A Record of Consistent Performance
Unequalled in the Rocky Mountain West

- Five times in the past four years, KLZ has been one of the top winners in Billboard's nationwide surveys of radio station promotion, exploitation and publicity. KLZ's record is unique among stations in the Rocky Mountain region.

By itself, this record would reflect the KLZ philosophy of station operation, but there are still others of equal significance. Already this year, KLZ has been winner or finalist in four other national competitions. All together, in the past five years, KLZ has received recognition 15 times in the fields of promotion, merchandising and program production.

KLZ's leadership in the Denver region today is no sudden accident.
On the course a “well placed” ball lowers your score. On the air a “well placed” ad raises your sales.

Your advertising is always well placed when it's aired over WSPD, the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area... home of over a million and a half listeners who, for 24 years, have heeded the good advice of the Voice of Toledo.

JUST ASK KATZ...
Yes, sirl... That 81.5% increase in WSIX's all-day average Hooperating during the two years ending last January is mighty easy on the eyes. And here are some more facts that are mighty pleasing to advertisers! WSIX has the highest daytime Hooper of any Nashville station... Top programs of both the AMERICAN and MUTUAL Networks... Excellent coverage at a very low unit cost... A booming market in the heart of industrial, agricultural Tennessee, with over a million people—all potential buyers for your product—who really believe in spending.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL
5000 980 WATTS KILOCYCLES
Upcoming

July 17: FMBI Board meeting 10 a.m., Mayflower Hotel, Washington, to decide action on proposed FM Rules & Regulations.

July 23: Hearing before FCC on banc sale of Crosley Corp., including WLW, to Aviation Corp.


Business Briefly

TO USE RADIO • Blue Star Foods Inc., through Howard H. Monk & Assoc., Rockford, Ill., will increase advertising and include radio when cooking fat supply eases. Now looking at homemaking programs in Illinois, Indiana, Iowa.

LEAR PLACES • Lear Radio, Piqua O., (aircraft radio equipment) sponsoring Orson Welles effective Sept. 16, on American, will use the Sunday 1:15-1:30 p.m. spot (Broadcasting, July 9). Agency is Arthur Kudner Inc., New York.


JACKSON RELEASED

LT. COL. HENRY M. (HANK) JACKSON, officer-in-charge Armed Forces Radio Service Section, Army Service Forces, Washington, was released from active duty last week. Formerly sales manager of CBS San Francisco, Col. Jackson becomes chief of West Coast radio for J. Walter Thompson Co. in San Francisco.

OWI GETS 35 MILLION

CONTINUED operation of OWI Domestic Radio Bureau was assured late Friday when Senate passed and sent to White House War Agencies Appropriation Bill for 1946 fiscal year, giving OWI $35,000,000.

FCC Crosley Hearing Set For July 23

IN AN UNUSUAL procedure, FCC en banc on July 23 will hold hearing on proposed sale of $22,000,000 Crosley Corp. (including WLW Cincinnati) to Aviation Corp. Asked by both parties to expedite hearing, previously set for Aug. 8, Commission Thursday set earlier date.

The transaction, largest to come before FCC because of the inability to segregate Crosley broadcasting operations from manufacturing properties, carried July 16 deadline. Because of pendency of transfer application, however, it was clear option would be extended until FCC acts. Last Tuesday FCC first set transfer for hearing by recorded unanimous vote. It is understood, however, that at least two of five Commissioners sitting felt the exhaustive material warranted action without hearing.

Commission acted on motion to expedite hearing last Thursday, day of filing. Applicants had proposed July 19 but FCC chose July 23. It agreed to request to sit en banc and without reference to an examiner, as another means of expediting. Petition was filed by Duke M. Patrick, attorney for Crosley, and R. S. Pruitt, vice-president and general counsel for Aviation Corp.

At its Tuesday meeting, the FCC set forth, in addition to customary data as to qualifications, citizenship, alien ownership of stock, public interest and participation of other interested parties, these issues for consideration:

What portion of the price for Crosley Corp. is attributable to WLW and other Crosley subsidary stations; what portion of consideration is attributable to Crosley's contract to purchase WINS New York for $1,700,000, plus $400,000 in time trade, now awaiting hearing; relationship which operation of WLW would have to other enterprises of Avco, including information as to extent to which stations would be used for furtherance of other Avco interests; Avco plans on FM and television; Avco's plans on WLW program policies, including network broadcasting; effect of contract provision restraining Powel Crosley Jr. from engaging in operation of broadcasting or television stations for five years upon competition in broadcasting and whether such restraint would be consistent with law and in public interest; full information on Avco's plans to finance acquisition of Crosley stock.

* * *

Hearst Radio and Crosley last Friday filed a joint motion with the FCC to delete from the proposed sales contract covering WINS the provision which would give Hearst a 10-year option to repurchase at the best market price, and, if elected, to resell.
the book of the month
in West Virginia . . . .

When Howard L. Chernoff went to Europe last year as the first War Correspondent accredited to an independent radio organization we told the world about it. We shouted it from the housetops and we thought we milked it of the last bit of promotion. We didn't think there could be any more to tell. But there is!

We had so many requests for copies of Chernoff's broadcasts that he edited them and put them out in book form under the title "Anybody Here From West Virginia?" The book was to sell for one dollar with all proceeds going to the American Red Cross.

Now get this! The printer wanted to put out 6,000 copies while Chernoff suggested that 2,000 would be plenty. They compromised on 4,000, and . . . the book is a complete sell-out! Now the book is going into a second printing (with all the proceeds still going to the American Red Cross).

Proving what? We don't know our own strength!

The West Virginia Network

JOHN A. KENNEDY, President
(on leave U. S. Navy)

WCHS - Charleston
WBLK - Clarksburg
WSAZ - Huntington
WPAR - Parkersburg
For finest reports of World News . . .

For exciting coverage of New Orleans' big events . . .

Folks turn first to —

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
**WFIL** and Independence Hall are synonymous. Why? Because wherever and whenever there is an event of public interest in Philadelphia, you will find WFIL. Yes, WFIL microphones are forever traveling throughout the Birthplace of the Nation, broadcasting important local and national civic events to the people of Penn's Towne. Like the re-opening of Philadelphia's Northeast Airport, return of Generals Bradley and Spaatz, War Bond Rallies, Red Cross Drive, Congressional Medal Award at Independence Hall, WFIL is constantly performing a public service that is second to none. That is what wins listeners and their loyalty.

And that is also why smart advertisers are buying more and more time on "The American Network Station in The Birthplace of the Nation." They know that this "public service personality" makes listeners respond more quickly and eagerly to their sales messages to sell more and more merchandise.

Better check with WFIL or The Katz Agency today for greater sales tomorrow.

**WFIL 560 KC**
**PHILADELPHIA**

In Philadelphia, **WFIL means PROGRESS and PUBLIC SERVICE**

Represented Nationally by THE KATZ AGENCY
For once, we were

More than 1000 tubes like the one above, duplicates of an unknown German tube, were produced by Bell Labs and Western Electric in 17 days. They helped put an important enemy communications system back to work for our Army.
by special request

Somewhere on the Western front, the retreating Germans left behind their strategic telephone communications system— all intact— except that every vacuum tube had been removed from the repeaters.

The Signal Corps went to work speedily to restore this valuable system for our own use. An engineer who had worked under the Germans supplied some general notes on the system and its operation. One tube believed to be of the missing type was found. Notes and tube were rushed to the U. S. by air.

At Bell Labs, tests and X-rays revealed the tube's inner construction and electrical characteristics and proved that no similar tube was available in this country. The German tube differed also in dimensions of the bulb and base and in the arrangement of the pins. Hurried consultations and calculations indicated that a suitable tube could be built from existing parts of American tubes— except for a grid and the base.

At Western Electric, the tube shop went to work— modified machines to wind the grid, and in three days produced eight tubes with hand-made bases, which were flown to Europe for trial in the system. Meanwhile, production went ahead at top speed and just 17 days after the lone German tube was received at Bell Labs, 1,015 duplicates of it had been completed. Result: the Signal Corps soon had the German telephone system in operation again.

Bell Labs and Western ordinarily wouldn't be happy about copying anybody's products. We developed the first repeater tubes— which later led to trans-Atlantic telephony and radio broadcasting. It has long been our tradition to create our own superior designs. Working together, Bell Labs and Western have solved many of the war's toughest electronic problems. After the war, count on this team for continued leadership in communications equipment.
Feature of the Week

Remarks broadcast by Ed Baumann, operating Baumann's Department Store, West Point, Neb., upon completion of 12 years broadcasting from there:

"WITH the scarcity of merchandise as it is, and the public on the search for all kinds of merchandise, it might not be necessary to have radio programs and radio advertising; but it certainly is a means to sell merchandise rapidly, especially where we have a large listening clientele built up in 12 years of broadcasting.

"Our broadcasting is not only an advertisement for our store and the other businesses whose announcements you hear regularly, but it is also a service as we have pointed out repeatedly. As in the past we shall always be glad to have the folks from a distance, who are going through West Point, stop in and get acquainted. You may find it profitable too.

"So today we start our 13th year of broadcasting and we are fast nearing the end of 75 years of service for the store. We'll do our very best during the period we have ahead of us."

Remarks after 10 years, 1948:

"IN MAY, 1933, when we first started to broadcast, it was in depression time. Before that time we had published a store paper. It was costly to send those papers to more distant points. And it seemed to us we must get more customers from a distance to continue the excellent service we had been giving and continue to carry a large stock of merchandise.

"We tried radio announcements but that did not quite fill the bill.

"Finally we decided to try out broadcasting from a studio in the store by remote control. It clicked from the start."

Remarks after nine years, 1948:

"IT WAS 1938 that we had our first broadcast. Karl Stefan conducted the Voice of the Street here in West Point. Karl is now Congressman (Rep.) from the Third Nebraska District. WJAG was one of the first stations in the nation to start a program of interviewing people on the street. We do not know of any other place in the nation that has continued broadcasting by remote control from a town as small as West Point."

Remarks after seven years, 1940:

"THE IDEA in establishing this studio was to increase our own business and we know the investment has been worth while. The Baumann Co. is operating the studio the same as any other department of the store and time is sold to other merchants, business and professional men. Our facilities have been available to our competitors at all times on the same terms as any other customer."

Sellers of Sales

ELEANOR LARSEN, associate radio director at Geyer, Cornell & Newell, New York, is not a time buyer in the strict sense of the word, but she does handle the buying of radio time for a number of agency accounts. Eleanor has recently acquired responsibility for the Nash Kulminator Sunday afternoon program on American which now originates in New York as an eight-week summer replacement for the Andrews Sisters' West Coast program.

Among the other radio advertising projects she supervises—from the buying of time to selection of scripts and talent—are the R. R. Squibb & Sons' quarter-hour program on CBS. Jimmy Carroll Sings, and the spot radio campaign for Continental Oil Co., for which she selects stations and time to be used.

Starting in the fall, Eleanor will also handle the new Berkshire Knitting Mills program on Mutual which will feature Ilka Chase.

A native of New York, Eleanor attended schools in New Rochelle and Aurora and then took a secretarial course at the Katherine Gibbs school. She started in the advertising business as secretary in the Geyer Co., which later became Geyer, Cornell & Newell.

She has been with the firm 12 years this month.

"There was no set up radio department here when I started," Eleanor said. "When the Kulminator Co. put on its radio program I took it over and the job just grew from there."

In private life, Eleanor is Mrs. Daniel E. Provost, wife of the national advertising manager of the New York Herald Tribune.

"The household combination of radio and newspapers is a great joke among our friends," she said, "but we've figured it out. I talk newspapers to his friends. He talks radio to mine."
THE full strength of our armed forces is being hurled into the battle to defeat Japan quickly and decisively . . . fresh troops in countless numbers are streaming westward to add tremendously to the striking power of the Pacific veterans who themselves have done a remarkable job.

Similarly, International News Service is expanding its coverage of the vast Pacific war theater. The war-proven INS staff in the Pacific is receiving reinforcements befitting the big task which lies ahead.

Four newly assigned INS Pacific war correspondents are authors of best-seller books on the war against Japan. They are distinguished and battle-tested observers, writers, reporters. Their names—Bob Considine, Clark Lee, Howard Handleman, Pat Robinson—are hall-marks of authentic, intelligent, forceful coverage. Their dispatches give distinction to any newscast.

These men are only four of a large and steadily increasing INS Pacific staff, but what a combination they comprise for the radio station which takes real pride in the distinction and dramatic quality of its newscasts.
How would you like to broadcast continuous performances of big-name shows—right around the clock? No program-building to worry about... it's all done for you!

That's what happens when you subscribe to the World Library. You immediately get the basic World Library of 4000 selections. You get at least 50 new units each month, including latest hits. You get some of radio's most famous vocalists, orchestras and novelty groups, recorded by World's famous Wide-Range, Vertical-Cut process.

But the important thing is that World's Continuity Service presents this top talent in expertly written shows—23 hours of the finest entertainment—ready to go on the air. You get shows for all purposes and for all periods of day and night. You get shows built around the top talent in the World Library.

World provides its subscribers with 84 separate continuities each week. (See Titles at left.) Among them you'll find such brilliant talent and shows as: CASA LOMA TIME with Glen Gray, JIMMY DORSEY AND HIS BAND, CHARLIE SPIVAK SERENADE, MILT HERTH TRIO,
that runs 23 hours!

RAY BLOCH PRESENTS and others. There is a top-notch World Program to fit every listener mood and each advertiser's need. Station KORE, Eugene, Ore. writes: "We, at the present time, are using an average of 240 World scripts a month... all of them just as they are received and adding only commercials."

Join the more than 325 leading stations who have turned to World for top-notch entertainment, brilliantly presented. Get the facts now... you'll be surprised to find how easy it is to enjoy World's great program-building service. Write to: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD LIBRARY

WORLD BROADCASTING SYSTEM, INC.,
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON

BROADCASTING • Broadcast Advertising
"Now go home, Thistlewaite--
F&P can do the rest!"

- Wonder how many men we've saved from a joyless evening of makeshift supper and overtime!

Taking tough jobs off the shoulders of advertisers and agency staffs is one of our best tricks. Of course that means we put in a lot of overtime ourselves, but it’s the business we chose and the one we do best, so we’re happy in it.

Why not let F&P help you to get home for dinner? Our telephone numbers are listed below!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Fall-Winter Business Prospects Bright

Goods Manufacture Will Give Plans Green Light

THE business of broadcasting, now at its highest point, will soar even higher this fall and winter.

This conclusion is based on a survey of key United States and Canadian markets conducted by Broadcasting during the last fornt-night.

It takes into account uncertain factors centered around the headaches of reconversion and the promised easing of paper shortages that keep advertisers out of other media.

Looking around the country, a uniform feeling of optimism is noted among those who buy and sell radio time. Only hesitancy is found on the West Coast, where contract cancellations and outbacks are causing concern in the booming Los Angeles market. Even there the long-range prospects are favorable.

Time Shortage

The main problem, it is generally agreed, is how to get new advertisers and keep them pleased when two major networks are just about sold out and many stations are unable to offer desirable time. This is coupled with the anticipated effort of competing media to lure away from radio some of the business lost during the wartime period.

Record advertising activity is imminent. The signs are everywhere. Firms engaged for years in war production are getting ready to resume manufacture of consumer goods. Any advertising they have done has been of an institutional or service type. With goods to peddle, they will want to tell their story to the public. Key cities buzz with activity and some companies already are starting “feeler” campaigns to pave the way for resumption of consumer selling.

Heavy Industry Interest

As shortages of consumer goods are eased—and already the trend is developing—there also will be increased advertising by firms that somewhat curtailed their budgets when they had less to sell.

Everywhere there is a pent-up desire to re-sell brand names to the American public.

Two encouraging symptoms are noted in scanning the summer situation. First, heavy industries, not classed as radio’s best customers, are showing an interest in the medium. Revere Copper & Brass has started a national series and U.S. Steel has one coming up.

Second, retailers seem fairly well sold on radio. Department stores the country over are showing more interest and many are making radio a fixture in their advertising budgets.

Around the country a definite quickening of summer placements is apparent. Fall business, once left to late summer, already is being signed up in quantity. This apparently is due to a desire of sponsors to get best possible time in view of the known shortage of availability and to the long-range planning that has developed with the disjointed war production and distribution scheme.

The availability situation is definitely bad in many cases. NBC and CBS are near capacity, and can only offer a good period when an occasional sponsor drops out or shifts to another facility. American and Mutual can offer desirable time and sponsors are taking advantage of their openings.

Among stations some relief has appeared as used-car advertising continues to dwindle. Part of this business came from fly-by-night corner lots and was not especially desirable. With automotive products about to return on a limited scale the openings left by used-car dealers will be quickly grabbed.

The time shortage extends into the once flexible spot field. Where stations could offer good announce- ment time most anywhere on the schedule, many now are so jammed that advertisers are shifting to 5 and 15-minute programs. One company is experimenting with a spot program slanted to a particular community. If successful it may try it in other areas.

Planners Busy

Among consumer lines are exciting autumn and winter prospects. Already the automotive leaders are well into production planning, and easing of WPB bans will be followed by busy assembly lines. Having been confined to institutional copy for several years, motors will engage in good old-fashioned competitive selling when they have something to sell.

Rubber firms have maintained institutional campaigns but are eager for the day when they can go after the public’s tire dollars. Food sponsors have been active on the air in recent years, but shortages and rationing have been handicaps. Like motors, rubber, oil and other lines, they crave the chance to rebuild faith in brand names.

Many of the watch companies, have stayed on the air during the war. Some want to buy more time, others are anxious to come back after a costly absence. Electric appliances are scarce now but may be among the first to resume manufacture. Radio sets, refrigerators, home freezing units and others will be good radio clients when the (Continued on page 74)
Justin Miller Seen Slated for NAB Helm

Craven Committee
Set to Name New Head

LEADING prospect for the NAB presidency is Associate Justice Justin Miller, of the U. S. Court of Appeals for the District of Columbia, it was announced last week, and the NAB Presidential Selection Committee was to meet in Kansas City for its final session. Justice Miller was last present at the meeting, scheduled for July 14, with five of the six committee members planning to be present.

If the committee decides unanimously on the jurist, conversations immediately followed for his retention in the topmost radio post. Presumably he would take over the radio reins in September. He would have to resign from the appellate bench and second highest tribunal in the land. Now on vacation in his native Los Angeles, Mr. Miller notified Chairman T. A. M. Craven last week that he would be in Kansas City at the committee's invitation.

The new president (assuming it is Justice Miller) will take over the trade association's direction from J. Harold Ryan, who has served as interim chief since April 1944. Mr. Ryan assumed office when the presidency was vacated by Neville Miller, who had served from 1938 as radio's first paid full-time executive.

President Ryan was to attend the Kansas City session. G. Richard Shafter, WIS Columbia, S. C., was not to attend the meeting but previously had met Justice Miller in Washington. Members present were: Pres. Charles C. Bell, William B. Way, KVVO Tulsa; John J. Gillin Jr., WOW Omaha; J. Leonard Reinsch, Cox radio stations; Frank Stanton, CBS N. Y. The committee decides on the length of tenure, staff and scope of activities were to be covered in conversations with the presidential prospects following an accord on his selection. The NAB committee had been given plenary powers by the board to make the selection and commit the association. A report, however, will be made to the board, scheduled to meet in Washington Aug. 6-7.

Executive Assistant

The Committee also plans to make a recommendation to the board on appointment of an executive assistant to new president and possibly an interim managing director. A dozen prospects for this post are understood to be under consideration. The committee is not authorized to make this appointment, which departs somewhat from the original plan. A practical broadcaster, one conversant with radio problems and familiar with management, will be recommended. Several broadcasters now in Government service or in the armed forces are said to be under consideration.

Justice Miller, while a lifelong attorney, jurist and criminologist, nevertheless is no stranger to radio. As a member of the appellate bench, on which he has sat since 1937, he has written a number of opinions on appeals from FCC decisions in radio cases. His tribunal is the appellate body sitting over the FCC in radio cases.

Justice Miller numbers among his friends many broadcasters and attorneys in the radio practice. He is well acquainted with Neville Miller, having served as a visiting law dean at Kentucky colleges while Mr. Miller, former mayor of Louisville, was dean of law at Louisville U. An able jurist, he is an excellent speaker and has testified before committees of Congress in connection with jurisprudence.

The NAB presidency can pay in the neighborhood of $40,000 to $50,000 per year. Neville Miller drew a salary of $35,000 when his tenure ended last year. The salary for the executive assistant or managing director has not been pegged and would be subject to full board authorization.

Who's Who on Justice Miller

Truman Letter Evokes Enthusiastic Praise

JAMES M. COX
WSB Atlanta, WIOD Miami,
WHIO Dayton

PRESIDENT TRUMAN'S statement is a magnificent job of clearing up a situation of doubt and confusion. It is a reassurance to the public that radio as an institution can now develop its legitimate function. Treated for years as a stepchild, it should now be inspired by the President's emancipation proclamation to meet the manifold tasks that lie ahead. Radio, however, should realize that its new freedom carries added responsibility. From the most remote radio station to the heads of our network system there should come a resolve to respect and not abuse the opportunities of the new order.

ROBERT D. SWEZEY
Vice-President and General Manager of Mutual

In his letter to the editor of Broadcasting, the President of the United States has paid radio a fine tribute. Mr. Truman said that the industry is 'in good hands.' It is up to us to prove ourselves worthy of his confidence. This we can do only by continuing to improve radio's service to the American people.

PAUL W. KESTEN
Executive Vice President, CBS

No BROADCASTER can fail to respond to the immediate and long range importance of President Truman's statement on broadcasting, marking its 25th year as a vital part of American life. The President's recognition of our stewardship is heartening. His grasp of the future problems and opportunities of radio is a welcome word of praise for broadcasters as 'warriors for our common purpose' are both generous and challenging. And his emphasis on the 'basic American philosophy of freedom from unnecessary regulation is clear and strong. The fact that this statement of the President's attitude toward broadcasters and broadcasting was contained in a personal letter to you as publisher of Broadcasting is a high honor for you personally and a tribute to the industry for which you have been so central a spokesman for years.

By PAUL WEST
President ANA

"PRESIDENT Truman's letter recognizing the important service which the broadcasting industry and radio advertisers have performed in the war and the assurance that the government's policy will be to encourage free, competitive radio, is indeed gratifying to radio broadcasters.

Mr. Gamble, Mr. Ryan, Mr. Burbach, Gen. Sarnoff

Mr. Popple Mr. Weoten

President's letter of July 3 to Broadcasting, declaring his position on radio, last week evoked enthusiastic praise from all segments of the industry. Typical of the comments, published in this issue, was one from former Gov. James M. Cox, of Ohio, newspaper publisher and station owner, who called it radio's 'emancipation proclamation.'

NAB President J. Harold Ryan cited it as a "challenge to every broadcaster" and predicted the art will rise "to every test to which they may be put." Brig. Gen. David Sarnoff, RCA president and NAB chairman of the board, saw in it encouragement to pioneers of FM and television to move across "new frontiers of service to the country." Paul W. Kesten, CBS executive vice-president, said no broadcaster can fail to respond to the immediate and long-range importance of the message.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, urged all in radio to go forward with constructive plans now under way under the spur of the President's encouraging comments. Lloyd O. Coulter, McLellan vice-president in charge of radio, expressed gratification over the President's views, asserting whatever the errors and excesses of free enterprise, they have proved "less stultifying than 'planned' control." It places renewed and timely emphasis on the fact that advertising is the life blood of the competitive system and in order to remain free, radio must continue to receive its revenue from that source," wrote Paul West, ANA president.

