales promotion director of NBC Western Division, is now AAF liaison officer between the nets, agencies, and the AAF.

RADIO MARKET UP IN CANADA SURVEY

RADIO RECEIVERS and combination radio-phonographs rank fourth on the list of electrical appliances wanted by Canadians, according to a postwar survey made by the MacLean Publishing Co., postwar research department, Toronto. Washing machines, refrigerators and electric cooking ranges rank ahead of radio receivers.

Canadian families numbering 405,000 are estimated as a result of the survey to want radios, and the estimated purchase price is $34,000,000. "Radios," the survey points out, "are the most universally owned item of electric appliance or equipment." Although there is some variation, ownership is high everywhere.

About 405,000 families say they are in the market to buy a radio, two-thirds to replace old sets. About 250,000 families place radios among the first group of major home equipment. Almost one in four potential buyers want a combination radio phonograph set. A few want television. In dollar terms this means a market for radios (other than auto radios) of about $34,000,000 over all, an item on which Canadians normally spend about $13,000,000 a year.

WHNC to MBC

WHNC Henderson, N. C., 250 w on 890 kc, has joined Mutual. Nathan Blanton, formerly of Wbirn Rapidis, N. C., is owner and operator.
theater tie-ups

IN 66 THEATERS of the Greater New York Skouras chain, WOR trailers are seen daily by approximately 300,000 people of all ages. Carefully written and shot to suit moviegoers’ tastes, they are another effective persuader for WOR and its sponsors.

news sheets, clips, etc.

TIMELY TIPS for agencymen, sponsors, and WOR’s own account execs. are peeled off promotion mimeographs weekly and sent shuttling out by the hundreds. They contain meaty audience facts on specific shows and time periods; clock off Crossley age-sex-income comparisons and newly-unearthed marketing data.

ELEVATORS “Oh mama, look — WOR!” said the little boy as he stepped into one of the 10 elevators at WOR. Not quite as audible, but equally intent, is the attention WOR’s unique elevator cards attract from 20,000 riders every day of every week.

WOR
—that power-full station
at 1440 Broadway, in New York

MUTUAL
Recordings  “It's a bird, it's a plane, it's . . .” It's an excerpt from one of those cleverly-positioned WOR promotion recordings that roll up more listeners for the station's sponsors and their shows. About 60 times a week, carefully-tailored cuts from WOR programs are flicked on the air at selected spots.

Presentations

Pieces that not only sell the WOR show, but give the agency and sponsor's rep. a lot of new facts about his own business and how WOR fits into it. This is a routine WOR promotion chore, but the material isn't — routine, we mean.
Direct Mail

BOOKS, PAMPHLETS, FOLDERS, trickies: WOR samples

the field. But never just for issuing books, pamphlets, etc. The piece

must have guts; must advance knowledge of all radio as intensely as it magnifies WOR. For more

than a decade the latter has been a WOR policy; and many stations that have used the

WOR facts will gladly, we hope, agree.

FOUR-SHEETS

YOUNG & RUBICAM people blinked one

sunny morning in May; BBDOites followed suit.

For parked before the doors of their buildings, and many others, were massive

Railway Express trucks with massive WOR banners. 'Twas good advertising for the general

public too. In all, 200 trucks will trundle through Manhattan's streets with varied

WOR posters colorfully astride them for months, months, months.
trade papers

WOR's prize-winning* trade paper copy is informative and helpful. Selfishly it sells WOR mainly, but almost always endeavors to advance knowledge of all radio; keep agencies and sponsors alert to latest programming methods, marketing advances, skilled use of WOR research in plotting audience targets with the accuracy of a field gunner.

*Annual Advertising Award, 1937 (first time this honor was handed to any American radio station's or network's advertising).
Annual Advertising Award, 1941.
American Institute of Graphic Arts, 1936

Direct Mail Advertising Assoc.; scroll in 1937, and silver cup in 1941 for most outstanding mailing pieces.

"VARIETY" awards for "best nationally exploited station" in 1938; for "Showmanagement" in 1940.

"BILLBOARD" award in 1943 for publicity and promotion.
WOR uses all New York's leading dailies, and, at times, almost all of them are used daily. Particularly the Times and the Tribune. WOR's business page copy sells both WOR and all radio to nation's top executives. Banner position week after week on Tribune's nationally-famous radio page is cued deliberately for knowing agency readers. As far as radio stations go, WOR initiated the extensive use of front-page reader notices in New York.
GENERALLY, WOR does not like to talk about itself — too much. But, in recent years, it's sort of developed the habit of taking customers behind the scenes from time to time to show them what makes WOR tick. More particularly, what makes WOR tick for them; i.e., the customers.

This then is one of those trips. It's a review of the scope and type of stuff coming out of our heads at the moment and during the more or less recent past. The material shown here, we think, has had a great deal to do with making one great station great, and, in the process, turning it into a more economical and effective buy for the thousands of sponsors who have bought it.
A radio station is known by the Companies it keeps

Eversharp, Inc.  
Montgomery Ward & Co.  
Signode Steel Strapping Co.  
Aluminum Company of America  
Sears Roebuck & Company  
Continental Can Company  
Ingersoll Steel Company  
Diamond T Motor Car Co.  
E. J. Brach Candy Company  
Wisconsin Steel Company  
Acme Steel Corp.  
Hallicrafters, Inc.  
Swift & Company  
Carnegie Illinois Steel Corp.  
Adams Hat Shop  
Santa Fe Railroad  
Southern Pacific Lines  
Florsheim Shoe Co., Inc.  
The Hub-Henry C. Lytton & Sons  
Wm. Wrigley Jr. Co.  
Berghoff Brewing Co.  
Atlas Prager  
Don Cimino Wine  
Mission Bell Wine  
Barloma Wines  
Coca Cola Company  
Pepsi Cola Bottling Co.  
Rumford Chemical Works  
Parker Watch Co.  
Super Suds  
Tintex  
P. Lorillard-Old Gold  
Walgreen Company  
Krank Shave Cream  
Andy Lotshaw  
Brylcreem Hair Dressing

★ The list of WJJD advertisers, of which this is a small part, is the company that you will keep on the largest independent radio station West of the Hudson. Among smart time-buyers—people who rate stations on a Results-per-Dollar basis—WJJD rates as a standout buy. WJJD delivers SELLING POWER . . . . . . 20,000 watts of it . . . . . . into the largest coverage area offered by any Chicago station . . . . . . regardless of power!

20,000 WATTS OF Selling POWER

THE NEW WJJD

A Marshall Field STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER
ATS Gives 15 Awards for Outstanding Work in Television During Past Year

AMERICAN Television Society presented 15 awards for outstanding work in television during the past year at the June meeting of ATS in New York last Thursday. Classes of awards and their recipients were:

Outstanding Production: WNBT New York for Men in White.


Outstanding Contribution to Children's Programming: WRGB Schenectady.

Best Educational Program: WNBC New York for Opinions on Trial.


Most Consistent Effort in Developing Effective Television Commercials: Ruthrauff & Ryan, N.Y.

Special awards were:

Outstanding Editing of News Films: Paul Alley, WNBT film editor, specifically for The War As It Happens.

Outstanding Editing of Television Technique: WFTZ Philadelphia.

Best Institutional Television Commercial: WRGB Schenectady for Conquest Over Darkness.


Outstanding Work in Preparing American Broadcasting Co. for Television: Paul Mowrey, television director, American-Blue.

Preparing the Mid-West for Commercial Television: WBKB Chicago.


Development of Television Commercially: WBAD New York.

Retiring ATS president Dan D. Halpin, RCA, was presented with an ATS service award by the incoming president, George Shupert, Television Productions. Mr. Shupert and the other 1945-46 officers were inductcd at the meeting, closing session for the year.

AFA Awards

ADVERTISING Federation of America awarded the 1945 Awards for Club Achievement to the Milwaukee Adv. Club, the Advertising Club of Springfield, Mass., and the Women's Club of Cleveland, the winners representing the three classifications for entries—1, advertising clubs in cities of more than 500,000 population; 2, those in cities less than 300,000; and 3, women's advertising clubs.

Doubled European Coverage Planned

AFN Will Furnish Radio Entertainment and News

DOUBLE the present number of American Forces Network stations in Europe is planned for the near future to furnish radio entertainment and news for U.S. troops.

Plans have been laid for opening 11 new stations in France, Belgium and Germany. Among stations to be taken over by AFN in Germany will be those at Munich, Bremen, Stuttgart and Frankfurt. The Munich station is one of the largest on the Continent and its 100,000 watts makes it larger than any in the United States. The Nazis used it for jamming Allied broadcasts during the war.

The stations in France and Belgium will be maintained or established in areas used for redeployment, recreation and permanent posts.

AFN had nine outlets in operation on the Continent and 41 in Great Britain when the war ended, including three mobile stations attached to the First, Ninth and Seventh Armies. The others on the Continent are in Paris, Marseilles, Cannes, Nice, Nancy and Lyons. The mobile stations will be transferred to other areas as the armies are redeployed.

The stations are on the air more than 20 hours a day, presenting live broadcasts direct from their studios and transcriptions prepared by Armed Forces Radio Service and flown from the United States. AFN also operates a news room from London for the broadcast of world, home and sports news.

Tribute From Mrs. FDR

TRIBUTE to radio was paid by Mrs. Franklin Roosevelt last Wednesday in her column, "My Day." When she wrote, "Radio has become a great instrument for bringing people together," she added, "Millions of people who have heard only voices on the radio have come to attach to those voices personalities and qualities of character. In many of my letters there is the sense of love because my husband's voice will no longer come into a living room or a kitchen in some remote corner of the United States."

Raytheon Moves Show

RAYTHEON MFG. Co., Newton, Mass., July 16 will move half-hour Meet Your Navy to Monday 9 p.m. on the full American-Blue network for the summer. John Bates, radio director of Raytheon's new agency, J. M. Mathes Inc., New York, said that in September program is to move from 9 p.m. to 8:30 p.m., remaining in that spot for the season. Program is now heard on American-Blue Saturday 7:30-8 p.m., with rebroadcast 10-12:30 midnight.

Sell Tomorrow's Leaders TODAY!

“Sorority Charm” The Program Judged FIRST In The Nation

May 23, the City College of New York awarded WDWB FIRST PLACE for the “best direct-selling commercial program produced by a local channel station.” This award highlights the “selling” production on WDWB, and also the consistent audience among University of Illinois Men and Women. (Coincidental rating 86.4%) Before Pearl Harbor, 12,631 students came to Champaign-Urbana from all over the nation. Now with G. I. Joe and Jane already returning under the Bill of Rights program, 22,000* students are expected on the campus. They are tomorrow's leaders—nation wide in origin—they take part in, and listen to, WDWB.

*L. United States Department of Education

WDWS

BASIC CBS - CHAMPAIGN-URBANA, ILLINOIS

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BROADCASTING • Broadcast Advertising
TIME TO TALK to a city’s teeming populace, time for reaching suburban shoppers, or time for covering rich rural markets...such time is the full-time concern of Weed & Company—specialists in good times on good stations.

That “time will sell” and that Weed & Company sells it is recognized by all stations carrying the familiar letterhead line: “Nationally Represented by Weed & Company.” It means more business for all concerned.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
Postwar Boom Seen in Mexican Radio Ads

Present Peak to Be Boosted in Race For Markets

By DOROTHY WILLIAMS

MEXICAN radio advertising—already in the biggest boom in its history—can look forward to tremendous increases in the postwar race for Mexican markets, if spokesmen for advertising agencies and manufacturing companies are correct in their prophecies.

J. Walter Thompson Co.'s Mexico City office, for example, under direction of John Kuneau, has been in operation for only two years and already has a line-up of radio clients which probably equals that of Grant Adv., oldest U. S. agency in Mexico.

Aside from its large spot radio advertising for clients in Mexico, the Thompson agency is handling 52 different programs weekly in Mexico and in Central America. Central American time is bought on the chain centered in XEW Mexico City which has a total of 87 affiliated stations in Mexico and the Central American countries, according to Mr. Kuneau who was in New York recently on a business trip.

Standards High

"We have consistently worked on the theory that a radio program must be entertaining in order to sell products," Mr. Kuneau said. "We work to keep our Mexican productions up to the standard we know the people demand. What is not good enough in the States is not good enough in Mexico either and, in many instances, the radio listeners there are more critical than they are here.

"One of the most important things about producing a radio program for Mexico is to slant it to their intense nationalist feelings," he continued. "These people who say, 'What the hell? There's nothing down there but sand and sombreros' may not know it, but all they're doing is wrecking a good market for their product."

Mr. Kuneau cited as an example the Thompson program for Parker Pen Co., which uses a cast of more than 70 singers to present popular operettas cut to 45 minutes. The program is broadcast live, he said, on XEW and sent recorded to the Central American stations. According to Mr. Kuneau, Parker has the program on a 52-week contract, which is the longest radio program contract ever signed by a sponsor in Mexico.

"Another basic principle of our office is that we produce our own original shows aimed at Mexican audiences," Mr. Kuneau said. "We do not believe in stealing program formats which are popular in the U. S. and simply translating them into Spanish."

As an example of the Thompson agency's original programs, he mentioned the Mariachi Symphony sponsored by Cia. Hulera Euskadi, S. A., Mexican affiliate of Goodrich Tire and Rubber Co. Although it was recently discontinued, the program ran for six months on XEW and gained great popularity, Mr. Kuneau said.

Thompson Clients

Among other Thompson radio clients are: Canada Dry Bottling Co. of Mexico, S. A., which has a musical quintet on XEQ Mexico City and 16 affiliated stations, half-hour three times weekly; RCA-Victor Mexicana, S. A., which uses two orchestras on XEW for a half-hour program weekly; Chess-brough Mfg. Co., using recorded spots and five-minute programs.

Grant Adv., for years the only American agency operating in Mexico, has 12 persons in its radio section alone.

El Aguila, one of Mexico's largest tobacco companies, has several programs on XEW and the network, according to Grant's representative. Doctor I. Q., in Spanish, with a slightly different format from the U. S. program of that name, is sponsored by El Aguila weekly for a half-hour on XEW. Another El Aguila program is What Is The Name of That Song? half-hour weekly broadcast. For Belmont cigarettes, the company sponsors a half-hour weekly variety program and, for another tobacco product, presents Casino Imperial, half-hour musical variety weekly program.

Two other agency radio advertisers are Vick Chemical Co., with a quarter-hour weekly program on XEW, and Max Factor Cosmetics, which sponsors Melodias y Belleza, half-hour weekly on XEW.

Jose Luis Lemus, Mexico advertising manager of Colgate-Palmolive-Peet Co., now in New York on business, says: "Radio is by far the best advertising medium in Mexico," pointing out that the nation's high illiteracy rate makes newspaper and magazine promotion less useful in selling.

About 70% of all Colgate sales in Mexico are directly attributable to radio advertising, Sr. Lemus said. The company is currently using seven quarter-hour programs daily on XEW and 40 local stations with one quarter-hour variety broadcast on XEQ and two half-hour weekly news programs on XEW. Colgate is using two half-hour musical programs and an average of 10 spots weekly on XEW.
This is IOWA

...and so is THIS

...and you get BOTH on WMT

Out of the good, rich earth of Iowa is cultivated the largest per farm income of any other state in the country. But in this soil, also, are the foundations of some of America's greatest industries—Quaker Oats Co., Collins Radio Co., W. A. Sheaffer Pen Co., Rath Packing Co., Link-Belt Speeder Corp., John Morrell & Co., Wilson & Company, Temco Furnace Co.

