From time to time, observant critics have referred to the quality of humor in WOR shows as either "light" or "heavy". We herewith thank the critics for the attention they have given us and publicly admit that they are right. The jokes and capers are sometimes "light", or sometimes "heavy".

But whether it's a light quip tossed across the breakfast table by Dick of WOR's "Dorothy & Dick", or one of Senator Ford's heavy guffaw-getters on "Can You Top This?", WOR is not much concerned about how much the laugh weighs. What WOR wants—and gets—from its crack showmen, is humor, light or heavy, that makes Crossley and Hooper figures grow; that makes people open the doors of dealers' stores and go in to take things off of shelves for cash.

So, if you, sir, would like a show with humor laced through it cleverly to make people smilingly listen to what you have to say, why not call WOR today? Our skilled showmen, who are also skilled salesmen, have an astonishing record for turning out shows at prices that snugly agree with budgets small, medium or large size.

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

MUTUAL
Typical of "Your Home and Mine" daily events is this interview between Mrs. Wetzler and E. H. Powell, left, President of Encyclopedia Britannica, and noted American artists John Stuart Curry, Frederic Taubes, and Frank Kleinholz.

New OLD FRIENDS in Midwest America

"YOUR HOME AND MINE" PROGRAM JOINS THE LIST OF WLS FAVORITES

NEW FRIENDS become old friends quick on WLS—for example, Jo Wetzler's "Your Home and Mine" pulled 5,782 requests for a seed catalogue this spring. "Your Home and Mine" only went on the air in December, 1944; already it gets the same kind of results you expect from our Old Friends, the 21-year-old WLS National Barn Dance; the 10-year-old WLS Feature Foods, and other WLS old timers among Midwestern radio programs.

Jo Wetzler, who originated "Your Home and Mine" as a different kind of women's program, is a former newspaper woman and an experienced director of women's affairs for radio; she is a housewife and mother of three children. With this background of writing, speaking, and home-keeping, Mrs. Wetzler and her program have won a quick place in the affections of WLS listeners.

Add to the long list of WLS "Old Friends in Midwest America", a new friend: "Your Home and Mine". Remember that it follows the WLS pattern of simplicity and service, a pattern that for twenty-one years has merited the confidence of Midwestern people over four great states. It is this confidence that brings response, for with programs old or new, WLS GETS RESULTS!
THEY WANT TO LOOK, TOO

A characteristic of WSM's relationship to the five million people in our listening area is that we seem to inspire in them a desire to look, too. After they have listened awhile, they want to see the performers. They pack the studios. They pack the auditoriums where WSM folks make so many hundreds of annual personal appearances. This desire to look seems to apply with equal force to the merchandise about which they listen on WSM's 50,000 Watt wave.

THE STATION THAT MAKES THEM LISTEN AND LOOK AT

THE GOODS BEHIND THE SPONSORS BEHIND THE SHOW

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

Upcoming


July 12: Hearing before Senate Interstate Commerce Committee, nomination of William H. Willis to FCC, 10:30 a.m.

Business Briefly

WMAG CONTRACTS • General Foods Corp. (Post's Raisin Bran), 78 station breaks, seven weeks, through Benton & Bowles; Illinois Bell Telephone, 182 station breaks, seven weeks, through W. Aver & Son; Evans Fur Co., renewal of Your Friend, Bob, Mon.-Sat. 8:45-9 a.m., through State Adv. Agency.


NAMES AGENCY • W. F. McLaughlin & Co., Chicago (coffee) to Sherman & Marquette, Chicago.

MIDWEST TEST • Fitzpatrick Bros., Chicago (Kitchen Klenzer) starts Aug. 1 disc series, Clara, Lu 'n' Em, in five markets, Chicago, St. Louis, Indianapolis, Minneapolis & Cleveland. May go network, if time can be cleared. Agency, Russell M. Seeds Co., Chicago.

MILES SUB • Miles Labs., Elkhart, Ind., replaced Lum 'n' Abner July 2 on American, Mon.-Thurs., with Pick and Pat. Agency, Wade Adv., Chicago.


WIGGLESWORTH WOULD OPEN DOOR TO ALL

AMENDMENT to Sec. 326 of Communications Act to make it unlawful for a station to deny time on the air for expression of opinion was introduced late Friday in the House by Rep. Wigglesworth (R-Mass.). Rep. Wigglesworth, long a foe of the FCC, said measure is designed "to assure to any commentator or broadcaster the freedom of speech over the air." It is understood amendment was prompted by Upton Close's exit from NBC and Mutual.

Under proposed law no station shall "deny any citizen of the U. S. access to or the right to use" its facilities or "discriminate in any manner against any citizen of the U. S. by reason of any opinion, statement or comment." The addition of the obstacles clause, Bill also would deny the FCC power to "fail to renew, to modify or to revoke" a license because a licensee complied with proposed amendment. Persons "agrieved" would have recourse in Federal district courts.

NAB CODE MEETING

LEE B. WAILES of KYW Philadelphia, chairman of the NAB Code Committee, has called a meeting of his group for July 31-Aug. 1 in Washington to discuss the Code in light of the FCC findings in the CIO-WHRC case, which virtually tossed the Code out the window [Broadcasting, July 2]. When the NAB Board meets Aug. 6-7, also in Washington, the Code Committee's report will be presented.

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BROADCASTING ... at deadline
WTAM's Modern Farmer “looks in” on Cleveland’s Victory Gardens

“WHAT causes cucumbers to wilt?” “Should my tomatoes be mulched?” Cleveland’s Victory Gardeners pitch eager questions and JIM CHAPMAN answers from nine years of experience in farm broadcasting. Another example of WTAM’s timely community service. Another big reason why WTAM is first* in listening audience day and night and first in program popularity polls too. 34 of the top 50 programs are on WTAM. There is a reason.

*NBC 1077 City Survey, 1944

Under the supervision of JIM CHAPMAN, WTAM broadcasts direct from the Victory Gardens of Greater Cleveland as a part of its wartime public service.
MANHATTAN SOAP CO.
Three 15-minute News periods a week for 52 weeks... Now in FOURTH year.
Duane Jones Co., New York, N. Y.

BERG CLOTHING CO.
Three 15-minute News periods a week for 52 weeks... Now in SECOND year.

KOIL
CBS in Omaha
GORDON GRAY,
General Manager

Page 6 • July 9, 1945
POWER . . . the 50,000-watt power of KWKH . . . stretches the boundaries of the rich Ark-La-Tex to cover a trading area of 1,886,440 population, with estimated retail sales in excess of $350,000,000. Petroleum, timber, cotton, livestock, and the 688 industrial products of the Shreveport area spell wealth and buying power . . . adequately reached by the SELLING POWER of this No. 1 medium of the region . . . KWKH!

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

Represented by The Branham Co.
More feathers
MARTHA MILLER has been trimming her bonnet with bright tributes for more than a year. They come from listeners. And from advertisers. They’re the kind of warm, wonderful tributes that lift her WBT program off the shelf of everyday women’s shows, and set her on a very special pedestal down here in the Carolinas.

Successful advertisers will tell you it takes a lot more than a slick commercial to sell the South. A sales message has to come from someone our listeners know and trust. Martha Miller’s sincerity and pert enthusiasm bring letters like this: “You seem to be talking straight to me. Your ideas about, oh, just everything help me lots!”

Her Monday-through-Friday broadcasts (10:15-10:30 A.M.) serve equal portions of facts and feminine frills. They appeal to Piedmont housewives—first as women, then as members of their communities. Down here you’ll find current coiffures, living room draperies and family menus all traceable to Martha Miller’s influence. And you’ll also find her influence thoughtfully reflected in women’s clubrooms, and at local civic meetings.

Joining in social work, urging cooperation with government drives— are typical earnest Martha Miller projects. When the San Francisco conference opened, she invited presidents of North Carolina women’s clubs to meet on her broadcast every Friday, to talk about the dilemmas facing the world’s peace-makers in simple, understandable language. Public service of this nature forms a strong backbone for the program’s other women’s features.

Throughout the Carolinas, Martha Miller enthusiasts listen and learn. Their loyalty has built her an audience six times greater than that attained by any competing program in the WBT area. It’s a loyalty that advertisers who want to tap the rich buying power of Piedmont pocketbooks can share. And the shortest route to it is through us or Radio Sales.

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
Feature of the Week

MADE UP of 5% spoils of war, 5% gifts from the States, and 90% "moonlight requisitioning," WDGO, blanketing a total area of about 500 yards, was the nearest thing to competition the regular American Expeditionary Stations in Italy ran into.

The one-lunger was the brain child of the men at headquarters, 11th Troop Carrier Squadron of the 12th Air Force. Though not a station in the accepted sense, WDGO fed the squadron entertainment and information.

The idea for a station had been kicked around at a barracks bull session. First it was necessary to have a scavenger (expediter of procurement). Capt. John R. Gordon, squadron communications officer, was named.

The staff tore plywood cases from incoming equipment and made the control panel, turntable, receiver cases and even the studio walls and floor. A mechanic donated a crystal pickup, another a tuning condenser.

German planes littering nearby roads were stripped of switches and control knobs. Friends in the States sent over turntables and microphones. "Moonlight requisitioning" supplied essentials unobtainable through "channels".

Three men under the supervision of T/Sgt. Harry Laney built a 50 w amplifier to provide power for the loudspeakers.

CHIEF announcer S/Sgt. Roosevelt, formerly of WTBO Cumberland.

Officers and men crowded the studio for the first program. After a buzz, a few squeaks and wheezes, came the words of a husky-throated youngster whose voice would carry 500 yards without a transmitter. "This is your Radio Station WDGO," it said. The men cheered like mad.

They broadcast request music, picked up programs from BBC and AES stations, often breaking in with announcement of the movie at the squadron theater or the menu for chow.

Station manager was T/Sgt. Walton Chambers. Chief announcer was S/Sgt. Robert "Pop" Roosevelt, who had 12 years experience as radio engineer, disc jockey, and announcer at WTBO Cumberland. S/Sgt. Claude R. Knecht was chief engineer.

Sellers of Sales

JEFF ABEL started in radio agency work in Washington in 1931 when few agencies handled radio in the Nation's Capital, and the field was wide open. He started as account executive and radio director with Henry J. Kaufman, and is now a partner in the firm.

Through him, Dy Dee Wash was introduced to Washington mothers via radio. These spots have been acclaimed in national trade journals many times. Jeff has bought over a million dollars worth of air time for local and regional accounts, including Potomac Electric Power Co., S. Kann Sons Co. (department store), Pepsi Cola Bottling Co. of Washington, Wakefield Dairy, among many others in his 14-year stay with Kaufman.

General Advertising Agency Network has awarded him numerous "firsts" for local programs and spots in the exhibits held yearly by that group. For several years he has been radio chairman for Red Cross War Fund Drives for the District of Columbia.

Jeff is a Washington boy. He was born there Aug. 16, 1906 and educated in Washington schools. He was graduated from Tech High School in 1924, then spent the next year with the Washington News Co. and the U. S. Geological Survey.

The latter job took him to the Middle West. He returned East to attend the U. of Maryland after which he went with the old Merchants Bank & Trust. There he had varied experiences in bookkeeping, teller and foreign exchange work. He stayed with the bank until 1931 when he joined Kaufman.

He is married and has a son, 6. The Victory garden he is strenuously cultivating serves to loosen up those golf muscles he uses whenever he gets a chance. Then for relaxation he plays around with photography and listens to his favorite jazz classics.
This Makes KOA's 4th!

Again in 1945 ... KOA wins not one but two coveted awards in Billboard's Eighth Annual Radio Station Promotion Survey ... two out of seven awards made to five NBC owned and operated or affiliated stations.

Advertising agency and sponsor executives voted KOA 2nd for overall promotion in the clear channel network affiliates division. WOR was first. And in the sweepstakes between all owned and operated stations of the networks KOA came in 3rd.

Quotes from the results as reported by Billboard:

"It's a cinch, however, that had WOR not entered KOA would have copped the nod."

"From trade advertising to merchandising and tub thumping for local programming, this NBC owned and operated affiliate didn't miss any bets."

We're pleased to have run a close second to WOR. This station has received more recognition from many sources for its outstanding advertising and promotion than any other station in the nation.

KOA thanks Billboard and congratulates Station WOR on its excellent showing. For us it's gratifying to have still further proof that KOA is "First in Denver."

KOA won Billboard's Award in 1941 and 1942 for most consistent exploitation.

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY
This year, top honors in three classifications of the Annual American Television Society Awards have been given NBC television station WNBT, New York.

WNBT is pleased and proud. Pleased, because although awards are not our foremost goal, these ATS citations are, we feel, recognition of our efforts to make each WNBT television program the finest to be seen on the air.

Proud, because now and then we come up with a "MEN IN WHITE" (Sidney Kingsley's Pulitzer Prize play), cited by the ATS as the Outstanding Television Drama Production of the 1944-45 season; or an "ABE LINCOLN IN ILLINOIS" (by Robert Sherwood), produced after the deadline for the 1944-45 awards, but hailed in Variety's recent review as "television's greatest play to date."

Although productions of the calibre of these two are still too often the exception in television—even at WNBT—they do represent forward strides. And it is just possible that
they reflect the finest television broadcasting facilities in the business; the longest practical television production experience in the industry.

WNBT thanks the ATS and the society's judges for their recognition of the job we're trying to do well. WNBT publicly salutes the distinguished production and technical staffs whose skill has made it possible for WNBT to win more 1944-45 ATS awards than any other television broadcaster.

If you are considering an initial venture in television, remember the accumulated experience and technical and production knowledge that brought these awards to WNBT are available to all WNBT advertisers.

**TELEVISION SPORTS PROGRAMMING**
This is WNBT producer Ernest S. Colling, who, in addition to his regular studio assignments, handled the outside sports pickups judged best in the ATS awards. Colling joined NBC as television director in 1940. Took over for regular Special Events Director Burke Crotty (just returned to WNBT) when Crotty left WNBT in 1942 for Army service.

**OUTSTANDING EDITING OF NEWS FILMS**
This is Paul Alley, Director of WNBT Film Programs, who was given a special ATS award for his superb handling of WNBT news presentations. Long a prominent figure in motion pictures, Alley joined WNBT a year ago to direct news presentation. His "Life of Franklin D. Roosevelt" was cited in reviews as comparable in excellence to a March of Time presentation.
"Mr. Blunk's tendency to violence is highly regrettable, Miss Love!"

What has poor Thistlewaite done now?
Possibly selected the wrong hour on the right station (or vice versa) for a spot campaign. Maybe accepted advice from somebody who'd recommend plugging Florida oranges in California if he smelled a chance for a sale. Maybe approved an unwise change in a good schedule.

Free & Peters could save Thistlewaite a lot of trouble, if he'd only let us. The Quiz Kids would easily outclass us in general information, sure . . . but when it comes to spot broadcasting we either have all the answers or know where to get them!

If you've got a few "spots" before your eyes, we'd be glad to be of service. How about it?

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

EXCLUSIVE REPRESENTATIVES:

WGR - WKRW - BUFFALO
WEWS - CINCINNATI
KDAL - BULLET
WDAY - FARGO
WISH - INDIANAPOLIS
WJEP - WKGL - GRAND RAPIDS
KALAMAZOO
KXCV - KANSAS CITY
WAVE - LOUISVILLE
WTUN - MINNEAPOLIS-ST. PAUL
WMBD - PEORIA
KSD - ST. LOUIS
WFEL - SYRACUSE
WHO - IOWA
WHO - DES MOINES
WOC - DAVENPORT
KMA - SHENANDOAH

SOUTHEAST
WCMR - BALTIMORE
WUSC - CHARLESTON
WIE - COLUMBIA
WPPF - RALEIGH
WXOH - ROANOKE

SOUTHWEST
KOR - ALBUQUERQUE
KLCW - BROWNSVILLE
KNIS - CORPUS CHRISTI
KXX - HOUSTON
KOMA - OKLAHOMA CITY
KFIL - TULSA

PACIFIC COAST
KORI - PORTLAND
KBIB - SEATTLE
and WRIGHT-SONOVOX, Inc.
Truman Calls for Free, Competitive Radio

Sees ‘Even Freer’ Competition With Advent of FM and Television

By SOL TAIEFFOFF

(Copyright 1945, by Broadcasting Publications, Inc.)

PRESIDENT HARRY S. TRUMAN believes American radio “is in good hands” and that it “must be maintained as free as the press.”

In his first expression on radio since he took over the nation’s helm on that fateful day in April, the Chief Executive last week praised the “American system” of free competitive enterprise. He foresaw “even freer” competition with the advent of new services such as television and FM.

President Truman's message to all in radio was transmitted in a letter to the writer on the eve of the Chief Executive’s departure for Germany to attend the “Big Three” conference. The President cited radio’s war role, past and ahead. Since Pearl Harbor, he said, “American radio has written its own Magna Carta.”

Favors Competitive System

President Truman made crystal clear where he and his Administration stand on radio. His letter covered practically every policy question that has been asked as to the Chief Executive's radio views. He evidenced an intimate grasp of the medium, drawn from eight years of stewardship in the Senate and as a member of the Interstate Commerce Committee in which radio legislation originates.

"Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities," said the President. "That this system has worked is demonstrated by radio's remarkable strides as a public service medium."

Looking ahead, Mr. Truman took notice of the “challenging days” that confront radio in the development of FM and television. These new services "will open new vistas of opportunity for public service." With "many hundreds" of new stations possible through the opening of these "new frontiers," the President felt that "the free competition of the present will become even freer.

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.

These pronouncements of Administration policy, it is logically thought, will force a revision of certain of the regulatory philosophies now in vogue at the FCC. Scarcity of facilities for new stations always has been the device employed in introducing more rigid regulation of the medium. With almost unlimited opportunities for new stations to be opened by FM—a factor clearly recognized by the President—need for government regulation of other than physical aspects of radio should become less and less pronounced.

KNOWS RADIO

The President is more familiar with the practical problems of radio service and operation than any of his predecessors. He is the first Chief Executive to have on his staff an official radio adviser—J. Leonard Reinsch, managing director of the Gov. James M. Cox radio stations (WSB Atlanta, WIOD Miami, WHIO Dayton). Among his wide circle of intimate friends are such broadcast personalities from his native Missouri as Tom L. Evans, part owner of KCMO, Arthur B. Church, KMBC, and Roy Roberts, managing editor of the Kansas City Star, which operates WDAF.

Paul A. Porter, FCC chairman—a caller at the White House last week—worked with the Chief Executive during the last Presidential campaign as publicity director of the Democratic National Committee. Mr. Reinsch, as the Committee's radio director, was constantly at the Vice-Presidential nominee's elbow during the campaign, and carried on afterward. When Mr. Truman was sworn in as President April 12, Mr. Reinsch was there. Whenever the President has filled a radio engagement, Mr. Reinsch has been on hand.

In his letter to this journal Mr. Truman also took cognizance of radio's vital war role and called upon the nation's broadcasters to direct their energies in the future, as they have in the past, toward the "liquidation of all resistance to the free enterprise which their own free charter is founded." He alluded to radio's quick transition to full-fledged war service.

Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government. For radio itself there are challenging days ahead. New services are in the offing—services such as television and FM broadcasting, which will open new vistas of opportunity for public service.

American radio is in good hands. With many hundreds of new stations possible by virtue of the opening of these new frontiers by our scientists and engineers, the free competition of the present will become even freer.

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.

I salute America's broadcasters who have been, in their fashion, warriors for our common purpose and solicit their continued zeal in the cause of freedom and decency.

Very sincerely yours,

Mr. Sol Taihoff, Editor and Publisher, Broadcasting Magazine, 670 National Press Building, Washington 4, D. C.
Stockpiles of Radio Equipment Are Developing

By J. FRANK BEATTY

THE biggest stockpile of radio equipment and components in history is off to a flying start. There's 30 million dollars already released war surplus—some usable, some not.

In another year or so it may grow to 5 billion dollars. That's a lot of equipment and components.

Now where does broadcasting come in?

Best information right now is that broadcasters can pick up some low-powered transmitters—mostly 250 w. They can be adapted to broadcast use if WPB is willing. While the transmitter part of the pile isn't much to get excited about, and the collection of microphones is mostly hand stuff, there are great stores of standard electronic components—resistors, capacitors, condensers, sockets, test equipment, and 5,600,000 tubes (mostly standard purpose types). The standard items are coming in fast, and moving fast.

A smart engineer with enough time and money probably could shop around and pick up enough parts to make a 50,000 w transmitter. If he used 75% surplus items and the other 25% wasn't critical, the WPB likely would grant a priority.

Sold by Manufacturers

That can be done with material now in the hands of a group of manufacturers who act as sales agents for the Reconstruction Finance Corp., which in turn is a disposal agency for the central U. S. policy-making agency—Surplus Property Authority.

War surplus provides one of Washington's most intricate situations. At the moment it's a mess. There's no central inventory, for example, of electronic equipment and components. The RFC can't go in for any such service. It hasn't the people and its agents provide their own inventories.

So instead of becoming the biggest storekeeper in the world, RFC has contracted with a list of manufacturers who have agreed to sell electronic surplus items of their own manufacture. A special group of these manufacturers known as central agents will handle matériel made by other firms (not agents) in addition to their own.

The government isn't alone in its growing pains. War surplus has the electronics and dist. industry running in circles.

Basic U. S. policy is to feed war surplus into the market so it won't cause any upsets. Factory unemployment is genuinely feared, along with dislocation of distribution machinery and an epidemic of wildcat operators.

These calming policies can't stop component makers from worrying. They scoff at present and potential war surplus. They even scoff at 5 billion dollars worth of it, they say. Only 3% of surplus stuff will be standard components usable in commercial radio.

That's one side of the story.

Will Go Into Market

Surplus Property Board estimates that 40% of surplus radio and electronic material will go into the competitive market; another 30% to nonprofit organizations and institutions at low price; 30% unusable, to be sold as scrap. WPB goes at it from a different tack, pointing out that 75% of military equipment is made of standard civilian components. Even radar components are mostly standard.

Somewhere between the two will be found the actual formula. Most military items are made of standard components, but are designed for battle action, tropical humidity and other special needs.

The broadcaster who is looking for a 1 to 50 kw transmitter in the surplus warehouses will have to look long and hard. RFC offers little hope, officially. The corridors in Washington, though, are alive with rumors. There's a whole warehouse full of transmitters sitting in Philadelphia; the Signal Corps and Air Forces have enough transmitters to fight another war; OWI has dozens of broadcast transmitters all over Europe.

Run down those rumors, and the results are discouraging. The military, of course, keeps transmitters around, has bins with millions and millions of parts. After all, they have to be prepared for anything—a December bulge, for example. Yet the military is hunting everywhere for some 5 and 10 kw broadcast transmitters. One 50 kw transmitter has been handled in surplus, but it went from one U. S. agency to another.

It's true that OWI has a lot of broadcast transmitters in Europe. But try to get one. The sad fact is that most of the OWI's transmitters will stay in Europe. All surplus electronic in foreign countries will be sold by a single disposal agent, the Army-Navy Liquidation Commissioner. That will account for perhaps half of the total war surplus. The law requires sale abroad of surplus located there.

OWI went into Europe prepared to place transmitters wherever they would do the most good. Fortunately large numbers of usable or repairable transmitters survived the scorched earth policy of the Germans, so it has plenty.

The military will move a lot of end equipment and components from Europe to the Pacific, where they will be on U. S. soil at the end of the Japanese war. Shipping it back to the States at that time will be a big project, probably too big to bother about.

As the 30-million-dollar surplus

(Continued on page 79)
New Yorkers' News Provided by Radio

Increased Coverage Is Given During Newspaper Strike

NEW YORK stations once more came to the fore in public service during last week's New York newspaper deliveries strike by increasing news coverage, and bringing special news features to their listeners.

Stations were deluged with demands for spot time. Loews, Paramount, Warner Bros., United Artists Corp., MGM, bought as many spots as they could get on WINS, WMCA, WQX, WHN, WOR, WJZ. Gimbel Bros. and Alexander's department stores purchased additional spots on WINS.

Mayor F. H. LaGuardia on his regular Sunday broadcast on WNYC, city-owned station, acted out the antics of the Dick Tracy comic strip so that New Yorkers might not be deprived of the funnels. He instructed Morris Novik, WNYC manager, to see that the comics were read during the strike.

WHOM mimeographed copies of the latest Press Assn. reports of national and international news and distributed them as a public service to hotels and restaurants.

No Prejudice

Two regularly scheduled programs, This Life Is Mine and Danny O'Neill on WABC, CBS key station, were cancelled in order to broadcast a round-up of news and features from New York papers. Frank Stanton, CBS vice-president and general manager, wired publishers pointing out that the special programs were being broadcast without prejudice to either side.

