From The Housetops

Wise counsel has it: "If it's worth shouting about, shout it from the housetops." It is because the job being done by 267 Fort Industry Company radio people in the public interest, convenience and necessity is recognized by listeners and advertisers as "Broadcasting at Its Best" that we shout it from the housetops. Better still—we're doing a housetop-shouting job in seven important markets for a heap of advertisers who will not be satisfied with less than the best!

THE FORT INDUSTRY COMPANY

If It's a Fort Industry Station . . .
You Can Bank On It.

WSPD, Toledo—WWVA, Wheeling—WAGA, Atlanta—WGBS, Miami—WMMN, Fairmont—WLOK, Lima—WHIZ, Zanesville
This photograph was taken at a WLS event and is one of many crowds drawn by WLS promotion.

17,448 LISTENERS WRITE FOR A SAMPLE OF A PRODUCT THAT HELPS MAKE ICE CREAM AT HOME!

They write as readily for Mother’s Day poem*; for a sample of a hand lotion*; for information on brooders*. Listeners have written WLS 15 million letters in 15 years. Our files bulge with 237 proved advertising result stories.

These consistent results come from listener-confidence. For 21 years, WLS has emphasized service to its four Midwest states (including Metropolitan Chicago). WLS voices are welcomed as Old Friends. 50,000 watts of power on 890 kilocycles is dedicated to helping 3,551, 541 radio families! Listener-confidence—friendly acceptance—consistent response to advertising on WLS. If you have a selling problem in Midwest America, call the nearest John Blair office. Ask how a WLS program can get results for your product, as it did for an ice cream preparation—a poem—a hand lotion—a pamphlet on brooders—and hundreds of other quality products advertised on WLS.

*This poem, announced twice, drew 2,827 requests; 7,399 listeners wrote for a hand lotion sample offered just twice; a pamphlet on brooders, mentioned on nine programs, brought 11,297 listener-letters.
CEDRIC FOSTER
Now Yankee-Mutual War Correspondent

Up Comes Foster
NEW YORK, May 28—Cedric Foster’s Sunday evening newscast on the Yankee-Mutual Employers’ Group Insurance Company rates a great deal higher than indicated in the Annual Talent Cost Index in the issue of The Billboard May 26. It seems that the statistical experts who did the statistical computing took the daily afternoon broadcast figure for C. F. rather than the Holy Day one-shot B. R. and that the Day pushed him down on the list to No. 3 when he should have been No. 5 with the following tab:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Per Cost</th>
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<tbody>
<tr>
<td>1</td>
<td>Cedric Foster</td>
<td>$18.88</td>
<td>$35.00</td>
</tr>
<tr>
<td>2</td>
<td>Gabe Heathers</td>
<td>$18.88</td>
<td>$35.00</td>
</tr>
<tr>
<td>3</td>
<td>The Sunday Gave and The Tuesday-Thursday Gave</td>
<td>$18.88</td>
<td>$35.00</td>
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</tbody>
</table>

This puts the Foster in between two Gabe Heathers—the Sunday Gave and the Tuesday-Thursday Gave—and that’s doing okay but definitely.

From The Billboard June 2, 1945

Cedric Foster, Yankee-Mutual coast-to-coast commentator, is now in the Pacific as a Navy War Correspondent. A world traveler, Foster is familiar with the entire area of the Pacific war zones and Allied strategy there. His broadcasts from the Pacific are heard daily 2:00-2:15 P.M. and on Sunday at 6:30 P.M. on Yankee and Mutual.
Closed Circuit

WITH FCC APPROVAL of transfer of WBYN Brooklyn to Newark Evening News, (story this issue) there will be appointment of new manager any time. Directing Newark News radio is Edward A. Foote, Washington attorney and son-in-law of newspaper publisher. Recent talk linked Arthur Simon, manager WIPEN Philadelphia, under former Bulova ownership and more recently aide to Ralph Atlass, owner of WIND Chicago as likely choice, but it isn't certain now.

IP AND WHEN Cowles Broadcasting Co. disposes of WHOM Jersey City, Craig Laverence, seasoned Cowles vice-president, will trek back to Midwest, probably Des Moines, to direct radio operations. Several offers for WHOM under consideration.

FATE of BBC charter, now before Parliament committee, will not be seriously influenced either way by British election. Labor party platform calling for nationalization of mines and possibly other industries. Second 10-year BBC charter expires at end of 1945.

PBS went on peacetime schedule July 29, with two main programs, Home Service and Light Programme. Regionals will be enlarged.

WHAT IS CLAIMED to be first jeep (Willys Overland) sold for civilian use is about to be delivered to J. Harold Ryan, NAB president, at his Toledo home. Condor George Storer, F. Industry Co. president and Mr. Ryan's borough-in-law, ordered it for Storer, Ryan, Reisach in Estates Park, Col.

OWI has no intention of giving up Radio Luxembourg for some time. Powerful signal is best possible means of reaching all Europe. With SAEF and ABSIE gone, it's only American chance to put over democratic point of view. This spike report, printed in London Daily Mail that Col. William S. Paley, on leave as CBS president, had offered million pounds per year for rights to Luxembourg. Mail ran complete denial after Col. Paley, in charge of radio psychological warfare, threatened suit. Col. Paley expected to return in early September [Closed Circuit, July 9].

THOUGH NOTHING is being said about it, FCC Chairman Paul A. Porter and Commissioner E. K. Jett, one of the world's foremost allocation experts, tentatively contemplate a trip to Canada about Aug. 10-13 to confer informally with Canadian Broadcasting Corp. on overall allocations. Mutual interest in use of identical channels for radio services, including broadcast, and need of coordinating FM and television bands if same receivers are to be used, should lead to agreement. Commission, a fortnight ago, sent James Sheridan of its Economic Dept. to Toronto to study CBC station relations department and regulations. At CKEY Toronto he observed blocked program setup.

AMERICAN BROADCASTING Co., formerly Blue network, put chip on shoulder late last (Continued on page 86)

BROADCASTING... at deadline

Upcoming

Aug. 2: FCC Oral argument, transfer Crosley Corp. (WLW) to Aviation Corp.
Aug. 6-7: NAB Board, Hotel Statler, Washington.

Bullets

U. S. CIRCUIT COURT OF Appeals in the Second District, New York, on Friday handed down a decision in favor of the National Labor Relations Board, which had charged retailer 13th for a decree compelling networks to recognize the Board's certification of NABET as the bargaining agent for platter turners. Court turned down the request of the American Federation of Musicians (AFL) that the Board be asked to reconsider the case on basis of new evidence.

COOPERATIVE presentation of five-minute hourly newscasts by WAAT Newark and the Newark Evening News ends Aug. 2 after 3½ years, according to Irving R. Rosenhaus, general manager and executive vice-president of WAAT. He said more extensive news coverage by WAAT news staff is planned in line with proposed FM and TV activities which will require on-the-spot coverage of local events. WAAT is considering a five-minute hourly newscast available to selected sponsors for institutional advertising.

VOLUNTARY radio promotion is moving record peach crops through regular trade channels, says Dept. of Agriculture, which worried about danger of market glut and need of extensive U. S. purchase.

KORAL LABS, Mt. Vernon, New York (Koral toothpowder) has appointed Raymond Specter Co. to handle advertising. Extensive radio planned. Two participation programs bought, Fitzgeralds, on W2X New York six weekly 55 weeks, and Arthur Godfrey three weekly 55 weeks on WABC New York. Will expand in September.

COL. HAYES GETS AWARD

LT. COL. JOHN S. HAYES, chief of American Forces Network, has been awarded the Croix de Guerre for "exceptional services during the liberation of France" and the untiring efforts in bringing American radio to troops in the ETO. Presentation was made by Gen. Rodd of the French army. It is the second such honor for Col. Hayes, who received a bronze star for "meritorious service" by Gen. Dwight D. Eisenhower for his radio work in the United Kingdom, France and Germany. Before the war Col. Hayes was assistant program director of WOR New York.

Business Briefly


ANGOSTURA ON WOR • Angostura-Wuppermann Corp., New York, for Angostura Bitters, on Aug. 4 starts a Saturday quarter-hour on WOR New York, featuring Lanny and Ginger, singing team, and guest stars. Agency, Donahue & Coo., N. Y.

NAMED FOR CANADA • American Home Products Corp., New York, names Young & Rubicam, Toronto, for Clapps's baby food and cereals in Canada. Agency plans Canadian advertising of other products of American Home, such as Kellogs toothpaste, Anacin, Freezone and Bisolod.

FOOD FIRM'S SPOTS • Banana-Rette Corp., New York (breakfast food), has appointed Alvin Gardner Co., New York, to handle advertising. Spot campaign is scheduled.


LEGEND PICKING • Fall schedule for Dr. LeGend Medicine Co., is being made up by Simmonds & Simmonds, Chicago. Station list not complete.

GENERAL MILLS BUYS • General Mills, Minneapolis, has bought 9-25-9:30 a.m. (CWT) period five mornings weekly on full American network effective Sept. 17. Show and product not specified, though It Really Happened is considered for position. Contract, $2 weeks, through Dancer-Fitzgerald-Sample.

OIL FIRMS RENEW • Pan American Petroleum Corp., New Orleans, and American Oil Co., Baltimore, have renewed Edward C. Murrow on CBS Sundays, 1:45-2 p.m. (EWT) for 52 weeks. American Oil on Aug. 16 also renews CBS World News, Thursday, 6-6:15 p.m. (EWT) for 52 weeks. Agencies, Fitzgerald Adv., New Orleans, for Pan American; Joseph Katz, Baltimore, for American Oil.

AIR FORCE DAY PICKUP • AMERICAN and Mutual networks will carry banquet celebrating Air Force Day, Aug. 1, event to be staged at Waldorf-Astoria, New York, by Air Power League and Wings Club, with pickup 10:30-11 p.m. (EWT).

AFRS CITED • ARMED FORCES RADIO SERVICE, Los Angeles, has been awarded meritious service unit star to Maj. Gen. N. H. Osborn, director Information and Education Division, ASF. Presented for "superior performance of duty and maintenance of discipline", unit star was bestowed in lieu of a second service award of merit.
Left-hand control . . . rhythmic pivot . . . concentration . . . all mark par-crackers. 'Tis far more too . . . the fine points of a windward "push shot" and "fading" from a hanging lie . . . knowing which shot under which circumstance.

And in radio . . . .

It may not be the straight left arm . . . but strong local programming. May not be the rhythmic pivot . . . but alert newscasting. 'Tis far more in radio too . . . the experienced management for example that knows what to do with any advertiser's problems.

Représenté Nationally by

EDWARD PETRY & CO., INC.

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

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<td>Seattle</td>
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<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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</tbody>
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THE TEXAS QUALITY AND YANKEE NETWORKS

July 30, 1945 · Page 5
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.
WSIX makes the perfect teammate for your advertising dollar, and here is why you will get a sure return: (1) An 81.5% increase in WSIX's all-day average Hooper during the two years ending in January. (2) The best daytime Hooper rating of any Nashville station. (3) Outstanding shows of both the AMERICAN and MUTUAL Networks. (4) WSIX is in the heart of the rich middle Tennessee area—a million manpower market that will continue to boom after the war. AND all of these potential buyers are waiting—first to hear about your product—second, to buy it.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
THE BIGGEST SHOW IN TOWN

and we're still talking about it...

...so is Des Moines. Back in the middle of May, using every available medium, we began telling everybody within our reach (and that's pretty far) that "The Biggest Show In Town" would move to KSO on June 15th.

"The Biggest Show In Town" moved on schedule. Here's how it was done...

Newspaper ads (3752 agate lines) talked about "The Biggest Show In Town" moving to KSO.

80 24-sheet billboards strategically placed in downtown Des Moines pointed out KSO's new programs to passers-by.

Telephone calls (3100) pleasantly told Des Moines civic leaders of the CBS move to KSO.

Streetcar cards (2000) pointedly reminded Des Moines' 4,250,000 monthly riders of "The Biggest Show In Town" now on KSO.

Book matches (2,000,000 packs) reminded smokers to tune to "The Biggest Show In Town".

Correspondence stickers on every piece of outgoing mail made correspondents aware of KSO's CBS network affiliation.
MOVED TO KSO JUNE 15TH

2000 half-sheet posters flooded Des Moines telling of CBS stars moving to KSO.

4800 weekly program schedules were mailed to KSO customers.

1000 Victory in Europe books and 1000 Listen books were sent to Des Moines merchants and listeners.

Beginning June 15th, every baby born in Des Moines receives a gift, plus a congratulatory note to the parents from KSO.

A large announcement-dinner party was held for the agency men of Des Moines, to tell them that “The Biggest Show In Town” was moving to KSO.

A heavy schedule of courtesy announcements, CBS Star Recordings and CBS Guest-Critic Recordings informed listeners that “The Biggest Show In Town” was now on KSO.

Add to all this, movie trailers in 12 large Des Moines theatres ... and what do you have?

The whole town (and those 195,810 radio homes in our 28-county regular-listening area) talking about “The Biggest Show In Town” now on KSO.

**DES MOINES, IOWA**

5,000 watts - 1460 kilocycles

Kingsley H. Murphy, Owner

George J. Higgins, General Manager

Represented by Headley-Reed Co.
Feature of the Week

O. HENRY could have done a beautiful piece on Harold W. Arlin and his radio career at KDKA. He was voted the world’s most popular announcer back in the 20’s, yet took that announcing job just to earn enough money to get a very special Christmas gift for his bride. And when he reached the peak in his profession, he retired—20 years ago.

Harold Arlin arrived at his brief career by logical yet unusual steps for an announcer. Graduated from the U. of Kansas in 1917 with a B.S. in electrical engineering, he enrolled in the graduate student training course of Westinghouse Electric Corp.

The young Arlin was doing some time-study work when Westinghouse founded KDKA and located the transmitting room on top one of the manufacturing buildings at East Pittsburgh. Mr Arlin was curious, the building was near, so he went to have a look.

During the “sight-seeing” tour he was auditioned, and shortly after offered the job of announcer. “I’m sure,” he says, “the novelty of the enterprise was less attractive than the opportunity to earn a few extra dollars for a very special Christmas present for Mrs. Arlin.”

At first the job took only about an hour of his time, two or three evenings a week. Then it grew and grew until he became chief announcer of the staff of four.

Harold Arlin’s voice announced most of the “firsts” of radio—church service, play-by-play baseball and football, the World Series, market report, barn dance, and endless others. He introduced to the air such celebrities as William Jen-

KDKA’s original announcer returns to the mike
nings Bryan, Marshal Foch, David Lloyd George.

His voice reached all parts of the world in those five years. People in England sat up all night to hear him. Australian fans, 13,000 miles from Pittsburgh, heard him on KDKA’s early experimental shortwave programs.

Then in 1924—at the height of his popularity as “the world’s most popular announcer”—he retired. He went back to the career that had been in the back of his mind all along—industrial relations. He became personnel manager of the Westinghouse Mansfield Works. Now manager of industrial relations for Westinghouse Electric Appliance Division, he is returning briefly to the mike in honor of radio’s 25th anniversary, because he was in on the beginning of the show.

Sellers of Sales

TAILORED MADE transcriptions for local clients are the specialty of Robert J. Enders, radio director of Kal, Ehrlich & Merrick Advertising, Washington.

Instead of the fanfare discs, throbbing with heart-rending appeals to buy a package today from your nearest grocer, Bob Enders prefers to study the client’s needs and then prepare a series of discs and announcements aimed at the job ahead.

For instance, the Washington Evening Star, which owns WMAL, wanted to promote prestige among capital newcomers without increasing circulation (paper shortage, you know). So Bob prepared a campaign embracing all the stations in Washington, basing it on the familiar message, “If you read it in the Star, it’s true.”

Kal’s disc clients include retail stores, utilities and consumer products—and all are devotees of the tailor-made transcription technique.

Bob Enders was born March 29, 1919, in Atlantic City. He played basketball at Temple U., and later went to Wisconsin U. First job was at WBAJ Atlantic City.

In 1941 he joined Kal, Ehrlich & Merrick (then Kal Advertising) as copy writer and later as radio director.

Before the U. S. entered the war Bob was drafted but was given a medical discharge before Pearl Harbor. He married his childhood sweetheart, Estelle Gellard, of Philadelphia. They have one child, a daughter Robin, aged 1½. Bob’s hobbies are writing and gin rummy.
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the third of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game, and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

3. THE ORTHICON

IN a paper presented before the New York Section of the I.R.E., June 7, 1939, Albert Rose and Harley Iams, of the RCA Research Laboratories, announced the Orthicon, a new television pick-up tube. In its issue of the following month this tube was characterized by “Electronics” as “...one of the most significant advances in television electronics since the advent of the Iconoscope itself... A new and greatly improved form of the Iconoscope, using low-velocity electrons for scanning, thereby avoids spurious signals, obtains storage efficiency ten to twenty times that of the Iconoscope, and produces an output current linearly related to the light input.”

With this tube, storage efficiency was stepped up to almost 100 per cent, compared to 5 to 10 per cent previously obtained, and overall sensitivity increased 20 times. The practical effect of this tube was to free television from the limitations of the studio and its artificial lighting, and make the whole world of living events a stage for television.

The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, NEW JERSEY
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
Educators were introduced to the faculty on the opening day of the Institute with Dr. Charles F. Church, KMBC director of education, presiding.

Classroom instruction was given each afternoon under the tutorage of such well-known radio experts as Mortimer Frankel, CBS Associate Script Editor. Two graduate credits were granted by the University of Kansas.

Among the many national personages brought to Kansas City for lectures was Lyman Bryson, director of education for the Columbia Broadcasting System.

Among several broadcasts viewed by educators was the international origination of "Transatlantic Call"—telling the life story of President Harry S. Truman by interviews with Independence associates.

They came and they saw—

All work and no play—! Brilliant banquet climax the three weeks of serious study!
and were they conquered?

The first KMBC "Radio Institute for Teachers" is now a thing of the past, but words of appreciation linger on. Three hundred educators from throughout the Heart of America met in Kansas City for three weeks study of all phases of American broadcasting. With their great influence upon future generations they return to their students in the Fall better qualified to utilize the limitless possibilities of radio in the classroom. Thus, the long cherished dream of Arthur B. Church as president and founder of KMBC becomes a reality.

NATIONALLY KNOWN PARTICIPANTS:

- Kenneth G. Bartlett
- Lyman Bryson
- Dean Douglass
- Bill Downs
- Capt. W. C. (Bill) Eddy
- Maud Ellsworth
- Marguerite Fleming
- Mortimer Frankel
- Edgar B. Gordon
- Olo B. Hiller
- C. E. Hooper
- George Jennings
- John J. Karol
- Sherman Lawton
- Elizabeth Goudy Noel
- Dr. F. P. Obrien
- Margaret Snyder Perko
- Gerald Leslie Taylor

Of course—KMBC-FM, an extra service at no extra cost.

KMBC
OF KANSAS CITY
Free & Peters, Inc.

SINCE 1928—THE BASIC CBS STATION
FOR MISSOURI AND KANSAS
“You don’t need to tell me who that was, Mr. Thistlewaite!”

Thanks, Miss Love! Telephone calls from Free & Peters aren’t always good news, but we certainly try our best!

After all, as a pioneer in station-representation, we do know our way around in the field of spot broadcasting, and we do represent the most alert and cooperative stations in the nation. So what with one thing and another, we’re apt to get the results we—and you—seek.

How about giving us a chance to demonstrate?

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

EXCLUSIVE REPRESENTATIVES:

WGR - WKBW BUFFALO
WCRT CINCINNATI
KOIL DULUTH
WDAY FARGO
WISH INDIANAPOLIS
WJEJ-WKZO GRAND RAPIDS
KALAMAZOO
KMBC KANSAS CITY
WAVE LOUISVILLE
WTCN MINNEAPOLIS-ST. PAUL
WDMD PEORIA
KSD ST. LOUIS
WFIL SYRACUSE

IOWA
WHO DES MOINES
WDC DAVENPORT
KMA SHENANDOAH

SOUTHEAST
WCBN BALTIMORE
WCSC CHARLESTON
WAVE COLUMBIA
WFPT RALEIGH
WDBJ ROANOKE

SOUTHWEST
KOB ALBUQUERQUE
KEEW BROWNSVILLE
KKBX CORPUS CHRISTI
KKYX HOUSTON
KOMA OKLAHOMA CITY
KXUL TULSA

PACIFIC COAST
KON PORTLAND
KIRO SEATTLE

and WRIGHT-SONOVEX, Inc.
Should Manufacturer Be Broadcaster?

That's Issue Seen By FCC in Sale Of WLW

The FCC may establish within a fortnight, in considering the proposed sale of the Crosley Corp. (WLW) to the Aviation Corp., whether:

(1) Public interest would be served in ownership of a station by a licensee whose major interest is manufacturing.

(2) It has jurisdiction over the price placed on outlets.

(3) It should oppose absentee ownership of outlets.

These major considerations, affecting overall regulation, faced the Commission as it closed a two-day hearing Tuesday in which a parade of Crosley and Avco industrialists gave their views on the proposed sale, and their attitudes toward American free radio.

There was no decision on the proposed sale. Chairman Paul A. Porter of the FCC announced that oral arguments on principal questions growing out of the hearing would be heard from counsel at 10:30 a.m. Thursday (Aug. 2).

Decision by Aug. 16

Chairman Porter said that a decision would be made in time to meet an Aug. 16 deadline on the transaction established by the parties to it. The deal involves sale of Crosley Corp. to Avco for about $21,000,000 ($39 a share) with no specific price placed on WLW or other Crosley subsidiary broadcasting interests.

Sharp Interest

The Commission, sitting en banc, evidenced sharp interest during the hearing on this point. FCC Counsel Leonard Marks attempted to draw from Powel Crosley Jr., and other witnesses, some estimate of WLW's value. Mr. Crosley said he considered it an element of the corporate entity to be sold as part of the package. He admitted that it could be sold separately. He said his major interest was in manufacturing the small automobile which bears his name. He acknowledged that, by terms of an amendment to the sales contract, he could go into the broadcasting business after consummation of the sale, but indicated he had no intention of doing so.

As asked about the original July 16 deadline set on closing the sale, Mr. Crosley admitted that he had not thought, nor had other principals, that approval of the FCC was required. The frank statement, following the witness' review of a 20-year history in the broadcasting business, drew smiles from spectators and the Commission.

WINS Purchase

In proposing to purchase WINS New York (for $1,700,000, plus time) Mr. Crosley said he had no aspirations toward building a network. He wanted a New York station principally to bring his broadcast operations closer to the nation's largest talent supply. He proposed, he said, to exchange programs between New York and Cincinnati.

This sentiment was echoed later by Victor Emanuel, Avco board chairman. He agreed to network, he said. He said he contemplated no change from the present WLW affiliation with NBC.

He said Avco proposed to pursue Crosley applications for four FM and three television stations. He said firm's decision to remain in international broadcasting field (Crosley operates seven transmitters) depends upon postwar policy affecting this medium. All shortwave facilities currently are leased to the Government.

Mr. Babcock, told the Commissioners that his firm had not originally planned to purchase the Crosley broadcasting properties, but learned after initial negotiations that they had to "for tax reasons". Questioned closely about public interest phases of broadcasting by Mr. Marks and Commissioner Clifford J. Durr, Mr. Babcock stated his opinion that public service programs need not necessarily be sustaining.

Intimate Concern

This issue, of intimate concern at least to Mr. Durr, brought ready comment from the Avco president. He said that generally commercial programs had the highest audience ratings and that consequently he assumed them to be of public service.

Mr. Babcock said that Avco officials now view the prospect of entering the broadcasting field with enthusiasm. He said he considered

(Continued on page 74)

Issues in the Crosley-Avco Transaction

(See Editorial, Page 46)

FCC, by calling oral arguments on salient features in unique sale of Crosley broadcasting properties to Avco, is showing interest in:

Whether a corporation with other interests should own broadcasting stations. (Of special interest to not appraisal of dealers, panies, newspapers, magazine publishers, labor unions, equipment manufacturers who now own and operate outlets.)

Whether FCC should regulate prices at which stations are sold. (Chairman Porter indicated concern over this point during hearing last week. Commissioner Durr has stated in a letter to Congress in July of 1944 that he believes such consideration is within power of FCC. James Lawrence Fly at that time said majority of Commission disagreed with Mr. Durr. Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Rep. Clarence F. Lea (D-Cal.) said it was a matter for overall consideration of Congress.)

Whether FCC should regulate against absentee ownership of stations. (Of interest to many licensees, especially multiple-station owners who would find it impossible to reside in all of the cities where they own broadcasting properties.)

POWEL CROSLEY JR., founder of Crosley Corp. and of WLW as he testified before FCC on $21,000,000 transaction which would sell company to Aviation Corp.

AVCO EXECUTIVES at Crosley transfer hearings included (1 to r): Walter A. Mogensen, director; Tom A. O'Hara, director; Irving B. Babcock, president of Avco and president-delegate of Crosley (assuming sale approval), and Victor Emanuel, Avco board chairman, who would become chairman of the board of Crosley Corp.

LISTENING to proceedings are R. C. Cosgrove (l), vice-president and manager of Crosley manufacturing division and president of Radio Mfrs. Assn., and Maj. Benjamin H. Namm, director of Avco and head of the Namm Department Store, Brooklyn.