—these are only a few of the nearly 2,700 manufacturing plants that in 1944 produced goods valued over $1,200,000,000—placing Iowa 16th in the Nation as a manufacturing state.

This is the diversified market, with its spendable, dependable income, offered you by WMT.

This is the station that covers the largest primary area in the state at the lowest rate per radio family.

This is WMT—5000 watts at 600 kc. (best frequency in Iowa)

Represented by KATZ AGENCY
Radio Okinawa, 180th AFRS Outlet, Now Brings Troops Favorite Programs

AMERICAN fighting men on Okinawa have been hearing 9½ hours a day of home-quality radio entertainment since Sunday, May 20, when Lt. Gen. Simon Bolivar Buckner opened Station WXLH. As Okinawa's first radio outlet programmed for servicemen-listeners, it is the 180th station established overseas by Armed Forces Radio Service, Information and Education Division, ASF. It is operated by Marine Capt. Stephen Brodie.

WXLH hit the air while Marines were still fighting outside of Shuri and the 96th Division was battling east of Ishimni town. Studio consists of a tent with floor and sidewalks. The transmitter is a portable 50-watt set. Plans are in the works for a permanent studio structure and a 1,000-w transmitter to be installed as soon as conditions on the island permit.

Station broadcasts daily, Monday through Saturday, from 6 to 9 p.m., from 11 a.m. to 1 p.m. and from 7 p.m. to 9:30 p.m. On Sunday WXLH is on the air continuously from 8 a.m. to 9:30 p.m.

Dedication program, broadcast 49 days after the Easter Sunday landing of troops on Okinawa, started with an hour of music at 11:00 a.m. Besides General Buckner's address, it included selections by Morton Gould and Victor Young's orchestras and the AFRS orchestra directed by Maj. Meredith Wilson.

Servicemen listeners also heard Bob Hope, Jimmy Durante, Ed Gardner and Nigel Bruce. Except for the announcer's running commentary and the General's speech, entire program was taken from transcriptions made by AFRS in Los Angeles and flown to Radio Okinawa. Station now receives weekly air shipments of 125 transcribed programs; 77 decommercialized shows from the domestic networks and 49 special programs produced by AFRS. WXLH is also able to rebroadcast AFRS short-wave origination beamed into the Pacific from San Francisco.

Marines Now Man Stations in Pacific

AFRS Operations Bolstered To Expand Radio Coverage

MARINES are "invading" the Armed Forces Radio Service in increasing numbers, now that the war spotlight has shifted to the Pacific. Stations at Guam, Eniwetok, and Okinawa are now under direction of Marine officers.

Three officers have been assigned to AFRS headquarters in Los Angeles and 10 enlisted men have been trained within the month at the AFRS school. All the AFRS Marines have had radio experience before joining the service.

In charge of the Guam station is Capt. Stephen Cisler of WGRG Louisville; Capt. Arthur Trask of WXLH, formerly of Eniwetok outlet; with Capt. Stephen Brodie, network actor, officer in charge of the latest AFRS station, the one at Okinawa (see story this page).

Three at HQ

At AFRS headquarters, where policy is decided, man of the original shows are written and produced and transmissions are made from "decommercialized" top net programs, three more Marine officers have been assigned. They are Capt. Francis Knap, Capt. Richard Flachell, Capt. James L. Spates. Enlisted men assigned to Los Angeles are Sgt. A. E. Shumate, formerly of KSO-KRNT Des Moines and Sgt. George Carroll. Both will do sports, newscasts and programming.

Among Marines trained by AFRS in refresher courses are: MT/1 Kenneth H. Wilson; S/Sgt. William B. Moran; Corp. Paul Davidson; Corp. Ernest F. Lyon, KFMB San Diego; Corp. Edwin Reiners; Pfc. Roderick E. Mitchell, formerly of NBC and CBS New York; Pfc. James McManus; Pvt. Truman T. Thompson of WISN Milwaukee; Pvt. James Lawrence. They will be assigned to Fleet Marine Force, Pacific.

Lt. George Putnam, ex-NBC news and special events announcer, liaison officer for the Marine Corps operations within AFRS, has returned from a tour of the Pacific, where he made arrangements for more transmitters and receivers. He also polled the men on their needs.

As one outgrowth of the answers, the Special Services Section of the Marine Corps is sending out three five-minute scripts weekly to all forward area bases to be done either over stations or through PA systems. Scripts are personalized reports of how individual units are doing in combat, the overall picture of how the war is progressing, and how those at home are responding to war developments. They also include personal news—births of Marines' babies, stories of individual heroism, and other personal news.
EVERY Wednesday afternoon for almost a year the convalescent GI’s at Borden General Hospital have been listening to a private half-hour program of organ music originating in WKY’s studios and piped 50 miles to the military hospital at Chickasha, Oklahoma.

This is just one of the many ways in which WKY shares its talent and facilities with its community both on and off the air. No one yet has figured a way to broadcast two programs on the same frequency at the same time, but WKY has used imagination and initiative in making full and continuous use of its wealth of talent and superlative facilities in a variety of ways.

Another one of such services is broadcasting of special 5-minute newscasts direct from WKY’s news room to the weekly luncheon meetings of the Chamber of Commerce, Rotary club, Lion’s club, and to convention and conference sessions. This service has been greatly appreciated during the days of big and fast-breaking news as indicated by the attentively listening Lions pictured at the right.

ONE of WKY’s many public service programs which does go on the air is a half hour of surprising popularity measured by its mail pull. It is the “Oklahoma Forestry Program”. In cooperation with the Division of Forestry of the Oklahoma Planning and Resources Board, WKY makes this an interesting and absorbing program dealing with the trees and forests of the state, fire prevention, state parks and soil conservation.

Of the innumerable special events which WKY covers as a matter of routine in its area, one was of special significance last April 22. It was the 56th birthday of Oklahoma City, the anniversary of the historical “Run of 89”. It was also the day of the first flight of American Airlines new transcontinental service through Oklahoma City, the first time since 1934 that Oklahoma City had been a major stop on a transcontinental airline. The colorful, hour-long dedication ceremony was carried by WKY.

To these examples of enterprising, imaginative service could be added scores of others. Together they add up to the fact that WKY considers itself much more than a radio station. It is a community servant... which WKY proves by its daily actions.

WKY • OKLAHOMA CITY
OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KIZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.
DISCUSSING NEW RADIO show are these members of the Procter & Gamble radio department, (l to r): Rodney Erickson, Gil Ralston, Gail Smith, W. M. Ramsey, director.

and it became the Girl Next Door.  

Chatter Between Two

Homey chatter was exchanged between the two. Barrie continued to sing. Their conversations were much like those of any ordinary boy and girl who live next door to each other. That format helped and Camay sales began to improve. In 1936, after two years, the Girl Next Door was replaced with Pepper Young's family, still on the air, network.

Among other P&G programs with long runs are these: Vic & Sade, placed by Compton Adv. for Crisco and Ivory, 1924-44; The O'Neill, for Ivory, also placed by Compton, from 1935-42; The Gospel Singer, for Ivory, American Family Flakes and Soap and Drift, on the air intermittently from 1939-40, placed by Compton, H. W. Kastor & Sons Adv. Co. and Blackett-Sample-Hummert; Houseboat Hannah,

(Continued on page 38)

P&G Programs and Products

FOLLOWING is a list of Procter & Gamble programs, the product for which each was sponsored, agency placing and date of show:

<table>
<thead>
<tr>
<th>Network</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRC Washington D. C.</td>
<td>1932</td>
</tr>
<tr>
<td>WCHC Cincinnati, Ohio</td>
<td>1932</td>
</tr>
<tr>
<td>WSPD Dayton, Ohio</td>
<td>1932</td>
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<tr>
<td>WJZ Newark, New Jersey</td>
<td>1932</td>
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<tr>
<td>WSNY New York</td>
<td>1932</td>
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<tr>
<td>WCAU Philadelphia</td>
<td>1932</td>
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<tr>
<td>WOR New York</td>
<td>1932</td>
</tr>
<tr>
<td>WHIO Dayton, Ohio</td>
<td>1932</td>
</tr>
</tbody>
</table>

(Continued on page 36)

All Radio to Cover Eisenhower Return

Networks, Stations Prepared For Capital, N. Y. Fetes

TWO-DAY detailed coverage of Washington and New York receptions to Gen. Dwight D. Eisenhower and party June 18-19 will be featured by news and local stations, with top-flight announcers assigned to the event.

From the time of Gen. Eisenhower's scheduled 11:15 a.m. arrival at Washington's National Airport Monday morning to the New York dinner Tuesday night, radio will provide the world with a running account of proceedings.

At a meeting held Thursday afternoon at the Radio Branch Bureau of Public Relations, War Dept., Col. Edward M. Kirby, Radio Branch chief, discussed plans with radio representatives.

Marshall Greeting

Gen. George C. Marshall will welcome Gen. Eisenhower at the airport, with proceedings to be broadcast over the nation's network. An early flight will bring Eisenhower for a reception by Cong. Joe J. Manos of Buffalo, N. Y., who will preside at the State dinner.

Handicapping American network's broadcasts will be George Hicks and Tom Maclynn, recently returned from the European theater. Mr. Hicks will be at the airport for the arrival and Mr. Malone at the Capitol for the reception.

Handling the airport assignment for NBC will be David Brinkley, WRC news editor, and John Batchelder, staff announcer. A Mobile unit will follow the Eisenhower motorcade from Washington to Sec.-Gen. Stimson's welcome. In NBC's mobile unit will be Morgan Beatty, commentator, and Bill Herson, WRC "timekeeper. At Capitol Hill will be John A. Ferrell, Presidential Press Announcer, doing a color report. Back at the Pentagon after the civic luncheon Morgan Beatty will broadcast as report of the news conference. NBC will fly films to New York for televising Monday and also cover Tuesday events.

CBS will have Bob Trout at the airport with Lee Vickers and Gunnar Nelson. A CBS-TOP mobile unit will be at the Capitol. At the reception he will be accompanied by a Presidential Press Announcer, doing a color report. Back at the Pentagon after the civic luncheon Morgan Beatty will broadcast as report of the news conference. NBC will fly films to New York for televising Monday and also cover Tuesday events.

CBS will have Bob Trout at the airport with Lee Vickers and Gunnar Nelson. A CBS-TOP mobile unit will be at the Capitol. At the reception he will be accompanied by a Presidential Press Announcer, doing a color report. Back at the Pentagon after the civic luncheon Morgan Beatty will broadcast as report of the news conference. NBC will fly films to New York for televising Monday and also cover Tuesday events.
The Bazooka

One of the most effective pieces of firing equipment to come out of the war ... is one of the simplest. It's the bazooka that we've pictured up there.

And one of the most effective radio station sales arguments at any time is, in its way, as fundamental as the bazooka. Terrific sales power without frills or fuss, double talk or complicated thinking. It's the radio sales argument that goes like this:

"Where can I get the most listeners for every dollar I spend?"

If you're planning to use radio in Baltimore ... put W-I-T-H, the successful independent station, at the top of your list.

It delivers the most listeners for the dollar you spend ... in the country's sixth largest city.

WITH

Baltimore, MD.

Tom Tinsley, President * Represented Nationally by Headley-Reed

June 18, 1945 * Page 19
Agency Recognizing Body Needed in Radio

RADIO has come of age. With maturity goes responsibility — to the radio stations, listeners, and advertisers. One of the prime requisites of an industry which is established for the "long pull" of permanence is the setting up and maintaining of standards in advertising copy and financial responsibility of advertisers and agencies.

The day should be passed when just anybody who called himself an agency receives recognition from a radio station. Other major media, as they also developed into the present of permanence, organized "recognizing bodies" as a part of their national associations. Now radio has come of age and with maturity comes the responsibility of establishing a recognizing body.

The radio industry needs a recognizing body to set and determine minimum, professional and financial standards of competence for advertising agencies handling radio advertising. By receiving reports at regular intervals from all agencies, and special reports when necessary, these standards will be maintained by the recognizing body. This recognizing body should be an integral part of the National Assn. of Broadcasters.

By establishing a recognizing body the radio industry will join other major media in furnishing to its members service similar to that furnished to members of:

- ABP (Associated Business Papers)
- ANPA (American Newspaper Publishers Assn.)
- APA (Agricultural Publishers Assn.)
- PPA (Periodical Publishers Assn., New York)
- SNPA (Southern Newspaper Publishers Assn.)

These organizations have long protected their members by extending recognition to applying agencies after careful investigation.

It is suggested that the NAB Board of Directors appoint a committee to compile organizational suggestions and present a report in an open meeting.

Today the financial picture is extremely bright. Almost everyone with merchandise has good business and is, therefore, a good credit risk. It is impossible to project the future with any sort of accuracy; however, it is reasonable to assume that with the cessation of hostilities credit problems will again rear their heads. A Denver station, to plug the commercial side of the radio industry.

Radio has been famous for attracting to it people who are proficient in the arts of showmanship and public persuasion. Their prime consideration has been for the interest of the listener, rather than in the selling of products. After the war it is entirely possible that the number of small advertisers will increase. Should we, as have other major media, insure our credit risk by making these agencies financially responsible?

Eliminates Duplication

When each station is responsible for setting the minimum financial and professional standards of an agency before extending recognition, the agency is guilty of waste of time and energy involved in duplication of investigation. Needless to state each station manager will of necessity have a different criterion for the judgment of the admission of an applying agency. Once an agency is recognized by one station, it is very much easier for it to gain recognition by all other stations.

Duplication of investigation of agencies is a costly drain on the manpower of both stations and agencies and may be inefficient. A control body for receiving agencies' financial statements would be able to keep their information current. An illustration: A station wrote an Omaha agency for a current financial statement. They had not asked for a statement from the agency since 1940. For a period of five years the station extending credit purely on faith. If many stations asked this agency for an individual financial report, it would be an undue burden on the agency's bookkeeping departments.

Most agencies are interested in the welfare and long-term interest of broadcasting. Unfortunately few are not. At the present time, we are in the position of paying that few 15% to help them tear down our industry. Certainly this money could be better used.

We are familiar with the problems of the agency business, one of which is making money. When a firm is making money, it is easier to maintain a high standard than after the war, a number of agencies are going out of business, they sometimes let their standards drop in the emergency of making money at the moment to save their business. It is possible that the future will again require this repeated. Certainly an agency must make a profit if it is to make a worthwhile contribution to the broadcasting industry. A recognizing body should aid an agency in that same endeavor.

House Agency

One of the problems which comes under the heading of a "chisel" is a house agency. All of us have had experiences with this "advertising department" of an advertiser who attempts to cut our established rate by 15%, without rendering the true service of counsel and copy preparation of the legitimate advertising agency. Here again the recognizing body could save the station money and help keep up broadcast advertising standards.

If radio stations could present a united front against house agencies then no individual station would be forced to battle the house agency alone — and, as is sometimes the case, the other member of the combined agency accepts the business — house agency and all. One solution could require that the minimum number of accounts the applying agency could have is three.

At present there is no "guardian service" in the radio field. Some of the other associations furnish lists of agencies which report on accepting a house agency which is back on its payments. That association recognizing body makes an investigation to determine the cause and gives all affiliates a report. It is not the function of the body to accept or reject recognition to an agency. It is merely the function of the recognizing body to furnish the station with the facts, and the station, as a free agent, will arrive at its own conclusion. By the use of symbols the industry in many cases can be currently shown for the agencies.

Orders of advertising agencies can be scrutinized by the recognizing body to determine whether or not the station is protected. Certainly every agency order should include the phrase "no provisions of this order pertaining if they conflict with the rate card requirements of the station."