New York Post used three half-hour shows daily for the duration entitled New York Post of the Air on WLIB, Post-affiliated station.

WJZ doubled its news coverage, with special shows on the half-hour as well as the hour, throughout the night. Week-end sports events were given detailed coverage.

WQXR, owned by the New York Times, broadcast three emergency 15-minute newscasts each morning, WNEQ, which normally broadcasts five minutes of news an hour in cooperation with the Daily News, doubled that time. WINS and WHN maintained regular news bulletins but were prepared to interrupt important news flashes. WEAF broadcast its usual news schedule but devoted more time to local news than usual.

New York Times increased its three minutes of news an hour on WMCA to five minutes. World Telegram bought 3:30-3:45 p.m. news period.

Although WOR did not schedule any extra news broadcasts, Bronx-With Dorothy & Dick, informal conversation, devoted the entire period, except for commercials, to reading the morning papers. Journal American bought two shows on WOR and one on WJZ.

Radio Day at 1600 Pennsylvania Avenue

AN UNOFFICIAL "radio day" was observed at the White House last Tuesday when President Truman kept appointments with two radio personages—Paul A. Porter, FCC Chairman, and Paul W. Kesten, executive vice-president and top active official of CBS. Each had a 15-minute appointment.

Chairman Porter, making his first formal call since the President assumed office, gave a progress report on the status of FCC affairs. Last May 14 he was on the calendar for a presidential conference, but he left early that morning for the Senate Interstate Commerce Committee's tour of the European war theater to inspect communications. Last week's engagement was in fulfillment of that cancelled date.

Frank and Direct

Mr. Kesten, who knew the President when he headed the celebrated Senate Truman Committee, asserted following his visit that the two outstanding characteristics of the President's voice which win special mention and praise from listeners are the qualities of frankness and directness. These conclusions were based on a series of psychological tests conducted by CBS. Results of these laboratory measurements were conveyed to the President by Mr. Kesten in his interview. The tests were made from recordings of the President's talks. Mr. Kesten expressed himself as very gratified with the President's keen interest in broadcasting and his amazing grasp both of its importance and its problems.

Group to Select NAB President Meets in Kansas City July 14

IN THE HOME stretch of its assigned task, the NAB Presidential Selection Committee plans a meeting July 14 in Kansas City in the hope of settling finally upon the man who will take over the NAB presidency.

With three names still understood to be under consideration, the six-man committee hopes to meet in the midwestern city, bearing transportation difficulties, and at last decide one way or the other. The name still most prominently mentioned is that of Associate Justice J. M. Miller, of the U. S. Court of Appeals for the District of Columbia. Other possibilities, however, are not ruled out. Moreover, the committee may decide to recommend to the board an executive assistant to the new president, or possibly an interim director.

Chairman T. A. M. Craven, vice-president of Cowles Broadcasting Co., stated last week that he could throw no light on the outcome.

The ODT travel regulations frustrated the committee's effort to convene in Washington a fortnight ago, with only two of the six members present. William B. Way, KVOO Tulsa and John J. Gillin Jr., WOW Omaha, were unable to obtain transportation to Washington. While C. Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami and WHOIO Dayton, was on the West Coast with President Truman whom he serves as radio adviser. Frank Stanton, CBS vice-president and general manager, was confined to his home by illness. The upshot was that only C. Leonard Reinsch and Paul Kesten, WIS and WIS, were present.

After deciding upon an individual for the presidency, it is presumed the committee will seek to negotiate an agreement. The committee has full authority to select the new NAB head.

The committee has screened a list of upwards of 50 individuals (Continued on page 82)

HEARING ON WILLS SET FOR JULY 12

PUBLIC HEARING on the nomination of William Henry Wills, Vermont Republican, to the FCC, succeeding Gov. Norman S. Case whose term expired June 30, has been called for 10:30 a.m. Thursday (July 12) by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee. Mr. Wills, former Governor of Vermont, plans to take office Aug. 1 following his confirmation. Although no formal opposition has been filed against his nomination, it is understood several Committee members wish to question him.

Lear Sponsor

LEAR RADIO, Piqua, Ohio, (aircraft radio equipment) is expected to sponsor Orson Welles, on American in the 1:15-3:30 p.m. spot Sunday afternoon sometime this fall. Show is a radio version of his newspaper column "Welles Almanac," in which he discusses everything from world affairs to the movie world. Agency is Arthur Kudner Inc., New York.
Industry Supporting Decision on FM Move

Standards Meeting Called by FCC
July 12-13

By BILL BAILEY

(Accelerations Procedure Story page 34)

FOLLOWING up the FCC's proposal of June 27 that rules and regulations on FM, facsimile and television be determined at the earliest possible time, the Commission will hold informal engineering hearings on the three services July 12-13. Discussions, to which all interested engineers have been invited, will deal with FM and facsimile the first day, television the second.

Meanwhile led by Maj. E. H. Armstrong, FM inventor, and the Radio Mfrs. Assn., the FM industry as a whole began experimental work looking toward the FM service in the new bands, 88-108 mc, as quickly as possible after the War Production Board gives the go-ahead signal to construction.

Both FCC and industry moving with all speed to provide FM service at earliest possible date. Commission calls engineering conference on standards for FM, TV and facsimile, July 12-13. Opposition to allocation waves.

Barrier to speedy service was the acute manpower shortage at the FCC. Estimates of man-hours required to process an application for new facilities indicate that 99 weeks would be required by the present Commission staff to handle the pending 715 applications for FM, AM and television stations.

More Funds Needed

A request for additional funds to employ engineers, lawyers and accountants is expected to be made to Congress shortly. It is known that the Commission has approached the Army and Navy with the suggestion that certain technical personnel, formerly of the FCC now in the armed services, be given discharges.

Broadcasters and manufacturers are making concerted efforts to be ready to go to the moment the FCC issues licenses. Immediately, after the allocation was announced on June 27, Maj. Armstrong filed application to change frequency of his Alpine, N. J., transmitter, WFMN, from 43.1 to 92.1 mc. At the same time he disclosed that he had operated the transmitter on both high and low frequencies simultaneously [Broadcasting, July 2].

“The allocation has been handed down. Now it is up to all of us to do everything we can to have a service ready for the people at the earliest possible moment,” the FM inventor told Broadcasting. He had vigorously opposed moving FM upward. Maj. Armstrong predicted that in time the FM band will extend from 50-100 mc.

R. C. Cosgrove, executive vice-president of the Crosley Corp. and president of RMA, last week declared that band was expanding ahead as rapidly as possible to provide transmitters and sets. Some manufacturers had designed sets in both the lower and upper portions of the 44-108 mc bands; others, foreseeing the shift to the higher frequencies, designed sets for upstairs reception.

Opposition Dwindle.

Opposition to the Commission's final allocation had dwindled considerably last week. On Capitol Hill demands for a congressional investigation were not being pushed.

Walter J. Damm, president of FM Broadcasters Inc., called a board meeting for July 10 shortly after the allocation was announced, but after talking to members the meeting was cancelled and the FMBI board issued a statement [Broadcasting, July 2] calling for speedy processing of the applications.

I. A. Hirschmann, vice-president and general manager of Metropolitan Television Inc., licensee of WABF and WXXM New York, as a member of FMBI opposed the FMBI stand for continuation of FM in the old band, on June 27 wrote FCC Chairman Paul A. Porter commending the Commission on the planning of mechanical receivers. "It is determined that the large majority of industry which we know have opposed such a decision will, in the long run, come to accept it as having been made in the interest of the industry and the people of the nation."

Lee McCanne, vice-president and general manager of the Stromberg-Carlson Co., Rochester, pioneer FM manufacturer, told WHFM, announced last week that the company shifted its designs from the lower to higher bands within 24 hours after the allocation announcement.

"This removes the last shackles from our thinking on our postwar line and FM's key position in it," he said. He warned that a "heavy demand for FM receivers when civilian radio production is resumed" Stromberg-Carlson Co. protested the upward move of FM. The FCC, after surveyed its staff with a view to complete reorganization. In the broadest division of the engineering department only three men are available for processing new applications. In accounting department two persons do the work. Engineering processing requires an average of 20 man-hours per application. There are 420 FM, 119 TV and 174 AM applications pending.

Law Department

No average could be struck for the law department although it was reported that the greatest amount of time is consumed by the engineering processors. In addition to the 715 applications for new facilities, the FCC has on file a hundred odd applications for transfer of control, assignment of license and alterations of existing stations.

On FM, the FCC has called an NAB district meeting in Washington early this year that the Commission, at the proper time, would go to Congress for additional funds to be identified as FM applications. Although the FCC's budget requirements, until the 1946 fiscal year applications, have been questioned closely and severely curtailed, particularly by the House Appropriations Committee, it was reported that Congress likely would look with favor upon enlarging the Commission's peacetime appropriation.

Transcription Rules Amended by FCC

Eased Regulations To Hold Management Responsible

(Transcription Text on page 58)

EASING its rules governing the broadcast of transcriptions and records, the FCC last week adopted amendments to Sec. 3.407 of its Rules and Regulations, placing on broadcasters the responsibility of proper identification of recorded features and erasing the ambiguity involving identification of records used on participation programs.

Heralded in broadcasting circles as a definite step in the right direction, the new regulation culminates nearly 16 years of controversy over properly identifying mechanically reproduced program material. For several years the Commission has had before it a proposal to ease the transcription regulation.

Support From Hyde

Subsection (a) had provided specific language to be used in identifying transcriptions and records. The new subsection (a) provides "the exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood."

For years General Counsel Rosel H. Hyde, as assistant general counsel in charge of broadcasting, fought to have the transcription regulations modified. FCC field inspectors in the last few years have consistently reported to Washington headquarters that broadcasters generally were unhappy with the regulations. They complained that stations were handicapped in building up the good programs from transcriptions by stringent Commission requirements.

Accompanying the revised regulations, which eliminate the word "must" in Sec. 3.407, amended last week by FCC, does not require specific language in identifying transcriptions and records. Whole burden is placed on broadcasters, who contend they can build better programs under new regulation. Rule also eliminates ambiguity and interprets language regarding participation programs.

Called "series", is an interpretation that a "series" is interrupted whenever a new program (of record) is inserted with live talent (commercial or announcements) in participation programs. Therefore, said the FCC, to identify each record between commercial or sustaining announcements is not necessary.

Under the new rules, programs of 30 minutes or longer "consisting in whole or in part" of one or more recordings need be identified "by appropriate announcement" at the beginning and conclusion of each program or at 30 minute intervals. No identification is necessary at the 30-minute break if the recording consists of a "continuous uninterrupted speech, play, rivalry of soloists, symphony concert or operatic production of longer than 30 minutes."

Programs 5-30 minutes in which transcriptions are used shall be identified at the beginning and the end. A transcribed program of 5 minutes or less need be identified as such only at the beginning. Where background music, sound effects, station identification, theme music, or sponsor identification are transcribed, no announcement is required.

Basic Philosophy

Although the new regulations have done much to clarify the broadcaster's responsibility, they still retain the basic philosophy of the old Federal Radio Commission, created by the Radio Act of 1927. Licensees, under the new rules, are forbidden to attempt "affirmatively to create a public impression that any program being broadcast by mechanical reproduction consists of live talent," In that connection the Commission is understood to have issued in mind the written and recorded voices of popular vocalists, then
Boat drill

The crew of a Canadian transport line up for rigid inspection by U.S. Coast Guard, during a life-boat and fire drill just before leaving for the war zone.

Would that most advertisers take the same precautions and make the same rigid inspections in radio time buying!

The smart time buyer checks his selection of radio stations every step of the way. Even when it's as open and shut as buying time in Baltimore.

Down here the job has been simplified.

If you want to reach the greatest number of listeners-per-dollar-spent, you simply choose W-I-T-H, the successful independent.

But even then we insist that you study carefully the figures that prove W-I-T-H is the buy.

W I T H
Baltimore, Md.

Tom Tinsley, President * Represented Nationally by Headley-Reed

July 9, 1945 • Page 19
Technical Research Committee For MB Is Named by Feltis

Advisory Body From ANA, AAAA and NAB to Aid In Handling of All Board Research Problems

APPOINTMENT of a Technical Research Committee of Broadcast Manufacturers' Representative Bureau, including three representatives of each of the three member associations of the bureau—ANA, AAAA and NAB, was announced Thursday by Hugh Feltis, BBM president, at the bureau's new headquarters in New York.

Technical Research Committee, chosen by the Research Committee of the BBM board to act as an advisory body on research, includes:

FOR ADVERTISERS—A. N. Halverstadt, media director, Procter & Gamble Co.; Frederick O. Berner, assistant to the president, O. Washington Reffing Co.; Robert F. Ehrich, director of advertising and marketing research, Quaker Oats Co.

FOR AGENCIES—Frederic B. Maxchart, vice-president in charge of research and marketing, BBDO; William R. Freeman, vice-president and director of research, Benton & Bowles; W. J. Mulcahy, vice-president and director of research, Ruthrauff & Ryan.

FOR BROADCASTERS—Edward F. Evans, manager of research, American Broadcasting Co.; Berry T. Rumple, director of research, NAB; third member to be announced.

768,000 Subscribed

Mr. Feltis said BBM's total subscriptions amount to $768,000. Although July 1 was the billing date, $104,886 had been received by noon of July 5, he said. He reported that the executive committee of the BBM board, at the first of a series of monthly meetings, held Monday in New York, had received reports from officers and committees, had looked over proofs for the amended by-laws and discussed plans for a booklet to tell the full BBM story to stations, advertisers and agencies.

First problem of the Technical Research Committee, Mr. Feltis said, will be that of the independent stations in New York, Chicago, Los Angeles and Detroit, who feel that the original plan of presenting survey results might put them at a disadvantage. Suggestions of Chicago stations that the primary, secondary and tertiary code applications be replaced by maps showing the number of radio homes listening to the station in each county, might provide the basis for this solution, it was indicated.

Asked when the first BBM report would be ready, John Churchill, research director, said: "If we put anything out before Christmas, 1945, we'll have to work 36 hours a day from now on." Employment of a staff of 20 to 30, determination of methods and procedures, sample size and distribution and quota allocations (necessary before bids on field work can be requested from research organizations) and pretesting of copy and research techniques are some of the immediate jobs, he said.

Then will come selection and codification of names of radio families, printing of the million ballots and letters, testing the master list (much larger than the New York telephone directory), selection of premiums to insure response. Ballots will be addressed and finally, along about the end of March or beginning of April (when sun set comes about 6 p.m. during both daytime and evening programs and daytime and nighttime signals coincide), the ballots will go in the mail.

Finally will come follow-up mailings to secure the minimum acceptable return from all communities, coding of returned ballots, correction of miscount, tabulation of results, preparation of reports and station circulation maps, and planning for the next study.

BIGGAR IS NAMED MANAGER OF WICB

APPOINTMENT of George C. Biggar, announce relations chief of WLW Cincinnati, as manager of WICB Indianapolis, effective July 16, was announced last week by C. Walter McCarthy, managing editor of the Indianapolis News, licensee of WICB. He succeeds Alex Campbell Jr., resigned [BROADCASTING, June 25].

Mr. Biggar entered radio in 1924 at WLS Chicago, after several years of farm and newspaper work in the South and West. He subsequently became program director of WLS and in 1938 resigned to become farm service director of WLW-WSAI, both then owned by the Crosley Corp. He was WLW's Artistic Bureau head.

In 1939 he was made program director and remained in that job four years, when he was appointed to the newly-created post of assistant to James D. Shouse, vice-president in charge of broadcasting, as manager of employee relations.

In 1943 Mr. Biggar visited England to study wartime food problems and to arrange with BBC an exchange of farm programs with WLW. He is a veteran of World War I, having served as a second lieutenant, Infantry. He is married and has three children.

Lang for Heater

WILLIAM LANG, night news editor and commentator on WHN New York, is pinch-hitting for Gabriel Heather on Mutual until the latter returns from his two-week vacation on July 15.

CONTRACT for WOR New York's first outdoor advertising display is approved by Theodore C. Streibert (I), WOR president, and Douglas Lehigh, head of advertising firm handling the sign. Measuring over 5,000 sq. ft. and with letters nearly 40 ft. tall, it was erected last week on the side of the Mayfair theater.

Radar Plans Upset

Production Schedules Delayed Six Months Says Krug

THE GERMAN break-through in Belgium last December upset industry schedules for radar equipment for the first half of 1945, it was revealed in the report of WPB Chairman J. A. Krug on 1944 war production, transmitted last week to President Truman.

Mr. Krug says one of the problems faced last year by the radio and radar industry was that of "crash" requirements of Allied countermeasures "to offset developments in enemy equipment." When requirements were projected for the first six months of the current year, "particular emphasis" was placed on air-borne radar, with decreasing demands for ground radio.

"The plans were disturbed," the report discloses, "by the German break-through in Belgium, which caused sudden demands for large quantities of ground and portable types of radar, and to a lesser extent, air-borne types. This compensating decrease in other prototypes and radar. As a result, while the raw material for radio and radar, except for some difficulty in tin, radium and crude rubber, was not serious, and while a favorable supply situation has been achieved in other important components of radio and electronics equipment, such as capacitors, condensers, instruments, and transformers, some difficulty was anticipated at the year end in filling military requirements for depot stocks to cover battle losses and operations in the theaters of war."

Mr. Krug reported that 1944 production of radio and radar and equipment exceeded the previous year by 25% and that within 1% of the meeting the schedules projected for the year. Reviewing military demands last year which caused a general shift from radio to radar, the report "however, perhaps, is the fluidity of war requirements and the speedy obso-
PA

CE-SETTING

The four-fold approach to Southwestern merchandising problems afforded by the Oklahoman and Times, The Farmer-Stockman, WKY and Mistletoe Express leads the way to complete and comprehensive domination of the Oklahoma and North Texas markets. Within their 26-county area, the Oklahoman and Times are favorites in six out of ten homes. In the western two-thirds of Oklahoma, no radio station parallels WKY’s popularity. Throughout the state no transportation system can or does match Mistletoe’s “always goes through” delivery schedules. In Oklahoma plus North Texas farming areas, The Farmer-Stockman has built up the greatest coverage of any farm paper, state, sectional or national.

1. First to broadcast commercial programs in Oklahoma, first to furnish remote pick-ups through its own mobile transmitter, first to bring a glimpse of television to the state, WKY has created a listener enthusiasm unapproached in the radio history of the great Southwest.

2. Established primarily to see that Oklahoman and Times subscribers get their newspapers on time, Oklahoma Publishing Company-owned Mistletoe Express now has the added responsibility of a complete express service. Dependability, through winter snows, spring freshets and summer heat has earned the right to carry more than 80,000,000 pounds of cargo a year.

3. On the theory that pictures from home rival letters from home, especially when they’re pictures of a soldier’s baby he has never seen, the Oklahoman and Times has established a Pix for Pop department. The papers make pictures of service men’s offsprings. They give mother a print to send pop overseas. No, service to subscribers is not rationed on the Oklahoman and Times.

4. When WKY’s new farm service department was formed in August, 1944, Farmer-Stockman editor Ferdie Deering was invited to sit in on its program planning. The files of The Farmer-Stockman, recording thirty-four years of farm progress in Oklahoma, were made available to this newest of Oklahoma Publishing Company services to Southwestern agriculture.
Mid-Commercials Pass Chicago Test

Medill Research Brings Out New Ideas On Surveys

By CHARLES L. ALLEN
Asst. Dean & Director of Research, Medill School of Journalism, Northwestern U.

THE MIDDLE commercial-stormy point of radio advertising arguments these days—seems to offend very few listeners of Chicago's elite North Shore. In a study completed at the Medill School of Journalism, Northwestern U., only one person out of a total of 280 adults and 26 children interviewed in their homes specifically mentioned the "middle commercial" as one kind of advertising that was distasteful.

It is true, however, that a majority of the adult radio listening audience, when their attention was called specifically to the middle commercial, preferred to hear radio advertising at the beginning or the end of a radio news broadcast. The exact percentages were 63% who preferred commercials at the beginning of the minute or 10% who preferred commercials in the middle of a news broadcast. This research problem, conducted by members of the class in Principles of Advertising, under the supervision of Charles L. Allen, Director of Research, was limited to the ten 15-minute periods between the hours of 5 p.m. and 7:30 p.m.

Dr. Allen says: "We do not believe that any of the methods now being employed in radio research is perfect or above suspicion. We examine our own very carefully and we invariably pre-test all of the questions used in our studies. In this instance I submitted the entire list of questions to a radio executive here in Chicago for his comment, criticism, and further suggestions before the pre-testing."

Dr. Allen mentions that at the end, 50% who preferred commercials at either the beginning or the end and 10% who preferred commercials in the middle of a news broadcast, the average number of 15-minute periods during these periods with a total of 1054 being recorded by the interviewers, an average of almost 2 in each 15-minute period that the radio was turned on. In 17% of the homes no radio was turned on during the period of 5 p.m. to 7:30 p.m.

The interviewers did no questioning during the 5 p.m. to 7:30 p.m. interval, but immediately thereafter they asked the following questions of each member of the household that had been present and listening for one or more 15-minute periods during that time:

1. What did you hear advertised on the radio tonight?
2. Does any member of your family use this product?
3. Do you prefer straight news programs or news and commentary?
4. Who is your favorite news commentator?
5. Do you think the same person

should read both the news and the advertising?
6. Where do you think the advertising message should come in a radio news program—at the beginning, in the middle, at the end?
7. Was there any advertising on the radio tonight that was distasteful to you?

Recall One Product
The total number of products recalled by the 306 persons interviewed was 313, and the average recall per person was 3 products. The average recall per person interviewed was 1.02 products. Some persons interviewed failed to recall anything they had heard advertised on the radio between 5 p.m. and 7:30 p.m. The total number was 54 or 18% of all persons interviewed. It should be pointed out that no child under 10 years of age was interviewed. When they were asked whether any mem-

(Continued on page 66)
To millions of people in the rich Missouri Valley-Great Plains area, “Radio Omaha” means “Radio WOW”.

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the “WOW habit” over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why “Radio Omaha” means “Radio WOW” . . . that’s why millions have the “WOW habit”.

As every experienced Time-Buyer knows, it’s “listener habits” that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
Advertising Agencies Required to Meet CAB Standards to Receive Commissions

By JAMES MONTAGNES

Canadian broadcasters through their national association, Canadian Assn. of Broadcasters, have for the past six years required advertising agencies to apply to the CAB for enfranchisement before member stations could officially pay agencies a 15% commission. Currently the CAB has enfranchised for 44 a total of 44 Canadian agencies, including Canadian branches of six United States agencies.

An application must be filed by each agency annually for CAB enfranchisement. This application was drawn up by the CAB together with the Canadian Assn. of Advertising Agencies and the Assn. of Canadian Advertisers.

The application requires a copy of the financial statements of the agency for its last fiscal year end to be submitted to the CAB appointed auditing firm. Applying agencies must submit evidence that they have done annual business of more than $150,000 for three or more national advertising accounts of separate operational control and of a character satisfactory to the CAB. The agency must also show a surplus of current liquid assets over current liabilities in the amount of $10,000.

Reasons stated in the application for giving a franchise and enabling agencies to collect 15% commission from stations, are given as: (1) in order to enable advertising agencies so to serve national advertising accounts that such accounts may continue and increase; (2) in order that their enfranchised advertising agencies may expend money in the procuring of new national advertising accounts; (3) in order to assure an annual net operating profit to such agencies.

No Rebates Allowed

The application further states that "the principal or principals of the agency shall be men of good business character with such experience in the advertising business as in the opinion of the Association will ensure good service to the agency's clients. No such principal shall be a paid employee or principal of an advertising client. . . . The principals (of the agency) shall not be interested, directly or indirectly, in the publication of newspapers or periodicals, operation of a radio station, or in any business or enterprise which is competitive with radio advertising."

The CAB franchise prohibits rebates and each applicant agency must show proof, checked by CAB auditors, that it has not rebated commissions in any form.

Video Course

EDWARD C. COLE, Yale U. Thea
ter technical director, will con
duct a summer course in television at the Randall School of Drama, Hartford. The course will cover television systems, cameras, projection and video effects, studio procedure, program formats and scripts, and developing a television program. Mr. Cole teaches television program production at the Yale Theater, is a director of the American Television Society and on the program committee of the Television Broadcasters Assn.

Montgomery CP

CONSTRUCTION PERMIT for new local station at Montgomery, W. Va., on 1400 kc with 250 w unlimited, is sought in application filed with FOC by Payette Assn. Inc. New firm is composed of Arnold M. Vickers, president, partner in law firm of Thompson & Vickers; H. E. Parchung, secretary, district agent for New York Mutual Life Insurance Co., and Raymon Kendall, treasurer. Each has third interest.

5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropo
tal New York Market.