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BBC Expert Probes Procedure for FCC

Charles Siepmann
Is Specialist in Programs

By ROBERT K. RICHARDS

Is THERE a move afoot to BBC-ize American broadcasting?

An efficiency expert who formerly was director of program planning for the government-operated British Broadcasting Corp. is conducting a behind-the-scenes examination of the FCC renewal procedure.

He is Charles I. Siepmann. He has been hired by the Commission to study a weekly budget of $5,600 per year plus $6 per diem expenses for a "temporary internal assignment". Everyone at the FCC is mum about his activities. It is understood, however, that he is assigned specifically to devise some means for "expediting" license-renewal methods.

On such an assignment, probably he would take an avid interest in programs. This is indicated both by his background and his public writings, as well as by the fact that his presence in the Commission was said to have been inspired by Commissioner Clifford J. Durr.

Commissioneer Durr, who lists to portrade in his social philosophies, believes there is too much commercialism in American radio. He thinks station program policies should have closer FCC scrutiny in licensing procedures. He has assured that the commercial-sustaining aspect should be weighted carefully in determining whether a program is a "public service".

Mr. Siepmann is being assisted in his present task by Eleanor Bontecue, former employee of Justice Hugo Black and more recently a $5,600-a-year specialist in the Do-it department. (Commissioner Durr is Justice Black's brother-in-law.)

Mr. Siepmann came to the United States in 1939 as a visiting instructor at Harvard University. He left that position in 1941 to join the Office of Facts and Figures in Washington. When that agency became the Office of War Information, he was assigned to the Overseas Division. He became chief of the OWI broadcast section in San Francisco, was promoted to an assistant policy directorship—at a reported $7,000 a year. He resigned from this position in 1942.

OWI spokesmen told Broadcasting last week that Mr. Siepmann could be reached by calling Executive 3620 (the FCC number) "and asking" for Commissioner Durr's office.

Mr. Siepmann was reached but he was not communicative. He said his home was in Newfane, Vt. He said he had been at the FCC for three weeks, that he was on a "temporary internal assignment" and that his biography—for which he was asked—had no bearing on his present assignment.

Some of his philosophy on broadcasting is revealed in an article entitled "Radio's Big Chance", which he wrote for The New Republic (Issue of Jan. 12, 1942).

The article, published at the outset of America's entry into the war, voiced a challenge to broadcasters and to the NAB. It reviewed briefly the various problems facing the broadcasting art in this country at that time, and said:

"But they remind us of issues unresolved and of the basic paradox with which radio stands uncomfortably saddled—how far can a system efficiently, profitably, function adequately in the public interest, to which it is also theoretically committed?"

Mr. Siepmann did not attempt to answer this question, but he presented some clues as to his own disposition in the matter. He wrote:

"Sponsors are back again—the same sponsees, the same blurs, the same high-pitched tones of blustering persuasion or of intimate appeal. At best they are incongruous; at worst an affront to listeners. Sponsorship we recognize, but not that lacking is a policy, a strategy of action that envisages a future different from the past—in the problems it sets, the demands it makes on us and on the quantity of mind and spirit that are going to be paramount. Radio's continued independence is at stake. Will it anticipate in time the charge of New York sales activities and to assist in organization of New York headquarters. They conferred with Charles Stark, program director of WMCA New York, and with Ben Strouse, general manager of WWDC Washington, and Ira Walsh, program director of that station, regarding public service programs.

WWDC will cover the White House, Congress and other Capitol highs spots for Associated. Mark Austad, WWDC newsmen, will do a thrice-weekly Washington news feature. Jack MacFarlane, commentator of WBIT Baltimore, will also be heard, Mr. Connor said. Negotiations are under way, he said, with Compton, Dr. Frank Kingdon, Leo Cherne, John H. Hughes, Sammy Balter, Dr. J. Raymond Walsh, Edgar Ansel Mower and other newsmen for other spots.

Overseas pickups are under discussion, Mr. Connor said. Also in the public service field, he added, the network is offering time to major educational institutions and quarter-hour weekly periods will be made available to both the AFL and CIO for a labor series which Associated will offer affiliates.

Plans are developing for an extensive sport report, Mr. Connor reported. An evening schedule of name dance bands will top off the network's 16-hour daily program service, he said. Associated will be on the air from 1 a.m. to 2 a.m. New York time and on the Pacific Coast from 8 a.m. to midnight.

Associated Lines up 17 Key Markets

Alternate Stations to Provide New York, Chicago Outlets

LIST of stations already signed as outlets for programs of Associated Broadcasting Corp., which plans to get under way Sept. 16 as the fifth cross-country network, was announced last weekend by Leonard A. Verslius, president [Broadcasting, June 4, July 23].

In New York and Chicago the new network has made special arrangements rather than straight affiliation contracts, having a cooperating station and an alternate outlet in each. WMCA is cooperating station in New York, WOY the alternate. In Chicago the cooperating station is WJJD, with WIND as alternate.

Mr. Verslius denied reports that Marshall Field has any interest in the network, financial or otherwise. "The only connection," he said, "is that WJJD, a Field department outlet in Chicago, has a contractual relationship with the network to broadcast our programs in that area."

List of Affiliates

Other outlets of the new network are: WMEX Boston, WITH Baltimore, WWDC Washington, WLEE Richmond, WWSW Philadelphia, WBNA Buffalo, WTMB St. Louis, E. St. Louis, WMIN Minneapolis-St. Paul, KNAL Salt Lake City, WFOX Long Beach-Los Angeles, KLST Oakland (changing call Sept. 10 to KWBR), KSAN San Francisco, KWJJ Portland, KBCS Seattle, KMY Denver.

In Cincinnati, WCKY has agreed to provide facilities to Associated upon request for affiliations, although the station is not a regular affiliate of the network. Negotiations are still to be completed in Philadelphia, Detroit, and Hollywood. Mr. Verslius said and are under way in other cities with a goal of 35 key markets.

Mr. Verslius, with Richard Con- nor and William Henderson, vice-presidents of his network, went to New York last week to confer with Gene Kraemer, who will have

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BROADCASTING • Broadcast Advertising

LAUGH!

Drawn for Broadcasting by Sid Hisz
**FCC HEARING LINEUP**

**HERE'S THE WAY BROADCASTERS ARE COMES IN RESPONSE TO THE PROPOSED RULES & REGULATIONS:**


**OWNERSHIP OF FM STATIONS BY LICENSEES WHERE AM LICENSORS** without an FM station: Application of the Commission to deny an FM station to an AM licensee will be heard:

- WQXQ, New York
- KFI, Los Angeles
- WSJN, Scranton-Wilkes Barre, Pa.
- WGOE, Scranton-Wilkes Barre, Pa.

**USE OF COMMON ANTENNA SITES:**
- Broadcasters: Norfleet, American, Mr. Godfrey, Westinghouse, WQQX, Westinghouse.
- Use of Common Antenna Sites: Broadcasters: Norfleet, American, Mr. Godfrey, Westinghouse, WQQX, Westinghouse.

**PLANS WERE COMPLETED last week for a three-week inspection tour of the European Theater of Operations by 10 "top level" broadcasters headed by Justice Justin Miller, newly designated assistant director of censorship for radio.**

**ACCRREDITED as a war correspondent, group of leading broadcasters leaves in mid-August for inspection tour of European theater.**

**NYWC, New York: New York City; WQXQ, New York**

**News representatives scheduled for the trip are Abel Green, editor of Variety; Jack Acee, publisher of Film Daily and Radio Daily,** and Sul Rossfield, editor and publisher of Broadcasting.

**The entire group will be accredited as war correspondents and will make the three-week trip in uniform.**

**DIRECT LICENSING**

**Following completion of the ETO trip, a group of five broadcasters of the same level already has been invited to the Pacific War Theater by Gen. Douglas MacArthur. This trip tentatively is scheduled for late-March to mid-September with details remaining to be worked out.**

**Gen. MacArthur wants broadcast executives to see for themselves how the vast communications and radio operations of the Pacific area are handled, so that the story can be told to the people back home.**

**Unlike other pilgrimages to the war theater, a special trip is designed to establish direct liaison (Continued on page 77)
WPB Revokes Freeze on Components

Priorities on Purchase Of Equipment Are Eliminated

CARRYING OUT the first major step of its reconversion program for the electronics industry, the WPB Radio & Radar Division last week removed all restrictions on the production and sale of components required for manufacture and repair of transmitters and receivers.

The WPB action, John Creutz, chief of the Domestic & Foreign Bu. Christmas, said, but the supply will insatiation of priorities to purchase equipment but continues restrictions on production of transmitters, receivers, jacks boxes, phonographs, television sets, radios, etc., and other end equipment. Restrictions still remain on construction over $1,000, he pointed out.

Complete Thaw in October?

The final step in the reconversion program—revocation of Limitation Order L-265—may be taken in the fourth quarter of this year, possibly in October, depending on the extent of cutbacks in military electronic requirements.

Mr. Creutz disclosed that the Division expects to report spot authorizations for receiver production within the next two weeks. This action, he said, should make available a small number of radios by Christmas, but it will hardly permit more than “production for display” by dealers. He added that civilian tube production is still too low to provide substantial supplies of radios.

Some authorizations probably will be issued in August for transmitter production, he said. The Division is now processing applications for temporary orders. No restrictions will apply on the sale of equipment produced under “spot”.

Should File Soon

WPB said that applications for authorization to produce end equipment in the third and fourth quarters of 1945 may be filed under the provisions of Priorities Regulation 25. Instructions for filing applications are now included in the order itself and Direction 2 has been revoked.

Application Form WPB-4000, which requires a listing of major components to be used, WPB said, should be filed as soon as possible. Relays have been added to the original list, which includes tubes, transformers and reactors (excluding radio frequency and intermediate frequency coils), capacitors, resistors, loud speakers, switches and sockets.

Removal of restrictions on components was embodied in an amendment to L-265 which permits producers to make restricted electronic equipment under (1) actual orders for military and other specified Government agencies; (2) actual orders bearing purchase ratings; and (3) an authorized production schedule as defined in CMP Reg. 1.

As a result of the amendment, WPB pointed out, consumer and supplier certifications are required when selling components. However, a new certification which is included may be used, although not required, in buying parts from a manufacturer.

Equitable Distribution

“If any distributor, dealer or person purchasing components from a producer certifies that he will use or resell them for repair only,” WPB said, “the order will be treated as though having a AA-3 rating, except that manufacturers need not make delivery on such orders in the same sequence in which they are received. A manufacturer must distribute his available supply of replacement parts to various customers so as to obtain a wide and equitable distribution.”

WPB added that under the amendment it is no longer necessary for manufacturers to list their transmitters or other electronic equipment, including public address and intercommunication systems, test equipment, etc., to rated orders if production was authorized by WPB.

Governor Newonders to All

Howard Lane Named General Manager Of Field Enterprises Radio Division

HOWARD LANE, for two years CBS director of station relations, joins Field Enterprises Inc. Oct. 1 as general manager of the radio division, headquartered in Chicago, according to Clem J. Randau, vice-president of Field Enterprises. Organization which operates two radio stations, WJJJ, Chicago and WSAI Cincinnati, publishes the Chicago Sun and owns two book publishing companies, Simon & Schuster, Inc., and Pocket Books Inc. PM, New York newspaper, also is a Field enterprise.

Mr. Lane has been with CBS three years, spending a year in charge of station relations for the network’s Central Division, with offices in Chicago, before going to New York. Prior to joining CBS in 1942 he had been director of McClatchy Broadcasting Co., operating five stations in California and Nevada. During his eight years with McClatchy, Mr. Lane served two terms as NAB board representative of the 15th District.

At CBS, Mr. Lane worked under Herbert V. Akerman, vice-president in charge of station relations, who hopes to name a successor shortly.

Mr. Randau said: “We hope to expand our activities in the broadcasting field, in AM, FM, facsimile and television, and it was our desire to put our radio operations and development program under the direction of an experienced top-flight broadcast manager.”

Mr. Randau said Mr. Lane will become a director of WJJD Inc., and Buckeye Broadcasting Co., which operates WSAI. Presumably, he will take over other executive functions as Field radio enterprises are expanded. FM service is contemplated in New York, Chicago and Cincinnati, with expansion of AM operations also in prospect.

Rated orders must be filed before unrated orders. The amendment prohibits the use of M-R (maintenance and repair) tubes in the production of new electronic equipment.

84 STATIONS PLACED ON TEMPORARY LIST

EIGHTY-FOUR stations were placed on temporary license until Oct. 1 by the FCC last week and 52 others, on temporary for periods dating back a year, were continued on the same basis until Oct. 1. (For list see FCC Actions, page 52.)

Of the 84 placed on temporary, 30 licenses were due to expire Aug. 1. The bulk of those were routine delays because of failure of Commission staff to process applications. Whether any of the 80 were designated for temporary under the commercial-vs-sustaining program scrutiny policy could not be learned.

Of the 52 continued on temporary status, one station has been on temporary since June 1, 1944, one since Aug. 1, 1944, another since Oct. 1, 1944, another since Dec. 1, 1944, and the remainder since early this year, dating from Feb. 4 to June 1.

MINUTES AFTER this swearing in scene last Monday morning, the FCC’s newest member, Commissioner William H. Wills, was sitting in his new official chair in the Crosley-Aviation Corp. transfer. Miss Betty Ferro, reviewer of the FCC Commercial License Section, administered the oath.

WILLS TAKES OATH; SEES RADIO’S FORCE

WILLIAM HENRY WILLS of Bennington, Vt., former Governor of his State, was sworn in as Federal Communications Commissioner last Monday morning succeeding Norman S. Case, and within an hour was formally sitting with the Commission in the proposed transfer of control of the Crosley Corp., Cincinnati, including WLW, to the Administrator of the first.

In the presence of the other six Commissioners, heads of various departments and a group of Vermonters, headed by Col. Joe Fairbanks and Col. William Wills subscribed to the oath, administered by Betty Ferro, reviewer of the FCC Commercial License Section. Mr. Hassett, senior White House secretary, is a native of Northfield, Vt., and long-time friend of the new commissioner.

Commissioner Wills left Washington after the Crosley-Avco hearing and plans to return about Aug. 15, after winding up his personal affairs in Bennington.

In radio he sees a potent force—one which can be used effectively to “hold the air line.”

He recalled a broadcast he did about 10 p.m. one night in January 1940 in behalf of the late Wendell L. Willkie, 1940 GOP presidential candidate. He had hardly left the microphone before the first telephone call came. It was from Montana. For the next four hours his phone was busy with callers in many states. More than 1,200 letters came in, too.

Mr. Wills has some ideas about broadcasting, but until he gets a chance to get his feet on the ground, study the Communications Act and review the FCC Rules & Regulations, he won’t have much say. He does feel, however, that a free radio can be a great asset in the postwar period, he said.

Gov. Wills was nominated by President Truman to succeed Gov. Case on June 13 and was confirmed by the Senate on July 12 [BROADCASTING, June 15, July 16].
Usually it's futile to combat a rural home or barn fire after it's well started. Sufficient water and mechanized equipment are seldom available. Sometimes sympathetic neighbors form bucket brigades, of course, but . . .

WHO believes the only answer is prevention through education and elimination of danger points. To that end we annually conduct a program aimed at inducing rural youngsters to find and remove fire hazards. Prizes are offered to the schools doing the best work, and pupils of the top ten schools are feted at a special broadcast and banquet. The campaign is run in cooperation with Iowa State College and the Iowa Fire Prevention Committee.

Has it worked? Well, Iowa's farm losses in 1944 were $700,000 less than in 1943. During this year's first quarter they ran half a million under the same period in '44. Says State Fire Marshal John Strohm: "WHO's campaign for Farm Fire Prevention was a major factor in bringing about this reduction."

The Fire Prevention Campaign is just another example of how we serve the people of Iowa . . . and of why, in return, Iowa prefers WHO!

WHO for Iowa PLUS

Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
Heavy Agenda for NAB Board Meeting

Naming Assistant to New President Will Be Considered

J. HAROLD RYAN, NAB interim president, will preside at his last full board meeting when the NAB Board convenes in Washington next Monday and Tuesday to clean up a heavy agenda before handing over the NAB helm to Justice Justin Miller.

Mr. Ryan plans to return in the fall to his post as vice-president and operating head of Ft. Industry Co. but will be available for NAB consultation. Judge Miller will not take over at the NAB until Oct. 1, and probably will not resign from the U.S. Court of Appeals for the District of Columbia until mid-September, shortly after he returns from the ETO inspection tour to be made by top-level broadcasters (see story on page 17).

Committee Reports

With the NAB Convention abandoned due to travel regulations, the Board will establish a schedule of NAB work for the year.

First on the Board agenda will be the report of the presidential selection committee, headed by T. A. M. Craven, chairman of Cowles Broadcasting Co., which named Judge Miller. The committee also has recommended that an executive director or chief assistant be named by the Board, and a number of names will be considered. Final action at this meeting was considered unlikely. The committee has recommended appointment of an executive committee to function until Judge Miller takes over, probably to include Mr. Ryan and two other broadcasters.

Other Board subjects include:

Recommendations of Labor Relations: Executive Committee for broadening of the NAB-labor management function; addition $50,000-a-year appropriation, to be presented by Harry Le Poid-evin, WRJN Racine, Wis., committee chairman, and John Morgan Davis, labor relations counsel.

Progress report on Broadcast Measurement Bureau by Hugh Fel-phis, EMB president.

Report by Col. Ed M. Kirby, former NAB public relations director and now chief, Radio Branch, Army Public Relations on Army radio activities and interim report to NAB Board after five years of active Army service.

Report of Code Committee by Lee H. Waller, Westinghouse radio manager, especially discussing controversial material.

Possible appearances of Rev. Sam Morris and attorney Henry M. Johnson of Louisville, representing National Temperance & Prohibition Council, which has protested to FCC against Texas stations and refusal of stations to sell prohibition group equal time. Most recent development was decision of WFAA Dallas to eliminate alcoholic beverage advertising and to provide sustaining time to wet and dry interests.

Report of public relations committee including Lee-Losh proposal for National Academy of Radio Arts & Sciences which would entail a quarter million dollar fund; studies on listener activities and plan for furtherance of newspaper publicity through mat service.

Presentation of reports by sales managers executive committee through Lew Avery, NAB director of broadcast advertising, on: Josie radio retail advertising clinic in San Antonio; NAB-4A standard rate card study; procedure on disclosure of audience measurement information; agency recognition; cooperation with advertisers and agencies on improvement of advertising copy. All of the latter subjects were studied by special committees.

YOUR sweltering editors are delighted to publish this picture of Jeannette Harper who studies radio at the College of American at KTSN El Paso as part time announcer. She is the niece of Karl O. Wyler, manager of KTSN.

Ford Music to K&E

KENYON & ECKHARDT, New York, will handle the hour sym- phony program starting Sept. 20 on American. Entire account had been handled by J. Walter Thompson Co., which retains the Ford Sunday afternoon program on NBC. Night symphony, an institutional program, involves about $1,250,000 in billings for K&E.

NAB 1945-46 Committees Are Named

CREATION of three new committees was announced last week by J. Harold Ryan, retiring president of the NAB, who appointed standing committees for 1945-46. The committees will serve until the 1946 membership meeting. In event there is no convention, they will serve until terminated by the Board of Directors.

In announcing the committees, Mr. Ryan said he had agreed to remain as head of the NAB only until the Board meeting Aug. 6-7 in Washington. He pointed out, however, that most of the NAB's work is done in committee and it was most important that these various groups function at all times.

The new committees are Copyright, Music and Farm Program Directors.

Following are the appointments:

CODE—Herbert Rollister, KANS, chairman; Edgar L. Bell, WMNB; Arthur B. Church, KMB; Henry Johnston, WSON; Merle S. Jones, WOG; Lee B. Waterman, FYW; Ed Youen, KOHL; Wm. S. Hedges, NBC; Jan Schimes, C gebh. COPYRIGHT—James P. Begley, KYW, chairman; Warren F. Williamson, WCRN; Ignatious O. Lewis, KYT; Thomas N. Bivins, NBC; William Fineshade, WAC.

ENGINEERING EXECUTIVE—O. Porter Houston, WCMN, chairman; O. B. Hanson, NBC; Karl B. Hoffman, WOR; William B. Lodge, CBS; J. B. Poquis, WOAC.

FARM PROGRAM DIRECTORS—Harry Hav, WCCO, chairman; John Merrill, WMAV; Larry Beatty, WAP; Bill Mosher, KJY; Arthur C. Page, WLS; Earl Flaimbeck, WBO; William Dripes, NAB.

LABOR EXECUTIVE—G. Smith, WPCH, chairman; Kenneth Bogley, WMAL; William Pay, WSM; E. R. Miles, WOR; Harry Lewis, WRJN; John H. MacDonald, NBC; Frank R. White, CBS.

LEGISLATIVE—Don S. Elas, WNNC, chairman; Clair H. McCollough, WGAL; Joseph H. Bean, CBS; J. Leonard Reihans, WEB; Frank M. Russell, NBC; J. Harold Ryan, WBP; G. Richard Issac, WLS; D. Shaughn, WOR; Harry R. Spence, KXOK; O. L. Taylor, KXOK.

MUSIC—Clarence Leich, WQBR, chairman; G. Mallory Freeman, WMN; David R. Davie, WOL; Elliott Bender, WQPH; Frank K. Smith Jr., WWSW.

OFFICE FORMS AND PRACTICES—J. Harold Ryan, KEX, chairman; Gene E. Cage, KJZ; Ken Church, WCY; R. Dean, CBS; Harry F. McKee, NBC; Frederick Teichner, KXOK; E. O. Winger, WOD.

PROGRAM MANAGERS EXECUTIVE—Irvin Abelow, WBVA, chairman; Eugene Carr, WBB; Howard D. Chamberlain, WJLA; WBN; W. B. Meeks, WBB; W. H. Hadi, KSH; W. H. Wavick, WBB; F. B. Elricker, Quaker Oats Co.; for advertising agencies, F. B. Manchee, BBDO; William M. Mear, WBB; W. L. Main, Ruthrauff & Ryan. For broadcasters, Edward F. Evans, American; Barry Rumple, NAB; third to be announced.

Six new contracts were announced by President Feltis, bringing the total number of station subscribers to 524. New subscribers are WENT, WNXC WMFF WTRC WAIR WHDL.

Research Meeting Planned by BMB

Progress of Work and Plans On Agenda; 6 New Members

BMB's Technical Research Committee will hold its first joint meeting with the Research Committee of the Board Wednesday afternoon at the organization's New York headquarters. John Churchill, director of research, will preside, with Hugh Feltis, president, and Paul Peter, executive secretary, in attendance.

Morning session will be devoted largely to a detailed presentation of the technical phases of the Bureau's operation for review by the committee, with the afternoon session given over to planning steps in the Bureau's measurement procedure.

Named to Committees

Members of the BMB Board's Research Committee are: D. E. Rob-inson, Sherman K. Ellis Inc., chairman; R. Elder, Lever Bros.; Frank Stanton, CBS.

Technical Research Committee comprises: For advertisers—A. H. Halverstadt, Procter & Gamble Co.; F. G. Bneren, Washington Coffee Refining Co.; R. F. Elrick, Quaker Oats Co.; for advertising agencies, F. B. Manchee, BBDO; William M. Mear, WBB; W. L. Main, Ruthrauff & Ryan. For broadcasters, Edward F. Evans, American; Barry Rumple, NAB; third to be announced.

Six new contracts were announced by President Feltis, bringing the total number of station subscribers to 524. New subscribers are WENT, WNXC WMFF WTRC WAIR WHDL.
The president of a radio station seeks capable assistants

We are opening a new station in Richmond, Virginia. We have good jobs for good people who will help run a successful station.

We need engineers . . . control room operators and announcers.

If you'd like to be associated with an aggressive group, this may be for you.

If you're an engineer or control room operator, please write about your experience. Tell your story completely. A photograph of yourself will interest us too.

If you're an announcer, send along a record of your voice. You can cut a disc from one of your present shows . . . or make a special audition record. You, too, will be expected to write a complete story of your experience.

With our present knowledge of the business of putting on good entertainment and practical experience in selling time . . . with good people like yourself on the staff . . . your future is assured.

Tom Tinsley • WLEE • President

BROAD-GRACE ARCADE BUILDING • RICHMOND 19, VA.
Self-Discipline Seen Greatest Need of Broadcasting in U. S.

Rotating Board of Governors Could Work With Government, Bulova-Lafount Executive Says

By Harold A. Lafount

Executive Bulova-Lafount Stations

How shall we harness for constructive peacetime use the almost unfathomable power generated in America by total war? As we move on from VE-Day to VJ-Day this question is being asked everywhere, but nowhere more anxiously than in the broadcasting industry.

War has brought to radio a fabulous increase in what was already fabulous power. Can that power be made to serve our peace aims as well as it has served our war aims?

Men and women who listen intensely to their radio several hours a day when news is breaking need no reminder of its influence. War has made radio an indispensable source of information. Millions also look to radio for guidance in their thinking about current events. Today it is probably our chief source of enlightenment as well as entertainment. Tomorrow it will wield still greater power with FM and television added to standard broadcasting and many new stations licensed.

The war and prewar years have also shown us how radio can be used to deceive the people and destroy liberty. In Germany, Italy and Japan, men's minds were enslaved. Radio became an essential part of the most evil system that mankind has known.