Responsibility

In brief, we find the advertising agent in regard to the radio industry in a rather peculiar position. Legally the "principal" is responsible for the acts of the agent as within the bounds of his authority. Inasmuch as the consideration is paid to the station, responsibility for this order to the agency appointed by the advertiser, it evolves the fine question of: For whom is the agent working?

It is generally supposed that the agency is working for the advertiser, but this is one of the points which should be clarified. There are a number of cases on record where the advertiser has been forced to pay twice, once to the agency and once to the station, because of the above legal responsibility. This reduces the broadcasting industry a black eye as far as the advertiser is concerned.

Certainly more and more of the businesses expanding into nationwide concerns, it is essential that uniform standards for contracts and orders be established and maintained. It is sincerely suggested that the NAB Board of Directors set up a committee to further study the possibilities of establishing:

1. A recognizing body.
2. A code of general field of activity for the recognizing body.

RECOGNITION of agencies through an organization of the NAB is proposed here by Harold A. Soderlund, Omaha sales manager of KFAB Lincoln-Omaha. Native of Lincoln, Neb., the author began his business career as a route carrier for the Lincoln Journal. Following graduation in 1935 (A.B. degree) from the University of Nebraska, Mr. Soderlund tied into the advertising and allied fields. He has operated his own weekly newspaper, two trade publications, done telephone directory advertising, public relations, community organization, owned his own advertising company and was account executive with Buchanan Thomas, Omaha. Lewis H. Avery, NAB Director of Broadcast Advertising, reported on the agency recognition proposal at the NAB Board meeting in Omaha, May 16-17. Arthur Hull Hayes, WABC-CBS New York, chairman of the NAB Sales Managers Executive Committee, named a subcommittee to pursue the project, including: Mr. Soderlund, Stanton P. Kettler, WMMN Fairmont, W. Va., chairman; James V. McConnell, NBC; William J. Doerr Jr., WEBR Buffalo. Group meets in N. Y. July 17.
How many stations do you know that have a production schedule of 125 local live-talent shows a week, all carefully planned, written, scored and rehearsed within their own organizations?

WHO does! Harold Fair, veteran Program Manager, conducts a veritable 3-ring circus, composed of one of the largest radio programming and production departments in the country, backed by a really amazing line-up of talent—and all, in turn, staunchly supported by earnest cooperation from WHO's full staff of 150 experienced radio men and women. With an average of nearly 18 local live-talent shows a day (exclusive of newscasts) all this staff is plenty busy, too!

To what purpose all this effort, when we could easily fill much more of our schedule with transcriptions or network broadcasts? First, Hooperatings show that in our coverage area our local productions often out-draw competitive network shows. Second, we believe a station gets to the top and stays there 'only by taking those extra steps. It adds up to this: Iowans know what they like, WHO knows what they like, and WHO will go to any lengths to give it to them!

Result? Iowa prefers WHO!

+ WHO for Iowa PLUS +

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

June 18, 1945 • Page 17
The Magic Empire of the Rio Grande
Is One Big City Dominated by KRGV

Think only of KRGV's $650.00 per capita income market, totaling 165 million dollars effective buying power, as a PERMANENT MARKET. In this area some type of commercial crop is grown every month of the year, making it possible to keep money rolling in constantly. Through KRGV you can attract these magic dollars to your product, because KRGV is the standout station in the "VALLEY."

Affiliated With N.B.C. • Member of Lone Star Chain
Voice of one of the Richest Permanent Markets in America
to
Woo
Durham
is
easy
using
WDNC

FRANK E. MULLEN, NBC vice-president and general manager, June 10 received the merit award of Iowa State College, the Iowa State Alumni Assn. of Chicago, and the General Alumni Assn. Inaugurated in 1922, award is conferred on outstanding alumni for distinguished public service.

PVT. JAMES W. WOODRUFF Jr., on leave as managing director of Georgia Broadcasting Co., operating WATH Atlanta, WBBR Columbus, and WQFC Albany, now is in Karachi, India, assigned to Army Radio Station VUZK. In the Army since last year, when he enlisted, Pvt. Woodruff prior to his foreign service was assigned to APBS headquarters in Los Angeles.

Mr. Woodruff

KENNETH H. BERKELEY, general manager of WMAL Washington, has been named member of the luncheon committee for the Washington reception to President Dwight D. Eisenhower.

CHARLES GODWIN, assistant director of station relations for MBS, starts this week on a southern trip to greet the new MBS affiliates.

WILLIAM J. HALEY, director general of the BBC, will be the chief speaker at this week’s meeting of the Broadcasters Press Club June 20 at the Hotel Sheraton, New York. He will address the group on “International Co-operation in Television” by shortwave from London.

Commercial

JOHN SCHULZ, formerly in the sales department of World Broadcasting System, Chicago, to Molloy & Son, Chicago, replacing EDWARD W. STEEVES (BROADCASTING, May 28), as salesman.

VIRGIL RITTER Jr. is manager of the new Chicago office of WCAQ Philadelphia at 408 N. Michigan Ave.

LT. LON A. KING, P-29 Lightning pilot and former assistant traffic manager at KPO-NBC San Francisco, has been awarded the Air Medal by Brig. Gen. Dean C. Strother in Italy.

JOHN STEBBINS, salesman for George P. Hodgson Co., Chicago, is the father of a boy born June 4.

K Clara Sacramento, new station (250 w 2500 kHz NBC) has appointed Headley Reed Co. as national advertising representative effective June 1.

BURN-SMITH Co., station representative, has moved New York offices to Suite 1506 at 19 W. 44th St.

CJCH Halifax is represented exclusively throughout Canada by H. N. Stovin & Co., Toronto, as of June 5.

Mr. Houghton

Houghton Named Muzak Director
Also Expected to Succeed Fly
As Chairman in Due Time

HARRY E. HOUGHTON, for the past eight years vice-president and general sales manager of Brown Co., producer of pulp, paper and related products, has been elected a director of Associated-Muzak Corp. and named chairman of the board of Muzak Corp. A 40-year veteran of Program Service and Associated Music Publishers, operating companies of the A-M enterprise, becoming chief administrative officer of the entire group of companies. He assumes his new duties today.

Mr. Houghton

In making the announcement, James Lawrence Fly, former chairman of the FCC and now chairman of the board of Associated-Muzak Corp., said he would retain his post for the present but that in due time he expects to turn it over to Mr. Houghton so that there can be no question of the latter’s responsibility for the over-all operation of the organization. Mr. Fly explained that this will give the companies the full-time services of an additional administrator and will also leave Mr. Fly free to devote his time to his general law practice. He will continue as chairman and general counsel of A-M Corp. and will thus be available for legal and policy advisory service to the management.

Before leaving Brown Co., Mr. Houghton was vice-president and director of two New York advertising agencies, Fletcher & Ellis and Geyer, Cornell & Newell. During the last six months, while still with Brown, he has acted as management-marketing consultant to Muzak and American-Blue. He is a member of the War Advertising Council.

WOPI Dedicates Studios, Celebrates Anniversary
WOPI, Bristol, Tenn., celebrated its 16th anniversary Friday and at the same time dedicated its new studios and offices which replace those destroyed by a fire Feb. 24. The fire destroyed all WOPI's broadcasting equipment necessitating operation from a temporary studio. The new layout is on the third floor of the Union Trust building in Bristol.

Principal speaker on the anniversary broadcast was Lawrence King, president of the local Chamber of Commerce. WOPI, an NBC affiliate since 1940 and a part of the National Valley Network since early this year, was founded in 1929 by W. A. Wilson and is still under his management.
Another New "AMPEREXTRA" for Designers of Industrial Equipment

AMPEREX 235-R
R. F. POWER AMPLIFIER AND OSCILLATOR

The AMPEREX 235-R is a forced-air cooled triode, particularly well suited for high-frequency industrial use. Characteristics of the grid have been given especial attention so that operation to full output may be obtained at comparatively low plate voltages. This is an advantage which should merit the interest of industrial equipment designers now working on postwar products. Built into the 235-R, of course, are those notable "Amperextras" which give Amperez tubes peak performance over a greater period of working life.

GENERAL CHARACTERISTICS

<table>
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<th>Parameter</th>
<th>Value</th>
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<tr>
<td>Filament Voltage</td>
<td>14.5-15.0 Volts</td>
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<tr>
<td>Grid Current</td>
<td>0.0 Amperes</td>
</tr>
<tr>
<td>Plate Current</td>
<td>14.0 Amperes</td>
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<tr>
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<tr>
<td>Grid to Plate Transconductance @ 500 ma</td>
<td>650 Micromhos</td>
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</table>

Write for Additional Information

NOTE: The more popular types of Amperez tubes are now available through leading radio distributors.

AMPEREX ELECTRONIC CORPORATION
79 WASHINGTON STREET · · · BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Ariel"
**KEX Buys Site, Plans Expansion of Operations**

KEX Portland, Ore., purchased in December 1944 by Westinghouse Radio Stations Inc., will occupy new quarters when extensive remodeling is completed of a new site just purchased. The Beth Israel school building and a half-block extending from 12th to 13th on Main St., have been bought, according to J. B. Conley, KEX general manager.

Purchase was handled by Walter Evans, Westinghouse Electric v-p as well as v-p and general manager of the station subsidiary. Plans call for two large studios on the first floor, with client rooms and observation booths. Three smaller studios and master control room will be on second floor. New site is step in expansion plans to include FM and television.

**How WKBB Gets Listeners For Your Program in Dubuquealand**

WKBB provides each radio home in the Dubuque area, from time to time, with an attractive 16-page program booklet to be kept near the radio as a handy reference and constant reminder of WKBB's outstanding local and American Network features. This complete day-by-day program schedule for the entire week is conveniently arranged in chronological order. WKBB's program schedule booklets are only one of the many promotions which have made WKBB Dubuque's leading radio station.

More Dubuque people listen to WKBB, morning, noon, and night, than to any other radio station as evidenced in the April listener survey conducted by Robert S. Conlan & Associates. Listen preference for WKBB programs runs as high as 4 to 1. WKBB really delivers the listeners!

James D. Carpenter—Executive Vice President
Represented by Howard W. Wilson Company

**PRODUCTION**

RAYMOND C. GANTTER, former program director of WKPP, Syracuse, now with the Army in Czechoslovakia, has been commissioned a lieutenant. He also has been awarded the Silver Star. ROBERT DUREN, with AFBC in Africa, has been awarded the Purple Heart. GEORGE TOMLISON, formerly with WDRX Hartford, joins KOMA as announcer.

BOB TURNER and LARRY BARDE, overseas veterans new to radio, have joined the announcing staff of WHN War-rens, O.

CHARLES WARREN, formerly with WHEN Buffalo and WTAM Cleveland and just released from the AAF, has joined WOL Washington as announcer.

DOUG ROMINE, program director of KTSF San Antonio, to KARK Little Rock, Ark.

LT. ARTHUR M. HOLTER JR., AAP pilot and former supervisor of page-boys at KPO-NBC San Francisco, is en route home after four months as German prisoner of war. He was liberated by the Russians.

RICHARD D. SMITH has joined the announcing staff of WHYN Holyoke, Mass.

CLIFFORD MARL, known as the "Voice of Savannah" on the Armed Forces Network (BROADCASTINO, Feb. 26), has returned to WBY Savannah following release from the Army.

KATHERINE MEANDREWS, released from the WAC and formerly with WHEL Creek, Mich., and KSWB Rock Island, Ill., is now Twenty member of the production staff of WNW New Orleans.

JACK GULLER and DON MCGOVERN have joined the announcing staff of WMNN Fairmont, W. Va.

**Mrs. Hitchcock**

MRS. A. SHERMAN HITCHCOCK, conductor of How to Enter Contest and Win on WTIC Hartford for the past five years, died last week. Mrs. Hitchcock recently received much notice and a considerable increase in her following through a suggestion that her listeners visit veterans in hospitals and induce them to enter contests. One Army doctor enthusiastically termed it "hollothrapy".

**GEORRGE R. HOGWOOD** has joined the announcing staff of CKY Whangarei, New Zealand.

**T. B. R. HODGDON** of WAFB Columbus, Ga., is now in England en route home.

**RAY BURBAN** has been assigned programs to stations in Chicago and stations, replacing ROBERT HAFTER, leaving for other radio commitments.

**GENE BARTON**, formerly with WMVY East St. Louis, Ill., to WING Dayton, O., as announcer.

**LANING LINQUIST**, officer in charge of the placement section, Radio Branch, War Dept. BPR, and former program director of WSB New York, has been promoted to captain.

**MAJ. EMMETT GIFFEN** of the AAP radio production unit at headquarters, Washington, and former staff musician of WOAI and KTSF San Antonio, is the father of a boy.

**MICHAEL MARLOWE**, 18-year-old announcer with WSW Savannah, has been hospitalized with blood poisoning. He has been in radio three years.

**IRA MARION**, American-Blue script writer, will teach a special six-week course in radio writing at the Juilliard School of Music in New York starting July 2.

**JACK BINGHAM**, former announcer of CKWY and CBC Vancouver, has joined the announcing staff of CBC Vancouver.

**MARY WITSCHER** is new member of WKBO Seattle.

**ROB CONDON**, former actor with Twentieth Century-Fox, to WHYN Holyoke, Mass., as announcer.

**NORMAN RAGSDALE** and EDMOND WARREN have joined the announcing staff of WSWS Pittsburgh, Pa.

**FRANK STIEGER**, formerly with WMOH Hamilton, O., has joined WHIO Dayton, O., as announcer.

**ELIZABETH ANN HODGES**, new to radio, to continuity staff of KTSF San Antonio, Rio, as announcer.

**ROBERT NOVAR**, Mutual director of talent and program development, is the father of a girl born June 7.

**DAVE WILSON**, announcer of CKWJ Kingston, Ont., June 2 married Madeleine Cudmore of St. Eustice, Marks, Ont.

**BOB HART**, program director of CKGB Timmins, Ont., and former WRAL Raleigh, has been appointed to the CKWS staff in Kingston, Ont., to be married June 23.

**ROD DEWAR**, formerly of CKY Toronto, has joined the announcing staff of CKWJ Kingston, Ont.

**JERRY CAMPBELL**, released from the Army after two years service, has joined WLS Chicago as staff announcer.

**ROBERT A. SIMON**, director of continuity, has been named executive producer and director for WORE New York.

**GERTRUDE HOFFMAN**, for two years assistant continuity director, at American-Blue, has been named head of the department to succeed DOROTHY KEMBLE, who has left Mutual.

**JOHN W. BARNES**, producer of CBC Vancouver, June 9 married Martha Janet Roe.

**STEVE APPLEBY**, announcer of CBC Hamilton, June 9 married Kathleen Skye of Robesky, N. B.

**IAN CROCKETT**, announcer of CBO Ottawa, has married Nomi Raymond.

**BRITISH radio listeners, in a recent survey made in the 23 cities, the Rio de Janeiro program, René de Melo,” the best program in Brazil, has been awarded the first prize for "Instantaneous Synchrone," both programs were produced by the Rio office of McCann-Erickson Inc.**
Permanent Industries Make Permanent Markets

The giant plant of the Union Bag & Paper Corporation is a prime factor in Savannah's bright industrial future.

The largest integrated pulp-paper mill and bag factory in the world, this Savannah plant consumes 120 carloads of pulpwood daily—regularly employs 4,000 people in the plant, and 2,000 workers in the woods. The $10,000,000 annually paid these 6,000 employees, plus large expenditures for pulpwood and supplies, represents but a fraction of the enormous purchasing power of post-war Savannah. Although the Union Bag & Paper Corporation is busy helping to finish off the War right now, expansion plans are already formulated to meet the increasing peace-time need for its manufactured products.