Send for WHO'S WHO on WEVD

WEVD - 117 West 46th Street, New York, N. Y.

BROADCASTING • Broadcast Advertising

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina exceeds every other Southern state both in value of manufactured products and in cash income to farmers. On the former, North Carolina does nearly three times as much as the average of the nine other Southern states—and on the latter, nearly twice the Southern average. Isn't this the kind of Southern Market you are seeking?

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS—NBC RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Page 24 • July 9, 1945
This is IOWA

...and so is THIS

...and you get BOTH on WMT

When you think of Iowa...don't think of it merely as America's greatest income-per-farm state...but also as the nation's 10th manufacturing state.

This is the responsive, progressive WMT market available at the lowest rate-per radio family. To reach this great spendable dependable buying power...tell your time buyer to let WMT head your schedule. WMT covers the largest daytime primary area in the state with Iowa's best frequency—5000 watts at 600 Kc!
Kaiser Expresses Thanks to Radio

Success of National Clothing Collection Is Cited

HENRY J. KAISER, national chairman of the United National Clothing Collection for War Relief, has expressed to broadcasters in a letter to the editor of BROADCASTING the appreciation of his committee for efforts made by the medium in promoting the clothing collection.

Mr. Kaiser states:

"May I express through the columns of BROADCASTING my deep appreciation for the splendid cooperation extended to the United National Clothing Collection by the networks, local stations, sponsors, program directors, writers, announcers, stars and casts.

"The outstanding support given to the clothing drive by radio was one of the major contributions to our success in attaining the goal of 150,000,000 pounds of clothing, shoes and bedding.

"The enthusiastic response of the American people to this great humanitarian appeal for the relief of suffering millions in war-devastated countries was stimulated by the blanket coverage radio gave this collection. Constantly throughout the campaign, radio brought our appeal into practically every home in America."

Canadian Production

RADIO MANUFACTURERS in Canada have been given permission to proceed with reconstruction plans but must bring their models back on the market at 1941 basic prices, the Wartime Prices and Trade Board has ruled. New Canadian receivers will not be on the market for some time, according to WPTB officials, as Canadian manufacturers depend for parts on American suppliers.

P. BALLANTINE & SONS, New York, has replaced Cameron Andrews, comedy lead in its CBS show Mon. 10:30-11 p.m., with Stuart Erwin, changing title to the "Stuart Erwin Show," agency to J. Walter Thompson Co., N. Y.

GASTON W. GRIGNON (r), gen. mgr., WISN Milwaukee, lights favors on cake presente by (l to r) Warren G. Gehrs, pres., and Frank Kuskowski, radio committee chairman, Milwaukee County Pharmacists Assn., at third annual dinner in tribute to Grignon and staff's program efforts.

BMI BUYS RIGHTS TO LATIN MUSIC

BMI has signed a new five-year contract through which it gets exclusive performing rights in all of the Latin American music controlled by American Performing Rights Society Inc., Peer International Corp., and Melody Lane Publications Inc. The contract also gives BMI rights on extensive hill-billy catalogs controlled by the enterprises with which Ralph Peer, Peer International, is associated.

With a line-up including such favorites as "You Belong to My Heart," "Tico Tico," "Amor," "Besame Mucho," "Brazila" and others, BMI and APRS already control practically the entire Latin American repertoire.

Tolerance Campaign

NATIONAL Assn. of Broadcasters, Radio Writers Guild and Writers War Board, have offered for distribution to members, a mimeographed pamphlet containing suggestions on scriptwriters on how to help preserve postwar tolerance and unity. Anticipating attempts to stir up feeling against minority groups, Council for Democracy, New York, has prepared several thousand copies of a "Radio Directive for Democracy," for free distribution to radio writers. Author is Milton Krentz, CD radio director, and affiliated with American Jewish Committee.
WMAM — the ONLY station heard in thousands of homes in this big, important buying area of 500,000 people . . . waiting your important message.

NO OTHER STATION can reach these hundreds of thousands of people during many hours of the 24. A singular situation due to geography and ground mineralization in this Great Lakes area.

One of the strongest signals of any 250 watt station in the country! In an area where no other station can reach so many people at once, WMAM is truly the little station with the BIG WALLOP. High type programming, with a staff comparable to 5000 watt installations, gets listener attention and response . . . results proved by HOOPER SURVEYS and mail count.

If you want results for your money . . . get WMAM’s story of what 570 on the dial brings you in this important Great Lakes’ area. Send for complete brochure.

WMAM
Marinette, Wisconsin 570 on the dial to 500,000 listeners

Joseph Mackin, General Mgr • National Representatives: Howard A. Wilson Co • Chicago • New York • San Francisco • Hollywood

Broadcasting • Broadcast Advertising

Page 27
It's the biggest thing yet! KPO-NBC proudly presents Fred Waring and his orchestra and his famed entertainers. From on—every weekday morning 8:00 to 8:30 A.M. will be Fred Waring time on KPO. What an introduction to a morning-full of better shows on KPO!

KPO's the only 50,000 watt station west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

AFN Begins Third Year of Broadcast
Network Numbers 50 stations With Power of 240,000 w

JULY 4 the American Forces Network celebrated the beginning of its third year of entertaining and informing millions of troops in the European theater. Observing the occasion, top talent touring the continent was assembled in a 90-minute AFN program broadcast from the Olympia Theater in Paris. Bill included Bob Hope, Jack Benny, Amos and Andy, Ed Gardner, Jerry Colonna, Grace Moore, Yehudi Menuhin, Jane Froman, Larry Adler, the Information Please experts among many others.

The first words broadcast over AFN were spoken from a basement studio at 11 Carlos Place, London on July 4, 1943. The network consisted of the studio and five transmitters in England. Total power was 250 w.

Today over 50 AFN stations are in operation, with a power of almost 240,000 w. Other stations are scheduled to go on the air for AFN soon. The Munich-Stuttgart sister stations are the most powerful combination in the world, with 100,000 w each.

In addition to the permanent installations, the AFN during the fighting had three mobile stations which travelled with the First, Ninth and Seventh Armies. They were termed by the GI's "the best thing that happened to the Infantry since the Flying Fortress." Several times they were knocked off the air by the concussion of nearby explosives. Among the steadiest listeners were German citizens. To keep the stations on the air, all hands often worked 16 to 18 hours a day. As radio men are now more readily released, with the fighting over in ETO, the network will soon be staffed by 200 enlisted men and 25 officers.

According to Lt. Col. John S. Hayes, AFN chief, "When the last American soldier embarks for home, he can tune the American Forces Network in on the boat as it steams out of the harbor."

Video Film Exchange Is Started by Ross Federal

NEW type of 16mm film exchange service designed to supply television stations and advertisers with film programs to prospective sponsors, is being organized by Ross Federal Inc., New York.

Thirty-one branch libraries will supply complete sustaining programs in sound film on a low rental basis.

Firm also is offering its 16mm sound projector service to stations wishing to give previews of sound film programs to prospective sponsors. All branches will be equipped with batteries of 16mm sound projectors and trained operators. National advertisers will be able to store prints in the libraries for rapid delivery to stations.
To make time in the race for consumer sales dollars, radio advertisers need prompt, complete information on availabilities. Time that will put a product out in front is the full-time business of Weed & Company.

Weed men lose no time in giving real meaning to “Nationally Represented by Weed & Company”—the letterhead line that means more business for sales-able stations. “Time will sell” when handled through Weed.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
One Fifth of Kansas Families Found Ready to Buy Receivers

CONTINUATION of the war means a progressively increasing backlog of orders for new radio sets in Kansas, according to the 1945 Post-War Plans of Kansas Families prepared by Dr. F. L. Whan, U. of Wichita. The study is part of the overall Kansas Radio Audience of 1945 to be available in the autumn.

Of every 10,000 Kansas families, 2,204 definitely plan to buy radios at war's end, this study shows, as compared with 1,605 a year ago. The analysis reveals that rural families are most anxious for new sets.

Radios Second in Demand

Home appliances greatest in Demand are washing machines, with radio sets second. Following in order are electric refrigerators, vacuum sweepers, sewing machines, electric stoves, gas stoves, electric mangle ironers, butane and other gas refrigerators.

Of the 2,204 families planning to buy sets after the war, 1,119 would buy them today at peacetime prices. The figure a year ago was 765. On top of this demand, another 694 of each 10,000 families “expect to purchase” sets after the war, though plans have not been definitely laid. The figure a year ago was 610. In this group washing machines, refrigerators and vacuums are ahead of receivers.

Financing plans of families studied by Dr. Whan disclose that of the 2,204 who definitely plan to buy radios, approximately 27% plan to finance through cash on hand; 26% through cash yet to be earned; 22% through cash and payment plan; 18% through sale of War Bonds. The remainder were undecided.

Looking into ownership and condition of sets, the survey shows 88.1% in working order, compared to 85.9% a year ago, with 4.8% not in working order this year, 3.9% a year ago. Balance represents families without radios—1.1% this year, 6.2% a year ago. There are 69.6% of families with one set, 73.7% a year ago; 23.8% with two sets, 20% a year ago; 4.8% with three sets, 3.7% a year ago. Source of power of newest set in the family follows: 73.8% high line, 73.1% a year ago; 2.7% home generator, 2.3% a year ago; 23.5% wet or dry batteries, 24.6% a year ago.

Reasons for Failure

Reasons for failures of receivers to operate follow: Battery is dead, 49.4%; tubes are bad, 25.9%; other reasons, 12.1%; reason unknown, 10.6%; no information given, 2.4%. Surveying length of time families with nonoperating sets (4.8%) have been without reception, the study gives these figures: One month ago, 10.2%; two months ago, 18.1%; three to six months ago, 35.5%; six to 12 months ago, 12.1%; more than a year, 13.9%; no information given, 10.3%.

In a review of radio ownership and saving habits, the survey shows that radio owners save a higher percentage of their income than families not owning working radios.

The survey is the ninth conducted by Dr. Whan, and the second to show postwar buying plans. Data came from 1,482 urban families, 855 village families and 1,127 farm families in Kansas.
Night scene of the Ashland Oil Company's octane refinery, photographed from the Big Sandy River. Just one of the many local industries.

Night and Day . . . Industries Make ASHLAND SKIES BRIGHT

Advertisers will be wise to include this rich, concentrated, industrial tri-state market where the effective buying income of the three basic counties (Boyd, Lawrence and Cabell) run well in excess of $170,000,000 annually. Market stability is assured by such local industries as International Nickel Company, American Rolling Mills, American Car Foundry, Ashland Oil Company, Sylvania Products, Inc., and many others. WMCI gives you the needed coverage-from-within in this densely populated area where some 200,000 people live within WMCI's primary service. Write us for desired factual information.

WCMI gives triple coverage at one cost

Represented Nationally by
The John E. Pearson Co.

Ashland, Kentucky

JOSEPH B. MATTHEWS, Mgr.

* AN AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Permanent Radio Group Co-op Formed in Canada

CANADIAN broadcasters have found their co-operative venture of a radio bureau at Ottawa and their co-operative reporting venture at the San Francisco Conference so successful that a permanent Radio Bureau is to be established at Ottawa. It will have no connection with the Canadian Assn. of Broadcasters or Canadian station representatives.

It is to be a non-profit co-operative venture of broadcasters who will pay for services at a set fee per disc depending on size of the station. James Allard, who has been in charge of the bureau since its formation about a year ago, will continue in that capacity. At a meeting June 26 directors appointed were: F. A. Lynds, CKCW Moncton; A. Gauthier, CHLT Sherbrooke; Ken Soble, CHML Hamilton; G. Gaetz, CKRC Winnipeg, and Dick Rice, CFRN Edmonton.

CURRENT Ford Motor Co. radio shows were reviewed and use of radio in regional markets when new cars are available was discussed at Detroit meeting of men from 10 J. Walter Thompson Co. offices throughout the U. S. Attending were (1 to r) P. N. Berry, Detroit; O'Neill Ryan, vice-pres., New York; W. O. Thornley, Seattle; Earle Hildebrand, Los Angeles; H. H. Stormont, New York; Clyde Rapp, Dallas; T. R. Paulson, Atlanta; Victor C. P. Breinke, Chicago; C. R. Curtis, Atlanta; Wm. Brookins, Denver; L. J. Hannah, San Francisco; Norton Mogge, Los Angeles; S. J. Case, Detroit; H. T. Stanton, vice-pres., Chicago; H. T. Mitchell, vice-pres., Chicago; George Reeves, vice-pres., Chicago.

Alden Delivering Fax

ALDEN PRODUCTS Co., Brockton, Mass. is now delivering fac-simile equipment to broadcasting and newspaper firms. Though not perfected, machines were requested so that they could give first hand experience to broadcasters and news men who will be working with them in the future.

WWDC Begins New Coverage System

THROUGH arrangement with Jack Reed, head of the Yankee News Bureau, WWDC Washington on July 2 began a schedule of individualized newscasts which entails local as well as wire coverage, Ben Strouse, station general manager, announced.

Mr. Reed's bureau will assign a staff to report and write news for WWDC. Locally, WWDC will cover the White House, Capitol Hill, local and Federal Governments, civic affairs, police and fire departments and sports. Reporters include Fred Hoffman, formerly of U. P.; Ann Higgins, formerly of the Washington Daily News; Dan Williams, ex-Transradio Press White House reporter, Ela Nawrocki, formerly of the Washington Times-Herald and UP Washington City News Service, and five others to be named.

In addition WWDC has the UP radio wire, AP radio wire and Washington City News Service. Plans include hourly broadcast of news with two 5-minute local newscasts daily at 10:30 and 11:30 a.m.

Yankee News Bureau, organized more than a year ago by Mr. Reed, serves stations of the Yankee Network, WJW Cleveland and the Eugene C. Pulliam stations and newspapers.

E. William Young

LONG a familiar figure in radio recording circles, E. William Young, 54, chief of the recording department of WRC Washington, died June 30 after a prolonged illness. Funeral services were held last Tuesday in Libertyville, Ill. Mr. Young was born March 19, 1891 in Chicago and attended Morgan Park Military School and the U. of Wisconsin. Prior to coming to WRC he was with NBC in Chicago and was previously with RCA and Columbia Recording Corp. He is survived by his widow and a son, Maj. E. W. Young Jr., USA, who was flown from the Philippines to Washington just a day before his father's death.

Mackray Radio & Telegraph Co. has opened a new direct high-speed radio-telegraph circuit between New York and Bucharest, Romania.

KON

Originality!

The KON Million Dollar Club

 pledged to Victory!

Portland, Oregon

CBS Affiliate

In Nashville, radio is a well-established part of department store advertising budgets. Here, as elsewhere, radio stands on its own feet, and is doing a man-sized job!

Five of Nashville's six leading department stores use WLAC for hard-hitting selling copy, with the preparation given a primary advertising medium.

One of these programs, the "Lady from Lovemans," produced one of the eight winners in a nationwide sewing contest... added proof that among Nashville's department store advertising, WLAC is a winner!
PROCEDURE OUTLINED BY PORTER UNDER FCC'S NEW ALLOCATIONS

PROCEDURE for broadcasters in applying for FM, television and facsimile stations under the new FCC allocations was suggested in a statement by Chairman Paul A. Porter. Issued late June 28, the statement was summarized in the July 2 Broadcasting.

Proposals for rules and standards will be offered by the industry at a meeting to be held this month, with all interested parties invited, Chairman Porter said. Full text of his statement follows:

THE Commission expects to confer at an early date with representatives of industry groups with the view to scheduling a meeting sometime in July of all interested parties to formulate the industry's proposals for rules and standards. It has been the consistent aim of the Commission from the very beginning of this proceeding to reach a decision in time to permit the industry to prepare to move ahead the moment that manpower and materials became available.

We have received gratifying expressions of satisfaction with this allocation. It is already apparent that the soundness of the allocation is coming to be generally recognized.

We had a number of inquiries as to the status of the 620 FM applications and the 51B Television applications now in our pending files. For the time being, these applications must remain in the pending files as there has been no modification of the freeze policy (restricting the use of critical materials) which is still in force. We shall, however, keep in daily contact with the War Production Board so that we will be in a position to give immediate notice as to when the freeze policy will be modified or canceled.

60 Days Grace

Of course, no standard, FM, Television or Facsimile application will be finally acted upon for a period of 60 days from the date when the freeze policy is changed. Provision for this was made in Paragraph 3 of the Commission's Public Notice of January 25, 1945.

3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of January 25, 1945, as supplemented January 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files.

These procedures, it is believed, will prevent any inequity resulting to persons who do not file applications during the period that the present policy remains in force.

While the foregoing is quoted from the standard broadcast freeze policy, the procedure there set forth is equally applicable to other broadcast services since it is obvious that the same opportunities with respect to providing broadcast service must apply to all. In fact, the 60 day period is applicable to applications for new, or changes in facilities in all broadcast services. The only type of broadcast construction it does not apply to are cases where the Commission has already specified that certain construction must be done as soon as manpower and materials become available.

While, except as noted above, no construction permits will be granted until 60 days after a change in the freeze policy, the Commission's staff will, in the meantime, consider applications which are in the pending files. It will not be necessary for persons with pending FM and Television applications who have supplied full engineering data with reference to these applications to take them to the new allocations except where changes in equipment that are proposed. The Commission's staff will go through these applications as soon as possible and call for whatever further information may be needed. These applications will be done to eliminate unnecessary procedure which gives the right light these new industries may not expect without delay.

SUGGESTIONS OFFERED

Prior to the adoption of revised rules and standards for the FM and Television services, the following suggestions are offered as an aid in the preparation of an engineering study for the Commission. Both FM applications having complete engineering studies need not be recomputed to determine the coverage on the new FM band. Whatever changes in areas resulting from the change in frequency will be taken care of in the Commission's processing of such applications. FM applications now in preparation and using the 42-50 mc coverage chart in the present standards will be accepted by the Commission until August 1, 1945. A chart showing coverage in the new FM band is now being prepared and is expected to be available within the next few weeks; prior to the availability of this chart, however, coverage in the new FM band may be computed by using the 105 mc coverage chart now available in the television standards. Applicants using this chart should so indicate. Incomplete FM applications now on file must, of course, be completed with complete coverage computed on the basis of the 105 mc chart or new chart. FM stations having complete FM applications have been filed for the 42-50 mc band which are found free of major errors, the applicant will likely be requested to complete a full engineering study for the new band. At this time FM applications need not specify a particular channel in the new FM band. Frequencies within the new band will be selected by the Chief Engineer but applicants will be given an opportunity to state whether they agree to such frequencies in lieu of the ones applied for.

Television applications for particular channels should be computed in accordance with the method now prescribed in television standards, providing for interpolation by using the several charts incorporated therein. A chart for 300 mc is now available from the Commission, which may be used for applications now pending for commercial television stations. This chart may be modified for particular channels in accordance with this method. TELEVISION applications should specify particular channels and coverage, the Commission in passing on applications must be able to assist the channel requested.

No changes are foreseen at this time in the 50 and 500 microwatt per meter contours specified in the service areas for FM and television stations, respectively. This matter will, of course, be reviewed in the standards now under preparation, together with any possible changes in the methods of allocating and assigning THER.

Companies which will manufacture FM receivers should build the sets to cover the entire band 50 to 100 megacycles. This will make possible the expansion of FM in the event facsimile is ultimately located in the 400 mc region and vacates the band 106-110. Also, if the public is to enjoy the full capabilities of FM, manufacturers must build receivers which will reject undesired bands up to half the desired spectrum.

While the allocation report is a long step toward preparation for conversion, all of us must keep in mind that the first business at hand is to concentrate on the present economic problems.

MORE THAN 40 WLW Cincinnati programs are being lined for wards of Wakeman Hospital Center, Athens, and Butler, Ind., through newly installed system.
All roads lead to Spartanburg

The rich, rolling 16-county WSPA Piedmont is laced with a net of high-speed, modern transportation. Millions of dollars worth of products are instantly available to the entire world by rail, motor freight and air.

Spartanburg, transportation hub of the Southeast, is the only gateway between Atlanta and Lynchburg for traffic moving from the Atlantic coast over the Blue Ridge Mountains to the Cincinnati gateway to the west.

Five railroads, six motor freight lines, two bus lines and Eastern Air Lines serve Spartanburg. Discharge and pick up millions of dollars worth of goods: cotton cloth, fruits, food products, plastics, textile machinery, creosoted wood products.

Millions of dollars worth of goods, bought and paid for in Spartanburg. And the fruitful rewards stuffed into pockets already bulging with ready-to-spend cash. Small wonder the 16-county WSPA Primary Area is an 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 kilocycles
Represented by Hollingbery
"Please take a letter, Miss Brown"

"Radio Station WWVA . . . .
Wheeling, West Virginia . . . .
Gentlemen . . . . We are delighted at how well this account has started . . . period . . .
Thanks to you, these people are going to have an entirely different opinion of radio advertising than they had before."

WWVA specializes in giving a lot of advertisers an "entirely different opinion of radio advertising" as was the case with the one mentioned above by his agency.

— ASK A JOHN BLAIR MAN —

Basic Blue Network

CONTRAST in mobile transmitters achieved through 20 years of radio development. In foreground is 1925 model Westinghouse mobile unit designed for KDRA Pittsburgh, comprising 250 w transmitter mounted in truck body nine ft. long and six ft. high and taking power from 110 volt lighting circuit at points of program origin. In inset is Motorola 5-pound "Handie Talkie" used for present day mobile transmitting.

Two Plagiarism Suits
Claim Illegal Programs

TWO plagiarism suits charging illegal use of radio programs were filed recently. Edmund J. Holden, radio writer, is asking $200,000 damages in U. S. District Court of Appeals as outgrowth of use of NBC program Rogues Gallery, claiming ownership of copyright. Named as defendants are NBC; F. W. Fitch Co., sponsor; L. W. Ramsey Co., agency; Music Corp. of America, national talent service; and Maurie Lipsey.

Second suit, for $25,000, was filed in New York County Supreme Court by Harry S. Goodman, head of his own radio production firm against Mildred Fenton and Cohn-Hall-Marx Co., N. Y. Mr. Goodman is asking for an injunction to prohibit further distribution and broadcast of the Fenton program Love Notes which he charges is a steal of one of his packaged shows. The program is sponsored on 155 stations by Cohn-Hall-Marx for Cohama products.

KMBC ASKS DATA
ON RADIO 'FIRSTS'

TO OBTAIN information on milestones of the first quarter century of radio, KMBC Kansas City has asked all stations to distribute pioneering data on the history of broadcasting, especially "firsts" in program innovations and new services. "Challenge sheets" containing claims in engineering, public service, programming and commercial accomplishments have been submitted to each station, together with forms for questioning claims or making additions.

Claims furnished were received by KMBC from more than 100 stations for consideration in a "salute" series of advertisements to commemorate radio's 25th anniversary. Several "firsts" are conspicuously absent and KMBC asks its fellow broadcasters: "Who claims the first FM station broadcasting on a regular basis? Who originated the first amateur hour? What was the first all night station?"
No Need to TEAR YOUR HAIR
Over Station
Selection for Indiana.

Selecting the right station to carry your advertising message to the prosperous people in Central Indiana, Western Ohio and Eastern Illinois should present no problem. Among all Indianapolis stations, WIBC has the widest coverage in this area, the excellence of programs and the merchandising cooperation to insure the success of your investment. Let's talk it over!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by the Indianapolis News

WIBC
MUTUAL'S OUTLET IN INDIANAPOLIS
WNAB Realignment

REALIGNMENT of the WNAB Bridgeport staff was announced this week by Bruff W. Olin Jr., general manager, Peter Bochan, formerly with WWSW Pittsburgh, becomes production manager and chief announcer. Marsha Robinson, new to radio but well-known for her music in Bridgeport, becomes musical director. Jean O'Shea, with WNAB since 1941, is promoted to traffic manager. Art Hogan has been transferred from WATR Waterbury to WNAB.

Mr. Olin

A radio station in Bridgeport, WNAB, has announced its new staff. The station, which is owned and operated by B. A. Laurie, has Jean O'Shea as the new traffic manager, and Art Hogan as the new traffic manager. The station's new staff includes Marsha Robinson, who is joining the station from WWSW Pittsburgh, and Marsha Robinson, who is joining the station from WWSW Pittsburgh.

KNXN Palestine, Tex., owned and operated by B. A. Laurie, has been sold to the American Mutual Life Insurance Co. for $1.25 million. The station, which is located in Palestine, Tex., has a power of 100,000 watts and is located at 1450 kHz.

