As we were saying...

Perhaps you'll recall the numerous program ads that WOR has been running. Month after month they've—ahem!—told you what very smart people we are when it comes to the creation and production of all kinds of local shows.

If proof were lacking, and we're not convinced that it was, proof galore has just fluttered to our desk in the form of a small, white memo issued by our audience analysts.

Say they: According to our interpretation of the April-May "Crossley Continuing Study of Radio Listening in Greater-New York", 10 of the 13 most highly-rated local New York programs—excluding news—are on WOR.

Nicest thing about the report, is that these ten great WOR programs are as varied as the color pattern of one of our ace producer's shirts. They run the gamut of everything from a tip-top woman's program to a spine-tingling drama, comedy, children's show and an educational quiz.

If you're an agencyman or a sponsor with a show problem on your mind, why not call WOR today? It would seem to us that a station that can create and produce 10 of the 13 most popular shows in the most competitive radio territory in America, can whip up a show for you that will make your advertising more productive, and thus reduce a low first cost.

that power-full station WOR

at 1440 Broadway, New York
PEOPLE ARE YOUR MARKET --

PLAY TO QUARTER-Million, FIRST HALF OF 1945

PEOPLE are your market. People, crowds of them, come out whenever WLS entertainers appear. In town, village and city theater, it's the same. From Galien, Michigan to Wabash, Indiana; from downtown Chicago to Green Bay, Wisconsin; from Milwaukee to Kokomo, WLS listeners respond to personal appearances, just as they respond to WLS broadcasts with a million letters a year. (237,225 people paid to attend WLS personal appearance shows, January through June, 1945. This does not include thousands at bond rallies, studio shows, and special events.)

People coming to WLS appearances is another solid item of evidence to add to our 237 proved advertising result stories; to our 15 million letters in 15 years; evidence that WLS has built listener-confidence on a large scale in a big market; evidence WLS will help your product gain dealer- and consumer-acceptance among the 14 million people in our area. For more facts about the market, the people and WLS, call a John Blair man today.

* Photographs of crowds at WLS Broadcasts
Osnaburg can grow leaves, change to rock, become part of a building, a sandy beach... or disappear entirely.

Osnaburg is the tough, durable cotton cloth used by our Army and Navy for camouflage. And it is made in the 16-county WSPA Primary Area. Made in those same cotton textile plants that are turning out 2½ billion yards of cotton cloth a year... 21½ per cent of all the cotton cloth produced in the United States.

But cotton textiles are only part of the economy of the prosperous WSPA Piedmont. Textile machinery, wood industries, plastics and affluent agriculture give an almost-Midas touch to this 16-county paradise.

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

And WSPA swings the balance your way.
FCC Extends Control Over Business

FCC has tightened still further its control over business affairs of broadcasting and has given notice it is considering expansion of its annual financial report with respect to operation of individual stations. [BROADCASTING, March 6, 1944, April 23, May 28] New provisions require filing of 1948 annual ownership reports, as of June 30, on Form 392 by Nov. 1; thereafter annual ownership reports to be filed by April 1, each year. Interim reports affecting change in "policy making personnel" such as managers, program directors, etc., must be filed within 30 days after such changes. Annual reports require complete information about all "policy making personnel". Information on all stockholders of licensee corporation, except those holding 1% or less, must be given.

Repealing two sections of its Rules of Practice and Procedure, FCC Friday adopted four new regulations and amended another.

Broadcasters who bitterly opposed making their financial affairs an open book won a partial victory when the Commission ruled that ownership data of licensees must become a public record, but network and transaction contracts, "as well as financial data of licensees" will not be open.

"In this connection," said FCC news release, "the Commission announced that it is giving consideration to expanding its annual statistical report so that the report will contain certain financial data with respect to the operation of individual stations."

Com'r C. J. Durr, viewing action as a "move in the right direction", nevertheless issued a dissenting memorandum. He thinks the rules "stopped far short of making available to the public information to which it is properly entitled". He makes it plain that he thinks balance sheets and incoming statements of individual broadcasters should be spread on the public record so the public will know the ratio between station income and its expenditures for programs.