Union Bag is just one of the great permanent industries that make the thriving Savannah Seaboard Market a GOOD investment—PERMANENTLY. And Savannah's own NBC Station covers this market—at the LOWEST PER PERSON COST of any medium.

Selling the New Savannah Seaboard Market
JOHN D. WOODWARD, president of Woodward Assoc., Baltimore engineering firm, has been named vice-president in charge of engineering of Wired Music Inc., New Orleans. He will continue to headquarter in Baltimore.

GLENN D. GILLETT, consulting radio engineer of Washington, has arrived in the headquarters of WWII Bomber Command. He is on a special radio-electronics mission similar to the work he has done for three years.

AL JOHNSTON, a few people more than engaged in America's top cooperative program, has been awarded the first star for its Army-Navy "E" production pennant.

H. L. BROPHY, president of Rogers Electric, Ltd., and Rogers Electronic Tubes Ltd., and former director of CFCP Montreal, has been elected secretary of the Technical Advertiser Assn. of Montreal.

C. W. HACKENYS has been appointed Atlantic district representative for General Electronics department with headquarters in Philadelphia.

H. S. PUTNAM, publicity manager of Canadian Marconi Co., Montreal, has been elected secretary of the Technical Advertiser Assn. of Montreal.

HOFFMAN RADIO Corp., Los Angeles, has been awarded the first star for its Army-Navy "E" production pennant.

R. M. BROPHY, president of Rogers Electric, Ltd., and Rogers Electronic Tubes Ltd., and former director of CFCP Montreal, has been elected secretary of the Radio Mfrs. Assn. of Canada at the 15th annual convention held June 7 at Niagara Falls. Otm. S. L. CAPELL, vice-president and general manager of Philco Corp. of Canada, was re-elected vice-president, and W. R. RICHARDSON, was re-appointed general manager of the association. Mr. Brophy reported that Canada had adequate plant and manpower to meet postwar radio receiver construction demands, but that Ottawa had not yet lifted the ban on civilian radio receiver construction.
There's plenty of buying power out there in the heart of California. Fresno is the No. 1 city in a wealthy market world-famous for its wineries, raisin and fig industries, fruit-packing plants and oil fields. And there's money jingling in the pockets of those Fresno citizens. As a matter of fact, the total retail sales in 1943 were more than $78,000,000.

You've really got something when you've got time on KMJ, Fresno's leading station. Advertisers know from experience that KMJ does a super-selling job for them. Good local shows like "KMJ Goes To School"—plus top NBC Western Division programs—plus outstanding NBC Transcontinentals—are a combination that can't miss! Another No. 1 station on a No. 1 network.

1945 — Radio's 25th Anniversary — Pledged to Victory
TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation’s greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 550 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS
COLUMBIA
SOUTH CAROLINA

MORE RADIO HOMES HERE THAN IN ANY SOUTHERN CITY

5000 WATTS • 560 KC
G. RICHARD SHAFTO
J. DUDLEY SAUMENIG
General Manager Sales Manager
FREE & PETERS, Inc., National Representatives

Page 52 • June 16, 1945

CONVENIENCE in New York •

is the word for The Roosevelt! Just a step from Grand Central Terminal, it is close to all the major hotels, the world famous stores and shopping, and to Times Square. Nearby are a number of theatrical productions. Near the offices of the world's leading companies, this is the place to stay when you go to New York City.

HOTEL ROOSEVELT
H. G. CODY, General Manager
MADISON AVENUE AT 45TH STREET, NEW YORK

BROADCASTING • Broadcast Advertising
YOU MAY BE ABLE TO DRIVE 369.7 MILES PER HOUR* —

BUT—YOU CAN'T STEER AN "OUTSIDE" RADIO PROGRAM INTO WESTERN MICHIGAN!

Yes, a casual look at a map would indicate that Kalamazoo and Grand Rapids were within fairly easy range of any big station in Chicago and Detroit.

But maps don’t show the mysterious barrier of fading that makes this section nearly as isolated as Australia, so far as radio reception is concerned.

Result: Only local broadcasts can be heard satisfactorily hereabouts.

* John R. Cobb did it on the Bonneville Salt Flats, Utah, in 1939.

A real combination—WKZO in Kalamazoo and WJEF in Grand Rapids—now offers complete coverage of all Western Michigan at a bargain rate per thousand radio homes. Strategically located—both CBS—they reach every inch of these two big markets and the intervening countryside with skilled local programming. And both can be obtained at one low combination rate!

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

WKZO
CBS—FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS—FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

.Broadcasting • Broadcast Advertising

June 18, 1945 • Page 53

CONSOLIDATED Royal Chemical Corp., Chicago, maker of Frank's Shave Cream, on June 12 started twice-weekly sponsorship of the quarter-hour "Man on the Street" program on WOR New York. Effective for 25 weeks, contract was placed by Russel M. See Co., Chicago.

HUNT BROS. Packag Co., Hayward, Cal., has appointed Young & Rubicam effective June 1 to handle advertising. Agency will supervise CBS package show "I Was There" which originates on the West Coast for Hunt Bros.

FREDERICK G. BERNER, chief administrative assistant to CLARENCE MARK, president of G. Washington Coffee Refining Co., has been promoted to vice-president and general manager of the American Home Foods affiliate.


SUPERTEST PETROLEUM Corp., Toronto (gasoline and oil), July 1 starts twice-weekly spots on 10 Ontario stations and on Oct. 2 starts weekly quarter-hour transcriptions on the same stations. Agency is Harry E. Foster Agencies, Toronto.

CURTIS PUB. Co., Philadelphia (Sat- urday), July 4 starts four-spot campaign 24 weeks for one year on CCKY Tor-onto. Agency is MacFarland, Avery & Co., New York.

CANADIAN CHINCHILLA Co., Toronto, has started three-spot campaign on a number of Ontario stations. Account was placed by Famous Broadcasting Co., Toronto.

MUNISING PAPER Co., Chicago, has appointed Dancer - Fitzgerald - Sample, Chicago, to handle its advertising. Radio is considered.

MELVILLE RADIO INSTITUTE, New York, technical school, has appointed Seidel Rdv., New York, to handle advertising. A strong spot radio cam- paign is planned for the New York area within few weeks. Institute may ex- pand to national basis, using large radio budget.


NEW transcribed series produced and packaged by Charles Michelson Radio Transcriptions, New York, titled "A Date With Music," has been placed for local sponsorship on the following stations: WPUN, WPYR, KTRM, WARM, KMO, WWL, WNOE, KMAC, WMJ, WJW, WJZ, WOR, WPNX, WWJ.

STAMPE-BAXTER Music & Publishing Co., Dallas, has increased radio schedule to eight spots weekly on WAAW Dallas for 26 weeks.

PACKARD-BELL Co. has named Lockwood-Backsheld Adv., Los Angeles, as agency on radio and Phonocord. Audit- ance participation show "Phonocord Family Party!" will be heard on 12 weeks on KFI Los Angeles with Pacific Coast expansion in fall.


REACH THE WOMEN OF THE OHIO VALLEY WITH...
And they are better! Radio experts cannot be sure whether they are listening to a "live" show or an audiodisc transcription. For high fidelity, minimum surface noise, low distortion and maximum frequency range, there is nothing finer than an Audiodisc.

AUDIO DEVICES, INC., 444 Madison Ave., New York
MOSKOVICS NAMED TO CBS VIDEO POST

GEORGE MOSKOVICS, with CBS for nine years, most recently as assistant sales manager of CBS Radio Sales in New York, has been named commercial manager of television operations, a newly created CBS post. Appointment is in anticipation of experimental commercial video activities, Joseph H. Ream, CBS vice-president, announced.

Mr. Ream said the appointment, together with the return July 1 of Lawrence W. Lowman as vice-president in charge of television and the creation of the CBS Television Audience Research Institute, "will define the increasing importance of television in CBS operations."

Color Experiments Continue

CBS is expected to invite advertisers and agencies to experiment with commercial television program production in its studios in the near future, but there are still a number of details to be worked out before the invitation is issued. The network's experiments with high-definition, full color television are continuing as rapidly as possible under wartime conditions with "extremely good results" and the network hopes to be able to demonstrate its progress by fall. "The large screen developments recently shown are wonderful," one CBS executive said, "but color is wonderful, too, and we think the public is entitled to the whole works in its postwar television receiver."

Mr. Moskovics has a background combining engineering, sales, advertising, use of graphic media and 13 years in radio. Before coming to New York he was for a number of years in charge of sales for the Columbia Pacific Network. Herbert A. Carlborg, special account executive in Radio Sales since 1942 and previously with CBS in Detroit, succeeds Mr. Moskovics as assistant eastern sales manager of Radio Sales.

Admiral Showings

ADMIRAL Corp., Chicago, is holding a series of dealer meetings throughout the country to announce merchandising plans and show models of postwar radios. Seven models of radios and radio phonographs, in addition to Admiral's complete line of radio accessories, will be shown at the meetings. First meeting was in Chicago last week for Admiral officers and key executives. New England gathering was in New York June 13. Southern group met in Atlanta June 15. Southwest group meets in Kansas City June 20 and western district distributors meet in Los Angeles June 25.

number, please...

The right number of people listening to your radio program is the measure of sales success. Quebec Province is a live market of 350 million people who listen to their radios more than in any other part of Canada. You can attract many loyal buyers to your program which is especially built to their preferences—adaptations of English programs rarely succeed in this Province. Our business is that of building and producing radio programs which get results, because we understand Quebec. Let us help YOU.
Every nighttime NBC show on WOW has a higher Omaha Hooper than the national average! In the "top 15" — WOW gives a specific plus of from 4 to 11 points ABOVE the 32-city national ratings. WOW does a BETTER-THAN-AVERAGE job on its network shows... it does a similarly good job for National spot advertisers. Write, wire or phone for availabilities.

RATINGS OF TOP 15 NBC NIGHTTIME SHOWS NATIONALLY — COMPARED TO OMAHA RATINGS

October, 1944 through February, 1945

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>32 City [National] Averages</th>
<th>Rank (Omaha)</th>
<th>Omaha [WOW] Hooperating</th>
<th>WOW plus rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bob Hope</td>
<td>31.0</td>
<td>1.</td>
<td>39.8</td>
<td>+8.8</td>
</tr>
<tr>
<td>2. Fibber McGee and Molly</td>
<td>27.7</td>
<td>2.</td>
<td>35.6</td>
<td>+7.9</td>
</tr>
<tr>
<td>3. Charlie McCarthy Show</td>
<td>24.3</td>
<td>5.</td>
<td>31.5</td>
<td>+7.2</td>
</tr>
<tr>
<td>4. Bing Crosby</td>
<td>22.4</td>
<td>8.</td>
<td>29.0</td>
<td>+6.6</td>
</tr>
<tr>
<td>5. Jack Benny</td>
<td>22.1</td>
<td>7.</td>
<td>29.4</td>
<td>+7.3</td>
</tr>
<tr>
<td>6. Davis with J. Haley</td>
<td>21.7</td>
<td>12.</td>
<td>33.0</td>
<td>+11.3</td>
</tr>
<tr>
<td>7. Mr. District Attorney</td>
<td>21.2</td>
<td>3.</td>
<td>31.9</td>
<td>+10.7</td>
</tr>
<tr>
<td>8. Abbott &amp; Costello</td>
<td>19.7</td>
<td>4.</td>
<td>27.9</td>
<td>+4.0</td>
</tr>
<tr>
<td>9. Hildegarde</td>
<td>19.6</td>
<td>15.</td>
<td>23.7</td>
<td>+11.8</td>
</tr>
<tr>
<td>10. Kay Kyser (2nd half)</td>
<td>19.2</td>
<td>6.</td>
<td>31.4</td>
<td>+8.7</td>
</tr>
<tr>
<td>11. Eddie Cantor</td>
<td>18.2</td>
<td>9.</td>
<td>27.9</td>
<td>+8.7</td>
</tr>
<tr>
<td>12. Kay Kyser (1st half)</td>
<td>18.0</td>
<td>21.</td>
<td>23.6</td>
<td>+4.4</td>
</tr>
<tr>
<td>13. Can You Top This</td>
<td>16.0</td>
<td>19.</td>
<td>26.2</td>
<td>+8.2</td>
</tr>
<tr>
<td>14. Fitch Bandwagon</td>
<td>16.8</td>
<td>11.</td>
<td>20.1</td>
<td>+4.1</td>
</tr>
<tr>
<td>15. Dinah Shore</td>
<td>15.2</td>
<td>20.</td>
<td>24.8</td>
<td>+9.0</td>
</tr>
</tbody>
</table>

Note: Omaha figures are taken from the "Continuing Measurement of Radio Listening" report for October 1944 thru February 1945. National ratings are from the "Sectional" Hooperatings report covering the identical period.

Note: We will be happy to send you the Omaha Hooper Rating on any rated WOW show.
Notional Representative: RAND
BUFFALO'S BROADCASTING BUILDING, BLUE BUFFALO
BUFFALO, NEW YORK

K. C. GREATEST INC.

CHICAGO. U. Club in Gladbach, Germany, recently returned to the States for reassignment, was formerly a member of the CBS program directors' board and had previously been program director of WHK Cleveland. His song was written in the home town of Joseph Goebbels, Muenchen Gladbach, Germany, set to music on a German piano and first sung by the famous Seine Section Glee Club in Paris. It was rushed to the U. S. and printed by Forster Inc., Chicago.

**Eisenhower** by Knight

WORDS and music of the new song "Eisenhower", recently introduced in the U. S. by Eddie Cantor, were composed by Vick Knight while with the Troop Broadcasting Service, SHAEF. Mr. Knight, recently returned to the States for reassignment, was formerly a member of the CBS program directors' board and had previously been program director of WHK Cleveland. His song was written in the home town of Joseph Goebbels, Muenchen Gladbach, Germany, set to music on a German piano and first sung by the famous Seine Section Glee Club in Paris. It was rushed to the U. S. and printed by Forster Inc., Chicago.

Cooperation

WHEN one station tells its listeners to tune in another station, that's news. Through an error, CKEY Toronto was listed as the station carrying a speech for the Canadian elections. But the speaker was scheduled to go on CFRB. CKEY flashed an announcement 15 minutes before the scheduled speech, telling the audience to tune into CFRB if they wanted to hear the gentleman.

Increased Acceptance of Brand Names Is Seen

FIRST ANNUAL report on branded merchandise compiled by Fairchild Publications reveals a definite increase by retailers since 1940 in the acceptance of branded merchandise in women's fashions. An average of 46% of the national branded stores were now carrying were put in stock during this period, the report shows. Based on 1,500 questionnaires representing 138 stores in 83 cities, questionnaire was also sent to 120 manufacturers and 27 advertising agencies.

Percentage of retailers anticipating increased sales of female fashions postwar reaches 56%. or more than half. Ninety-two per cent of the stores anticipate a more quality-conscious consumer, with 77% rating fashion as having first place in sales appeal.

New Allied Mills Show

MARKING its sixth consecutive year of radio advertising, Allied Mills on July 3 begins its new show, Let's Go Visiting, twice a week over leading farm stations for promotion of Wayne Feeds. John L. Richardson, director of advertising and sales promotion, announced. The program, developed from a survey in which more than 20,000 farmers were personally interviewed regarding their tastes in radio fare, features Max Maxwell in informal visits with interesting people, Charles Lyon, NBC announcer, and Howard Peterson, who plays old-time favorites on a giant pipe organ. Show is being produced by Western Advertising Agency, Chicago.