Official comment was lacking from the FCC. The President's letter was discussed at a meeting Monday—the date of publication—at which, it is understood, members agreed they should not and would not comment.

J. H. RYAN
President, NAB

THE PRESIDENT'S letter of July 3 amply justifies the universal approval it has received in broadcasting circles. It is a clear and concise statement on the American system of broadcasting unhampered save by the natural laws of competition and such Government supervision as the scarcity of broadcasting facilities impose. In its broad vision toward the future, it is a challenge to broadcasters to serve his country and its interests to the very limit of his ability and his facilities.

The United States faces its many difficult problems of world leadership, a free radio and a free press unite to point the way and to persuade the other peoples of the world of the integrity and the humanness of our intentions.

I have the utmost confidence in the broadcasters of this country. I am sure that they subscribe to every word the President has written and that they and their art will rise to every test to which they may be put in the future by those they serve.

CHESTER J. LaROCHE
Vice-Chairman, American Broadcasting

"BROADCASTING" has performed a real service to American radio by disseminating the heartening views of President Truman concerning the operation of our industry. Radio broadcasting now has a vital statement of government policy that will give confidence to the industry and the public alike, and permit an even more effective service to our listeners.

The President's statement that radio "by its very nature must be maintained as free as the press" shows an understanding of our medium that is particularly gratifying at a time when a free access of information to everyone is so essential.

President Truman's support of radio under a "free competitive system" rather than by rigid government regulation will serve as an inspiration to all who believe in the American system. We pledge ourselves to play our part in the tremendous national tasks ahead.

LOLLY O. COULTER
Vice-President in Charge of Radio McCann-Erickson Inc., N. Y. C.

"It was most gratifying to read President Truman's letter to Broadcasting Magazine in your July 9 issue. Whatever the errors and excesses of free enterprise—including, of course, free radio—they have proved less stultifying than "planned" control. And, as the most effective sales tool at the disposal of all American industry and commerce, radio and television have an even more important role to play in the maintenance of a high level of postwar trade and

NILES TRAMMELL
President, NBC

THE CHALLENGING days which President Truman foresees for our medium will be more easily met now that the chief executive has outlined a clear cut national policy for radio. We will uphold his faith that radio is in 'good hands,' and direct our energies, as he suggests, toward maintaining it as free as the press.

Mr. LaRoche Mr. Hough

 Broadcasting • Broadcast Advertising

July 16, 1945 • Page 17
Three Types of FM Stations Proposed

Hearing to Be Held July 30 on Rule Changes

By BILL BAILEY

(Text of Proposed Rules page 80)

THREE CLASSES of FM stations, each with identical service areas and competitive status carefully prescribed, are proposed by the FCC in revised Rules & Regulations governing postwar FM, announced last week by the Commission.

The Commission designated the issues for public hearing at 10:30 a.m. July 30 and fixed July 26 as deadline for filing briefs and appearances.

A hearing originally was set for July 23, with filing deadline as July 19, but on petition of CBS and other members of industry the dates were changed on Friday to July 26 for briefs and July 30 for hearing.

Highlights

Some of the proposed regulations are identical to those now in force and adopted prior to the war. A few contain minor changes. Highlights of the new proposals are these:

(1) Breakdown of FM stations into three categories—Community stations (of 50 w output) to be assigned 10 channels between 92.1-93.9 mc; Metropolitan stations, 50 channels, 94.1-106.3 mc; Rural stations, 10 channels, 106.1-106.9 mc.

(2) No one licensee in contract or lease for exclusive use of antenna site; licensees shall be required to make the use of their antenna sites available to others in return for payment of a reasonable rental.

(3) Comment invited on these proposals: (a) Should FCC adopt regulation that in future when FM becomes an established competitive service with AM, no person or persons under common control will be permitted to own, operate or control more than one AM or FM station serving same area? (b) use of booster stations; (c) regulations covering 20 channels to be held in reserve for future comers.

(4) Network regulations shall apply to AM as well as AM.

Walter J. Damm, FMBI president, called a Board meeting for 10 a.m., July 17, at the Mayflower Hotel, Washington. He asked Board members to remain in Washington until after the hearings. Simultaneously he addressed letters to all FMBI members, urging each to file a brief and appearance. The FMBI Board will be available for consultation with licensees at the Mayflower on Friday, July 20, Mr. Damm said.

The FCC is understood to be encouraging individual filings and appearances, regardless of the organizations on the grounds that unified action represents majority views, whereas the Commission also is interested in minority opinions.

Community stations, under the proposed regulations, will be designed to give service to small cities, towns, and suburban areas in metropolitan districts or adjacent to metropolitan districts. These stations will be limited to a maximum radiated power of 50 w and a maximum antenna height of 250 feet over the average height of the 1000 microvolt-per-meter contour. Special authorizations for higher antenna may be issued upon proper showing but the Commission may require a reduction in radiated power.

Service Areas

The 1000 microvolt-per-meter contour within a metropolitan district shall not include the business district of the principal city. A minimum separation of 50 miles will be provided where community stations are on the same channel and 25 miles on adjacent channels. Community stations will be allocated on the basis of multiples of these distances, insofar as possible, according to the FCC proposals.

Metropolitan stations will serve single metropolitan districts or principal cities and surrounding rural areas, with main studios located in the principal cities served. Metropolitan stations must place a 20 microvolt-per-meter signal on the outer boundary of the service area determined for the district in question.

The first service area will be determined for communities for the first station licensee in each area and all additional stations must serve the same area as the first station unless an "adequate area" is met in which case all stations will be required to adjust their service areas accordingly.

The FCC will consider trade areas, terrain, population distribution, economics and "other pertinent factors" in determining service areas.

This definition was interpreted by broadcasters as following along the lines of the single market plan proposed during allocations hearings last fall by Paul W. Kesten, CBS executive vice-president. Mr. Kesten proposed that FM licensees be limited by Commission policy, to coverage of the single-market area within which they are broadcasting rather than covering several separate markets by placing a high-powered transmitter somewhere between the markets. He said the single-market idea would permit more stations on the same frequency, would abolish the "prince-and-pauper equation between big and little stations operating in the same area" and would put a licensee on an equal footing with other licensees.

(Continued on page 77)

Ted Hill Urges Broadcasters to Support ‘Single Market’ Plan for FM Stations

A PLEA to all broadcast station owners to support the single market plan for FM stations to get behind the "single market" plan of horizontal competition through allocation of identical facilities to competitive stations was made last Thursday by E. E. (Ted) Hill, managing director of WTAG Worcester, which has operated an FM adjunct for five years.

Deprecating those who foster adoption of the present system of station classification providing for high power, medium and low power stations for FM, Mr. Hill said this plan is based on an "old system of allocation rather than upon adequate service according to population requirements". He called it a "first-come, best-served weakness".

He posed the question why one licensee in a metropolitan market should enjoy the privilege of wide urban and rural coverage, probably reaching into other metropolitan areas, while other licensees are restricted to more limited areas.

The "inequities of AM broadcasting," Mr. Hill wrote, "should not be brought into FM or television. The single market plan, he said, is based on the engineering fact that one station cannot exceed another service as any other FM frequency. There is "no justification for creating a 'prince and pauper' relationship in FM broadcasting".

Hill Behind Plan

Mr. Hill got behind the CBS single market plan on the ground that it would hurt no one but the fellow "who wants to hog his own market and the other fellow's market". It puts "no limit on power required to do a specific job, he said, and means that no one else can come into a given market and get more coverage than is available to others."

Urging all applicants and prospective applicants to write the FCC to urge adoption of the single market plan, he said he would support such a plan regardless of its source and because it "helps to insure more stations in the broadcasting business 10 years from now, regardless of my network affiliation."

Calling attention to the FCC’s hearings on the new FM licensing policies on July 23, he urged broadcasters to act with all possible promptness.

Interim Operation

Only Stopgap, Says FCC

INTERIM operation of the 42-44 mc band, as proposed by the FCC in its allocations above 25 mc (BROADCASTING, May 21, 28, July 11) should be "brief, if at all necessary."

In a public notice issued Thursday, the FCC announced that until the 88-106 mc band is occupied, temporary FM service is encouraged in both the present and future bands. Until a television station is authorized for the first 25 mc channel, 44-50 mc, present FM stations now in that region will remain there, the Commission said. Indications are that FM will be ready to move upward before TV can occupy the channel, the statement added.

Despite agreement by the pioneer FM manufacturers that two-band receivers will be necessary because of the interim operations (BROADCASTING, July 9), the FCC said: "Since all FM stations will be required to operate in the 88-106 mc band as soon as possible, no new receivers need be made hereafter for the 42-50 mc region."

Engineers Meet

Meanwhile some 70 industry engineers met Thursday with Commission engineers to discuss proposed new standards for FM broadcasting. FCC Chief Engineer George P. Adair, who presided, asked the following organizations to name representatives to a joint FM engineering committee to iron out controversial issues in standards proposed by the Commission: NAB, FMBI, RMA, RTBP, Consulting Engineers.

In the proposed standards of good engineering practice the Thursday conference agreed on the following points:

Field intensity considered necessary for service: City business or factory areas, 1,000 microvolts-per-meter field intensity; rural areas, 20 microvolts-per-meter field intensity (does not apply to community stations).

Interference standards: Objectional interference is considered to exist when (1) the field intensity of an undesired co-channel station exceeds 2 uv/m at the 20 uv/m contour of the desired station, or (2) the field intensity of an undesired adjacent channel station exceeds 10 uv/m at the 20 uv/m contour of the desired station.

Horizontal polarization shall be standard.

Standard power ratings and operating power range of FM trans-
Getting the range

The captain of a gun crew on a U.S. battleship looks through the periscope to get a true bearing on the target.

His work is exact, precise, searching. There's none of that firing from the hip stuff.

And that's the way radio time ought to be bought.

Searching inquiry, exact figures on cost-per-listener—these are the fundamental ways to get the radio range on a profitable market.

In Baltimore W-I-T-H has the facts to prove that this successful independent station produces more listeners-per-dollar-spent than any other station in town.

To get the range on Baltimore, the sixth largest city, get the facts on W-I-T-H.

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

July 16, 1945  Page 19
New York Expects Record-Breaking Year

Spot Buyers Are Making Early Commitments

By BRUCE ROBERTSON

BUSINESSWISE, 1945 is going to be another record-breaking year for radio, according to executives of network, station, and advertising agencies surveyed by the New York bureau of BROADCASTING.

Volume of business for the first half of 1945 was comfortably ahead of the like period of 1944 and the next six months should be even better.

Network schedules for fall are already tight. "Spot users began reserving time for announcements and programs in June, six to eight weeks earlier than usual. Transmission controllers of stations are not only buying lots of syndicated programs but are also selling them to local advertisers. National transcription advertisers also are active. Keystone, transcription network, is having its most successful year."

More Civilian Goods

Most old advertisers are continuing on the air; many are expanding their use of radio. New radio accounts and a number of pre-war clients who dropped out of radio when they converted to exclusive military production are making inquiries.

Limited manufacture of passenger automobiles and trucks, radio transmitters, receivers and parts, and some household appliances is now permitted. Easing of wartime controls is not expected to provide any immediate burst of sales for electric iron or radio sets on the market. But it indicates the first steps toward return to a civilian economy.

Advertisers, realizing that it will take time to reestablish their brand names and to acquaint the public with such improvements as double-band FM receivers, are converting their advertising along with their manufacturing. Westinghouse has shifted Ted Malone from an evening spot to a daytime spot on American, using five instead of three programs a week and changing the commercials from institutional to product advertising. Philco, also expanding its radio and television advertising, has cut its Sunday evening institutional program, Hall of Fame, from 60 to 30 minutes and has bought a quarter-hour of the Breakfast Club across the board for direct selling.

Other advertisers are launching warmup campaigns in preparation for the time when they'll have something new. Avionics Corp. in June started Men of Vic-

Mr. Gitinger

Business is good, but not nearly so good as a lot of people think it is," declared William C. Gitinger, CBS executive in charge of sales. He believes that since the first of the year we've gone into a period of readjustment which may last for 12 or 18 months. Shortages of tobacco, sugar, fats, he said, are squeezing radio advertisers, and only radio's ability to sell goods has given it a waiting list of clients. When General Foods drops a half-hour because of a lack of sugar for Jello, he said, Bendix is waiting to take over.

At NBC, which has little time available, Roy Witmer, present in charge of sales, foresees little change in the picture, either in the immediate future or post-war. With 85% of radio's business coming from food, drugs and toiletries, cigarettes and soaps, "home-bought and home-consumed" products, any change must come in the other 15%, he said, and much of that is taken up by other continuing advertising in closely kni-

New Ideas Needed

Those opinions are worth noting because they came most frequently and most vigorously from agencies placing top-ranking evening network shows. It should also be noted, however, that whatever their future portent, these complaints about costs have not as yet had any discernible effects on their purchases of network programs for their clients.

New program ideas are all too few, the agency men said, several of them citing Mutual's Queen for a Day as almost the only good new idea in the last five years. New types of programs will be especially needed following V-J Day, when interest in news and sponsorship of news and news analysis programs may be expected to drop sharply. Unless radio is ready with new programs, sponsors of news programs may turn to newspapers and magazines.

At the moment, however, news and news commentary programs are in the hot-sauce category. Local and regional advertisers have joined national accounts in sponsoring more and more news, chiefly network cooperate programs available locally at nominal cost. Everything considered, the volume of advertising on the air is good and is apparently going to continue that way for some time to come. A fifth national network, Associated Broadcasting Corp., is planning to start operations with some 30 outlets in mid-September and is optimistic about its chances of getting enough business to make the venture profitable.

As material becomes available, the number of broadcasters will increase, starting probably this fall when indications are that low-power transmitters will be obtainable for local stations.

By fall of 1946, many new broadcasters, FM as well as AM, should be competing for business. The situation is just around the corner, determined to become the number one postwar industry and the foremost entertainment network. And, with increased paper aliments, newspapers and magazines will become more aggressive competitors for the advertiser's dollar. For the rest of this year, at least, the outlook for standard broadcasting is bright.
Chicago Foresees Good Business in Fall

Choice Time Now Difficult to Obtain

By FRANS A. BROWNE

CONSensus in Chicago and midwestern radio circles is that fall business will be good. A few agency men, however, feel that some advertisers now using radio have not benefited and will continue to take out, but on the other hand Revere Copper & Brass has just begun sponsorship of The Human Adventure on 115 Mutual stations. The commercials are of an institutional nature but with governmental relaxation on brass and copper, the company plans to switch to direct selling and expand its network.

Mr. McGuineas

Mr. McGuineas feels there will be a greater necessity in the postwar period for individual radio stations to develop talent, writers and programs tailored for great new classes of advertisers.

Better Record Seen

According to Ernie Shomo, commercial manager of WBBM Chicago, prospects for fall and winter business are very good. "The WBBM fall schedule is already shaping up and business in general is unusually active for this early in the season," he said.

From all indications it would seem that radio will have an even better record in the months to come than it has been in the past, especially if consumer goods are made available to the public to warrant the expenditures that manufacturers have ear-marked for advertising.

Zenith's Report Shows Million & Half Profit

In A REPORT for the fiscal year ended April 30, Zenith Radio Corp. and its wholly owned subsidiaries showed a net profit of $1,559,604, equal to $3.14 a share on the common stock. Earnings last year were $1,788,314, or $3.63 a share. Operating profit was $6,674,902 against $5,629,882.

E. F. McDonald, president, told stockholders that earnings have not been renegotiated for the period but that substantial voluntary price reductions and refunds on war contracts had been made. He added that a line of radio receivers has been developed and should authorization be given for the manufacture of civilian radios, the corporation is now ready.
Long-Range Trend Is Favorable on Coast

Secondary Markets Draw Attention of Sponsors

By DAVID GLICKMAN

WEST COAST radio advertising picture veers from lush prospects based on 200 applicants for new factory facilities in Los Angeles alone, to the more sober opinions of agency, network, sponsor, station and representative executives.

Agency executives point out that in view of increasing war contract cancellations, coupled with cutbacks, the overall national business activity in second half of the year will show a down trend. This will be reflected in West Coast business. Civilian production will expand but not sufficiently to offset decline in war output. Retail sales will be curbed by shortages, war worker layoffs, reduced overtime pay and more cautious spending during transition period.

Reconversion a Factor

Shifting of emphasis to Japanese theater of war tends to prolong status of Coast as a military zone. Many types of civilian goods, however, will be both advertised and produced by West Coast distributors by the fourth quarter.

Pacific Coast manufacturers plan no immediate cut in their radio budgets, though some foresee lower volume and reconversion costs may cut profits. Lining up beside these are manufacturers who will be new to radio and others to facilities have been given over entirely to war production and who will return to the air.

Consensus is that as commodities become available, institutional advertisers will move into direct selling. Some already are injecting more "sell" into their copy. Since the war has caused some breakdown in brand loyalty, advertisers will try to regain that following. Some will use transcontinental radio, supplementing it with regional network time, plus intensive spot campaigns in secondary markets.

As wartime restrictions are knocked down, the advertiser will want to try out new methods and find some economical means of conveying his message. Advertising at the moment is going full speed but there is going on a quiet reappraisal of the advertising dollar.

Back of such thinking might be a watchful attitude for income tax and other Treasury rulings. Where advertisers are spending a dollar, spending equivalent of a 5¢ dollar, they may have to spend a 75¢ dollar. Deeper than this is the concept that advertising-wise thinking is, and always will be, based on cost of manufactured item per case, per bottle, per can or per carton.

In the overall picture, grocery items, flour, cereals, enriched breads, improved margarines, wines, cosmetics, and pharmaceuticals are standing pat on their share of liquid cleaners and some food products branching out of the West Coast into neighboring States and beyond.

Oil Active


Wilshe oil Co., Los Angeles, continues quarter-hour That's a Good Idea on 5 CBS California stations. Union Oil Co., Los Angeles, maintains its key weekly Michael Shayne program on Don Lee Pacific. Richfield Oil Co., Los Angeles, on Aug. 5 renewes for 14th year Richfield Reporter on 18 NBC western stations.

Sunset Oil Co., Los Angeles, has post-war Coast plans through Briaicher, Van Norden & Staff. Another big account, off the air since March 1942, is ready to go in California and Arizona after V-J day and may include Northwest, Utah and Nevada eventually. Additional leading grocery items shows distribution as chief problem. A few San Francisco food accounts are due for expansion into eastern markets, with non-delivery holding them back.

Safeway Stores, Oakland, Cal., for Kitchen Kraft Flour, sponsoring five-weekly Aunt Mary on 25 NBC western stations, on July 2 through J. Walter Thompson Co., San Francisco, placed transcribed versions on 12 Midwest stations.

Others will be added. For Edwards Coffee, San Francisco sponsors weekly Night Editor on 18 NBC western stations, through Ruthrauff & Ryan. Firm has reserved time on 9 NBC Pacific stations for program set to air Aug. 13.

Coldstream

Coldstream Products Corp. (Sunnybank margarine), Safeway subsidiary, through McCann-Erickson sponsors weekly Money on the Line on 5 CBS California stations. Table Products Inc. (Nu-Made mayonnaise), subsidiary, sponsors Money on the Line on 9 NBC Pacific stations. Peralta Wine Co. (Monte Cristo wines), controlled by Safeway, sponsors weekly 30-minute Count of Monte Cristo on 39 Don Lee Pacific stations, plus spots, through Foote, Cone & Belding.

Hunt Bros., San Francisco (canned foods), is basing schedules on an intensive market and consumer research survey by Young & Rubicam. Hunt sponsors I Was There on 12 CBS western stations. Scudder Food Products, Monterey Park, Cal., is using announcements on seven stations in Long Beach, San Bernadino and Arizona. Frontier Foods, Phoenix (potato chips), may use Arizona net. Rose Peanut Butter and Ritchie Peanuts may go into Northwest. Rosefield Packing Co., Alameda, Cal. (Skippy peanut butter), has half-hour transcribed series, Skippy Hollywood Radio Theatre, as part of a food program with more than a score of western stations, recently moved into the East.

Consistent User

Planters Nut & Chocolate Co., San Francisco, is consistent user of West Coast radio with three-weekly commentator on 6 CBS stations weekly Adventures of Bill Lence on 13 CBS stations, Elmer Petersen. New regular weekly on 6 NBC Pacific stations, spots on secondary stations. With account shifting to Raymond R. Morgan Co., Hollywood, radio budget may be increased.

Southwest Products Co., Long Beach, Cal. (Dude Ranch waffle aid, preserves), is adding quarter-hour program in Spokane to Seat.

San Francisco Expects Record Growth

Revitalized Programs, New Names Sought By Net Clients

By EDWARD MURPHY

SPONSORS, network affiliates and independents are optimistic about the future in San Francisco and environs. They feel that the greatest period of growth is still ahead for the radio industry. Actual plans are rare, though everyone speaks of expansion and development.

In San Francisco three network affiliates KPO-NBC, KGO-American and KFRC-MBS speak in terms of West Coast prosperity. Advertising men are not making major moves, however, it is expected they will raise their voices as soon as they see that there is a chance to accomplish that.

When the Pacific war ends, there will be a change in network shows. Sponsors are looking for new names and revitalized formats. Summer network replacements illustrate a frantic search for something new in radio shows as a relief to war-jaded programming. More and more sponsors own their own programs and talent instead of taking agency or network productions and have changed their thinking to postwar, planning shows to fit harder selling requirements.

What Has Helped

The war has helped advertising —particularly radio. Coast west and independents have made good gains each year since 1941 but affiliates have not gained proportionately, because of network preemption of time. Local businessmen have made sensational gains.

Except for advertisers eliminated completely by the war, all sponsors are buying larger schedules than has been the case before, raising the value of keeping names alive. Even in cases of shortages, most of them suggest, "keep trying in case your dealer is out at the moment." Many sponsors own merchandise that can be marketed directly, and products ready. Consequently, agencies are still in research stages.

In Oakland, according to Philip G. Lasky, general manager of KROW, radio advertising during the war period has kept pace with the rest of the country. While advertising copy and themes were largely institutional except for retail service establishments which had merchandise and services to offer, the creative effort was taking place as in other parts of the country.

Shipyards and other war plants are still supplying war goods and people are still war-minded, but the national news that automobiles may go into production and that other consumer goods will soon be made has encouraged businessmen.
Supply Shortages Fail to Deter Advertisers

By JAMES MONTAGNES

NEARLY six years of wartime radio finds Canadian stations with less and less time available for sponsorship. Prospects for the fall and winter of 1945 look good to station owners, very difficult for agency executives and advertisers who want choice time spots. As one Canadian station owner pointed out: "It's still a seller's market. Canadian stations are having too much prosperity for their own good."

This autumn there will likely be little more competitive selling in the network periods within Canadian programs. Shortages still exist, civilian production has not yet started, and rationing is tighter in many lines. Food advertisers, as an example, will continue their institutional type of commercials, for labor supply is still tight in the canning industry, sugar allotments have been cut and meat rationing looms.

Looking for Time

This does not mean there will not be some expansion of Canadian commercial radio programs. Many advertisers are looking for more time on the air, especially where they are assured of sufficient supply to meet demands. Advertisers who have been on the air regularly for a number of years hope to obtain some good time spots on stations throughout Canada.

Stations in the larger centers have fewest availabilities, some having no time for sale. Evening network periods on regional or national networks, all controlled by the Canadian Broadcasting Corp., are most difficult to obtain, agency men say. Daytime programs on the CBC Trans-Canada chain fill most of the desired hours, and advertisers are now looking to daytime programs on the CBC Dominion network, which so far is still an evening network but may carry a limited number of daytime commercial and sustaining shows this fall and winter.