Mr. Durr believes if radio is a private business "hinged only with such public interests as may flow from special purposes of profit-making operation", then FCC has no right to demand information required by Secs. 1.301 and 1.302. If it is "public business", then the Commission is entitled to "full information" and the public likewise should be given that data.

Mr. Durr thinks the public has a "very definite interest in seeing to it that radio is used as something more than an advertising medium." The public, he says, should know how much money a station takes in so it can "insist" upon time being made available for programs of "civic and public nature."

"Moreover, if the public is to demand better programs and less advertising interruption it should know what the licensee is spending on program service and what it should reasonably be expected to spend in the light of its earnings."

Network contracts should be open to the public, he contends, because the public should be fully apprised of "contractual relationship between licensees and the network organization which produces a large percentage of programs that they hear."

Its "wholly unrealistic," he thinks, to contend that "secrecy of network contracts is required to maintain a competitive position" in broadcasting.

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BOY SCOUTS
IN
NEW ORLEANS

4-H CLUB MEMBERS
IN
MISSISSIPPI

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts • Clear Channel • CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
FALSTAFF BREWING CORP.

Three 15-minute News periods per week... 52 weeks a year.
Dancer-Fitzgerald-Sample, Chicago

THOMAS KILPATRICK & CO.

Five 15-minute News periods per week... Now in SIXTH year...

Gordon Gray, General Manager

KOIL, CBS in Omaha

Represented by Edward Petry Co., Inc.

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, Editorial Director
Art King, Managing Editor; J. Frank Beatty, Bill Bailey, Associate Editors, STAFF: Jack Levy, Lawrence Christopher, Mary Zurbore, Sidney Shelley, Norma Pugliese, Jerry Poesy, Adele Porter.

BUSINESS

MAURY LONG, Business Manager

CIRCULATION

BERNARD PLATT, Circulation Manager
Dorothy Young, Herbert Hadley

NEW YORK BUREAU
250 Park Ave., Zone 17, Plaza 5-8388
EDITORIAL: Bruce Robertson, New York Editor; Florence Small, Dorothy Williams, Dorothy Macarow.
ADVERTISING: S. J. Paul, New York Advertising Manager; Patricia Foley.

CHICAGO BUREAU
300 N. Michigan Ave., Zone L, Central 4115
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1809 North Vine St., Zone 58, Gladstone 7233
David Glickman, Manager; Marcette Barmettler.

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BROADCASTING • Broadcast Advertising
THE SIZE of a metropolitan market is one thing, but purchasing power is another.

For example, Shreveport ranks 12th in size among these twelve representative American cities in population—but FOURTH in buying income (thousands of dollars), according to Sales Management Survey of Buying Power, May 15, 1945.

And better still, the Shreveport area is blanketed by the super-power of 50,000-watt KWKH, a big station with a big audience in a rich and ready market!
THE WINNING CBS
AFFILIATED STATIONS

WDNC (Durham) First Place in overall promotion among local channel stations.
KLZ (Denver) Second Place for overall promotion among regional channel stations.
KRNT* (Des Moines) Third Place for overall promotion among regional channel stations.
WRVA (Richmond) Third Place for overall promotion among clear channel stations.
WTAG (Worcester) First Place for a single promotion among regional channel stations.
KTUL (Tulsa) Third Place for a single promotion among regional channel stations.
WIBX (Utica) Second Place for promotion of the 7th War Loan among local channel stations.
KTUL (Tulsa) Second Place for promotion of the 7th War Loan among regional channel stations.
WBNS (Columbus) Third Place for promotion of the 7th War Loan among regional channel stations.
KFAB (Lincoln) Third Place for promotion of the 7th War Loan among clear channel stations.
*A CBS affiliate when considered for award.

THE WINNING CBS
OWNED STATIONS

WEEI (Boston) First Place for overall promotion among regional channel stations.
WCCO (St. Paul-Minneapolis) Second Place for a single promotion among clear channel stations.
WABC (New York) Third Place for a single promotion among clear channel stations.
WEEI (Boston) First Place for overall promotion among all-network owned and operated stations.
WCCO (St. Paul-Minneapolis) First Place for a single promotion among all-network owned and operated stations.
WABC (New York) Third Place for a single promotion among all-network owned and operated stations.
“LEADERSHIP!”