UNRRA Radio Service

RADIO SECTION of UNRRA has issued the first of a new radio clip sheet for women program directors. The service is designed to provide authentic information on living conditions in war-stricken countries, drawn from reports of UNRRA field workers abroad. Future releases will be issued bi-weekly.

FOUR TOP MARKETS!

Central Kentucky WLAP Lexington, Ky.
Amarillo KFDA Amarillo, Tex.
Knoxville WBIR Knoxville, Tenn.

* Source: U. S. Bureau of Census and O. P. A.
** in thousands (000 omitted). Source: Sales Management

KVSF (1340kc 250w) in Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.
KMBC Opens Institute On Radio for Teachers

FIRST KMBC Kansas City Radio Institute for Teachers started June 11 for a three-week course. Registration went far over the capacity figure of 300. Sponsored cooperatively by KMBC, Kansas City public schools and the U. of Kansas, the Institute is for the purpose of giving educators a better understanding of broadcasting's place in America, in class work, and teaching them how to evaluate radio programs in terms of educational needs of students.

Broadcasting authorities scheduled to speak at the Institute include: C. E. Hooper, of C. E. Hooper Inc.; Capt. W. C. Eddy, USN, Commanding officer, Radio Material School, Chicago; and from CBS, Dr. Lyman Bryson, director of education; John J. Karol, sales manager; Bill Downs, war correspondent.

Recorder Conference

PROSPECTS of its magnetic wire sound recorder reaching the market earlier than previously expected contributed to the calling of a special conference of Armour licensees July 13 at the Book-Cadillac Hotel in Detroit, according to Dr. J. E. Holson, director of Armour Research Foundation of Illinois Institute of Technology. One of the high points of the conference will be a demonstration of recent developments in the wire recorder, including a new combination erase, recording and reproducing head which can be produced at low cost. In addition to manufacturers already licensed by the Foundation, 18 or 20 new agreements are pending. Licensing program is under the direction of Lucius A. Crowell, president of the Wire Recorder Development Corp.

Join West-Marquis

ARTHUR M. ARLETT, West Coast sports announcer, and Gardner Young, formerly with the San Francisco office of Foote, Cone & Belding, have joined West-Marquis, San Francisco and Los Angeles advertising agency.

Temper, Temper...

HERE'S a prize fan letter to the complaint department of WENY Elmira:

Dear WENY:

I hate you. More stinking soap operas in place of Lopez, Cedric Foster, Jane Cowl and Queen for a Day... I am probably neurotic. Please hate me too.

Yours truly,

Mrs. D—B—
P.S. My daughter-in-law hates you also.

Changes Format

FORMAT of Standard Oil of Ohio's Sohio Reporter on WTOL Toledo has been switched to a four-a-day show with Dallas DeWeese as writer and newscaster for the three daytime programs and Don Miller, station sportscaster, doing the 11 p.m. spot. Account is handled through McCan-Erickson, Cleveland.

The BUREAU of Broadcast Measurement, Toronto, has announced that 54 radio stations and seven radio representative firms are now members, along with 31 advertising agencies and 39 advertisers. BBM was started early in 1944. At present a new survey is being made in Britain, Colombia, and one was recently completed for both French and English homes in the Montreal area.

Successful Retailer Uses WMBD for 14 Consecutive Years

IN 1931, Cohen Furniture Company of Peoria started their 15-minute daily news program over WMBD. It is still running... now in its 14th year. Today, Cohen Furniture Company is one of the largest home furnishings institutions in the Midwest.

Mr. Cohen says: "I feel our consistent use of WMBD, through good times and bad, has played a vital part in the steady growth of our business."

You can capture PEORIA AREA through one station... WMBD

Mr. Louis B. Cohen, President of the 60-year-old Cohen Furniture Co., and architects' drawing of modernization program now in progress.
MORE PLANES are being put into regular scheduled Airline service, which means more space is available now for all important types of traffic.

MORE SPEED! Between all U. S. cities and principal towns, your shipment not only travels at a speed of three miles a minute but it also receives special handling at both ends — special pick-up and delivery, at no extra charge. Deliveries are often made the same day.

MORE COVERAGE! More points in the United States and scores of foreign countries are served directly by air — while shipments, to 23,000 off-airline points in the United States are handled through rapid air-rail schedules.

LOWER COST — actually lower than before the war! Air Express carries 25 lbs., for example, more than 500 miles for only $4.38, more than 1,000 miles for $8.75.

WRITE TODAY for "Quizzical Quiz," a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.
Big names like these mean Big audiences—and time-sales for your station!

World gives them to you at their best!

Want better programs... the kind that boost your ratings—and your time-sales, too? Then you can use the service that World Library is giving to leading stations—325 of them!

You'll want star-talent. Look at the popular favorites shown on this page. They're just a few of the brilliant big-name vocalists, orchestras and novelty groups in the World Library. As presented by World, they're in rare form, because World's famous Vertical-Cut transcriptions are the finest reproductions known.

You'll need current hits... and World includes them in the 50 or more new units sent you each month.

You must have variety. You will have with the basic World Library of 4000 selections—something outstanding for every occasion!

Programming should be smart. World's Continuity Service takes care of that! You get completely-written shows—78 each week—styled by master showmen... ready for the air as sustaining or sponsored programs.

Why not take this easy way of building better programs right around the clock? Get the full story now from: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N.Y.
CIO and CBS 'Salary Increase' Committee Have Party in N.Y.

CIO last Tuesday staged a coming-out party at New York headquarters of United Office and Professional Workers of America, Local 1, for its young CBS "salary increase" committee, inviting a large number of eligibles from other networks.

With its membership running "well into the hundreds"—and a preliminary report on CBS current wages already under consideration by the group—the CBS committee and its parent organization set out to convince "white collar" workers of other broadcasting chains that they also should organize.

CIO Hosts

Official hosts at the party were members of the CIO Screen Publicists Guild whose president, Harry Hochfield, said: "The problem at NBC is just about the same as it is at the Blue . . . (American Blue has already set up a salary committee, rapidly growing in membership, according to the CIO) . . . We're not trying to sell you a bill of goods but . . . we want you to be part of us."

Peter Lyons, president of the Radio Writers Guild, which is not affiliated with either CIO or AFL, said: "The Radio Guild would be very happy to see organization of the rest of the network employees." A featured speaker at the gathering was Peter Hawley, president of Local 1, UOPWA, and CIO member of the WLB for two years.

"There is no pattern to the wage structure in radio and there can be none except through organization," Mr. Hawley told the group. "This is your opportunity. You should organize as you see fit . . . The first thing is for you to find out the value of your work."

John T. McManus of FM, president of the New York Newspaper Guild, congratulated CBS employees on their salary committee. "I feel that this group will grow into something bigger than just a salary committee, concerned only with money matters," he said.

Next day, Wednesday, the CBS committee and the CIO came out with a four-page leaflet outlining "perspectives" before the committee. Major worry of the group seemed to be the postwar shuffle of employees and jobs. "How will the staff be rearranged when employees return from the armed services?" the leaflet asked.

"What provisions have been made to shift employees now in war-expanded departments such as the Listening Post, Network Monitor, etc.? Have we any guarantee that our salary levels—inadequate as they are during wartime—will not be lowered?"

Campbell Contract

CAMPBELL Soup Co., Camden, has signed a five-year contract with the Masques Club, whose membership includes more than 500 name stars, and is negotiating with the networks for time for a weekly broadcast to start in the fall. Series will be called At Your Service and will be based on the audience selection of talent formula so successfully used by Mail Call and Command Performance, GI shows. Agency is Ward Wheelock Co., Philadelphia.

Eisenhower

(Continued from page 20)

Bill Henry and Bob Wood. MBS plans to have airport and Pentagon pickups, possibly a color description at the Capitol at 12:15, and the address to Congress.

In New York at week's end, all networks and a number of local stations planned fullest possible coverage of the reception.

Broadcasts of the New York official welcome to LaGuardia Field, 9:30 a.m. Tuesday will be heard on Mutual, WJZ, WEAF, WNEW, WNYC and probably on either the CBS network or WABC.

Parade description was tentatively set for airing on NBC—with the 11-11:30 Fred Waring Program dedicated to Eisenhower, switching to and from parade scenes.

The City Hall reception at 12 noon was scheduled for network broadcast by NBC and American. Mutual's New York outlet, WOR, was to use the program locally. Both WMCA and WNYC planned reception coverage.

Mutual has booked more parade description from Times Square, 1:15-1:30 p.m., after the group leaves City Hall to proceed uptown, with WEAF planning pickups from the parade route, 1-1:45 p.m.

Next Eisenhower broadcasts were to be heard on all four networks at 9:30 p.m. from the Waldorf-Astoria Hotel banquet where the general was to speak. BBC intends to cover every aspect of the New York welcome.
Both experienced and expert are the correspondents covering the quickening Indo-Burman and Chinese war fronts for the United Press. A few of them are pictured here.

They have, on an average, been reporting news for some 13 years, and for nine of them have worked throughout the Far East, from Singapore to Tientsin, from Hong Kong to Kandy.

As a consequence this U. P. corps knows thoroughly not only how to get news but understands thoroughly the special viewpoints and the conditions which underlie the news in the region.

The dispatches from these correspondents, all news-wise, all oriented to the Orient, show plainly the benefit of their double fitness. They form an essential, and every day more extensive, part of "the world's best coverage of the world's biggest news."
TWO PROMOTE better mutual understanding of farm and urban problems WOSU Columbus, O., is broadcasting a Monday afternoon series presented under the combined auspices of Ohio Farm Bureau Cooperative Assn., Ohio State Grange, CIO and the Ohio Federated Council, to include groups of each group participates in a round table discussion with Ray West. Women's program director of KEX Portland, will moderate the hour long program. 

Homemaker's Series
HEAD nurse of an orphanage in Egypt is only one of the many personalities to be interviewed by the Ray West, new women's program director of KEX Portland, during her Monday homes on the hour half hour session. "At Home With Ray West." In add to the usual recipes, charm hints and interviews, programs of different days featured will be child care, public servants, etc., Miss West has been in Pacifica since 1951, has been writing, acting and producing.

Network Accounts

New Business
MENTHOLATUM Co., Wilmington, Del. (Mentholatum), on July 2 starts for 26 weeks. 6:30 p.m. on Don Lee Pacific stations, Mon.-Wed.-Fri., 10:30-10:45 a.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts
PROCTOR & GAMBLE Co., Cincinnati, on July 2 for 52 weeks. Road of Life (Ivy soap), Mon. thru Fri., 10:30-10:45 a.m. on 187 NBC stations; Joyce Jordan, M.D. (Dreco & Dent), Mon. thru Fri., 10:45-11 a.m. on 74 NBC stations; Rite to Happiness (Ivy soap), Mon. thru Fri., 1:30-3 p.m. on 25 NBC stations, agency: Corwin, Lyman Bryson, Inc., N. Y.; Ma Perkins (Oxydol), Mon. thru Fri., 1:30-3 p.m. on 136 NBC stations, agency: Corwin, Lyman Bryson, Inc., N. Y.; Dancer-Pittenger & Sample, Chicago; Woman of America (Ivy soap), Mon. thru Fri., 3:30-3:35 p.m. on 130 NBC stations, agency: Benton & Bowles; Peps Young's Family (Camay), Mon. thru Fri., 3:30-3:45 p.m. on 70 NBC stations, agency: Pedlar & Byhan, N. Y.

COLOATE-MALOLMVE, PEET, Jersey City, N. J. (iodine powder), on July 2 for 24 weeks. Theater of Romance on 126 CBS stations Tues. 8:30-9 p.m. Agency: Sherman & Marquette, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivy soap), on Aug. 23 for 52 weeks. The Million Dollar Baby (Ivy soap), Mon. thru Fri., 8-8:30 p.m. on CBS stations. Fridays 8-8:30 p.m. (PWT). Agency: Sherman & Marquette, N. Y.

PULICHTHABBI Inc., New York (perforumin). 30 weeks. 6:30-7 a.m. on 295 CBS stations. Thurs. 8:30-9:30 p.m. (PWT). Agency: Morgan International, N. Y.

COLOATE-MALOLMVE-PEET, Jer- sey City (Calgon Tooth Powder), July 3 for 52 weeks. Theater of Romance on 124 CBS stations Tues. 8:30-9 p.m. Agency: Sherman & Marquette, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Calgon), on Aug. 23 for 52 weeks. "It's in the Shaving Cream," Mon. thru Fri., 3-3:30 p.m. on 157 CBS stations. Thurs. 8:30-9:30 p.m. (PWT). Agency: Sherman & Marquette, N. Y.

ARMOUR & Co., Chicago, in West Coast repeat 8-8:30 p.m. (PWT). Agency: F. E. Oystein, Inc.

FOLGER COFFEE Co., Los Angeles, on Aug. 29 for 26 weeks. 6:45-7:45 a.m. on KFMB and other West Coast stations. Thurs. 7:30-7:45 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Net Changes
GROVES Labs., St. Louis (Four Way Dolls), Defender of the Blues, Monday, replacing multiple stations, on July 2 starts Cliff Edwards on 105 Mutual stations Mon.-Wed.-Fri., 6:30-7:30 a.m. and West Coast stations. Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m.-12:30 p.m., replacing Louie's News and War on Wed. and Thurs. 11:30 a.m-
ANOTHER PACKAGE DEAL

Here's your opportunity to get radio's hottest trio doing 78 of the most popular tunes—many with the sensational Ida James as vocalist. There are eight sixteen-inch, 33 1/3 rpm, double-faced transcriptions in this album. You can NOW get these discs at $75.00 for the whole group.

LEADING TUNES—Including—

IS YOU IS? OR IS YOU AIN'T MY BABY • BESAME MUCHO
KNOCK ME A KISS • SHOO SHOO BABY • SPEAK LOW
THIS'LL MAKE YOU LAUGH • SOLID POTATO SALAD
I REALIZE NOW

$75.00 FOR COMPLETE ALBUM

C.P. Macgregor

729 SOUTH WESTERN AVENUE • HOLLYWOOD 5, CALIFORNIA
**RTPB Would Extend Band to 530 kc**

Allocation Below 25 mc Will Be Argued

June 20

Immediate extension of the standard broadcast band to 530 kc was urged by Panel 4, Radio Technical Planning Board, in a brief filed last week with the FCC in connection with allocations below 25 mc [Broadcasting, May 28]. The standard broadcast panel also urged that the Commission give serious consideration to inclusion of the 520-ke channel.

Oral argument on allocations below 25 mc will be conducted before the Commission en banc at 10:30 a.m. Wednesday (June 20) at the National Museum Auditorium, 10th St. & Constitution Ave., Washington, locale of most of the allocations hearings last fall. The FCC proposes to extend the standard band to 540 kc.

Signed by Howard S. Frazier, chairman, the RTPB brief challenged the Commission statement in its proposed report that the use of 520 and 530 kc for standard broadcasting would involve "serious problems of interference with auto alarms on the international distress frequency, 500 kc."

"A careful review of the record, upon which the proposed report is based, does not reveal any factual data as to the interference that might be caused to auto alarms operating on the international distress frequency of 500 kc," said the Panel 4 brief.

**Time to Prepare**

Although Panel 4 agreed, as the report stated, that most of the receiving sets in use today are not equipped to tune to the 530 and 520 kc channels, the RTPB group urged that in view of the general obsolescence of existing receivers, the present time is an "ideal time to prepare for the future expansion of the standard broadcast band."

"It is recognized that other services are now operating in the portion of the spectrum between 540 and 620 kc and that it might not be possible to entirely clear this spectrum space for broadcast purposes in the near future," said the RTPB brief. "However, it is respectfully suggested that receivers capable of receiving these frequencies can be placed in the hands of the public during the next few years if the Commission now declares its intent of eventually including these frequencies in the standard broadcast band."