TRANSCRIPTION ORDER TEXT

FOLLOWING is text of FCC report No. 115 (Rules & Regulations), issued last Tuesday and governing announcements in connection with transcribed or recorded programs:

The FCC today amended Sec. 3.407 of its Rules Governing Standard and High Frequency Broadcast Stations, so as to eliminate the use of the word "series" at the beginning of the rule and in subsections (a) and (b) thereof; and with it the interpretation that a "series" is interrupted whenever the playing of mechanical reproductions is interspersed with live talent (commercial and musical). The amended rule is as follows:

"(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program: PROVIDED, HOWEVER, that the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of uninterruptible speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by appropriate announcement preceding the use thereof.

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsor's name, the announcement of the program proper, no announcement of the mechanical record is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

Six Hour Show

A TEST run of a six-hour recorded program is being sponsored by B-1 Beverage Co., St. Louis, on WTMV East St. Louis. The program, running from 1-6 a.m. Sunday is designed to appeal chiefly to Saturday night party-makers and swing-shift workers. Two complimentary bottles of B-1 Sparkling Water and a shot-glass are being offered during one week to every person sending in a request postcard. The offering will be used as a popularity measuring stick. If the program continues with the same degree of preliminary success as indicated by letters, it will be expanded to stations in other markets.

SELL THE BOOMING HARD COAL REGION

HAZELTON PENNSYLVANIA

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WNAB

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

REPRESENTED NATIONALLY BY

THE KATZ AGENCY, INC.

BROADCASTING • Broadcast Advertising

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HE WHO HESITATES

is lost. In this instance the losers are the “corpses” that clutter up WGN’s studios along about 9:30 p.m., each Sunday and Tuesday night. We refer, of course, to the “whodunit” activities of those two top mystery shows... “Mystery House,” and “Crime Files of Flamond”... shows that are anything but losers in Hooper ratings. “Mystery House,” for instance, leads all studio-originated local shows in the Chicago market; the last Hooper showing up with 10.5, to top them all! “Crime Files of Flamond” is not far behind with a hefty 7.2 rating. Sorry... these two shows are not available! Both are sponsored by the Peter Hand Brewery Co. Originated by WGN, outstanding programs like these are some of many reasons why WGN is consistently the leader among major Chicago stations in local and national spot advertising.

A Clear Channel Station

WGN
CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
FROM 50,000 acres, sugar beets pour into modern refineries and bring $10,000,000 a year to Utah farmers and processors. A cash income is guaranteed to farmers by contract before they plant a seed—a stabilizing influence that adds to the continuing strength of the Utah market.

Local Advertisers Know KDYL Brings Results

Local and national advertisers have learned it's "sweet business" to talk to Utah's sugar beet growers who, like all other Utah people, look to KDYL exclusively for NBC shows—and for local features that are always of interest. That's why KDYL gets results for its advertisers.

RCA, PHILIPS SIGN NEW PATENT PACT

CONSUMPTION of a new agreement granting RCA the right to continue licensing other manufacturers under U. S. patents of the N. V. Philips Gloeilampenfabriken (Philips Incandescent Lamp Works Co.), formerly of Eindhoven, Holland, was announced last week by Dr. Charles B. Jolliffe, vice-president in charge of RCA Labs, and Maynard T. Hazen, vice president and a director of the Hartford Nat'l Bank and Trust Co., Hartford. Agreement, signed by RCA and the Hartford Bank, as trustee under indenture with Philips, becomes effective July 1 and remains in force until Dec. 31, 1954. Rights acquired by RCA are non-exclusive.

Postponed Hearings

Following announcement of the new agreement, Sen. Frank P. Briggs (D-Mo.), chairman of a Senate Interstate Commerce Committee subcommittee, postponed indefinitely hearings into the alleged patent controls by the Philips Co. scheduled for July 10 (Broadcasting, July 2).

Sen. Briggs said the investigation was authorized following a study of an agreement between Philips, RCA and several other foreign manufacturers on cross-licensing of numerous radio patents which restricted American licensees from selling their products in many parts of the world.

"We shall receive a copy of the new agreement and study its terms," said Sen. Briggs. "Thereafter, the Committee will make further plans. From the study thus far it is clear that the basic problem is one involving our patent laws, which presumably permit these types of cross-licensing agreements of patents which frequently result in cartel arrangements dividing up world sales territories and preventing free movements of commodities in the world market."

LT. F. GORDON, editorial associate on RADAR, Army Air Forces publication, and business manager of Broadcasting before he entered the Army two years ago, married Elaine Cooper of Brooklyn, N. Y., on June 25, in Washington.

BOOK DESCRIBES 'SENDER-ATLANTIK'

COPIES of Radio—Heute und Morgen (Radio—Today, and Tomorrow) by Dr. Arno Huth, Geneva, published in 1944, have reached the U. S., describing in detail the vast German radio structure before it was destroyed. Book is published by Europa-Verlag, Zurich.

He describes the operations of many of the clandestine transmitters—especially "Sender-Atlantik"—"It's news reports," he says, "are ‘nonpolitical' and ‘objective.' Often its transmissions are so well camouflaged that the unpracticed listener might well take it to be one of the official German stations. Frequently it cited the text of the German Army report, announced the successes—but also losses—of the German submarines, congratulated the newest winners of German decorations, and on one occasion carried a speech by Hitler.

Dr. Huth adds that the station constantly referred to "our" troops and to the Allies as "enemies," yet broadcast police reports from the bombed cities in great detail, gave names of missing U-boat commanders and crews. On the same program, results of German sporting events and winning lottery numbers were told. "The acoustic qualities of 'Atlantik' indicate that it has a remarkably fine studio equipment," he says. He evidently wasn't surprised when—after V-E Day—he found it to be an Allied device.

Many American statistics come from Broadcasting Yearbook. (Reviewed from the original German by Oswald Schuette.)
THE war in Europe is over but there is still great war news to come from the Pacific, and there is also the all-important news of the effort to make a world peace that will last.

Today—this hour—this moment—millions upon millions of people are eagerly awaiting news from the Pacific battlefronts, the production front, the international political front, and the ultimate news that everybody is waiting to hear—that war has ended in Japan—will be greater news than that already announced, because it will mean the end of hostilities everywhere.

Where are our armies today? What's it like over there? What goes on in Washington, London, Moscow, the rest of the world? What about Labor? What will the decisions of the San Francisco Conference mean?

This is a meager sample of the myriad questions in the minds of Americans—and on the answers hang the lives and futures of individuals and nations. The American people have a right to honest, factual, up-to-the-minute reports on these questions, rendered by experts—by men whose backgrounds fit them for their assignments.

Station WSYR, serving Syracuse and all Central New York, has fulfilled its news obligation to its wide audience by bringing to the air news experts. Lowell Thomas of a national network, E. R. Vadeboncour and H. R. Ekins of the WSYR staff form the most popular trio of news analysts in upper New York State. All are men with actual battle experience, all have been well schooled in politics and economics. All have the confidence of an alert, intelligent, fact-seeking radio public.

The authentic, unbiased, C.P.A.-certified 1945 Syracuse Area Radio Leadership Study* showed that of ten leading news commentators five are broadcast regularly over WSYR. The same study showed that WSYR leads the second station in total nighttime listeners by almost 2 to 1. That is leadership—and leadership is what you buy when your product goes on the air over WSYR.

When considering how best to reach the lucrative, substantial Central New York market, it is smart business to think FIRST of WSYR.

*Copies of study on request

Representatives: Paul H. Raymer Company

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

Above charts show results of recent survey of "most listened to stations in Syracuse area."
NEWS of children's activities in Ed- monton are aired by CJCA Edmon- ton on new daily program, "Pail, The Playmate's Pal". Stories and news about activities for teen age and younger children, including activities at playgrounds, library and other com- munal centers, are given.

Youth Roundtable

YOUTH roundtable discussion program started on WMCA New York July 6 with highschool seniors participating in forum and competing for $50 War Bond first prize offered weekly for best pres- entation of views. Titled "Youth Speaks", program is summer replace- ment for "Alexander's Quizzdom Class".

Program Expanded

MUTUAL on July 2 expanded Saturday program "Music for Half an Hour" to a six-weekly broadcast at same time, 4:30-5 p.m. Saturday concert format remains unchanged but new daily pro- gram features guest soloists. Series re- places "Never Too Old" program.

Hero Program

TRIBUTES to Congressional Medal of Honor winners is the format of the new "Congressional Medal of Honor" series starting July 2 on NBC in the time vacated by "Cavalade of Amer- ica", to resume Aug. 27. Program will tell story of a hero each week.

CBS Quarter-Hour

ADVENTURES of sophisticated Holly- wood columnist are plot for CBS "The Merry Life of Mary Christmas", Wed- nesday 1:30-1:45 p.m. (SWT). Program features Mary Astor, radio-film star.

ASF Series

CBS on July 7 shifted "Assignment Home" from 4:30-5 p.m. to 10:15-11:15 p.m. for special summer series of 10 weeks which carries enforcement of Gen. Somervell, Army Service Forces. Night of the ten broadcast will be re- peat performances, programs which have previously been aired on CBS and are being rebroadcast because of their special significance to both soldiers and civilians. Series is written by Sgt. Arthur Laurens and produced by CBS in collaboration with ASF.

New Religious Series

TWO new religious recorded programs, "The Radio Edition of the Bible" and "The Sacred Heart Program", started on WNEW July 2, Heard Monday 9:30-10 a.m. "The Sacred Heart Program" fea- tures scholastic choir of St. Louis U., Sacred Heart Quartet and brief ses- sions. In Wednesday 6:45-7 p.m. spot, other program dramatizes the text of the Bible.

Comedy Program

WHAT HAPPENS when war veterans come back to Canada for discharge is the theme of new weekly half-hour se- ries "The Johnny Home Show" on the CBC Trans-Canada network. Comedy show is written by Spike Frank Shuster and Johnny Wayne of Canadian Army Show Unit.

State Improvement

IN COLLABORATION with the Opcommittee for Kentucky, WHAS Louisville is pre- senting "Wake Up Day" weekly half-hour feature. Series is non-parti- san and non-political.

Opinions Discussed

ROUND TABLE discussions of current problems are presented first Sunday of each month by WBO Dayton on "Opinions on Trial", new series.

Syracuse Paper Praises

Fulton Lewis jr. Expose

PRAISE for the draft exposing broadcasts by Fulton Lewis jr., MBS commentator, in connection with the Pan-American highway is extended by the Syracuse Post- Standard. "Mr. Lewis is engaged in another masterful job of expos- ing graft and waste, and the data he has been presenting are so astounding as to be all but incredibla" the newspaper states in its editorial columns. "Orchids to Lewis and a hint to Senator Mead's war investigating committee that it had better get busy on the nasty mess."

FOR UNUSUAL PERFORMANCE IN IDAHO?

Page 42 • July 9, 1945
Tom Swafford, KGW Production Manager, cues member of cast while directing “Victory Playhouse,” a 30-minute dramatic show devoted to the sale of War Bonds. One of KGW’s numerous promotions which has helped Oregon achieve several “firsts” in per capita War Bond purchases. Monitor-man, Earle Peterson.

First locally-written and produced daytime serial drama was KGW’s “Sunnyside Heights,” authored by Mason Moltzner (at right) shown here with members of the cast in 1932. Man next to Moltzner was star of the show, Richard LeGrand, now the famous laugh-getter, “Peavey” of the “Great Gildersleeve” program.

Audience loyalty to a radio station is built and maintained by constantly and consistently recognizing and fulfilling public service opportunities—not by an occasional splurge. For twenty-three years KGW has made the most of every chance for progressive public service, that’s why it continues as “first” station in the area it serves!
Yes, We Have To Be Ambidextrous

The small town railroad agent had many jobs and duties. Like him, we must be ambidextrous— but all of our efforts are directed toward one purpose. Our one job is to build national advertising for the stations we represent.

This company carries no sidelines; nor do we sell newspaper, magazine or outdoor advertising. We have avoided the lure of transcription, talent and promotion departments. We do not offer engineering, accounting or legal advice. From the beginning, it has been our policy to stick to one job—and to do that superlatively well.
Truman's Radio Credo

FOR THE FIRST time since radio regulation began there exists a national policy on radio. President Truman has decreed it. That policy is for a radio "as free as the press". It is for "regulation by natural forces of competition" rather than "rigid Governmental regulation * * *". It is for " * * a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitations of facilities".

It is our privilege to publish in this issue a precedent-shattering letter from the Chief Executive expressing forthrightly and concretely his views on radio. That expression is a mandate not only to all who live by the microphone but to the FCC and the Congress.

For implicit in the President's statement is the instruction to those who regulate this art to alter their concepts and discard their extreme philosophies which tend toward greater arrogations of power. A radio "as free as the press" cannot be a free, competitive radio. A competitive radio can't be a surivive radio which by fiat must delicately balance commercial fur against sustaining or public service programs; throw open its books to the public gaze, or be told what programs can or cannot broadcast. With innate wisdom, the Chief Executive envisions an even freer radio resulting from the influx of new FM and television stations. That augurs to more abundant radio life. In clear, understandable, direct fashion he has staked off the area in which a new and revitalized NAB should function. In less than 400 words he sets forth what should be the nucleus of the new radio law. Those basic views can be molded into the legislative language which will clearly define and limit the scope of the radio licensing body.

That is the mission of the NAB. The new NAB president should be one who can take the Truman Radio Credo and by sheer force of logic and soundness, pilot it through Congress. Such a man need not necessarily be an astute national figure, an eminent jurist or a practical broadcaster (although such radio craftsmanship would be a boon). He should be one inspired with the rightness of radio's cause, with the solid backing of the broadcasters, and an ability to follow the leadership that President Truman has provided.

The President did more than hand to radio the key to complete future freedom. He took note of radio's exemplary war work. He found American radio "in good hands". He could write: "I salute America's broadcasters who have been in their fashion, warriors for our common purpose * * * forever should ring in the ears of every one whose talents and energies are devoted to radio.

Code, By Default

ALTHOUGH that opinion handed down by the FCC June 29 in the case of the UAW-CIO and WHK Columbus (on controversial public issues) was single-spaced, there is reason for broadcasters to read between its lines.

There probably isn't a commercial manager in any radio station in America who has not at one time said that he was a better program director than that bloke on the job.

One might presume, then, that it is an inclination peculiar to broadcasting, as it is true on a newspaper that everyone from the compositor to the business manager believes he would make a better editor than the guy doing the job.

Maybe that's how it is with the FCC. Maybe things get dull in Washington. Lawyers become weary of regulations; commissioners tire of hearings; engineers fret at the very sight of a d.b. meter. Perhaps everyone wants to get into the act.

For there can be no doubt that in expressing its opinion so forcibly on broadcasting controversial public issues, the FCC again is getting program-conscious beyond the dictates of the statute which gives it existence.

The FCC has said that a particular ruling, that broadcasters should "make sufficient time available, on a non-discriminatory basis, for full discussion ..." of problems of public concern. There may be reverse English on this, but it still means that the FCC is interested in programs and intends to study stations in relation to them.

To this extent, the FCC has canceled the "controversial issues" clause in the NAB Code, whether officials at the Association care to admit it or not. The FCC says time should be sold for discussion of "controversial public issues" and the NAB says it should not be. The FCC is a regulatory body. The NAB is not. It is apparent whose advice licensees will follow.

And herein lies the broadcaster's salvation, if he wants radio to be free. The FCC has said, in effect, by giving approbation to the WHKC statement of policy, that NO restriction should govern licensees in considering for broadcast matters of public concern—NO restriction but that imposed by their own good judgment.

In its statement of policy WHKC avers that it will consider all requests for time to be employed in discussing public controversial issues on "their individual merits". WHKC says that it will make time available "primarily on a sustaining basis, but also on a commercial basis" for such programs.

Well, that puts all of them into the category of sponsors. If they arrive early enough to get a choice spot for their debate, well and good.

The decision, in the final analysis, rests with the licensee. The FCC order actually is in derogation, not in extenuation, of the Mayflower case (1941), which has been mentioned frequently in connection with the WHKC matter.

Although FCC advance scouts have infiltrated the program lines of broadcasting, it is likely here that their guns will be turned against them. All broadcasters need do is accept this as a challenge to their own intelligence and sense of fairness, handling such issues on their respective merits. They should meet the challenge stoutly.

And somebody ought to rewrite the NAB Code.

Our Respects To

"Now I've seen everything," said Adm. Halsey as he watched Hazel Markel riding gain on his broadcast over the Navy Dept. PA system.

He would have been more amazed had he followed Hazel through a day at her desk. Her 16 by 3-foot board is covered with her programs for the Navy, officer in charge of network radio for WAVES, in charge of network radio for Navy Chaplains Corps—don't begin to tell the story.

In addition she handles Navy details for the Vod Pop show, Spotlight Bands, The Road Back, Meet Your Navy, besides taking care of the Navy's part in all travelling network shows when they play Navy installations. She puts on the WAVES' Something for Girls 20-week series that was taken by 90% of stations all over the country. She was right in the center of activities on V-E Day when leaders of the armed forces broadcast from every war theater.

Hazel continues her interest in educational radio, her main field. While head of the department of speech and drama at Franklin High School, Portland, Ore., she thought it would be a good idea to start dramatic exercises around a microphone, rigging a tin can on a stand, and pretending it was for a broadcast.

From there she really went into radio, becoming producer and director of the Jack Keating School of Radio & Transcription in Portland, producer of a weekly drama series on a local Portland station, instructor of educational radio, U. of Oregon.

About this time she interested schools all over Portland in having students do programming, announcing and producing for KBPS, owned by the Portland schools. She trained the boys and girls, and soon found herself manager of the station, then director of radio for the Portland public schools. While working with the schools and KBPS, Hazel not only produced and directed the programs but always was running into the control room to check on technical operations. So she started studying technical radio and now is two months short of her "ham" operator's license.

CBS, familiar with her promotion of its School of the Air, named her educational director of the CBS Seattle station, KIRO, handling, besides the educational angle, the posts of public service director and producer, director and announcer of women's programs, director of the School of the Air Seattle operations.

Hazel left KIRO on leave in March 1943 to join the WAVES. She was commissioned a specialist in the service, and assigned to the Rand

(Continued on page 48)
THE 1500th CERTIFICATE will be among those awarded this year for satisfactory completion of training, under NBC auspices, in fundamentals of radio broadcasting procedure.

In the early months of 1942, war needs were draining trained personnel from radio faster than replacements could be found. Counter-measures were needed—urgently and quickly.

From that emergency came the NBC-Northwestern University Summer Radio Institute—an academically accredited organization offering intensive, practical training by experts under actual operating conditions. The Institute was supplemented in the following year by similar establishments with the co-operation of the University of California at Los Angeles and of Stanford University. And building further upon these successful foundations, NBC last winter joined with Columbia University to present accredited courses in practical radio subjects during the regular academic year. From the standpoint of student enrollment and number of courses, this represents the most extensive training program yet undertaken in the field of radio education.

These four institutions will again have capacity enrollments for 1945. Selected for aptitude, experience, and the abilities to absorb and apply their training, students will receive instruction from NBC staff members and university faculties in continuity and dramatic writing . . . announcing . . . program planning and production . . . radio teaching . . . news editing and writing . . . utilization . . . control room operation . . . sales techniques . . . radio history and survey . . . music for radio.

Here again are examples of NBC's leadership in service . . . service to the radio industry, to sponsors, to listeners . . . and to education . . . continuing service that helps maintain NBC's position as America's No. 1 Network.

National Broadcasting Company
America's No. 1 Network
1945—Radio's 25th Anniversary—Pledged to Victory!
Finch Promoted

CAPT. WILLIAM G. H. FINCH, USNE, in charge of an electronics equipment section, in the Navy’s Bureau of Ships Electronics Division, last week was promoted to that rank. Capt. Finch is the controlling stockholder and past president of Finch Telecommunications Inc., Passaic and New York, and is the inventor of facsimile, among other electronics devices. He is also a former FCC chief engineer. In 1940 he staged one of the first public demonstrations of multiplexing, transmitting and receiving both facsimile and voice simultaneously on an FM station.

AFRS Remote

LONGEST remote broadcast ever staged by Armed Forces Radio Service was handled recently during a blow-by-blow description of the All-India championship boxing tournament from the ringside at Calcutta. Released over American Expeditionary network, program was rebroadcast by VU2ZV Chabua, India, AFRS outlet over 500 miles away. Voice of the sports announcer was then piped over Signal Corps lines to Ledo, Myitkyina and Bhamo in Burma.

SURE 'TIS A JEWEL OF A TOWN IS FLANAGAN (KENTUCKY)!

Far be it from us to disparage anything with such a good Irish name! But faith, how many people has it now, to buy your product after they hear your broadcasts? If it’s a market you’re after, it’s WAVE’s Louisville Trading Area you’ll be wanting. Beggin’ your pardon, there is more cash spent here than in the rest of Kentucky combined! But anyway—up Flanagan!

Our Respects to

(Continued from page 46)

dio Section, Public Relations. Four of her shows have won national awards. They are: National Council of English Teachers, 1940; Institute for Education by Radio, 1941; and two from the National School Broadcast Conference, 1942. She was born Sept. 11, 1905, in Pendleton, Ore. A graduate of the U. of Washington, she did graduate work at the U. of Oregon, U. of California, New York U., the Corwin School of the Arts, Seattle, and the Civic Theater School at Portland. From childhood she has had a flair for languages, and has done quite a bit of graduate work in languages at the Sorbonne in Paris. She has taught several languages and is now learning Russian.

Four years ago Hazel became Mrs. Dan Markel, wife of a writer for the Hearst Syndicate. Mr. Markel’s work brought him to Washington, where she is stationed, and she says she is apt to find anyone from either the radio or journalism world in their home.

She is a Phi Beta Kappa; member of the Eastern Star; Kappa Gamma Delta, educational honorary; member of the national advisory boards of the National School Broadcast Conference, Institute for Oral and Visual Education; national editorial board of the Asn. for Education for Radio; Women Directors of the NAB; FREC Committee on network program listing; national radio committee for the United Church Council.

Her hobbies? Hazel turns every task into a hobby. Maybe that’s why she has done such a good job.

WNLC Satellite

NEW STATION at Norwich, Conn., to synchronize on 1450 kc with WNLC New London, Conn., is requested by WNLC licensee, Thames Broadcasting Corp., in application filed with FCC last week. Firm is now constructing studio and business offices in Wauregan Hotel, Norwich, requested location of transmitter and antenna. Satellite would operate 250 w unlimited.

Page 48 • July 9, 1945
IT'S THE STATION THAT TAKES ME TO THE OLD COUNTRY

Because nearly two hundred thousand foreign-born folk live within our area, we provide six weekly nationalities programs featuring authentic music of the Hungarians, Czechs and Poles, Slovaks and Slovenians. Careful programming for these peoples has won for WGAR the loyalty of this market which says little...thinks deeply...and buys from its friends.
KCKN Kansas City

OFFERS YOU THE MARKET THAT COUNTS MOST... without the rate penalty of out-state coverage!

Leaving the surrounding thinly-spread farm and small town market to others, KCKN, and only KCKN, programs specifically and exclusively for the listener tastes of the market that counts most—Greater Kansas City. So what? So this... Kansas Citians tune in KCKN for the kind of radio entertainment they like, day and night, all night.

Thus, without the rate penalty of out-state coverage, you may tell and sell Greater Kansas City’s in-the-money, eager-to-buy listeners—thru KCKN.

Your nearest Capper office will give you availability.

Music by Day—Mutual at Night

The Voice of Greater Kansas City

BEN LUDY, general manager, KCKN, Kansas City... WIBW, TOPEKA
ELLIS ATTETEERRY, manager, KCKN, Kansas City

KCKN Kansas City

24 HOURS A DAY
KCKN is the only Kansas City station broadcasting day and night— all night.

“THIS IS MUTUAL”
At 6 P.M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

NEW YORK 17: 420 LEXINGTON AVENUE CHICAGO 1: 100 NORTH MICHIGAN AVENUE SAN FRANCISCO 4: 1207 RUSSELL BUILDING KANSAS CITY 6: 300 WALTER BUILDING

MOHAWK 4-2380 DOUGLAS 8220 CENTRAL 9777

Capper Publications, Inc.

ALLEN T. SIMMONS (1), owner and mgr. of WADC Akron, is conducted through the Goodyear Aircraft Corp. by Harry Blythe, v-p and gen. mgr. of aircraft. Station pumps daily news broadcasts direct to plant employees.

OWI Appeal
MORE than 68 men responded to an OWI appeal made by several New York newscasters last week asking for kitchen and steward personnel to man transports bringing back returning GI's.
THESE FINE RECEIVERS ARE AVAILABLE

By the Thousand

- Here are a bee's antennae—the organs of smell. With these sensitive instruments a bee can detect the finest shades of perfume in growing things—can select unerringly the nectar of its choice.

- So the local flowers with the most attractive perfume get the bees—by the thousand. And they keep coming back. In the same way local stations with the most attractive programs get listeners by the thousand—and they keep coming back.