A few weeks ago several hundred executives of America's leading advertisers and advertising agencies passed expert, critical and detached judgment on 112 promotional exhibits submitted by U.S. and Canadian radio stations to The Billboard's Eighth Annual Station Promotion Competition.

Then they cast their ballots.

*They gave 16 awards to 12 stations of the Columbia Broadcasting System.*
*They gave 10 awards to 6 stations of Network B.*
*They gave 7 awards to 7 stations of Network C.*
*They gave 6 awards to 4 stations of Network D.*
*They gave 4 awards to 4 non-network stations.*
*They gave 2 awards to 2 stations of the Canadian Broadcasting Company.*

*This is the 7th station competition since the beginning of 1945 in which stations of the CBS network have given unassailable evidence of striking leadership.*

The score speaks for itself.

It confirms the faith which these same advertisers and agencies have consistently maintained in the energy and enterprise of this network.

And it demonstrates once more that leadership is not an accident.

To both its affiliated and its owned member stations, Columbia offers its heartfelt congratulations for achieving this conspicuous recognition of their promotional efforts.

To The Billboard and its competent and comprehensive jury goes our deep appreciation for their discerning judgment.

*This is CBS... The Columbia Broadcasting System*
Feature of the Week

Excerpts from Don Pryan’s description of a CBS broadcast from a Superfortress over Tokyo.

THE TRANSMITTER at Guam giving us the cue failed at ten minutes before air time, so I advised I would have to go on the air blind. I gave them a time check from my wristwatch, the only available time-piece.

I had a mine in one hand, my wristwatch and binoculars in the other, which had a pile of notes beside me on the pilot’s instrument panel, and a censor standing behind me. I was half-sitting and half-standing, mostly falling over the nose-gunner in order to see out and down.

Gave Cans to Censor

When I got on the air, I gave the cans to the censor. From there on, there was no problem except that the censor nearly bashed in my back when I began to mention the altitude. I had forgotten I had promised to use no precise simile. In fact, the simile of 25 or 30 Chrysler Bulidings piled on top of each other turned out to be inaccurate because I thought we were 20 to 25 thousand feet up, when actually we were only 17 thousand feet up.

The interference during the broadcast that I originally thought was “jamming,” turned out to be the Navy PBO station at Okinawa turning and calling Guam. They had received no word to stay off my frequency.

Sellers of Sales

MRC time buyers should get out of their offices and visit radio stations around the country, according to Lester Malitz, whose experience in radio has taught him personal contact with station executives gets results.

The six-foot-two vice-president and media director of Warwick & Legler Inc., New York, believes many time buyers and media experts stick behind their desks. Sitting in your own office, he says, time-buying can present lots of difficult and trying problems, which you can’t answer yourself.

Lester, who looks like a football quarterback, went into advertising in 1921, as an office boy in Ruthrauff & Ryan, New York. During the next few years, he worked in the production and media departments at R&R, and later became the agency’s media director. Lester remained with Ruthrauff & Ryan for 15 years, leaving in 1936 to join Cecil, Warwick & Cecil as media director.

In 1938, he was elected a vice-president and director of the newly-formed agency, Warwick & Legler.

He now directs time and space buying for all agency accounts. Among them are: Pabst Sales Co., Chicago; Larus & Brot Co., Richmond (Chicago Cigarettes); Sherwin-Williams Co., Cleveland (radio only); Equitable Life Assurance Society of the U. S., New York, and the George W. Luft Co., Long Island, City of New York.

When the U. S. Navy brought the captured German submarine U-505 to Washington and turned it over to the Treasury Department, the D. C. War Finance Commission asked WWDC to work with them.

Opening day we did a specially-written, specially-produced half-hour SPAR’s program from the sub, followed by a dramatic 15-minute broadcast, daily for a week.

Wrote Al Harlof, Chairman of the D. C. War Finance Radio Division:

“Bond sales Sunday at the sub alone were $26,000, mostly in $25 units—a majority of visitors mentioned WWDC broadcast. Total sales credited to the submarine promotion—over $200,000 in one week.”