Practically every advertiser who has used radio in the past few years will continue. Many who have had to curtail or eliminate their radio advertising for lack of goods to sell are considering returning to radio this autumn. And practically every agency contacted for this survey told of one or more new advertisers who have never before used radio or only dabbled with radio, now seriously considering broadcasting for the forthcoming season's advertising.

Broadcasting in Canada is now a recognized advertising medium, the job done by stations during the war years for commercial advertisers as well as government agencies on paid programs having demonstrated the pulling power of radio.

Inquiries From States

Because many large advertising accounts on Canadian stations originate in the United States at head offices of industries having branch manufacturing or distributing plants in Canada, radio stations and agencies in the Dominion are not yet certain how many of the big pre-war advertisers who used radio, automobile, refrigerator, electrical appliance, etc.—will use Canadian stations this autumn. Some indicated many newscasters are available and nothing definite has yet been settled for such pre-war advertisers.

New advertisers have made many inquiries for time on Canadian stations, but in few cases would mention their names. Some Canadian financial and insurance companies, it is learned, are planning on going on the air if they find suitable and adequate programs for the institutional types of programs they want to air.

Advertisers who have been using institutional programs featuring dramatic episodes in the life of Canada's armed services, are now looking for new programs. These shows were in most cases carried on in conjunction with recruiting campaigns. The advertisers who used this type of network campaign however, will go on the air again this fall, with heavier advertising in the commercial copy since civilian production on their products is expected to start this autumn.

Canadian government has been a big advertiser on radio during the war years, and from current expectations, will continue much of the radio fare this autumn and winter. Thus Victory Loan drives in the fall and spring of 1945 will use paid radio advertising as before. The wartime Prices & Trade Board is expected to continue its daytime serial "Soldier's Wife." If the government departments are expected to use paid radio time to make announcements of changes in wartime regulations, continuation of wartime controls, recruiting farm labor, announcing new social legislation measures, and other government news, just as they have during the war years. There is expected little slackening in the use of such time. All these campaigns are placed through regular advertising agencies.

San Francisco

(Continued from page 22)

Selling Job

Selling will be radio's big task, according to Jane Sullivan, time-buyer for Ruthrauff & Rogers.

"For instance," she said, "railroads will go back to selling travel in place of present admonitions not to travel. This does not mean more money will be spent, since many such clients are now doing institutional advertising and simply will shift emphasis in their copy."

Lowell Mainland, of J. Walter Thompson Co., said his clients will spend about as much as they have been and will stick to about the same type of programs. He doesn't believe the public's taste will change suddenly with peace. Reconversion on the Coast, he predicted, will be slower, hence there will be no splurge or "shoot the works" by clients.

Ray Rogers, of Ruthrauff & Ryan, said: "If networks can provide time sponsors will spend still more money during the coming winter and autumn months. Advertisers on radio as elsewhere are doing and will continue to do a war job but will not be "doggober" after Japan is defeated. Some public drives will be carried over, but most sponsors will go back to straight selling."

Business Index

Heavy Demand for Time Is Found in Canada

Supply Shortages Fail to Deter Advertisers

By JAMES MONTAGNES

ALBERT E. STEPHAN, former clerk of the Senate Interstate Commerce Committee and now a partner in the law firm of Grouscep, Ambler & Stephan, recently left the Navy to return to law practice. He is special counsel to the Interstate Commerce Commission, and is a partner in the law firm of Grouscep, Ambler & Stephan.
FCC Will Restore Full Power Oct. 1
WPB Advises Parts Available; Order 107 is Revoked

EFFECTIVE Oct. 1 all stations will revert to full operating power, under an order adopted last month by FCC. A testing period beginning Sept. 1 was authorized, that transmitting operations may be conducted with full operating power during daytime hours only.

On Nov. 6, 1942, at the request of the Board of War Communications, the FCC adopted Order 107, suspending provisions of Sec. 3.52 of the Commission's Rules & Regulations and requiring the decrease of radiated power by one decibel by all standard stations to prolong the life of the transmitting equipment.

War Production Board has advised the Commission, however, that repair parts for transmitters are now generally available and that no difficulty will be encountered in restoring transmitters to full power operation. Under Order 107 the radiated power of all stations was reduced approximately 20%. Stations of 250 w have been operating with 198 w; those of 1 kw on 800 w and 50 kw with 40 kw.

Text of Order
Following is text of Order 107-A, dated July 10:
As a session of the FCC held at its offices in Washington on the 10th day of July, 1945;
WHEREAS the Commission on Nov. 6, 1942, at the request of the Board of War Communications adopted Order No. 107 suspending the provisions of Sec. 3.52 of the Commission's Rules & Regulations and requiring the readjustment of standard broadcasting transmitters by decreasing the radiated power by one decibel in order to prolong the life of the transmitting equipment, and
IT NOW APPEARING that the War Production Board has advised that repair parts for transmitters are now generally available and that no difficulty will be encountered in restoring transmitters to full power operation, and
FURTHER APPEARING that the operation of standard broadcasting stations with full power is in the public interest, and that an allotment should be afforded for making the necessary readjustments and tests to return to normal operating practices.
NOW THEREFORE, IT IS HEREBY ORDERED:
That on and after Sept. 1, 1945, at the option of the licensee, transmitting operations may be conducted with full operating power during daytime hours only, and that on and after Oct. 1, 1945 Order No. 107 shall be revoked, and all licensees shall be required to operate in accordance with the provisions of Sec. 3.52 of the Rules & Regulations.

WFBL Awards
BEFORE going off the air for the summer, Edwards Juvenile Hour on WFBL, Syracuse presented annual awards. A silver loving cup for the most talented performer under seven years went to F. Paul Senise, 5, tap dancer. Prize of $100 music scholarship for most talented musician was awarded Sylvia Bjorn-Hansen, 16, pianist. WFBL loving cup for best radio singer was awarded Phillip Lambri, 15.

Huh?
WHEN Murray Fischer went to WCAE Pittsburgh from WCHS Charleston, W. Va., he was a normal, contented man. But now . . . ! First the station told him he couldn't use the name Fischer because there was already an announcer named— Paul Fisher—on WCAE. OK, said Murray Fischer, I'll use Murray. Oh no, said WCAE, that would confuse things with John Murray. Fischer suggested Trent, his wife's maiden name. But we have a guy named Trent, bantered WCAE, but he is really John Murray, who changed his name when he arrived because there was already someone at WCAE named John. Understand it all now? If you do, you're one up on us. Incidentally, Murray Fischer is now Steve Saunders.

Improved CBS Analyzer Handles 100 at a Time
"BIG ANNIE," a new program analyzer made by CBS Research Dept. to record the likes and dislikes of over 100 listeners at once, is now in operation. Although it is essentially the same as its predecessors in measuring audience reaction it registers the opinion of ten times more people.

The analyzer also reports total reactions at second-by-second intervals during a broadcast, whereas others recorded individual opinion from which the group reactions could later be computed. "Big Annie" will supplement the smaller machines in future CBS research. It also will be used in addition to determine prospective audience reaction.

Nielson Co. Expands
A. C. NIELSON CO., Chicago, market research, is planning nationwide operation. Under setup, for which priorities for equipment manufacture have been received, the company would be able to provide a coast to coast sample, with the exception of the New England states. Mr. Nielson is going to the West Coast August 1 to interest talent in the Nielson Radio Index. The company has acquired three new accounts, Carnation Milk, Readers' Digest and Honig-Cooper.

Navy Contract to Detrola
DETORLA radio division of International Detrola Corp. has received a Navy contract to build 40,000 small receiving sets. The receiver is a modification of a five-tube postwar model adapted to tropical conditions, and is expected to be sold at cost, for recreational use, through navy ship and shore stores.
WCOP

BLANKETS

BOSTON

WITH BLUE

BALLYHOO!
WCOP joined the Blue network on June 15 with a publicity and advertising campaign that Boston won't soon forget!

FIRST BLAST... in the newspapers

750-line ads ran in all Boston metropolitan papers on June 14, 15, 16, and 17 to tell the world that WCOP was the new Blue Network Station... with complete listing of top network and local programs.

33 Suburban Dailies and Weeklies carried the same message to every corner of Greater Boston.

Other ads were run on June 4, 20, 21 and will continue.

THEN... all over town

500 Car Cards on subway and elevated lines of the Rapid Transit System...
Dashers on Surface Cars in the suburban area spread the news... with headline programs. Outdoor painted boards throughout the area.

Window Cards popped into 5,000 windows.
Window displays featured Blue Network advertisers in drug stores.
Restaurant Tent Cards appeared in Boston's top dining spots.

Hotel Lobby Displays caught more eyes.

Fliers for School Kids pictured their favorite Blue Network programs... and were distributed throughout the Metropolitan Boston area.

Jumbo Postals went to 1500 Grocers and Druggists — to merchandise the wares of Blue Network advertisers.

Press parties and special breakfasts clinched the impact!
Mail pieces to advertisers and agencies... and full page ads in the eleven advertising and radio journals spread the news.

**BIGGEST OF ALL... on the air!**

WCOP’s New-Blue affiliation was trumpeted to Boston and the nation by special ace broadcasts and top stars:

**THE PHILCO HALL OF FAME** originated its network broadcast in Boston on Sunday, June 17, from Symphony Hall. Tickets were offered the public through WCOP announcements. A four-page program, listing Blue Network and WCOP shows, was distributed to the 3,000 persons who jammed the hall.

**THE SAME NIGHT**, from 11:30 to midnight, WCOP saluted the Blue with a special half-hour musical program featuring its own talent.

**GUY LOMBARDO** and his entire organization key-noted the welcome of WCOP into the Blue on June 15 with an exclusive quarter-hour show direct from New York.

**PAUL WHITEMAN**, in Boston for the Philco show, participated in a special salute to WCOP, broadcast from the Boston Tub-Thumpers Dinner on June 15. The Tub Thumpers are 101 newspaper, radio and theatrical publicity men, who joined in this special greeting to WCOP’s new Blue affiliation.

**TOM BRENEMAN** and “BREAKFAST IN HOLLYWOOD” celebrated the occasion with the selection of Boston’s Good Neighbor. Nominations were opened over WCOP on May 27. The famous Breneman orchid went to the winner — and a wishing-ring to her nominator.

**HUM AND STRUM**, famous duo on an outstanding WCOP local program, offer daily a G.I. Information Booklet — which is mailed with an inserted Listeners Guide for Blue Network and WCOP shows.

**SPECIAL shows beat the drum to break the news of WCOP’s new Blue affiliation**

**GREAT shows beat the advertisers’ drum in Boston every day over WCOP**
YOU'RE IN GOOD COMPANY
in this line-up of Blue Network and WCOP shows:

Andrew Sisters
Mary Small
Charlotte Greenwood
Radio Hall of Fame
Drew Pearson
Quiz Kids
Borden Show
Walter Winchell
Hollywood Mystery Time
Jimmie Fidler
Hum and Strum
Breakfast Club
Food is Fun
My True Story
Hymns Of All Churches
Breakfast In Hollywood
Glamour Manor
Girl About Town
Ladies Be Seated
Time Views The News
Ted Malone
Terry and the Pirates
Dick Tracy

Jack Armstrong
Captain Midnight
Bethlehem News Roundup
Raymond Swing
Coronet Story Teller
Lone Ranger
Lum and Abner
Blind Date
Major North
Death Valley Sheriff
Alan Young Show
Guy Lombardo
Friendship Ranch
Ice Box Follies
America's Town Meeting
March of Time
This Is Your FBI
Famous Jury Trials
Leland Stowe
Meet Your Navy
Early American Dance Music
Boston Pops
Virginia Dwyer Interviews

WCOP Boston

American Broadcasting Company
CHECK the list below to find the war message announcements you will broadcast during the week beginning Aug. 6. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 30-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for these war messages.

<table>
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<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCMENTS</th>
<th>STATION</th>
<th>GROUP</th>
<th>SPOT PLAN</th>
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<td>Home Canning</td>
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<td>Hold Prices Down</td>
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<td>Cadet Nurses</td>
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<td>Play Square With Meat</td>
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<td>Merchant Marine</td>
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<td>Enemy Japan</td>
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See OWI Schedule of War Message 172 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Plea for Leniency on WOKO Case Late

Resolution urging the FCC to reconsider its order terminating the license of WOKO Albany, N.Y., adopted by the Albany Chamber of Commerce Board of Directors, came too late for consideration by the PCC. Resolution was passed June 26 after the FCC ruling had been appealed to the U.S. Court of Appeals for the District of Columbia [Broadcasting, May 7, 28].

Signed by Charles H. Touhey, president; John Boyd Thacher 2d, first vice-president, and 15 other Board members, the resolution asked the Commission to reconsider its decision in "the light of the meritorious public service rendered" by WOKO "over a long period of years to the people of Albany and the Capital district." The Chamber did not condone the violation of FCC regulations, but called for a "lesser penalty than a complete loss of business by the present ownership".

FCC advised the Albany business group that its decision was final and that the case is now pending on appeal. With the Court in summer recess, briefs are to be filed in September after which hearing will be set. Meanwhile WOKO is operating under special temporary authorization, pending the appeal. WOKO originally was ordered deleted at 3 a.m., May 31 when the Commission found that Sam Pickard, former Commissioner and one-time CBS vice-president now overseas with the Red Cross, held a hidden ownership in the station.

WOV Increase

Financial report of WOV New York shows an increase of 16% for the first six months of 1945 over a similar period of 1944, according to Ralph W. Weil, general manager. Financial status of the station for June 1945 has improved 51% over June 1944, making the past month the largest in the history of the station, Mr. Weil revealed. Rise is attributed to the fact that Italian sponsors have recently taken over English programs in addition to Italian broadcasts on the station.

British Elections Show Radio Power

Medium Far Outweighs Press As Information Source

Potency of radio as a political and propaganda instrument was demonstrated in Britain during the national election, which found radio far outweighing the press as a source of information.

Radio's part in the election also has stirred anew demands of British advertisers for commercial radio, particularly as a means to maintain their place in international trade. In defense of the present system, it is felt that radio's demonstrated power in the election justifies a non-partisan controlling unit such as the BBC, which attempted to allocate time for political speeches on an equal basis.

A Political Tool

As a propaganda tool radio has been recognized by those connected with its use in the war, but as a political tool it was demonstrated to the common man in Britain for the first time. In the last national election of a decade ago radio had not reached maturity.

That radio is the most potent propaganda instrument of the war is confirmed by newspaper sales, which were disappointing. To meet anticipated election demands, newspapers were given a 10% increase in print. Despite the cry for larger and more newspapers during the acute war shortage, the 10% increase was not absorbed, and many newspapers went unsold.

As a result, many papers increased their sport sections and managed to sell at the expense of their electioneering rivals. Newspapers themselves have admitted radio's power. The Glasgow Herald stated: "This is the first General Election in which radio has played a full part and it would seem probable that the public has not yet realized the importance of the fact."

Sponsors, who would like very much to get programs on the air, are in no doubt as to the value of radio. Newspaper publishers regard this latest demonstration as the biggest challenge to date.
TEXT of the FCC's proposed Rules & Regulations governing FM, on which hearing will be held at 10:30 a.m. July 23, follows:

WHEREAS, the Commission on June 27, 1945, issued its final report allocating frequencies for FM broadcasting; and

WHEREAS, it is desirable that rules and regulations and standards of good engineering practice concerning FM broadcasting should be promulgated as soon as possible; and

WHEREAS, the Commission has hereunto called an informal engineering conference for the purpose of discussing technical matters involved in standards of good engineering practice for FM broadcasting; and

NOW, therefore, it is ordered, This 25th day of July, 1945, that a hearing be held before the Commission on banc beginning at 10:30 a.m. July 23, 1945, for the purpose of considering the promulgation of rules and regulations and standards of good engineering practice concerning FM broadcasting. Persons desiring to file a brief shall file an appearance with the Commission on or before July 19 in the name of the person who will appear, the subject matter concerning which he will testify, and the length of time desired. Any person desiring to file a brief should file 25 copies with the Commission on or before July 19.

Principal Subjects

In order to give scope and direction to the hearing, set forth below is the substance of suggested rules and regulations concerning the principal subjects to be considered by the Commission. Persons appearing at the hearing should address themselves to these suggested regulations and should indicate with particularity any objection they have to the regulations and any specific suggestions they have for any change in, or alternative to, regulations.

The suggested regulations are as follows:

(1) Minimum Operating Schedule—All FM stations shall be licensed for unlimited time operation and initially will be required to operate a minimum of 6 hours per day.

(2) Program Duplication—FM stations shall devote a minimum of one hour each day during the period 6:00 a.m. to 6:00 p.m. and one hour each day during the period 6:00 p.m. to 11:00 p.m. to programs not duplicated simul- taneously in the same area by any standard broadcast station or any FM station. During these two-hour periods a service utilizing the full fidelity capability of the FM station shall be rendered.

(3) Multiple Ownership—(a) No person (including all persons under common ownership, directly or indirectly) may own, operate, or control more than one broadcast station that would serve substantially the same service area.

(b) No person (including all persons under common ownership, directly or indirectly) may own, operate, or control more than one FM broadcast station, except as (1) such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission may authorize such a concentration of ownership, operation, or control of more than one FM broadcast station to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Control

(4) Ownership of FM Stations by Licensees of AM Stations—Licensees of AM stations shall be permitted to operate FM stations. Comment is invited whether the Commission should adopt a regulation that in the future when FM becomes an established competitive service with AM, no person or persons under common control will be permitted to own, operate or control more than one AM or FM station serving the same service area.

(5) Network Regulations—Regulations 3.101-3.108 which are presently applicable to AM broadcasting shall also be applicable to FM stations.

(6) Use of Community Sites—Where it is shown that the antenna site of a licensed station is peculiarly suitable for FM broadcasting in a particular area and that there is no other comparable site available in the area, such licensee or applicant as a condition of being licensed shall be required to make the use of the specified site available to other FM licensees upon the payment of a reasonable rental and upon a showing that the use of the antenna site will permit satisfactory operation of all stations concerned.

(7) Booster Stations—Comment is requested concerning the extent to which the Commission should authorize or regulate the use of booster stations.

(8) Reservation of FM Channels—The Commission is invited, in its report of May 23, 1945, that 20 FM channels may be reserved at present time to be licensed in the future in accordance with present regulations subsequently to be promulgated. Comment is invited concerning the rules and regulations which should be adopted in this matter.

(9) Facsimile Broadcasting and Multiplex Transmission—Transmission of simple facsimile on broadcast channels in accordance with the Commission's Standards of Good Engineering Practice on facsimile broadcasting may be permitted, upon application to the Commission, during hours not required to be devoted to FM broadcast stations in rural broadcast areas.

(10) Division of Channels—The 20 channels available for FM broadcasting shall be divided as follows:

(a) Community Stations—A community station is designed to render service to small cities and rural communities located within metropolitan districts or adjacent to a metropolitan district. Such community stations will be limited to a maximum radiated power of 50 watts and a maximum antenna height of 250 feet over the average height of the 1000-foot contour. Insofar as practicable, however, that an antenna height in excess of 250 feet is necessary for satisfactory transmission of facsimile and broadcast programs, the facsimile transmission and broadcast service of a community station shall not interfere with the broadcast service of another community station.

(b) Multiplex Stations—The Commission invites comment concerning the use of multiplex transmission of facsimile and broadcast programs, provided that the facsimile transmission is incidental to broadcast service.

(c) Class A Stations—Class A stations, which are located in a community station area, do not include the broadcast service of the principal community station.

(d) Class B Stations—The principal community station shall be assigned a propagation of 55 miles will be provided in the case of community stations on the same channel and a distance of 25 miles on adjacent channels. Insofar as practicable, the channels will be located on the basis of multiples of these distances with the maximum separation possible.

The main studio shall be located in the city or town served and transmitters shall be located as near the center of the city or town served as practicable. Following the 12 frequencies will be allocated for these community stations (Continued on page 8)

PROPOSED FM RULES & REGULATIONS

H OW do you spell B-I-G? In radio, it's spelt with names—and numbers! Elaborate, network-calibre production music, like that of Al Goodman and his 33-piece orchestra, make the big difference between radio entertainment and any other kind...and between Associated and any other library! The incomparable quality of AFS high fidelity vertical-cut recording and pure Vinylite discs makes a terrific difference too. Write for more facts now. Associated Program Service, 25 West 45th Street, New York 19.
"Sorry, Chester Bowles, We're Guilty!"

Yes, despite the shortage of pork, we admit that $4,000 is a violation of price ceilings (even for a Nebraska pig). You get the "point", Chester?

You see, this particular Nebraska pig was actually sold for $4,000 in War Bonds during the big KFAB sponsored "Bushels of Bonds" auctions on May 19th. The above scene is typical of the 51 community auctions held simultaneously throughout the KFAB territory to "spark" the sale of Series E Bonds for the Seventh War Loan.

Quarter-hour community interviews over KFAB, loyal cooperation of the local newspapers, the enthusiastic support of leading merchants—all of these were knit together by KFAB to sell more than 2 million dollars of Series "E" Bonds.

Yes—these "Bushels of Bonds" auctions penetrated into the very hearts of the rural communities that make up KFAB's listening audience. If you are interested in this 200 county coverage, let THE BIG FARMER STATION carry your message to its 340,000 listening families.

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA, NEBRASKA
1110 KC 10,000 WATTS
BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

Broadcast Advertising
July 16, 1945 • Page 31
WEAF Signs With BMB as First NBC Key Station to Join Measurement Plan

WEAF NEW YORK, key station of NBC, last week became a subscriber to Broadcast Measurement Bureau, industry station audience measurement organization. It is the first NBC owned and operated station to sign with BMB.

William S. Hedges, NBC vice-president in charge of stations, said: "We have signed with BMB for the key station of our network as an expression of our desire to cooperate with the rest of the industry in its effort to establish a standard form of circulation measurement."

Previous failure of NBC to join BMB for any of the stations owned by the network had occasioned criticism that NBC was holding off through discrimination to endorse a method of circulation measurement which had been developed by CBS. John Churchill, who as research director of CBS had guided the conduct of several surveys along the same lines as those proposed by BMB, is now director of research for BMB.

Other Network Subscribers

CBS owned and operated stations which have signed with BMB are: WEEI Boston, WABC New York, WCCO Minneapolis, KMOX St. Louis, KNX Los Angeles. WBBM Chicago and WTOP Washington have not as yet signed, nor has WBT Charlotte, whose sale by CBS to Jefferson Standard Life Insurance Co. is now awaiting FCC approval. KGW San Francisco, which CBS will purchase from the Brunton brothers, FCC permitting, has signed up.

All four stations owned by American are BMB subscribers: WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles. Mutual owns no stations, but the stockholder stations which own the network include the following BMB subscribers: Yankee Network's WICC Bridgeport, WHIT Hartford, WNAC Boston, WAAB Worcester, WEAN Providence; United Broadcasting Co.'s WHK Cleveland, WHRK Columbus and WHKK Akron; Don Lee Broadcasting System's KJH Los Angeles, KFRC San Francisco; CKLW Windsor-Detroit; WGN Chicago; WIP Philadelphia.

BMB station roster now includes 117 American affiliates, 99 CBS, 159 Mutual and 92 NBC outlets, as well as 74 non-affiliates.

NATIONAL INSTITUTE for Human Relations has awarded CBS star Kate Smith a citation "in recognition of her tireless work in fostering better understanding between people of the world," and for her qualities as a leader in spreading the American ideals of tolerance.

Local Is Granted State College, Pa.