Panel 4 Receiver Committee, composed almost entirely of engineers representing receiver manufacturers, has "evidenced a willingness to redesign postwar receivers to include the 530 kc channel in the standard broadcast band," according to the Panel 4 brief.

"Therefore, since the record indicates that manufacturers can and will modify AM receiver design and the inclusion of the 540 kc channel necessitates redesign of many receivers, it is respectfully requested that the Commission reconsider its previous decision in respect to the 530 kc channel," the RTPB brief read.

**Study Problems**

It is probable, according to the technical group, that a thorough study of interference problems in connection with auto alarms and the use of 530 kc broadcasting "might indicate that 520 kc can safely be used for broadcast services" at least in the interior of the country.

The Panel endorsed the FCC proposal with reference to providing channels between 1600-3,000 kc for relay broadcast service.

Clarification of proposed assignments for studio-transmitter links was requested. Panel 4 urged that all aural broadcast services be permitted to "enjoy the advantages of such facilities."

The Commission's proposed allocation of satellite control frequencies above 1,000 mc on an experimental basis won RTPB endorsement.

**Steele Joins Coca Cola**

ALFRED N. STEELE, formerly vice-president of D'Arcy Adv. Co., has joined the Coca Cola Co. as vice-president [Broadcasting, June 11], responsible for coordinating all merchandising activities, including advertising, sales and sales promotion. Administrative function of the advertising and sales division will remain under the direct control of the present vice-presidents in charge.

**Oceans of Results**

OCEANS OF RESULTS

CARRYING ALL CBS MAJOR PROGRAMS

NOISEY MONTANA,
THERE is no city wall curtailing the 10,000 watt signal of Station CFRB, no lost horizon for advertisers who use this station. Miles from Toronto and its thriving city dwellers are hundreds of towns, villages and hamlets. To factory, store and office workers in Toronto, to busy farmers up and down the highways and the back concessions, CFRB has become the friendly voice of entertainment, the authoritative voice of information.

Seventeen years of service-to-our-listeners have entrenched us in the public heart, and have established for advertisers this economical and effective means of reaching our far-flung area.
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with video programming.

Beville Home on Leave;

Awarded Bronze Star

LT. COL. H. M. BEVILLE Jr., research

manager of NBC until he entered the service in 1941, has

been awarded the Bronze Star in recognition for

his work in the Intelligence Divi-

sion of the General Staff. At-

tached to Gen. Bradley's head-

quarters he was active in obtaining

information from the enemy. Col. Beville has returned to this

country and is at his Douglasston,

Long Island, home on leave. He is

on leave from his NBC post.

New Video Station

W2XJT, experimental video station in Jamaica, L.I., will begin FCC

tests about July 1, William B. Still, owner of the station, announced

last week. It will operate on channel 13, 230-236 m., covering a ra-

dius of about 35 miles. Equipment, designed by Mr. Still, will eventu-

ally include a 300 w (peak) video and a 150 w audio transmitter,

a steel tower 200 ft. high and studios for live and motion picture pro-

grams. Plans call for extensive experimentation, both technically and

with video programming.

In the Ark-La-Tex area, KWKH—

with its 50,000 watts—is the

No. 1 Medium, with full coverage

and SELLING POWER in this

prosperous market.

CBS TV Available To Clients of Net

Working Partnership Basis

For Testing Visual Medium

CBS is making its television facilities and personnel available to

network clients on a "working partnership" basis for testing, de-

veloping and broadcasting commercial video programs. Plan, which

becomes effective July 16, was announced today through an illus-

trated booklet, "Invitation to Experimental Commercial Television".

Plan is a three-way procedure in which

CBS and advertisers will collaborate in creating new tech-

niques of commercial television, pretesting the effectiveness of these

techniques under carefully controlled audience research condi-

tions and field-testing their effec-

tiveness under actual broadcast conditions. CBS will make no charge

for time on the air until there are enough sets for "measur-

able television circulation" and will not charge for reports, analyses

and the like. However, clients will be charged $150 an hour for major

studio use, both for broadcast and rehearsal time, to defray a portion

of the cost of studio salaries and maintenance.

Seek Answers

The commercial technique ex-

periments will seek the answers to such questions as: "Should

merchandise be integrated into programs or remain separate?";

"How can slogans and trade marks be adapted to television?";

"Can some programs be completely commercial?"; "How much rehearsal

is needed for a dramatic program?—for a musical program?".

CBS Television Audience Research Insti-

tute, which for the past six months has made a series of studies

involving panels, home interviews and questionnaires, will conduct

experiments in qualitative as well as quantitative analyses.

Covering letter from Joseph H.

Ream, CBS vice-president and sec-

detary, describes this first formal

move of CBS toward commercial television as "the first fully coordi-
nated step in the production and testing of television techniques."
7TH WAR LOAN

Our purchases of War Bonds backed our Armed Forces in the defeat of Germany.

We will back our Armed Forces in the defeat of Japan by purchasing MORE War Bonds.

INTERNATIONAL BUSINESS MACHINES CORPORATION
COL. WALKER, WSAU, HEARD ON FORUM

LT. COL. WILLIAM E. WALKER, president of WSAU Wausau and WMAM Marinette, Wis., who was placed on inactive duty to become assistant to WPB Chairman J. A. Krug in May, participated with Mr. Krug in the Calvin Bullock Forum in New York last Tuesday at which an award was presented to the scientist making the greatest contribution to the plastics industry.

Col. Walker was commissioned a captain in the Army shortly after Pearl Harbor, attended the officers' school at Ft. Washington, Md., and was assigned to the Adjutant General's office in Washington. There he was made fiscal and budget officer and served in the War Dept. appropriation bills before the Senate and House Military Affairs Committees. For the last 18 months of service he was in charge of recruiting and training for the secret intelligence branch of the Office of Strategic Services.

WSIJ Madison was built by Col. Walker in 1929 and merged the next year with WIBA which he managed for 11 years. He also built WSAU (CBS) in 1937 and WMAM (NBC) in 1939.

Promotion Personnel

HOWARD ST. JOHN, former merchandising manager of WJZ, New York key station of American-Blue, has joined the network sales department to work on program sales promotion and development. Acting as liaison man between the program and sales departments, Mr. St. John will work under supervision of MURRAY GRABHORN, assistant general sales manager, American-Blue.

CAPT. DAVID LASLEY, former sales promotion manager of American-Blue on the Pacific Coast, has been assigned to the Industrial Services Branch, War Dept. WPB.

O. J. REMINGTON, former Minneapolis-St. Paul public relations man just released from the Army, has joined WNOX Knoxville as manager of promotion and public relations.

D. R. COATS, publicity director of CKY Winnipeg, recently returned to that post after serving in the Royal Canadian Air Force, is again on leave of absence, currently for special duties with the YMCA in Europe. He will cover YMCA publicity activities in Europe.

LT. CALVIN PEPPLER, RCAF, formerly of the publicity department of CKY Winnipeg, reports from England that he is on his way home after being a prisoner of war in Germany for a year.

KENNETH HARRIS, formerly with the public relations staff of Spartan Airlines, is now publicity director of KOMA Oklahoma City.

OWEN ANDERSON has replaced RAY WILSON as trade publications contact of CBS Hollywood press relations department.

A FAVORITE SPOT

on Pittsburgh dials

since 1919

Cannon to RCA-Victor

JOHN Q. CANNON, has resigned his post as administrative assistant to the Attorney General to join starting July 1, the legal staff of RCA-Victor, Camden, N. J., where he will work on employee matters. Mr. Cannon was chief law officer with the Civil Service Commission before going to the Attorney General's office in August 1943.

WBBR Paper

TO PUBLISH a switch to American-Blue. WBBR Baltimore is now publishing an eight-page newspaper of 200,000 copies titled "1200 News". Paper is conducting three-week Seventh Loan Bond campaign to boost local WPBR programs and is also tying-in with local theater to find best Baltimore blues singer.

WOR Idea Published

MAILING piece titled "Treasure Island" sent out by WOR New York promotion department last year, is included in the book "How to Develop Profitable Ideas" by Otto F. Reiss. "Treasure Island" was a dartboard which contained a map of WOR listening area with New York City as the bull's-eye. It is only radio-promotion piece pictured in the book.

MHS Calendar

WALL CALENDAR showing day-by-day highlignts with broadcast time is being distributed by Mutual as an audience promotion piece. Calendar is toped by reproduction of one of Tuck's trade paper cartoon ads. Legend reads "What's going on here?..." the greatest program activity in network broadcasting.

WEDD Honored

THE HARRISBURG (Pa.) Telegraph gave extensive coverage to recent debut of WEDD Harrisburg and many local advertisers devoted space to acknowledge on his marriage wishes to the new local Blue affiliate.

WTGO Retail Relations

WTGO Savannah, Ga. is now issuing mail pieces to grocers and drug and other retailers in the area covering products being advertised over the station.

WAAT Bookmarks

APPROXIMATELY 50,000 bookmarks promoting WAAT New Jersey "This Is New Jersey" program have been distributed through New Jersey libraries.

WMPS Service

FIVE-MINUTE news summaries are being lined up by WMPS Memphis to three large luncheon groups in Memphis as a public service.

BROADCASTING • Broadcast Advertising
RADIO CONTINUES 
7TH LOAN SUPPORT
INDIVIDUAL broadcasters continue record-breaking local support of the Seventh War Loan, according to Report 4 of the NAB "skimming the World" tabulation which does not include network, national spot and data being compiled by the Treasury War Finance Division Radio Section.

Breakdown of coverage by these stations gives origination as follows: five-minute Sing for the Seventh discs, 3,657 programs; quarter-hour Treasury Salute discs, 3,121 programs; quarter-hour transcribed Music for Millions, 2,917; Treasury Songs, 50, "Buy, Buy Bonds", 10, (both five-minute discs); 76,560 live and transcribed spots; 1,719 two-minute announcements; 639 three-minute announcements; programs—762 five-minute, 319 ten-minute, 1,514 quarter-hour; 67 20-minute, 40 25-minute, 484 half-hour, 23 30-minute, 32 three-quarter hour, eight 50-minute, 35 one-hour, 21 1¼-hour, 21 1½-hour, 10 two-hour, and one each of 2½, 11, 15 and 17 hours.

New WMAQ Accounts
KINGSBURY BREWERIES Co., Manitowoc, Wis., has signed for 5:30-5:45 p.m. (CWT) on WMAQ Chicago, Monday through Friday, effective June 15 for 15 weeks. Program features Cadets Quartette and was placed through Barnes Adv., Milwaukee. Transcribed five-minute Lullaby Time, Monday through Friday 11:25-11:30 p.m. for 26 weeks starting July 2 on WMAQ, has been purchased by Esmond Mills Inc. (baby blankets), through Marshak & Pratt, Golden Rod Ice Cream Co., Chicago, is using seven spots weekly for 52 weeks effective June 17, through Goodkind, Joice & Morgan, Chicago. Ward Baking Co. has signed for five announcements weekly for 13 weeks through J. Walter Thompson Co. John Puhl Products Co., Chicago (Fleecy White Laundry Bleach), has signed for three announcements weekly for 13 weeks through Roche, Williams & Cleary, effective July 2.

CBK Kept Cool
DURING a recent break in the water supply pipeline from the town of Watrous, Sask., to the transmitter of CBK Watrous, CBC 50 kw station, it was necessary to use the ice-pack method to keep the tubes cooled. Just as ice is given for a headache—or hangover—so the 50 kw power amplifier 898 type tube at CBK was treated with an ice-pack during the water shortage. CBK staff brought nearly a ton of ice into the transmitter to keep the tubes cooled so that it would not be necessary to change over to 20 kw operation.

New WLS Business
NEW spot business on WLS Chicago includes five one-minute spots weekly for 13 weeks for Kerr Glass Co., Los Angeles, through Raymond R. Morgan Co., Los Angeles; three one minute spots weekly, 13 weeks, for Oshkosh B'Gosh, Oshkosh, Wis., through Ruthrauff & Ryan, Chicago; 25 station breaks weekly for 52 weeks for Gruen Watch Co., Cincinnati, through McCann-Erickson, New York; five one-minute spots weekly, 13 weeks, for Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), through J. M. Mathes Inc., New York.

Airport Act
(Continued from page 15) 

The NAB has agreed to have suggested that the FCC be included with the Army and Navy in consultation.

One section of the Lea Bill provides that "any public agency having a substantial interest in the disposition of any application by the Administrator may file with the Administrator a memorandum in support of or in opposition to such application; and any such agency shall be accorded a public hearing upon request."

This was interpreted to mean that the FCC could protest the proposed removal of transmitters and antenna towers to make way for new airports.

An unusual feature of Mr. Lea's bill is a provision that in condemnation proceedings the project sponsor shall pay not only the entire cost of proceedings but also shall compensate the holders of condemned property "for any loss occasioned in the operation thereof."

Members of the subcommittee in addition to Chairman Bulwinkle and Rep. Lea are: Reps. Chapman (Ky.), Boren (Okla.), Beckworth (Tex.), Priest (Tenn.), Harless (Ariz.), Kelley (Pa.), Rogers (N. Y.), Democrats; Wolverton (N. J.), Holmes (Mass.), Halleck (Ind.), Hinshaw (Cal.), Howell (Ill.), O'Hara (Minn.), Republicans.

"Hope Ma sent us the radio— WDF Flint plays luncheon music."

BROADCASTING • Broadcast Advertising

June 18, 1945 • Page 71
STOCK TRANSFERS GET FCC APPROVAL

CONSENT was granted by the FCC last week for acquisition of KFMB San Diego by Jack O. Gross, general manager and half-owner, through purchase of other 50% interest for $165,857 from O. L. (Ted) Taylor. Mr. Taylor is owner of KTOK Oklahoma City and executive general manager of Howe-Snowden stations KGNC Amarillo, KPFY Lubbock, KTXA San Antonio and KGKY Waco, Tex. [Broadcasting, April 24, Feb. 7, 1944]. Mr. Gross, a veteran of 23 years in radio, purchased KFMB with Mr. Taylor in 1945.

At the same action the Commission granted acquisition of control of KPHO Phoenix, Ariz., by Rex Schep, third-owner and president and also commercial manager of WIRE Indianapolis, through purchase of 21.66% interest (216-2/3 sh) for $17,333 from Central Newspapers Inc., owner of WIRE and WAC Vinemontes, Ind., headed by George Pulliam. Newspaper group desired to withdraw interest, according to application, as KPHO is outside of Indiana and all business interests of the firm are in that state.

Wills Nominated

(Continued from page 18)

smiled, told his fellow-Republican that the new man has a "fine record" and "you two should get along very well.

Commissioner Jett, named as an independent, took the news with sadness. "We have lost a good Commissioner and a good friend," he remarked. "Governor Case was a good balance wheel on the Commission—he is a little older than most of us and more experienced and he served to keep us on an even keel."

Dick Carlson, personnel director; George F. Adair, chief engineer; Rosel H. Hyndman counsel; Dorothy Page, secretary to Chairman Paul A. Porter, were among the first to call on Gov. Case the day Wednesday his telephone was busy—friends poured into his office, but through it all the man who fought New Deal reform policies with reference to broadcasting unlined and took it as a good soldier.

He has no plans after his term expires June 30, although he will take a rest before doing anything. During his 11 years on the Commission Gov. Case became well versed in the aspects of the communications field, having served on the broadcast, telephone and telegraph divisions at the time the Commission was organized into three divisions.