In this experience is ample warning of what the destructive use of broadcasting might mean in this country. One man, with the help of radio, a good voice and the art of showmanship can change the thinking of millions.

Radio must not be permitted to fall into the hands of potential dictators. Radio belongs to the people. It must remain a handmaiden of the public interest. But it is easier to state that objective than to attain it.

The law instructs the FCC to license stations which operate in the public interest, convenience and necessity. It gives the FCC a sort of veto over broadcasting, for the Commission inevitably considers the type of programs that a broadcaster has provided when his license comes up for renewal. Sometimes the Commission uses its power negatively, as in its recent ruling that stations must sell radio time for discussion of controversial issues. The effect is to break down restraints against the abuse of radio instead of directing its use into the most constructive channels.

A man with an evil purpose, or with a particular hatred or blind spot, may, if this ruling is upheld, broadcast intellectual poison.

Shall we accept this risk in the name of free speech? Shall we leave the question of who is to go on the air to chance, to the power of money or the persistence of the agency or individual?

Some say these decisions should be made by each broadcaster for himself, just as an editor decides what shall appear in his newspaper or magazine. But this comparison is not wholly valid. The editor controls only one segment.

There is no limit to the number of newspapers that may be published—that is to say, no limit except public demand. Anyone interested in seeing his views in print can publish a pamphlet if he is denied space in the established press. To this extent the press is within reach of everyone.

Radio is different. It is licensed by the Government. The number of stations is limited. It follows that the right of free speech is not the same as the right of free speech. Radio can reach only at the moment those who listen to it. The opportunity is there, but it is for statesmen to make the use of it.

Radio and the press differ in other respects. No newspaper chain reaches an audience comparable to that commanded by a great radio network.

Radio penetrates to the inner recesses of the home. Programs boom out in millions of living rooms, factories, ships and automobiles—free of charge. You can listen while you work or drive. Great networks reaching throughout the nation may carry slanted news or sugar-coated propaganda to the very gates of our workshop and family circles. A power of this sort is obviously subject to greater abuse than is the power of the press or that of the motion picture industry.

Such a medium of mass communication is not to be used lightly. It's given a greater responsibility than that of any other profession.

(Continued on page 62)
See Its Duty to Oklahoma Farmers... and DOES It!

On August 9, WKY's Farm Service department will celebrate its first birthday.

At one year of age, it has reached healthy adulthood. WKY's Farm Service department, in fact, was never an infant, never toddled. It was born an adult; began walking at once, then running, and has been going places fast.

WKY's Farm Service department knew where it wanted to go, where it had to go to be of greatest service to Oklahoma agriculture. Under the direction of Edd Lemons, WKY's Farm Reporter, and Otis Parker, Associate Reporter, it has become not only a central information exchange and coordinator of all state agricultural interests, but has taken the lead in farm betterment by embarking on and sponsoring several important farm betterment projects.

WKY's cattle grub control project has received citations from both Variety and The Billboard. Two other long-term projects, hog improvement and soil conservation, are under way.

In touching every phase of farming, WKY’s Farm Reporter has broadcast from 101 spots outside Oklahoma City and from 48 of the state's counties; from fairs, farm youth gatherings, demonstrations and clinics. He has broadcast the intriguing story of Oklahoma's "Flying Farmers", of "Hereford Heaven" and scores of others.

Just a glimpse of WKY’s contribution to agriculture can be extracted from the July 11th letter of the state supervisor of the Emergency Farm Labor Program: "A real service was rendered the farm people of this state... your cooperation in disseminating harvest information made it possible to harvest Oklahoma's wheat crop this year in near record time."

This is the kind of service WKY started out to give Oklahoma farmers, and the kind of service it will continue to give in increasing measure.

WKY - OKLAHOMA CITY

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.
Sues Philip Morris CHARGING his program idea was used without consent on weekly NBC Johnny Presents. Ginny Simms, new suit for $100,000 has been filed in Los Angeles Federal Court by Craig Reynolds, actor, against NBC, The Biow Co., and Philip Morris Co., sponsoring weekly broadcast. Using his true name of Harold H. Enfield, plaintif said he and another writer worked up the "Veterans' Canteen" idea used in the network show. Similar suit was dismissed last month in Los Angeles Superior Court on grounds that an idea for a radio show is not patentable.

Benjamin Seutter BENJAMIN SEUTTER, 51, Press Wireless night traffic superintendent, died July 19 in the Queens General Hospital, New York. Mr. Seutter was a holder of world's record for rapid radio reception.

**BEAUMONT**

HAS MONEY TO SPEND — NOW! — LATER!

SHIPPING has long been one of Beaumont's important industries. So it's only natural that this port is one of America's foremost ship-building centers.

When the flush of war production is over Beaumont's shipping will remain a vital permanent industry.

Now and later KFDM'S $58 million dollar effective income market means top crust money for you!

---

**CANADIAN STATIONS DISCUSS PROBLEMS**

Sales, engineering, programs and the Bureau of Broadcast Measurement are featured in the agenda of the annual meeting of the Western Association of Broadcasters (Canada) meeting at Calgary at the Hotel Palliser August 6 and 7.

Following the report of President G. R. A. Rice, CFBR Edmonton, the opening morning session will include; financial report; discussion by Gerry Gatz, CKBC Winnipeg, and WAB director for Manitoba, on annual meetings; messages from Jack Radford, station relations supervisor of Canadian Broadcasting Corp., and Michael Barkway, Canadian representative of the British Broadcasting Corp.; discussions on programming and engineering. Engineering problems will be the topic at a closed afternoon session under Henry S. Dawson, engineer of the Canadian Association of Broadcasters. A sales discussion led by Ovordan Henry, CKCA Edmonton, will be followed as the closed meeting by a report from Glen Bannerman, president and general manager of the CAB.

The Tuesday morning session will be for members only, and will include: Election of officers, report on the BBM, Safeway Adds

SAFEWAY Stores, grocery chain, has expanded network time on NBC western division and Pacific stations to half-hour daily, five days weekly, effective Aug. 13. Now sponsoring quarter-hour drama Aunt Mary in 3:45-4 p.m. period, chain will place new series Dr. Paul in that spot, moving present show ahead 3:30-3:45 p.m. Transcriptions will be spotted in cities not covered by live programs.

by Horace Stovin of H. N. Stovin & Co., Toronto; report on the cooperative radio bureau, Ottawa, by Jack Slater of Radio Representatives Ltd., Toronto, and discussion on the CIR music committee.

Tuesday afternoon's open meeting includes report by Bert Cairns, CFAC Calgary, on rate classifications; talk on Wartime Information Board Radio Service by Mrs. John G. Edelson, WIB Ottawa.

Annual dinner on Monday evening will hear Captains Harper, Prowse, armed services representative in the Alberta Legislature.

AN INNOVATION in radio set convenience and utility, is the new vest pocket receiver developed by the Sentinel Radio Corp., Evanston, Ill. The new model can be carried in vest or shirt pocket, handbag or concealed about the person, and will be several times smaller than the smallest camera or personal size set manufactured prior to the war.

The "speaker" will be an ear-piece, of the approved hearing-aid type, the aerial will be the wire leading to the ear-piece and the batteries will be self-contained. The complete unit, including batteries and ear-piece will be little larger than a cigarette case.

Sentinel is still engaged in war production and cannot state specifically when the new set will go on the market, but the set has passed preliminary tests successfully and it is hoped production can begin as soon as restrictions are lifted.

O'Henry Increases WILLIAMSON CANDY CO., Chicago (O'Henry candy bars), begins sponsorship of Famous Jury Trials Friday 9-9:30 p.m., on full network of the American Broadcasting Co. Contract effective August 10 placed through Aubrey, Moore & Wallace, Chicago, increases stations used from 126 to total of 183.

Rothrock Back HAROLD B. ROTHROCK, of May, Bond & Rothrock, Washington consulting engineers, will be back as an active member of the firm August 1. For several years he has been doing critical war work with United States Bureau of Mines as a consultant. He returned to his work just as the war ended. He will divide his time between offices in Washington and New York.

Campana on CBS CAMPANA SALES Co., Batavia, Ill., will sponsor Grand Hotel on CBS Saturday 1:30-2 p.m. (EWT) effective Oct. 6. Show will originate in Chicago. Agency is Wallace-Ferry-Hanley Co., Chicago.
A radio station is known by the Companies it keeps

ATLAS PRAGER’S

“Got it...Get it”
SELLS BEER
on the New
WJJD

Chicago’s Atlas Brewing Company makes it their business to know the Chicago market. Smart buyers, that they are, they pick the New WJJD to carry their “Got it...Get It” sales story to Chicagoland’s thousands of avid White Sox fans. Their “Musical Scoreboard” follows Jack Brickhouse’s play-by-play description of all Sox ballgames—a New WJJD EXCLUSIVE! And how the fans listen! Ask any Paul H. Raymer man for the evidence—a special Hooper report which skyrockets the New WJJD into a top “best buy” position! The New WJJD gets the audience...and sells them...with 20,000 watts of SELLING POWER...delivered into the largest coverage area of any Chicago station...regardless of power.

A Marshall Field STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER
Why Western Electric equipment leads the way!

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

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

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

Western Electric

Global war has spotlighted and proved to all the world the tremendous value of instantaneous communication by mobile radio telephone. In the air, on land and at sea, it has helped to get the job done faster and to save countless lives.

Men at work or men at play, in the years ahead, will find mobile radio telephone an equally efficient means of keeping
equipment leads the way!

in quick, easy contact with business headquarters or with home.

For more than a quarter of a century, Bell Telephone Laboratories and Western Electric have pioneered in the field of mobile radio. When manpower and materials become available, count on Western Electric for the finest equipment for mobile communications services.

Buy all the War Bonds you can . . . and keep all you buy!

knowledge in all of these fields

HEARING AIDS  SOUND SYSTEMS  VACUUM TUBES  COMPONENT PARTS
Ultra-High Frequency Band to Be Explored

EXPLORATION of the ultra-high frequency band from 490-820 mc. region allocated for television experiments, got under way when the FCC granted application of Allen B. DuMont Labs., Passaic, N. J., for a construction permit for a portable-mobile experimental television relay station.

Development of relay operations is the primary object, although DuMont will explore all phases of television broadcasting in the UHF, according to W. A. Roberts, Washington counsel for the firm. Data gathered will guide DuMont in building future television transmitters.

Station will be located for some time at DuMont laboratories and later will be moved. Skywave experiments will be conducted in conjunction with FCC Engineering Dept. Station will use A3, Special and Special for FM emissions with peak visual, aural power of 1 kw.

Versatile Ranges

A HARDWARE store sponsor on KUOA Shiloam Springs, Ark., asked the station to include an announcement in its regular program of the arrival of a shipment of gas ranges. The sales- man phoned the scripter and this is what confronted the announcer: "A must for every farmer, garage- men, well, just every man, is a Magic Chef and Tappan wrench... It fits in just right for those little fixit jobs. Maybe the wife will be trying it out for various emergencies around the house. It might pay to buy two, so you'll know where at least one is when you need it in a hurry", P. S. There was no middle commercial on the sponsors' program that day.

McClellan Starts Drive Against Blaring Radios

LOUD RADIO Abatement Campaign aimed at blaring radios by the five McClellan Broadcasting Co. stations on the West Coast is under way. This is the second summer of such a campaign, which consists of spot announcements on KFBK KMJ KGW KERN KOH.

Summer is the worst season for offenders, as windows are open constantly permitting the sound to blare out. Company feels loud radios are annoying, especially to swing-shift workers who must sleep.

Warblers Return

AMERICAN BIRD PRODUCTS, Chicago, starting in September resumes American Radio Warblers, Sunday 1-1:15 p.m. (CWT) on same list of Mutual stations used last year. This marks eighth year on air. Contract for 32 weeks placed by Weston Barnett Inc., Chicago.

Campbell Show

WITH clinkers in deal worked out, Campbell Soup Co. starts sponsorship of Request Performance on CBS stations in late September. Okay on Masques Club package show came after the Hollywood organization agreed to furnish letter assuring American Federation of Radio Artists that standard rate of pay will be adhered to and no pressure exerted to get program star-name talent. Requests for stars to appear on show will come from home front rather than service men, as last year planned. Show will have talent cost of about $8,500 weekly, Ward Wheelock Co., Philadelphia, services account.

Radio Teaching

BASED on material gathered through experience in the classroom use of radio and as directing supervisor of WBOE Cleveland, Board of Education station, William B. Levenson, has written a book, Teaching Through Radio (Farrar & Rinehart, $3). Book presents techniques and basic information needed by teachers and school administrators in various situations. A foreword by I. Keith Taylor, director of radio education, Ohio State U., and president, Assn. for Education by Radio, states "The progress of radio in the schools should be vigorously stimulated by Dr. Levenson's contribution."

CAB Meet Advanced

THE 1946 annual meeting of the Canadian Assn. of Broadcasters has been moved forward to May 27-30 instead of previously announced Feb. 11-13, it was decided at the recent CAB directors meeting at Toronto. Move was made in view of transportation difficulties during the winter months. Chateau Frontenac, Quebec, will be the 1946 headquarters.

CKEX Assigned

CKEX is new call letter assigned to 50 kw shortwave transmitter of Canadian Broadcasting Corp., Sackville, N. B., on 11.9 mc. This brings to 12 the number of frequencies used by the CBC shortwave station at Sackville.
Nashville has $200.00 more per capita income than the average of ten leading Southern cities...

<table>
<thead>
<tr>
<th>City</th>
<th>Per Capita Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOUISVILLE</td>
<td>$1,579</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>1,262</td>
</tr>
<tr>
<td>MIAMI</td>
<td>1,520</td>
</tr>
<tr>
<td>MOBILE</td>
<td>1,259</td>
</tr>
<tr>
<td>NORFOLK</td>
<td>1,576</td>
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<tr>
<td>ATLANTA</td>
<td>1,352</td>
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<tr>
<td>BIRMINGHAM</td>
<td>1,231</td>
</tr>
<tr>
<td>DALLAS</td>
<td>1,411</td>
</tr>
<tr>
<td>SHREVEPORT</td>
<td>1,553</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>1,358</td>
</tr>
</tbody>
</table>

Average per capita income: $1,410

NASHVILLE'S per capita INCOME IS $1,611

"extra" income that means extra sales...

This $200 a year is "plus" money... extra buying power above the necessities of life. Multiply this by hundreds of thousands of industrious homes and you see why the growing Nashville market area is a fertile field for aggressive selling... and why advertising over WLAC is reaching a purchase-minded audience.

Last year's retail sales volume of $128,625,000 placed Nashville 64th among American cities. This was a gain of 10.4% over 1943, or well ahead of the Nation's gain of 8.9%.

50,000 WATTS
Represented by the Paul H. Raymer Co.

"GATEWAY TO THE RICH TENNESSEE VALLEY"
Pulse Shows Small Loss in July Listening in New York Met. Area

JULY radio audience in the New York metropolitan area was 8% below the June level this year in contrast to a 20% drop in 1944, according to the Pulse Inc., audience measurement research organization. Small loss in 1945 is attributed to two factors: the abnormally high level in June of 1944 because of D-Day, June 6, and the New York newspaper strike in July 1945 which probably increased listening this month.

Walter Winchell was the top evening program in July, according to the Pulse, which rated it 18.7 as against a June rating of 23.3. Second was Mr. District Attorney, rated 13.3 in July, 18.0 in June.

Remainder of the top ten, listed with July ratings, were not among the leaders in June, when most of the winter favorites were still on the air: Suspense, 13.3; Sealtest Village, 13.0; Can You Top This, 11.3; Truth or Consequences, 11.0; Hollywood Mystery Time, 10.3; Your Hit Parade, 10.3; William Lang (replacing Gabriel Heatter, Tues., Sun.), 10.0; Mystery in the Air, 10.0; Big Town, 10.0; Screen Guild, 10.0.

Daytime toppers, with July ratings, were: Kate Smith Speaks, 7.3; Bachelor's Children, 7.3; Aunt Jenny's Stories, 7.0; Bright Horizon, 6.9; Our Gal Sunday, 6.8; Helen Trent, 6.7; Breakfast in Hollywood, 6.7; Big Sister, 6.7; Second Wife, 6.4; Life Can Be Beautiful, 6.3.

Nielson Expands Coverage

A. C. NIELSON Radio Index has acquired 30% more audimeters, which they say will double coverage and extend the coverage from coast-to-coast. NRI, as operated in the last 2 1/2 years, has represented approximately 27% of the radio homes in cities, farms, rural non-farms and non-telephone as well as telephone homes.

Under expansion program 60% of the radio homes are to be represented, according to Nielson. The expansion geographically brings a 123% increase in radio home coverage as is increased to 278% in square miles represented.

By the end of 1945 NRI will be based on a 40% larger home sample, achieved through the use of the increased number of audimeters. Explanation for this figure lies in the fact that the index is not confined to listening to one receiving set per home. In 25% of the homes, families listen to two sets.

NRI is now operating on a calendar month rather than on the four-week basis. All areas except the Pacific Coast will be represented in audimeter coverage by Oct. 1. Pacific Coast will be included by Jan. 1.

Perkins Highest Sponsor

LATEST HOOPER which places When a Girl Marries on top of the Top Ten weekday July daytime programs (BROADCASTING, July 23) also reveals that Ma Perkins (NBC) has the highest sponsor identification, 76.7. Ted Malone has the highest number of listeners per set, 1.45; and also the largest number of men per set, 0.76. Largest children's audience goes to Saturday Morning on the Pirates with a 1.27 score.

Average daytime sets-in-use is 13.3, or 1.1 less than the previous report, and 0.2 more than a year ago. Average rating is 3.7, down 0.4 from last report, and down 0.2 from a year ago.

Subs For Kennedy

FIVE magazine editors and three press association newsmen will substitute for John B. Kennedy, American commentator, who will be on vacation Aug. 6-17. They are: Barry Paris, INS editor-in-chief; Edward Maher, editor of Liberty magazine; De Witt McKenzie, AP war analyst; William Birnie, editor of Woman's Home Companion; Ralph H. Heinzen, former UP bureau manager in Paris; Lawrence Spivak, American Mercury editor; William L. Nichols, editor of This Week magazine; Daniel D. Mich, executive editor of Look magazine.

WOMT Fulltime MBS

WOMT Manitowoc, Wis., with 250 w on 1210 kc, joins Mutual as a fulltime affiliate as of Aug. 15. Addition brings total number of Mutual affiliates to 273.
Here are five outstanding programs, available for sponsorship in Hartford, on WDRC. Two are newscasts. Four are originated locally. All are excellent buys, for national or regional advertisers who want to CONNECT IN CONNECTICUT!

<table>
<thead>
<tr>
<th>NAME</th>
<th>TIME</th>
<th>DESCRIPTION OF PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>BREAKFAST TIME</td>
<td>6 to 7 a.m.</td>
<td>Station opens morning schedule with fifteen minutes of AP news, followed by music, weather reports, and Breakfast Time entertainment. Available in blocs of time.</td>
</tr>
<tr>
<td>CBS WORLDWIDE NEWS</td>
<td>9 to 9:15 a.m.</td>
<td>Network program available for local sponsorship in Hartford. Fifteen minutes of CBS Worldwide News Summary with Harry Clark and CBS correspondents. Can be sponsored one or more days per week.</td>
</tr>
<tr>
<td>MUSIC-OFF-THE-RECORD</td>
<td>3 to 4 p.m.</td>
<td>WDRC's popular all-request record show with Larry Colton. Setting new high for mail pull. First on the air with new record releases. Available in blocks of time.</td>
</tr>
<tr>
<td>GEORGE B. ARMSTEAD</td>
<td>6:30 to 6:45 p.m.</td>
<td>Former Managing Editor of The Hartford Courant, George B. Armstead interprets the news on WDRC. His Hooper rating is better than most national commentators. Available across the board or three days a week.</td>
</tr>
<tr>
<td>STRICTLY SWING</td>
<td>2 to 3 p.m. Saturday afternoons</td>
<td>15,000 swing devotees have written in for membership cards in WDRC's Strictly Swing Club. That gives you an idea of the popularity of this jam session. Available once-a-week.</td>
</tr>
</tbody>
</table>

FREE LITERATURE with complete information is available on most of these shows. Ask also for WDRC's new Market Study of Hartford, the city with $7,607.00 per family in Effective Buying Income. Write William F. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut.
When WWJ was Eleven

NBC Basic Network
Associate FM Station WENA
Television C.P. Pending

WWJ
America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 Kilocycles—5000 Watts
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives
The News Radiophone
To Give Vote Results
Amateurs Over Michigan Are Invited to
Give Wireless Parties and Hear
"Voices in the Night."

The Detroit News, tonight, will announce the results, as they may be received, of the State, Congressional and County primaries over southeastern Michigan, using, as a medium, its newly completed wireless telephone.

The messages will be carried by real "voices of the night.
Throughout the Lower Peninsula, possibly, but, more particularly within a radius of 100 miles of Detroit, hundreds of wireless telegraph operators and enthusiasts will listen and get the results, not in telegraphic code but by direct transmission of the human voice.

So far as is known here, this is the first time in the history of radio development that a newspaper will use the radiophone in the transmission of news.

While the voice will be used instead of the telegraphic code, no special operators will be needed to handle the messages. As shown by tests, it will be possible to talk to all wireless telegraph stations in Michigan.

ALL THE WORLD WANTS AN ALL

FOR LISTENING: Use wavelength of 200 metres.

FOR CALLING THE NEWS TO REPORT RESULTS: Use call "W.M.E."

RADIO OPERATORS! ATTENTION!

Here is the necessary data by use of which you may listen in tonight and get the results.
The Detroit News Radiophone:

TRANSMITTING BEGINS & O'CLOCK TONIGHT.

MISCELLANEOUS NEWS and music will be transmitted from 8 until 9 o'clock that operators may adjust instruments. Election bulletins begin at 9 o'clock and continue on the hour and half-hour until midnight.

WRITE LETTERS to Radiophone Department, The Detroit News, telling if you received messages and music, and give all details that will tend to improve the service.

Note: All time mentioned is Detroit time.

6-CENT CASH FARE
FACED IN CLEVELAND
Tajfel Plan Interest Fund
Fund, Make Strongest.
Kudner Affiliation
ARTHUR KUDNER Inc., New York, has acquired a minority stock interest in Holst & Edwards Ltd., Honolulu agency, it was announced by James H. S. Ellis, Kudner president, and will utilize its services in handling the Hawaiian advertising of Matson Navigation Co. and other clients. No change in Kudner officers is involved.

Milton O. Holst is president of Holst & Edwards Ltd., and Webley Edwards, currently assigned to Admiral Nimitz' headquarters in the Pacific area as CBS correspondent, is first vice-president and director. Lloyd B. Myers, manager of Kudner's San Francisco office, has been elected a member of the board of directors of Holst & Edwards, and David W. Cummings, vice-president and director.

Accounts handled by Holst & Edwards include R. A. Howe & Co.; Hawaiian Sugar Planter's Association; Castle & Cooke, Ltd., Bank of Hawaii and others.

‘Post-Dispatch’ Sees Miller’s Selection Vindication of Its ‘Plug-Ugly’ Campaign

THE ST. LOUIS Post-Dispatch, which in the spring of this year editorialized against middle commercials in newscasts, has now blessed the appointment of Justice Justin Miller to the NAB presidency, citing the jurist’s comment on the Post-Dispatch campaign.

In its July 20 issue appears an editorial captioned, “Wise Move by Broadcasters”. It notes that a letter from Justice Miller was published in the Post-Dispatch “Letters From the People” column April 30. Justice Miller said:

“There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the newspaper; especially when the interruption—deliberately or unconsciously—whatever it may be—is in nauseating contrast to the subject under discussion by the commentator.”

The Pulitzer paper views his sentiment in this light: “The NAB deserves thanks from lovers of free speech for entering this seeming commitment to rid radio of evils which could only provoke ‘legislative intermence’ in the end. May the broadcasters’ progress to that end now be at good pace.”

After observing that he wanted to add his support to the Post-Dispatch campaign, Justice Miller in his April 30 letter continued:

“It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper—a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent action of public opinion and by equally intelligent self-discipline can we prevent legislative intermence.”

Declare Separation Would Be Harmful

FCC Hearing in Evansville Takes Testimony of Citizens

SEPARATION of WGBF and WEOA Evansville, Ind., operated by Evansville on the Air, Inc. would be harmful rather than beneficial, 19 leading citizens testified last Monday at a license renewal hearing for WGBF, held in Evansville by the FCC. Engineering meetings conducted in Washington later, but a decision is not expected for three or four months.

Duopoly Case

One of the few remaining duopoly cases, WGBF and WEOA presents an unusual phase in that stock in Evansville on the Air is held mostly by citizens. Clarence Leich, general manager of the station who spent most of the day on the stand, testified, as did the Evansville citizens, that continued joint operation of the stations would be in the best interests of the community.

Among witnesses opposing separation were the superintendent of schools, secretary of the YMCA, president of the Evansville Mfrs. Assn., representatives of the CIO, AFL and of various civic and religious organizations.

Mr. Leich detailed the services WGBF and WEOA provide and pointed out that the city’s two newspapers, the Press and Courier, are under the same ownership, thereby enjoying a monopoly. Scripps-Howard owns the two publications.