A NEW local station for State College, Pa., was granted conditionally by the FCC last week and applications of two aspirants for local outlets in Martinsburg, W. Va., were designated for consolidated hearing on three issues. Application of WCNC Elizabeth City, N. C., to move to Norfolk, Va., was designated for hearing.

Finding that State College is without primary service day or night, the Commission granted a construction permit to Centre Broadcasters Inc., contingent upon clearance by War Production Board and that applicant is in position to complete all construction necessary within a reasonable period. Facilities are 1450 kc with 250 w unlimited time.

Officers and stockholders of Centre Broadcasters are Richard J. Kennard, president, for 15 years a partner in Aikins, Kennard & Mateer, operators of the State College Hotel; H. Melvin Himes, vice-president, manager of the Nittany Printing Co., publishers of the Centre Times, State College and Bellefonte, and William K. Ulrich, secretary-treasurer, editor of the Times. Each holds 38 1/3%.

Designated for consolidated hearing Aug. 23 are applications of Richard Field Lewis Jr., licensee of WINC Winchester, Va., and Grant Pollock, WINC commercial manager, doing business as Berkeley Broadcasting Co., and C. M. Zinn, salesman-collector for Neuman Ice Cream Co., Winchester, and C. Leslie Golliday, formerly with WORK York, Pa., and more recently announcer at WINC, doing business as Martinsburg Broadcasting Co. Each applicant seeks 1340 kc with 250 w unlimited. Mr. Lewis also is 50% owner of WFVA Fredericksburg, Va.

Issues are (1) to determine qualifications of applicants; (2) to determine areas which would gain primary service through new station and what services are now available; (3) to determine type of program service proposed and whether it will meet requirements of populations proposed to be served.

OIL in KFDM'S area means mass employment — permanent employment. You can't think of oil refining, synthetic rubber, oil field tool manufacturing without considering the steady income it creates. Oil is only one of many industries contributing to KFDM'S 585 million dollar effective buying income market.
1. THE ICONOSCOPE

Practical television began when television became all-electronic. All-electronic television began with the RCA Iconoscope.

The desirable possibility of displacing mechanical scanners by an all-electronic system was recognized very early. However, a practical electronic television pick-up device required a sensitivity that no ordinary tube possessed.

The Iconoscope, developed by Dr. V. K. Zworykin, Associate Director of RCA Laboratories, was the first electron tube to answer this need. By utilizing the now famous "storage principle," in which energy is stored up between successive scalings, the Iconoscope made electronic television a reality.

Under the direction of Dr. Zworykin, RCA engineers have brought the Iconoscope to its present high degree of perfection.

The Fountainhead of Modern Tube Development Is RCA
Rules
(Continued from page 30)
the outer boundary of the service area determined for the district or area in question:

The first service area will be determined by the Commission for the first station licensee in the area in question, and all additional stations must serve the same area as the first station unless an adequate showing is made that a different area is proper, in which case all stations will be required to adjust their service areas accordingly. In determining service areas, the Commission will give consideration to trade area, terrain, population distribution, economics and other pertinent factors.

In addition to the foregoing service area for metropolitan stations, the Commission will, upon appropriate application, designate extended service areas.

There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Maproom Map Co.'s Four Color Retail Trading Area Map.

which metropolitan stations may be authorized to serve.

In determining the boundaries of these extended service areas a showing will be required that the service area added does not contain any metropolitan district or principal city and is predominantly rural in character; that no interference will be caused to the service area of existing stations or that if such interference will result the need for service of the population proposed to be served outweighs the needs of those who will lose service; and that competition will not be impaired by a grant of the application.

Other licensees of metropolitan stations in the same area will not be required to serve this extended service area, but will be required to serve the entire extended service area if they desire to serve any part of it.

The frequencies which will be available for assignment to metropolitan stations are as follows (megacycles): 94.9 - 95.1; 96.5 - 96.7; 97.7 - 97.9; 98.3 - 98.5; 99.1 - 99.3; 100.1 - 100.3; 101.1 - 101.3; 102.1 - 102.3; 103.1 - 103.3; 104.1 - 104.3; 105.1 - 105.3.

(c) Rural Stations--A rural station is designed to render service to wide rural areas? which cannot be served by a metropolitan station. Rural stations shall not be permitted to render a signal of 500 uv/m or better in any metropolitan district unless a proper showing is made to the Commission that due to considerations of terrain it will be possible by permitting a signal in excess of 500 uv/m to a metropolitan district to render more extended service to unserved rural areas than would otherwise be possible. In such situations rural stations may render a signal not in excess of 1,500 uv/m to a metropolitan district. In no case will rural stations be permitted to render a signal greater than 300 uv/m to more than one metropolitan district. Directional antennas may be used by rural stations to increase service to rural areas and to reduce service in metropolitan areas.

The frequencies available for rural stations are as follows (megacycles): 99.9 - 100.1; 102.1 - 102.3; 104.1 - 104.3; 105.1 - 105.3.

"Rural area" means all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population (from 2,500 to 5,000) without an FM broadcast station and not adjacent to larger cities may be considered rural areas.

Mr. Hanley

James H. Hanley, 64, member of the Federal Radio Commission 1935-39, died last Monday at his home in Westminster Apartments, Washington. He was a special attorney with the antitrust division of the Dept. of Justice.

He was named to the FRC by President Roosevelt after long service to the Democratic party in Nebraska.

After the FRC replaced the FCC in 1935 he practiced radio law, going to Justice about a year ago.

A graduate of Creighton College of Law in 1910, he served as secretary to the late Rep. C. O. Loebeck, Nebraska Democrat, from 1911 to 1919. He practiced law in Omaha until 1922 and was State prohibition director for two years. In 1929 and 1930 he was one of the first organizers of Roosevelt clubs in the Midwest.

Surviving are his widow; three sons, James and Thomas Hanley, both members of the Jesuit Order, and John Hanley, in the Navy.

Noble Heads Burn

WILLIAM NOBLE, for the past seven years vice-president of Walter F. Burn & Associates Inc., and M. Lawrence Swars, director of sales for four years, have acquired complete control of the company from Walter F. Burn. Mr. Noble becomes president and Mr. Swars vice-president and general manager under the new set-up. Mr. Burns, retiring president, is moving to Middlebury, Vt., but will continue as a specialist in economic studies and will be available in that capacity to clients of the research organization. Company's headquarters will remain in their present location, 7 W. 44th St., New York.

In the UTAH Market

In The POPULAR Station

KDYL

Salt Lake City

advance Programming New Blair & Co.

Page 34 • July 16, 1945

BROADCASTING • Broadcast Advertising
"THE PROGRAM'S THE THING"

Yes, we know; Shakespeare said "play," not "program." But let's not quibble about words. The program is the thing... the thing that (granting quality transmission) singly, solely, alone, and all by itself unaided builds the radio audience... the thing that determines not only who will hear your sales-message, but how many.

The stations of Westinghouse rate unusually high in program-quality and listenership. The cream of the NBC and Blue Network shows, plus local programs built with equal care, assure audiences that are faithful, which is to say regular; audiences that are large and diverse; audiences that are open-handed when it comes to spending their money on quality products and services.

In their primary areas alone, Westinghouse stations have a potential of 18,000,000 Americans in major markets like Pittsburgh, Boston, Philadelphia, Springfield (Mass.), Ft. Wayne, and Portland (Ore.). Hitch your saleswagon to these star programs of Westinghouse. See our representatives listed below, for availabilities.

WESTINGHOUSE RADIO STATIONS Inc

KYW - KDKA - WBZ - WBZA - WOWO - KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX - KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Statements
(Continued from page 17)
employment, basic ingredients of the American way of life.
Your comments were exceptionally interesting, and I believe your publication has performed a divine service to radio in publishing President Truman's letter. Be assured that McCann-Erickson and its clients will do everything in their power to help maintain the high standards which American broadcasting has progressively achieved.

CAMPBELL ARNOUX
WTAR Norfolk
NAB Director, District 4

CONSIDER PRESIDENT TRUMAN'S statement of policy on radio broadcasting as published in Broadcasting July 9 the most heartening and reassuring message affecting radio in years.

It's forthright plain American talk devoid of ambiguities or double talk is the kind I like to hear. Mr. Truman's expression of confidence in the integrity and ability of those now entrusted with the operation of our country's broadcasting stations, his championship of a free and competitive radio and his conviction that it must be maintained free and competitive should set at rest any doubts and fears for the future.

It guarantees to broadcasting one of the four great freedoms of the Atlantic Charter, freedom from fear.

It also is a challenge and an inspiration to all who have a part in the operation and direction of a broadcasting station to keep their standards high and constantly ascending and to make public interest first consideration in all of their operations.

GEORGE M. BURBACH
KSD St. Louis
PRESIDENT TRUMAN'S statement that radio "must be maintained as free as the press" is recognition of radio on a par with newspapers. This recognition by the President places a responsibility upon radio which we must strive to maintain by establishing higher and higher standards constantly endeavoring to refine radio. A determined courageous effort now "to improve our service to the public will win even greater recognition and safeguard us against attacks by organized public groups and laws of restraint such as other media have experienced.

Broadcasting has again made a substantial contribution to radio. Congratulations and thanks.

MARTIN CAMPBELL
WFDA Dallas
NAB Director, District 13

PRESIDENT TRUMAN'S courageous message regarding radio is a timely one indeed. It is encouraging to broadcasters to know that the new President has confidence in them, as expressed in his statement that "The American system has worked." He may be sure his confidence in free American way will not be misplaced, and that radio not only must but will keep working. Broadcasters will meet the challenge with unflinching courage knowing that President Truman expects of them.

LOUIS G. CALDWELL
Counsel, Clear Channel Broadcasting Service

PRESIDENT TRUMAN'S interpretation of the Communications Act as a decree by Congress that America "should have a free, competitive system" of radio, and his concept of radio as "medium that by the very nature must be maintained as free as the press" constitute an inspiring and clear sighted recognition of fundamental principles which should have guided federal regulation of broadcasting from the outset.

For years these principles have constantly been threatened with
In EVERY field of endeavor, outstanding achievement is the result of a combination that "clicks." A typical example is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

To sell the great St. Louis market, use "The Combination that CLICKS."

PHIL SPITALNY AND THE "HOUR OF CHARM" ALL-GIRL ORCHESTRA

KSD
ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.
erasure and nullification by a strange process of reasoning which has led the Commission to consider that the statutory standard "public interest, convenience and necessity" is an unlimited delegation of authority to it to regulate broadcast programs by various indirect but very effective devices. This has been in the very face of the constitutional guaranty of free speech, the unqualified prohibition against censorship in Sec. 326 of the Act, and the clearly expressed intent of Congress as reflected in the legislative history of the Act. It is to be hoped that broadcasters will follow President Truman's call to "direct their energies in the future... toward the liquidation of all resistance to the principles upon which their own free charter is founded."

T. A. M. CRAVEN
Coulas Broadcasting Co.
NAB Director at Large

ALL IN RADIO should be thank-ful that President Truman is disposed to follow constitutional lines with respect to radio as a free American institution. A free radio in the constitutional sense of a free press is the kind democracy requires.

During my seven years as a member of the FCC, I witnessed at first hand a steady whittling away of the free competition concept which I felt had been ordained by Congress. President Truman's forthright and clean-cut pronouncements should put all concerned back on the track.

The President's comment should be a source of inspiration to all those in radio. His sparkling, sincere words of encouragement should serve as beacons in the postwar reconstruction days ahead—after radio has contributed its mite toward full victory.

FREDERICK R. GAMBLE
President, American Assn. of
Advertising Agencies

PRESIDENT TRUMAN'S statement of policy on radio published in your July 9 issue is splendid service on your part to broadcasters, advertisers and agencies. His recognition of "full fledged war service" by and through radio is well deserved. As Senator and chairman of Truman Committee, the President got full information on what advertising, with leadership of War Advertising Council, is doing to help win the war and from a specially made survey, convincing evidence of its overwhelming acceptability character with very small percentage of objectionable material. This knowledge undoubtedly underlies his present fine statement. With this confirmation by high government authority, let all of us in radio go forward with the constructive plans we are working on, bearing in mind that the needs of all must be regarded if we are to attain the success which the President envisions for us.

JOHN E. FETZER
WEZQ Kalamazoo
NAB Director, District 8
Assistant Director of Censorship
for Radio

JUST AS THE 13th century Magna Carta Enunciation was the forerunner of new found liberties for a great people so President Truman's radio statement may well prove to be the great charter of a free American radio. A radio "as free as the press" will continue to keep the American people the best informed in the world. By keeping our radio free we can continue to present the voice of a rabbi, priest or minister and many other voices which make America a fortress of freedom and a powerful arsenal of democracy in the war against dictatorship and all for which it stands.

The President's statement should be cause for great rejoicing in the broadcasting industry.

ELIOT C. LOVETT
President, FCC Bar Assn.

PRESIDENT TRUMAN'S recognition of the fact that the American system of radio has "worked" is particularly propitious, and his assertion that it must keep "working" is a challenging promise for the industry. That the promise will be kept may not be questioned; the free, competitive American broadcast system has been given a new lease on life both in fact as well as in theory.

CLAIR R. MCCOLLUUGH
Masop Dixon Radio Group
NAB Director at Large

PRESIDENT TRUMAN'S July 3 letter to Publisher Taishoff should be a source of deep gratification to every American broadcaster. It clearly defines several extremely important questions and explicitly places radio broadcasting squarely on its own feet.

It is particularly significant that our Chief Executive should issue his statement as he is about to face...
There's a Big Crop of Sales down here in KAMO LAND

REAP YOUR HARVEST OVER KUOA (5,000 WATTS)

THE DOMINANT VOICE OF THIS GREAT 4-STATE REGION

Those dollar-signs on the map of KUOA's primary and secondary coverage represent over $200,000,000 of buying power from 1,220,938 people in this area. They also represent a plus-market for YOUR products.

The strong, clear voice of KUOA is well-known to all these people, for 205,318 radio families are within easy reach of our primary and secondary coverage. Your sales messages will be heard by housewives, business men, poultry and dairy farmers, fruit growers, miners, oil field and factory workers, and students. Your market is HERE... let KUOA help you harvest a "bumper" crop of sales.

KUOA Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

The Voice of... KAMO LAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives: The Walker Company
the momentous problem of the Berlin conference. Certainly the immense power and force of radio must have been uppermost in his mind—a force that has constantly demonstrated its great capacity for accomplishment through the war years as well as before and is now being urged on toward new and greater horizons.

Much of the haze that has obscured the industry's vision as it struggled to look into the postwar period has now been lifted. The Chief Executive has issued an invitation and a challenge to those genuinely interested in all phases of broadcasting to move ahead under his able definition of the American system.

Our President could not possibly have given American broadcasters a more vital and deeply appreci-ated twenty-fifth anniversary birthday gift.

LESLIE C. JOHNSON
WHBP Rock Island, Ill.
NAB Director, District 9

PRESIDENT'S statement is a challenge to provide radio leadership and willing to work with him, Congress and the press for continued freedom of expression. Free speech cannot endure half slave and half free. Therefore, there must be no encroachment from any source upon the freedom of radio or press. The President enjoins them to work together, using their facilities, as he puts it, "to making more intimate and workable the relationship between the people and the Government". Our leadership, unselfish and unafraid, should step forward. Radio has attained manhood, inheriting the responsibilities and obligations that go with adult state. No industry obligation transcends radio management's responsibilities to the public by whose direct suffer-ance radio lives. This public trust demands constant effort, with the press, to preserve freedom of enter prise and the democratic system, keystone of which is free speech.

Here and now is a golden oppor-tunity for constructive action.

J. R. POPPELE
President, Television Broadcasters Assn.

THE FOUNDATION for television broadcasting in the United States is being laid upon the same frame-work which has made radio one of the nation's foremost industries, namely, free and competitive enter prise.

President Truman's tribute to radio broadcasters for their laudable public service, and his far-sightedness in recognizing the vast opportunities for even greater service inherent in television, are indicative of his awareness of the potentialities of these great com-munication services.

Only by a "free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities" can television achieve its ultimate and inevitable greatness.

P. W. MORENCY
WTCI Hartford
NAB-Director, District 1

I BELIEVE the statement made by the country's chief executive in his letter of July 5, 1945, to be of primary importance to every broad-caster in the country and to the public it demonstrates a thorough understanding of the problems of the radio industry and points clearly to the proper paths of its future development.

Broadcasters welcome competition knowing that it stimulates progress and by that progress the public is best served. It is particularly pleasing to hear from your President that radio has done a good job, is in good hands and that the American system which has brought us the best radio system in the world "has worked and must keep working." The radio industry has shown the maturity it has attained in the war effort and the President's clear statement of facts and principles should stimulate us all to continue and improve the good job that the industry is now doing.

G. RICHARD SHAFTO
WSN Philadelphia
NAB-Director at Large

THE LETTER from President Tru-man is of greater significance to broadcasters than any statement from high government sources in the last decade. In it the President conveys his clear recognition of a new era of radio broadcasting in which the sheer quantity of available facilities, and the ensuing free competition, must outmode restric-tive regulation based upon the concept that broadcasting is the enjoyment by sufferance of a quasi-monopoly.

Nothing so enthuses the broad-

(Continued on page 68)
There are those who maintain that Paul Revere's ride was surpassed by the difficult and dramatic feat of Col. Tench Tilghman. On the 23rd of October, 1781, Tilghman arrived in Philadelphia bringing Congress the news of Cornwallis' surrender. In four days he had journeyed by small boat and horseback, almost three hundred exhausting miles.

But Henry Wadsworth Longfellow chose Paul Revere as the subject of his widely known poem, so to many Americans, the Boston Patriot has become the more familiar historical figure.

Unfortunately, achievement itself, is not followed by recognition. In the world of business a product becomes well known, only when advertised through a popular medium. If Baltimore is your market, WCBM is your medium.
KRAEMER IS NAMED BY ASSOCIATED NET
GENE KRAEMER has resigned from sales staff of Adam J. Young Jr., Inc., effective July 16 to become New York manager of Associated Broadcasting Corp., which plans to begin operation Sept. 16 as fifth nationwide network. New York offices are being opened in the Chanin Bldg.

New network plans to use Mr. Kraemer "ABC Network" as signature despite fact some publications have used tag to identify American Broadcasting Co. since that organization dropped Blue Network name. ABC appellation had been registered by Associated last year and when the Blue announced name-changing plans, Associated notified the Blue of prior claim to ABC, which the Blue acknowledged.

New network will start with about 30 outlets as a "streamlined major market chain". Organization is virtually complete and details soon will be announced.

Mr. Kraemer last week was incorrectly reported to be joining J. P. McKinney & Sons.

C. P. MARDEN, general manager of 2W Sydney and of the Commonwealth Broadcasting Corp. in Queensland, as well as other Australian radio operations, is in the U. S. on his first visit to become acquainted with American radio operations. Former president of the Australian Federation of Commercial Broadcasting Stations, he particularly is looking into FM and television.

DONALD W. THORNBURGH, CBS Pacific vice-president, and SIDNEY N. KROOY, NBC western division vice-president, have been elected to board of directors of Hollywood Veterans Service Council, returning servicemen rehabilitation service. LOUIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, is member of council executive committee.


JACK O. GROSS, owner and manager of KPMB San Diego, is in Chicago to interview assistant manager applicants and to contact agencies on fall plans of clients.

JAMES D. HOUSE, vice-president of Croley Corp. in charge of broadcasting, is still confined to his home with a bursttia attack suffered several weeks ago. He has been directing activities of WLC Cincinnati, however, from his bedside.


capt. john a. kennedy, president of West Virginia Network on leave, assigned to the office of Vice Adm. F. J. Horne, Vice Chief of Naval Operations, is on a three-month special mission in the Pacific, during which he will visit practically every Naval base.

FRANK E. MULLEN, NBC vice-president and general manager, addressed the New York Workshop last Thursday on "Operating Problems of a Radio Network".

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16, 1945

CLEAR

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12E

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Sales Management Survey
1,916,500*
Total 1,913,000

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

The Powerful Advertising Influence of the Southwest

included in the big loop of WOAI's daytime primary area are more potential customers than the combined population of Baltimore, Pittsburgh and St. Paul!

In this populous and prosperous Texas market, the 50,000 watt, clear channel voice of WOAI attracts more listeners than any other station. And that's why WOAI continues to sell more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

the biggest loop of WOAI's daytime primary area is the powerful advertising influence of the Southwest for business during the daytime hours.
Southern Flavor

"Mo spice, mo pepper, turns de light down low... and den puts my soul in it!"

Southern preferences in entertainment largely follow this same recipe. WAGA has made more progress than any other Atlanta station in the past two years, because its programs really suit Southern tastes!

With popular WAGA on your list, you are really "cooking with gas" in one of America's most responsive markets.

WAGA
ATLANTA
5000 watts on 590 Kc. • American Broadcasting Company
Represented by Headley-Reed
### First Starters

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Dynamic, authentic life-dramas of the foremost figures in the news... U. P.'s new 15-minute transcribed program.

What are they like, the men who are big news the world over—and how did they become what they are?
What drew or drove them to their great attainment?
What brought the breaks through which they rushed toward eminence?
What was the great crisis of their lives, how did they meet it, what might have happened if they had met it otherwise?
And today, what kind of persons are they?
Such questions as these "One Man's Destiny" answers—and answers in dramatic and authentic terms—in a 15-minute, ready-to-air recorded program.
This new show, made by the same staff as made U.P.'s "Soldiers of the Press"—the most widely broadcast war show in the world—presents an unmatched combination of excitement and enlightenment. It stirs as it instructs, instructs as it stirs.
"One Man's Destiny", running fifteen minutes—including 45 seconds at start and end for station or commercial announcements—is distributed to one station only in a city. The first station to order the feature will receive it.
For audition samples, for terms, ask your nearest United Press bureau.

UNITED PRESS
Ryan, On The Record

J. HAROLD RYAN is about to complete his tenure as interim president of the NAB. He returns soon to Toledo, to pick up where he left off before the war as vice-president and treasurer of the Port Industry Co. For three years he distinguished himself as assistant director of censorship in charge of radio—where nary a mishap in handling of that delicate task. For more than a year he has piloted the NAB ship through rough waters.

When he was drafted for the NAB presidency in April, 1944, Mr. Ryan accepted with misgivings. He wanted then to return to his home and his business. He set aside that desire to serve in this enterprise once he had been a leader for more than a decade.

During his NAB term, he has led that association in accomplishing these objectives:

1. Broadcast Measurement Bureau, which was evolved originally by the research committee of which he was chairman, has come into fruition. Most broadcasters pledged their funds to this enterprise for the most part on faith in Harold Ryan.

2. On April 1, 1944, the NAB had 567 active members and 21 associates. As he is about to leave office, the roster shows 669 active members and 39 associates.

3. A great personal victory was his fight to encourage the War Advertising Council that a system could be developed to measure fairly the relative contributions of radio and printed media toward furthering the war effort.

4. Relationships between broadcasters and advertisers and agencies were improved. This stems from the organizational processes which produced the BMB structure.

5. Financier in the well-broadcaster, Harold Ryan leaves the NAB functioning on an absolute cash basis—paying bills as they are presented, a departure from the former accrual system of bookkeeping.

Harold Ryan is a conservative and careful operator. Those who enjoy his confidence know that he did not undertake the NAB presidency with any thought of sweeping out shop. He felt that his task at this time was to keep the association on even keel. This he has done, at great personal sacrifice.

He recognizes as clearly as does any broadcaster that the NAB should be strong and hard-hitting enough to protect the art against unfair legislation and regulation, ridiculous demands of the likes of Petullo, against all the evils that beset radio and threaten its free existence. His administration has not been a force against such incursions. That was by design. These objectives were not possible in an interim tenure, and Harold Ryan was sensible enough to know it.