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

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

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO.
National Representative
Meet WHB's Ed Birr—of our “Client Service Department”

At WHB we've always called the sales department the “Client Service Department”—simply because that's the purpose of our salesmen: to serve our advertisers.

And when World War II "cleaned out" WHB's sales staff, we looked around for a trained and experienced man who knew advertising, merchandising and selling. In Chicago, the same War had wiped out Birr's "state of national accounts.

WHB's Don Davis knew Ed Birr's background in transportation, in agency work, in direct advertising, point of sale display and dealer development. "Come with WHB and see how you like radio," he invited Ed, and Birr took to radio as a duck takes to water.

Since 1942, Ed has developed two of the highest-rated co-operative shopping programs heard in the Kansas City area: "THE PLAZA PROGRAM" for the merchants of Kansas City's exclusive Country Club Plaza district—and "MARY JANE ON PETTICOAT LANE", for down-town department stores and specialty shops located on Eleventh Street, Main to McGee.

Ed also pioneered in the development of "Help Wanted" advertising, by radio, for Kansas City's war industries—and has helped to secure thousands of workers for vital war plants.

He has also helped both large and small merchants with sound-planned radio campaigns of programs and spot announcements.

If you have a tough problem to lick—advertising to be explained, good-will promotion, or the problem of stepping-up sales, Ed Birr can help you. His background of experience in merchandising, advertising and selling includes many major products.

You'll enjoy doing business with WHB—"the station with agency-point of view." At WHB, every advertiser is a client who must get his money's worth in results.

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

For WHB Availabilities, Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY . . . . Scarlet Building . . . . Harrison 1161
NEW YORK CITY . . . . 400 Madison Avenue . . . . Eldorado 5-5040
CHICAGO . . . . 360 North Michigan . . . . FRanklin 8520
HOLLYWOOD . . . . Hollywood Blvd. at Cosmos . . . . HOLlywood 8318
SAN FRANCISCO . . . . 5 Third Street . . . . EBrook 3358

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri • Kansas • Kansas • Kansas

EMERSON S. SMITH, after more than two years in Marine public relations, has returned to EDYL Salt Lake City as program director.

GEORGE LEE MARKS, formerly of WHAS Louisville, is now program director of KXTA San Antonio. At one time Mr. Marks was production director of WOAI San Antonio.

ROBERT ZIMMERMAN has joined KEGW Post, Binghamton, N.Y., as educational director.

JERRY MARSHALL, WNEW New York, has been promoted to program director.

Mr. Marks

MARY KIRKLAND, former radio production assistant at Lennen & Mitchell, New York, has joined the playing committee of WHB's new radio program, "Blondie". Ms. Kirkland was formerly with Radio N.Y.W. and has been promoted to assistant manager of the station.

During WIBC's "Right to Work Day," the program was broadcast from the company's Chicago studio. The show featured interviews with local union leaders and employers.

On July 3, WIBC News Director Ed Birr took leave of absence to serve overseas in the U.S. Army. He is scheduled to return to the station in September.

DURING WLBC, Minnesota, Ind., War Bond Drive June 20, 1943.

DOROTHY LEWIS is new addition to KZTV's news staff.

CHARLES LEWIS, former newscaster of WOL Washington, is now newswriter for WWJ Detroit.

BOB CONGER, WWJ Detroit announcer, has joined the Detroit office of the Associated Press.

LEONARD CARLTON, program director of WHB, has been granted a six-month leave of absence to serve as New York representative of the New York World-Telegram and Sun. During his absence, WHB's programming will be handled by DORETHA REICHMAN, associate program director of WHB.

PAT NICHOLSON, new to radio, to produce morning show of WNYC New York.

CHARLES LEWIS, former newscaster of WOL Washington, is now newswriter for WWJ Detroit.

BOB CONGER, WWJ Detroit announcer, has joined the Detroit office of the Associated Press.

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Peggy Byrne, who rejoined the station in Topeka.

For WHB Availabilities, Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY . . . . Scarlet Building . . . . Harrison 1161
NEW YORK CITY . . . . 400 Madison Avenue . . . . Eldorado 5-5040
CHICAGO . . . . 360 North Michigan . . . . FRanklin 8520
HOLLYWOOD . . . . Hollywood Blvd. at Cosmos . . . . HOLlywood 8318
SAN FRANCISCO . . . . 5 Third Street . . . . EBrook 3358

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri • Kansas • Kansas • Kansas

BROADCASTING • Broadcast Advertising
Coming...
The
Playhouse of Favorites

...new NBC-RECORDED PRODUCTION of
great stories—beloved today as yesterday

THE PLAYHOUSE OF FAVORITES is a series of modern radio adaptations...superbly produced and recorded by NBC...of such masterpieces as Evangeline, Anna Karenina, Moby Dick...and many other live-forever stories whose wit, warmth and beauty thrill each generation anew.

These stories...immortalized in plays of yesteryear and produced with the top talent of that day...are now re-created by NBC in all their original splendor spotlighting the top talent of today...Wendy Barrie, Signe Hasso, Will Geer and other "prominents" of the theatre, motion pictures and radio. Unusual musical arrangements enhance the mood of each unforgettable production. "Behind the scenes" are NBC's alert supervision and production facilities.

THE PLAYHOUSE OF FAVORITES will open in your town with a tremendous reception...will be hailed as the favorite "home theatre" of young and old...men and women...because the people in your town want the "Playhouse" type of drama...a demand clearly indicated by the result of a survey on nation-wide listener preferences made before NBC Radio-Recording Division undertook this production.

26 half-hour, network-calibre programs for one-a-week broadcasts make up THE PLAYHOUSE OF FAVORITES—all designed to do an outstanding prestige job for local and regional advertisers in their own communities over stations of their own choice. Send for complete data and audition records now.

NBC
RADIO-RECORDING DIVISION

1945— Radio's 25th Anniversary
pledged to victory!

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco
FRED W. STRAUS, in charge of Los Angeles office of Hugo Scheibner, Inc., has been elected executive vice-president of FRANCES L. COOPER, formerly of Fairchild Publications, Los Angeles, has been appointed agency San Francisco manager, replacing SHIRLEI PETKIN, named public relations director head of planning department. Latter now headquarters in Los Angeles.

ALBERT S. WHITE, former copy group head of J. Walter Thompson Co., Chicago, copy chief of Sherman K. Ellis & Co., has been named to similar newly created post of McCann-Erickson, Los Angeles.

HARRY E. FOSTER AGENCIES, Toronto, has moved Montreal office to the Sun Life Bldg. Telephone: Belair 1084-5.

LOUISE SMITH TAYLOR, former production manager of William Hart Adler Inc., Chicago, has joined Goldman & Gross, Chicago, as production manager.

AD CLUB of St. Louis is planning to establish two “Week in St. Louis Advertising Awards” for School of Journalism at Washington U. and office to have card for Washington U. and St. Louis U.

WILLIAM E. FLYNN, formerly with L'Orsay Adv., has joined Krupiak & Assoc., St. Louis, as production manager.

A. DOUGLAS FOLGER has been named director of marketing research for Pedlar & Ryan, New York.

EDWIN O. FERRIN, former staff manager in charge of Army campaigns of the War Ad. Council, has resigned that position to become a partner in Henry A. Loudon Adv., New York. Mr. Ferrin is a former vice-president and director of McCann-Erickson, New York, is third member of firm headed by Mr. Loudon. Another partner is DeWitt Hill, also a former McCann-Erickson vice-president. Loudon agency is at 270 Park Ave., New York.

HELEN EGERT, for five years head of Egert Research Corp., has been appointed research director of Raymond Spector Co., New York, and is now head of Egert Research Assoc., a new affiliate of the agency. Egert Research Corp.'s entire facilities, including professional staff and specially selected field workers, have been taken over by Egert Research Assoc.


JEROME B. GRAY, head of Gray & Rogers, Philadelphia agency, has been named associate chairman of public relations committee for United War Chest campaign to be conducted in Philadelphia in the fall. Other agency men serving on committee are H. H. KYNETT, of Aitkin-Kynett, and AL PAUL LEFTON, of Al Paul Lefton Co.

EUGENE KRAEMER, formerly with Ad J. Young Inc., New York, has joined J. P. McKinney & Ross, New York, succeeding NORBERT O'BRIEN who joined WOODCO Boston as commercial manager [Broadcasting, June 15].

ERAN KIRK has been appointed production manager of Garfield & Gulf Adv., San Francisco.

CARL MORITZ, formerly with Attorney General's office, Los Angeles, and prior to that on CBS Hollywood publicity staff, has been added to Young & Rubicam, Hollywood, as West Coast producer of CBS "We the People".

MIKE JABLON, in charge of publicity of WNYC New York, has been named director of promotion, news and special events.

JOHN THORNTON, staff member of Mutual news division, is the father of a boy born June 29.

DR. HUGH B. GRANT, former American minister to Albania and later to Thailand, is now new commentator with KGW Portland, Ore.

EDWARD L. SOUER Jr., American network correspondent in the Orient, and only correspondent to accompany Gen. Wedemeyer on a 2,800-mile tour of northwestern China area that returned to Chicago recently, has resigned. He is now in British Columbia.

W. R. WILLS, Far East authority with KMOX and KXOK St. Louis, is now news editor of WGBS Miami.

PAUL GRAIN, sportscaster and special events man for KEK Portland, Ore., has married MARCIA LOUISE BARNES, soloist on KFPT Spokane.

SAM G. ROSS, news editor of CKWX Vancouver, has returned to Chicago after being overseas in Europe since early 1945 representing CCKX and affiliated stations operated by All-Canada Radio Facilities.

DAVID BRENT, American network war correspondent, is in San Francisco from the Philippines to visit his wife who is seriously ill in the Marine Hospital. Mrs. Brent recently returned to the states on a hospital ship from San Francisco, where she and her husband were interned.

PEGGY WHITEHEAD, formerly with WVL Cincinnati, is successor to BILL BAILEY in newscast of CBC. Mr. Bailey is now with NBC New York.

CBS and Edmund Chester, CBS director of Latin American relations, received an award from-missionaries in Havana, Cuba, in recognition of achievement in promotion of Cuban-American solidarity. Award was presented during a special broadcast June 29.
Maybe you're interested in sponsoring a fifteen minute newscast—or an hour long musical. Whichever it is, you'll be way ahead when you buy spot programs that are already well established on the air. For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today—he's a good man to know!
THE MOUTH ORGAN

... it had a noble beginning

Tradition has it that the Chinese Emperor Nyu-Kwa invented the mouth organ about 3,000 B.C. The first Chinese mouth organs were hollow gourds, bored with 13 or more holes each fitted with a thin bamboo cane. The neck of the gourd served as a mouthpiece and each cane had a finger hole which was stopped by the player’s finger to sound the pipe.

Not all were portable

We think of the mouth organ as a "pocket" instrument—but some of the primitive types still used in Western China have pipes 14 feet tall! Originally, the Chinese played the mouth organ in funeral processions. Today the instrument is carried by mourners, but not played—perhaps because the would-be musicians need all their wind to carry the monstrous pipes.

The mouth organ becomes the harmonica

By 551 A.D., the mouth organ had traveled westward to Persia, but it was not until the 18th century that the instrument reached Russia and European civilization. Abbe Georg Vogler introduced the free reed into the Chinese-type instrument, and the harmonica resulted—joined with a whole family of reed instruments.

In 1821, Friedrich Buschmann, of Berlin, built the first mouth organ in the form in which it is familiar to us.

Harmonicas today are usually played in groups. Their low volume and thin, reedy tone make them difficult to record. They are reproduced best by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division of Western Electric Company

213 BROADWAY, NEW YORK 7, N. Y.

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COUNTRESS MARITZA COSMETIC Co., New York, has appointed C. K. Smith, New York, to handle advertising. Radio is considered.


S. S. KRESGE Co., Detroit, has entered radio for first time with sponsorship of John B. Kennedy quarterly-hour of加油, the musical, for day-time-into quarter-hour, 10 a.m. Agency is Mason Inc.

TAYLOR REED Corp., New York (QT Pie Crust), has appointed Tracy, Kent & Co., New York, to handle advertising. Spot announcements will be used.

EM'S BREWING Co., East St. Louis, Ill., has named Maurice Lionel Hirsch Co., St. Louis, as agency, Radio will be used.

PETER DE WITT Diamonds Ltd., New York, on Sept. 3 starts 30 station breaks weekly on WLB New York on one-year contract. Firm is already using station breaks on WQXR New York and participation sponsorship in program on WJZ New York. Agency is Green-Miles Labs, New York.

ROYAL Tobacco Corp., New York (Lion Cigarettes), this week starts a five-weekly musical program on WEN New York and five-weekly music program on WABC New York. Agency is Lawrence C. Gumbiner Adv., New York.

W. F. STRAUB & Co., Chicago (Honey Maid Glow Bars), has signed to sponsor "Sunday Spot" campaign next in addition to sponsorship of a participation show on WMCA New York. Agency is S. Duane Lyon Inc., New York.


DOROTHY SHOPPE, Los Angeles (women's apparel), has started nightly hour on KFWC Los Angeles. Placement is thru Adolph Wenland Adv., Los Angeles.

HEBREW Evangelization Society, Los Angeles (religious), has expanded its national campaign, continuing placement of a 15-minute, Sunday transcribed quarter-hour "Hebrew Christian Hour" on 44 stations, varying from a three-weekly to daily schedule. Tom Westwood Adv., Los Angeles, has account.

In that washing machine window Farmer Bill might fancy he sees big changes coming to Iowa!

It’s true that prosperity here is new and unique for a predominately farming state. But now it has increased to a point where almost the entire rural population is set to buy anything it wants!

The reason? Unheard-of production over a long period! Way back in 1943 the average Iowa farm income was $7,672 followed by at least a 20% increase last year. With the whole world demanding foodstuffs, the figure’s still going up—and up—and up!

Stratigraphic earnings, however, haven’t changed the radio tastes of rural Iowans. Jazz, jive and jitterbugging still aren’t popular here.

KMA’s realization of that fact is the reason behind its unique programming. KMA devotes hours daily to serving local needs and wants. Listeners’ approval is shown by their letters—more than twice as many as any other station in our area receives!

We’d like to tell you more of KMA’s story. Or for information, call Free & Peters!
WCSC thinks CBS is tops in news...BUT!

Good as CBS news is...and we, too, think it's radio's "most adult news service"...we know we need even more than the best in network news to keep WCSC the number one civic and entertainment force in Charleston. We need locally planned, locally produced programs. Programs that reach the heart of Charleston.

We think we have them.

Programs like our ESSO REPORTER: Charlestonians and Coastal Carolinians for years have been turning to WCSC four times each day to hear the ESSO REPORTER...five minutes of accurate, listenable headline news of the world, the nation, the state, county, and Charleston!

The ESSO REPORTER is more than excellent reporting, excellent presentations of the news. Ever since the first hospital ship came into Charleston harbor...they average about one a week now...the ESSO REPORTER has gone on the air with a special plea that no one use the long distance telephone so that the wounded men may call home. The telephone company credits these appeals with keeping the circuits free!

Things like this have made WCSC and the ESSO REPORTER a Coastal Carolina institution. Just another example of WCSC planned, produced, successful programs. They sell products, too. Just ask ESSO!

WCSC
CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
CORBY STONE, from WXYZ Detroit, Allen Anderson, formerly with Detroit Mfg. Co., and Alphonso Furté, released from the Army, are new technicians with WXYZ Detroit. Mr. Furté operated 14 different stations on Saipan.

FRANK COLVERT, control engineer at WPTF Raleigh, N. C., is first of 30 employees to return to station.

KILBOURNE E. CULLEY, engineer of WEEC Boston, is now in radio division of Fuest Service School, Norfolk, Va.

DORCAS RUTHERFORD, onetime continuity writer for NBC New York, is now continuity and production specialist for WABY Louisville.

RCA has developed a new method for fusing steel and glass for permanent outright seal for metal electron tubes to permit use of a simple metal instead of costly and fragile glass.

JOHNNY KELLEY, former technician with WEEC Boston now in Navy submarine service, is the father of a boy.

BILLY ROOF, Dee Bowers, and Kevin Harte, three control operators with WCGS Columbia, S. C.

CLAude Markley, technician engineer with WPGA Manchester, N. H., is composer of "Furlough Waltz," a new popular song published by Broadcast Music Inc.

**International Control Of Radio Is Discussed**

A VOLUME ENTITLED "The International Control of Radiocommunications" by John D. Tomlinson has been published by J. W. Edw., Ann Arbor, Mich. at $25.00.

The book, which deals with a dissertation originally presented at the University of Geneva in Switzerland at 1938. It traces in 206 pages and 10 chapters, with an extensive bibliography, the historic developments in international regulation of radio transmissions.

The book emphasizes that international regulations are of two general types: Those concerning traffic and operations and technical regulations which are necessary because of the character of radio emissions. The latter type concerns problems to Tomlinson in his study, which covers the period from 1903 to 1938.

**Network Accounts**

**Renewal Accounts**

STERLING DRUG INC., New York (Bayer Medical) revs. on July 3 American Melody Hour for 52 weeks on 123 CBS stations. Tues. 7:30-8 p.m. A & E. 6 r.c. by Fitzgerald-Sample, N. Y.

CRAZY PACKING CO., Chicago (Old Dutch Gainsler), Aug. 6 revs. for 52 weeks Tens and Tim on 26 CBS stations, Mon. thru Fri. 2:45-3:30 p.m., Agency: Grant Adv. Chicago.


BRISTOL MYERS Co., of Canada, Montreal (Vitalia, Sal Hepatica), July 3 reviews Alan Young's show on CBS Dominion network stations Tues. 3:30-9 p.m. Agency: Ronalds Adv., Montreal.

WM. WRIGHT & Co., Co., Toronto, Aug. 7 reviews for 52 weeks Treasure Trail on 15 CBC Dominion network stations, Tues. 10:30-11. Friday; Jack Murray, Ltd., Toronto.

BORDEN CO., Toronto (milk, ice cream), Oct. 4 reviews Canadian Calvados on 24 CBC Dominion network stations, Thurs. 9:30-10 p.m., Agency: Young & Rubicam, Toronto.


MILES LABS, Chicago, Ind., (vitamins), on July 5 switches Lum 'n Alben on Blue stations from Mon. thru Thurs. 8:15-8:30 p.m. (PWT) to Mon. thru Thurs. 7:30-8:15 p.m. (PWT). Agency: Wafe Adv., Chicago.

TOP SONG hit of the year from July 1, 1944, to July 1, 1945, according to audience coverage, is "Don't Fence Me In," which reached a total radio audience of more than 200 million listening homes. ACO song hit survey pointed out that no "Top 10" songs were listed in the year's top 10.
OURS is a moderate-sized, compact organization in which everyone from the chief executives to the kid who runs the blue print machine is dedicated to just one purpose. That purpose—to design and build efficient, dependable Radio Transmitting Equipment—our exclusive specialty.

We have been at it successfully since 1922—long enough to gain genuine, practical know-how in every phase of the business. That experience, plus engineering ability and precision workmanship, add up to the kind of Equipment which appeals to Engineers and Station Managers alike.

Let us tell you more about GATES Transmitting Equipment—and about the GATES Priority System for Prompt Post-War Delivery! Write today!

GATES ONE KILOWATT BROADCAST TRANSMITTER

This new Transmitter, utilizing many wartime developments, will meet the exacting demands of peacetime broadcasting. Its proven dependability—plus its modern, streamlined appearance—fit it perfectly into tomorrow's Radio Station. Accurately engineered, with all parts conveniently accessible. The pressure-type cabinet keeps out dust and helps assure cool operation. High fidelity performance.

Detailed bulletin on the GATES 1 KW Transmitter will soon be available.

PROGRESS REPORT

Wartime limitations prohibit the sale of new broadcasting equipment without priority. Hence the above equipment is presented only to familiarize you with another new GATES development.
BOB TAYLOR-LOWE, executive secretary of American Broadcasting Co., INC., affiliated with stations in California carrying "Taylors-Howe" promotions, was discharged June 6 with the rank of captain.

Data Handbook
TIME BUYERS HANDBOOK of radio and market facts, including complete data on four major networks servicing the Pacific Coast market, has been issued by Don Lee Broadcasting System, Hollywood. The 16-page booklet covers rates, discounts, station call letters, frequencies, with network and station personnel. Besides sections on market as whole, by counties, urban vs. rural markets, handbook lists station representatives. Explanation on Don Lee letter-head, signed by Sidney Gonyor, general sales manager, is attached.

AMERICAN Forces Network, through its emphasis on jazz music and musicians in France, has done more than any other station to increase interest and respect for native French jazz experts, according to an editorial in the latest monthly bulletin of the Hot Club France. Editorial praises OF network for recognition of French musicians and using their music on AFN broadcasts.

AMERICAN Broadcasting Co., INC., AFFILIATE KEY STATION OF OKLAHOMA NETWORK THE MOST PROGRESSIVE STATION IN EXPANDING OKLAHOMA • 1400 ON YOUR DIAL

630 KILOCYCLGENS 5000 WATTS Full Time AMERICAN BROADCASTING CO., INC. STATION OKLAHOMA CITY KEY STATION OF OKLAHOMA NETWORK THE MOST PROGRESSIVE STATION IN EXPANDING OKLAHOMA • 1400 ON YOUR DIAL

PROGRESSION
PREMIUM
PROMOTION
PREMIUM
PROMOTION

THOMAS PLOURTE, with NBC guest relations and traffic departments before entering the Army Air Corps in 1941, has rejoined the network as tour promotions assistant. Holder of the DFC and the Air Medal with eight Oak Leaf Clusters, Mr. Froust was discharged June 6 with the rank of captain.

Promotion Contest
WAR BONDS and merchandising awards are provided in local promotion contests for American Broadcasting Co. stations in California carrying "Taylors-Howe" promotions. Arrangements were completed by network's promotion and publicity departments in cooperation with Darfield & Guild Adv., San Francisco, Guild Chocolate Co., San Francisco, sponsors weekly half-hour series.

Juke Box Posters
PLACARDS promoting the Guy Lombardo short wave band WJZ New York, i. e., being placed by the station on juke boxes in the area through tie-up with local music machine distributor. Program sponsor is also mentioned.

Celebration
PAIR of guest tickets to Fourth of July celebration directed at the Greensboro, N. C. fairgrounds by WBBG accompany broadside publicizing event which featured "Old Fiddlers' & Hillbilly Band Contest". Out of town guests also were invited to visit station.

WTAG Comparison
COMPARISON of local ratings to national ratings for first 15 network programs is given in promotion folder issued by WTAG Worcester, Mass. By Hooper ratings WTAG also claims 28 of 30 top evening network shows.

Industrial Brochure
BROCHURE, "RCA Sound Systems", showing varied uses of electronic sound systems in industry, institutions and commercial organizations, has been issued by RCA Victor Division.

Commentator Promotion
PROMOTION piece describing Fraser Hunt as "a great name, a great commentator and the best radio program" has been published by Mutual to sell the commentator to local advertisers.

Program Booklet Report
WQXR New York has issued a circulation report on its monthly program booklet which now has a circulation of 24,208 copies monthly within 100 mile area of New York.

UNCIO Folder
FACTS and figures on San Francisco Conference and "... how western listeners tuned their radios to the historic opening ceremonies", are presented in single-fold UNC western division brochure.

WWL Comb
A COMB attached to a card has been sent out by WWL, New Orleans to convey the idea that WWL "combs the deep South making sales for its advertisers."

Swp Booklet
AT LISTENERS request, KIRO Seattle has issued an eight-page booklet of want ads in connection with "Swap 'n Shop" program.

Sports Folder
TWO color folder has been distributed by KOMA Oklahoma City on station's sports programming and coverage.

MAY ELLEN RYAN, traffic manager of KHJ Hollywood and Don Lee Broadcasting System, has been named assistant to HARRIETT CROUSE, recently appointed network director of publicity and promotion. She succeeds SHIRLEY HORTON, resigned. JUDY SMITH, formerly with KHJ sales department, has been added to Don Lee publicity and promotion staff, replacing DOROTHY ROCHELEAU, resigned.
Mr. P. W. Morency,
General Manager,
Station W. T. I. C.,
Hartford, Connecticut

Dear Sirs:

At a recent meeting of the State Foresters of the 14 Northeastern States, the statement was made by a representative of the United States Forest Service that Connecticut had more and better coverage through radio broadcast of the daily forest fire weather conditions than any other State in that area. I am passing this on to you, since it was largely due to the fine cooperation of W. T. I. C. that such a record was made possible. We are very grateful to you for this help.

Our forest fire organization, over 700 wardens, patrolmen, rangers and tower observers scattered over the State, depend on the forest fire weather forecasts broadcast daily by W. T. I. C. The wardens listen to these broadcasts and issue permits for fires only when the forecast indicates the fire hazard is low.