He has often dissented on policy matters when New Deal reform measures were up for decision. With former Commissioner T. A. Archer, now vice-president of the Cowles Broadcasting Co., Commissioner Case issued a dissenting opinion in the proposed network regulations.

Chief Engineers of the Westhouse Radio Stations held a three-day meeting in Philadelphia, host of which was D. A. Myer, Westhouse technical manager. In attendance were (standing I to r) T. C. Kenny, KDKA; I. N. Eney, KYW; Bruce Ratta, WOWO; H. E. Randol, WBAZ; W. Ellsworth, KYW; and (seated) W. E. Hauser, WBO; Mr. Myer; T. T. Ely, KEX.

WKY’S ‘COMMANDOS’ AWARDED HONORS

WKY Oklahoma City’s Women Commandos has won the national award of the Public Utilities Advertising Assn. for best educational program of the year. It shared the same honor last year with another program, and received honorable mention the year before.

Julie Benell is producer-director of the program, sponsored by the Oklahoma Natural Gas Co. Many of the nation’s top radio talents have been presented on the five weekly series, and Miss Benell is credited with enrollment of more WAGS than any other civilian.

Radio for Veterans

RADIO PRODUCTION class of returned veterans at Walter Reed Hospital, Washington, will hear a series of lectures and recordings every two weeks beginning June 21 based on Gen. H. H. Arnold’s Army Air Forces series, The Fighting AAF, (Saturday, 1:30 p.m. on American-Blue). The most interesting of those recordings heard on the series will be played for the class, in addition to demonstrations of wire recorders conducted by Lt. Joseph Brechner of the AAF Radio Unit, headquarters. Soldiers may also record their own voices.

Bulwinkle Heads House Communications Group

SUBCOMMITTEE on communications to consider radio legislation has been completed by the House Interstate & Foreign Commerce Committee, Chairman Clarence F. Lea (D-Cal.) discussed last week. Pending before the Committee is the Holmes Bill to amend the Communications Act. Subcommittee members, named by the chairman and Rep. Charles A. Wolverton (D-N. J.), ranking minority member, are:

Bulwinkle (N. C.), chairman; Chapman (Ky.), Priest (Tenn.), Sessions (Mich.), Hauser (Ariz.), Murphy (Pa.), Sullivan (Mo.), Democrats; Wolverton, Holmes (Mass.), Reece (Tenn.), Hallock (Ind.), Brown (G.), Leonard W. Hall (Mich.), Republicans; Markstono (Alaska-N. Y.)

David H. Blee

DAVID HUGHES BLEE, 21, Hollywood radio actor, and son of William A. Blee, vice-president of Young & Rubicam, died in that city on June 7 following a heart attack. Known professionally as David Hughes, youth had appeared on various network programs and since January 1944 portrayed Dexter in the weekly CBS Cortis Archer series. His father, mother and brother survive.
Newspaper Ads, Network Radio Compared in Media Analysis

A STUDY comparing network radio and daily newspapers as national advertising media was presented June 15 at a meeting of the Media Men's Assn. in New York under auspices of the American Assn. of Newspaper Representatives. Study was prepared by James Getterman and Paul Titus of the Hearst newspapers, and presented by Mr. Getterman.

After data showing metropolitan newspapers have circulation outside their home cities and showing how much space could be bought in newspapers for the cost of radio time and talent, Mr. Getterman compared the CAB ratings of the 15 top programs for the year April 1945 to March 1944 with readership ratings of 15 top advertisements in the Continuing Study of Newspaper Readership, showing a median rating of 20.9% for radio at a cost of $3.84 per thousand radio homes and a median rating of 31% for the newspaper ads at a cost of $3.68 in cities of 100,000 or more population and $3.59 for cities of over 25,000 population.

Local vs. National
He did not stress the fact that the top rating newspaper ads were individual ads in individual papers, whereas the radio program ratings were national averages placing them at a considerable disadvantage.

Mr. Getterman said no medium has a monopoly of public attention. He praised radio for securing continuity in its use by advertisers and urged a similar continuity in the use of newspaper space.

Hope Tops Pacific
BOB HOPE is the most popular program with Pacific Coast listeners; FIBBER McGEE & Molly is second and Screen Guild Players third, according to the May Pacific ratings report of C. E. Hooper Inc. A 29% increase in sample size permits reporting of these ratings on a one-month basis instead of a two-month moving average, beginning with May. The May report also contains a pocket piece covering all West Coast network programs. Improvements were made possible by financial support of the four Coast networks.

May report shows an average evening audience rating of 8.6, average evening sets-in-use of 33.1, average evening available audience of 76.7. Average daytime audience rating is 3.9, average daytime sets-in-use is 15.7, average daytime available audience is 65.3.

** **

Crosby Heads Singers
STATEWIDE survey of Minneapolis Star-Journal and Tribune shows Bing Crosby is tops with all Minneapolis age groups. Sinatra placed second in 21-30 age group, but dropped in each successive group. Listeners over 60 put him last. Men and women placed all singers in about the same category, women giving Sin-atra fifth place.

Which singer did they enjoy most? The answer: Crosby 27%; Tibbett 9%; John McCormack 7%; Caruso 6%; John Charles Thomas 6%; James Melton 5%; Frank Sinatra 5%; others 2%; none 0%.

** **

McGee & Molly Lead
FIBBER McGEE & Molly, Bob Hope and Walter Winchell in that order, have the largest audiences of all evening network radio programs, according to the May 15 Hooper report. Average rating of all evening programs was 9.0, sets-in-use were 25.7, audience 76.7.

Remainer of the top 15 evening programs are: Radio Theater, Mr.

District Attorney, John Davis-Jack Haley, Screen Guild Players, Eddie Cantor, Take It or Leave It, Abbott and Costello, Bing Crosby (Frank Morgan substituting), Frances Langford-Spike Jones, Burns and Allen, Your Hit Parade, Truth or Consequences. Composi-
tion of the list shows first effects of the start of the summer lay-off season, with the vacations of Charlie McCarthy and Jack Benny, among others, already begun.

Top Sunday afternoon programs are John Charles Thomas, William L. Shirer and World Parade.

Winchell Tops CAB
WALTER WINCHELL'S Jergens Journal Sunday night broadcasts on American-Blue received the top program rating of 21.5 in the CAB report for May, based on surveys covering May 5-11 and May 19-25.

OKLAHOMA'S SINGING COWBOY
Gene Autry's fan mail exceeds that of any other movie star in the world... he drew a larger crowd in Dublin than any president Ireland ever had... and the manufacture of an Autry cap pistol kept an entire town of 7,000 in Ohio going.

THAT SILVER HAIR
DADDY OF MINE
Voc. 02991

IT MAKES NO DIFFERENCE NOW YOU ARE MY SUNSHINE
OK 6274

I DON'T WANT TO SET THE WORLD ON FIRE
OK 6434

MARIA ELENA
OK 6435

AMAPAOLA

I WISH ALL MY BABIES WERE CHILDREN AGAIN
OK 6461

I'M COMIN' HOME, DARLIN'

SWEETHEARTS OR STRANGERS
OK 6567

I'M THINKING TONIGHT OF MY BLUE EYES
OK 6648

Please refer to your BMI DISC DATA for the complete list of BMI-licensed songs recorded by Autry, and many other great artists.
Hearings on Ohio Video Measure Set

Bill Would Place Telecasts in Same Category as Movies

A BILL introduced in the Ohio General Assembly, requiring censory review by the Dept. of Education of all televised pictures will be considered June 20 by the Senate Taxation Committee of the Assembly.

Placing televised pictures in the same censoryship category as theater films, the bill was introduced by Sen. Lawrence A. Kane (R) and Sen. Emil A. Bartunek (D). It is understood the measure is sponsored by the Independent Theather Owners of Ohio.

Opposition was developing rapidly last week among broadcasters, unions and civic groups.

The measure would require Dept. of Education review of each televised picture before transmission, and that scenarios be submitted to the Dept. of Education. Penalties would run as high as $1,000.

Broad casters intend to emphasize its impracticability as well as illegal aspects. Possibility of previewing televised pictures of baseball games, political speeches, parades and other events will be pointed out. A question of legality arises because radio signals are in interstate commerce.

NAB Elects

(Continued from page 14)

vice-president and general manager, and Frank M. Russell, NBC Washington vice-president, in their posts as NAB network directors.

Revised list of the Board of Directors and Directors-at-Large, incorporating all changes since publication of the BROADCASTING Yearbook is now as follows:

Board of Directors

Dietrich—Paul W. Moneany, WTIC Hartford
2—Kolin Hager, WOY Scheememty
3—William H. Scholten, WYIN Des Moines
4—Campbell Amos, WYAT Norfolk Norfolk and South American stations.
5—Boys W. Wooten, WREC Memphis
6—Charles D. Rouse, WPW Columbus
7—John E. Peter, WELO Kalamazoo
8—Leslie C. Johnson, WYFP Rock Island
9—John J. Childs Jr., WTOP Omaha
10—E. L. Haynes, KATE Albert Lea, Minn.
11—William R. Way, KVOO Tulsa
12—Martin B. Campbell, WFAA Dallas
13—John B. Terry, KLR Dallas
14—William E. Smith, KLRM Bakersfield
15—William B. Ryan, KFI Los Angeles
16—Harry R. Spence, KBSX Aberdeen, Wash.

Directors at Large

Larger Stations

J. Leonard Heitzen, WBB Atlanta
J. Harold Ryan, WSFB Toledo
T. A. M. Craven, WOL Washington
G. Richard Shahno, WBS Columbia
Small Stations

Matthew Bonebrake, KOCY Oklahoma City
Clare R. McCollough, WGAL Lancaster

TRANSCRIPTION of sermons in Spanish, and hymns by the Lutheran Conference of Spanish speakers is being prepared for use in Southern stations. Program will be known as the "Lutheran Hour" and will be released by the seminary.

Elliott Roosevelt Inquiry Demanded

(Continued from page 18)

the unpaid balance of the loan, $196,000, as a loss from "uncollectible notes".

Senator O'Daniel (D-Tex.), who won his seat through use of radio as a four salesman, assailed what he called the "graft and corruption" under the New Deal. He alleged control of radio stations was exercised to "pay off political obligtions, grant licenses to friends, punish licensees who failed to agree with the New Deal and threats were made to take licenses away". He predicted a full-scale investigation would be made.

From Wilmington the report Thursday that Gen. Roosevelt had received a total of $33,483 in 1941 in the distribution of the assets of Transcontinental. He held 4,000 of the outstanding 10,000 shares of stock in the venture, launched in 1939 to get under way the following year, but which was placed in receivership. A total of about $70,000 was available for distribution following the receivership.

Mr. Hartford reported the Pegler version was not "the whole story" but that it was "substantially correct". He said he would not have made it public himself and regretted its publication. Mr. Ewing said that after the loan was made he asked to see the "trial balances" of the Texas State operations. "They were losing money hand over fist," he said. "I didn't think they were worth a damn."

Southwest Deals

Mr. Ewing recited that in March 1939 the late Rep. William J. Sirovich, of New York, a close friend, had asked him to arrange for Elliott to meet Mr. Hartford. He recalled that Mr. Sirovich told him Elliott wanted to borrow the money to buy into a radio property on which he had an option that was about to expire. He said he asked Mr. Sirovich why Elliott didn't go to a bank or borrow from radio people. The response was that the securities were "not bankable" in the first instance and that Elliott could not go to radio people because they were "afraid to make a loan to the President's son". Mr. Pegler had reported Elliott had telephoned the President at Warm Springs and that the President "spoke cordially to Mr. Hartford... and thanked him for this favor to his son."

In late 1939 Mr. Roosevelt participated in the formation of the proposed Transcontinental Broadcasting System as a four network, with Blackett-Sample-Hunting as backers. The venture never got under way, however.

About two years ago when Ellliott was divorced by his second wife—now Mrs. Eidson—the settlement on the radio properties was made.

CONDITIONAL GRANT FOR GALLUP OUTLET

CONDITIONAL grant of a new local outlet on 1220 kc at Gallup, N. M., was made by the FCC last week to Rio Grande Broadcasting Co., equal partnership composed of Merle H. Tucker, commercial manager of KOB Albuquerque, and Albert E. Buck, local businessman.

The memorandum opinion and order granting the station stated that the proposed operation involves no interference with existing or proposed broadcast services and that Gallup receives no primary service from any existing station either day or night. Applicant stated all necessary major equipment for the station is on hand.

Grant is made with regard to the FCC policy of Jan. 16, 1945, concerning construction restrictions, and with certain technical qualifications.
**ACTIONS OF THE FCC**

**JUNE 8 TO JUNE 15 INCLUSIVE**

**DECISIONS...**

**ADMINISTRATIVE BOARD ACTIONS**

**JUNE 9**

NEW-1490 kc Southside Virginia Broadcasting Corp., Petersburg, Va.—Grant license to cover CP new station (WSIV) 250 w unlimited; conditions.

**JUNE 11**

Evergreen Broadcasting Corp., Seattle, Wash.—Placed in pending for applications for CP new FM station.

KXJ Portland, Ore.—Same.

**JUNE 12**

NEW-1320 kc Rio Grande Broadcasting Co., Gallup, N. M.—Adopted memorandum of opinion and order granting CP new standard station 250 w unlimited; conditions.

KPHO Phoenix, Ariz.—Granted acquisition of control by Rex Schepk thru purchase of 21.68% outstanding stock for $11,332.

KFBM San Diego, Cal.—Granted acquisition of control by Jack O. Gross thru purchase 50% outstanding stock for $80,567.


**JUNE 13**

KEEN Brownsville, Texas.— Denied special service authorization for 810 kc 250 w unlimited for period ending 12-14.

WXI Royal Oak, Mich.—Granted license renewal for period ending 2-1-46.

KEDC El Dorado, Tex.—Granted license renewal for period ending 5-1-46.

WPRA Mayaguez, P. R.—Granted license renewal for period ending 5-1-46.

WBT Cincinnati, Ohio—Same.

KFBX Wichita, Kan.—Same.

NEW-Board of Education of Newark, N. J.—Granted CP new noncommercial educational station, 1 kw, unlimited.

**JUNE 15**

Fred O. Grinwood, Bloomington, Ind.—Granted motion to continue hearing on applications for CP new station now set 6-20-45: continued to 7-24-45.

WMC Memphis—License renewal.

**JUNE 16**

Fred O. Grinwood, Bloomington, Ind.—CP new standard station 1400 kc 100 w unlimited.

**APPLICATIONS...**

**JUNE 8**

NEW-100 mc Emerson Radio & Phonograph Corp., New York—CP new developmental station, 500 w, FM emission.

Television Productions Inc., Los Angeles—License for CP new commercial TV station Channel 4.

**JUNE 11**

NEW-186-181 mc Metropolitan Television Inc., New York—CP new commercial TV station, amended to request limited in proposed area.

NEW-48-3 mc WMLT Dublin, Ga.—CP new FM station, 5,000 sq. mi. (returned, incomplete).

**JUNE 12**

NEW-1000 kc Mississippi Broadcasting Co., Meridian, Miss.—Petition filed for consideration and grant under FCC rules and regulations for CP new standard station 550 w unlimited.

**JUNE 13**

NEW-78-84 mc WBBM Milwaukee—CP new standard station, 100 kw, 100 w unlimited.

**JUNE 14**

NEW-WSJN Bridgeport, Conn.—CP new FM station on frequency to be selected in band 88 mc band, 5,000 sq. mi., $25,000 estimated cost.

NEW-48-3 mc Unity Corp., Lima, O.—CP new FM station, 5,000 sq. mi., $20,000 estimated cost (resubmitted).