That’s showmanship that produces listeners . . . and develops sales. There’s help for your sales via WWDC too!
BALANCE HOLDS THE AUDIENCE......

SHARKEY, the world famous seal, holds his audience spellbound with amazing balancing feats. And we balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. As the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
"I like to know how I'm doing

...and a Presto recording tells me frankly!"

"A Presto recording is my severest critic," says Hildegarde, radio’s fabulous singing star. "I have each of my Raleigh Cigarette programs transcribed so that after the show I can check my voice and delivery. When you use Presto equipment—with its accurate reproduction and fidelity to musical tones—you know you’re getting the truth!"

Major broadcasting stations all over the country have found that Presto produces high quality work—consistently. What’s more, busy recording studios know that Presto equipment can take it, year in and year out, and still remain in perfect operating condition over long periods without adjustment. For every Presto unit is a precision instrument embodying fine materials and workmanship and the highest operating skill. Write for complete information.

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.

WORLD’S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
The inclusion of the Nunn Stations in your fall-winter campaigns will produce sales results at low cost. These stations aggressively serve the populous sections of their respective markets. Each station uses year-round audience-building promotion campaigns.

WLAP, WBIR and KFDA are affiliates of the American Broadcasting Company. WCMI is a CBS affiliate and maintains studios in Huntington, West Virginia in addition to the home offices in Ashland, Kentucky.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

The Nunn Stations

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN
"It's Mr. F&P's. The Boss bet a hat he could name something 'spots' can't sell!"

- Well, there are locomotives, steamships, municipal power plants—spot broadcasting might fail to dispose of them. But for the ordinary things that people buy, no other form of salesmanship can equal it in efficiency and economy. And why not? As truly now as before type was invented, the spoken word is still the most powerful sales-tool known. With spot-broadcasting alone, you can engage the most eloquent, persuasive voice in any community—can have that voice carry your message into almost every worth-while home, as often as you wish.

With the spoken word, we believe we can convince you that spot broadcasting is your one best bet in advertising. When may we try?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Airborne Relays Seen for Television—FM

Plan Will be Told By Martin And Westinghouse

By SOL TAISHOFF
A FABULOUS plan wherein radio and aviation would join hands to saturate the nation with primary radio service via a system of very high frequency relays (from plane to plane), which would carry television, FM, facsimile and even business radio transmissions, is about to be unfolded.

Westinghouse, pioneer in radio, and Glenn L. Martin Co., in the forefront of aeronautics manufacturing and research, are the joint inventors and developers. Although the development is being closely guarded, announcement can be expected. A news conference may be held in New York soon. Mr. Martin, himself, Walter Evans, Westinghouse vice-president in charge of all radio operations and a well-known engineer, are expected to tell the story.

Despite the secrecy, this much seems to be claimed for the projected service, a sort of radio-aviation fantasia which could solve all of the problems of networking of television and FM without wires:

The country would be staked off into perhaps a score of geographical segments. Planes “anchored” to a prescribed course and equipped with appropriate television, FM and other transmitters and relays would “circle” the course transmitting and relaying. They would fly at 30,000 feet. Each plane might cover a radius of about 300 miles, with the coverage “interlaced” with the adjacent areas.

Preliminary claim is that a one millivolt signal (primary service) would be laid down everywhere in the country for visual as well as aural service. In very high frequency or microwave transmission, altitude is all-important. The “antenna height” would be the altitude of the plane itself. The signal “gain” would be produced by the height, so that perhaps a 1,000-watt transmitter would produce a received signal equivalent to that of a conventional 500,000-watt station.

Two planes would go aloft simultaneously in each geographical area, constantly circling the course. They would be identically equipped. One would be the standby, to pick up if the other developed trouble. Each “pair” of planes would fly the anchored course for eight hours, to be relieved by one pair from the ground. There would be three teams to provide 24-hour service.

Program relays from the ground (or other traffic) also would be by very high frequency (VHF) circuit, but the relays from plane to plane across and up and down the country. Operations bases would be at special airports, probably located in the centers of the 300-mile ranges.

Unlimited frequencies appear to...