Soon Harold Ryan will hand to his successor, yet unnamed, a going concern. He, along with all in radio, fervently hope that the presidential toga will fall upon the shoulders of a strong, virile, intelligent leader who with dignity and aggressiveness can channel the vast art of radio toward sounder legislation and regulation and broader public service.

That man may be Associate Justice Justin Miller, a distinguished jurist and an imposing national figure. The course of action has been prescribed by President Truman. The task is not simple, but the issue is clear-cut and the road well marked.

Page 46 • July 16, 1945

FM, Stillborn?

BROADCASTERS learned the hard way last week that the battle over FM has just begun. When the FCC placed this new broadcast service in the new 90mc. band, after a long and bitter contest with those who have pioneered the art, it was only the first skirmish.

The FCC has issued an order incorporating its proposed rules and regulations to cover FM. True, the FCC emphasizes that draft is designed only to give "scope and direction" to the hearing, now called for July 30, and that it is simply a "suggested" draft. But these proposed rules indicate FCC thinking.

The Commission repeatedly has stated that it wants to encourage present AM broadcasters to enter and pioneer the FM field. By posing the question whether it should adopt a regulation barring eventual dual ownership of AM and FM stations in the same market, the Commission frightens away AM participation.

Broadcasters must state their case at the hearing, or resign themselves to a kind of regulation of FM that may stifle rather than encourage the development of an art which could infinitely broaden radio's service. The trouble seems to be that the FCC regards FM as a service competitive with AM, rather than a companion service in the aural field eventually destined to replace AM in metropolitan areas.

WALTER JOHNSON BROWN

THERE'LL BE a broadcaster in Berlin when the Big Three get together almost any day now. That rare personality will be Walter Johnson Brown, special assistant to Secretary of State James F. Byrnes. He is on leave from Spartanburg, where he is vice-president, general manager and part owner of WSPA.

One of the first official acts of Justice Byrnes, upon assuming the Cabinet post, was to designate his friend, confidant and advisor, Walter Brown, as chief assistant, dealing in public relations. So far as the records show, Walter also is radio's first contribution to international diplomacy. After the conference, he will assume a new official status at the Department, but the precise title isn't yet known.

Eighteen years ago Walter swore he was through with politics forever.

That was when his father was defeated for reelection as Georgia Commissioner of Agriculture. Walter had been unofficial aide to his father. He stuck to his resolution for two years while the University of Georgia taught him the rudiments of journalism.

Then he came to Washington. Like other Capital correspondents he found himself writing, eating and dreaming politics. For a decade his political activities were numerous, intense and unofficial. They centered on Carolina politics, particularly South Carolina where he played a background role in most of the campaigns.

His intimate knowledge of government operations and his wide acquaintance led in April 1943 to his appointment as special assistant to Justice Byrnes, Director of Economic Stabilization. Two months later Justice Byrnes became Director of War Mobilization and Walter remained with him until last April 1.

Two years of service as an important Federal official at the focal point of war operations had given Walter a chance to serve his country faithfully and efficiently. So he retired from public life to the comparative quiet of WSPA Spartanburg, S. C., where he is vice-president and general manager, and to the quiet of his historic farm, Hickory Hill, Georgia. No more politics for Walter.

On April 12 he was in his library reading a book by Winston Churchill when Justice Byrnes called from Spartanburg to tell him about President Roosevelt's death. Walter went to Spartanburg and they flew to Washington to attend services for the President. A fortnight ago Walter was back in politics—only this time at the Department of State.

Walter Brown's Washington, Carolina and
DR. LYMAN BRYSON, CBS DIRECTOR OF EDUCATION, BECOMES THE 247th MEMBER OF KOIN's MILLION DOLLAR CLUB DURING SPECIAL BROADCAST TO NATION-WIDE CBS FROM THE KOIN INSTITUTE FOR THE STUDY OF RADIO.

A 7th War Loan "Special" this 124th meeting of KOIN's Variety Award winner featured the KOIN Duncan Singers, Singing Hostess Margaret Carroll and the KOIN Orchestra. Presentation of membership to Dr. Bryson was made by E. C. Sammons, Chairman Oregon War Finance Committee. Thus he joined 246 other members each credited with the sale of more than one million dollars in War Bonds. Congratulations to Bryson came in a glowing tribute from Million Dollar Club member Ted R. Gamble, Director War Finance Division of U.S. Treasury Department, in a special pickup direct from Washington, D.C.

The broadcast was but one of several KOIN originations highlighting the second annual Institute for the Study of Radio ... a KOIN "trail-blazing" venture in the field of radio and education ... held in cooperation with the Oregon State System of Higher Education and the Portland Public Schools. Bryson was one of the institute faculty made up of 12 of the nation's outstanding radio and educational authorities. Perhaps its impact is best expressed in these words by one attending ... "I've been a teacher for 33 years and this is the most inspirational thing that ever happened to me."

KOIN PORTLAND, OREGON
FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES
Respects
(Continued from page 16)

Georgia career centers around his close friendship with Justice Byrnes. The beginning of that friendship is a typical reporter's story. It occurred in the summer of 1931, when Walter went around to see for the first time the Senator from South Carolina, Mr. Byrnes.

A secretary and a man in shirt sleeves were in the office. As Walter got the secretarial runaround, his reportorial instincts asserted themselves. Good and mad, he let the secretary have a few choice Georgia expletives. Abashed, the secretary said, "That's Senator Byrnes right there."

Interviewed Senator

Walter interviewed the Senator about the Hoover plan for a moratorium on foreign debts. That was the start of a dual role. Through a decade-and-a-half of the most exciting era in world history he has been at the side of Senator Byrnes in political campaigns, Congressional activity and wartime service.

Born near Athens, Ga., July 25, 1903, Walter attended public schools in Bowman and Toccoa. While in Toccoa grammar school he got his first job, delivering the Atlanta Journal. He worked for two reasons—first, he wanted to work; second, he had to.

Toccoa oldtimers recall the lad who waited for No. 30 to come into the station with the Journal bundle. Slicing the steaks cooking in the diner, he would say to them, "Some day I'm going to ride that diner and eat steak." Twelve years later he rode in the diner of No. 30, and ate steak.

Walter's dad was elected Georgia Commissioner of Agriculture in 1916 and the family moved to Atlanta, He attended Gibson-Mercer Academy a year, then went to Tech High School. At Tech he got his first taste of journalism—setting type for the multigraphed market bulletin edited by his father, first such bulletin in the U. S.

During political campaigns Walter drove his dad around the state. After graduating from Tech, he went to Georgia Tech, and was the first student in the new ceramics course his father persuaded the university to start. In his second year he left school at 21 to marry his childhood sweetheart, the granddaughter of Senator Tom Watson. About that time the elder Brown was defeated for reelection and Walter took his solemn oath to stay out of politics forever.

Studied Journalism

He moved to Athens for the course at the U. of Georgia journalism school. In 1929 he and Henry McLemore decided to crash the big time and drove to Washington. Walter stayed but Henry went to New York and United Press. Walter freelanced for a while, with slim success, but finally got the first of his newspaper strings, the Winston-Salem Journal-Sentinel.

At that point hard work and merit began to bring results. Capital newspapermen have always recognized him as one of the crack correspondents of his day. He fed three leased wires out of Washington plus miscellaneous writing. Before he was established, though, he sent for his wife and boy. They moved into a home in Foxhall Village, across from T. A. M. Craven, then at the FCC.

Covered Congress

In the late 30s Walter covered Congress for Broadcasting, along with his newspaper work and freelance writing. In that role he got his first taste of radio. He became interested in broadcasting about the time that Senator Byrnes and three Spartanburg businessmen—A. B. Taylor, Donald Russell and Walter Jackson—decided Spartanburg needed more and better broadcasting. Mr. Russell, an attorney, is also serving with Secretary Byrnes as associate assistant.

In 1940 they persuaded Walter to take over management of WSNA and WORD. He was instrumental in establishing WORD, and afterward the group purchased WSNA. Among his early achievements were securing a CBS affiliation for WSNA and Blue for WORD. Recently WORD was sold under the FCC duopoly rule.

Walter's legal residence is Hickory Hill, a showplace of the South. He has several hundred head of cattle on the 4,000-acre Georgia farm.

The first Mrs. Brown died nine years ago. The present Mrs. Brown is the daughter of Mr. Taylor, president of Spartanburg Adv. Co.

Walter is a Mason, belongs to the Baptist church, Delta Sigma Phi fraternity, National Press Club, Kenwood Country Club (Washington) and Spartanburg Country Club. Hobbies, of course, are politics and farming.
ROLLING STONES

gather no moss. And so it is with dynamic programs that roll right along with the dash and verve of motivated action every minute of the time they’re on the air. WGN’s citation, from the Ohio State University Sixteenth Annual Institute for Education by Radio, is an example. It reads in part: “... to WGN for the program Republic Steel of the America Unlimited Series, first award for a hard hitting, smoothly produced program... emotional appeal blended with excellent showmanship.” Or the Human Adventure Series, which merited the Peabody award in the 1945 judging of outstanding programs. Successful programs stem from a background of years of showmanship experience in producing quality shows. One of many reasons why WGN leads the field, among Chicago’s major stations, in local and national spot advertising.

A Clear Channel Station

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
EDWARD WADE has been named chief announcer and program director of WAPM, Bermont, Ga. Lt. FRANK PIERCE, USCGR, has returned to announcing staff and SAM MIDDLETON, new traffic director, is added as announcer.

GENE WILKEY has been appointed program manager and WILLIAM J. BARTH is new educational director and production manager in realignment of staff at WCCC Minneapolis following resignation of AL SHEEHAN. Mr. Wilkey joined WCCC last year from WOOD Chicago. Mr. Ziebarth is former manager of WOKY, U. of Minnesota station, and will continue his radio speech at the university while in charge of all public services programs originating at WCCC.

WING RICHARDSON has returned to announcing staff of WPOY St. Augustine, Fla., after service in the Pacific with Army Signal Corps.

BUD ROGERS, WARREN JOHNSTONE and DAVID HUGHES, returned service men, have joined CRKN New Westminster, B. C. as announcers. AL REUSCH, of KSSA Edmonton, is now CRKN production manager.

JIM WESTOVER, newscaster for WOL Fort Wayne, Ind., has been promoted to chief announcer.

MICHAEL GUCKIN, former announcer with WFSH Syracuse, joins WCAU Philadelphia.

JOAN SCHNEIDER is first fulltime woman announcer at WPAS White Plains, N. Y.

MARY ANN LOGAN, copy editor of WPAS White Plains, N. Y., for two years, is to be married to Lt. William Leslie Rogers and will be succeeded at WPAS by GLORIA SMITH, from CBS New York.

POULL DUFFRON, director of women's activities of WNRL Richmond, will originate her "Duffron Reports" program, New York July 18 while covering New York fashion openings.

BILL HANUMAN, former head of WOR New York sound effects department, has returned to New York to await release after eight months driving an ambulance with the American Field Service in France.

JOHN GIBBS, former production manager of WVRT Morgantown, W. Va., is new announcer with KQV Pittsburgh.

FRANK WALDECKER, formerly with WCAU Philadelphia, has joined announcing staff of WOR New York. Mr. Waldecker worked in motion pictures as a child star and later was manager of the "Dead End" kids. He entered radio in 1942.

FLORENCE ARMAN, continuity chief of WPRC Portsmouth, Va., has resigned to join WLWE Richmond. She is replaced by JAMES C. BETTER. VINCENT ESCH has been named program director of WPAP.

NOEL T. THOMPSON, announcer on leave from KYFY Lubbock, Tex., as a Marine captain, is the father of a girl.

LT. JACK LAWRENCE, former announcer at WASH Boston, is now in Manila as adjutant in the Army General Radio & Cable Section.

TOM HICKS, formerly in the radio department of Focte, Cone & Belding, New York, has joined Americans as copywriter in program and promotion department.

DUANE JOHNSON, service veteran with KOY Phoenix for past year, has been named program department continuity editor.

HARVEY TWYMAN, announcer with KQW Oklahoma City, is now stationed in the Coast Guard two years ago, has been awarded the Purple Heart for injuries sustained D-Day on Iwo Jima. He is combat radio correspondent using portable film recorder.

ERNST TANNEN has been promoted to chief announcer of WSBW Portsmouth, Va.

LT. ERNEST W. RICKENBACKER, relieved from the Army, has joined announcing staff of WORB Sandusky, Ohio. A.C. RICKENBACKER, his brother, is platter turner for station. RICHARD K. ISLEY shifts from engineering staff to announcing staff.

MAL. MEREDITH WILLSON, musical director of AFBS Hollywood, is now on inactive duty and reportedly is MAM. He is former KBO western division musical director. CAPT. WALTER SHUMAN, composer-conductor, has taken over AFBS assignment.

ANTON L. LEADER, free lance director, has replaced EARL McGILL as director of "Radio Readers Digest" on CBS for Campbell Soup Co.

ROY WALEY, released from AAP and formerly with KEK Berley and Dolan Agency, Hollywood, has joined KGO San Francisco as announcer.

VETERAN of many Pacific engagements, S/C David Gary Cob, former WSM Nashville announcer, in his spare time entertains shipmates as m.c. and star performer for shows presented aboard his cruiser.

GEORGE FENNEMAN, announcer of KGO San Francisco, has been transferred to American Hollywood staff.

GIL THOMAS, formerly of KQW San Francisco, has joined KFP Los Angeles as producer.

ROY GRANDEY, former producer of KGO San Francisco, has joined production staff of KQW San Francisco.

MADISON BOYCE, new to radio, has joined production staff of KFRC San Francisco.

ART JONES, new to radio, has joined the San Jose studios of KQW San Francisco as announcer.

CHARLES (Chuck) WARREN, released from the Navy, has been added to production staff of KFRC San Francisco.

LLOYD DOCTER, former freelance writer, has joined NBC Hollywood continuity staff. ETHEL BELL, has been transferred from network's San Francisco continuity department to Hollywood staff.

ROB GOONS, formerly with KTBI Tacoma, has shifted to KMO Tacoma announcing staff.

PVT. MICHAEL SHERR, former announcer of WJKB Detroit, is now announcer and newscaster at KMO Tacoma, Wash., on off-duty hours.

FRANK (Salty) MALLANTS, boating and fishing writer of WARD Chicago, has received honorary life membership in the Florida Tackle & Gun Club for his work in conservation of natural resources. Mr. Mallants is executive secretary of Florida Wild Life Federation.

WINTON WILLIAMS, formerly of KQW Duluth, has joined WMF Cedar Rapids announcing staff.

ARTHUR J. SCOTT has joined WPCI Pawtucket, R. I., as announcer. He formerly was with WBTB KQVO WOOP.

HERBERT GILLIS, free lance, has joined KFGW San Francisco as announcer.
It took 360 HOURS OF CONTINUOUS COVERAGE to put 62 unique localized programs on KFI's own line from San Francisco

KFI was on the job 24 hours a day, for fifteen days at the United Nations Conference...preparing interviews, forums and programs especially slanted to interpret the broad Conference actions in terms of their effect on the economic future of Southern California.

Needless to say such a localized coverage was different...difficult...and taxed the physical resources of a special staff of analysts, announcers and engineers.

But this is just another example of KFI's conviction that radio owes an obligation to its local listeners and that public service is always a privilege and an opportunity to win a loyal listenership.

KFI... NBC for LOS ANGELES
50,000 WATTS - CLEAR CHANNEL - 640 Kilocycles

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
JAMES G. BENNETT, formerly assistant advertising manager of American, has
resigned to open his own program production organization specializing in pack-
age shows. AXEL GRUENBERG, radio, stage and movie producer who
most recently handled “Road Ahead” on American, is now in production de-
partment. TOBY DAVID, radio actor, will have charge of talent and tran-
scriptions. JAMES LAWRENCE FLY, former FCC Chairman now main-
taining a private law practice in New York, will be associated with the new
company in charge of legal matters and in an advisory capacity.

ABEL GLEASON, librarian for engi-
nearing division of Stromberg-Carlton Co., Rochester, has been elected pro-
gram chairman of Western New York Chapter of Special Libraries Assn.

ERNST ANDERSON, formerly of D'Arcy Adv. Co., New York, has been
named public relations director of Ma-
jectic Records Inc., New York, wholly-
owned subsidiary of Majestic Radio &
Television Corp.

STEWART-WARNER Corp., Chicago,
has announced appointment of Appli-
cance Distributors, Mt. Vernon, N. Y., as
distributor for postwar radios in West-
chester and Rockland counties.

GALVIN MFG. Co., Chicago (Motorola Radio), has appointed Overseas Indus-
tries Inc., Chicago, to act as export sales
department for sets in all parts of the
world outside the U. S.

CROSLEY Corp., Cincinnati, has ap-
pointed Cia Mexicana Electro-Mercantil
S.A., Mexico City, as distributor in Fed-
eral District of Mexico and 16 Mexican
states.

HOWARD J. RISING, former district
manager of Pacific Coast operations for
RCA, has been appointed manager of
appliances and radio division of Cali-
ifornia Electric Supply Co., San Fran-
cisco, distributor of Crosley receivers
and household appliances in northern
California.

REES HARRISON, former timebuyer
and office manager of Foote, Cone &
Hedge, Hollywood, has joined Edmund
L. Cashman Productions, newly orga-
nized radio production firm with head-
quarters in the Plaza Hotel, Hollywood,
as office manager.

RUSSELL CASE, musician and ar-
range, has been appointed popular music
director of RCA Victor for Victor
and Bluebird records. Mr. Case has
played with orchestras of Morton Gould,
Al Goodman, Raymond Paige, Harry
Sootnick.

JACK KAPP, president of Decca Rec-
cords, New York, is in Hollywood for
several weeks.

MARGARET KENT, formerly in radio
department of A & B Lyon Inc., Beverly
Hills, Calif., talent service, and prior to
that associated with NBC Hollywood,
has joined Samuel Goldwyn Inc. as di-
rector of radio relations, attached to
publicity and advertising department
headed by LYNN FARNOL.

C. C. CHAPELLE Co., marketing con-
sultant, has moved Chicago headquar-
ters to 335 W. Randolph St. Phone:
Central 5640. Firm’s New York address
is 223 Broadway; phone: Rector 2-0660.

MICHAEL M. KILLERMAN, president,
Keystone Broadcasting System, left
New York July 10 for a four-week vaca-
tion and business trip to North Caro-
olina.

Webster to Collins

GLENN E. WEBSTER, engineering
supervisor with NBC for the past 14 years, has resigned to join the
engineering staff of Collins Radio Co., transmitter manufac-
turers, Cedar Rapids, Iowa. Mr. Webster is in charge of the design
and development of speech input
and audio equipment for radio sta-
tions. He has been in radio en-
gineering since 1926 and was chief
engineer at several stations before
joining NBC.

P. A. Bergner & Company sponsored their first program over WMBD in
1932. Results were so successful they have continued ever since, without
interruption. Today P. A. Bergner & Company is one of Peoria’s leading
department stores and the organization continues to expand. Their third branch
store is now being opened in a nearby

city.

Mr. Tetzlaff, President and General Man-
ger, comments: “WMBD has contrib-
uted immeasurably to our consistent
growth. This popular radio station cer-
tainly reaches the people and builds
sales.”

55.8%

WMBD Has More Listeners
Than All Other
Stations Combined!*

*Conlan Metropolitan
Peoria Survey
February, 1945
Results shown include every
day of the week, all hours.

WMBD A B C D All Other Stations
19.5% 12.4% 7.9% 2.9% 2.5% 2.0%
YOU MAY BE ABLE TO HURL A 17-INNING, NO-HIT GAME*—

BUT—YOU CAN’T PITCH AN “OUTSIDE” BROADCAST INTO WESTERN MICHIGAN!

Just as a catcher’s mitt stops a ball, so does Western Michigan’s barrier of fading smother radio broadcasts—even those from super-powerful stations in Chicago and Detroit!

So if you think folks hereabouts are listening to your programs from those points—this is to inform you they aren’t.

Inside-the-wall stations are the only ones they can get with any dependability. And their favorites are the new combination—WKZO in Kalamazoo plus WJEF in Grand Rapids—which offers complete coverage of all Western Michigan, with non-fading signals, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. We would be happy to send you all the facts—or just ask Free & Peters!

* Fred Toney did it in his first season in organized baseball, Bluegrass League, 1909.
Another "Top Name" is added to the list of KTSAs program features. This time its RUSH HUGHES and his nationally famous "SONG & DANCE PARADE" which will be aired daily, Monday through Friday, 4:30 to 5 p.m. (via transcription) with participating spots up to 1 minute available. If you want to sell the KTSAs area, here's your spot, your time and your station.
At WJJD, the concentration has been on public service shows ever since Marshall Field bought the station and put it under the management of Art Harre. Station does not throw on public service shows just to get the pesky time seekers away from the door. It really produces them, and has expanded its public service time by 73%.

We believe in programming on the new WJJD. We believe showmanship can make public service programs vital ... entertaining ... dial-appealing.

This is the policy of the new WJJD—the pitch behind its 20,000 watts of potent SELLING POWER ... delivered into the largest coverage area offered by any Chicago station ... regardless of power.

20,000 WATTS OF SELLING POWER

A Marshall Field STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER

BROADCASTING • Broadcast Advertising

July 16, 1945 • Page 55
Judging from its name, there might be some fascinating sights in that Kentucky metropo-
lis, but somehow WAVE doesn’t seem interested! Maybe we’re growing old, or may-
be we’re righteously contented with the rich and ripened charms of the
Louisville Trading Area. What charms, ya ask? Well, just
more industry, more wealth, then you’ll find in the rest of
Kentucky combined! We should get dust in our eyes at Windy
Corner! Should you?

RALPH M. SPANGLER, formerly public
relations minister in Australia and
Attorney, has established his
own agency, Ralph M. Spangler
Publicity Co., in Cincinnati.

LT. COMDR. PAUL HOLMAN FAUST,
vice-president and director of Mitchell-
Canuck Ad., Chicago, now in
active duty, has been
commanded by
Pte. Adm. Chester
W. Nimitz for meri-
tious conduct in per-
formance of duties as
career and recreation offi-
cer with Service
Squadron, South
Pacific Forces.

CARROLL OMPERA, account contact and
assistant to WIL-
LIAM BILES, Hol-
lywood, president
of Young & Rubicam, is the father of a boy born in Los Angeles on July 6.

WARREN DEAN BLACK, former head
of the company’s operations in Los Angeles, has joined Henry J.
Kaufman & Assoc., Washington, as production manager.

IRENE KUHN, veteran newswoman who
reported first woman news com-
mentator in the Orient, leaves shortly
for Chongking to broadcast for NBC
for several months. Mrs. Kuhn, whose auto-
biography, “Assigned to Adventure”
made best-seller lists, lived in the Far
East before the war and handled news
broadcasts on local stations in China.

JULIAN ANTHONY, formerly with
American newsroom in New York, has
been named news CO for San Francisco as editor for news
network’s listening post.

WILLIAM F. MOTTEN, former Camden,
N.J., and Boston newspaperman, has been
sent to a news bureau of the McClatchy newspaper and
radio organization.

HAROLD WADSWORTH, engineer-war
correspondent of BBC, has returned from over
sea assignments.

Army Hospitals Trying
‘Hushatone’ Receivers

USING individual “hushatone” re-
ceivers tied into a four-channel ra-
dio and PA system, Percy Jones,
General Hospital, Battle Creek,
Mich., has become the first of the
Army general hospitals to be so
equipped. Similar installations are
planned in 33 others.