NEW-1340 kc Robert W. Roodnitzky, Cleveland, Tenn.—License to cover CP new standard station (WBAC).

NEW-63-2 mc John J. Ware and Norman N. Schenker, Weslaco, Texas—CP new FM station, 2,000 sq. mi. (returned, incomplete).

**BANK ADVERTISING BUDGET INCREASED**

BANKS will spend 14.4% more for advertising in 1945 than in 1944, a survey drawing replies from 256 members of the Financial Advertisers Assn. revealed. Their 1945 advertising budget is $4,442,000 compared with $3,883,000 spent last year.

Of the 256 financial institutions reporting, 60% said they will spend more in 1945, 33% reported that their budget is the same last year and 7% expect to spend less.

Slated for broadcast advertising is 13.6 cents of every bank advertising dollar. Newspapers claim 36.4 cents per dollar and other periodicals, 11.2 cents.

**Fitch Mystery Series**

F. W. Fitch Co., Des Moines, on Sunday, June 17, started their new mystery series: 7:30-8 p.m. on NBC, starring Dick Powell, present Bandwagon m.c., thus echoing rumors of other changes. William S. Adler will produce the show. W. Ramsey Advertising Agency, Des Moines, Ia., is agency.
Help Wanted

First class engineer wanted for 250-watt station. Must be experienced and have
next job for right man. State full par-

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation Wanted 10c per word. All others, 15c per word. Count 3 words for
blind word number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 North Michigan Ave., Chicago 11, Ill.

LELAND POWERS

SCHOOL OF

Radio and Theatre

Comprehensive 2-year course in Radio and Theatre Arts

Anncnngng

Dictionary

Newscasting

Acting

Radio Drama

Script Writing

Theatre

Music

Sales

Production

Voice

Station Routine

Feature of personalities

Send for list of available graduates.

WTAX, Springfield, Ill.

ENGINES

Prominent midwestern manufacturer of
radio transmitting equipment is looking for
two graduate engineers for development work
in AM and FM transmitters. Starting
salary good and for future
advancement excellent.

BOX 763, BROADCASTING

Situations Wanted (Cont'd)

Program manager-director-producer-
producers. Fifteen years experience 50
stations and network. Thoroughly
familiar with all phases of programming
programming problems and present-
knowledge of television. Well equipped
to handle personnel problems and re-
onsibilities. Excellent public relations
Russia. Consideration will be given

WCBW Adds Space

WCBW, CBS television station, has
due to its quarter in the Grand
Terminal, New York. Bringing the whole to 25,000
square feet of first-class office
rooms, new executive and
and a completely new second-
lloor, comprising two sections,
one to be used for video research
and as a viewing room accommodating
20 persons, the other for
shop space. The present third
floor space is being revamped

No Greater Love

UNTIL larger quarters can be
offices, the staff of WFT
Fort Wayne, Ind.,
from Westinghouse
Radio 

See the New York City

BOOKLET

Comprehensive Day and Evening
Courses in all phases of Radio
nial, and disc-jockey methods and
equipment from a technical point
There's a wonderful opportunity for the
the right man. See us at

For Sale

For Sale—Four Western Electric lateral
vertical reproducers, including arms.
producer heads, type 9-3, never used,
original sealed cartridges. Priced $190.00 per
or call 728-2082. KBE

Wieder. 279, BROADCASTING

Network Salesman

Capable, experienced man wanted
for new streamlined transcontinental
network for New York, Chicago
and Hollywood offices. Do
Do not give complete qualifications
in first letter.

ABC Network

500 Kessler Bldg.
Grand Rapids, Mich.

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Wieder. 279, BROADCASTING

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 Broadcast Engineering, Sales, and Programming

Professional courses for Broadcast Engineers, Salesmen, and Programmers

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, K.K.O. Bldg.
CHICAGO 4, II.: 705 S. Wabash Ave.

Leland Powers

Radio and Theatre

Comprehensive 2-year course in Radio and Theatre Arts

Anncnngng

Dictionary

Newscasting

Acting

Radio Drama

Script Writing

Theatre

Music

Sales

Production

Voice

Station Routine

Feature of personalities

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Professional courses for Broadcast Engineers, Salesmen, and Programmers

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, K.K.O. Bldg.
CHICAGO 4, II.: 705 S. Wabash Ave.
with radio experience are available for live or recorded program related to health or nutrition. Our experience includes medical authority talks, interviews and dramatizations. Complete script and talent provided at reasonable cost. Live audition or sample recording for playback provided without obligation.

Masts & Towers

Available locally

Technical Maintenance, Construction

Commercial

Professionals

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Washington, D.C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D.C.

FREQUENCY MEASURING SERVICE
 Exact Measurements at any time
RCA COMMUNICATIONS, INC.
64 Broadway New York 4, N.Y.

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, D.C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W., ME. 4477
Washington, D.C.

GARO W. RAY
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACILITIES
1018 Vermont Ave., N.W., Washington 5, D.C.
National 7151

Scheduling Twice Weekly

THE SHADOW
Available locally on transcription see C. Michelson, 67 W. 44 St., N.Y.C.

THE CHURCH STREET BUREAU

111 East 43rd Street

New York City
At Deadline...

PEACE TABLE PROTECTION NEEDED, SAYS WHEELER

AMERICAN communications must be "protected at the peace table", Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, declared Friday on his return with a Senate subcommittee and FCC Chairman Paul A. Porter from a month's tour of Europe. The committee will report directly to President Truman.

Mr. Porter returned sporting new horn-rimmed glasses, his rimless spectacles having become a casualty on a jeep trip in the ETO. In the party, which left Washington May 14 and returned June 14, were, besides Chairmen Wheeler and Porter: Sens. McFarland (D-Ariz.), Hawkes (R-N.J.) and Capehart (R-Ind.); Ed Craney, head of KIGE Butte, Mont. and the Z-6 Network, who was Sen. Wheel-


Coca Cola Gets Sunday Night for Band Series

On July 15, Double or Nothing moves to Sunday night 9:30-10 p.m. on Mutual, clearing the way for Coca Cola's Victory Parade of Spotlight Bands to take over the Friday night Mutual spot 8:30-9:30 p.m. On Foster's Sunday night news program, 9:30-9:45 p.m., sponsored on MBS by the Employers Group, Boston, on July 8 goes into 6:30-6:45 p.m. spot which Upton Close vacates July 1. Dorothy Thompson's news broadcast, 9:45-10 p.m. Sunday, MBS, concluded yesterday (June 17) with expiration of her contract with Trum-

ount Clothing Co., New York.

The Coca Cola program goes to Mutual June 18, 9:30-10 p.m., Mondays and Wednesdays, with Friday spot added July 15 following the shift of Double or Nothing, sponsored by Pharmacola, for Pennantin. Agen-

ty for Phar-maco is Ruthrauff & Ryan, New York; for Coca Cola, D'Arcy Adv. Co.

Cosgrove Re-elected at RMA Board Meeting

Radio Manufacturers Assn. re-elected as president R. C. Cosgrove, vice-president of Crosley Corp., at conclusion of two-day meeting in Chicago (story on page 68). Three vice-presidents and ten retiring directors were also re-elected. Two new vice-presidents are M. P. Balcom, of Sylvania Electric Products, Em-

porium, Pa., and George Lewis, of Federal Telephone & Radio Corp., New York. New di-

rector is H. J. Hoffman, Machlett Labs., Nor-

walk, Conn.

Mr. Cosgrove wired OPA Administrator Chester Bowles on behalf of the RMA asking that a price policy on household radio sets and equipment be set up. RMA directors adopted a resolution for consideration at the 61st anniver-

sary of radio this year and authorizing RMA Advertising Committee to prepare tribute to industry for presentation later this year to the NAB. Mr. Cosgrove predicted all restrictions on civilian production put to閣e by the great war production would be lifted about Oct. 1 by WPB. He saw danger of in-

dustry overproduction.

Compromise Bill Reaching Year in Jail and $500 Fine Under Libel Conviction

AMENDED version of Illinois criminal libel bill, acceptable to WGN as well as downtown stations, was reported favorably last week by the Senate Judiciary Committee of Legislature. Original bill, lacking protection asked by stations, is in House on second reading. House as a rule accepts Senate amendments when the Senate fails to act (KMOG, S-236).

Compromise bill, according year in jail and $500 fine upon libel conviction now protects independent stations against libel suits; protects network outlets from network pro-

uestos since they are already protected by what's coming; protects stations against speeches by political candidates when they can't censor.

Leslie C. Johnson, general manager of WKBW Rock Island and NAB board member, represented 16 downtown stations in working out compromise.

Closed Circuit

(Continued from page 4)

Radiation last week. Understood Paul F. Peter, NAB research head, is to take an executive post in the broadcasting title yet be known [Broadcasting, June 11]. Barry Rumble of NBC moves into the NAB research job June 30. Meanwhile, possibility that John Churchill of CBS will become a BMB executive seems to be ruled out. At all events, it was clear Mr. Peter is moving out of NAB and Mr. Rumble is moving in. Sheldon R. Coons, RCA-NBC business consultant who also supervised NAB Retail Sales Promotions, is trying to recruit successor for Mr. Rumble. Hugh Feltis, BMB president, and J. Harold Ryan, NAB president, were in a huddle last weekend.

Broadcasters working with FCC on pre-

clear channel hearing surveys are alarmed over nature of questions on rural radio cover-

age. It's alleged FCCs, as interpreted by Bureau of Agricultural Economics of Dept. of Agriculture is "loaded" to show there's some-

thing wrong with rural coverage. Entire project is supposed to be secret and questions are to be put on interview rather than mail basis. Cancellation of National Farm & Home Hour last year has caused deep resentment in official farm quarters where contention is that farm talks rather than top rated comedy shows are preferred. Regular audience sur-

veys, however, show rural and urban radio tastes practically identical.

Another McGee

JIM and Marian Jordan (Fibber McGee and Molly) on Friday denied any con-

nection with a scheme to collect dimes for the purchase of品 words for "GI Joe McGee". A form letter, apparently widely circulated, has asked recipients to "send a dime to Fibber McGee at Worcester, Mass.

."

money to be used for "buy War Bonds McGee (no rela-

tion) who recently got out of jail after being sentenced to two years for slap-

ping some arrogant German prisoners."

Crosley-WlV Sale

(Continued from page 4)

ing radios as well as phonographs. In 1928 he acquired WSAI, sold a year ago to Marshall Field for $650,000.

Midas has extended the corporation expanded into the manufacture of refrigerators, home electric appliances, and home air-conditioning units. In 1938 the company became the Crosley Corp., dropping the word "radio" from its name, with a stated purpose of today's era to manufacture of midget two-cylinder cars. Whether the automotive operations are in-

cluded in the current transaction was not revealed. It is known, however, that Mr. Crosley always has talked of producing a low-priced passenger car, having experimented in that field more than two decades ago. Mr. Crosley purchased the Cincinnati Reds of the National League in 1934 and has since been president of the Cincinnati Baseball Club.

Emanuel Controlled

Aviation Corp., formed in 1929, has been controlled by Mr. Emanuel for about 10 years. Its net profits on manufacturing operations totalled more than $3,000,000 last year.

Manufacturing units of Aviation Corp. in-

clude Lycoming Division, Williamsport, Pa.; American Propeller Corp., Toledo, wholly owned subsidiary; Sanborn Radiant Products Division, Detroit; Northern Aircraft Products Division, Toledo, and Spencer Heating Divi-

sion, Williamsport.

Associated companies are Consolidated Vultee Aircraft Corp., 29.6% of common stock; New York Shipbuilding Corp., 59.8% of founder stock, equivalent to 20.7% of total equity stock; American Central Mfg. Corp., 60.8% of common stock.

Investments include American Airlines, 24.1% of common stock; Pan American Airways Corp., 9.2% of common stock, and Roosevelt Field Inc., 20% of common stock.

Products manufactured by Aviation Corp. include four-engine bombers, other airplane models, cruisers, aircraft carriers, aircraft engines, propeller blades, jeep and truck bodies, wing sections, aircraft sections for other manufac-

turers, aircraft parts and other special-

ized war materials.

Last Feb. 1 Mr. Emanuel became chairman of the board and the presidency was assumed by Irving B. Babcock, formerly vice-president of the company and also president of Yellow Truck & Coach Mfg. Co. and other automobile operations. Mr. Emanuel, however, continued as chief executive officer. Other officers of the company include William F. Wise, executive vice-president; Roland H. Storer, vice-president; Bert Conway, vice-president, manufacturing; Ira J. Snader, vice-president, labor; and W. A. Mogensen, vice-president and treasurer.

People

Capt. Harry C. Butcher, USNR, naval aide to Gen. Eisenkower, was among 26 SHAEF officers awarded the Bronze Star in Paris last Friday. Capt. Butcher, former CBS Washing-

ton vice-president, is expected to return to Wash-

ington today (June 18) with the Eisenkower entourage. (See story page 20).

James L. McDowell, for 10 years a member of the FCC Law Dept., has resigned to become public relations director of KPRO Rivers-

ide, Cal., effective July 1.

Myron Golden, assistant continuity editor of NBC central division, Chicago, on June 25 becomes script editor of Grant Adv., Chicago.
How Advertising Helped Stabilize Employment

After Procter & Gamble began its uninterrupted advertising of Ivory Soap in 1882, it became apparent consistent advertising produces consistent sales. This knowledge, later applied to the Company's other advertised brands, brought about a revision in marketing policies, and was followed in 1923 by a Guaranteed Employment Plan. Procter & Gamble's regular hourly-wage employees are guaranteed a minimum of 48 weeks' employment per year. Ivory Soap offers one of the first and most notable examples of the stabilizing influence of advertising on our social order.

In the DISTRIBUTION DECADE advertising must again be a stabilizing force!

AFTER Victory comes the Distribution Decade. And with this era will come responsibilities and opportunities aplenty for Advertising.

There will be ample manpower, money, materials and production facilities to produce goods. There will be purchasing power to consume them. But on Advertising will rest a large measure of the burden of quickening the flow of merchandise between producer and consumer, if we are to avoid widespread and disastrous unemployment.

Doing a straight "selling" job will not be enough. Advertising must not only create demands, but it must also help stabilize our economy by regulating these demands to meet our national production potentials.

Agency men with an eye to the future are working out plans for the Distribution Decade—now. So are we here at the Nation's Station. When the time comes, we will have much of interest to tell you of the great 4-State market that is WLW-land.
Coast-to-Coast Television... through "Radio-Relay"

For a long time it looked as though post-war television might be confined to local stations. Only persons within a fifty-mile radius of New York, for example, would see the important television broadcasts from NBC's pioneer station WNBT, atop the Empire State Building.

That was because the ultra-short waves that carry television do not bend with the curvature of the earth. They go straight out to the horizon—and then keep on going into the sky.

But today, television's big handicap of short range has been completely overcome—by RCA scientists, engineers and their associates.

The radio-relay was developed—a tower that "bounces" television programs to the next tower 30 to 50 miles away. Through a network of these automatic, unattended, radio-relays, coast-to-coast television is made practical.

This is but one more example of how RCA research constantly "makes things better." Such research is reflected in all RCA products.

And when you buy a television set, or radiophonograph, or anything made by RCA, you enjoy a unique pride of ownership. For if it's an RCA you can be sure it is one of the finest instruments of its kind that science has achieved.

C. W. Hansell, RCA specialist in transmitters and relays, is shown here with a brand-new, enlarged radio-relay reflector that can "bounce" radio messages, radiophotos and Frequency Modulation programs—all at the same time that it relays television!