A very definite result of these broadcasts has been a marked decrease in the number of fires without permits this spring compared to the spring of 1944. This education of the public will pay dividends in the long run in "Keeping Connecticut Green".

Very truly yours,

[Signature]

State Forest Fire Service

May 29, 1945
WKY'S WAR LOAN DRIVE SUCCESSFUL

"Mr. MONTAGUE'S tour has been more successful than my wildest dreams," wrote George H. C. Green, western Oklahoma regional executive director for the Oklahoma War Finance Committee, to Edgar T. Bell, WKY Radiophone Co. secretary-treasurer, and Gayle Grubb, manager of WKY Oklahoma City. He referred to a War Bond tour of 25 western Oklahoma counties sponsored by WKY and made by Sydney R. Montague, lecturer and author on the Arctic.

"His tour was the greatest single bond promotion we've had to date and we've had some good ones," Mr. Green said.

HANDLING of wire copy is explained to "interne" Elmer F. Beth (I), U. of Kansas, by Erie Smith, KMBC Kansas City news editor.

CKPG Starts

CKPG goes on the air at Prince George, B. C., as soon as equipment is available. License has been issued to F. H. Elphicke, manager CKWX Vancouver, and C. Elphicke, commercial manager CKOV Kelowna, and formerly of CFGP Grande Prairie, Alta. C. Elphicke will manage CKPG. Station will operate on 1220 kc, 250 w.

AFN Station at Reims

ADDING to the powerful stations the American Forces Network has put into operation for the troops in Europe [Broadcasting, June 18], the AFN has opened another at Reims. The transmitter operates on 2,000 w at 1231 kc. Program director is S/Sgt. Verner Paulsen, who was program director of AFN London.

Radio Instructors Work as 'Internes'

Station Newsrooms Help Train
Many College Journalists

A NATIONWIDE training program in radio news techniques for college radio journalism instructors is being conducted under the auspices of the Council on Radio Journalism, an organization created in 1938 by the action of the NAB Radio News Committee and the American Assn. of Schools & Depts. of Journalism.

Seven teachers thus far have been selected from applicants from schools throughout the country. They started their "interneship" at the beginning of the summer at various stations, each of which takes only one intern and personally provides an all-expenses-paid scholarship.

Work in Newsrooms

The three month internships are intended to equip the instructors with working background for their classroom courses which in turn will provide properly trained radio newsmen. The stations at top-flight stations include practical experience at every job in a newsroom. The instructor-students actually do the work themselves instead of merely watching or accompanying the station personnel. Details of the plan are handled by the Council committee on teachers training and internships, and stations.

Those now participating are
Everett W. Withers, Washington & Lee U., WTIC Hartford; Archie R. Harney, U. of Idaho, KFI Los Angeles; Frank E. Schooley, U. of Illinois, WSYR Syracuse; Fred M. Parris, Kansas State College, WFAT Dallas; Robert L. Mooshkoler, U. of Omaha, WOW Omaha; Olaf J. But, Montana State U., KYVO Tulia; Elmer F. Beth, U. of Kansas; KMBC Kansas City.

In addition WGAR Cleveland and KQIN Portland will take on internes shortly. WMBD Peoria, WSB Atlanta and WGY Schenectady also have set funds aside for internships.

Phrase- Turner
CHAIRMAN PAUL A. PORTER, FCC, will have competition as a phrase-turner if Bill Wills, ex-Vermont Governor, is confirmed to the Commission. Wills specimen: "Government is a service, with nothing to sell but service.” "I won't tear down where I can't build stronger." "... suffocating network of government paternalism.

We've Sold These Seed Fer 18 Years!

Local radio advertisers certainly know what's what! That's why we're proud that Fargo's Interstate Seed & Grain Co. has been a steady, 312-time-per-year advertiser on WDAY—for eighteen years.

A radio station is known by the advertisers it keeps. WDAY keeps 'em!

WDAY, INC.
N. B. C.
FARGO, N. D.
970 Kilocycles . . . 5000 Watts
FREE & PETRUS, INC., NATIONAL REPRESENTATIVES

WE'RE Sold THESE SEED Fer 18 YEARS!

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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
STARTING now, there will be an increase of millions in the total radio audience as the war with Japan progresses to a victorious conclusion and our servicemen are returned to civilian life.

The industry must not overlook this increased listenership. Considered in the aggregate it is a not inconsiderable increase, but if we assume that many of the returning servicemen will rapidly become community leaders, the percentage may be magnified. At least, it is fair to state that, considered as a class, ex-servicemen will be the largest and most important minority in the history of the United States.

The broadcaster must consider methods of restoring this large group to their regular habits of radio listening. Network listening will not perhaps be largely affected, for most of the men overseas have been able, at least occasionally, to hear the more popular network programs. They have, however, been almost totally isolated from their local radio stations and there is little reason to believe their tastes have not been appreciably changed.

They may like a different kind of music, they will probably be nauseated by the average current "war hero" dramatic effort. It is my personal gamble that the ex-serviceman will be a sucker for sentiment. These are the things the program and production men of the nation should make every effort to ascertain, for the fighting American has every right to expect an industry surely interested in catering to his preferences, and cautious to avoid offense.

As a reward for his pains, the broadcaster will reap a larger, more responsive audience. A soldier or sailor, and this applies to all, regardless of rank, who has been on the receiving end of orders, 99.9% verbal, daily, for years, has certainly developed a conditioning to command. He has been taught to carry out orders without discussion or dispute. When the commanding voice of his favorite announcer tells him to try BLOW-MORE CIGARS, his first reaction will be to comply.

Ductile Audience

This readiness, through habit, to do what he is urged to do will make of these millions the most ductile radio audience the industry has ever seen. To carry the idea further, it may be pointed out that the general daily use of walkie-talkies, sound-powered phones and other communications equipment for the passing of commands more closely simulates the broadcaster-listenesters condition than any other in normal life.

Recognition of this fact should encourage broadcasters to give thought to a closer scrutiny of their copy and the products advertised, as the more willing these solid gold Americans are to take the announcer's word for it, the more serious becomes the responsibility of the industry.

Nothing I have written is intended to convey the notion that returning servicemen will be gullible. Far from it, brother! But they will be willing to try new and unfamiliar products properly and honestly represented on the air and they will be psychologically conditioned for exploitation.

Boston Council

IN ELECTIONS of the Radio Council of Greater Boston, Mrs. Benjamin F. Kraus was named president. She is regional director of the NAB and chairman of the George Foster Peabody Awards for the area.

Miller Discharged

CAPT. HOWARD IRVING MILLER, supply officer, office of Radio Production Headquarters, Army Air Forces, Washington, has received his discharge on points earned in the Mediterranean theater. He left CBS New York network operations department in 1942 to become an aviation cadet, and served with the 15th Air Force in North Africa and Italy. After flying 50 combat missions, he received the Air Medal with one Oak Leaf Cluster and the Presidential Unit Citation. Capt. Miller's plans are not decided, though he may return to Columbia later.
REL announces it is prepared to furnish to the FM broadcast stations now on the air, power converting devices applicable to transmitters of any manufacture, which will furnish one or three kilowatts output power at any frequency in the new band (88-106 megacycles). This device enables the station to transmit simultaneously, in addition to its old frequency, the new frequency during the important interim period of operation.

This device requires no additional monitoring of the audio program as one monitor controlling point takes care of both frequencies.

This device furnishes you with a relatively inexpensive method of operation during the transition period.

Consult us immediately for prompt delivery of your order, pending lifting of present restrictions.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
OWI PACKET, WEEK JULY 30

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

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>GROUP AFF.</th>
<th>GROUP KW</th>
<th>GROUP AO</th>
<th>NAT. SPOT PLAN</th>
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<td>Home Canning</td>
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<td>Carless Talk</td>
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See OWI Schedule of War Message for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Elementary, My Dear Watson!

If you make any product for the average American family there’s no better place to test it than in the home of the "Average American Family."*

If radio is part of your program, there’s no better place to test your appeal than the station that’s listened to most in the home of the "Average American Family."

Have you seen our "Hooper" lately? It would make us mighty happy to send you a copy.

1000 WATTS — 980 KC COLUMBIA NETWORK

WSBT SOUTH BEND

PAUL H. RAYMER CO.
National Representatives

*BASED on official government statistics, the "Average American Family" lives in Marshall County, Indiana—in the WSBT primary service area. Marshall and St. Joseph counties present the perfect cross section of the nation and its agricultural-industrial structure. They are but two of the 27 counties served by WSBT.

Mid-Commercial

(Continued from page 22)

ber of the family used the products whose advertising was recalled. 120 of these interviewed, or 48% of the total, reported no use of the advertised product in the family.

Most people, if we may judge by the results of this study, prefer news and commentary, since 55% expressed such a preference. On the other hand 38% preferred straight news and the remaining 8% were indifferent.

Several interesting implications are to be found in the tally of "frequencies of products recalled." (The number following each product is the number of times it was correctly recalled; programs were current at the time survey was made.)

Fitch Shampoo, 37; Chase & Sanborn, 35; Lucky Strike, 28; Pure-Oil, 24; Fabst Beer, 20; Prager Beer, 14; Chesterfields, 12; General Electric, 11; Postum, 11; Campbell Soup, 10; Alka-Seltzer, 9; Philco, 9; Cities Service, 8; Kraft Cheese, 8; Anacin, 7; Wheaties, 7; Cheerio-Oats, 7; 6 each for American Family Soap, Ironized Yeast, Ralston, Sanka Coffee, War Bonds; 5 each for Butternut Bread, Kellogg's Pep, Meister Brau, Rinso, Rogers Bros. Silverware; 4 each for Guin Watch, Old English Wax, Ovaltine, Philip Morris, Teel; 3 each for Chicago Motor Club, Groves Cold Tablets, Lava Soap, Leaf Gum, Listerine, Parker Pens.

Don't Telephone

BROADCASTERS are being asked by the Radio Branch, War Dept. Bureau of Public Relations to cooperate with the Office of the Chief of Transportation in reducing the number of telephone calls to ports of embarkation coincident with the arrival of troops. The Army requests that each radio news story concerning the arrival of troops at any port include advice to the public not to telephone the port, and not to go to the pier or staging area. After announcement of the Queen Mary's arrival over 3000 calls were received at the New York port.


Used by Some

Products recalled which were used by some member of the family were reported with the following frequency: Lucky Strike, 11; Chase & Sanborn, 9; Pure-Oil, 7; Fitch Shampoo, 4; Alka-Seltzer, 3; Philip Morris, 3; Postum, 3; Royal Deserts, 2 each for American Family Soap, Anacin, Atlas Fragr, Bayer Aspirin, Campbell's

(Continued on page 68)
SURE . . . your customer can HEAR her radio . . .

BUT. . . . does she LISTEN?

She can’t help giving her full, two-eared attention to WSAI’s new, completely revamped afternoon schedule. WSAI’s week-day matinee commands listeners, not half-hearers.

That’s why the availabilities created by recent program shuffling mean business . . . for you.

for details, call Paul H. Raymer Company, Inc. or

WSAI
A Marshall Field Station
CINCINNATI 2, OHIO
Mid-Commercials
(Continued from page 66)
Soup, Chesterfields, Groves Cold Tablets, Kellogg's Products, Kraft Cheese, Pabst Beer, Philco Radio, Ralston, Rinso, Wheaties, and Woodbury Soap; 1 each for Berghoff Beer, Brach's Candy, Bromo Seltzer, Cheerio Oats, Cities Service, Dentine Gum, Great Watch, Jay's Potato Chips, Jello, Leaf Gun, LIFEbuoy, Lipton's Tea, Listerine, MacLauglin Coffee, Manor House Coffee, Maxwell House Coffee, Noxema, Old English Wax, Ovaltine, Parker Pen, Phillips Cigars, Post Toasties, Quaker Oats, Rit, Rogers Bros. Silverware, Salerno, Sinclair, Sparkles, Super Suds, War Bonds, and Wrigley Gum.

Not All Correct
Not all of the products advertised on the radio during the time covered by this study were correctly recalled even though 27 of the 40 interviewers had no mistakes to report. Two persons thought they had heard Listerine advertised, but they hadn't; and one each made a mistake on the following products: Anacin, Atlas Prager, Chase & Sanborn, Chesterfields, Fitch Shampoo, Ford Motor Cars, General Motors, Jello, La Palina, Lucky Strike, Old English Wax, Pabst Beer, Philip Morris, Post Toasties, Pure-Oil, Snyder Foods, Swing Candy, and U. S. Rubber Co.

Eighteen interviewers found no one who felt that any of the advertising heard on the radio from 5 p.m. to 7:30 p.m. was distasteful. Four objected to the commercials of Fitch Shampoo; 4 disliked the way in which Lucky Strikes were advertised; 4 were constitutionally opposed to all commercials that are sung; 2 did not like the Pabst Blue Ribbon Beer advertisements; and 1 each objected to "spot" commercials, commercials in the middle of the programs, insurance advertising that says "one out of every 10 persons will be in the hospital next year," laxative ads, all liquor and beer ads, and commercials for American Family Soap, Anacin, Atlas Prager, Butternut Bread, Edelweiss Beer, Fox deLuxe Beer, Old English Wax, Philtoc, Ponds, Salerno Butter Cookies, and Snyder Foods.

H. V. Kaltenborn is the favorite commentator of 20.3% of the adults interviewed in this study; Gabriel Heatter, 12.1%; Clifton Utley, 7.9%; Walter Winchell, 6.4%; Raymond Swing, 4.1%; Upton Close, 4.0%; Drew Pearson, 3.2%; John W. Vandercook, 2.1%; 1.7% for Cecil Brown, Fulton Lewis Jr., Robert St. John, and William Shirer; 1.4% each for Elmer Davis, Robert F. Hurleigh, and Hub Jackson; 1.0% each for Moulton Kelsey and Cleve Kirby; 0.7% each for Morgan Beatty, Preston Bradley, Alex Drier, Maj. George Fielding Eliot; Cedric Foner, Paul Gibson, Holbrook, Arthur Merle, and Leland Stowe; and 0.3% each for Boake Carter, Milton Crosse, John Harrington, A. Linkletter, Mower, George Stone, and Lowell Thomas; and 16.0% were non-committal.

It will be seen from this list that a number of persons who are not commentators were considered to be in that category by the persons interviewed.
THE KIND OF "FIRST" THAT REALLY COUNTS

A SAILOR, HOME FROM THE SEA, WRITES—

I have been on overseas duty the past four years. Back home on a visit, one of the most important visits was to tune in the radio "first" and hear the announcer say, "WDAF, The Star..." All the past enjoyment I've had, via your station, has been one of those pleasant memories carried with me out to sea.

WDAF
KANSAS CITY

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY
Marine Coverage Planned by Hays
CAPT. LOYAL B. HAYS, USMC, field coordinator for the radio section, Marine Corps Public Relations, has returned to Washington from the Pacific to confer with Public Relations men on radio coverage of future Marine Corps operations.

Before entering the service, Capt. Hays was studio manager of KSRO Sacramento. His radio work with the Marines has included writing and directing the Hall of Montezuma program and recording the Saipan invasion. Sgt. Keene Hepburn, now headquarters technician, processing all Marine Corps Battle Broadcasts, was his technician at Saipan [BROADCASTING, July 10, 1944].

Recent battle broadcasts—Marine Corps term for combat recordings—widely circulated on local stations and networks include Wounded in Action [BROADCASTING, June 11], with descriptions by Sgt. Roger Roberts, of KSRO Oakland, Cal.

Sgt. Eddie Prendergast, with the 6th Marine Division on Okinawa, did a battle broadcast describing the assault on Shuri Castle heard on Headline Edition, CBS. Latest is one by Sgt. David Wilburn, formerly with WLS Chicago, WMBD Peoria, and KYSM Mankato, Minn. A member of the First Marine Air Wing, he flew as rear gunner on a dive bombing attack on Davao, taking his recorder along, broadcasting over target.

ACTIVITIES at summer radio workshops have been progressing rapidly in past weeks. At top, are speakers at the third meeting of the Cincinnati Radio Council held in the studios of WCKY. They are (1 to r) Byron Taggart, WKRC; Glenn Clark Miller, WCPO; Edna Fee, WSAI; Barbara Ramsell, WLYA; Kit Fox, WLW; Osborne P. Sterns, WCKY. In bottom photo, speaking to students of fourth annual NBC Northwestern U. Summer Radio Institute at opening banquet in Chicago are (1 to r) Judy Waller, pub. serv. dir. of NBC central div. and Institute co-dir.; John F. Royal, NBC v-p in charge of television and guest speaker; Armand Hunter, radio dept. chairman, School of Speech, N. U. and Institute dir.; Harry C. Kopf, v-p and gen. mgr., NBC Central Div.

Presentation of Charter Given Special Coverage
ALTHOUGH the White House banned direct broadcasts and pictures last Monday when President Truman presented the United Nations Charter to Congress, three major networks and a local outlet did special newscasts immediately following the presentation from the Senate Radio Gallery's new broadcast booths.

At 1 p.m. Baukhage and David Wills did a commentary for American, while William Hillman originated one for Mutual and Dick McIntamara broadcast on WINX Washington. Morgan Beatty, NBC commentator, did a show at 1:45 p.m. Work on new gallery studios is not completed, although booths have been installed for each of the major networks and one is available for independent stations.

They Like Our Style
We say, with apologies to none, that we sincerely believe WAIR to be one of the best sales-producing stations in the entire south. There is an intensity of popularity in the large area we cover.

WAIR
Winston-Salem, North Carolina
Representatives: The Walker Company
In a tight spot because radio spots are so tight? And the network shows are sold solid? Mr. — we can get you out of that dilemma! You'll see eye to eye with us on this solution, because the people know a good thing when they see one. The show of shows today is motion pictures. Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters. That's tops for licking the scarcity of space that currently exists in other media. It all happens in one minute — but it opens the door to more new business than you ever dreamed of seeing in one spot. For there's nothing quite like this unique medium to reach all the audience and deliver all your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community. So how can you miss with such an unusually powerful advertising program? Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people's hearts, open their purses. No other medium brings the story you have to tell closer home. No other medium sells like moving pictures! You'd expect an advertising effort of this calibre to be expensive! Not on your life! Actually it costs less than ordinary advertising. Motion Picture Advertising Service and United Film Service handle all production, distribution and billing. Get full facts NOW — they'll pay you big dividends!

United film Service, Inc.
2449 Charlotte St.
Kansas City, Mo.
333 N. Michigan Ave.
Chicago, Ill.
4736 17th Ave. So.
Minneapolis, Minn.
11 McLean Ave.
Detroit, Mich.

Motion Picture Advertising Service Co., Inc.
70 E. 45th St., New York, N. Y.
1032 Carondelet St., New Orleans, La.
141 Walton St., Atlanta, Ga.
82 Madison Ave., Memphis, Tenn.
418 Watts Bldg., Birmingham, Ala.
923 15th St., N. W., Washington, D. C.
3 Langdon Sq., Cambridge, Mass.
Coaxial Expansion
Is Slated by AT&T
Five-Year Program to Provide Network Facilities for TV

AT&T, which last year announced a five-year program of 6,000 to 7,000 miles of coaxial cable construction, expects to have 2,000 miles manufactured and three-fourths laid by year's end.

Work has been spurred on by increased need for telephone circuits between war centers but cable also can carry extremely broad bands of television, as well as phone circuits. The coaxial network will therefore form the backbone of coast-to-coast video networks unless radio relays, with which the company is experimenting, prove more economical.

A two-coaxial system, 900 miles long, has been in service between New York and Philadelphia since 1936 and a four-cable system, 200 miles, between Stevens Point, Wis., and Minneapolis, since 1940. Future prospects follow:

In ground test not equipped is a four-coaxial cable, Washington-Baltimore; six-coaxial cable, Atlantic-Jacksonville; five-coaxial cable, Terre Haute-St. Louis; four-coaxial cable, Atlanta-Jacksonville.

The four-cable system for six-coaxial cable, Atlanta-Meridian, Miss.; eight-coaxial cable, Shreveport-Dallas; eight-coaxial cable, Washington-Charleston; six-coaxial, Meridian-Jackson and eight-coaxial, Jackson-Shreveport.

During next four years AT&T plans four interconnected backbone routes: Atlantic Seaboard, New York to Miami, via Atlanta; Southern Transcontinental, Atlanta to Los Angeles; Midwestern, East Coast to Chicago, via Pittsburgh and Cleveland, North-South, Chicago to New Orleans, via St. Louis and Memphis.

Bendix Contest

FIFFT postwar Bendix phonograph sets are being offered as prizes in a war bond letter writing contest for GI's in the European theater, Leonard C. Truesdell, general sales manager of radio and television, Bendix radio division, announced last week. Sponsored by the European Theater War Bond & Insurance Office, the contest is open to all military personnel who have purchased a bond since May 1, 1945. The subject of the letters is "My Savings and Postwar Plans".

WPB Report

(Continued from page 20)

The report declares that for the first time in history, fighting forces are provided, through radio, instantaneous communication between troops on land, ships at sea, and planes in the air. It is still too early to estimate the part played by such equipment, the report finds, "but it may be safely said that both radio and radar have played leading and dramatic parts in the widening theaters of war."

WCHS Hearing

ORDER was adopted by the FCC last week for reopening of the record in the hearing herebefore held on license renewal of WCHS Charleston, W. Va. [BROADCASTING, April 16], and application is designated for further hearing July 23 in Washington. Consistent with "tightening-up policy" of Commission on license renewals, hearing is set to obtain further testimony to close proceedings. Capt. John A. Kennedy, WCHS president, has previously testified that he holds no interest in WGKV Charleston.

WAR Advertising Council's campaign guide on "The Job to Japan", now being distributed to advertisers, urges sponsors not to send them their regular OWI messages, but if they wish to give extra cooperation to contact the OWI Domestic Radio Bureau special assignment chief, 280 Madison Ave., New York.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, however, don't get much business.

CHNS does—Try It.
Fairchild offers an unusually mounted ‘floating’ design for low-pressure, dynamic pickup. Designed for radio broadcast and other exacting transcription requirements, it reproduces all of the quality and natural beauty of recorded music or speech with full naturalness.

All microscopic undulations — that determine the quality of the transcription — are picked up without distortion even from heavily modulated grooves.

How? By means of several Fairchild patented design features: Let’s start with the 3 ounce cartridge mounted on a two-point suspension in the pickup head casting. It’s the only vertical moving mass in the Fairchild assembly. High and low spots in the record disc need only displace its 3 ounce weight instead of the total weight of the entire mounting arm. This unusual mounting method affords a near-uniform stylus pressure of 25 grams — even under unfavorable playing conditions.

Next, the pickup head is mounted in the famous Fairchild tone arm with cone ball bearings. Lateral drag is reduced. And still another important source of distortion and record wear is eliminated.

Finally, there is no overhang of the tone arm with consequent inertia — another cause of difficulty when playing warped records or on uneven turntables. The tone arm floats at any required adjustable height above the disc.

Descriptive and priority data on the newly perfected Fairchild Lateral Dynamic Pickup and Transcription Turntable are now available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88-06 Van Wyck Blvd., Jamaica 1, N.Y.
We're Crowing About Our New Extra PLUS Merchandising Service

Find out how this added WMMN feature will give you one of America's Greatest Direct Response Audiences Dealer Cooperation.

Write us or—Ask a Blair Man

Columbia Network

U.S. Programs Are Popular in Britain

Audience Here to BBC Shows Indicated on Increase

The percentage of British population who listen regularly to programs produced in the United States and re-broadcast by the BBC is considerably higher than the percentage of Americans who hear BBC programs over U.S. stations and networks, according to surveys conducted simultaneously in both countries.

One survey, conducted by the National Opinion Research Center under the supervision of Joe Kenas, BBC's research manager, showed that during the last week of April, 1945, more than 15,500,000 adults in the United States heard one or more BBC programs. Mr. Kenas said this indicates a 3,500,000 increase over a similar survey made in September, 1944. Survey also revealed that approximately 40,000,000 Americans knew of at least one of the six BBC programs re-broadcast nationally.

The other survey, conducted at the same time by Robert Silvey, listener research director of BBC, showed that 29,000,000 adults in Britain had recently listened to one or more of the seven programs produced in the United States and re-broadcast in Britain. Percentage-wise, these figures indicate that

21% of United States adults with radios heard BBC programs during the week, while 68% of the adult British listeners had recently heard one or more programs from America.

The seven American programs and the percentage of British adult listeners hearing each are: Charlie McCarthy, 30.7; Jack Benny, 28.7; Command Performance, 27.5; Transatlantic Call, 25.0; Atlantic Spotlight, 23.1; Mail Call, 22.9; American Commentary, 22.5. McCarthy and Benny are heard without commercials; Command Performance and Mail Call are prepared by the U.S. Army; Transatlantic Call and Atlantic Spotlight are exchange programs; American

Maj. Donald G. Weiss, formerly of WNUF Gainesville, Fla., is congratulated by Brig. Gen. L. A. Diller, PRO for General MacArthur, for "meritorious achievement" as assistant radio officer heading communications for war correspondents.