Network programs are picked up on
four of the channels and live
shows from a nearby radio
station are fed on two other
channels. The receivers are
turned on by pulling a
string hanging from a rotary
switch above the head of the bed.

PAUL TERRY, radio director of Dana
Jones Co., Los Angeles, has
shifted from Salesmanship to
Advertising Counselors of
Phoenix, Ariz., in similar
work, with added duties of copy chief.

MICHAEL DAVENPORT, reporter from
AAF, and formerly in program
traffic and production division
of Oklahoma Network, has joined research
and development office of WJAC.

RAY ALBERT, former production
headquarters for KMFA, Austin
and San Antonio, has joined agency as advertising manager.

IRENE KUHN, veteran newswoman and
reporter, has joined WJAC as
assistant account executive.

ANDREW MERCIER, for ten years with
the engineering department, has been
named assistant supervisor of the
television studio technical operations
of WCBW New York.

DAVID J. FINN, former sales manager
in Los Angeles, has joined the
RCA tube division headquarters
sales department.

CAPT. WALTER M. SCHWARTZ Jr.,
president of the Proctor Electric Co.,
Philadelphia, has resigned to
accept a position as
a legal counsel for
Prudential Insurance.

Sgt. WALTER WALTER, former
sales manager and executive of
the Mosquito Network,
now a sales manager for
the Metron Network.

JACK 0. CROSS, vice-president
and general manager of WMBI, Chi-

cago, is now the advertising
man. He formerly was
account executive at KMFB.

It brings

The proper setting does
wonders for a proposal. For
product acceptance, to turn
"no" into "yes," WLAB can
help you win over New
England’s 3rd Largest
Concentrated Audience.

WLAB

LAWRENCE, MASS.
Operating Industrial New England
5000 WATTS 750 KC.

NATIONAL REPS.
WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.

WEED & CO.
George B. Armstead, WDRC's News Interpreter

Covers San Francisco for Connecticut

George B. Armstead was one of the few accredited correspondents, from an independent radio station, to cover the World Security Conference.

Connecticut listeners had his first-hand daily reports over WDRC from San Francisco, and he served both the Conference and Connecticut with his capable, temperate and objective reporting.

People here rely upon George B. Armstead for his interpretation of the news. He is heard exclusively on WDRC, Monday through Friday, at 6:30 p.m. He has an excellent Hooper rating, and is available for sponsorship.

Write William F. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut, for full details.

First Place In Hartford In Billboard’s Annual Publicity Poll

Our thanks to Billboard, and the newspaper radio editors whose ballots brought WDRC this award.
Beaumont. Ed. Cleveland. pop. 94,000. July 13. WJW (730 kHz), Cleveland, has participated in a two-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

BERRY MOTORS, Los Angeles, has started a three-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

PLANTERS NUT & CHOCOLATE CO., Los Angeles, has started a three-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

SOUTHERN CALIFORNIA TELEPHONE CO., Los Angeles, has started a three-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

BERRY SHOES, Los Angeles, has started a three-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

AIRPLANE CHARTER LINES, Los Angeles, has started a three-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

PLYMOUTH SHOPS, New York, has started a three-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

J. NAVETT, New York, has started a three-week spot announcements campaign for Olympic Radio line to start as soon as possible in the area. Agency is Ely Ringer Ad., New York.

National Board of Fire Underwriters, New York, has announced that the well-known advice on fire insurance has been placed on WJW, Cleveland, Ohio, and WOR, New York, through the agency of the National Board of Fire Underwriters.

The Public Service Advertising Council, New York, has announced that the well-known advice on fire insurance has been placed on WJW, Cleveland, Ohio, and WOR, New York, through the agency of the National Board of Fire Underwriters.

Quincy Labs, Chicago, has announced that the well-known advice on fire insurance has been placed on WJW, Cleveland, Ohio, and WOR, New York, through the agency of the National Board of Fire Underwriters.
Colloquially speaking, we of Amperex have “broken our necks” to provide dependable service to our customers during these war years. This statement, we feel sure, will be supported by those who have made us their source of tube supply. Important to note is that the “Amperextra” of dependable service has been matched by the “Amperextra” of dependable quality. In commercial broadcasting—AM, FM, Television—in electro-medical apparatus, in communications systems, in industrial applications, Amperex tubes have delivered and still are delivering high efficiency over a longer period of time. The Amperex Application Engineering Department, another “Amperextra”, will be glad to work with you on present or postwar problems. This is Service.

Many of our standard tube types are now available through leading radio equipment distributors.

AMPEREX
...the high performance tube

AMPEREX ELECTRONIC CORPORATION
25 Washington St., Brooklyn 1, N.Y., Export Division: 13 E. 40th St., New York 16, N.Y., Cables: "Adrib"
Canadian Distributor: Rogers Electronic Tubes, Limited 652 Fleet Street West, Toronto

WASTEPAPER IS VITAL WAR EQUIPMENT...SAVE EVERY SCRAP

EASTERN WINE Corp., New York (Chateau Martin wines), has appointed Robert Feldman Radio Adv., New York, to handle advertising. Company is scheduled to launch spot campaign in fall.


BU-TAY PRODUCTS Inc., Los Angeles (Bath Drops, detergent), with adding of new markets and schedule revision, early July started participation in "Happy Kitchen" on KMBC, "Ladies Only" on KABC; "Barn Busters" on WWJ, "Top O' the Morning" and "Grenadters" on WTMJ; "Hospitality House" on KWWJ; "Ted Hayors" on KTHJ. Bu-Tay also sponsors weekly participation in "Meet the Muses" on eight CBS Pacific stations and uses daily spots on KFVD and KOKO.

RECORD Hit His July started participation in "Meet the Muses" on eight CBS Pacific stations and uses daily spots on KFVD and KOKO. Agency is Glasser-Galley & Co., Los Angeles.

RITA HURWICK, formerly of script writing and publicity staff of WEZ, Harrisburg, has been named publicity director of WZV New York, replacing LOLA WOURELL who is taking two months rest.

BOB INKEN, WMT Cedar Rapids merchandising manager, on June 23 married Emma M. Peterson.

ROBERT P. CIALONI has resigned as advertising and publicity director of WIP Philadelphia.

EDWARD L. SCHEN, picture editor of WGN Chicago, resigns July 21 to join the publicity and exploitation department of Warner Bros.

JOE SEIFERTH, audience promotion manager of WEZ New York and director of station's Dramatizing Victory Troupe, is in New York Polytechnic Hospital with serious knee injuries suffered during a 14-hour performance at Pine Lake, N.Y. Despite dislocated knees, broken ankle, Mr. Seifertch continued with the show which sold $200,000 worth of War Bonds.

V-E Coverage

In a 16-page picture booklet, NBC re-views highlights of its video coverage of V-E Day. To mark its television station, WNYT presented an uninterrupted 14-hour program, biggest video show to date. Titled "May 8, 1945", book's front cover pictures video camera on roof of the Astor Hotel, New York, with piling through масс below in Times Square.

WELL Paper

EIGHT page illustrated newspaper of radio news and programs is now published by WEIL New Haven, Conn., and distributed to 50,000 homes in the area. Issued monthly, house organ was ventured because local newspapers refuse to sell display ads or to give program listings, although carrying listings of New York stations.

Music Store Tie-Ups

PLUGGING "Radio's Song of the Week", 51 New England stations have secured the cooperation of more than 500 music dealers to display copies of the song and record in show windows while stations are broadcasting selection. Selection committee is headed by Walter Haase, general manager of WDRC Hartford and originator of the plan.

Tele Station Model

ALLEN B. DUNLOP, Los Angeles, is building a 5 x 8 foot miniature model of a typical network television station to go into the "Toledo of Tomorrow" display now showing in Toledo's Zoological Gardens. Model will show the simple, workable and economical sound television station designed for a medium-sized operation.

RCA Brochure

1945 EDITION of "RCA—What It Is, What It Does", has been published by the company. Profusely illustrated, the 48-page brochure in question and answer form presents basic information about RCA broadcasting, research, television, manufacturing and communications activities.

Ziv Brochure

MULTI-COLORED promotion booklet has been prepared by Frederic W. Ziv Co., Chicago radio production firm, on "Your Pleasure Parade", transcribed by the firm. Piece is illustrated with participating talent. Samples of newspaper promotion stories and ads for program are included.

Tulsa Booklet

EXTENSIVE data on Tulsa, Okla., is contained in "Measuring Tulsa Industry", brochure prepared by J. Walter Payte Adv., Tulsa, for Local Chamber of Commerce. Available from the chamber, on request, illustrated booklet emphasizes city's strategic location, established industries and financial status.

Baby Contest

B. MEIER & SONS, New York, maker of Golden Center Wheat Germ, and sponsor of WOR New York program "Grade Blue Ribbons" contest for the healthiest child at Palladium Park, N.J., July 28. Contest will be broadcast.

Local Sports

INSTEAD of usual sponsored airing of local sports events, KVG Pittsburgh is presenting weekly hour program of wrestling and boxing from Hickory Park, where ringman will earn for time to promote advantages of the park and sports features.
ALL NEW – incorporating new techniques, new circuits, new tubes.

NEW TRANSMITTERS...with impressive high fidelity, low harmonic distortion, low hum level...with outputs of 1, 3, 10 and 50 kilowatts...plus ample operating safeguards.

The basic unit is the exciter, generating 250 watts of RF power. Its design permits adding power units as desired...at any time...in selected steps that make possible the different outputs.

NEW ANTENNAS...of two or more loops with two or more half-wave elements, are factory tuned for easy installation. Standard coaxial lines feed them.

NEW POWER TUBES...highly efficient, incorporate notable Federal achievements in design and production. They assure long, dependable performance in FM broadcasting.

Look to Federal for the finest in FM equipment.
Los Angeles  
(Continued from page 22)

tele and Portland coverage. Haas Bros., San Francisco (Trupak fine foods), has started in Northern California.


From east of Rockies, Milano Food Products, Chicago (1890 French dressing), through Garfield & Guild, has spot campaign in Northern California to augment Los Angeles and San Diego coverage. Armour & Co., Chicago (meats, dairy products), has renewed CBS Hedda Hopper's Hollywood for 52 weeks.


Age Calculator
FOND but puzzled parent asked WGN Chicago for the date back in 1940, probably a Friday in April, on which it gave free tickets to all the Smiths for a program called Whispering Smith. On that day a child was born to the parent but there is no record and a birth certificate was desired for the offspring. Scanning its records WGN found it broadcast a premier of Whispering Smith Friday, Feb. 28, 1941 so the parent has a child 4 years 4 months old, a year younger than the age estimated.

Albers Milling Co., Seattle (cereals) has five-weekly Albers Homemakers' Hour on NBC Pacific stations, while Sperry Flour Co., San Francisco (waffle flour), sponsors Sam Hayes news, and This Woman's Secret on NBC Pacific.

Petri Wine Co., San Francisco, has renewed Sherlock Holmes on Mutual-Don Lee effective Sept. 3 to fall of 1948. Sante Fe Vintage Co., Los Angeles, out of radio three years, in late June started four-weekly spots on KECA, with spots in California's major markets.

Tivoli Brewing Co., Los Angeles, started spots on several Los Angeles stations. Rainier Brewing Co., San Francisco, renewed weekly American Network series, Murder Will Out. Peralta Wine Co. is active (see Safeway Stores). Pacific Brewing & Malting Co., San Francisco, is using local radio. Beverage accounts such as Nehi Corp. (Par-T-Pak) have become all-year-around users of spot radio. Royal Crown Cola also carries heavy spot schedule.

Cosmetics Expanding
Cosmetic accounts have been active recently with expansion dependent upon materials and manpower. Colonial Dames Inc., Los Angeles, may add spot campaign and transcribed five-minute discs to exploit cooperation with local dealers and clean up weak spots in sales area. Sales Builders Inc. (Max Factor), has not announced fall plans. Vonett Sales Co., Los Angeles, potential national user of radio, is testing with women's program on KECA. Avon Products, Los Angeles, has postwar expansion plans.

42 Products Inc., Los Angeles (hair oil, shampoo), heavy regional net and spot user, in mid-July expands CBS This Is My Story to inter-mountain area as well as to two Hawaiian stations. Smile Time on Don Lee is being expanded.

Hassenstein Co., Hollywood (Movie Wave), has turned Los Angeles spot schedule into national campaign. Studio Girl Shampoo, Los Angeles, using spots, is reach-
ing for eastern markets through Robert F. Dennis Inc.

Cleaners have held up well during the war. BuTay Products Inc., Los Angeles (Raindrops), is moving into markets spotted across the country, retaining participation in Meet the Misuses on 8 CBS western stations. H. R. Davis Co., Oakland (Miracle Foam) uses spots on 10 stations. Turco Products Inc., Los Angeles, (cleaner), has named Brisacher, Van Norden & Staff, Los Angeles, for consumer package goods.

Newscast Budget

Soil-Off Mfg. Co., Glendale, Cal., devoted most of budget to newscasts. Shift to Ruthrauff & Ryan may bring policy change. Soil-Off sponsors Truman Bradley news thrice-weekly on 13 CBS western stations, heavy schedule of newscasts on others. Firm is expanding into new territory.

Los Angeles Soap Co., (Scotch cleanser), renew for 52 weeks thrice-weekly news on 40 Don Lee Pacific stations, also sponsors weekly news on 19 NBC Pacific stations. Purex Corp., Los Angeles (bleaching solution), continues weekly quarter-hour commentary on Don Lee, increasing list from 6 to 40. As new markets open, Purex will use more stations with spots and participations.

Chemicals Inc., Oakland, Cal., (Van) continues Evelyn Bigsby’s Hollywood Chatter on 12 American western stations. Transcribed versions are placed in eastern markets as distribution is established. Kenu Products Co., Los Angeles (cleaner), has post-war expansion plans. In addition to news on 11 CBS western stations, firm continues newscasts on KOY Phoenix and KECA Hollywood. Agency is Little & Co., Los Angeles.

One reason other radio-minded clients are sitting on their budgets is lack of availabilities. Majority will admit there is some slight let-up this moment due to decrease in used-car advertising as well as reshuffling of programs. Situation, however, is not due to remain open long. Tight schedules are in immediate Los Angeles area.

Criticism was voiced in many quarters that stations have programmed up to hours never before sold at standards. Station account executives, fat with business, have slipped in service, agency executives unanimously charge. Radio, they declare, must buck its sales staffs to meet competition when paper shortage is more. More creative, down-to-earth selling must be done, opinion is at least 90% of them. Sales staffs must be armed with pertinent facts on their stations, and should learn more about broadcasters’ sales and merchandising problems. Old advertisers want more or better station time. New advertisers are crying “discrimination,” examining other media.

Belk’s Van & Storage Co., Los Angeles, in addition to sponsoring the Sunday noon Remember Hour on eight American Pacific stations, has thrice-weekly new on six CBS Pacific stations. Lyon Van & Storage Co., Los Angeles, sponsors the thrice-weekly Korn Kebblers on Don Lee Pacific and daily spot.

(Continued on page 61)

ADVERTISEMENT

B. M. MIDDLETON JOINS WILDER

Directs Group Sales

Syracuse, N. Y., July 16. H. C. Wilder & Associates, owners and operators of radio stations WSYR, Syracuse, WTRY, Albany, WNYC, Schenectady, WKNZ Keene (N.H.-Vt.), and WELI New Haven, announce the appointment of Beverly M. Middleton as Assistant to The President.

Mr. Middleton was recently discharged from the U. S. Army and, before that, was Sales Manager of WABC, New York.

After graduating from the University of Virginia, where he majored in Science and English, Mr. Middleton took post-graduate courses at the University of Paris. He also had two years pre-university study at both Oxford and Cambridge.

While young in years—he is 38—his entire business career has been spent in radio. From 1933 to 1938, when he joined the Columbia Broadcasting System, he served in a management capacity with four widely scattered stations: namely, WEHC, WSYA, KBIX, and WFSAS. He came from KNX Hollywood, Cal., to Syracuse with Mrs. Middleton.

He joined CBS in 1938 and in 1940 was promoted to account executive of Radio Sales, representing the Pacific and New England networks. Before joining the Army in 1942, he was Assistant Manager of WABC.

After two years of service in the Army, with a wealth of practical experience and a seasoned viewpoint, he continues his chosen career—radio sales.
Los Angeles

(Continued from page 62)

Southgate, Cal. (Re-Nu Lawn), new to radio, is testing on KFI Los Angeles, has post-war radio plans through Allied Adv. Agen-
cies, Los Angeles.

Nylon-Ise, Hollywood, new to radio, through Rocklin Irving Assoc., Chicago, started recorded music in selected markets. Par-
amount Pest Control Co., Oakland, started locally and extended to
other California markets, with schedule to include Pacific North-
west and Inter-mountain area through Ad Fried Adv, Oakland.

Counter-balancing criticism is fact that many local advertisers, using
radio first time, have been more than pleased with results.
Chief among these are department
stores. Though doing a local job
they have utilized both institutional
and direct selling. They now look
on radio as part of their advertising
scheme and will continue to ex-
mark appropriations accord-
ingly.

With scarcity of new and used
spots, dealers have curtailed radio
in last few months, opening sta-
tion time to other advertisers.
Heaviest users in the Southern Cal-
ifornia area are Kelly Kar Co.
and Marshall & Clappett.

Summer Slump
Major networks have experienced
a larger than normal summer
slump, many advertisers cance-
ling for season rather than hold
time. Agency executives agree a

reinspection of the advertising
dollar and reshuffling of programs is
under way, with newscasts and
commentaries losing ground. Some
predict interest in news will fall
off about 40% with end of Pacific
war, but old timers such as Alka-
Setzer Newspaper of the Air on
Don Lee Pacific, will remain. Trend,
however, is away from newscasts and
commentaries. At least one network
is talking down such programs
and substituting low-budget
one- and two-man shows. Approac-
ing saturation point are house-
maker and feminine participation
shows.

Look to East
With many transmitter sites ac-
quired, station owners are not idle
about post-war plans for FM and
television. Advertisers, however,
are looking to the East where de-
velopments are underway and fa-
cilities actually in use. Only one
West Coast account is talking prac-
tical television. Firms manufacturing
16 mm, film unsure how mush-
roomed. There is also activity in the
production, talent and engineer-
ing fields, but the advertiser is
still charmed about sticking his big
toe into the icy waters.

Among West Coast agencies there
is a trend towards more intensive
research. As example, Hillman-
Shane-Breyer, Los Angeles, has
expanded its research staff. With
fewer radio availabilities, plans
for the coming six months are based on this intensified research.
Another agency trend is decon-
tentralization. Branch offices are
being set up in major West Coast
cities to offer more specialized at-
tention to regional industries.
Smith, Bull & McCreery Adv., Hol-
lywood, has opened New York and
San Francisco branches, plans one
in Seattle. Erwin, Wasey & Co.,
as of July 1 established its own
Seattle office. Expansion by other
agencies is under way. Leon Liv-
ingston Adv., San Francisco, has
opened New York offices to service
Nestle Milk Products account,
with Ward Wheelock Co., Phila-
delphia, reviving West Coast offices
in Hollywood.

Preponderance of new business
will come from both old and new
advertisers.
C. E. Hooper Says* ...

From 3:00 a.m. to 6:00 p.m. the overall average percentage of the audience of these six stations in the above markets is 66%.

Only one other station has more than 6.8 percent of the audience in any of the six Tobacco Network cities.

| PRIMARY RADIO HOMES | 102,910 |
| SECONDARY RADIO HOMES | 35,920 |
| TOTAL RADIO HOMES | 138,830 |
| TOTAL POPULATION IN PRIMARY AND SECONDARY | 958,300 |
| TOTAL RETAIL SALES | $250,813,000 |

Midsummer survey 1944 (new survey being made this summer).

Sources: Sales Management 1944
1944 County Radio Ownership CBS

"A Package With a Punch"
— PLUS —
Merchandising and Promotion

The Tobacco Network, Inc.
806 Odd Fellows Building
Raleigh, North Carolina

"In Unity There Is Strength . . . Six in One"

REPRESENTED BY THE WALKER COMPANY
New York — Chicago — Kansas City — Los Angeles
INITIAL CBS CLINIC CONDUCTED IN N. Y.

FIRST of a series of three-day program clinics to be conducted by CBS for the program personnel of its affiliated stations got underway Wednesday morning at the network's New York headquarters when Douglas Coulter, vice-president in charge of programs, welcomed 31 station men.

Second clinic will be held July 11-13, third July 25-27. A similar clinic for stations in the far west was held in Los Angeles concurrently with the one in New York.

Attending the New York meetings were:

William S. Adams, WHIC; Dave Baylor, WGA; A. J. Brissette, WTAG; Stan Lee Bronz, WCAU; Richard E. Burris, KSO; Charles Cutchfield, WDT; Bob Cupp, KMMC; Jim de Line, WPR; John Fulton, WGST; Roy George, KRLD; Ray Girdarid, WKEI; Douglas Grant, WMT; Walter Haase, WDBC; E. E. Hill, WTAG; J. J. Hergert, WCMC; Ed Roemer, WNL; Karl Hoffman, WKBW; Fred Lounaberry, WKBW; Ralph Mack, WGA; Ralph Mathews, WKEI; L. A. Miller, KBAB; Harvey Olson, WDBC; Gear Parker, WDNS; H. J. Pierson, WFBM; Walter J. Preston, WBB; Gordon A. Schulting, WQAC; Jack Sexton, KMOX; Joel Stovall, KKY; Wright, WBTV; Strohm, WDBE; Trace, WKBW; W. P. Williamson, WKBW.

RCA SCHOLARSHIP PLAN IS ADOPTED

RCA has adopted a scholarship plan whereby as many as ten scientific students during the academic year 1945-1946, 30 during 1946-1947, 50 during 1947-1948 and 60 each year thereafter will receive cash awards of $600 each. All students enrolled at universities to be selected by the RCA education committee will be eligible, with the winners selected on recommendation of the dean of the school and its approval by the committee.

In announcing the scholarship plan, Brig. Gen. David Sarnoff, RCA president, remarked that the young potential scientists represent one of the greatest hopes for the safe and prosperous future of America and must be encouraged.

Nelson to Norway

HOWARD NELSON, of WDAY Fargo, N. D., left last week for Norway where he will stay several weeks as a correspondent accredited by the Royal Norwegian government to transcribe a series of programs to be used on Meet Your Neighbor and will transmit news stories for use on regular WDAY newscasts. Part of the feature material will be interviews with people in Norway who have relatives living in the Fargo vicinity. Mr. Nelson is WDAY's first overseas correspondent although he made a trip to Norway once before in 1935.
Today it is
KOZY in Kansas City
Tomorrow (92-106 Megacycle Band)
It will be all the
MORE
KOZY in Kansas City

We plan simultaneous operation in Old and New FM Bands
as soon as equipment can be obtained.

Everett L. Dillard
General Manager

Elizabeth Whitehead
Station Director
Statements
(Continued from page 40)
caster to greater effort in the de-
velopment of varied programs of
public service than does the full
realization that his highest respon-
sibility is to the citizens of his
community.

It is refreshing that the Presi-
dent finds merit in the experi-
enced industry leadership from whom
have come the inspiration and
guidance to interpret the trust of
public interest into the competitive
programs of daily operation.

Every word was a wholesome re-
assurance to the conscientious
broadcasters and a challenge to di-
rect his facilities toward even
greater public usefulness.

* * *

KOLIN HAGER
WGY Schenectady
NAB Director, District 2

RADIO BROADCASTERS must feel
deeply grateful to President
Truman for his recent statement of
policy on radio and its future pros-
tspects. The Chief Executive has
given greater strength and signifi-
cance to the entire structure of
broadcasting and reassured many
who have become concerned over
the status of free enterprise in an
industry that has such a far-reaching
influence on all Americans.