(Continued on page 77)
Broadcast Leaders See FM Replacing AM

Few Clear-Channel Stations to Cover Rural Areas

By BILL BAILEY

STANDARD broadcasting, which this year celebrates its 25th anniversary, will be replaced entirely by FM except for scattered clear-channel stations covering remote rural areas. That's the consensus of leading broadcasters, who were among some 25 witnesses appearing before the FCC last week with the unanimous plea that the proposed Rules & Regulations for FM give widest possible latitude to this new service.

With military cutbacks mounting and some manufacturers already ready in production on receivers, the Commission is expected to hand down its final Rules & Regulations within a few weeks. Meanwhile informal engineering conferences between the industry and Commission engineers were held Wednesday and Thursday (see this page).

Witnesses for the major networks for the first time admitted that FM, if given the chance, would become the dominant if not the only broadcast service. They implored the FCC not to shackle FM with regulatory restraints.

Disclosure during testimony that the 70 channels set aside for commercial FM would not be adequate to provide four-station competitive service in such congested areas as are found in New England, precipitated a new problem for the FCC. The “unlimited competition” theory in such areas probably would not hold, it was developed. The suggestion that television channel No. 6 (92-98 mc.) might be diverted for FM to provide another 30 FM channels is being considered by the Commission. This is expected to provoke a bitter fight with video.

Indications that James C. Petriello, and his American Federation of Musicians might be moving into FM were seen when FCC Chairman Paul A. Porter questioned G. Richard Shafto, representing the NBC Stations Planning & Advisory Committee, about Petriello's interests. Mr. Shafto said the AFM head had been a “factor” in the decision to duplicate AMC programs on FM stations.

Virtually all the witnesses thought the proposed regulations [BROADCASTING, July 16] would throttle FM, notably the indecision as to whether present AM owners could continue to own FM outlets. While the FCC evinced keen interest in programs and rates during the three days of hearing, questioning from the bench indicated a swing toward the single-market plan of horizontal competition in FM, with rural AM remote coverage restricted if not foreclosed. Although CBS and certain others vigorously supported the single-market proposal, the predominance of those who appeared, including former FCC Chairman James Lawrence Fly, opposed such an allocation plan as one failing to utilize the facilities of FM to their greatest advantage.

At the outset Chairman Porter, acknowledging the unanimity of broadcasters against discrimination in AM-FM ownership, assured them the Commission felt that the question of “ultimate policy” on ownership of both AM and FM (Continued on page 17)

Four Classes of TV Stations Proposed

Standards for Video, FM Go to Commission For Action

TELEVISION stations will be divided into four classes under proposed standards adopted last week by a joint FCC-industry engineering conference and submitted to the Commission for formal approval. Frequencies for various parts of the country also were tentatively assigned.

Proposed standards for FM were approved by another joint group and sent to the FCC for final action. Receiver standards setting a high mark in reception and selectivity highlighted FM considerations Wednesday. TV action was Thursday. A subcommittee will work on facsimile standards.

The TV plan provides for assignment of channels for 400 television stations in Class A, B and C to 125 of the 140 metropolitan districts of the U.S. Several hundred Class D stations will be available to serve the remaining 15 metropolitan districts and other areas.

13 Channels for Cities

Each of the 13 TV channels is designated, under the plan, for certain metropolitan districts except Channel No. 1 (44-50 mc.), which will be reserved for low-powered stations serving small communities.

Class A stations, which may use Channels 2-13 inclusive, will be assigned to metropolitan districts having large populations with limited geographical separations, in the northeastern part of the country Channel B stations may be assigned throughout the U. S. to cities having smaller population than those served by either Class A or Class C outlets.

Class C stations also shall be assigned throughout the U. S., with minimum separation of 170 miles on co-channel basis and 85 miles on adjacent channel from Class A or other Class B stations. Channels 2-13 also may be assigned to Class C outlets. Class D stations shall serve cities not having adequate service from other classes of outlets. Service advantages and disadvantages of all stations in any one class shall be similar.

Under the proposed allocation New York and Chicago each will get seven channels—2, 4, 5, 7, 9, 11, 13 for Class A stations. Los Angeles will be assigned the same channels for seven Class C stations. Channels 3, 8 and 10 will be assigned to Philadelphia for Class A stations and Detroit will get the same channels plus Channel 12, also for Class A stations. San Francisco-Oakland area will use Channels 2, 4, 5, 7, 9, 11 for Class C stations.