J. Fred Johnson of the FCC Law Dept. was examiner, with Sam Miller, also of the FCC legal staff, representing the Commission. Appearing for the licensee was Henry B. Walker Sr., Evansville attorney.

KOIL Campaign Plans

PROMOTIONAL campaign to announce KOIL Omaha affiliation with American Nov. 1 was planned last week by Gordon Gray, general manager of KOIL and KFOR Lincoln, and Keith Higgins, vice-president in charge of stations of American. Campaign will include newspaper and trade paper ads, car cards, cab signs and spot announcements. FM applications have been made with FCC for both cities and transmitter sites selected. Plans for the construction of news studios for KOIL were also revealed by Mr. Gray.

Howard Wilson

HOWARD H. WILSON, 45, in radio and advertising for many years, died Tuesday, July 24 in the Presbyterian Hospital, Chicago, after an illness of five months. He had conducted his own representative business since 1930. He is survived by his widow, Louise, a son, Ens. George L. Wilson, USNR, and a brother, Walter.
FOR WANT OF A KEY, THE MARKET IS LOST

In 1799, near Rosetta, Egypt, one of Napoleon's officers found a stone bearing curious markings. Twenty years later, Jean Francois Champollion, the French scientist used the Rosetta Stone as a key to unlock the secrets of many Egyptian inscriptions. These had remained unread for centuries and were as mysterious as the Sphynx.

A radio program that lacks an audience is like these unread inscriptions. It just can't get its message across. If Baltimore is your market, WCBM is the key that opens it. WCBM can assure you of a large listening audience—for listening to WCBM is a habit in Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer Free & Peters, Inc. George H. Roeder
President Exclusive National Representatives General Manager
Assumption Wrong
SPEAKING at a dinner for radio manufacturers in Chicago, Joseph Geff, president of Senor Radio and Television Corp., said July 17, that, "the basic assumption that the consumer will buy almost any kind of a radio during the first two years of civilian production, is wrong." He said there is little doubt that unless the newcomers are willing to treat the consumer as a person who is primarily interested in quality and performance, these new manufacturers will not last long.

Signs Mutual
SOY FOOD PRODUCTS, Chicago, (ready-mixed flour), will try first network radio Sept. 3 with weekly quarter-hour "Let's Get Acquainted" on Mutual. There is no set, but will be afternoon. Agency is Jim Duffy Co., Chicago.

Knox Bank
Deposits Top
All Records
With a total of $1,177,455,682.62 on deposit in city banks, Knoxville is "in the money" now as at no other time in the city's history, reports the Chamber of Commerce from the Chamber of Commerce clearing house yesterday.

The present figure represents an increase of nearly 150 per cent over deposits of 18 months ago, W. Eugene Luttrell, in charge of the clearing house, said. Deposits reported in December, 1943, amounted to $121,635,616.92, some $6 million less than the figure for June of this year.

Individual bank reports show increases of almost 400 per cent in the last five years.

One bank listed deposits of $28,645,424 for 1949, compared with $6,454,297 for this year. The $10,636,677 for the first quarter was $5,566,854, or two thirds of that for the same period in 1949.

Here again, the largest increases occurred within the last 18 months.

Higher wages resulting from war industries and reduced industries in this area and reduced unemployment in banks were cited as reasons for the rise in deposits.

"During the period before the stock market crash of 1929, there was a great deal of money in circulation, but most people weren't keeping their money in banks," Luttrell explained.

The greatly increased deposits do not represent quite so large a jump in potential buying power, because of current inflation, he pointed out.

MARKING the start of the 12th consecutive year of broadcast by WTOP Washington, Labor News Review, representatives of labor groups were presented silver cups. Participants included (1 to r) Frank S. Lerch, sec. treas. Union Label League; Albert N. Dennis, WTOP labor analyst; John Locher, pres., Central Labor Union of Washington; Fred S. Walker, editor, The Trades Unionist, and Carl Burckland, manager WTOP.

Letter to the Editor
EDITOR: Broadcasting:
With everyone else having their say as to the types of programs that should be broadcast it seems that the poor technician who is forced to listen to all programs at the transmitter should have his say too. In his lonesome spot in the woods he has the time to think of them not only in terms of modulation percentage but also in terms of entertainment, education, etc. He should only judge his own network as he is either sleeping or working when that other favorite program is on. Why doesn't Broadcasting try this idea.

The engineer at the transmitter never sees the personalities involved. He only knows that Miss La Verne sounds pretty sorry on that late dance pickup and never can be blamed by the fact that La Verne is a pretty cute doll. The studio men see and hear. We only hear, like the public, till the day of television...

The only thing lacking would be the woman's angle. For that, if married, he can ask his wife. If most wives are like mine she thinks more about radio just because that is the way hubby earns his living. I would like to see Broadcasting try a questionnaire along these lines.

JOHN NAGY
WMAL Transmitter
Greentree Road
Bethesda, Md.

Consumer Time Pickup
PICKUP of the Pan American Conference on Agriculture at Caracas, Venezuela, which started July 24, was scheduled as a part of the Department of Agriculture program Consumer Time Saturday on NBC. Arrangements for the broadcast, which includes a talk on postwar food planning by Undersecretary of Agriculture Hutson, were made by Christine Kempton, secretary for the Department, who is attending the conference. Miss Kempton was formerly with NBC Washington and Henry J. Kaufman, Capital agency.

RKO Record Budget
REPUBLIC PICTURES Corp., New York, has record promotion budget of three million dollars set to advertise its top pictures of 1945-46 season. Total of 20 million dollars has been set aside for season's production of 64 full-length pictures and four aerials. Advertising budget will be used for spot radio announcements and five-minute programs as well as other media. Agency is Donahue & Coe, New York.

Name Change
LICENSEE of WBNS Columbus, Ohio, has filed application with FCC to change corporate name from WBNS Inc. to RadiOhio Inc.
WCAU takes pride in Announcing

The CAREER FORUM
An Opportunity for Youth

THE PURPOSE: To be of service by helping to guide toward a successful future, the 30,000 boys and girls who will be graduated next year from High Schools in Philadelphia and the surrounding area of Eastern Pennsylvania, New Jersey and Delaware.

THE PROJECT: A series of 26 Seminars in the WCAU Auditorium, October 4 through April 25, attended by Senior students from 150 participating High Schools. Each session devoted to one of the 26 professions and occupations chosen by the 22 Educators of The Career Forum’s Administrative Board and Advisory Committee.

THE PROCEDURE: Outstanding leaders in each field will be Guest Speakers. Students will ask questions via roving microphones. Proceedings broadcast 5 to 5:30 P. M., so thousands of their classmates can receive the same information and counsel.

ADMINISTRATIVE BOARD
Dr. Edwin W. Adams, Assoc. Supt. Philadelphia Public Schools
Mr. Albert M. Bean, Superintendent Camden County, N. J., Schools
Miss Gertrude A. Golden, Chairman Radio Comm., Phila. Public Schools
Dr. W. H. Lemmel, Superintendent Wilmington, Del., Public Schools
Ms. Paul Losee, Superintendent Trenton, N. J., Public Schools

ADVISORY COMMITTEE
Dr. Robert L. Johnson, President Temple University
Dr. Raymond Kurler, President Beaver College
Sister Maria Kostka, President Chestnut Hill College
Dr. Harry V. Masters, President Albright College

CO-OPERATING
THE CHAMBER OF COMMERCE and BOARD OF TRADE OF PHILADELPHIA
PHILADELPHIA COMMITTEE for ECONOMIC DEVELOPMENT

ANOTHER PUBLIC SERVICE OF

WCAU
50,000 WATTS CBS AFFILIATE

PHILADELPHIA’S LEADING RADIO INSTITUTION
YOU CAN'T IGNORE THE OUTSIDE AUDIENCE
on the Pacific Coast, either!

THE OUTSIDE MARKET represents approximately half of the eight billion two hundred forty million eight hundred eighty two thousand dollars in retail sales on the Pacific Coast. You can't ignore a figure like that! And you can't ignore the fact that Don Lee is the only network giving complete coverage of both prosperous markets—"outside" and "inside"—of California, Oregon, and Washington.

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee is different! With 39 stations (compared to the 7, 12 and 8 stations of the other three networks), Don Lee has a station strategically located within every one of these mountain-surrounded markets.

To learn how the "outside" half listens, take a look at the special C.E. Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast). This survey showed 60% to 100% of the listeners in the "outside" market tuned to Don Lee stations.

As for "inside" market listening: Regular C.E. Hooper reports reveal all of the shows that have switched from any of the other 3 networks to Don Lee during the past year received higher Hooper ratings within 13 weeks!

Make sure you include the "outside audience" in your coverage. Buy Don Lee, the only network that covers the Pacific Coast completely, inside and out...the only network that has more than 9 out of every 10 radio families living within 25 miles of one of its stations!

The Nation's Greatest Regional Network
Half the retail sales on the Pacific Coast are made OUTSIDE of the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.
Roy Shield... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

Big-time programming means what it says: big, elaborate units like Associated's network star Roy Shield and his 84-piece orchestra. Compare this with the ordinary small groups so abundant in other libraries. And compare quality with APS high fidelity vertical-cut recording. The answer's as clear as our Vinylite discs: there's no better buy in libraries! Investigate... Associated Program Service, 25 W. 45th St., New York 19.

Associated Program Service
A Plus for AM... A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

WCAU Offers Guidance To High School Grads
TO AID in vocational guidance of 30,000 graduating high school students in the Philadelphia area, WCAU Philadelphia has instituted The Career Forum, a broadcast public service project. Effort is receiving exceptional cooperation and support, according to WCAU, from the Chamber of Commerce, Board of Trade, Committee for Economic Development, college and school representatives and national business and professional leaders.

Project consists of 26 seminars to be held in the WCAU auditorium, one each Thursday Oct. 4 through April 26, to be attended by senior students of 150 participating high schools. Each meeting will consider one of 26 professions and occupations elected by educators composing the project administrative board and advisory committee.

Prominent representatives from each field will lecture at seminars with students posing questions. Proceedings will be broadcast 6:30 p.m.

Each session will be preceded by a press conference.

KOB Also Mutual
KOB Albuquerque, 50,000 w daytime 25,000 w night on 770 kc, has signed an affiliation contract with Mutual and will be served with many MBS commercial and sustaining programs following completion of the permanent Mutual line, expected about Sept. 1. Temporary line has been installed and KOB is now prepared to accept Mutual programs. Station will continue its present NBC affiliation.

Sponsors Symphony
ROBERT SIMPSON CO., Toronto (national department store chain), plans to start Oct. 26 one-hour program of Toronto Symphony Orchestra on full CBC Trans-Canada network. Full plans have not yet been worked out due to time zone difficulties. Harry E. Foster Agencies, Toronto, has account.

Governors Forum
FORUM of six southern governors and Gov. Robert S. Kerr of Oklahoma at Southern Governors Conference in Mobile, was originated by KOMA Oklahoma City in Mobile for CBS July 21. KOMA rebroadcast program for local listeners.
"Dr. Herbert Graf did a terrific job merging still pictures, a choir under the direction of Bob Shaw and narration of the story... He built a half-hour Holy Week session which took every beholder right to church..."

"Fred Coe again did a swell job for the juves in a quiz which NBC called Fizz Quiz..."

"If anyone ever asks us where to go to learn how to present a video show, we're going to suggest that he consult NBC's producer, Edward Sobol, and Director Ronald Oxford..."

It makes a television station practically whistle at its work, to read the kind of reviews WNBT gets from the critics.

If there is any one reason why NBC gets kudos like these, it is probably that fifteen years of pioneering in the development of television have concentrated a mighty high percentage of television "know-how" in the NBC studios.

That is why people expect NBC to produce the finest television shows. That is why you can count on NBC to meet every opportunity television presents, and to solve every problem you might put in our hands.

*The WNBT Presentation of Robert Sherwood's "ABE LINCOLN IN ILLINOIS"
KANSAS CITY IS A K O Z Y MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD  ELIZABETH WHITEHEAD
General Manager  Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

OWI PACKET, WEEK AUG. 20

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 20. OWI has scheduled four 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for these war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
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<td></td>
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<td>Group KW</td>
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</table>

See OWI Schedule of War Message 144 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

KALL Plans Opening Broadcast in September

KALL Salt Lake City, owned by Hinckley-Hatch group and assigned facilities of 1,000 w full time on 910 kc, plans to begin broadcasting in September according to station announcement. KALL is a Mutual affiliate and key outlet for Intermountain Network.

Lynn L. Meyer, Intermountain sales manager, has moved headquarters from Ogden to Salt Lake. David Keith Bldg., using same quarters as KALL local sales force headed by Thomas Anderson. Mr. Meyer will direct national and regional Intermountain sales.

Accounts for KALL include heavy spot schedule for cosmetics of Ex-Cel-Cis Products Co., Salt Lake. Contract covers 10 spots daily for more than 100 days. Gillham Adv., Salt Lake, Ex-Cel-Cis agency, has placed similar schedules on other Intermountain outlets, KLO Ogden, KOVO Provo, KOAL Price, KVNU Logan, Utah, and KID Idaho Falls.

Intermountain and KALL are represented nationally by Adam J. Young, Jr., Inc.

Cloyd W. Anderton, formerly with KTPI Twin Falls, Idaho, joins KALL as chief operator.

Robert H. Hinckley, director of the Office of Contract Settlement and former Assistant Secretary of Commerce, his wife Abrellia, George C. Hatch, former KLO manager, and his wife Wilda Gene are owners of KALL.

WPAT Flood Flashes

WPAT Paterson, N. J., when flash floods threatened to isolate Paterson last week, broadcast police, fire department and rescue squad instructions, besides keeping up steady news bulletins on the flood's progress. In cooperation with WOR New York, WPAT put on a special 8-minute broadcast Monday afternoon. Paul Kiliam, WOR news and special events, used WPAT facilities to describe the flood area and damage done, appealed for rowboats to aid in rescue work.

YMCA National Council has sent a 15-inch recording to all stations on behalf of its war prisoners aid and the National War Fund. Recording includes six one-minute spot announcements by famous artists.

WKNE ENGINEER IS ELECTROCUTED

FRANK J. SAMMER, 37, transmitter engineer at WKNE Keene, N. H., was electrocuted at the transmitter last Tuesday morning. It is believed one phase of the magnetic switch failed to operate, retaining a partial contact which created a plate voltage of about 3,000 volts.

There was no evidence of neglect of safety precautions, nor of carelessness. Mr. Sammer had been employed at WKNE about three months, coming from New York, where he did engineering work. He is survived by his mother, three brothers and three sisters. Burial was in New York.

TV Sets Will Undergo Many Postwar Changes

TELEVISION sets bought in early postwar years will become obsolete in a short time, Comdr. E. F. McDonald, Jr., Zenith Radio Corp. president, warned stockholders at their annual meeting held in Chicago last week.

Postwar receivers will be entirely different from former models, he said, explaining that 15,248 dealers have placed $75,000,000 in orders for delivery 90 days after reconversion. This demand exceeds capacity, he said, adding that reengineering developments would be withheld until standard sets are in volume production.

Comdr. McDonald attacked allocation of FM in the higher band, with television around 50 mc., claiming the TV band isn't large enough and must be moved into a few years. FM set manufacturing costs are increased by the allocation. Zenith has $75,000,000 in unfilled war orders, he said.

Adlam to Music Post

BASIL (Buzz) ADLAM, musical arranger, composer and conductor, will become musical director for American Broadcasting Co. in Hollywood September 15. He succeeds Ernest Gill, whose resignation becomes effective that date. Mr. Adlam is currently handling the musical assignment on Reunion, USA, American's series on rehabilitation of servicemen.
"My, how you've grown!"

**ONE YEAR ON WEAF**, Maggi McNellis... and look at you now! You’ve sprouted almost as much in that time as you have since you posed for the portrait above.

For, today, your charm, your pace, your showmanship have made you one of the most popular women commentators who ever stepped up to a mike.

And it doesn’t take any crystal-gazing to predict that your *second* year on WEAF will be even more of a hit than your first... bring even more listeners (both M and F) from the WEAF audience for your 12:15—12:30 program... and, natch (as you might put it), make more sponsors clamor to be included on your program!

*All of which goes to show what a terrif’ job can be done... with a head-shrinker program like yours... on a super-station like ours.*

---

**NBC's Key Station - New York**

**WEAF**

50,000 watts • 660 kc.

Represented by NBC Spot Sales
WBAL means in
business Baltimore

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

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
What's Wrong with Bee?

HAVING SELECTED its new president, the NAB is searching for a "second man" as executive director under president-designate Justin Miller. Many names have been advanced in the "practical broadcaster" sphere. May we suggest that the Board, instead of using binoculars to scan the distant horizons, look in its own back yard? C. E. (Bee) Arney Jr., secretary-treasurer since 1940 is now that second man. He has a practical background. He has developed admirably during these years in Washington. He knows radio and radio people. What's wrong with Bee?

How to Make Friends

AMERICAN NEWSPAPER Publishers Association has a new formula for making friends and influencing people.

During the recent newspaper-delivery strike in New York, metropolitan stations pitched in wholeheartedly, revising crowded schedules to help the dailies get their usual budget of news and features to the people.

Here is how the ANPA responded to this cooperative effort by the broadcasters. It commissioned a New York research firm to ask New Yorkers a series of questions—evidently carefully tailored to under-rate as sharply as possible the effectiveness of radio as a news medium.

Question No. 1. asked of 516 respondents: "You're probably getting most of your news from the radio. Is radio completely fulfilling your need for news?"

Question No. 2: "In comparison with the national war news you usually get, do you think you are missing—most of it, an important part, or very little of it?"

Question No. 3. duplicated No. 2 on the subject of local news.

From the statistics gathered, showing over 70% of the respondents sorely missing their daily papers, the ANPA concludes: "The answers to the survey serve to emphasize anew the importance of newspapers as the primary source of news, the inadequacy of radio news service as a substitute, in the minds of most people..."

On July 11 and 12, the same research firm undertook a second survey, patterned after the earlier one. Results of this study, as reported, approximate those obtained July 3-5. The tally now will be compiled in booklet form.

Of course, it is easy to overlook the bad sportsmanship of ANPA in this case. One can't help but view with some alarm those questions, which so obviously are loaded.

Most interesting, however, is the implication in the ANPA's conclusions that radio is trying to displace the newspaper. Radio has never undertaken such a task. Intelligent broadcasters do not believe that newspapers can be replaced by radio. Do publishers believe that newspapers can replace radio?

ANPA, being survey-minded, might find profit in the suggestion that they design a survey which will point the direction of improving the present-day newspapers in the light of radio's ability to disseminate the news first.

This suggestion is offered in no competitive spirit, but merely in the hope that newspapers may find a formula for holding circulation which does not expose them to groundless fears about the destiny of broadcasting in the world of news.

Page 46 • July 30, 1945

BROADCASTING • Broadcast Advertising
SILENCE

helps an afternoon siesta . . . no doubt about it . . . but there's no sleeping going on at WGN.
Last Hooperatings in the 6 to 7 PM period for local commercial programs, Monday thru Friday,
show WGN leading off with a 9.8 rating . . . with 5 out of the first 7 ratings.

And, from 6 to 10 PM on weekdays WGN leads with an 11.5 rating and takes 5 out of the first
10 places.

But wait . . . we're not done . . . Sunday's daytime programming gives WGN 7 out of the top
8 local shows in Hooperatings. We just don't want to keep silent about this concrete evidence of
station leadership. Remember, in the middle west it's WGN, Chicago's top station in local and
national spot advertising.

A Clear Channel Station

WGN

CHICAGO ILLINOIS

50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
Respects
(Continued from page 46)

else in the world, and you’re willing to put out some effort for it...you get it.” He had $100,000 to spend, and was taken aback when Harry Gooderham, the owner, initiated on three quarters of a million. After five weeks of negotiation Cooke had induced Gooderham to sell for half a million with a 30-day option.

Jack Cooke was just $400,000 short. Two weeks later, no nearer his objective, his lawyer introduced him to one of the city’s magnates.Satisfaction did the work. Within the next fortnight he added sufficient names to his list to surprise Mr. Gooderham by having the money ready on the appointed day. He still had to gain the approval of the CBC Board of Governors, which entailed a trip to Ottawa for Cooke. He returned with the license in his hand, and the controlling interest in an enterprise of which he had long dreamed.

Last September he commenced broadcasting with the call letters CKEY. It was rated in the Elliott-Haynes surveys as the least popular radio station in the city. Today it is rated above all other Toronto stations during day-time listening hours. "It’s really fantastic," Cooke exclaims, having just been presented with Variety’s annual bronze plaque for “the station above all other stations on the North American continent showing the greatest initiative.”

He goes to his office each week day at 9 a.m. and doesn't lay off until midnight. He reasons like this: "If I work twice as long as anyone else in the business, and twice as hard as anyone else, it just adds up that I'll get twice as far as anyone else." Cooke has introduced into CKEY include musical programs of from one to two hours in length, and minimum of advertising. The station operates 24 hours a day, seven days a week. There is an all-night program from midnight to 6 a.m. of unannounced, uninterrupted music, chiefly requested. There are no serial dramas, but there is news every hour, on the hour.

The American-Blues has asked CKEY to affiliate with it for evening programs, and if, and when, the CBC Board of Governors approve, it will bring CKEY evening listening response to the level Cooke dreams of.

Some of his staff of fifty-six have been with him for eight or nine years. He can go into any department and his staff knows that he knows what he is talking about. He personally supervises every aspect of the operation. Practically all available time is sold.

Cooke admits that he has a very cooperative wife, and "a very beautiful one, too,” he adds proudly. He has two sons, seven and three. Although Mrs. Cooke does protest at times over her husband’s long hours, he appears her by promising that “it won’t last forever.” He may begin letting up soon so they can play some golf.

He somehow manages to read several books a week, giving an anonymous review of some current publication each Sunday night over CKEY. During the greater part of Sundays he relaxes and is "all ready to go again on Monday." Although he has membership in several clubs, he confesses he is not a "joiner." Now, Jack Cooke has two definite ambitions. The first is to make CKEY, without question, Canada’s perfect station. The second is to have a network of his own. "And I will," he smiles confidently. There isn’t any doubt about it...he will.

Disaster Restraint.
MIAMI stations will sit tight on news of fires, disaster and local emergencies until danger of crowd congestion has passed. Idea was advanced by James M. LeGate, WIOD general manager, after station bulletins on a refinery fire brought out thousands, hindering firemen and police and exposing witnesses to danger. WQAM and WGBS joined WIOD, and WKAT was expected to follow suit. In future stations will get simultaneous releases from fire, police and safety officials. Hurricane and storm warnings will continue as usual.

Spencer on CAB Board
A. K. SPENCER, of the J. Walter Thompson Co., has been elected to the Board of Governors of the Cooperative Advertising Bureau Inc., A. W. Lehman, CAB president announced following the Board’s monthly meeting. Mr. Spencer’s election fills the vacancy created by a recent revision in the organization’s by-laws which now provides for four agency and four advertiser members instead of three each, as formerly. He has been in J. Walter Thompson’s radio department for 15 years and has been for the past three years chairman of the committee on radio broadcasting of the American Assn. of Advertising Agencies.

Rensie on MBS
RENSIE WATCH CO., New York, will start network radio in September with sponsorship of Dave Elman’s Auction Gallery on Mutual. To be broadcast Monday 10-10:30 p.m. from the Waldorf-Astoria, the program was Tuesday sustainer on Mutual May 22 to July 3, when dropped for American Safety Razor Co. series. Show will be broadcast sustaining in full, a month before going commercial. Company name is that of its head, spelled backwards. Agency is Weiss & Geller, New York.

No need to get “all hot and bothered” when buying Radio Time in Philadelphia! Use the Station that hundreds of local and national advertisers have found profit-producing year after year... practically 100% renewals in 1945!

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No need to get “all hot and bothered” when buying Radio Time in Philadelphia! Use the Station that hundreds of local and national advertisers have found profit-producing year after year... practically 100% renewals in 1945!
Here's what Ohio State University Institute for Education by Radio had to say about some of the more recent regular programs over WNEW. Most of these shows have gone on the air since VARIETY headlined “HEP INDIE DOES TOP PROGRAMMING JOB”!