Larger on Weekends

Weekend family audience is larger per radio home than during the week, with the Kate Smith Sunday evening hour leading the list with three listeners per listening family, according to the Spring 1945 Audience Composition Report released last week by the Cooperative Analysis of Broadcasting.

Next ranking program is the Fitch Bandwagon, a half-hour with 2.9 listeners per listening family. Drew Pearson and Walter Winchell, each with 2.6 listeners per family, are the leading 15-minute shows. Drew Pearson and Gabriel Heatter draw the most men per set, 11.1. Weekday daytime programs most popular with men are Tom Mix and Backstage Talking, each with 0.4 men listeners per listening home.

Attracting the most women per set are the Kate Smith Hour, Electric Hour with Nelson Eddy, Prudential Family Hour, each rating 1.5 per listening family. For children, Terry and the Pirates ranks first with 1.4 per listening family. Second is Lone Ranger, 1.1 children per listening home.

Canadian Ratings

June daytime national rating report of Elliott-Haynes Ltd., Toronto, released on June 30, places two Canadian daytime programs at top rating, with Soldier's Wife first with a rating of 17.3, followed by Happy Gang, and American programs Big Sister, Ma Perkins, and Road of Life. French language daytime shows for June are headed by Jeunesse Doree with a rating of 28.6, followed by Quelkes Nouvelles, La Rue Principale, Joyeux Troupeurs, and Grande Soeur.

"...but Boss, WFDF Flint says our morale is important."
Uncle Ezra sez:
“Going Strong,
By Cracky—from
Halifax to Dallas
to Spokane”

Now—312 TRANSCRIBED PROGRAMS:

Enough for 6 times per week for 52 weeks; or 3 times per week for 2 years.
From $2 to $6 per program.

Tell us time of day or night you would broadcast “Uncle Ezra”. We will immediately quote price nearest 20% of your rate for that particular 5 minutes.

In this series of Transcribed five-minute Broadcasts, each of them has been planned to permit one-minute-and-thirty-seconds for Live Commercials.

Cancellation Privilege without short term penalty.

EXCLUSIVE TO ONE STATION IN EACH CITY!

WRITE—WIRE or Telephone for Audition Transcription

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING
BROADCASTING • Broadcast Advertising
CHICAGO 4, ILLINOIS

TELEPHONE WABASH 6243
July 9, 1945 • Page 75
Argentine Businessmen Buy Video Transmitter
SYNDICATE of Argentine businessmen headed by Martin Tow has purchased a television transmitter from Allen B. DuMont Labs., for an overall price in the neighborhood of $450,000. Group will attempt to obtain priorities for an early delivery of the equipment, said to be the first South American video station set-up.

Details are lacking, but the original proposal called for a 25 kw peak video transmitter, a 12.5 kw peak audio transmitter, full field pickup and relay equipment and cameras and control equipment for three studios. Syndicate, said to hold the only franchise for video operation so far granted in Argentina, presumably will erect the transmitter in or near Buenos Aires.

DISCUSSING RADIO's future is this group of authorities at formal opening of Frank H. McIntosh consulting engineering offices at 710 Fourteenth St., NW, Washington. (L to r): Rosel H. Hyde, FCC general counsel; Eliot Lovett, president, Federal Communications Bar Assn.; FCC Commissioner E. K. Jett; John Creutz, chief, Domestic & Foreign Branch, Radio & Radar Div., WPB; Host McIntosh.

Clubs, Parks Summer Advertising Underway
AMUSEMENT parks and night clubs were well underway on their summer radio advertising campaign in New York last week.

Glen Island Operating Co., for Glen Island Casino, is using spot announcements on WJZ, WOR, WHN, WNEW and WBNH on 13-week contracts. Casino also has arrangements for remote dance band pickups by CBS, NBC and Mutual on a sustaining basis throughout the summer. Agency is Robert Feldman Inc., New York.

Rockaway Playland, Long Island, for its amusement park, has signed eight-week contracts for spot announcements and jingles for children on WJZ, WOR, WNEW and WHN. Business was placed through Ehrlich & Newirth Inc., New York.

Falisades Amusement Park is advertising on WOR, one-minute spot announcements —no specific spots on the park's lighted sign across the Hudson for advertisement of WNEW, WNEW, in turn, airs one-minute Falisades announcements.

For its "Carnival Room", the Capitol Hotel has 12-week spot announcement contracts with WOR, WNEW, WMCB, WAAT and WBYN. Agency: Aetna Adv., New York.

Carol Irwin Promoted
CAROL IRWIN, a member of America's talent and program development department, has been appointed head of that department. Miss Irwin joined American on March 1, 1945, coming from Young & Rubicam, where she had been in charge of daytime radio. Prior to her affiliation with Young & Rubicam, she was associated with Pedlar & Ryan, and Lennen & Mitchell, and had served as program director of WCAU Philadelphia.

Acquire KFJB
TRANSFER of control of Marshall Electric Co., licensee of KFJB Marshalltown, Ia., from Catherine R. Peak, administratrix of estate of the late Earl N. Peak, to group of Des Moines businessmen is requested in application filed with FCC last week. Consideration for the 100% interest is purchase for approximately $27,200 of notes held against license. Transferees also compose Independent Broadcasting Co., applicant for new station in Des Moines.

GINNY SIMMS
Charming Virginia Simms has distinguished herself as a singer and personality from the time she first appeared in the West Coast nine spots to her current standing as one of radio's outstanding artists.

Ginny was born in Texas and attended school in Fresno, California. She expected to make a career of teaching but chose music as an outlet for her talents. It wasn't long before Ginny joined Kay Kayser and eventually turned to solo work, recording and pictures.

Now, as star of her own NBC radio show, she is doing a wonderful job of helping talented war veterans to fresh starts in show business.

YOU'RE THE MOMENT OF A LIFETIME  Okeh 6282
NICKEL SERENADE  Okeh 6416
MAY I NEVER LOVE AGAIN  Okeh 6025
WALKIN' BY THE RIVER  Okeh 6050
A STONE'S THROW FROM HEAVEN
I KNOW A SECRET  Okeh 6259
EASY STREET  Okeh 5990
THESE THINGS YOU LEFT ME  Okeh 5903
FRENESI

Please refer to your BMI DISC DATA for the complete list of BMI-Licensed titles recorded by Miss Simms and many other great artists.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK, N.Y.
New York * Chicago * Hollywood

Page 76 * July 9, 1945
RADIOIS TOP WANTS OF CAPITAL HOMES

RADI0S and radio-phonograph combinations top the list of home appliances and furnishings to be bought within a year after the war by Washington, D.C., families.

Survey conducted by the Washington Board of Trade in cooperation with the Committee for Economic Development shows that 19% of the families planning to stay in the Washington area plan to buy radios or combinations, and estimates demand at $6,000,000.

Next on the list are washing machines 18%, refrigerators 14%, vacuum cleaners 11%. Revival of advertising and merchandising activities, along with time-payment plans and other factors are expected to stimulate demand, the survey states.

CP GRANTED KFLW

MODIFICATION and issuance of construction permit originally granted November 21, 1944, for KFLW Klamath Falls, Ore., new local on 1450 kc owned by Herald Pub. Co., was granted by the FCC last week. The memorandum opinion and order authorizes change in antenna and changes in studio and transmitter locations on condition that the applicant will satisfy legitimate complaints of blanketing within 250 mv/m contour. Approval for the station had been delayed by WPB until March.

AMP CONTRACTS

ASSOCIATED Music Publishers has completed new licensing agreement with KFH Wichita and has extended agreements with KRKO Everett, Wash., KSJB Jamestown, N. D., KYSM Mankato, Minn., WFLI Philadelphia, WSUN St. Petersburg.

John Walsh

JOHN WALSH, well-known Chicago free lance radio actor, died Monday, July 2. Mr. Walsh, 36, was a member of the Gallon Club of the Red Cross, had been on First Line, Service to the Front, and America in the Air and currently was on several soap operas.

Wisconsin Proposes Plan For Educational Stations

FUNDS for construction of a statewide FM broadcasting system for educational purposes are provided in a bill (631A) introduced in the Wisconsin Assembly and referred to the Committee on State Affairs. The project would become part of the proposed nationwide FM educational system fostered by Dr. John W. Studebaker, U. S. Commission of Education.

To be operated under direction of the U. of Wisconsin, now operating WHA Madison, the proposed station would be given $62,596 July 1, 1946 and $100,320 a year later for construction and equipment. A State Radio Council would be created to direct operations. It would receive $2,000 as of July 1, $20,000 a year later for operation, $1,000 in 1946 for maintenance.

PROGRESS of television was demonstrated to Washington business and civic leaders at a two day meeting in New York by (first row, l to r) William Neel, WMAL asst. mgr.; Eugene S. Thomas, WOR sales mgr.; Lt. Col. William A. Roberts, TV Broadcasters Assn. counsel; Samuel H. Cuff, gen. mgr., DuMont video station WABD; Ernest V. Loveman, Phico Radio & Television Corp. v-p; Paul Mowrey, American TV division; and (2nd row, l to r) Harry S. Wender, Bamberger Washington counsel; William Baltin, TBA exec. sec.; Raymond Kraft, NBC TV Eastern sales mgr.; John Dodge, NBC Tv; Carleton D. Smith, WRC mgr.; Robert Jamieson, WABD asst. mgr.

KFH IS YOUR PIPELINE...

You won't be "wild cutting" when you address your sales message to Kansas' Richest Oil Market.

TO A $125,000,000 OIL MARKET

Just because Wichita has become the great midwest aviation center, don't overlook the fact that Wichita is also the capital of one of the large oil producing areas in America. They took 100,714,704 barrels of liquid gold out of the ground in Kansas, in 1944—and turned it into more than $125,000,000 of hard cash...a large part of which went directly into payrolls and purchasing power. And your sales pipe-line to this Wichita Market is that selling station, KFH—the sales producer of a great oil production center.

KFH WICHITA
CBS • 5000 WATTS DAY & NIGHT CALL ANY PETRY OFFICE

BROADCASTING • Broadcast Advertising
July 9, 1945 • Page 77
Radio's Contribution
In War Praised by
Davis, Haley

ELMER DAVIS, OWI director, said last week that OWI transmitters in New York, Europe and North Africa will continue to broadcast the American story in Europe despite the closing of ABSIE.

Speaking on the station's farewell program on Independence Day, Mr. Davis declared: "ABSIE has done its work; but the Voice of America will still be heard in Europe. ABSIE was a weapon of war, a weapon that assisted in the Allied campaign of liberation—and an Allied instrument, since we owe its establishment and operation largely to the friendly assistance of the BBC."

"Voice" Goes on

"Now, we talk to a continent in reconstruction; and even though this powerful channel of the voice of America is closing down, that voice will still be carried by other transmitters, both shortwave and longwave, to the peoples of the liberated nations."

Joining Mr. Davis in ABSIE's final broadcast, W. J. Haley, director general of BBC, observed that the 14 months of ABSIE's momentous life have been marked with unfailing British-American cooperation in the field of radio as in every other field of endeavor against the enemy.

"The full story of all that broadcasting has achieved in this war has still to be told," Mr. Haley declared. "It has been a most powerful and perpetual weapon. By its means the forces of truth have been sustained in places where and at times when they could have been kept alive in no other way. Thanks to broadcasting truth has not merely survived; truth has prevailed."

Brig. Gen. Robert McClure, chief of the Psychological Warfare Division of SHAEF, emphasized the important role played by ABSIE in transmitting messages and instructions from Gen. Eisenhower to the people of occupied Europe before and after the Allied landings in France.

Later, he said, ABSIE played its part in transmitting Gen. Eisenhower's messages to the German people who came to appreciate "the full significance" of his words and the "inescapable logic" of his instructions. "The result," said Gen. McClure, "was measured in the saving of time required for final victory and the saving of Allied soldiers' lives."

John G. Winant, American Ambassador to England, and Robert Sherwood, former director of the OWI Overseas Branch, who was the first speaker on ABSIE when it began operations on April 30, 1944, also participated. Portions were broadcast by Mutual.

Since its inauguration, ABSIE has broadcast eight hours daily without interruption in English, French, German, Flemish, Danish, Norwegian, and Dutch to the European target countries. Using powerful shortwave and longwave transmitters, it reached audiences as far away as South Africa, Russia, Asia, India, Australia and New Zealand.

80% Heard ABSIE

OWI estimates that at one time or another 80% of the people of occupied Europe listened to ABSIE, the Voice of America. In Aachen, Germany, six out of every ten people admitted they listened to ABSIE. But, in addition, ABSIE's voice reached beyond its listening audience. Until normal communications were restored to Europe it was one of the main sources of news to the press. For months its studios sent newscasts for underground newspapers.

Under the direction of Philip H. Cohen, former chief of the OWI Domestic Radio Bureau, ABSIE operated with a staff of 250, about half of whom were American and half locally hired. The station originated about 50 programs a month, which were supplemented by relay programs from OWI studios in New York, Washington, San Francisco and Honolulu.

ABSIE's transmission facilities were part of the BBC home service wavelengths before the war and will now revert to BBC. The American story will be broadcast over the 200 kw longwave transmitter of Radio Luxembourg, three 50 kw stations, two of which are shortwave, in Algiers, medium and shortwave facilities of the BBC oversea service, and shortwave transmitters of 26 OWI stations in eastern United States.

Agency Crack-Down

TO ELIMINATE so-called "street brokers", Southern California Broadcasters Assn., Los Angeles, will institute more stringent agency recognition requirements. Robert O. Reynolds, president of the SCBA and general manager of KMPC Hollywood, has appointed a committee headed by Calvin J. Smith, manager of KFAC Los Angeles. Crack-down will hit alleged agencies which collect 15% commission and in some instances "kick-back" to their clients. On committee are Lee Wynne, commercial manager of KGER Long Beach; William Beaton, manager of KMTR Hollywood; Clyde Scott, manager of KECA Hollywood, and Harry Witt, manager of KNX Hollywood.
Surplus (Continued from page 16)

electronic stockpile already on hand continues to grow, private business firms and citizens must keep in mind that all not available surplus that is released by the military.

Watching Potential

Many eager electronics users are keeping a close eye on potential surplus. Material becomes surplus in this way: First, the military or Federal agency decides it doesn't want an item, due to obsolescence, lack of need or other reason. Army and Navy circulate other military services to see if they are interested.

Surplus Property Board right now is drawing up a regulation to cover States and subdivisions. The decision will probably set a precedent. As it looks now State, educational and charitable institutions will pay a nominal fee to obtain surplus. This fee will cover cost of repair, overhead, conversion to special needs, and transportation.

At that point enters a somewhat foggy priority situation among private users. Regulations are not yet written, but probably will work out like this: First, veterans; second, small businessmen who are veterans; third, other small businessmen; fourth, other business; fifth, agriculture.

After all those groups have passed it up, the public gets its chance.

Second source of surplus comes from cancellation of contracts. If material is left over from terminated contracts and not necessary for war production purposes, it goes to the RFC as surplus.

A look around the potential surplus of the military brings this reaction—why the delay?

From the military comes the answer that they must de-classify material before it becomes surplus. And the military is inclined, from necessity, to keep it safe. It has several classes of material: Top secret, secret, confidential, restricted.

A top secret item must go through all other three classifications before becoming eligible for surplus. Often downgrading is quick, due to rapid military obsolescence. After that, WPB priorities are applicable.

Items Move Quickly

Even so, electronics items are moving quickly, or will soon. Maj. Gen. H. C. Ingles, Chief Signal Officer, War Dept., told a House committee that Signal Corps redistribution and surplus amounted to $54,482,000 cost value. All this was obsolete, nonstandard or excess, including tubes, radio sets and components, vehicles, power units, wire, communications equipment, photograph film and equipment, signal panels. Signal Corps plans to recover $110,000,000 in equipment now in Europe and transfer it to the Pacific—in 1945, with another $118,000,000 in 1946. Some will be left in Europe for occupational troops.

On the theory that people starve quickly during widespread unemployment, RFC is working with a two-fold objective: 1, speed transition to normal peacetime production; 2, make maximum use of Government-owned surpluses. To do this without flooding the market will require careful handling. RFC is prepared to do that kind of a job. It is highly sensitive to its responsibilities.

Sales Outlets

It has built up an imposing system of sales outlets, or agents for electronics surplus. There are about 200 agents who handle items of their own manufacture and 15 of the "central agents" who handle any electronic item no matter what the label. They are reimbursed by RFC for all reasonable costs, including cataloging, appraisal, repair, conversion, advertising. They get 10% commission for sale to non-governmental buyers, 5% to Government buyers.

Other disposal agencies handle other types of surplus—consumer goods to Dept. of Commerce (Office of Surplus Property), with broadcast receiving sets included; ships and maritime property to Maritime Commission; food to War Food Administration; housing to National Housing Agency; real estate to Dept. of Agriculture, Dept. of Interior, National Housing Agency or Federal Works Agency; airports, not specified.

As the handler of capital and producer's goods, RFC on July 1 set up an Electronics & Communications Branch in its office of Surplus Property. This section succeeded its Defense Supplies Corp. The change is mostly administrative.

Checking around the manufacturing and distribution segments of the electronic industry, opinion is voiced that the RFC's disposal system is a good one. However, it hasn't had enough desirable surplus material to make it a successful operation, and fear is heard that the system may break up if the agents can't get bigger and better inventories.

Good material is starting to flow to the RFC. Soon its agents will be receiving news and better items—end equipment and components. There will come the biggest electronics disposal project since Marconi sent his first message.
CBS Western Clinic
THREE-DAY program managers' clinic will be held for 22 CBS western affiliates at KNX Hollywood July 11, 12, 13. Agenda, prepared by Edwin Buckalew, network field manager of station relations for area, includes panels on program analysis, daytime programming, sound effects, news, script writing and community service programs. Sessions are under supervision of Donald W. Thornburgh, network Pacific Coast vice-president, with Hal Hudson, CBS Pacific Coast program director, chairman.

PROGRAM celebrating completion of 12 years on the air of American's Breakfast Club was broadcast from WHBL Sheboygan, Wis., hometown of M.C. Don McNeill (l). With him are (l to r) Matt Werner, treasurer of Sheboygan Press and WHBL; Charles Broughton, owner and publisher of both; Merritt R. Schoenfeld, asst. gen. mgr. of American Central Div.

Holds KSJB 60%
CONSENT was granted by the FCC last week to acquisition of control of KSJB Jamestown, N. D., by John W. Boler, president and general manager of North Central Broadcasting System, through purchase of 72 shares of common stock for $7,200. Already holder of 23 shares, Mr. Boler acquired 24 shares treasury stock and 48 shares new issue for total interest of 60%. New capital is needed for proposed expansions, application stated.

RCA Conference
EXECUTIVES and district service managers of the RCA Service Co. start a 10-day conference today [Monday] at the Seaview Country Club, Absecon, N. J. The group will be addressed by J. G. Wilson, newly-appointed operating vice-president of RCA-Victor division, and other RCA executives. Plans for future activities in electronic activities and maintenance will be discussed.

Leaves OWI
MARION SABATINI, assistant chief of station relations and director of women's activities of the OWI Domestic Radio Bureau, has resigned effective July 12 to join Publicity Associates Inc., New York. Her functions as editor of the War Guide will be taken over by Marjorie Treat of the editorial and production staff.

Good News!
Again Available to Broadcasting Stations and Sound Recording Studios
(On AA-5 Priority or Better)

REK-O-KUT RKD-16
DUAL SPEED 16-INCH RECORDING MOTOR ASSEMBLY WITH NEW IMPROVEMENTS

Here is the news you've long been waiting for. The famous RKD-16, the preferred recording motor assembly among major broadcasting stations and recording studios, is again being made available to essential users. Unsurpassed in performance, this precision instrument is ruggedly constructed and painstakingly assembled for efficient and prolonged service. A heavier turntable, closer machining tolerances and better lubrication materially increase the life and performance of this unit.

1. Lathe turned, 25 lb. cast iron turntable, balanced, with disappearing drive pin and rubber turntable pad.
2. Turntable fitted with one inch diameter polished steel shaft, with special oil grooves for force feed lubrication when operating. Rotates on a single ball bearing at the bottom of the turntable well.
3. 1/20 H.P. General Electric constant speed motor.
4. Simple and smooth shifting arrangement guarantees a positive repeat speed change at all times.
5. The turntable attains full speed in less than one revolution.
6. 10 lb. machined and ground mounting base of Cast Iron with integral lathe bored and tapped turntable bearing.
7. This single unit type construction insures positive and easy alignment of the REK-O-KUT overhead mechanism with the turntable.
8. Improved lubrication system eliminates oiling of idlers more than once in three months.

Since our monthly output is subject to WPB regulations, we suggest that you send your order without delay.

Coming! We'll soon be ready to announce more REK-O-KUT products for broadcasting stations and sound recording studios. Be on the lookout for them.
New Airport Bill Still Affects Radio

CAA Administrator to Have Final Say in Tower Removal

ALTHOUGH terms of a new airport bill (HR 3615) reported out by the House Interstate & Foreign Commerce Committee, give broadcasters the opportunity to object to removal of transmitter towers to make way for new airports, the Civil Aeronautics Administrator still would retain final authority on all decisions.

In its report the Committee said it considered amendments to HR 3170 [BROADCASTING, June 18] and several other pending bills. Broadcasters did not appear at hearings on the original measure, introduced by Chairman Clarence F. Lea (D-Cal.) of the Committee. Neither did the FCC, although radio interests were involved. Commission attorneys were studying the bill last week.

Sec. 9(c) provides that “any public agency, persons, association, firm, or corporation’ having “substantial interest” in any application for an airport may file with the CAA Administrator a memorandum supporting or opposing a proposed project, and a public hearing shall be accorded. The power of “eminence domain” is invested in the Administrator; when in his opinion, property needed for airports cannot be acquired without undue delay.

The bill does not define how much adjoining area may be acquired to eliminate “hazards”. Thus, it was pointed out, should a small town decide to build an airport, and the project sponsors decided that a radius of 10 miles were needed for landing and taking off “airspace”, the community’s only radio station could be removed.

Pending before the Senate is the McCarran Bill (S-2), already reported favorably. That measure does not conform to amendments to the House Bill which were intended to give broadcasters an opportunity to protest.

Port Stories Factual

BROADCASTERS covering return of troops at New York port of embarkation have been asked to be especially factual and specific in reporting unit arrivals in order not to give the impression that a whole division has come home, when, in actuality, only a small number of soldiers have docked. Lt. Col. Robert D. Leight, chief of the office of technical information at the port, wrote news chiefs of radio stations in the New York area asking that they use caution.

Block That Trumpet

REQUESTS for more and longer commercials are not exactly what one expects when Martin Block began receiving them from listeners to his Make-Believe Ballroom record programs on WNEW New York he investigated. Requests came from neighbors of a Brooklyn student trumpet player who practises by accompanying Block broadcasts, pursuing for breath during commercials.

He also pauses, presumably in admiration, when Harry James records are played. So Mr. Block is also being asked to broadcast lots of James records by the same fans.

Transcriptions

(Continued from page 18)

courteously thank the singers as though the artists were in the studio.

The old Federal Radio Commission on Nov. 26, 1928, adopted General Order No. 52 which modified its original record-identification Order 16, adopted Aug. 9, 1927. The original specified that “phonograph records” and “mechanical piano-player” be identified as such.

By 1928 special broadcast transcriptions had become available and the FRC modified its order to permit the identification of transcriptions as such and not as “phonograph records”. But the new phrasing had to “accurately describe” such transcription and had to be phrased in such a nature “as not to deceive or tend to deceive the public as to the character of the reproduction broadcast.”

Broadcasters, in 1929, were required to keep records of all phrases used in identifying transcriptions and to submit them to the FRC “on request”.

L. Edmund Zacher

L. EDMUND ZACHER, 67, president of Travelers Insurance Cos. of Hartford, which owns WTWIC, died June 28 at his home in West Hartford. He had been president of the company since 1929 and had begun with Travelers in 1904 as a clerk.

Back in 1936, the Western Electric 316A Vacuum Tube—delivering 6 watts at 500 megacycles—was radical in design and performance. It pioneered in UHF transmission, which in turn led to Super High Frequencies employed in many of this war’s electronic marvels.