On FM engineers agreed on a ratio of desired to undesired signals of 10 to 1 for stations operating on the same channel and 2 to 1 for stations in adjacent channels, 200 kc apart. The formula was offered by George P. Adair, FCC chief engineer, who presided at both sessions.

Proposed standards governing allocations, topographical data, transmission systems, operating power, and other matters pertinent to FM service, drafted by an engineering committee which met over the weekend, are to be approved with minor changes.

On the interference, the proposals declare: “Objectible interference is not considered to exist when the channel separation is 400 kc or greater. Accordingly, FM stations in the same city or same area may be assigned channels 400 kc apart. In the assignment of FM facilities the Commission will endeavor to provide the optimum use of the channels in the band, and accordingly may assign a channel different than that requested in an approved application.”

Question of horizontal polarization as standard for FM antennas was left to the FCC for decision following some disagreement among engineers present. Adair named the following subcommittee to formulate proposed standards for facsimile:

Curtis Plummer, FCC, chairman; William Bauer, Hart S. Copenhwaite, Virgil R. Simpson, FCC; John V. L. Hogan, WXQ-WXQ; Stuart L. Bailey, Jansky & Bailey; T. A. M. Craven, Cowles

(Continued on page 69)
FM Hearing

(Continued from page 16)

stations is "at least a number of years hence."

He made it plain that the FCC believes FM eventually will replace AM, except possibly for clear-channel stations (perhaps with high-power) serving remote rural areas. He implied that the FCC plans to recapture AM frequencies when FM reaches the saturation point, reallocating those AM channels to clear-channel stations and "other services."

FCC General Counsel Rosel H. Hyde questioned every network executive and several independent broadcasters closely regarding rates to be charged for FM. Although Mr. Hyde put the questions as to rates, the Commissioners evinced interest in both questions and answers, giving rise to the speculation that the general counsel was carrying out a Commission mandate in following that line of interrogation.

The 20 "mystery" channels reserved by the FCC for FM "new-comers" will be used by returning servicemen seeking licenses, it was revealed by Chairman Porter. (See editorial, Broadcasting, March 26.) Broadcasters had thought the area of the spectrum might have been earmarked for proposed subscription radio.

Under normal procedure the hearings would have lasted at least four days, but Chairman Porter prodded the witnesses, restricting cross-examination and in some instances asking that prepared statements be filed rather than read.

Lt. Comdr. Paul A. deMars, widely-known FM engineer who attempted to challenge the Commission's proposals, was halted abruptly Tuesday afternoon and told to present his argument at an ensuing engineering conference on Wednesday. He attempted to show the alleged fallacy of the FCC's allocation plan.

Porter Admits Error

At the closing session Wednesday, Chairman Porter said "the chairman was premature in shutting off Comdr. deMars" and requested the engineer to extend his remarks in the record. Mr. Porter announced the record would remain open until after Comdr. deMars' full statement is incorporated.

The hearings developed these highlights:

1. Major networks do not plan to charge for service to FM stations until this new form of broadcasting is properly established.

2. Opposition to the Commission's proposed requirement of two hours daily of unduplicated programs was almost unanimous.

3. Commission's proposal to create three classes of stations and define the service area of each might look good on paper but in actual practice it won't work, broadcasters generally contended. New England looms as "problem child" under proposed allocation plan due to terrain and adjacency of principal cities.

4. Former FCC Chairman Fly and former Commissioner T. A. M. Craven lashed out at the Commission's proposed regulations as failing to serve public interest and detrimental to development of FM. In substance they agreed on counter-proposals. (Messrs. Fly and Craven seldom agreed on policy when they served together on the Commission.)

5. All networks were asked to submit to FCC schedules of programs capable of high-fidelity transmission and reception. Following is a resume of testimony by witnesses in the order of their appearances:

Monday

HART COWPERTHWAITE, Broadcast Division, FCC Engineer- ing Dept.: Presented six maps showing potential coverage in certain areas of FM under FCC's proposed rules, compared to present FM station coverage. Mr. Fly objected to exhibits.