Under such leadership radio should
march on to far greater achieve-
ments.

F. M. RUSSELL
NRC Washington, D. C.
NAB Network Director

YOU ARE TO BE congratulated on
securing from President Truman
a declaration of his clear and force-
ful policy on radio broadcasting.
It is the most encouraging state-
ment ever to emanate from the
Federal Government. To have it
come from the head of our Govern-
ment can only mean that he will
oppose, and effectively so, any at-
tack upon the basic structure of
American broadcasting. Particu-
larly it will have a salutary effect
on legislative consideration, be-
cause of the close cooperation which
the President has established with
Congress.

* * *

HUGH TERRY
KLZ Denver
NAB Director, District 14

THE PRESIDENT’S statement
appears to place the future of
broadcasting squarely where
that responsibility belongs—in the lap
of the radio industry itself. This wel-
come official expression of confi-
dence in existing American system
of free radio, regulated by the
natural forces of competition, should
give broadcasters renewed inspira-
tion and encouragement. It should
do much to remove the threat of
government regulation which could
so easily retard the development of
radio. President Truman has given
radio the much needed handshake
of appreciation and understanding.

* * *

WILLIAM B. WAY
KV0O Tulsa
NAB Director, District 12

PRESIDENT TRUMAN’S state-
ment is one from which all broad-
casters should take heart. Here we
have a great opportunity to take
a fresh hold and a deep breath and
move forward and accomplish
ments in the public interest. He
aptly puts his finger on the ulti-
mate solution of most of our prob-
lems when he visualizes the fact
that the new competition will make
for greater effort in better pro-
gramming. Radio will remain free
as long as the broadcaster conducts
his business in such a manner that
it justifies that freedom.

LEWIS ALLEN WEISS
KIIK Hollywood
Vice-President & General Manager,
Don Lee

I CONSIDER THE statement of
policy on radio broadcasting in the
United States by President Truman
which appeared in the current is-
ssue of Broadcast to be the most
reassuring endorsement and
encouragement of the American
principle of broadcasting that we
in the industry have had in
years. It is earnestly hoped that
the Federal Communications
Commission will take earnest cog-
nization of this statement of policy
endorsed by President Truman
and will as soon as practicable ef-
flectuate that policy with an im-
mediate discontinuance of its recent
tendency to interfere with and in-
fluence the content of radio broad-
casting and requiring ever increas-
ing data and statistics which are
clearly outside of the purview of the
policy espoused by the President.

In my judgment, President Tru-
mans has not only reiterated but has
given new meaning and emphasis to
the conception of American radio
broadcasting as understood by the
Government and the industry
tyre twelve years ago, and it is
hearing need to anticipate a
quick return to the American and
fundamental principles set forth in
the President’s statement.

* * *

HOYT B. WOOTEN
WREC Memphis
NAB Director, District 6

SPEAKING PERSONALLY, after
twenty-three years of broadcasting,
President Truman’s letter to you
of July 3 impressed me as being
the most needed encouragement
broadcasters have yet received
from the Government.

I have never been able to under-
stand why the Government, in its
past and present history, would
subsidize the stage coaches, steam-
ship routes and railroads, and fur-
nish highways for busses and
trucks, and air contracts for airlines,
yet would refuse to do even so much as to en-
courage broadcasters.

Also, I cannot understand why,
when this great country of ours

(Continued on page 70)

Magnetic Wire Recording

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

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

Write for complete
details and
prices.

HOW'D YOU LIKE TO SELL AN
$800,000,000 MARKET?

Omaha's MUTUAL station offers you
$600,000,000, the biggest to-
come of KNON'S 11-county area in
the heart of the rich central Mis-
souri Valley Market.

$600,000,000 worth to two-
ths of the buying power of the
entire state of Missouri, an
area equal to only half the popula-
tion of the Kansas City, Mo.

An $800,000,000 market available
to you only at KNON . . . the station
that SELLS!

General Manager, PAUL E. FRY
National Repr., SPOT SALES, INC.
MUTUAL BROADCASTING SYSTEM

"The Midwest's Greatest Market" *
BROADCASTING • Broadcast Advertising
You are Witnessing
AN EXECUTION

- On their backs, never to rise again, are two drones. This purge came about because drones never do a lick of work. Rather than feed them for the winter, worker bees eliminate the drones for the good of the colony.

- Bees live in colonies for a very good reason. They get more work done more efficiently, do jobs they could never do alone.

- Likewise 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
Statements

(Continued from page 68) was new and needed developing, squatters rights were recognized and welcomed by the Government. Yet, we old time broadcasters who spent many years developing this great free service to the public, long before commercial returns were even thought of, are at times pictured as a group of undesirable citizens scheming to beat the public out of its natural rights.

It occurs to me that the fair judgment and unbiased opinion of some 900 station owners, who depend upon the reaction of millions of listeners, would offer a radio with far greater freedom of speech and diversity of entertainment than that regulated by a seven man commission.

This entire statement is made, regardless of my high esteem and respect for each member of the present commission.

* * *

WILLIAM B. SMULLIN
KIEM Eureka, Cal.
NAB Director, District 15

PRESIDENT TRUMAN'S statement because of the fact it was made, and by its very language, seems to indicate that American broadcasting will be freer of governmental control instead of subject to greater regulation by governmental few. It seems to suggest that there will be as many stations as the radio spectrum will provide with survival for the fittest theory applicable to licensees. If such be the case then American broadcasting even though 25 years of age yet remains an infant. Perhaps the American microphone will attain real and not synthetic freedom.

* * *

DUANE JONES
President, Duane Jones Co.

IN OUR small way we have always tried to speak up for the advertiser in matters relating to radio. This is because we feel that the advertiser is usually the "forgotten man" when new regulations and legislation are about to be pulled out of the bag. I never heard of a radio advertiser, or even his representative, being asked what he thought of proposed rules and regulations or how they might affect his welfare. In the past, in fact, the advertiser has generally been regarded as the culprit in the case, and has been subjected to crusades that were either emotionally inspired, often putting him behind the ball financially—all in spite of the fact that the advertiser's millions make possible the superior kind of radio this Nation now enjoys.

So, in view of all this, it was with great satisfaction that I read President Truman's potent letter, published exclusively in the last issue of Broadcasting. In his characteristically forthright manner, Mr. Truman made it plain that radio should be as free and unfettered as the press.

As a matter of fact, I think every critic, whether amateur or professional, should paste in his hat the next to the last paragraph of the President's letter, just to keep it handy for ready reference.

* * *

By PAUL D. P. SPEARMAN
Counsel, Regional Broadcasters Committee

PRESIDENT TRUMAN'S forthright statement that "... America ... should have a free, competitive (radio) system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities, is the most heartening and should be the most-appreciated support of an untrammeled radio system coming from any comparable source during the whole history of broadcasting. If anything could be added to what the President said he did so by his further statement that "Regulation by natural forces of competition ... is to be preferred over rigid governmental regulation of a medium that by its very nature should be maintained as free as the press".

The President's statement leaves nothing to chance or strained interpretation. He has announced in no uncertain terms that as President he believes in the fundamental American principle of free speech, and in effect warns those who might favor censorship in any form or in tinkering with freedom for radio that the interference with this traditional American right will not be countenanced or tolerated. Those who have followed his public career were not surprised at his forthrightness in making his position clear and unequivocal on such an important principle, and none of them doubt that he will demand and get complete adherence to his unassailable position.

For his timely statement and the complete recognition that he will demand strict adherence to it, the radio world should and I believe will be most grateful to President Truman. He has evidenced his great faith in broadcasters and it is up to them to prove, as I believe they will, that they are worthy of his high confidence.

* * *

COMDR. GEORGE B. STORER,
USNR, President, Fort Industry Co.

THE REASSURANCES given by the President are indeed welcome,

Put in Record

R. E. P. WIGGLESWORTH (R-Mass.) inserted in the Congressional Record last week the letter of President Truman to Broadcasting together with the editorial accompanying it in last week's edition, as an extension of his remarks on the bill he introduced [Broadcasting, July 9] to protect freedom of speech over radio.
and I feel the broadcasters are most grateful to receive them.

However, the necessity of legislation guarantees the broadcast licenses freedom from ever-changing Government interpretations of their responsibilities still remains. I hope with the clearly defined attitude expressed by the Chief Executive that appropriate legislation can be promulgated which will remove a substantial portion of the uncertainty which have existed in the past. Very great progress in this direction has been made, but the area of doubt as to exactly how, when, and where, shall be operated in the public interest still remains large.

President Truman's response to publisher Taishoff's query is most constructive and to this I feel the industry is a source of encouragement to every broadcaster.

MATTHEW BONEBRAKE
KOCY Oklahoma City NAB Director, District 8

THE NEXT TO THE last paragraph of the President's statement to Broadcasting Magazine should become the bible of radio. A book could be written and not cover the subject as well. The President says the American system has worked and must continue to be deserving of its support. This support can only come from the public and the American Government — and history proves that a government subsidized press has never been free, and always fatal. The President's statement is the soundest doing the greatest good for the greatest number since its arrival a quarter of a century ago.

JOHN J. GILLIN JR.
WOW Omaha
NAB Director, District 10

TO ME THE President's statement shows that he has a keen understanding of what a free radio has done, and is doing in these troublesome times.

The statement undoubtedly is a great compliment. Everybody in radio has a right to feel proud and

DENIAL OF CALUMET PROPOSED BY FCC

Evasive Answers, Failure to Disclose Truth Charged

PROPOSED decision denying application of Snell (Calumet Broadcasting Corp.) to operate with 5,000 kw at Hammond, Ind., was issued July 12 by the FCC. Evasive answers and failure to disclose facts, said the FCC, led to the adverse ruling.

Principals of the applicant firm are Dr. George F. Courrier, Methodist minister, and Doris Keane (Mrs. William Irvin), who originally operated WWAE Hammond, as Hammond-Calumet Broadcasting Corp. In 1936 they were granted a license to operate a new station in Hammond, WHIP. They sold WWAE June 25, 1940 to O. E. Richardson and Fred L. Adair to satisfy claims. In 1942 they sold their interests in Hammond-Calumet and WHIP to Marshall Field, publisher, who later transferred control to John W. Clarke. Mr. Clarke entered the Army and surrendered his license, with Dr. Courrier and Miss Keane buying equipment at a public sale.

Truth Fundamental

The application which the FCC proposes to deny seeks to use the WWAE Call Letters and the FM Frequency. The firm was incorporated in Indiana Sept. 15, 1943. Hearings were held in May and June, 1944, with further hearings in January and February this year.

In its conclusions the FCC points out that true, accurate and complete answers by applicants are fundamental in reaching decisions and that licenses should be issued only those whose statements are trustworthy.

Study of the record, says the FCC, shows "numerous instances where applicant's principal stockholders have been reluctant, evasive and guilty of a lack of candor in making prompt, fair and full disclosure of information relating to stock ownership and financial qualifications in response to questions in the application and at the hearings thereon. This course of conduct was pursued not only with respect to the Commission, but also admittedly with their own counsel."

Examples cited by the FCC include "misrepresentation and concealment of facts and false testimony" relating to ownership and voting of stock. Paul Saliner, named as stockholder of 30 shares of common stock. Saliner testified, says the FCC, that he did not own stock credited to him in the application and testimony. It was further found, according to the FCC's conclusions, that a claimed stockholder's meeting in which 889 shares were voted was non-existent, including Mr. Saliner's stock, actually had never been held.

Financial statements of the applicant, the FCC continues, "did not reflect material and significant

AMEND STATUTE

THE WISCONSIN statute relating to fraudulent advertising was amended last week to make unlawful "untrue, deceptive or misleading" representations over radio or television stations as well as other media.

SUB FOR 'TRUTH'

NBC on July 14 for eight weeks returns the mystery series, Lights Out, as a vacation sustainer replacing Truth or Consequences, 8:30-9 p.m., sponsored by Procter & Gamble Co., Cincinnati.
Spot Authorization Directions to Build Transmitters, Receivers Issued by WPB

ANNOUNCING directions for requesting authorization to produce transmitters and receivers under its spot authorization procedure, the WPB Radio & Radar Division last Friday asked that all applications for 1945 production be filed by July 31 with WPB field offices.

Firms seeking authorization must file WPB Form 4000 governing general spot production and must list quantity required and expected source of supply of the following components: tubes, transformers, reactors, capacitors, resistors, loud speakers, switches and sockets. Manufacturers having materials on hand which are restricted by Priority Regulation 13 must obtain permission to use such materials for civilian end equipment.

John Creutz, chief of the division’s Foreign & Domestic Branch, said he expects at least several hundred applications for spot authorization but would not be surprised if the figure runs into the thousands. One of the big questions, he explained, is how many distributors will want to go into the manufacturing or assembling end of radio.

Principal factor in receiver production is the availability of tubes. Mr. Creutz reported definite improvement in the tube situation, with a good chance that output will reach 4,000,000 this month. When production reaches about 5,000,000, leaving a margin over and above replacement needs, he indicated, receivers can begin to come off the assembly lines.

KMOX St. Louis, after four years of no remote music broadcasts from St. Louis night spots, has started programs from Park Plaza Hotel.

GAVEL plus a horseshoe floral piece are received by Hugh Terry (1), manager of KLZ Denver, as he takes over as president of the local Rotary Club from Roger Knight, retiring head.

CBS Hires Vets

IN RECOGNITION of the GI Bill of Rights, CBS Western division is making a special effort to give returning veterans first chance at position openings in the Hollywood studios.

Are You Really Penetrating Amarillo’s 397 Million Dollar Market?

FACTS AT A GLANCE
- KGNC’s 376,650 population has over 397 million dollars effective buying income.
- $3,420.00 per family.
- $900.00 per capita income.
- The station which has influence with this wealth is KGNC.

THE FAMILY STATION IN THE GREAT PANHANDLE

American Variety Show Is Considered by ‘Life’

LIFE MAGAZINE, New York, is definitely considering a light, half-hour variety program to go on the American network, probably with Burgess Meredith, actor, as m. c., officials of the Time-Life-Fortune organization have announced. Program, like its sister-show, the March of Time, would be based on material prepared by magazine staff members but specially slanted for the program to a lighter vein.

March of Time, the Time Magazine dramatized program, takes a hiatus from American for four to six weeks starting July 26. Agency is Young & Rubicam, New York.
"Hearing Myself As Others Hear Me Is Mighty Important"

"...and a PRESTO Recorder Helps Me Do It!"

"Yes, Sir, I frequently run off a recording of my voice on a PRESTO recorder," says Jerry Lawrence, popular announcer and director of the AIR THEATRE program at WMCA. "Then, by playing it back, I am able to keep tab on my technique—to find out if any change in delivery might improve it. Accurate reproduction is of course essential, and that's why I prefer a PRESTO recorder...it always produces cuts of good fidelity and clarity."

Many of America's major broadcasting companies rely on PRESTO sound recording and transcription equipment to keep their stations operating at peak efficiency. In schools and colleges, and in the training of sales, industrial and military personnel, you'll find PRESTO equipment widely used to give dramatic significance to sound, and increase the effectiveness of the spoken word. PRESTO equipment is rugged, dependable and easily operated, because every unit is made in strict accordance with PRESTO'S high standards. Write for complete information.

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

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N.Y.
Walter P. Downs Ltd., in Canada
Business (Continued from page 18)

bans are lifted. Meat packers, despite many rationing and supply troubles, are looking ahead to normal days and will be busy buyers of time.

Program and availability problems loom as broadcasters and agencies scan the network and station schedules. Most established program types will be unaffected by business trends.

In the news and commentary field some fear audience appeal will drop and that the run of the news will not support the number of broadcasts now heard from morning to signoff. Since the early days of the Hitler drive to conquer the world there has been a growing demand for newscasts. That demand has held up well since V-E day.

Newscasts and commentaries are close to their peak. As long as the calibre of news holds up, they will retain their appeal. But should V-J day come sooner than predicted, with a natural letdown in the excitement factor, some observers fear sponsors will turn to other types of programs. It is pointed out, though, that sponsors of news have actually enjoyed a bonus circulation in recent years and that a falling off in audience would merely affect some of this bonus.

New Programs

Broadcasters should be thinking seriously about new programs and new people, according to agency buyers. They feel that the public tires of program types and wants something new from time to time.

A good source of new programming and voices is found in the replacement programs heard during the summer season.

This year summer business has been good, but several established accounts have dropped off altogether, relinquishing choice network spots rather than pay for warm-weather time filled with uncertain talent.

Among agencies there is a feeling that broadcasters must be prepared to plug it out with other media in the competition for business. Salesmanship has been neglected, a natural occurrence when manpower is scarce and media customers are buying everything in sight.

The easy days will be over soon, timebuyers infer, and they suggest broadcasters augment their sales efforts with adequate market, distribution and coverage material. Segments of the industry have been weak in their research, they believe, calling for well-planned preparations.

This line of thought conforms to a West Coast trend toward increased research activity by agencies themselves. One factor behind this development is the expansion of marketing areas by western sponsors. Many firms that heretofore have sold in Pacific Coast markets are reaching eastward and opening new fields.

An interesting result of wartime production has been the development of buying power in secondary markets. With this growth has come better business for stations in these areas, along with an appreciation by sponsors and agencies of secondary markets as an outlet for their goods.

Autumn Prospects

Taking the country by key cities, the autumn prospects line up like this:

In New York a record-breaking year is foreseen. Network time is tight, with many sponsors turning to transcriptions. Most old sponsors are staying; many are buying more time. Automotive activity is brisk. American and Mutual networks are optimistic; NBC and CBS see little to get excited about. Fall business is being placed earlier than usual. Food and drug lines are dominant, with movies buying more time. As net costs increase, a swing to spot develops. Sales, not rating points or entertainment, are the index of radio's value.

Chicago expects a fine autumn though some sponsors may shift to printed media when paper eases. Some food firms are jumping the gun despite shortages and putting on air programs. Copy shifting from institutional to selling. Representatives look for an upsurge, but say no constructive sales work has been done in a long time. Meat packers are eager to buy radio, but are held up by shortages. Automatic buying is expected soon. New radio receivers will expand radio's circulation.

Los Angeles fears a downward business trend, with drop in retail sales as layoffs follow cutbacks and cancellations. West Coast sponsors are reappraising media, and wondering how tax regulations will affect them. Department stores are now sold on radio. Newscasts and commentators are losing ground. Secondary markets get more business as war increases standard of living.

San Francisco looks for a boom, notes a demand for new names and programs. Interest in news is expected to hold up, except for a possible temporary decline. Radio conversion on Coast will be slower than in Midwest or East.

Canadian stations are doing splendidly. Some wonder if they are doing too well for their own good. Many new advertisers are expected this fall. CBC's Dominion network, strictly an evening booking, may sell day time. Finance and insurance companies showing interest in radio. Government is a big buyer of time, and will continue. Radio now does one-fourth of all the advertising business in Canada.

HOOVER ON CBS

FORMER President Herbert Hoover will discuss the United Nations Charter in an exclusive broadcast on CBS July 18, 7:30-10 a.m.

IN BUSY MONTREAL

Business in Quebec Province is good, and radio advertising can get you your share, if you will key your program to the likes and dislikes of Quebec listeners. Adapting a program, even though it has been successful elsewhere in Canada, rarely produces results. Quebec wants its own programs, appealing to its own psychology and sense of humor. Our business is that of producing programs—either French or English— which do produce results. Let us serve you.
IT'S NEVER A MATTER OF LUCK - 

with SYLVANIA!

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

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

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

TAKE THE "LOCK-IN" TUBE

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

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; ELECTRIC LIGHT BULBS

BROADCASTING • Broadcast Advertising

July 16, 1945 • Page 75
N. Y. Strike Ups Station Time Sales
Newspaper Famine Boosts Local Business 25%

APPROXIMATELY 25% increase in local business has been picked up by New York stations since the strike, as newspaper delivery trucks and mailers started at midnight, June 30. One station, WNEW, reported a 35 to 40% rise in business due to the strike. Station operators generally said they were turning business away because all time was sold or because they didn’t want to overload with commercials.

Movie theaters were most frequent users of spot announcements on all stations. Legitimate theaters, nightclubs and department stores increased their time wherever possible, with newspapers putting spots to their regular schedules.

Publishers Voice Views
Newspaper publishers turned to radio to represent their side of the strike. Last Monday, Edwin S. Friendly, general manager of the New York Times, spoke on WOR. Brig. Gen. Julius Adler, U. S. A. (retired), vice-president and general manager of the New York Times, presented the publishers’ position on WJZ. Lewis Waldman, attorney for the union, on Tuesday discussed the issues with Mr. Friendly on WABC. Mr. Friendly also spoke on WQXR.

Indicating how completely the New York public accepted radio as its major source of news, broadcasters reported they were receiving many inquiries on the progress of the war, baseball scores and other events about which calls would normally be made to newspapers. WOW, as well as WHOM (BROADCASTING, July 9), distributed a daily news bulletin to hotels and restaurants. Bulletin plugged news commentators on stations.

CITATION AWARDED TO ARMANDO ZEGRI

ARMANDO ZEGRI, special war correspondent for the NBC International Division, has been commended for bravery by Maj. Gen. J. M. Swing. Citation reads:

"For displaying courage and disregard for danger during the 11th Airborne Division parachute operation at Arnhem, June 23, 1943, Armando Zegri, of NBC, is highly commended. Despite the fact that heavy Japanese ground fire was anticipated, this correspondent voluntarily accompanied the 11th Airborne Division personnel during the long flight from Lura, in order that by his first-hand report the American public may gain a more accurate and detailed account of the war in the Pacific."

Col. Hobby Resigns
COL OYETVA CULP HOBBY resigned last Thursday as director of the Women’s Army Corps. Mrs. Hobby, wife of W. C. Hobby, former Texas governor, and owner of KFBC Houston and the Houston Post, planned to return soon to Texas.

AFA Names Elon Burton First Paid President; Expands Staff

AT ITS 41ST annual meeting last week in New York, the Advertising Federation of America voted to enlarge and expand its headquarters staff, hiring for the first time in its history, a full-time president and general manager.

Named as the Federation’s original paid chief executive was Elon G. Burton, advertising director of LaSalle Extension University, Chicago, who assumes the office Aug. 15. He will devote much of his time to field work and will represent the Federation in matters involving legislation, promotion and relations with other organizations.

Mr. Burton will assume the executive position now held on an elective unpaid basis by Joe M. Dawson, chairman of the executive committee of Geyer, Cornell & Newell, New York. Mr. Dawson now becomes chairman of the Federation board and will also serve as president and general manager of the newly-created Federation executive committee, which is to function regularly between scheduled board meetings.

Pearson Renamed
Besides Mr. Dawson, this committee will be made up of the following Federation board members: Mr. Burton, treasurer; Robert Pearson, vice-president of General Electric Co., Schenectady; Paul Garrett, vice-president of General Motors Corp., New York, and Allan T. Freyer, chairman of Morse International Inc., New York.

Renamed to their present posts were Earle Pearson, Federation headquarters administrative secretary; Alfred T. Falk, director of research and education; and Charles E. Murphy, general counsel.

Also elected for one-year terms on the board were: W. H. Casey, advertising director, Fortune Magazine; Frederick L. Leavitt and Henry Obermeyer, assistant advertising directors of the New York Herald Tribune; and all of New York; Edward C. Donnelly, Jr., president, John Donnelly & Sons, Boston; Karen Peadoe, home economics director, Nash-Kelvinator Corp., Detroit; Grover C. Kinney, president, Advertisers Distributing Service, Denver; and John H. Platt, advertising director, KRAI, Chicago, Ill.