The work currently being done with microwaves by Bell Telephone Laboratories and Western Electric holds great promise for the future of broadcasting and television.
Congress, Treasury Continue to Probe Elliott Roosevelt
Station Financing

AFFAIRS of Elliott Roosevelt and his ill-starred Transcontinental Broadcasting System project of six years ago continued under both Treasury and Congressional scrutiny last week, to the accompaniment of a newspaper bombardment led by such anti-New Deal journals as the Chicago Tribune, New York News and the Washington Times-Herald.

Elliott, now a brigadier general in the Army Air Forces, has maintained silence on reports that he borrowed money which appeared to aggregate in excess of $800,000 for both the Texas State Network and the Transcontinental Broadcasting System. While Texas State still functions, with control reposing with Elliott's former wife, Ruth Googins Roosevelt Eison, and their three children, Transcontinental did not even get started. Elliott, it is understood, still holds 5% of Texas State.

Other Loans

The incident erupted last month after Westbrook Pegler had published a syndicated column reporting that Elliott had borrowed $200,000 from John Hartford, president of the A & P grocery chain, in 1939. The loan, it was alleged, was settled for $24,000 by Jesse Jones, then Secretary of Commerce, and Mr. Hartford sought to deduct the loss in his 1942 tax return, which the Treasury subsequently reported was denied.

Other published reports were to the effect that two Texas oil men had loaned Elliott $500,000 presumably primarily in connection with Texas State. One loan was said to have been for $300,000 and the other for $200,000. S. W. Richardson and Charles F. Ross, Fort Worth oil men, were identified with the organization of Texas State Network and the acquisition of WACO Waco and KNOW Austin by the Roosevelt operation. It was reported Treasury experts are in Texas checking the information.

Stock Valuless

Reports also told of a loan of $50,000 by Elliott from Maxwell N. Bilofsky, president of Industrial Electronics Corp. of New York, which was settled in 1941 by Elliott for $20,800. Mr. Bilofsky said the loan was strictly on a business basis and declared he had not claimed the $29,200 loss in his income tax return. He said the money had been loaned in 1939, with 500 shares of Texas State stock as collateral. He described the stock as having proved of no value.

David G. Baird, of Montclair, N. J., an insurance man, was said to have loaned Gen. Roosevelt $70,000 in November 1939 and to have arranged for the Bilofsky loan. Mr. Bilofsky said settlement of the loan was arranged by Mr. Baird. Subsequently it was reported that the Treasury had disallowed a bad debt claim of $40,000 filed by Mr. Baird.

Meanwhile, the House Ways & Means Committee and the Senate Finance Committee were reported investigating the Elliott Roosevelt radio financial dealings. Requests for information from the Treasury, made by these committees resulted in the special investigations both in Texas and New York. The House committee is confining itself to the income tax aspects. It was doubted whether public hearings would be held.

NAB President

(Continued from page 17)

for the presidency. In addition to the three under consideration for the topmost post, there are a dozen names in the hopper for the executive assistant assignment. Comdr. Craven insisted it was premature to discuss individuals.

Eric Johnson, president of the U. S. Chamber of Commerce and a West Coast man, direct by profession, had been considered and is understood to have met with members of the committee. His tentative proposal, which did not reach the negotiation stage, was one which would have necessitated a doubling of the NAB's income of approximately a half-million dollars, it was reliably learned. In addition to a six-figure salary, it was reported that the Chamber of Commerce head had in mind a staff of public relations experts who would be well compensated.

Justice Miller left June 29 for his home in California and was not to return to Washington until the fall term of the court. Although he has had no radio experience in radio, as a member of the appellate bench since 1937, he has written opinions in a number of cases appealed from the FCC. The appellate court, which acts as a single body over the FCC and other administrative agencies of the Federal government, should the committee fail to decide upon a new president, it will so report back to the NAB Board, likely to meet in early August if travel conditions permit. The committee probably would ask for its discharge and recommend the retention of an interim managing director who would report to an executive committee of three. J. Harold Ryan, incumbent president, has agreed to remain on the job through July—a month beyond his original commitment. It is logically concluded that Mr. Ryan would preside over the suggested executive committee, representing large stations. Comdr. Craven, who headquarters in Washington, might be designated the medium station director, with Clair E. McCollough, Mason Dixon Group, as the probable local station selection.
**Applications...**

**JULY 2**
Raytheon Mtn. Co., New York—License to cover new developmental station WZRA.
1440 kc KBST Big Spring, Tex.—Increase 100 w to 250 w.
NEW-L of Texas, Houston—License to cover new noncommercial educational station, 1 kw, special construction.
1310 kc KPJB Marshalltown, Ia.—Transfer control from Catherine E. Peak, administrator of estate of Earl N. Peak, deceased, to Kenneth Durham. Robert M. Moss, Joseph Rosenfield, and John Ruan.

**JULY 3**
Jansky & Bailey, Washington—Assurance of license WXG to WINK Broadcasting Co.
1190 kc WCAR Pontiac, Mich.—Special service authorization to operate 7 a.m. EST to local sunrise with 250 w for period 8-1-45 to 4-1-46.
NEW-49.1 kc Georgia-Alabama Broadcasting Corp., Columbus, Ga.—License renewal for period, 9,500 sq. mi.
NEW-49.1 kc John P. Norton, Ecanaha, Mich.—License renewal for period, 1,481 sq. mi., $23,000 estimated cost.

**JULY 5**
790 kc WPIC Sharon, Pa.—License to cover new station, 100 w to 250 w from 6 a.m. to local sunset.
NEW-1440 kc Escambia Broadcasting Co., Pensacola, Fla.—License renewal for period, 250 w unlimited.

**Marine Corps Starts New Program on CBS**
U. S. MARINE Corps starts a new program on CBS Saturday, July 21, 3-3:30 p.m. titled Your Marine Corps and designed to tell the story of Marines as a continuing force in American life—in war and peace. Announcer for the series is 1st Lt. George Putnam, former NBC news announcer and liaison officer for Marine Corps operations within Armed Forces Radio Service.

Series will be produced by Roy Passman of CBS. Writer is S/Sgt. Alvin M. Josephby, Marine Corps combat correspondent recently returned from the Pacific, where he covered the Iwo Jima landings among other operations. S Sgt. Josephby was assistant news and special events director of WOR New York, and just before joining the service, he was special events chief with OWI’s Radio Bureau.

Format is built around pick-ups from combat areas, Marine veterans of World Wars I and II describing life in the service, and the Marine Band, under Capt. William F. Sanilman. Series will originate from the Marine Barracks in Washington. It is scheduled to move to a nighttime spot in the fall.

*Fulton Lewis, jr. “Hooperated” 22.8 in a special survey in typical Non-Hooper city!*

Mutual Star Scores With 68.4% of radio audience

This is just one of many one-station cities where Fulton Lewis, jr. has the "Lion's Share" of the audience. Why not "buy" Fulton Lewis, jr. and buy a ready-made audience at the same time. It costs no more to sponsor this outstanding radio personality.

**WIRE OR PHONE FOR SPOT MARKET AVAILABILITIES**

**Act at once.** Contact William B. Dolph, Barr Building, Wash. 6, D. C.
Classified Advertisements

Page 84 • July 9, 1945

**Help Wanted**

**WANTED—**Veteran first class license holder for transmitter and studio maintenance. Know Rocky Mountain weather, South Dakota education and experience. Box 861, BROADCASTING.

500 watt CBS station in thriving southern market has opening for commercial man. Willing to pay good money for proposition for man who can sell. Write Box 768, BROADCASTING.

5 kw western network station needs complete studio engineer—announcer. Box 880, BROADCASTING.

Salesman—For replacement on sales staff of independent station in midwest market. Wife must have first class license. Previous experience—salesman's commission per call. Box 906, BROADCASTING.

Announcer—Wanted for Great Lakes area station wants experienced staff announcer. Postwar permanence to right man. Working conditions ideal. Good starting salary. Will pay expenses for travel. Expected to be on complete details. Be prepared to submit voice transcription immediately. Box 865, BROADCASTING.

Announcer—Good announcer holding first class license. Excellent working conditions in western network. Good salary. Box 822, BROADCASTING.

Engineer. Experienced, 5 kw SCA equipped midwestern station. Must be able to handle transmitter. Previous experience, age, references and salary expected. Box 825, BROADCASTING.

Control operator. Experienced, metropolitan market. Good salary required. Give full details about yourself, and desires expected. Box 824, BROADCASTING.

Wanted aggressive salesman to take over local accounts on midwest local. Write or wire Box 820, BROADCASTING.


Announcer—250 watt NBC affiliate with pending application for 500 watts is expanding his staff. Must be capable of handling all real openings for top flight announcer with successful experience in permanent position. The man we want to become permanently established in the beautiful city of Minneapolis, a suburb of a southern seacoast city. He should be familiar with NBC affiliation, wire—news, sports, special events, production shows, and control room operation. If you can fit this picture, write us and tell us why you, including past and expected earnings. Good basic salary plus talent fees offers excellent opportunities for advancement. Address letter to right man, Box 834, BROADCASTING.

Announcer—With or without experience. SALES—Top salary. Box 845, BROADCASTING.

Announcer—Announcer—copywriter. Experience and reliable with this class ticket or willingness to obtain one. Permanent position if man is a fit for this city. Pre- sive Rocky Mountain NBC station. Send full details to KSEE, Pocatello, Idaho.


**Situations Wanted**

Engineer—Experience: studios, transmitters, recording, net stations. Box 709, BROADCASTING.

Chief engineer—Six years pro-war experience. Available August 1st. Permanent basis only. Have live record. References. Box 807, BROADCASTING.

Announcer—Seven years excellent experience. Now employed by top NBC station. News and play-by-play shows. Want permanent position in big market. Married, 25, 49; $31, BROADCASTING.

Engineer—12 years broadcast experience. FM, AM to 50 kw, studio and transmitter, maintenance, construction and operation. College education. Now with large network in special engineering work. Desire responsible position in standard broadcast and/or FM station west of Rockford. Draft 2AP, Box 833, BROADCASTING.

If you are applying, building or setting up operation, please mention age, experience. Send complete story first. Must be over thirty or released serviceman.

Wanted—One control operator and one scene.-announcer. Experience. Write or wire giving full details such as engineer, WBFA, Spartanburg, S. C.

Announcer wanted at once. CBS affiliate in garden spot of America, ideal working conditions with modern plant equipment. Salary and talent fees. Send information and audition disk to KGBS, Harlingen, Texas.

Need good, sober, experienced announcer permanently. Job forty hour week, excellent living conditions. Florida Gulf coast position. Must have experience and send recent voice transcription plus complete, not partial, record past experience and three good character references to Jack Bathun, WCOA, Pensacola, Florida.

Wanted—Experienced and competent program director by a western NBC affiliate. Man must have ability to write and produce local programs, must be thoroughly familiar with use of transcription libraries and be capable of handling complete supervision of station programming. This is a permanent and pleasant position for man qualifying. Send full details in first letter. Box 835, BROADCASTING.

Ohio network station has opening in engineering department for first class engineer. Position is permanent. No replacement. Especially interested in returning war veteran, $400.00 per week to $600.00. Box 839, BROADCASTING.

Here opening for trained woman copy writer, permanent position. Give full information, Robert E. Bradnam, Madison, Wisconsin, WTMN, Madison, Wisconsin.

Wanted—Operator, first class license immediately. Send complete story first letter permanent. Box 840, BROADCASTING.

Wanted—Transmitter engineer, immediate vacancy for first or second class licenses. NBC outlets, ideal community. Send complete details first letter to Chief Engineer, KTFI, Twin Falls, Idaho.

Wanted—time saleseman Steady employment guaranteed. Drawing accounts and commission. Wire or write full details Frank Kausl, KLO, Ogden, Utah.

Wanted—Combination first class engi- neer—announcer 44 hour week, $50.00, free apartment, J. D. McCoy, WAIM, Anderson, S. C.

**TOP NOTCH EXECUTIVE AVAILABLE**

If your organization needs a manager, assistant manager and/or program director, you'll be interested in this man's story. He is managing—and very successfully, too—a western regional but has good reasons for desiring change.

A PROGRAMMING CONSCIOUS EXECUTIVE WITH SOUND, PROVEN IDEAS AND THE KNACK OF PERSUADING THEM THROUGH TO A SUCCESSFUL CONCLUSION.

This man has booted the pro's of his station 40% in less than six months.

ONLY A RESPONSIBLE, PERMANENT SPOT WITH AN ORGANIZATION THAT WANTS TO PROGRESS WILL BE CONSIDERED. LOCATION NO OBJECT! SIZE OF STATION IMMATERIAL. NO RESPONSES NOT PRIMARY OBJECTIVE!

This man will report for personal interview at his expense.

Box 848, BROADCASTING

**ARE YOU LOOKING FOR A BETTER JOB?**

**FREE PLACEMENT BUREAU**

FOR ANNOUNCERS—WRITERS—ENGINEERS AND OFFICE WORKERS.

SEND COMPLETE DETAILS IN FIRST LETTER. NO FEE. RADIO STATIONS PAY THE CHARGE

**WRITE TODAY!**

RADIO PERSONNEL

136 N. DELAWARE ST. (RADIO CENTER)

INDIANAPOLIS 4, INDIANA

**CAN YOU WRITE?**

We know of several exceptional opportunities for men of great skill in the preparation of news for radio.

Write Box 839, BROADCASTING.
CRYS.
HOLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Kansas City, Mo.
Washington, D. C.
Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Roll. to Gov't Reg.)

SOUND EFFECT RECORDS
GENNETT*SPEEDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

BUY
WAR BONDS

PROFESSIONAL DIRECTORY

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

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

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

FRANK H. McINTOSH
Consulting Radio Engineers
710 14th St. N.W.
Washington, D. C.

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

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. Chicago 19
Triangle 4100

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Consulting Radio Engineers
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RAYMOND M. WILMOTTE
Consulting Radio Engineer
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.

J. D. Woodward & Associates
Manufacturers of Radio Transmitters and Industrial Electronic Equipment
Baltimore, Maryland

RICHARD L. KAUFMAN
Organization
Technical Maintenance, Construction
Supervision and Business Services
For Broadcast Stations
Munsey Bldg., Washington 4, D. C.
District 2292

THE
Robert L. Kaufman
Organization

WAYNE MCKINLEY
Consulting Radio Engineer

HERBERT L. WILSON
and Associates
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
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National 7161

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McNARY & WRATHALL
Consulting Radio Engineers
National Press Bldg. District 1208
Washington, D. C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
Consulting Radio Engineers
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

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WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG.
WASHINGTON, D. C.
1319 F STREET N.W.
DISTRICT 4127

HOLEY & HILLEGAS
Consulting Radio Engineers
1146 Briarcliff Pl., N.E.
Atlanta, Ga.
'FIBBER & MOLLY'

TOP CAST RATING

TOP PROGRAM with Pacific Coast audiences in June was 'Fibber McGee & Molly,' according to June report of C. E. Hooper Inc., which gives the program a rating of 21.4. The Great Gildersleeve was second with a rating of 16.9; Screen Guild Players third with a rating of 14.0.

Rest of the Pacific first 15, in descending order, are: Truth or Consequences, 14.5; Al-drich Family, 14.5; Mr. District Attorney, 14.2; Take It or Leave It, 13.7; Radio Theater, 13.6; Walter Winchell, 13.6; Bob Burns, 12.8; Bing Crosby, 12.7; Vox Pop, 12.4; Counter- spy, 12.3; Kay Kyser, 11.9; Thanks to the Yanks, 11.9. (Other ratings stories, page 14)

Average evening audience rating was 17.2, compared with 8.6 in May and 7.9 in June 1944. Average evening sets-in-use was 28.3, compared with 35.1 in May and 28.3 a year ago. Average evening available audience was 74.0, compared with 76.7 in May and 76.4 in June of last year. Average daytime rating was 3.7, compared with 3.9 in May, 3.7 a year ago. Average daytime sets-in-use was 13.7, compared with 15.7 in May, 14.1 a year ago. Average daytime available audience was 66.0, compared with 65.3 in May, 65.4 a year ago.

NABET HEAD WAITS REPORT

ALLEN T. POWLEY, NABET president, awaits report from Chicago local on refusal to let July 3 Mackinac Island program go on American Network. B. F. Fredendall, chairman of Chicago local, said program from Governor's conference was cut at Chicago studios because no NABET technician was on the job of contact. Walter F. Freed, NABET v-p, and net didn't think it necessary to send engineer from Chicago. Program went on dead mike 30 minutes before Harry Wismer, American announcer, was notified of cut.

Closed Circuit (Continued from page 4)

vacancy in prospect. Post of former Justice Vinson, now War Mobilization Director, has never been filled. Associate Justice Justin Miller, if he gets together with NAB, may resign before fall (see story p. 17). Names of prominent attorneys heard for existing two vacancies: Former Commissioner Norman S. Case, Commissioner C. J. Durr, or Commissioner Paul A. Walker—all of New York—who could get strong endorsement. Ex-FCC Chairman James Lawrence Fly had been mentioned months ago.

WASHINGTON broadcasters are kidding about innovation in microphones—a diplomatic kind with a sort of striped pants base and cutaway face. With Walter J. Brown, WSPA Spartanburg head, as public relations aide to new Secretary of State Byrnes, radio is certain to be more in evidence in international diplomacy. If Walter has his way, there'll be a mike at peace table.

LOOKS as though CIO white-collar union moved too fast into new clerical workers. At first enthusiastic about naming committees to get raises, employees are now wary about joining in. Probably the worst of the new agreements is the Teachers Union. A picketing sign was erected around a radio station in New York.

END OF A WAR

WAGA Atlanta brought the Civil War to a close July 4 by promoting and broadcasting the return of Dade County, Georgia, to the Union after 85 years. The county had seceded from both the Union and the State of Georgia in 1860 but had never officially hailed the breach. Charles Smithgall, WAGA general manager, and Channing Cope, farm director, promoted the event. The 60-foot flagpole erected for the occasion will be dedicated to WAGA. President Truman sent a telegram welcoming back Dade County. WAGA and American broadcast the historic proceedings.

CONWAY P. COE NAMED RCA LABS. PATENT HEAD

CONWAY P. COE, former U. S. Com- missioner of Patents, was elected vice-president in charge of patent department of RCA Labs. at RCA board meeting Friday. Born in Dun-kirk, Md., Mr. Coe served in the Field Artillery during World War I. He engaged in private law practice in Akron and District of Colum-bia ten years before his appointment as Commissioner of Patents in 1933. He resigned June 15, 1945.

AUTO WORKERS UNION PROTESTS WCKY CANCELLATION

REFUSAL of WCKY Cincinnati to give time for two labor broadcasts it considered "too controversial" was brought to attention of FCC Chairman Paul A. Porter by United Workers (CIO).

Controversy developed from plan for Cin-cinnati stations to broadcast programs from labor conference in the city week of June 11. According to Ernest Goodman, special counsel for the United Auto Workers, he and two headquarters in Detroit, WCKY agreed to give union three periods, one a question-an-answer program on reconversion. Objection was raised to script on ground of controversy and revision re-quested. The union refused. Next night (June 15) George Addes, secretary-treasurer of the UAW, was to speak on Wagner-Mur-rray-Dingell bill but station advised union, Mr. Goodman said, no time was available.

No other Cincinnati stations objected to UAW programs equally "controversial," Mr. Goodman said. Union asks sustaining time from station to equal the two cancelled periods and has sent copy of letter to Chairman Porter.

TWO-BAND FM SEEN

PIONEER FM Radio Mfgs. met Friday in New York to discuss problems arising from new allocations. A provision was made to furnish broadcasters with equipment suitable for transmission on both present 42-50 and new 88-106 mc FM bands. New receivers will be developed for both bands. Arthur Fredd, v-p of Freed Radio Corp., is chairman.

CAROD NET PLAN

CAROD RADIO CORP., Brooklyn, plans network program as soon as company can begin shipments of receiving sets, possibly about Oct. 1. Network, time and program format are still undecided, according to Shappe-Wilkes, New York, agency for Carod.


RUSS HODGES, Mutual-WOL Washington sportscaster, July 7 was presented special merit award plaque by the American Legion in recognition of his rehabilitation service in behalf of patients of Walter Reed Hospital.

LINCOLN DIAMANT, previously with program departments of CBS and American, has been appointed general manager of Intercol-legiate Broadcasting System, New York, succeeding Louis R. Bloch, who continues in charge of IBS sales.

WILLIAM C. MEYERS, formerly Common-wealth Edison Co., Chicago, appointed sales promotion manager of WGN Chicago.

RAYMOND B. ZELLO, formerly with display department of Chicago Herald-American, ap-pointed general executive for Sydney S. Lovitt Co., Chicago.

MAJ. JOHN H. CARON, retired after 3½ years in the Air Forces, named advertising manager of Chrysler Division of Chrysler Corp. He formerly was sales promotion director.

HAL WINTER, formerly media director of Raymond Spector Co., New York, and once at WHN New York, joins Grant Adv., New York, as media director.

WOODROW H. SPORN, discharged from Marine Corps as combat correspondent in Central Pacific, rejoins Duane Jones Co., New York, to specialize in premium techniques for broadcasts.

E. W. ZIEBARTH, formerly acting director of WLB, U. of Minnesota educational station, appointed educational director and production manager of WCCO Minneapolis.

EDWARD C. OBRIST, WFIL Philadelphia program director, joins WPEN, same city, in management as assistant general manager under Ben Larson.

PAUL CLARK, junior control room supervisor of NAB central division, moves July 16 to broadcast equipment division of RCA Chicago. Successor at NBC will be Alfred Otto.

G. H. KNOTT, elected vice-president, Albert Frank-Gunther Law, Chicago.

NBC NEWS EXPERIMENTS

TO EXPERIMENT with new methods of news presentation, NBC cleared 11-11:15 p.m. news period on WEAF New York, Bond Stores, clothing dis-panishning the spot. New policy becomes effective today (July 9) when Lyle Van, who has aired late evening news for the last year, switches assignments with Don Hol-lenbeck, who has handled the 6-6:15 p.m. news program. Planters Nut & Chocolate Co. and Peter Paul each sponsor 6 o'clock news three-weekly, placed by J. Walter Thompson Co. and Platte-Forbes, respectively. Mr. Hollenbeck will leave shortly for London. Whirlwind announced four 52-week news re-news: M. J. Merkin Paint Co. for Charles McCarthy, Sat., 8:30-8:45 a.m., through Humber-bert & Jones; C. F. Mueller & Co. and Man-hattan Soap Co. for Don Goddard, 12:15-1 p.m., each three weeks, all through Platte-Jones Co.; Beechutt Packing Co. for Richard Harkness, Monday, Wednesday, Friday, 11:15-11:30 p.m., through Newell-Emmett Co.
A whole town full of nationally known advertisers who on topflight radio stations throughout the country are sponsoring "The Texas Rangers" transcribed library of favorite western tunes. Why don't you bring them to your town? Write — better yet, wire — George E. Halley, Arthur B. Church Productions, Pickwick Hotel, Kansas City 6, Missouri, for further details and exclusive rights to your town!
FOR the past 16 years, the hour between 8:00 and 9:00 each Sunday morning has belonged to the children of Oklahoma. This has been Uncle Ben’s Funny Paper Hour, during the first three-quarters of which the antics and adventures of Popeye, Tarzan, Ella Cinders, Dick Tracy, the Katzenjammer Kids and other comic characters of The Sunday Oklahoman funnies are dramatized. In between skits, children from all over Oklahoma appear to sing, dance, recite or play.

During the last quarter-hour, Uncle Ben (above) tells a story of youthful ambition and accomplishment.

For the past 14 years, the children of Oklahoma have been thrilled and entertained by “Uncle Leo” Blondin’s stories of wild animals and circus life. “Uncle Leo”, left below, is Oklahoma City’s zoo keeper and for 25 years a bigtime circus clown. A genuine lover of children, “Uncle Leo” not only appears every Saturday morning over WKY, but makes countless personal appearances before children’s groups all over this area.

TO WKY, the interests and activities of teenagers have been of deep concern. What adolescents think and do has received considerable attention in WKY’s program structure. The activities of organized youth groups, the Boy Scouts, Girl Scouts, Campfire Girls and others, all are given opportunities to interpret their activities through program series and special events coverage (center below, Boy Scout Camporee).

WKY is especially proud of its 26-week series of youth broadcasts entitled, “Tomorrow’s Citizens”, an experiment which will be further elaborated this fall with special cooperation from the schools. This broadcast brought outstanding youths before the WKY microphone for interviews and for recognition. A further feature was a weekly digest of world news in language which gave it significance and meaning to youths.

In WKY’s thinking, children are people, and deserving of consideration in its programming structure. They are tomorrow’s citizens, tomorrow’s buyers, tomorrow’s public opinion.

WKY - OKLAHOMA CITY
OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO
The Daily Oklahoman and Times—the Farmer-Stockmen
KVOR, Colorado Springs-KLZ, Denver (Affiliated Mgmt.
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