Trammell Sees an Era of Revolutionary Advancement

NILES TRAMMELL, president, NBC: Radio faces new and revolutionary era of technical advancement that will demand greatest utilization of resources, skills, operating experience and new pioneering courage. FM will permit advancement on three major fronts: (1) Sound broadcasting will improve with high-fidelity service free from noise and static; (2) Thousands of new stations and more networks; (3) Creation of local and network television, combining new service of sight with FM sound broadcasting.

Wise regulation will continue continuity of service to the radio audience, rapid improvement in the art, establishment of new services, influx of new capital, greater employment opportunities in the industry, and maintenance of a sound economic structure for broadcasting.

NBC favors minimum operating schedule of six hours daily; believes AM-FM licensees should be permitted to broadcast entire schedule over FM facilities.

ON OTHER SIDE of fence, figuratively as well as legally, was (1) James Lawrence Fly, former FCC chairman, making his maiden appearance before agency which he used to direct. Group representing FMBI (I to r) Philip G. Louns, Washington radio attorney and FMBI general counsel; Walter J. Damm, WTMJ-WFPM Milwaukee and FMBI president; Paul Loyet (rear), chief engineer, WHO Des Moines, and Maj. E. H. Armstrong, daddy of FM. Presenting "single market plan" was Dr. Frank Stanton, CBS vice-president and general manager. The man from Mt. Asnebumskit, John Shepard 3d, (r) Chairman of Yankee Network, who gambled the first quarter-million dollars on FM nearly a decade ago; Commissioner Ray C. Wakefield (background) watching examination.
Radio Needs War Ingenuity, Says Ryan

NAB Issues Report
On Gains Made
In Past Year

THE RESOURCEFULNESS of broadcasters in covering war news must be applied to peacetime radio news reporting if this highly-tapped audience is to be retained. J. Harold Ryan, retiring President of the NAB, tells the membership in his annual report for 1944-45.

The report, conveyed to the membership by mail (through NAB Reports), in the absence of convention, was released today.

Stressing the development of the art—Laws-wise, Mr. Ryan observes: "... broadcasters (after victory) will have their greatest problem to face in the broadcasting of every day news in such a way as to retain the interest of the listener." Forward-looking stations, he says, will increase and better their news personnel.

The Annual Report of the President, accompanied by individual reports from 12 committees and corporations supplemental to NAB, notes that the industry contributed $45,765,742 to the 5th, 6th and 7th War Loan drives in time and talent alone; it reviews the membership growth of the Association during Mr. Ryan's 16-month incumbency from 888 to 708 members; it reveals that the current resources of the Association now total $261,002.26. On April 1, 1944, when Mr. Ryan assumed the presidency, the figure was $92,320.90.

Defends Attitude

Defending his attitude on the "business of broadcasting"—a subject he covered in a speech delivered in Omaha in May, 1945—Mr. Ryan says: "In order to keep the high level of broadcasting in this country broadcasters have to think of contracts, sales, cash in bank and—yes, even balance sheets.

NAB's retiring President, J. Harold Ryan, lauds news job done by broadcasters in war, sees need of improvements in organizations to hold audience; points to BMB, bond selling, broadcast advertising activities as year's highlights in annual report mailed to membership.

They are necessary accomplishment to the service that broadcasters are striving to accomplish for the public, he says. I have no apology to make in support of the system of competitive free enterprise.

The retiring President pursues this point further in his report, reviewing the policy toward FM which finds the Association soliciting an FCC program which would permit development of the new audio system unfettered by needless regulation.

Mr. Ryan, commenting on the fact that the convention was abandoned by the request of the Board of Defense Transportation, states his belief that more was accomplished through small regional meetings than would have been possible through a national parade. "The more intimate atmosphere was productive of more really valuable discussion," in his opinion.

His report covers briefly the development of the Broadcast Measurement Bureau, the NAB's activity in labor relations (with special comment on his own appearance before the House Committee on Foreign and Interstate Commerce with relation to the Petullo fight), and the Association's cooperative effort with the Government in promoting the war effort.