Other Officers
Mr. Freyer, who was named to the executive committee, was also re-elected federation treasurer. Helen Corneth, assistant advertising director, Bureau of Broadcast Advertising, NAB, Washington, D.C., was elected secretary of the organization.

Other officers elected were: Gordon T. Gardner, secretary of the "Colombus Dispatch" and president, Advertising Club of Columbus, Ohio; Chamber of Commerce chairman of the current advertising clubs; Robert N. Fuller, G. C. & M., Columbus, Ohio, and chairman of the advertising committee of the Springfield Advertising Club, J. M. Plaut, president of the Advertising Club of Columbus, Ohio; Prudence Allured, publisher of the "Manufacturing Confectioner," Chicago, chairman of the council on women’s advertisers’ clubs. All four automatically become Federation vice-presidents.

The business meeting and election of officers followed a luncheon at the Hotel Commodore at which the principal speaker was Secretar; of Agriculture Anderson.

Maj. Maurice M. Boyd
MAJ. MAURICE M. BOYD, former manager of NBC central division spot sales, on leave with the AAF, was killed July 2 in a plane accident, his family has been notified. Boyd is the husband of Cruz’s 13-month-old son.

Oldsmobile on NBC

Wills Nomination to the FCC Quickly Confirmed by Senate

By J. FRANK BEATTY

WILLIAM H. WILLS, newest member of the FCC, will take the oath of office the week of July 23 and assume active duties Aug. 16. Nomination of the former Republican Governor of Vermont was confirmed Thursday by the Senate a few hours after the Interstate Commerce Committee had questioned him briefly and unanimously approved the appointment.

Sen. Austin (R-Vt.), sponsor of Gov. Wills, presented his name to the Senate. There was no objection or discussion.

Following the Committee hearing Gov. Wills had lunch with Chairman Porter of the FCC and during the afternoon met Commissioners and staff members. He left Thursday night for his home in Bennington, Vt.

Only a few questions were asked at the Committee meeting, at which Chairman Wheeler (D-Mont.) presided. From Wheeler and Austin were Moore (R-Okl.); Johnston (D-N.C.); McFarland (D-Ariz.). Senator Wills (R-Me.), who had advocated reappointment of Gov. Norman S. Case, did not attend and left no proxy.

Gov. Wills has no preconceived ideas of what the FCC should do, he said, and lacks technical experience. He accepts the appointment, he explained, with the expectation that the FCC technical and legal staffs will assist him in carrying out his duties.

Rural Coverage

Only specific reference to regulatory matters was his statement that he would do everything possible to see that rural areas get as good service as possible.

Gov. Wills was clear and emphatic in stating that "the strongest force we have in the country is freedom of radio. I've used radio where there was no other way to reach the people."

When Chairman Wheeler explained his well-known position on the importance of providing a hearing for both sides of basic questions, Gov. Wills said, "That line of thinking is mine." The chairman pointed to his recent trip to the South where he had been inquiring into "my travels convinced me", he said, "that nodictator in any country could maintain himself in power if both sides of questions should be discussed. The only way they kept in power was to put their own particular views to the people and allow no others to be heard."

The chairman reminded Gov. Wills that when he gets on the Commission he must feel there is a job to do and not let somebody else do the work that should be done. He expressed the hope that a Commission like the FCC is an arm of Congress. We

GOV. WILLS
delegates because Congress can't possibly carry out all the duties. Some Commissions and Departments pay little attention to the will of Congress. I want you to get on the Commission you will try to carry out the will of Congress rather than who is at the end of the Capital."

"I believe in government by law; that has been my policy," Gov. Wills said.

"Will Follow the Law"

Sen. Johnston (D-N.C.), former Governor of South Carolina, said he had attended several Governor's conferences with Gov. Wills and had been on committees with him. "He will work and will follow the laws," the Senator assured the Committee.

"He has been towards broadcasting," the Committee member said. He appeared at ease, and impressed the Committee with his sincerity and alert answers to questions.

After the hearing Gov. Wills told Broadcasting he had been making a study of the Communications Act in preparation for the office he will assume about Aug. 1 if his nomination is confirmed by the Senate. During his four-year gubernatorial service he spoke over a five-station hookup nearly every week.

He believes government should be turned back to the people—"the true pump, as he puts it. As a Republican he has been independent in thought and actions [Broadcasting, June 18], and stands for initiative and the American scheme of competitive business."

EVERSHARP Inc., Chicago, has signed a contract with Phil Baker insuring his appearance as "Take It or Leave It" m.c. through 1950. Program is broadcast Sunday, 10-10:30 p.m., CBS. Agency is Blow Co., New York.---
**CENSORSHIP DANGEROUSLY CITED BY WALKER**

AMERICA should guard against any censorship whatever it be economic, political or social if totalitarianism of the German sort is to be avoided, FCC Commissioner Paul A. Walker said July 11 in addressing the First Education FM-Station Workshop at Ohio State U., Columbus, O.

With allocation of 20 FM band to schools, Mr. Walker pointed out that educators now have their second chance in the broadcast field. He suggested that education stations can come successfully in competition with other commercial broadcasting by putting on programs of wide appeal. Such programs, he said "may very well compete with some present commercial broadcasts which are frequently interrupted by spot announcements advertising deodorants, cosmetics, beer, fast foods and cigarettes."

Dr. John W. Studebaker, U. & Commission consultant, speaking in Schenectady May 26, said educational FM would not be competitive to commercial broadcasting; rather he saw it as a help in showing the stations would be programmed with education in mind [Broadcasting, June 4].

**WPAR Anniversary**

CELEBRATING its 10th anniversary last week, WPAR Parkersburg, W. Va., aired three special programs, an interview with Program Director Carl Loose who has been with the station from its start, remarks from Mayor Golden Underrood and George H.Clinton station manager, and informal interviews with the staff.

**Video Comics**

EXPERIMENTING with comic strips, Klaus Landesberg, televi

**Actions of the FCC**

JULY 7 TO JULY 13 INCLUSIVE

**Decisions . . .**

**Actions on Motions**

**JULY 11**

The Teche Broadcasting Co., New Iberia, La. -- Granted motion to dismiss without prejudice application for new standard station.

**KBBG Blockton, Ala.** -- Granted petition for continuance of hearing on application for license renewal and continued hearing to 8-20-45.

**Administrative Board Actions**

**WOMT Maniwoc, Wis.** -- Granted license to cover CP as mod. change frequency, increase power, install new trans., DA-1.

**KWOC Radio Corp., Henderson, N. C.** -- Granted license to cover CP as mod. for new standard station (WINDC). Jansky & Bailey, Washington. -- Granted license to cover CP change trans. site of station from W2KO from Temp. Class 2 Exp. station, to development broad band station; conditions.

**Twenty-First-Century Fox Film Corp., New York** -- Placed in pending file application for CP new commercial TV station.

**Actions by Commission**

**JULY 19**

**WSGN Birmingham** -- Granted invol. transfer control from Virgil H. Hanson, deceased, to Ruth Lawson Hanson, executress, and C. B. Hanson, executor.

**KWGC Elizabeth City, N. C.** -- Designated for hearing application for CP modification to Norfolk, Virginia.

**Centre Broadcasters Inc., State College, Pa.** -- Adopted memorandum opinion upon order granting application for new station 1450 kc 250 w unlimited.

**KFOR Rapid City, S. D.** -- Granted license to cover CP as mod. for new standard station.

**WLW Cincinnati** -- Designated for hearing application for transfer of control of the Crowley Corp., licenses of WLW and 21 stations other than broadcast, from Powell Crowley Jr. et al to The Aviation Corp.

**WBIL Albany, Ore.** -- Denied petition for waiver of Commission rules to permit identification of KKWL with Albany and Corvallis, Ore.

**WEYQ Gloversville, N. Y.** -- Granted request for waiver of Commission rules to permit identification of WENT with Gloversville and Johnstown, N. Y.

**KLS Oakland, Cal.** -- Granted request to change call to WWBR.

**KWOS Jefferson City, Mo.** -- Granted license renewal for period ending 8-1-46.

**KFMB San Diego** -- Granted license renewal for period ending 8-1-46.

**KMOB Auburn, N. Y.** -- Granted license renewal for period ending 2-1-47.

**KAND Corsica, Texas, Same**

**WGAA Cedar Town, Ga., Same**


**WQAI San Antonio** -- Granted license renewal for main and aux. stations for period ending 5-1-46. (action taken July 3).

**Tentative Calendar . . .**

**JULY 16**

Consolidated Hearing

KOMO Seattle - License renewal.

KJR Seattle - License renewal.

**Applications . . .**

**JULY 9**

**NEW-1440 kc Potrero Radio Co., Potrero, Pa.** -- New standard station 250 w unlimited.

**650 kc WQXT New York** -- Mod. license to change from 50-56 mc to 66-72 mc.

**690 kc WWSJ Winston-Salem, N. C.** -- Reassignment control to preferred stockholders to Gordon Org. 

**NEW-1340 kc Kenneth Edward Renne- kamp, Oregon City, Pa.** -- Petition filed.

*Conr. Durr voted for further inquiry.*
Radio Plants Can Reconvert Quickly
Only Few Months Required, Says Commerce Dept.

A PERIOD of from two to three months will be required to reconvert the radio industry, according to a pamphlet, "Reconversion Problems in the New York Region," published by the U. S. Dept. of Commerce Field Service.

"In the radio industry," the report states, "a period of two to three months may be required to bring out the 1942 model with improvements. In the automobile field it is estimated it will take about four to six months to clear the decks and start production of cars that will resemble closely those produced in 1942."

The report foresees no unemployment problem as long as the Pacific war continues. "The high war unemployment in civilian production," it says, "will generally provide sufficient employment opportunities to make up for the losses resulting from cutbacks, cancellations and cessation of war orders."

Broadening of Lines

New York manufacturers generally "plan to produce their present products in the early stages of reconversion, the pamphlet continues. "A considerable number, however, already have designs or models of new products ready which they plan to introduce as soon as they can retool and are able to obtain the necessary materials and manpower."

"A number of radio manufacturers plan to broaden their lines to include television and frequency modulation receivers. Some are also considering manufacturing the high frequency heating appliances for industry. Others expect to produce equipment for the home, such as rapid cookers and physical therapy appliances."

Practically all companies plan to expand their sales forces, it was found. Present channels of distribution will be expanded, the report states, by almost all companies, who are now making distributor and dealer contacts to replace wartime losses. This is especially true in highly competitive industries, such as the radio set field, where "there are indications that a flood of new manufacturers will enter the field, most of them apparently well-financed and skilled in merchandising."

KLS Now KBWR

REQUEST OF Warner Bros., licensees of KLS Oakland, Calif., to change station call letters to KBWR was granted last week by the FCC. The petition of WENT Gloverville, N. Y., for waiver of Commission's rule to permit identification as "WENT Gloversville-Johnstown," was granted, but petition of KWIL Albany, Ore., to be identified as "KWIL Albany-Corvallis" was denied.
Help Wanted

Wanted—Veteran first class license holder for transmitter and/or for Rocky Mtn. WKLX, Salt Lake education and experience. Box 661, BROADCASTING.

WANTED—Those selected BROADCASTING.

WANTED—Box for Salaries of topnotch engineers holding first class license located in midwest. Network engineers holding first phone licenses. Network stations located in midwest. Opportunities to join major network. Box 854, BROADCASTING.

Wanted—Operator—wants transmitter, immediate vacancy for first class licensed operator. Willing to move. Box 855, BROADCASTING.

Wanted—Person with executive experience to join major network in Chicago. Box 856, BROADCASTING.

Wanted—Transmitter, announcer capable of writing, recording, and producing programs. Willing to move. Box 857, BROADCASTING.

Wanted—Superintendent, Booking and Sales in Kansas City. Box 858, BROADCASTING.

Wanted—Engineer to operate and watch over equipment in New York City. Box 859, BROADCASTING.

Wanted—Operator—Manager, manufacturing department. Bozeman, MT. Box 860, BROADCASTING.

Wanted—Local area network manager. Box 861, BROADCASTING.

Wanted—Person to operate, supervise and coordinate network program. Box 862, BROADCASTING.

Wanted—Operator—Manager, San Francisco Bay area network program. Box 863, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 864, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 865, BROADCASTING.

Wanted—Person with engineering experience to join major network. Box 866, BROADCASTING.

Wanted—Manager—Superintendent, Booking and Sales in Kansas City. Box 867, BROADCASTING.

Wanted—Person with executive experience to join major network in Chicago. Box 868, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 869, BROADCASTING.

Wanted—Person to coordinate Central Coast network program. Box 870, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 871, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 872, BROADCASTING.

Wanted—Person to coordinate Central Coast network program. Box 873, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 874, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 875, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 876, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 877, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 878, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 879, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 880, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 881, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 882, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 883, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 884, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 885, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 886, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 887, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 888, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 889, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 890, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 891, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 892, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 893, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 894, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 895, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 896, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 897, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 898, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 899, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 900, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 901, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 902, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 903, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 904, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 905, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 906, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 907, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 908, BROADCASTING.

Wanted—Person to coordinate Pacific Coast network program. Box 909, BROADCASTING.

Wanted—Announcer—Manager, top radio station in largest mountain city. Box 910, BROADCASTING.
Buffalo Agency Expands

EVERETT L. THOMPSON of WCOO Boston, has been named radio director of Baldwin, Bowers & Strachan, Buffalo advertising agency. He has had eight years of radio experience in New York, Pennsylvania and Ohio. Serving with Mr. Thompson on the recently increased radio staff will be James E. Corbett, former program director of WBNF Buffalo; Marianne Holder, radio writer; and Kay Burkhardt, ex-program director of WEBR Buffalo.

Grant Names Wilson

JOHN WILSON, formerly with McCann-Erickson, Buffalo, is now a radio production supervisor in Los Angeles, California. He was formerly program director of WKBW Buffalo for three years. All others, Samuel, Herbert and Drs. Maizlish.

Can offer the benefits of over three years of sound experience as a dramatic script and commercial copy writer. Have written network scripts. Desire to write public interest, documentary and dramatic scripts. Creative ideas. Industrial. 4-F. Larger cities in east and midwest preferred.

Box 851, BROADCASTING

Mrs. Maizlish

MRS. SOPHIE MAIZLISH, mother of Harry Maizlish, manager of KFWB Hollywood, died in Cedars of Lebanon Hospital, Los Angeles, after a long illness on June 7. She also is survived by three other sons, Samuel, Herbert and Dr. I. Maizlish.

Can your station use this 1054 SPORTS, NEWS, AND SPECIAL EVENTS COMMENTATOR.

Eight years experience, old lib expert, play-by-play all sports with major league baseball background, and network performances. Proven reputation through excellent comment. Now employed, anxious to make permanent contact with sports minded station starting with football season or sooner.

Box 852, BROADCASTING

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 & Olschauer Products, Inc.

611 Baronne St., New Orleans 13, La.

Raymond 4756

High Power Tube Specialists Exclusively

The Robert L. Kaufman Organization

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

Memory Bldg. Washington 4, D. C.

District 3292

Sound Effect Records "Gannett-Speedy-Q"

Reduced Basic Library Offer Containing Over 300 Individual Sound Effects

Write For Details

Charles Michelson

67 W. 44th St.

New York, N. Y.

BUY WAR BONDS

ACME PAINT

-taking 30 stations to start-

wires Bill Jones, Henri, Hurst and MacDonald

THE SHADOW

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

Professional Directory

JANSKY & BAILEY

An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg., Washington, O. C.

MCNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg. Di. 1266

Washington, D. C.

HECTOR R. SKIFTER

H. R. SKIFTER & DONALD M. MILLER

CONSULTING RADIO ENGINEERS

ENGINEERING SERVICES AVAILABLE AFTER VICTORY


International Building, Washington, D. C.

311 E. Gregory Boulevard, Kansas City, Mo.


George C. Davis

Consulting Radio Engineer

Munsey Bldg., District 8456

Washington, D. C.

Paul Godley Co.

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

MO 2-7859

Frederick 4-7859

BROADCASTING

John J. Keel

CONSULTING RADIO ENGINEERS

Earle Bldg. - NATIONAL 6513

Washington 4, D. C.

Frank H. McIntosh

Consulting Radio Engineers

710 14th St. N.W.

ME. 4471

Washington, D. C.

Herbert L. Wilson

Herbert L. Wilson & Associates

CONSULTING RADIO ENGINEERS

AM-FM TELEVISION FACSIMILE

1018 Vermont Ave., N.W., Washington 5, D. C.

National 7-8461

John B. Barron

Consulting Radio Engineer

Earle Building, 5th Floor

Washington 4, D. C.

John W. May

May, Bond & Rothrock

Consulting Radio Engineers

501 Press Bldg., Wash. 4, D. C.

District 7362 - Globe 5888

Worthington C. Lent

Consulting Engineers

INTERNATIONAL BLDG. WASH. D. C.

1319 15th Street, W. N. W. DISTRICT 4127

Holey & Hillegas

CONSULTING RADIO ENGINEERS

1146 Briarcliff Pl., N.E.

Atlanta, Ga.

ATwood 3328
**FCC FAVORS EQUAL TELEVISION MARKETS**

**EQUAl service areas for television as well as FM are also favored by Assistant Commission chief engineer told 60 industry engineers Friday at a conference on proposed TV standards (see FM story, page 18). He also disclosed that Channel No 1 (144-500 SY) will be assigned without further study by the commission to small communities. An industry committee of five, to be chosen by television broadcasters' Assn, will meet July 25 in Washington with an FCC engineer in charge of passing all standards. At Friday's session, several controversial issues were referred to the joint committee for recommendations. Mrs. Adair, invited all industry engineers to submit any suggestions for standards before July 25 meeting.

**ZONING BOARD REJECTS BAMBERGER TV SITE**

BOARD of Zoning Appeals, Washington, D. C., late Friday headed protests of citizens in Reno Park, residing mainly in disfavored areas and favoring a two-eights tract, on highest ground in District, for television transmitter, Bamberger Broadcasting Co., proposed to use site for 300-foot tower on ground 300 feet above sea level. Board vote of 9-2, allowing deciding vote going to be considered a test. National Capital Park and Planning Commission previously had approved site. Hearing was held last Wednesday when Hadley W. Waring of WJLA joined WREB Board for Bamberger.

**WSGN STRIKE SERVICE**

WSGN Birmingham, has canceled all commercial newscasts as a result of a printers' strike on all three newspapers in Birmingham, and is carrying 11 broadcasts daily on a sustaining basis as a public service. The papers are pooling all local and State news gathered by their staffs and furnishing it over the station. Sports sections of each paper are giving nightly sportscasts and on Sunday, when fewer newscasts are given, a half-hour of social news is being aired.

**WARNER OUT OF DECCA**

WARNER BROS. has withdrawn from Decca Records Inc., selling to the recording company the "morality interest," reportedly 25% of outstanding stock, which it has held since Brunswick Recording Corp., which it formerly owned but merged with Decca World Broadcasting System, pioneer transcription company, was acquired by Decca about two years ago.

**COLEMAN STARTS COMPANY**

HARRY M. COLEMAN, vp of the public relations division of MacFarland, Avery Co., Chicago, has purchased the division, and will become president. Firm will be called Harry Coleman & Co. Ted Grangé is vp, J. Renouf is secretary, address is 338 N. Michigan Ave., Chicago.

**WINCHELL TOPS HOOPER**

TOPS in evening network programs in the July 15 Hooper report is Jergens Journal With Ralph Waddell, which has a Hooper rating of 163%, Hooper evening, shows Seven Guild Travel Bureau, summer, Heart and Soul in city programs.

**STEWARDS APPLY FOR WRAW CONTROL**

TRANSFER of control of WRAW Reading, to radio organization headed by Col. J. Hale Steinmam, was requested in application filed last Friday with the FCC. The Steinman personally already holds three-sevenths interest in WRAW. The remaining four-sevenths would be acquired for $100,000 by Col. Hale M. Steinman, of WAGL Lancaster, the interest of Raymond A. Gaul, president and manager of WAGL, for $50,000, Keystone Broadcasting Corp., operating WKBO Harrisburg, acquires two-sevenths interest of Harold O. Landis, secretary treasurer of WRAW for like amount. Mr. Gaul remains as manager.

**FREE NEWS PASSAGE URGED**

UNIFIED American communications, system to permit free passage of news throughout world. Right to send and gather news everywhere without artificial restrictions would be one of the greatest deterrents to war, he said. The Senate's National Commission inspection tour of communications. American equipment is best in world, he explained, but nation needs integrated communications system to compete with other countries.

**ASCAP RULING UPHELD**

NEBRASKA Supreme Court on Friday upheld Judge James Fitzgerald in dismissing triple damages suit against ASCAP. Malec against ASCAP. Court held no money paid to ASCAP was within business commission and so could not be recovered in actions brought in Nebraska suit.

**PRAISE FROM MACLEISH**

RADIO coverage of the San Francisco Conference was praised by Archibald MacLeish, Assistant Secretary of State, last week speaking before Theta Sigma Phi meeting in Washington. Radio and press did their part in making the completed charter a "whale of a job." he said.

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She Sang a Nursery Rhyme... and Revolutionized FOOD MERCHANDISING!

Back in 1932, Irene Wicker, The Singing Lady started advertising cereal to children, who do not buy cereals—but eat them. Another trail was blazed... and along that trail scores of children’s radio programs have traveled, to create vastly expanded markets for a large category of food products.

IN THE Distribution Decade,

ADVERTISING must again BLAZE NEW TRAILS!

Along the highroad of America’s industrial progress, many of the main milestones have been advertisements and advertising ideas that opened up whole new concepts of merchandising the products of industry.

Post-war... because expanded production and abundant manpower and capital will demand at least 40% consumption increase over pre-war levels... the distribution of merchandise to consumers will be the key factor in achieving national prosperity. Again—advertising must pace progress. As never before, advertising men face a responsibility and an opportunity to raise the world’s highest standard of living to a new pre-eminence.

Your clients will look to you, in the Distribution Decade after V-Day, for accomplishments surpassing everything advertising has ever done. Alert advertising men are looking ahead... planning and preparing for that responsibility and that opportunity.

So is the Nation’s Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.
Super-FM, made exclusively by RCA Victor, "soundproofs the air"... eliminates static and other interferences.

**RCA Super-FM... storms can be seen but not heard**

With RCA Super-FM radio, a thunderstorm becomes a "polite little shower." It can be seen, but never interrupts broadcast reception.

The first time you hear Super-FM (Frequency Modulation) you'll hardly believe your ears. For all static, interference and other extraneous noises are miraculously eliminated.

During a thunderstorm you can listen to a delicate violin sonata—and think you're right in the broadcasting studio! Voices have a natural "in the same room with you" quality. You will agree that never before have your favorite symphonies, operas and popular tunes sounded so colorful, so pure, so full-ranged and so distinct on the radio ... never before been so thrilling.

Super-FM is another RCA "modern miracle." You'll owe it to yourself after the war, to hear RCA Super-FM before you buy.

The same kind of "let's do it better" research that perfected Super-FM goes into all RCA radio products. And when you buy an RCA Super-FM radio, or television set, or Victrola—made exclusively by RCA Victor—or even a radio tube, you will enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has achieved.

George L. Beers, Assistant Director of Engineering for the RCA Victor Division, is shown here listening to the RCA Super-FM that he developed. Super-FM provides greater ease in tuning and higher selectivity as well as freedom from noise and interference.

**RADIO CORPORATION of AMERICA**

RCA BUILDING, RADIO CITY, NEW YORK 20