<table>
<thead>
<tr>
<th>Program Title</th>
<th>Ohio State University Institute for Education by Radio Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THESE ARE YOUR BOYS&quot;</td>
<td>&quot;Program punch&quot; ... &quot;Good continuity&quot; ... &quot;Series should have wide, enthusiastic, appreciative audience&quot; ... &quot;Station is to be commended for giving of its time and talent to the necessary planning.&quot;</td>
</tr>
<tr>
<td>&quot;WOMEN OF THE WORLD&quot;</td>
<td>&quot;Definitely a contribution to women's radio&quot; ... &quot;should be of value in establishing better international understanding&quot; ... &quot;Well organized material, comprehensible, graphic.&quot;</td>
</tr>
<tr>
<td>&quot;COMBAT CORRESPONDENT&quot;</td>
<td>&quot;The honest but dramatic approach of this series to the realities of war in the Pacific is the sobering influence the American people need in these times&quot; ... &quot;Entire production sensitive and unified.&quot;</td>
</tr>
<tr>
<td>&quot;INTERNATIONAL QUIZ CONFERENCE&quot;</td>
<td>&quot;A unique, thoroughly engrossing quiz show. Objective of the series is challenging, and the station is to be highly commended for the vision and idealism of planning.&quot;</td>
</tr>
<tr>
<td>&quot;PULPIT IN A FOXHOLE&quot;</td>
<td>&quot;This program has an inspirational quality which is seldom attained in religious broadcasts.&quot; ... &quot;If this program is a documentary, let's have more of them!&quot; ... &quot;Script beautifully written.&quot;</td>
</tr>
<tr>
<td>&quot;RED ROBIN PLAYHOUSE&quot;</td>
<td>&quot;Very superior series&quot; ... &quot;aimed at a very specialized listener-group—those children of preschool age and first and second grades&quot; ... &quot;The stories represent excellent choices, and music is very attractive.&quot;</td>
</tr>
<tr>
<td>&quot;BEHIND THE CURTAIN&quot;</td>
<td>&quot;An extremely novel and refreshing music program&quot; ... &quot;There is an element of suspense in the show entirely lacking in most musical programs&quot; ... &quot;Good production and engineering.&quot;</td>
</tr>
<tr>
<td>&quot;NEWS PARADE&quot;</td>
<td>&quot;Script Beautiful!&quot; ... &quot;Moods are intricately built and sustained.&quot; ... &quot;This is a supremely effective program. There is not a single discordant element. Every feature makes for unity of effect.&quot;</td>
</tr>
<tr>
<td>&quot;AROUND THE WORLD IN THIRTY MINUTES&quot;</td>
<td>&quot;Authoritative&quot; ... &quot;Extremely well planned&quot; ... &quot;Production excellent&quot; ... &quot;Program is important, simple, vital.&quot;</td>
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</table>

Those are kind words. Especially to the program, script and production people who have made these shows possible. Yet it's all in a day's work, for a station is only as good as the program it offers. The many new programs now in preparation will adhere to the same high standards ... for we are determined to enhance our reputation as—

"The station listened to by more people than any other non-network outlet in the country."

WNEW
NEW YORK 22, N. Y.

TEN THOUSAND WATTS - ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

BROADCASTING  •  Broadcast Advertising

July 30, 1945  •  Page 49
Milady's whim packs a wham!

HOW A NEW MUTUAL DAYTIME PROGRAM CAN WHAM YOUR SALES
All sorts of things come to pass when this network brings the Cinderella legend to life, five days a week. Feminine whims get filled to the brim. And unusual advertising opportunities arise.

Every weekday afternoon, between 2:30 and 3:00, we ease a lady’s foot into a figurative glass slipper, crown her “Queen for a Day”, and devote the next 24 hours to granting practically every wish she wishes. Jewels, a hair-do, a new hat, dates with celebrities, aisle seats at hit shows, ringside tables behind the velvet rope—these and more are hers to command (and report on, during the next day’s broadcast).

We’re all aware of the wham that a lady’s whim usually packs (TIME calls this program “The roseate daydream... actually materialized!”). Transport that whim to various network origination points, with localized dealer and press tie-ins, and the advertising potentials become even clearer (VARIETY credits the show with “…strong commercial possibilities!”). Review the sponsor-identification assets of audience-participation-quiz shows, and apply these above average results-per-dollar to your own needs (New York DAILY NEWS: “‘Queen for a Day’ has a good chance of finding a sponsor whose foot will fit the glass slipper’

Press notices, mail response, waiting lines for studio tickets—all these confirm our belief that “Queen for a Day” means showmanship that sells. Yes, even our wives like it. Why not ask your women-at-home friends about this program? We’ll bet they like it—and say “Sponsor it.”

More Mutual Programs to Make Salesmanagers Happy

Now It Can Be Told... 5-a-week documentary drama Adventures of Father Brown... Chesterton’s sleuth Leave It to the Girls... the weaker sex speaks up Calling All Detectives... a Hawkshaw in every home

Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS
Son of WIBX President Is Killed in Accident

LT. ROGER C. BOWEN, 21, son of the late Scott Howe Bowen and Mrs. Margaret P. Bowen, president, treasurer and general manager of WIBX Utica, was killed in an automobile accident July 21 near Utica. He was a student at Hamilton College, Clinton, N. Y.

He entered the Army Air Forces in May 1943 while a sophomore at Hamilton College, Clinton, N. Y. He received his pilot's wings and commission in September 1944. A brother, Aviation Cadet Frederick C. Bowen, has finished basic training at Waco, Tex., and another brother, Scott Howe Bowen Jr., is in Manila with a communications unit. Lt. Bowen's funeral was held on Wednesday at Newport, N. Y.

SEARS FOUNDATION GIVES KSAC FUNDS

HALF the $2,700 required to modernize KSAC Manhattan, Kan., Kansas State College, has been donated by the Sears-Roebuck Foundation, according to Milton S. Eisenhower, college president.

Though present equipment is 15 years old and only 1 kw can be used on the 580 kc channel, KSAC is tuned-in regularly by over 100,000 Kansas families, he added. New 5 kw transmitter and higher antenna are planned. KSAC took the air in 1924 and broadcasts three times a day.

In presenting a check for $26,350, Gen. Robert E. Wood, Sears-Roebuck president, and Foundation chairman, said enlargement of KSAC facilities "will do much to broaden and extend its scope of helpful service."

Kate Smith

Kathryn Elizabeth Smith, our "first lady of radio," never had a singing lesson in her life.

Born on May Day in the Nation's Capital, Kate sang for the soldiers of World War I when she was eight. Her father wanted her to be a typist and earn $25 a week. Kate gave it a whirl but decided she'd rather sing.

The Smith voice was discovered quite by accident one night in a Washington theater where Ted Collins caught a performance. With Collins as her manager, Kate was brought to New York, introduced over CBS, and the rest is history.
In our fledgling days, news broadcasting was but a sideline over WFAA. It has now grown into a MUST for our hundreds of thousands of listeners. They look forward to it and depend upon it.

Our staff is alert and versatile. Its broad background of experience in the general field of news dissemination enables it not only to present news accurately, but also to spice up the programs with interpretative comment.

We are proud of a news personnel that has such recognition and prestige.
"More than Satisfactory"

is the verdict of radio engineers who have specified Blaw-Knox Vertical Radiators and Antennas for an imposing number of important stations employing AM, FM and VHF.

Also, Blaw-Knox has supplied Towers for Directional Radio Beacons to guide all air transport service in the United States, as well as military electronic developments still on the restricted lists... For strict adherence to your specifications plus wide experience in structural design and fabrication, you can count on Blaw-Knox to complete a contract which will prove "more than satisfactory."

**BLAW-KNOX DIVISION**

of Blaw-Knox Company

2038 Farmers Bank Bldg.

Pittsburgh

Penna.

PAT KEROE has returned to WMAM Milwaukee, Wis., as setting program manager after year on announcing staff of WIBA Madison, Wis.

JIMMY THOMAS, former production manager of WJEO Baton Rouge, La., is new writer-producer with Don Lee Broadcasting System, Hollywood, following release from Army Signal Corps as sergeant.

CHUCK FOSTER, released from AAF, has joined KTVY Yakima, Wash., as announcer DAVE MIDDLETON, new to radio, has also joined staff.

ALLAN STONE, formerly of WTM Florida and WPTV Palm Beach, Fla., is new addition to announcing staff of WIP Philadelphia.

LOUIS A. SPOSA, program service manager of WABD New York, Dahlonega, Ga., will conduct a fall course at Columbia U. New York, on television production and direction.

CPL JOR QUILLAN, former writer on NBC "Time to Smile," is assigned to AAF series on American station, "Flight to the Pacific".

JOY STORM, NBC Hollywood announcer-commentator, has changed his first name to John.

WALTER GERING, former newscaster of CBS Hollywood, has joined KECA Hollywood as writer-producer.

WALLY KING, announcer of KCPQ Philadelphia and m.c. at local Stage Door Canteen, has been awarded special two-year pin in recognition of 1,000 hours of work at the servicemen's recreational center.

TECH SGT. HAL GIBNEY, former Hollywood announcer, is now program director of AAF radio unit, Los Angeles, and also assigned announcer on three AAF network programs.

MRS. PETER KING, formerly of Detroit, has joined KTWW Yakima, Wash., as continuity writer. SALLY IVY, new to radio, also has joined that department.

JAMES S. MURPHY, released from AAF as lieutenant after two years service, has rejoined CBS Hollywood as sound effects engineer.

AL SCHWARTZ, writer on NBC "Bob Hope Show," is father of a boy born last July 16.

JOE PUGS, 16-year-old student at U. of Tex., is new announcer at KTBC Austin. Radio name is Michael Cameron.

BOB MOODY and THAD GIBBS, both new to WNYO, 4 to WGBV Petersburg, Va., as announcers.

HOMER FICKETT, freelance, has been assigned to direct "Theater of the Air" on ABC which starts on American Service Station, S.S. Ireland, m.m., with U. S. Steel Corp. as sponsor.

TROY HULL has resigned from announcing staff of WIP Philadelphia to join Mutual in New York.

ALBERT P. STRONG, former announcer with WFBI Syracuse, is now crew member of a seaplane tender in the Pacific.

**BOB KAMINS, from WKAU East Lansing, Mich., as announcing staff of WZRO Kalamazoo. BARBARA DONAHUE is new WZRK continuity writer.**

**ROBERT J. DELANEY, former announcer at WBEF Syracuse, has been promoted to sergeant in censorship section of Army Air Command on New Cheltenham.**

**BOB TWEEDIE, new to radio, has joined the announcing staff of CJOK Vancouver.**

**JACK TRIGGALLAS, former of CJFI Victoria, has joined the announcing staff of KFUE Vancouver.**

**LT. RAY GORDON, Army Medical Administrative Corps, former WEEI Boston announcer, has married Mary Elizabeth Leader at Ft. Knox, Ky.**

**CAPT. STUART NOVINS, former WEEI Boston announcer, is reported to be one of three former CBS announcers operating "Radio Thunderbird," voice of an Army division in Munich, Germany.**

**LEON FREEMAN, formerly with WFWX Boston, has joined announcing staff of WEEI Boston, using radio name of Bob Williams.**

**TV SMITH, released from the Army two years service, has joined KGW Portland, Ore., as announcer.**

**FRANKLIN EVANS, formerly of KYW Philadelphia, has joined KFPO-NBC San Francisco as announcer.**

**CAPT. JOHN W. WYATT, former announcer with WSB Savannah, Ga., has been awarded the Bronze Star Medal for "meritorious achievement" in connection with operations in North Africa and Italy. At present he is officer-in-charge of the American Expeditionary station at Lethbridge.**

**DON FAIRBAIN, former CBS farm broadcast commentator now public relations writer, has made British Empire Medal in recognition of excellence and accuracy in reporting AEC activities. He is reported first Canadian broadcaster to receive decoration for broadcasting activities.**

**BASIL ADLAM, currently musical director of "Reunion USA" on American stations and former announcer for Horace Heidt's band, has been made American western division musical director effective Sept. 15 succeeding ERNEST GILL, resigned.**

**AL GORDON, former news editor-announcer of WREI Dallas, has been appointed assistant to BILL RAY, KWEX Hollywood program manager, in charge of night operations.**

**JIMMY McIBRIDE, freelance writer, has been assigned to five-week quarter hour "Hollywood Fun Magazine" on KFI Los Angeles.**

**DON CARNEY, veteran children's program m.c. on WOR New York, has**

(Continued on page 56)
WCAU's answer to Women who want to be well informed...

Women look to—listen to—WCAU's Katharine Clark for "what's going on and what it means.
Right now she is in Europe, reporting what women want to know about people in the liberated countries. What they are eating, wearing, thinking. How they are reacting to the Allied Victory. She is telling the homefolks how their sons and the boys next door are adjusting themselves to new surroundings, new languages, new customs.

This is an example of the lengths (in this case, across the Atlantic) to which WCAU goes to fulfill its function as Philadelphia's Leading Radio Institution.
Figure It Out!

Put WMMN on your Fall schedule and in turn be assured one of America’s Greatest Direct Response Audiences PLUS sound merchandising dealer support. Any way you figure, such a combination gives the same answer—success! Make WMMN a must and you’ll be figuring correctly.

Ask a Blair Man

Columbia Network

FAIRMONT, W. Va.

Page 56 • July 30, 1945

Production

(Continued from page 51)

formed the Uncle Dan Institute of Child Guidance & Recreation, a non-profit organization to help solve child delinquency and recreational problems. Headquarters will be in Suite 1500, 1440 Broadway, New York. Mr. Carney also reported to establish free libraries and recreation facilities in sections where they do not exist as yet.

ED MASON, for more than six years program executive of WLW Cincinnati, has been named program director of WIBC Indianapolis. He will supervise staff of 33 musicians, vocalists, announcers, newscasters and writers and will be responsible for planning and scheduling station’s weekly 81 hours of local origination. General Manager GEORGE C. BIGNAR and Mr. Mason were associated at WLW, Mr. Bignar resigning early in July to head WIBC (BROADCASTING, July 21). Mr. Mason (in private life Wallace Mosler) has been with WOSU, Iowa City and KFU, Columbia, Mo., as farm and program director.

ROB THEILE, record m.c. on WBN, New York, and MONICA LEWIS, NBC singer, were to be married July 27.

IRWIN KAUFMAN, formerly with the OWI at ERGO Honolulu, has joined KGO San Francisco as producer.

HARRY CURTIS has been appointed public supervisor of CKRM Regina, succeeding GORDON BABINEAU, resigned.

MARK STARBIRD joined the announcers’ staff of CKBI Prince Albert, Sask.

R. S. LAMBERT, supervisor of educational broadcasts of CBC Toronto, is conducting classes in radio production and script writing at the Summer Radio Institute of Queen’s U., Kingston, Ont.

MARILYN LAMBORN joined the continuity department of CKRM Regina.

GOFFREY HOGWOOD, new to radio, has joined announcing staff of CKY Winnipeg. He produced radio shows while in RCAP.

ALLIED ARTS

MAJESTIC RECORD Co., New York, subsidiary of Majestic Radio & Television Corp., will erect a West Coast recording plant in Hollywood. JAMES J. WALKER, president and former mayor of New York, stated upon arrival in southern California, HAL ROACH, film producer, and his associates, have been appointed Majestic radio and record distributors for Southern California.

SCOTT KECK, sales representative of NBC radio recording division in New York, has transferred to the central radio recording division in Chicago.

JACK KING, formerly in charge of publicity of C. E. Hooper Inc., has joined Broadcast Measurement Bureau as assistant to the executive secretary.

PAUL A. RYAN, founder and first editor of the Companion-Cable News & Views, employ publication, has been elected first vice-president of American Assn. of Industrial Editors.


CHARLES MICHELSON Radio Transcriptions, New York, has completed production of a 130-hour, 130-quarter-hour programs with Phil Brito and network artists.

WLW Newscasts

CARRYING out its avowed policy of providing complete news coverage and analysis, WLW Cincinnati during the first six months of 1945 broadcast more than 3,800 new programs, ranging from spot announcements to two hours devoted to President Roosevelt’s death. Approximately 667 hours of air time were used. WLW’s own programs totaled 3,330, network programs accounting for more than 500 programs and occupying 118 hours. V-E Day made May the most important month during the period.

CIBC Shortwave Increase

CANADIAN BROADCASTING Corp.’s shortwave service, started early this year, was increased on July 5 to 10 hours daily service from 7 a.m. to 7 p.m. EDT, with programs being beamed to Canadian troops in Europe and Great Britain, to people of Great Britain, France, Czechoslovakia, Holland and Germany. The broadcasts are aired over CHTA and CHOL.

Cameo Names Hill

CAMCO PRODUCTS Inc., New York (Cameo Portable Cloverleaf Table Range), has appointed Hill Adv., New York, to handle advertising. Radio will be used in about 26 markets in the fall.

News

JACK SHELLEY, manager of news bureau of WHO Des Moines and accredited Navy war correspondent, is now operating from Adm. Nimitz headquarters at Guam, reporting by shortwave and cable.

CEDRIC FOSTER, Mutual war correspondent and commentator, just returned from three-month 11,000-mile tour of Pacific theater. [BROADCASTING, July 23]; predicts the war will continue for 1½ to 2 years longer unless they break under the bombing attacks. Mr. Foster is now back in cravis at WNAC, Boston, key for Yankee Network and Mutual.


ALAN MILLER, former Montreal freelance radio news and editor of daily Montreal Gazette, has joined news staff of CKY Toronto, replacing JOHN B. STINSON, now (Camco Names Hill.

JEAN MARY PENNY of news room of CBC Toronto recently was married to JOHN CROSBIE, production manager of Ry Pudry Productions, Toronto, and formerly with CBC at Halifax and Toronto.

DAVID ANDERSON, NBC news reporter, after six years covering the European war fronts, has been shifted to Hollywood for daily quarter-hour newscast.

HARRY W. FLANNERY, CBS Hollywood commentator and newscaster, is now touring Pacific theater as correspondent, in addition, to the “Enemy Behind San Francisco” in current issue of Free World Magazine.

GLEN STADLER, former CBS foreign correspondent, has joined WGBF Evansville, Ind., as commentator and analyst.

BERNARD KAMENSKIE, formerly with AP in Boston, has joined WCOP Boston as rewrite man.
If you want ACTION in Indiana

The manufacturer or merchant who wants to introduce a new product, or to accelerate the movement of merchandise already established, in Indiana, will discover a spirit of cooperation at WIBC, which gets results.

Added to this station's wide radius and clarity, gained through its low frequency (1070 kilocycles), on a clear channel, and 5000 watts power, is a program of intensive merchandising of sponsored products in newspapers, on bill boards, in public conveyances and by mail. Prompt and sustained action is assured.

Complete information will be furnished, on request.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by the Indianapolis News
Bell Miller has been named transmitter supervisor at WQX, Washington, and Ted Bellette becomes field engineer. Both are new positions. Harold Reed continues in charge of studio operations.

Joseph B. Elliott, in radio-phonograph field for 17 years, has been appointed general manager of RCA Victor home instruments division. He will direct all activities in design, engineering, production, distribution and television receivers and phonographs, former vice-president in charge of sales and advertising for Rexall, Inc. Mr. Elliott previously served with KPC, Philadelphia. Raymond Wilks is new KFW engineer.

Frank R. Ridgeway, former chief engineer of WTOP Toledo has been appointed to assist the office of chief engineer of the station. He has been in service since April 1942.

Henry S. Dawson, engineer of the Canadian Assn. of Broadcasters, will attend international radio conference at Rio Janeiro in September, as observer for privately-owned broadcasting stations of Canada. E. O. Wilscheke, former plant manager of Altec Lansing Co., Hollywood, has been appointed as assistant to vice-president. After service in New York, A. Y. Davis, previous assistant director of Los Angeles electronics division, is promoted to director. E. F. Grigsby, field representative for Gillan Bros., Los Angeles, has been named special representative of Altec Lansing.

Ronald Carpenter, control room engineer of WEK, Boston, has entered the armed services.

Lawrence M. Braun has been appointed vice-president in charge of newly-formed electronic division of Electro-Phonograph Corporation of America, to be known as E. C. A. International Corp.

John B. Hausler, formerly with WIT, has transferred from AIME London to WIT in Algers. J. Alfred Pearce, former assistant chief engineer of WWV, Pittsburgh, and Kenneth W. Grünne, chief engineer of the same division, have joined the American Hollywood staff as staff engineers. Raymond H. Baird, former chief engineer of KFG, San Diego, has joined network's Hollywood technical division as chief engineer.

Jack Hermann, Freebie Ross, and Joseph Kaufman are new members of WSS, Petersburg, Va., transmitter staff.

Since the ODT decisions are keeping the World Series in a state of uncertainty, Connie Desmond, WDDO, sports-caster of the Dodgers games, has suggested that the diamond classics be played at WED in Palm Beach this year before an all-OH audience and broadcast via short-wave to fans here.


OPERATING costs of Inter-Tel System are analyzed in 16-page bulletin by Transac, a division of General Electric Co. Uses for Intra-Tel television system are explained by James D. McLean, division sales manager.

WIP Philadelphia in arrangement with BBC London July 38 scheduled four programs giving results of British elections.

Eugene F. Haines, with RCA Victor and predecessor companies for 44 years, has been elected assistant treasurer of RCA and manager of the RCA Victor advertising department. He joined Victor Talking Machine Co. in 1901 as office boy.

Albert Reyer and Francis Heidenreich, both receivers of RCA Victor, are receiving technical training at WPPR Wisconsin. Under plan established by station in conjunction with Veterans Admin.

L. R. Brown has been named director of new industrial service department of Concord Radio Corp., Chicago.

Martin Lund, chief engineer of WMAM, Martinsville, Va., has been inducted into the Army. Leo Stewart has been appointed chief engineer in his place. Mr. Lund was formerly with WMAM.

Walter Howe, chief engineer of experimental radio relay network between Los Angeles and San Francisco.

Walter S. Lemmon, International Business Machines executive (1) and James D. McLean, General Electric Co., transmitters division, has joined the advertising department, will assist in inspecting tower for proposed experimental radio relay network between Los Angeles and San Francisco.

Henry Grossman, CBS director of technical operations, arrived in Los Angeles last week to begin a month's inspection of CBS West Coast technical facilities.

Jack Staufer, released from Canadian Army, has returned to control room staff of CJC, Stratford, Ont. He has been overseas since December 1940.

Three executives of Reeves-Ely Labs., of ROKO Dallas, have been assigned new duties. E. L. Wayman, Jr., vice-president, will obtain duties of general administrative head of the sound apparatus division. P. E. BOWEN, vice-president, will also act as sales manager for Hudson American Corp., subsidiary. C. B. Dewey will retain his duties as sales manager for Reeves sound labs and crystal apparatus divisions, dropping Hudson American duties.

E. A. Cunningham, formerly with American Airlines, has joined NBC central division as studio engineer.

Beverly F. Frenendall, NBC central division engineer, resigns effective Sept. 1 to join Frederick Hart & Co., Chicago.

James A. Peach and John R. Williamson have joined the transmitter staff of CBX, Newark, N.J.

M. L. Poole, formerly of CWS, Windsor-Detroit, has been appointed project engineer of CBC at Montreal engineering division.

Howard Hilliard and Max Gilbert have been in charge of two engineering divisions of CBC in Ontario, Mr. Hilliard with headquarters at Toronto and Mr. Gilbert at Ottawa. Maj. Jim Hill, pending, released from service, has returned to technical staff of CBS in Dallas.
LONE STAR CHAIN PERCOLATES COFFEE SALES

For Coffee Roasters in the Southwest
Another of Many LONE STAR CHAIN Success Stories

“Our company has enjoyed an outstanding sales volume since its beginning in 1918; however, it was not until after our affiliation with the Lone Star Chain that ADMIRATION coffee took its place as the leader in sales throughout the State of Texas, to truly make ADMIRATION the choice of the Southwest and Texas’ Largest Seller.”—H. M. Duncan, President, Duncan Coffee Company.

Results like this speak for L.S.C. If you want to penetrate TEXAS, you, too, need the effective coverage of L.S.C.

LONE STAR CHAIN

ADVANCED WITH
TAYLOR HOWE SNOWDEN

805-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS
TELEPHONE RIVERSIDE 5663
CLYDE MELVILLE, MANAGING DIRECTOR

“DUNCAN COFFEE GRINDERS” heard over L.S.C. 5 times weekly

* LONE STAR CHAIN

OTHER PRODUCTS AIRED
OVER LONE STAR CHAIN
Bewley Flour
Crustene Shortening
Interstate Circuit Theaters
Grand Prize Beer
Hylo Soap Products
Justin Boots
Resistol Hats
Texaco Products

BROADCASTING • Broadcast Advertising

July 30, 1945 • Page 59
NOW-312 TRANSCRIBED PROGRAMS:

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

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

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

Cancellation Privilege without short term penalty.

EXCLUSIVE TO ONE STATION IN EACH CITY!

WRITE—WIRE or Telephone for Audition Transcription

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

Board of Trade Bldg. - Chicago 4, Ill. - Tele. Wabash 6243

AGENCIES

THREE Puller & Smith & Rose account executives have been elected vice-presidents of the agency. They are OLIVE P. GATELY, FRANK OTTE and EDWARD J. MARTIN, all of Cleveland office. HARRIET ARLIET and ELAINE MOTY, have been appointed to new post of manager of client service in New York.

HENRY R. WEBEL, manager of export division of O. M. Bedford Co., has been elected president of Assn. of Export Advertising Agencies.

HARRY S. PEARSON, released from armed forces, has returned to active association with Harry S. Pearson Adv., Seattle agency.

RUSSELL T. OSTISGARD, Adv. Los Angeles, has moved to new offices at 2024 W. Sixth St.

ARTHUR M. ARLETT and GARDNER YOUNG have joined West-Marqua, San Francisco office as acct. Executives. Mr. Arlett, recently released from Army service, was formerly with A. E. Nelson & Assoc., San Francisco. Mr. Young is formerly of Foote, Cone & Belding.

DAN MCWILLIAM, director and vice-president of Erwin, Wayne of Canada, Toronto, has resigned effective as of July 31. Successor is RALPH L. LAWSON, secretary of Canadian branch office.

STEWARD-LOVICK, Toronto, has moved to permanent quarters at 610 Concourse Blvd., 100 Adelaide St. West.

JOHN WILSON, former production manager with McCann-Erickson, has joined radio department of Grant Adv., New York.

GEORGE DURAM, media director of H. W. Kaster & Sons, Chicago, has shifted to account executive on Procter & Gamble. His former duties have been divided among WALTER KNIEFFL handling space media and SANGSTON HETTLER, radio.

ARTHUR F. SACHTELKEN, formerly with Buchanans & Co., New York, has joined Kelley-Mason, New York, as acct. executive.

JANE WARING KALMUS, formerly with Towers & Co., New York, has joined Hutchins Adv., New York, to handle publishing account.

WILLIAM B. TAYLOR, released from the Army as captain, has been appointed vice-president and account executive of William Ety & Co., New York.

ARTHUR KUDNER INC., New York, has purchased a minor stock interest in Houston & Edwards, Honolulu.

SAMUEL W. MEEK, vice-president of J. Walter Thompson Co., has returned from a trip to England, France and Germany on special duty for Army.

HELEN LEE, copy chief of radio depart- ment of Newell-Emmett Co., New York, has been married to Frederick Vangolen Jr., newspaper man.

W. R. PETERSON, who resigns Aug. 1 as business manager of American Broadcasting Co. central division (BROADCASTING, July 22), is joining Schreiber & Scott, Chicago, as business manager.

HAROLD W. GARTHE, for eight years with Sears Roebuck & Co. and the Phil Gordon Agency, has been made vice-president of Merchandising Advertisers, Chicago agency.

HARRY V. VOLEMAR, account executive of Lloyd, Chester & Dillingham, New York, has been elected vice-president.

PHILLIP DOELKER, former director on production staff of CBS, has joined McCann-Erickson, New York, to assist in production of Westinghouse Ted Mack show.

CATHARINE COOKE, recently in Teheran as War Dept., has joined McCann-Erickson foreign department.

FREDERICK P. ELWES, formerly with Lehman Bros. and for 10 years with Wall Street Journal, has joined Albert Frank-Guenther Law, New York.

FRANK TYSON of the copy staff of Burton Browne Adv., Chicago, has been appointed copy director.

COAST WESTERN Adv., Los Angeles, is headquartered at 672 S. Lafayette Park Place, Telephone is Drexel 8138. W. (Tip) RODMAN has joined agency as account executive, with TERRY BUSH, copywriter.

L. J. CHRISt, Los Angeles Navy public relations office, radio division, and Jeanette Ross were married in Los Angeles July 31. L. Christ is former producer of W. Walter Thompson Co., Hollywood.


ROBERT OSWALD, formerly with Roger Mcdonald Newspapers, Chicago, and STEVE SCHAFFER, former NBC San Francisco sales promotion director, have joined Western Adv., Los Angeles, as account executives. ESTHER VANDE- BURG, formerly with Los Angeles All Year Club, has been added as copy- writer.

BEN CONERY has been appointed assis- tant production manager of BBDO Los Angeles. He is former production manager of Peck Adv., New York.

TOM DILLON, copy chief of BBDO San Francisco, has shifted to agency's Los Angeles office.

FRANK OXARNAR, account executive of BBDO Adv., New York, has re- signed to establish his own advertising agency.

MARVIN GOODSON, freelance writer-producer, has been appointed assistant director and account executive of Harry Wendland Adv., Los Angeles.

MAURINE SISSON, with J. Walter Thompson Co., Los Angeles, for 12 years as office manager and timebuyer, has resigned effective Aug. 15 to join Cozy Cooper Adv., San Francisco, as account executive.

Ice Campaign

NATIONAL Ice Public Relations Inc., Washington, through Leo J. Paulin & Assoc., Washington production firm, is preparing series of six quarter-hour programs for placement in early August by affliate firms on local stations. To stress importance of ice as a weapon of war and in the home, series may be expanded later. Firms in 35 markets have requested series.

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spar- tanburg County alone!
Associated Broadcasting Corporation

Expands to

FULL TIME COAST-TO-COAST OPERATIONS

SEPTEMBER 16

Streamlined Major Market Coverage at Minimum Cost

NEW YORK
Chanin Building
122 East 42nd Street
Murray Hill 53227

CHICAGO
Carbon-Carbide Building
230 N. Michigan Avenue
State 3466

HOLLYWOOD
Wilshire Center Building
3055 Wilshire Boulevard
Exposition 1339

EXECUTIVE OFFICES: KEELER BUILDING • GRAND RAPIDS • MICHIGAN
A FAST REMINDER
Air Express Agency, weight
or rapid air
Air Express. More
delivery
terms
Airline or
COST?
WRITE TODAY
Representing the
-rail schedules serve 23,000
towns
scores of foreign countries.
consider
all kinds
of
Air Express
delivery
is
possible
in
high plane. Neith-
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means
with the public,
self -discipline, the public is likely
careless or
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lation
with the public,
self -discipline.

disciplined.

disciplined.

LaFont
(Continued from page 22)
Communication can become a construct-
itive influence in our civilization only
if the industry operating it is
highly disciplined. At present regu-
lation is "spotty" and uncertain.
Our 900 broadcasters are consci-
tentious. But in peacetime they have
never supervision nor guidance in
moving toward that objective.
The press and motion pictures
long ago devised effective self-reg-
ulation. The movies have their
"carr"—the Hays Office.
The editor serves as his own
disciplinarian. If an editor becomes
careless or biased in this process of
self-discipline, the public is likely
to impose its own discipline.
The Government does not tie the
hands of the publisher or motion
picture producer working to keep
his product on a high plane. Neith-
er is required to accept objection-
able advertising from any source.
The right of both to deny space
propaganda is absolute.
But the radio industry, which
has a far more intimate contact
with the public, is deprived of this
safeguard by the recent action of
the FCC. In at least one vital re-
source, the Commission has thwarted
the efforts of radio to discipline
itself through the only feasible
means at its command—the volun-
tary code of the National Assn.
Broadcasters.
In Nation's Interest
The question we must face, as I
see it, is whether we should use the
enormous power of radio communica-
tion which so intimately affects
our trends of thinking and living?
The question of whether some
agency other than the individual
broadcaster should be given a hand
in directing radio programs into
constructive channels is acute. The
Government has already assumed
a definite responsibility as to com-
mercial standards. Advertising by
radio is checked by the Federal
Trade Commission to prevent mis-
representation. Uncle Sam is look-
ing out for the pocketbook interests
of listeners.
I cannot repress the belief that
the character of the programs
which keep us informed, stimulate
thought and emotion, influence our
way of life and thus bear heavily
on the problem of maintaining our
democracy and achieving world
peace is of far greater importance
than the accuracy of advertising.
What I am suggesting is not
Federal control over programs, al-
though I think there is much to be
said for the FCC's decision to study
program content. Nor do I urge
that the Government crack down
on any individuals now broadcast-
ing or seeking the privilege of do-
ing so. The important thing, it
seems to me, is to keep radio func-
tioning in the national interest.
During the war the broadcast-
ing industry has been united in a
single major aim—achievement of
victory. In carrying out this pur-
pose we have had intelligent and
consistent guidance from the Office
of War Information. The partner-
ship between OWI and radio has
been a big factor in the United
States' wartime achievements.
Now we need a similar cooperation
to promote peace and prosperity.
Our 900 broadcasters want
to cooperate. I think the FCC is eager
to have them do it. The U.S. Office
of Education is laying plans for
some 800 educational stations after
the war. The problem is one of co-
ordinating these efforts without re-
sorting to censorship or suppress-
ing free speech.
Precisely what the means of dis-
ciplining the broadcasting industry
should be I do not know. But one
certainty stands out. If we are to
take full advantage of radio, we
shall need national, not local,
guidelines. Such aid and direction
might continue to be given by the
OWI. That policy, however, would
involve risks of governmental
domination. Particularly at election
time there would be danger of using
OWI influence for political
purposes.
More Self-Discipline
For that reason broadcasting
should be encouraged to extend its
self-discipline, not to curtail it.
The task might be undertaken
by a rotating board of broadcas-
ters, with an intelligent and ener-
gic chairman or executive direc-
tor. Such a move would need the
sanction of the Government. The
board could meet with the FCC,
the FTC, the OWI, the Office of
Education, members of Congress
and others for suggestions as to
how the public service aspects of
radio can be improved. It could
gradually set up standards to guide
the industry—perhaps more com-
prehensive and authoritative than
the existing NAB code.
Our entertainment is the best in
the world. Radio news has reached
a high point of accuracy, fairness
and speed. In numerous other ways
the broadcasting industry has made
remarkable progress. Yet there are
many respects in which it and its services
might be greatly improved. Without
attempting to produce a Utopia,
we can make radio a device of the ut-
most value in promoting peace
through collective security, in the
advancement of full employment,
in the development of industry,
agriculture, commerce and all the
constructive activities that combine
to make up our American way of
life.
There must be no rigid and un-
democratic censorship of radio. I
would not attempt to eliminate
every crackpot and every poten-
tial poison spreader. By means of
a self-disciplining agency, however,
broadcasting can minimize these de-
structive influences.
Without censorship or any en-
croachment upon free speech, this
power that reaches into millions
of homes can be systematically used
to educate the people on public issues,
convey truth, teach loyalty and cul-
tivate a better understanding of
democratic principles.
Get on the "WORLD BANDWAGON"

The greatest talent . . . the greatest shows
The greatest values
in syndicated radio programs!

WORLD FEATURES
OPEN END AND THE NEW "AUDI-FLEX"
see following pages
EACH ONE...

"A SHOW FOR YOUR MONEY"
Want shows that will go to town with new sales and higher ratings? Then hop aboard the World Bandwagon. Each of the great new World Features is made with a sure-fire recipe. The ingredients? The foremost talent, the most distinguished writers, producers and directors plus World’s accumulated experience in making radio shows that click.

Every World Feature has the big-time touch... that extra bit of imagination... that trick of timing... that certain smoothness that creates steady listeners. World Features are big time... in everything but cost. Each is priced to fit well within the modest budget.

World Features are available, vertical and lateral, in two types—open end and a new and exclusive flexible form—"Audi-Flex," a combination of top-ranking scripts with music in bands.

If you are an advertiser, let your local station audition the shows for you. Their unusually moderate prices will amaze you. If your local station does not have World Features, write us direct. Address: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD FEATURES
WORLD BROADCASTING SYSTEM, INC., a subsidiary of Decca Records, Inc.
NEW YORK   •   CHICAGO   •   HOLLYWOOD   •   WASHINGTON
The kind of readership that gets results—

Maybe it isn’t important that a recent single insertion in ADVERTISING AGE produced 228 inquiries from advertisers—or maybe it is! One thing it does prove is that important advertisers read ADVERTISING AGE regularly every week—and carefully!

Because of its news content—fresh and right off the bat—it is the outstanding publication in the field of general advertising.Advertisers and their agencies read it promptly on Monday—for its editorial content is as of noon on the preceding Friday.

It gets action for others—it will get action for you! Write for surveys proving this claim.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

(Continued on page 68)
FM STATION WELD
Ohio's First FM Station
Input to Final Amplifier: 10 KW
Antenna Output: 5 KW
Total hours operation to date: Over 18,000
Station WELD has been in operation since 1940. The above record is one more tribute to the ever-growing leadership of the Armstrong Phase Shift Method of Frequency Modulation . . . the method employed in REL transmitters of all power ratings.

SPECIALIZATION IS THE ANSWER!
FM is not our sideline . . . it consumes all our thinking! It is this specialization that accounted for our pre-war leadership . . . and it is this specialization, coupled with the unique knowledge and thorough experience of our staff of engineers that will, when Victory is ours, continue to lead the way for even greater leadership in FM Expansion!

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neely Enterprises
7422 Melrose Ave.
Hollywood 46, Cal.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
AREA OF DISTRIBUTION

The new amazing Altec Lansing multi-cellular Duplex Speaker provides up to 1200% increased area of quality sound distribution in the horizontal plane. Horizontally the Duplex delivers a sixty degree angle of distribution, or twelve times the area distribution at high frequencies as compared to single unit speakers of comparable size. Another reason why the DUPLEX is the SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION.

SEND FOR BULLETINS

ALTEC
LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

Letter to the Editor

Editor, Broadcasting:

I think it would be very useful to broadcasters using the standard AM spectrum if receiving set manufacturers would be induced to adopt a standard convention for marking this band on their dials. At present artistry and novelty seem to be the guiding standards used in calibrating a dial. Thus a frequency of 900 kcs may be represented as 9, or 9.0 or .9 and part of the dial may be marked in 20 kc divisions with numbered divisions every 200 kcs and another part in 10 kc divisions with numbered divisions every 100 kcs. Between numbered divisions one may find emphasized divisions of 50 kcs or 100 kcs.

It was a great advantage when we got away from a dial simply marked from 1 to 100 which the listener had to translate into a code or log kept by the set. In those days listening was an art for the few. When headphones and the early rf receivers went out of vogue we did dial graduation in frequencies, and that dial of ten years ago was far better than today's as far as the standard band is concerned. It delineated the spectrum in 10 kc divisions numbered every 100 kcs across the band and 1500 kcs was represented as 1500, not as so many megacycles or hundreds of kilocycles or other departure...

Manufacturers will protest that the short-wave bands must be marked in mcs. That is quite reasonable but it is no argument for confusing the standard band listeners who constitute the great mass of the radio public...

The average listener with a dial marked 9, then a few graduations then 11, has to find a station advertised as 920 kcs by the "hunt" system. Can't we get away from this confusion?

APPT. B. H. BEDFORD
(CKNX Wingham, Ontario)
Canadian Army Overseas
July 12.

Don Milton

DON MILTON, featured on American's Chicago Virtuosi and the Don Milton Program of Songs, died July 18 in Detroit. He made his radio debut some years ago as Dan Reid in the "Deer Hunter" originating from Detroit.

Brown Advertising
"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 a 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
THE WORLD'S OUTSTANDING COOKING EXPERT!

"A FEATURE WITH THESE FEATURES"

PUBLIC SERVICE!

Today's biggest problem is FOOD, which THE MYSTERY CHEF helps to solve with recipes that require few points and ingredients readily available. Recipes are given in so simple a manner that even a child of 12 can cook like an expert.

MERCHANDISING!

At very low cost sponsor can offer MYSTERY CHEF Recipes. 1000 people a day calling for recipes at the John Shillito Co., Cincinnati's largest Department Store. 4500 a day at retail outlets of Van de Kamp's Holland Dutch Bakers, Seattle.

SUCCESS!

15 years on the Networks.

POPULARITY!

7 million American homes use MYSTERY CHEF recipes by their personal requests.

ONE OF RADIO'S BEST SALESMEN—THE MYSTERY CHEF CAN DO A LONG WEARING JOB FOR JUST ABOUT ANY PRODUCT USED IN THE HOME—3 to 5 transcribed quarter hours per week now available.

Write or wire

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

PROGRMS

FOUR stations of Louisville, WAVE WHAS WGRBC WINN, cooperatively have been chief promoters and originators of an eight week educational campaign "Louisville and the United Nations", to acquaint local people with their Allies. Under direction of Natalie Potter, WAVE announcer and women's commissioner, project emphasized the press, stores, civic and women's clubs, churches, public libraries, art galleries, the U. of Louisville and Bowman Field Army Air Base. Stations arranged special programming.

BBC Revision

NOW that the war in Europe is finished BBC has revised its broadcasts beamed to Germany and is sending programs designed to bring German listeners up to date on news events missed during their long news blackout. Included are reports of cultural and scientific developments which have taken place outside Germany during the war years.

Free Tickets

QUARTER-hour MBS program "Postcard Serenade", Sun. 6:45-7 p.m., featuring Judy Lang, pianist and singer. Invites listeners to send in postcards telling in 20 words or less who is their favorite movie star. Best postcards win free movie tickets.

Industry Part

STORY of private business is being told French-Canadian listeners in weekly "Workers of Industry" on CECQ Montreal. Series depicts Montreal's growth, part played by private industry and post-war future of industry in Canada's largest city.

Law Discussed

CONSIDERING such problems as divorce, alimony, custody of children, adoption, etc., "The Lawyer Speaks" has started on WINS Washington as Sunday half-hour series with District practitioners participating in round table discussions.

War Trials

STORY of the trials of war criminals in Europe will be told in a series of dramatic enactments on "The War Crime Trials" on WNEW New York.

NETWORK ACCOUNTS

New Business

RENSIE WATCH Co., New York, Sept. 17 starts Dave Elman's Auction Gallery on 69 MBS stations, Mon. 10-10:30 p.m. Agency: Weiss & Geller, N. Y.


Renewal Accounts

EMERSON DRUG Co., Baltimore (Bronco-Belles), July 30 review for 25 weeks. Vox Pop on 127 CBS stations Mon. 8-9 p.m. Agency: McCann-Erickson, N. Y.

INTERNATIONAL SIVER Co. of Canada, Hamilton, Ont. (1847 silverware) reviews Sept. 2. Orville and Harriet on 26 CBC Trans-Canada stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

TUCKETT Ltd., Hamilton, Ont. (Buckingham cigarettes), Sept. 12 review. Curtain Time on 28 CBC Trans-Canada stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

YORK KNITTING MILLS, Toronto, reviews Nov. 4. Singing Stars of Tomorrow on 24 CBC Trans-Canada stations, Sun. 5:30-6 p.m. Agency: Cockfield Brown & Co., Toronto.

Old Records

PHONOGRAP RECORDS made by noted vaudeville performers form the basis of a new Sunday series, "Vaudeville Isn't Dead", on WNEW New York. Joe Franklin, m.c., gives data on the lives and times of the stars.

Preview Showcase

PREVIEWING low-budgeted programs for sponsor consideration, American has started a daily morning quarter-hour series "The American Showcase" on Pacific Coast stations.

Chamber on WDBR

SPECIAL events department of WDBR Hartford, Conn., has arranged with the Hartford Chamber of Commerce for presentation of six weekly programs to help solve problems facing city.

Navy Interviews

NAVY program of interviews and music from Treasure Island, San Francisco Bay Navy base, has started on KGO San Francisco ship store employes.

GI Poetry

USING poetry composed by men and women in service, Cpl. Charles Woods conducts new program "A Soldier's Dreams" on WWSW Pittsburgh.

WMRN Drama Group

AMATEUR dramatic group organized by WMRN Martin, O., is preparing a series of half-hour plays for air presentation.

It brings RESULTS!

A cold wind may increase the sale of fur coats, but WLAW increases sales records for hundreds of products all year round.

WLAW

LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 KC.

Covering New England's LARGEST 3rd CULTIVATED AUDIENCE

NATIONAL REPRESENTATIVES: WEED & CO.
And right up your alley, you'll agree, if you are thrilled with the prospect of having a master salesman stage a million parlor demonstrations of your product or service simultaneously!

Tomorrow's marketing potentials, skyrocketed by the prospect of television time, promise to outsoar all prewar forecasts. Station WABD has pioneered the commercial pattern of this mighty medium...now shares its experience with hundreds of advertisers, pre-testing ideas, types of programs and commercial techniques for peacetime suitability and effectiveness.

Gain "telesales" skill while costs are penny ante. Consult your advertising agency. Visit Station WABD...write our Sales Manager for appointment.

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

*Star of United Artists' Release "It's in the Bag."
Copyright 1945, Allen B. DuMont Laboratories, Inc.
Saskatchewan people who competed for six cash scholarships in CKCK's first annual scholarship broadcast series. Conceived as a practical means of local talent discovery, the project was widely supported. Contestants were heard in series of 15 half-hour broadcasts.

**Progress Report**

WOL Washington has prepared reprint of articles by Frank Waidrop, columnist, on future prospects for the nation's Capital. Folder is accompanied by brochure on recent appointments to the staff of the Cowles Washington outlet.

**FM Report**

PROGRESS report of WKNY Columbus. O. on five years of pioneer FM broadcasting in Ohio has been prepared by the affiliate station of WKNY Columbus. Commentary on operations and history with illustrations of facilities and activities is presented in magazine form.

**WINS Tie-Up**

WALL POSTERS promoting WINS Mutual peame program are being played by Independent Packing House Super Markets and proposes. Ads of all WINS programs are offered to store customers in tie-up plans with meat packers and grocery chain.

**Price Reprint**

REPRINT of article in Electronic Industries, June issue, on television relay network of Philadelphia, has been issued by the firm. Details of Philadelphia-Philadelphia network are presented.

**On Mutual Series**

WIBY Network's veterans rehabilitation series, "Return to Duty," is to be featured in a 14-page picture and copy layout in the August issue of "This Week" national syndicated Sunday newspaper supplement.

**Sales Pointers**

BROCHURE giving pointers on store layout and merchandising for the electrical appliance dealer, has been prepared by The Crosley Sales Promotion Institute, service of the Crosley Corp.

**WCAU News**

TO PROVE or counteract slackening of the news as far as WCAU "Philadelphia is concerned, station has issued mailing piece highlighting newsroom operations.

**Promotion Personnel**

CORTLAND J. LANGLEY, formerly general manager of Mutual Radio, nation's research organization, has been named manager of research for WOR New York succeeding RAY LYON. Mr. Langley also was associated with the late Charles M. Schwab as confidential agent.

**On Vacation:** CHARLES E. (NED) MIDGLEY Jr., CBS sales manager, on Lake George, N.Y., to Aug. 18. OSCAR KATZ, assistant director of CBS research department, has been promoted to associate director.

LT. WALTER BISHOP, WRV, public relations director on leave with the Navy, is father of a boy.

**William Garry,** formerly of Frank L. Straight, Inc., and American Hollywood sales promotion staff as research assistant to Jack OMARA, western division sales promotion manager. He replaces LEO TYSSEN who recently resigned to form his own talent-management agency.

**WJJD Doll**

BLUE-EYED baby doll upon whose， término, has issued facts about WJJD Chicago is being distributed by networks. In shuffe one of the day should the baby lose the diaper, that's all right too. For across its bottom is printed "For full coverage use the new WJJD."
The Combination to Georgia

Only A Combination of Stations Can Cover Georgia's Three Major Markets

- **WGST** ATLANTA
  - 5000W* 920 Kc

- **WMAZ** MACON
  - 5000W 940 Kc

- **WTOC** SAVANNAH
  - 5000W 1290 Kc

Available at combination rates

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

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

- AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.
The proposed transfer of WINS to Crosley as he would "any other commitment on the books."

Mr. Emanuel said that it was his conception of public interest that a job should be done which would best serve every man, woman and child in America. Asked by Commissioner Denny if he thought one of the primary functions of broadcasting was the sale of products, he responded: "If good programs are sponsored, certainly radio can sell products."

"I spent a lot of time in England," he added. "Nobody listened to the BBC. They listened to Radio Luxembourg or to French commercial stations."

He joined Mr. Babcock in saying that it was Avco's intention to retain James D. Shouse, vice president in charge of the broadcasting division, and Robert E. Dunville, vice president and general manager of WLW, as operating heads of the broadcasting properties and to continue their policies and personnel. Earlier Mr. Crosley had testified that he had left increasing operational details to these two executives, stressing their capabilities.

Mr. Dunville, appearing in the absence of Mr. Shouse who is ill, explained WLW programming policies. In response to a question by Mr. Durr, he said that there was "no best time" for airing local programs, that the station had listeners at all hours.

Avco proposes, Mr. Babcock said, to have a nine-member Board governing the Crosley Corp.—six members from Avco, three from Crosley. The latter would be Powel Crosley, Jr., R. C. Congrove, vice president in charge of manufacturing, and Mr. Shouse. Lewis Crosley would become a vice-president, surrendering the executive vice-presidency to Avco's William E. Wise.

He acknowledged that he would head up merchandising and broadcasting activities for Avco. Cross-examined closely by Commissioners Porter, Denny and Durr, he said he believed that programs based on education, religion and controversial issues should be sustaining. He, and Mr. Emanuel, said they intended to examine closely the Communications Act, FCC Rules & Regulations and the NAB Code.

Others from Avco who testified were: Raymond S. Pruitt, vice-president, secretary, general counsel and director; Walter A. Moenssen, Maj. Benjamin H. Mann, George E. Allen, H. D. Wilson, Floyd B. Dean, Mr. Wise, Carleton E. Higbie, Thomas A. O'Hara, Col. Arthur W. Herrington, Chester C. Darling and L. Irwin Hartmeyer.

Testifying for Crosley Corp., in addition to Powel Crosley and Mr. Dunville, were: E. J. Elig, assistant secretary and assistant treasurer; R. J. Rockwell, director (Continued on page 70)

THE CROSLEY CORP. SEGREGATION OF OPERATING RESULTS BETWEEN MANUFACTURING AND BROADCASTING—THREE YEARS ENDED DEC. 31, 1944, COMPILED BY CROSLEY CORP.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Mfg.</th>
<th>Broadcast</th>
<th>Net Sales</th>
<th>Gross Profit</th>
<th>Operating Results</th>
<th>Income Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1944</td>
<td></td>
<td></td>
<td></td>
<td>98,276,489</td>
<td>3,671,477</td>
<td>5,616,262</td>
<td>1,729,944</td>
</tr>
<tr>
<td>1942</td>
<td></td>
<td></td>
<td></td>
<td>91,270,380</td>
<td>3,000,000</td>
<td>3,694,160</td>
<td>1,806,462</td>
</tr>
</tbody>
</table>

Broadcast Revenues, Broadcast Expenses, and Broadcast Income for Station WLW, Cincinnati, 1941-1944. Compiled by FCC from Financial Statements on File.

Broadcast Year Expenses Income
1944 $3,887,967 $2,587,627 $1,300,340
1943 3,694,160 2,302,300 1,391,177
1942 3,568,157 2,062,150 1,250,005
1941 3,230,100 2,000,545 1,250,005

THE SHREVEPORT TIMES
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No.1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co.
Wise Move by Broadcasters

Radio listeners who have suffered annoyance from plug-uglies in newscasts may now take new hope from the announcement that Justin Miller has been appointed president of the National Association of Broadcasters. For Justice Miller, who is resigning from the District of Columbia Court of Appeals to take this job, is in open sympathy with the Post-Dispatch’s campaign against the plug-ugly nuisance. In a letter printed on this page April 20, he said:

There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption—deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator.

"I see in broadcasting," says Justice Miller in his acceptance, "... a vital organ for carrying forward our traditional American policy of free speech and for protecting and strengthening our system of free enterprise." In that same vein, too, ended his letter to the Post-Dispatch: "Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance." Appointing a man of such beliefs to such a position implies that radio station operators are resolved to remove the abuses that have got into radio.

The NAB deserves thanks from lovers of free speech for entering this seeming commitment to rid radio of evils which could only provoke "legislative intemperance" in the end. May the broadcasters' progress to that end now be at a good pace. Let us hope, too, that the lesson will not be lost on the big networks, which still lag far behind many of their member stations in matters of good taste and good sense.
Crorey
(Continued from page 74)

engineering, broadcasting division, and Mr. Cosgrove.

Appearing as witnesses for the
FCC were Clure H. Owen, assistant
chief, broadcast section, Engineer-
ing Dept. and James O. Weldon of
OWL, who testified regarding Cro-
ley's shortwave properties.

Attorney for Crorey Corp. was
Duke M. Patrick of Hogan & Hart-
on, Washington; for Aveo: H.
 Preston Coursen of Pruitt, Hale &
Coursen, New York.

FCC was represented by Mr.
Marks, General Counsel Rosel H.
Hyde and Assistant General Coun-
sel Vernon L. Wilkinson.

Crorey Profits

Net profit from broadcasting
division of Crorey, as disclosed
by company exhibit: In 1944—
$454,107; 1943—$626,855; 1942—
$454,351. Total net sales were: 1944
$4,444,067; 1943—$4,106,906; 1942
$3,647,090. FCC figures,

$3,139,100.

Physical assets of Crorey broad-
cast division (including interna-
tional shortwave, television and
WLW) estimated at $1,242,663
present value; replacement value,
$2,023,748.

Crorey Corp. plans to spend
$1,300,000 for television stations in
Cincinnati, Columbus and Dayton

and $353,000 for new FM outlets
in Washington as well as the three
Ohio cities. (Aveo will carry out
Crorey plans in this direction).

The 500-kw transmitter of WLW
(believed to have been in psycho-
logical warfare operations over-
seas) still lies idle at the Mason,
O., transmitter site, with a current
estimated value of $200,000 and a
replacement value estimated at
$500,000. (OWI more than two
years ago reported the 500-kw
transmitter had been requisitioned
and was being used in psychologi-
cal warfare against the Nazis.)

Ex- Servicemen Named
By Don Lee in Expansion

DON LEE Broadcasting System,
Hollywood, has appointed Ted
Olewine, former Marine Corps
lieutenant, as liaison officer co-
ordinating sales with transcrip-
tion and production activities.

Jimmy Thomas, former production
manager of WJBO Baton Rouge,
La., following Army discharge, has
joined network's writer-producer
staff and is assigned to handle con-
tact production on Michael Shayne
series.

Blanche Foreman, formerly of
KPS Pasadena, Cal., and Faye
Olivera, of Don Lee script depart-
ment, have been named network
traffic assistants. Sylvia Townrich
becomes secretary to Walter John-
son, program director, with Gloria
Zilz taking over her former duties
as production secretary.

FCC Is Challenged
On WOV Findings

CHALLENGING the FCC's inter-
pretation of the Communications
Act, Philip J. Hennessey Jr., of
Segal, Smith & Hennessey, counsel
for Murray and Meyer Mester,
called upon the Commission to
vacate its proposed denial of the
transfer of control of WOV New
York by Arde Bulova and Lt. Col.
Harry D. Henhale to the Mester
brothers.

Mr. Hennessey called the Com-
mision's proposed findings a "thor-
oughly improper proceeding" and
charged that bits of testimony were
"torn from their context" in at-
tempt to show that Murray Mester
testified falsely with reference to
difficulties with the Federal Trade
Commission. The Commission,
counsel alleged, "ignored the 10
preceding pages of testimony in
which Murray Mester told of five
separate cases".

Contentions Denied

Categorically, he denied the
Commissions contentions and chal-
cled its conclusions that the
Mester brothers "lack that sense of responsibility toward the
public expected in ordinary busi-
ness dealings".

Charles B. McGroddy Jr., coun-
sel for Richard E. O'Dea, minority
stockholder of WOV and intervener,
supported the Commission's pro-
posed findings, asserting "a very
valuable instrument such as broad-
casting should not be placed in the
hands of these people." Mr. Mc-
Groddy charged that Mr. O'Dea
holds an option to buy WOV. A
suit by Mr. O'Dea is pending in
New York court.

Sanford H. Cohen, appearing for
Messer's Bulova and Henhale, waived
oral argument. Rosel H. Hyde, FCC
general counsel, appeared for the
Commission.

The FCC immediately went into
executive session to consider the
case, but it was reported a decision
will not be handed down immedi-
ately. Present were Chairman Paul
A. Porter and Commissioners C. F.
Durr, Paul A. Walker, E. K. Jett
and Ray C. Wakefield.

Undoubtedly in regulation Mr.
Bulova must divest himself of con-
trol of WOV or WNEW New York,
of which he is principal owner.

THE FRIENDLIEST SPOT...

- When there's a big fire, a hurricane, when there's a
child lost ... a dog strayed, WJHP goes out of its way to
help. Is it any wonder merchants and timebuyers look to
WJHP for the best coverage and friendliest listening
public? It IS the little things that count!
European
(Continued from page 17)
and conference between leaders of American broadcasting and key figures in the European area. Conferences are being arranged beforehand.
At first hand, the group will see how radio is being employed in the rehabilitation of the German people; in morale and education of American troops; in handling the problems incident to military government and social and economic rehabilitation.
Postwar communications problems and international radio as well as exchange of programs between European countries and the United States will be covered. The tentative itinerary also calls for observation of the work of USO units, including top-rated American performers now in the theater. Such groups as Information Please, Bob Hope, Amos and Andy, Jack Benny and Ed Gardner will be touring the theater.

To Study BBC
Studies of the operations of BBC as well as the wartime systems in the occupied countries are also being arranged.
Picking up the group in England will be Maj. Robert Pollock, Chief of the Radio Branch of U. S. Forces, European theater (successor to SHAFF); Maj. Ted Steele, former vice-president of Benton and Bowles in charge of west coast radio; Lt. Col. Howard Nusbaum, formerly of NBC and Lt. Col. Barney Oldfield, formerly identified with Omaha radio. The latter two are now in Berlin.
Tentatively, the itinerary provides for departure from Washington on any time between Aug. 11 and Aug. 15 with the return Sept. 1 to Sept. 7. Five days will be spent in London. The group will then fly over the invasion coast and across to Paris, remaining in the French capital for another five days. Redeployment operations outside of Paris, where the gigantic task of moving American troops to the Pacific theater is carried on, are to be inspected.
Then the group will visit Luxembourg, and its powerful station

President's Letter
To Be Keynote of Jaycee Radio Week

PRESIDENT Truman's letter to Broadcasting [July 9 issue] will provide the theme for observance of Radio Week Aug. 26-Sept. 1 by Junior Chamber of Commerce in the United States. Event will mark the 25th year of Jaycee and broadcasting, according to Henry Kearns, Jaycee president, announcing joint "silver anniversary of two great and vital forces in the community.

Junior Chambers will invite network and station spokesmen to participate in local programs during Jaycee Radio Week. Where Jaycee local groups operate in towns without radio stations the observance now operated by Lt. Col. Samuel R. Rosenbaum, formerly president of WFLN, Eisenhower headquarters at Frankfort, Berchtesgaden and Army Berlin.

Side trips to Vienna and Rome also may be made, with Moscow and certain Scandinavian points definitely precluded. If these latter arrangements are consummated, the trip may take another week.
President Truman, it is understood, felt the trip desirable from the broadcasters' standpoint and suggested that Mr. Reinsch go as the White House representative.

AFRA Contract Signed
By Six Chicago Stations

NEW CONTRACT between AFRA and 6 Chicago independent stations has been signed, with contract dated as of July 20. Stations involved were WIND, WJJD, WGN, WGES, WSBC. Settlement was amicable, with new agreement calling for a base rate of pay for staff announcers of $63.50 per week.

There was a form pending before the regional War Labor Board calling for a 10% increase in talent fees and the new contract allows an additional 5%. The new contract also will have to be submitted to WLB on form 10, which is a joint petition for acceptance. If allowed, contract will be retroactive to April 1, 1945.

Nielsen Talks in L.A.

A. C. NIELSEN, head of A. C. Nielsen Co., Chicago market researchers, will discuss "New Facts About Radio", before the Los Angeles Advertising Club luncheon meeting on July 31. Tracy Moore, West Coast sales manager of WLB Cincinnati, is to preside as chairman of the day.

Meet Max Karl

DIRECTOR OF PUBLIC SERVICE PROGRAMS

Max Karl, who is recognized as one of the Midwest's best qualified and able radio men, is a veteran of over ten years of experience in all phases of broadcasting. He is a graduate of Macalester College in St. Paul and of Presbyterian Theological Seminary in Chicago. He has served as district information executive for the Office of Price Administration and brings to his new post a wide knowledge of the interests of John Q. Public. Now WTCN offers its audience a new high in social and educational programs of vital significance under the personal supervision of Max Karl. Another PLUS feature in the long list of public services WTCN presents in 65 different programs daily! The Great Minnesota (and Wisconsin) audience demands, deserves and GETS the best in radio! WTCHN

FREE & PETERS NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

July 30, 1945 • Page 77
Miss Muriel Waggoner
Sweeney Company
New York, N. Y.

Dear Muriel:

You know that's one of the things I like about this outfit! ... The West Virginia Network I mean! ... WCHS in Charleston, W.VA., WJAC in Johnstown, WJBK in Ferle, WFBG in Altoona, and WACG in Altoona are among the many stations that have been sold to CBS recently. Miss Waggoner also mentioned that she has been promoted to the position of Western Regional Sales Manager, effective July 1. Miss Waggoner is well-known in the industry for her salesmanship and leadership skills, and her appointment is widely regarded as a significant milestone in the history of the network.

Yrs.
Algy

WCHS
Charleston, W.Va.

RADIO SCORES BEAT ON BRITISH VOTE

BY PICKING up London direct through shortwave, radio apparently scored a newbeat on American press associations on the British election story last week.

Both CBS and NBC were on the air at 8 a.m. July 26 with latest vote tabulations. CBS claims to have broadcast the conclusive figures almost 30 minutes ahead of their transmission by the wire services. New York newspapers, CBS said, called the "Listening Post" for last minute totals which had not then come over the wires.

All networks used a number of shortwave broadcasts direct from London, giving news bulletins and British reaction to the Churchill government's defeat. The broadcasts continued at intervals throughout the day.

Wananaker News

JOHN WANAMAKER, New York, (department store) on July 30 starts sponsorship of two five-minute news casts, 8-10:05 a.m., and 12-12:05 noon, five days a week, and one quarter-hour news show World News Review, 9-9:15 p.m., five times weekly on WQXR New York. Contract for 52 weeks was placed direct. Department store was the first sponsor on the station ten years ago with a hour-long recorded symphony program when the call letters were W-2XR.

WITH FORMAL announcement last week of resignation of Capt. Harry C. Butcher as vice-president of CBS, decision was made of his release from active Naval duty and his plan to write a two-volume diary tentatively titled Three Years With England. The book will be published about Christmas and will be based on Capt. Butcher's diary as Naval Aide to Gen. Eisenhower.

Westinghouse Expansion

Is to Exceed 11 Million

WESTINGHOUSE has completed plans for an $11,500,000 expansion program that will increase pre-war production of electric appliances and manufacture of new products by over 50%. Program will go into operation at Mansfield, O., and East Springfield, Mass. Costs are expected to be increased more than $100,000,000 yearly.

A. W. Robertson, chairman, predicted last week that the strides made in wartime manufacturing, especially in adapting materials in a more economical way, will offset the higher costs of materials and labor expected. Mr. Robertson added that the program would mean an increase in employees at both plants.

KFI-UCLA Workshop

VITALLY interested in every phase of radio, some 27 persons have banded together as a Radio Workshop, and under joint sponsorship of KFI Los Angeles and U. of California at Los Angeles, meet twice weekly to discuss story and production ideas which are integrated into a full quarter-hour program on that station every six weeks. Nucleus of the group consists of former NBC-UCLA Radio Institute members who feel that there should be an advanced "institute" to go on where the network-unity project left off. Don McNamara and Bob Purcell, KFI program manager and special events director, respectively, supervise the project.

Soap Time Switch

COLGATE-PALMOLIVE-PEET Co., Jersey City, maker of Super Suds, is switching its Sunday broadcast on CBS from 8-8:30 p.m. to 7:30-8 p.m. in the same 141 CBS stations. Move, effective Aug. 5, will change the CBS sustainer, That's My Pop, to the 8-8:30 spot. Agency is William Esty & Co., N. Y.

Chilton Leaves WCAU

RUTH CHILTON, WCAU Philadelphia commentator and former president of the Assn. of Women Directors of the NAB, is leaving the station Aug. 31. Her plans are undecided. Miss Chilton was at WSyr Syracuse before going to WCAU.
War Ad Council Assigned Ten Officers to Push Army Themes

AN EXPANDED sponsorship program designed to enlist maximum advertising support for urgent home front information campaigns for the duration of the war was announced last week by the War Advertising Council, following a three-day meeting with the War Dept. and the OWI. Ten Army officers will be assigned to the Council to work with its regional sponsorship chairmen in key cities throughout the country.

Helped WAC Recruiting

The Army officers will concern themselves primarily with the nine Army campaigns currently on the Council’s docket: The Job Ahead—Japan; Security of War Information; U. S. Infantry; V-Mail; Christmas Packages for Men Overseas; WAC Recruitment; Honor-able Discharge Emblem; Veterans’ Readjustment; Veterans’ Assist. In addition to the officers, the Council’s sponsorship staff has been augmented by three full-time media men whose services are donated by their organizations: Gerry Martin of NBC, F. M. Legler of Macfadden Publications, J. A. Smith of the New Yorker.

Program of Army-Council cooperation grew out of the plan developed a year ago when the War Dept. created a Sponsored

B FOR BATH-HOUSE
Arden Is Ardent Devotee

OF BMB FACILITIES

THE Broadcast) M(angers’) B(ath-house) operated by Hugh Fel-tis in the Marguary black won a new devotee last week in Arden X. Pangborn, general manager of KG W Portland.

Mr. Pangborn was being escorted through New York offices of BMB (better known as Broadcast Measurement Bureau) by Mr. Fel-tis and, as others before him, was impressed by the fact that nearly every office had an adjoining private bath. (The research rendez-vous was once an apartment.)

In the course of the tour Mr. Pangborn disappeared. Awaken-ing to this fact some 20 minutes later, Mr. Fel-tis organized a posse. The fugitive was found in one of the elaborate tiled enclosures—taking a bath.

WHWD Talladega, Ala., recently completed station operating with 250 w on 1230 kc, has joined Mutual as that network’s 272nd station.

BROADCASTING • Broadcast Advertising
Sen. Wheeler's Son Becomes Broadcaster With KFPP Sale

JOHN L. WHEELER, Los Angeles attorney and son of Chairman Burton K. Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, became a practical broadcaster when the FCC last week granted consent to voluntary transfer of control of Symons Broadcasting Co., licensee of KFPP Spokane, to Mr. Wheeler, E. B. Crane, and the Queen City Broadcasting Co., licensee of KIRO Seattle. Consideration was $348,497 for 99.6% of the outstanding capital stock.

In other actions M. S. Wilder acquired control of WKNE Keane, N. H.; the Evening News Publishing Co., Brooklyn, was granted control of WBYN Brooklyn, and Gordon Gray was restored to control of WSBW Winslow-Salem, N. C., following his Army discharge.

The KFPP Spokane transfer application was denied a petition for its reorganization. The Winchester (Idaho Falls, from KID Broadcasting Corp. to Idaho Radio Corp. was designated for hearing. Involuntary assignment of license of WDNY militia work to Dr. George Young, deceased, to his widow, Mae C. Young, executrix of the estate, was granted.

Transfer of 71.25% of the outstanding common stock and 52.6% of the outstanding preferred stock from Rae Kronenberg, executrix of the estate of Aaron K. Kronenberg, to Salvatore D'Angelo, Peter Testan and Millie Testan, to the Evening News Publishing Co. in the WBYN case was for $204,847. The proposed transaction involved relinquishment of control of Piedmont Publishing Co., licensee of WWSJ, by surrender of preferred stockholders of each share of outstanding 5% cumulative preferred stock in exchange for one of the new 5% cumulative preferred stock, five shares of the new 3% noncumulative second's preferred stock and $6.66 2/3 per share in cash ($67,300) which is a dividend on the preferred stock. Mr. Gray owns 93.8% of the outstanding common stock.

NBC-Columbia Add Five Courses to Curriculum

FIVE NEW radio courses have been added to the 1945-46 schedule of courses offered by Columbia U. in cooperation with NBC. Full credit will be counted toward college degrees.

Courses are: news broadcasting, taught by Adolph Schneider, NBC news editor and acting manager of operations for news and special events; theory and practice of news and special events, given by William F. Brooks, director of news and special events, NBC; home economics broadcasting, taught by Jane Tiffany Wagner, NBC's manager of home economics; radio publicity and promotion, conducted by Sydney H. Eiges, manager of the NBC press department; and Charles F. Hammond, director of the Broadcasting Committee, publicity and promotion; techniques and special problems of acting in radio, which will be taught by an instructor as yet unnamed.

Network Scooter

MOTOR SCOOTER for traffic between scattered American network departments in and around Hollywood radio row, has solved problem of inter-office communication. Scooter carries signs exploiting American network shows.
ON THE WAR FRONT
C-B-I Now Getting Programs From AFN’s London Studios

BECAUSE reception from Europe is superior to that from the U. S., the China-Burma-India region is now being serviced with programs of the American Forces Network London studios. These programs supplement those provided by Armed Forces Radio Service, short- waved from San Francisco and sent by transcription to the CBI stations. Bombay has reported that news originating from there has reached the globe and returned via AFN in less than two hours. Among announcers in ETO whose voices are heard in Pakistan are Capt. Ford Kennedy, of London and Pfc. Sloan Finley, of WMC Memphis.

AFRS Sportscaster Awarded
IN RECOGNITION of achievement in world-wide broadcasts of sports events to servicemen overseas, Helms Athletic Foundation, Los Angeles, presented awards to Sgt. William W. Brundige, Armed Forces Radio Service, Los Angeles, on July 19. Sgt. Brundige currently is sportscaster for AFRS shortwave transmitters, San Francisco, and prior to entering service was similarly assigned to KXW WOOD WAVE EQW. Col. Thomas H. A. Lewis, Commandant of AFRS, presented plaque in behalf of that group.

Simmons at Crowder
PVT. DAVID N. SIMMONS, former KPO San Francisco salesman and radio writer, producer and announcer, has been assigned to similar work at Camp Crowder, Mo., with the Information & Education Division, Army Service Forces.

Erwin Promoted
CAPT. WILLIAM ERWIN, recently assigned to AAF Office of Radio Production, Washington headquarters, and ex-writer for the NBC Chase & Sanborn Show, has been promoted to that rank.

COMBAT missions with wire recorder brought Air Medal to T/Sgt. Hal Brown, overseas announcer for Gen. H. H. Arnold’s Fighting AAF on American, Sun., 8:30-9 p.m. Sgt. Brown, former announcer of KERN Bakersfield, Calif., describes flight in B-29’s, with stories flown or short-wave for program.

Bombardment Described
NORMAN PAIGE, American net correspondent, stood on the bridge of one of the ships in Adm. Halsey’s Third Fleet when it bombarded Tokyo, and described the action over the American net July 17. A few seconds before the broadcast was over, concussion knocked the ship’s transmitter off the air. Lt. Comdr. Don Thompson, radio public relations officer at Guam, said that the broadcast was on the air a few minutes after the first shot. It is the first time the Navy has lifted radio silence in such a way during actual operations.

Fishell Joins AFRS
CAPT. RICHARD FISHELL, USMC, a Marine Air Wing on Peleliu, has reported to Armed Forces Radio Service, Los Angeles, short-wave section. Before service he was special events director of WMCA and WHN sportscaster, New York.

Dunstedter Retired
LT. COL. EDGAR DUNSTEDTER, nationally known orchestra leader, who has been with the AAF for 37 months, has been retired from active duty.

Menken in N. Y.
PVT. LARRY MENKEN, former CBS producer-director-writer, is now attached to the Army Service Forces Radio Production Unit, N. Y.

Air Force Day
“AIR FORCE Day” will be celebrated on coast-to-coast radio programs Aug. 1. This 38th anni-

Pratt Is Elected Chairman of RTPB
HARADEN PRATT, vice-president and chief engineer of American Cable & Radio Corp., associate of IT&T, last Thursday was elected chairman of Radio Technical Planning Board, created in 1943 to chart technically the future of radio and related communications services. He succeeds Dr. W. R. Baker, vice-president, General Electric, chairman since RTPB’s creation.

Howard Frazier, director of engineering of NAB and chairman of the standard broadcasting panel, was elected vice-president.

Will Baltin, of Television Broadcasters Assn., was elected secretary, replacing Bond Geddes, executive vice-president of the Radio Manufacturers Assn.

Election of Mr. Pratt, who had served as vice-chairman, was no surprise since he was runner-up in the original election. RTPB is expected to concentrate on frequency planning for the spectrum below 25,000 kc, covering international broadcasting as well as the standard broadcast band.

The FCC has not yet evolved its final allocations in this range. Extension of the standard broadcast band to include the additional frequency of 540 kc is proposed by the FCC, whereas an RTPB committee originally had recommended the addition also of the 530 and 520 kc frequencies.

Mr. Pratt, past president of the Institute of Radio Engineers and 1944 winner of the IRE medal of honor, is one of the country’s best known radio engineers. In addition to his American Cable post, he is vice-president and chief engineer of Federal Telephone & Radio Corp., Mackay and Commercial Cable, all associates of IT&T. RTPB is a non-profit group, sponsored by IRE, RMA, NAB, and a number of trade organizations and groups in allied fields.

GE Plans for U. S.
GENERAL ELECTRIC’S president, Charles E. Wilson, announced last week a plan for electrifying farms and industry throughout the U. S. Close cooperation between electric power companies, machinery manufacturers and electrical equipment manufacturers is essential, he said. Outline of the plan and findings of GE research programs have been presented to business leaders.

Anniversary will be saluted on several net shows, including the nine net programs of the AAF Office of Radio Production. Arrangements are also being made for broadcast of the official Air Power League banquet in New York.

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RATES

WIRE OR WRITE

WSSV

Petersburg, Virginia

July 30, 1945 • Page 81
WLB Holds State Law Subordinate

DECIION of its Atlanta regional board directing continuation of a closed shop agreement between WFTL Miami (now WBGS) and the IBEW was upheld last week by the National War Labor Board despite adoption of an amendment to the Florida exceptions prohibiting the right "to work." Denying petitions filed by the Fort Industry Co., owner of the Orlando General, the Florida Board for review at the regional board's directive in view of the amendment, NWLB held that under the Constitution U. S. laws are supreme to state laws.

Signed by Old Owner

In the WFTL case, Ralph A. Horton, while awaiting FCC approval of his sale of the station to the present owners, voluntarily signed a closed shop agreement with IBEW in November 1943 which the former owner refused to recognize. The dispute was certified to the regional board which held in an interim order of Oct. 11, 1944 that the Horton contract was valid and directed further negotiations.

Agreement was reached on all issues except union security and on March 13 last the regional board directed continuation of the closed shop agreement as a fair and equitable settlement after a public hearing in which the Florida Attorney General as the interested party was heard. "It is a policy of the WLB," the Board explained, "not to weaken the form of union security which a union has been able to obtain voluntarily."

The hearing, headed by Judge Fabinski, found that the new owners had no objection, in the newly acquired shop but that it withdrew its acquiescence because of the passage of the "right to work" amendment, fearing it might be violating the state law. According to Judge Fabinski, in his report, said that as a Florida public official he would not be a party to a violation of its constitution and that he did not consider the Board thought itself immune. "It is simply," he declared, "that the prosecution of the war comes first, and even if the effect on the war effort of a particular unit of industry is remote and indirect, having assumed jurisdiction, the WLB must inevitably ignore its policies, rather than state laws, to the solution of labor problems."

The amendment to the Florida constitution, passed last November, provides that "no person shall be compelled to work shall not be denied or abridged on account of membership or non-membership in any labor union or labor organization."

Music Corp. Depts.

MUSIC CORPORATION of America has created two new departments: television and transcription, Herb Rosenthal, radio director announced. The television department will be headed by Roger Carlin, formerly with the OWI. Transcription department which will package commercials and jingles, will be directed by Ted Greene, formerly freelance producer.
Radio Men Prepare for Rio Conference

Delegates to Consider Extending Havana Convention
By JACK LEVY

THE EXODUS to Rio de Janeiro for the Third Inter-American Radio Conference to begin Sept. 3 will get under way this week, it was learned Friday.

While the list of official delegates for the U. S. Government works for the benefit of the State Dept. until next week, it is understood the following are certain to attend:


L. H. Simson, Civil Aeronautics Adm., Dr. Longino D. Aguirre, assistant director, Radio Division, Office of Inter-American Affairs.

Dr. J. J. Delany, chief, Radio Section, Bureau of Standards.

Several members of the delegation who will attend the Conference as observers but who will be permitted to voice their views through the official delegates will leave this week for Rio by boat, but the majority will leave in about a month with the official delegation by special transport planes.

Delegates Empowered

While the conference will be concerned mostly with drawing up recommendations which Western Hemisphere nations can present at a world conference to be held in 1946, probably in London, it is expected that agreements may be entered on several matters affecting broadcasting in North and South America. These include aircraft frequencies, determination of hemisphere FM and television allocations; standardization of receiver manufacture; possibly questions regarding limitation of power of standard broadcast stations.

The existing 50,000 w limit for clear-channel stations in the United States generally is being observed throughout this hemisphere, but plans for the construction of a 1,000,000 w station in Mexico City by Emilio Azcarraga, owner of XEW and XEQ, has provoked possible hemispheric interference. Canada, it is understood, has suggested that some limitation be placed on power.

The question of North American broadcast allocations, while not on the official agenda, nevertheless may be discussed informally by delegates from Canada, Mexico, Cuba and the Central American republics with U. S. delegates. The so-called Havana Treaty, which became effective in 1941, has been extended until March 29, 1946. A proposal has been made that it be extended another year without change. With the delegates from the signatory nations present, it logically is thought that the treaty will be raised even though no action is possible.

The official delegations of the various countries will be given ample power to act for their respective governments. The State Dept. has designated as delegates "persons officially appointed by various governments with sufficient power to act in their behalf."

However, it is likely that the principal activities of concern to broadcasters will be carried on through informal arrangements between the Latin American countries and representatives of U. S. broadcasters, radio equipment companies, and communication services.

Domestic receiver manufacturers, for example, will be anxious to market FM sets in South America but will be able to do so only if the neighbor countries adopt the same frequencies allocated to this service here. The same applies to television receivers. Neither of these services has yet been given spectrum assignments in most of the Latin countries.

Exchange Programs

Developments looking toward exchange programs between neighbor nations and the U. S. may also be expected through state cooperation between industry representatives at Rio. It is understood that serious consideration is being given to broadcasting of major Latin programs through land lines rather than shortwave, with sponsorship by large companies or associations.

Plans for sending shortwave programs from the U. S., if and when facilities are returned to commercial operation, will be discussed. Postwar expansion in trade within the hemisphere will likely be tied in with increased programming to and from the U. S.

Delegates and observers to the Conference will have the opportunity to appraise the contribution to Latin American radio of the Office of Inter-American Affairs as part of its program to further the Good Neighbor policy. They will find surprising familiarity with American programming on the part of the Latins who have been listening religiously to OLAA short-wave and to locally produced OIAT programs and who have come to understand the U. S. better. The vast potentialities for equipment sales will become apparent with the observation that the audience has been developed but that scarcely more than 4,100,000 sets are in circulation, or about one-fifteenth the per capita ownership of the U. S.

Many Stations

They will learn that a surprisingly large number of stations, mostly of low power, are concentrated in small areas, with some cities having as many as 40 stations. They will find the ratio of stations to sets much greater in the U. S. than Latin America having more than 700 stations on average of one station to every 6,000 sets. The possibilities for high power transmitters will be obvious. The immediate purpose of the Conference is to extend the Inter-American Radio Communications Convention adopted in Havana Dec. 13, 1937, and revised at the Conference in Santiago, Chile, in January 1940. In the revision of the Agreement signed at these conferences, the Conference will endeavor to “establish the general principles to be observed in the distribution and utilization of radio frequencies, as well as the standards of good engineering practice, especially with reference to the stability of frequencies and width of wave bands.”

From the long-range standpoint, the Conference will attempt to harmonize the points of view of the various American countries and to draft proposals on matters which will come before the next world conference. According to testimony last February before the House Committee on Appropriations on the State Dept. budget, an international telecommunications conference is contemplated in London as a result of meetings of the Big Three. This conference, the Committee was told, will be held to discuss wave length allocations and other communication problems which require international agreement.

(Continued on page 85)

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

SUNDAY SUPERIORITY

The leader in weekday ratings, WWNC also is out in front all day SUNDAY. Of the 64 quarter-hour Sunday periods between 8 am and 12 midnight, WWNC leads in every one; has a rating at least double that of the second-rating station in 54 periods; has a rating higher than all other stations combined for 42 quarter hours.
Wanted—Veteran first class license holder, must be experienced in transmitting. Apply to Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Southern 250 watt station has good steady CW position open, a 2nd class license allowable. Also, 3rd restricted who can get call letters. Write Box 666, BROADCASTING.

Wanted—Experienced announcer speaking Spanish. Unusually good pay, please call WOR 150, New York City, and announce your availability if necessary. Give experience and references. Box 893, BROADCASTING.

Northeast Texas Blue-Mutual 250 watt needed, combination first class engineer, announcer. Please working conditions. Permanent position. Please describe your background, experience and salary requirements first letter. Box 911, BROADCASTING.

Announcer Wanted—Local Michigan (KABC) station looking for sound, young, starting salary and opportunity for advancement. Appl. Box 912, BROADCASTING.

Radar engineer, holder of first class license needed for maintenance and construction. New England Blue outlet, excellent opportunity. Apply for details first letter. Box 912, BROADCASTING.

Wanted—1st class chief engineer; extra earning possibilities up to $100 a week for experienced transmitters. Excellent working conditions, good salaries. Apply BROADCASTING.

Wanted:1st class chief engineer; must know radiograms. Must be willing to go to any place in the world. Apply BROADCASTING.

Gentlemen: Box #33, State College, Pa. Send complete history and salary requirements. Write now, Box 925, BROADCASTING.

BROADCASTING.

Wanted—Two versatile announcers for 5000 watt Mutual station. Additional opportunities for experienced personnel in production, programming, special events, news, and sales. Please write or wire station manager, WLS, Chicago. Box 928, BROADCASTING.

Wanted—Transmitter engineer, immediate vacancy for first or second class station. Applicant must have license. Must have certificate of availability. Send all details first letter to Chief Engineer, WWJ, Detroit, Michigan.

Wanted—Station engineer, 250 kw station staff engineer in Michigan. Position permanent. 1 kw CBS affiliate position is available. Box 930, BROADCASTING.

Announcer wanted—Experience and capability. Staff job. 40 hour week. Transcription. Write BOYSE Wright. WIXY, Oklahoma City, Oklahoma.

Transmitter engineer—First class license essential. Excellent opportunity for man with experience and family. Box 931, BROADCASTING.

Wanted—Ex-service man for position as chief engineer for growing southern CBS affiliate. Must have 1st class license, must know radio transmitting. Interested man must have good written and oral communication with engineers. Good references and willingness to be available for the right man. Box 932, BROADCASTING.

First class sports man for 5000 watt midwest CBS station. Box 933, BROADCASTING.

Wanted—Partner with advertising experience for new station in prosperous southern city. Box 940, BROADCASTING.

Wanted at once—Hammond organist and musical director for local orchestra and company. Not to exceed 40 hours per week, salary $75.00 per week, can be cleared with union. Write full details and reference on first letter. Bob Enoh, KTOK, Oklahoma City, Oklahoma.

Interested in going into future? Two permanent positions open. First class transmitter engineer, maintenance. Second position, needed announcer who can meet public. Contact GJW, Kearney, Neb., immediately.

Transmitter operator with first class license needed for night shift. Box 942, BROADCASTING.

WANTED—TRANSMITTER MANAGER—Thoroughly experienced, now employed. Excellent eight year company experience. Has all phases of radio station management including construction AM and FM. Must be a good team player. Has arrangement interview. Box 947, BROADCASTING.

Chief engineer desires permanent position. Available August 1. Experienced, well-liked, acceptable. Box 911, BROADCASTING.

Announcer—Six years experience, unilingual, bilingual, or more is desirable. Box 920, BROADCASTING.

Engineer—Experienced studios, transmitters, recording, net stations. Box 920, BROADCASTING.

WANTED TO BUY—250 watt approved transmitter. Give full particulars. Box 897, BROADCASTING.

ANNOUNCER—Weekly—$250. Radio Show. Box 926, BROADCASTING.

WANTED TO BUY—1000 watt transmitter or amplifier. Box 928, BROADCASTING.

WANTED TO BUY—250 watt station or control. Write all particulars. Box 929, BROADCASTING.

WANTED—FIELD STRENGTH METER. Latest model. $500.00. Box 928, BROADCASTING.

WANTED—Field strength test. State make, price, and include. Box 943, BROADCASTING.

For sale—20 Deane T-3222 Variable Antennas with dials and knobs. 1 RCA type 851 usable amplifier. West Side. Mod. 852 4 sq. in. V.U. Meters. 1 RCA TC2 recording acts. henet, set RCA feel- P20.00. Box 901, BROADCASTING.

For sale—Western Electric 353 E-1 kw broadcast trans. Two new and two sets of new tubes, spare oscillator, miscellaneous parts, brochures, manuals, condenser. Also—Western Electric 110A volume limiting amplifier, Washington J 110A volume limiting amplifier, various parts for phasing equipment including box and relay. Box 910, BROADCASTING.

For sale—JCA radio model roc- oscilloscope $150. BGM-2 power box with crystals $50. 360 amp. $50. 933-943 $40. RCA field intensity meter. cambridge station direct. Box 925, BROADCASTING.

Truseon Trangular base 215 foot self-supporting tower with base insulators and lighting equipment. Twin coasting. Base will be 215 feet. Can be installed or can be top section only. Dismantled ready to move. Now in New York. Write for details. $1500 cash. J. P. Puqua, Radio Sales. 2121 W. 69th Street, Kansas City, Mo.

For sale—Composite transmitter, 2 Phi. Model E recorder, 101A modulator, monitor, Bruf Pl 25 pick-up, WRE 1500 unit, if. Collins, Brookville, Penna.

For sale—New 100 kw wait broadcast transmitter high medium modula- tion equipment. No. 64D for sale 17 kw. $500; 30 kw. $500; 50 kw. $500. For Standards. F. R. Gibson, Louisiana Power Company, Lake Charles, Louisi- ana.

Wanted—Radio scripts for production of new show. L. Turner. Box 101, BROADCASTING.

We Are Looking For Men To Operate Our New Broadcast Offices

We are an old, well-known manufacturer of Radio Transmitting Equipment, seeking a Sales Representative in New York City and on the West Coast. We need men who are experienced in sales of these offices. He must be able to contact station engineers, get orders, use our methods and problems, and devise equipment from a technical standpoint. Young men, we have the right man. Are you one of them? Give full details of experience, age, background, education and first letter.

We can handle all other nears for NBC regional southwestern outlet. Wire or Write.

Box 926, BROADCASTING.
Rio Meet
(Continued from page 88)
ments because of changed situations arising out of the war.
The Conference, which will bring together about 250 delegates and observers from the various countries, may last up to six weeks. The U. S. representation, including secretaries accompanying the delegates, will number about 50. The group will leave about Aug. 23 by air facilities arranged by the State Dept., and will stay at the Hotel Serrador. Certification arrangements for commercial representatives desiring to attend are being handled by Francis C. de Wolf, chief, Telecommunications Division, State Dept., Washington, D. C.

Observers Certified.

Observers certified for attendance, as of last Friday, were:
William F. Brooks, director of news and international relations, NBC, Washington, D. C.
G. F. Leydorf, research consultant, Crosley Corp., Cincinnati.
W. L. Gleson, Broadcasting Corp. of America (KBPR), Riverside, Cal.
L. E. Whitemore and R. D. Campbell, American Tel. & Tel. Co., New York.
Harry W. Poiry, director of communications, United Press Associations, New York.
Kenneth E. Benson, sales engineer, Communications Co., Inc., Coral Gables, Fla.
Haraden Pratt, vice-president and chief engineer, and F. C. Alexander, assistant to the vice-president, MacKay Radio & Telegraph Co., New York.
A. M. Stevens, engineer, International Tel. & Tel. New York.
W. A. Roberts, counsel for TBA and Allen B. DuMont Laboratories, Washington, D. C.
Victor J. Andrew, Andrew Co., Chicago.

Sloan Transcriptions
ALFRED P. SLOAN foundation, New York, is financing the preparation of a series of quarter-hour transcribed programs, "Meet the Wiggleworths," designed to explain complicated economic problems to the general public. Series has been developed by new tools for learning, an educational organization supported by four projects financed by the Sloan foundation. Details are to be announced Monday afternoon in New York's Rainbow Club.

Wright to Hollywood
JAMES WRIGHT, vice-president in charge of radio for H. W. Kator & Sons Adv., Chicago, in a realignment of responsibility, shifts to the West Coast as manager of the agency's Hollywood office effective Aug. 15. Replacing Arthur Day, resigned [Broadcasting, July 23], Mr. Wright will supervise NBC Rudy Vallee Show, as well as continue to direct the agency's overall radio activities via remote control. John Urice, his assistant, will continue to be headquartered in Chicago.

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Professional directory
LAST-MINUTE BRIEFS FILED FOR FM RULES

BRIEFS, appearances and letters in proposed FM Rules & Regulations (earlier story page 17) arrive at FCC Docket Section include:

Opposing rule to bar AM broadcasters from FM field—Broadcasters Oregon Ltd., Portland; WLAP Lexington; KTTS Springfield, Mo.; KFDA Amarillo; WBIR Knoxville; WCMX Atlanta; and WGBR Seattle. For single market plan—WCAX Burlington, Vt.; KROS Clinton, Ia.; WTAG-WM Worcester, Mass.; KVOX Moorehead, Minn.; KPAB Laredo, Tex.; WLAP KITS KFDA WBIR. Opposed to res-ervation of 20 channels—WLAP KFDB WCM. In favor—Broadcasters Oregon. For common antenna site—Harvey Radio Labs., Cambridge, Mass., KIRO Seattle.


WINCHELL HEADS EVENING PROGRAMS IN HOOPER REPORT

WALTER WINCHELL heads list of evening programs, to be announced July 30 report of C. E. Hooper Inc., which gives his Sunday broadcast a rating of 16.1. Remainder of first 15 with ratings follows: Mr. District Attorney 14.1, Take It or Leave It 13.4; We the People at War 11.8, Phil Harris 11.2, Benhaz 11.1, Drew Pearson 10.6, H. V. Kaltenborn 10.4, Man Called X 10.3, Screen Guild Players 10.2, Victor Borga 10.2, Vox Pop 10.6, Crime Doctor 9.3, Lowell Thomas 8.8, Band Wagon Mysteries 8.8, Blondie 8.8.

Average rating for the second July report was 5.8 compared with 5.4 in the past previous report. There is no comparable figure for a year ago, when the Democratic National Convention was in progress. Average sets-in-use was 19.1 compared to 19.5 in last report and 21.2 a year ago. Average available audience was 71.4 compared with 70.3 in last report.

NO REBATES

Dear Mr. Editor: I think the listening public takes radio too damn much for granted. Therefore, I suggest that the industry call for a 24-hour blackout with every broadcast station in the U.S. signing off simultaneously for a 24-hour period.

Seriously,

Charley Stookey,

Farm Editor KXOK St. Louis.

July 25, 1945

MISSISSIPPI VALLEY NET STARTS OPERATION AUG. 15

New regional network for the "bread basket" area, Mississippi Valley Network, starts first program Aug. 15, 6-7 a.m. (CWT) on 76 stations in 12 middle and northwest States. John Boler, St. Paul, president of parent organization, North Central Broadcasting System, said MVN plans additional programs by Oct. 1.

Initial MVN program, "Mississippi Valley Farm Time," will be live show with 15-piece staff orchestra and farm commentator, Mr. Boler said. Program is to be sold on network basis by the-quarter or half-hour. North Central now carries 9 to 4 hours of daily programming on 31 affiliates, Mr. Boler said, which will go to the entire Mississippi Valley Network.

About Sept. 15 MVN plans Saturday night musical variety hour from different points. By Oct. 1 MVN expects to broadcast at least one and possibly two daytime programs aimed at farm housewives, Mr. Boler said.

Mr. Boler, owner of KSBJ, Jamestown, N. D., organized North Central in 1937 with 10 stations in Minnesota, North and South Dakota. Chain spread into Wisconsin, now includes 31 stations. As soon as MVN gets into operation network will include 76 outlets, Mr. Boler said.

CBS GROUP FAVORS CIO

CBS salary committee at weekend issued seven-page pamphlet to all CBS white collar workers recommending affiliation with United Office & Professional Workers of America (CIO). Booklet says representatives of the salary committee approached management last week with suggested salary revisions. Management, they say, refused to deal with salary committee on the basis that it is not a union and not recognized by the WBW as official bargaining agent.

FARNSWORTH RECORD NET

Farnsworth Television & Radio Corp., Fort Wayne, Ind., at end of fiscal year April 30, reported record net profit—$953,385, or 67 cents per share. Profit in 1945, was $794,555 or 55 cents per share. E. A. Nicholas, president, said.

JEWEY FIRM BUYS

MORRIS Square Deal Jewelers, Wilkes-Barre (retail jewelry chain in Pennsylvania and Delaware) is using a heavy schedule of selling, promoting to participate in "Diamond Rings' O' Devo- tion' on WBRE WGBI WEST WBKO WAZL WDEL. Company to increase schedule. Agency, Lew Cashkull Adv. Co., N. Y.

SUSPENDED

At 8:26:15 Thursday night, right as the denouement of the CBS Suspense thriller was unfolding, a fuse blew at the transmitter of WTOP Washington, fusing into the fuse box and confusing the audience. Maurice Mitchell, WTOP promotion director, was listening off the line in his office and wrote a quickie for the harrassed night PBX operator, who handed 967 calls. He phoned the solution to the Washington Post, owner of WINX. The newspaper carried it in city editions. WTOP was off the air a half-hour.

CLOSED CIRCUIT

(Continued from page 4)

Closed Circuit

week by ordering chain breaks announced as follows: "This is ABC, the American Broad- casting Co. Associated Broadcasting Corp., planning fifth network, has claimed prior rights to "ABC" designation.

SOMETIME this fall, ex-NAB president Ne- lvi Miller will finish his second tour of war service since leaving radio helm last February. He completes special organization assignment with Army-Navy Liquidation Commission. Then, after short vacation, he'll hang out his shingie as manager of WTOP, taking over administrative practice, with headquarters in Wash- ington and emphasis on radio.

JAMES LAWRENCE FLY, former FCC Chairman, and Dr. V. C. Arnsperger, vice-pres- ident and director of research of Britannica Film Co., will participate in five-minute tele- vision WCNY New York in 10:45 p.m., Aug. 7, to explain CBS-Britannica video series which starts that evening, 8:15-8:45 p.m. [BROAD- CASTING, July 23].

BERTRAM LEBHAR, sales manager of WHN New York, will compete in the 19th annual National & World Championship bridge tour- nament at St. George Hotel, Brooklyn, final sessions, Aug. 5-9.

WILLIAM E. SNODGRASS, executive vice- president, Dictograph Products Co., joined Westinghouse as vice president and general manager of hearing aid division.

LEONORE BUEHLER, former publicity direc- tor of Richard Hudnut, New York, appointed advertising manager of Prince Matchabelli, New York, sponsoring Stradivari Orchestra Sunday on CBS.


GIL FAUST, assistant program director of WBBM Chicago, resigns Aug. 6 to join Crosby Fogle, Hollywood production agency. He will handle strip Aunt Mary to be placed on Pacific Coast network for Safeway Stores. Al Morey, WBBM director, named assistant to Walter Preston, production and program head.

CHARLES M. HIGGINS, formerly of Mutual sales staff, joins William H. Weintraub & Co., New York, as account executives and assists in his vice-president in charge of client re- lations.

HAROLD C. VANCE, in charge of RCA's rebuilt tube activities, appointed manager of the direct sales department of the RCA Tube Division, supervising sales of all types to commercial broadcasters, air lines, police, schools and industrial organizations.

FRED WILLSON, former WIND program director, now with sales staff of WJJD Chicago.

COMDR. CURTIS D. PECK, USNR, returns Aug. 1 to post of chief engineer of KPO NBC San Francisco. George Greaves, who has been acting chief engineer during Comdr. Peck's absence, becomes assistant general man-ager of KPO.

NBC PROGRAM MANUAL

1945 EDITION of "NBC Program Policies and Working Manual," embodying additions and revisions adopted by NBC during the last year, being distributed by network.

TWO REJOIN RCA VICTOR

ELI OBERSTEIN, who resigned from Maj- estic Records Inc., subsidiary of Majestic Radio & Television Corp., after acquisition of his Hit and Classic recording companies by Majestic, has rejoined RCA Victor Recording Division in New York in charge of popular artists relations and repertoire. Steven H. Sholes returns to RCA Victor following dis- charge from Army. He will have charge of specialty, custom and Army-Navy service re- cordings, and supervise RCA Victor's studio operations in New York.

BROADCASTING • Broadcast Advertising
This... Started A National Health Habit!

In 1916, the California Fruit Growers Exchange began advocating what since has become a national health habit—drinking the fresh juice of ripe oranges. Today, over 75% of the consumption is in juice form and a seasonal market has been extended throughout the year.

More significantly, the Sunkist campaign which began in 1907 showed that national advertising of a farm product could greatly benefit thousands of farmers.

Oranges in those days were not "accepted" as a nutritious food. Out of the acceptance developed by this advertising grew mass distribution, and the citrus industry.

In the DISTRIBUTION DECADE

ADVERTISING must start many new habits!

The big job after Victory is going to be distribution—moving the products of industry into the hands of the consumer quickly, efficiently, economically. And that is a job for Advertising!

For producing will present no problems. The manpower, money, manufacturing facilities and materials will be on hand in profusion. But to put these to work in adequate quantities, we, as a nation, will have to consume 40% more than in pre-war years!

That's a large order, even for the Advertising that has worked such 'miracles' in the past. New national habits and desires will have to be instituted; new uses invented for established merchandise; new products devised.

Agency men with an eye to the future are already perfecting their plans for the Distribution Decade. So are we. Here at the Nation's Station, we're uncovering many facts that will interest you about the great 4-State Market that is WLW-land!
**Important Price Reductions on RCA Power Tubes...**

**REDUCTIONS AVERAGING 19.3% ON CERTAIN TYPES MADE POSSIBLE BY MANUFACTURING ECONOMIES AND WITH NO DECREASE IN RCA QUALITY**

TREMENDOUS demands for tubes by the armed forces and essential industry have made it possible for RCA to pass along to you important savings on tubes in several categories. In spite of rising costs all along the line, improved manufacturing methods at RCA have caused prices to tumble from 9 to 41 per cent. Deliveries, of course, are still governed by preference ratings.

But price reductions mean important savings to broadcasters—and may have important bearing on decisions affecting the selection and use of broadcast equipment you may be purchasing after the war.

You'll find, too, that while RCA tube prices continue to go down, RCA quality remains tops. RADIO CORPORATION OF AMERICA, Tube Division, Harrison, New Jersey.

### LOOK AT THESE SAVINGS ON OTHER RCA TUBES

<table>
<thead>
<tr>
<th>TYPE</th>
<th>FORMER PRICE</th>
<th>PRESENT PRICE</th>
<th>YOU SAVE</th>
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<tr>
<td>9C21</td>
<td>$1000.00</td>
<td>$725.00</td>
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<tr>
<td>891</td>
<td>285.00</td>
<td>170.00</td>
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<td>242.25</td>
<td>144.50</td>
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</tr>
<tr>
<td>891-R</td>
<td>410.00*</td>
<td>345.00*</td>
<td>9%</td>
</tr>
<tr>
<td>891-R Rebuilt</td>
<td>348.50*</td>
<td>293.25*</td>
<td>16%</td>
</tr>
<tr>
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<td>190.00</td>
<td>170.00</td>
<td>11%</td>
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<tr>
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<td>161.50</td>
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<td>11%</td>
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<tr>
<td>892-R</td>
<td>410.00*</td>
<td>345.00*</td>
<td>9%</td>
</tr>
<tr>
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<td>348.50*</td>
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</tr>
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<td>836</td>
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<td>860</td>
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<tr>
<td>813</td>
<td>20.00</td>
<td>18.00</td>
<td>10%</td>
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</table>

*These prices are subject to a reduction from the above values when a similar old tube, radiator, and crate in good condition, are returned prepaid to the address on the Return Authorization at the time of the purchase of a new renewal tube.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

BUY MORE WAR BONDS!

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N.J.
LEADS THE WAY...IN RADIO...TELEVISION...TUBES
Phonographs...Records...Electronics