Mr. Ryan says that Broadcast Music Inc. is progressing rapidly, but requires "more hit tunes." Tunes can be made hits, he says, by frequent performance on stations—and he points out that station licensees are stockholders, in most cases, in BMI.

Bright Future

He foresees a bright future for broadcasting after the war, and emphasizes the need for rapid development of FM and television. He salutes Justice Justin Miller, President-designate of the Association, as a man who "will safely direct our ship no matter how rough may be the waters."

In concluding his report, Mr. Ryan thanks the membership and Board of the NAB, and the working committees, for their support. He announces his intention of "withdrawing from the bright circle of lights that beats on the President of the NAB and going back to my own interests." He is executive vice-president, general manager of Fort Industry Co., Toledo.

Department reports include:

Research

Included among activities is the Broadcast Measurement Bureau, started 10 months ago, and since incorporated by the NAB, the American Assn. of Advertising Agencies, and of National Advertisers. The Research Committee of NAB has expressed desire to work as closely as possible with BMI in compiling radio ownership; determining excess profits tax; working with advisory committee on government questionnaires; office forms and practices committee; and miscellaneous.

Department functions on behalf
(Continued on page 81)

Industry Watches for Petrillo's Move

Court Decision Is Victory for NABET

By BRUCE ROBERTSON

WHAT will Jimmy Petrillo do now?

That was the $64 question last week, as attorneys for NBC and American, the National Assn. of Broadcast Engineers and Technicians and the American Federation of Musicians studied the decision of the U. S. Circuit Court of Appeals upholding the ruling of the National Labor Relations Board in the platter-turner case [BROADCASTING, July 30].

Networks Bound

In essence, networks are ordered to continue their previous practice of having engineers operate the turntables in their owned and managed stations, the decision of the Circuit of Chicago where musicians are engaged. This is a victory for NABET, independent technicians union. And for the AFM, which has maintained that musicians should be employed throughout the systems.

Networks are now bound to negotiate platter-turner contracts with NABET, unless the Circuit Court stays its order pending possible proceedings before the Supreme Court. A period of 90 days is allowed for the AFM to file its answer and request for review by the Supreme Court, but unless AFM acts promptly in obtaining a stay it is probable that network contracts with NABET will have been completed.

One phase of the decision is disturbing to the networks. They had alleged that Mr. Petrillo, AFM president, had threatened them with a series of wildcat strikes against their major commercial musical shows if they signed a contract with NABET for platter-turners. Their briefs had requested the court to make its decision binding upon the AFM as well.

This the court did not do, stating in the decision written by Judge Thomas W. Swan, "we are not, convinced of the necessity of expressly restraining AFM."

"We shall not assume that AFM will not respect our decision," said the court. "If an attempt to prevent the companies from complying with our order should be made it would seem that ordinary contempt procedures available against a person with knowledge of the decree although not named in it would suffice. The court will hold its order. Accordingly the enforcement order will issue in the customary form against the respondent companies only."

Decision dismisses AFM's contention that NABET is a company dominated union and the AFM request for permission to present additional evidence to that effect, stating that "the record shows an inexcusable delay on the part of AFM in initiating such a proceeding."

Decision states further: "There is nothing in the motion papers to indicate that a remand for additional evidence would produce anything new or additional to what the Board has already investigated."

Appeal Basis

Judge Harrie B. Chase concurred in the majority decision but a dissenting opinion was recorded by Judge Philip C. Crampton.

Commenting on the decision, Mark Woods, president of American, said: "We are at American have to have a Federal court decision determining the jurisdictional dispute which has been in progress for some time between the musicians' union and the engineers' union over the so-called platter-turners in broadcasting. The recent decision of the Circuit Court of Appeals upholds the determination made by the NLRB approving the employment pattern which was followed by us for many years. Our practice was to contract with the musicians as to platter-turners in Chicago and with NABET as to engineers who perform the platter-turner function at other operation points. The opinion of the court explicitly and correctly states that we employers did not have any quarrel with the NLRB ruling but rather we did want the ruling to be approved and enforced by a court order binding upon all concerned."

Niles Trammell, president of NBC, said: "The NBC welcomes adjudication by the United States Circuit Court of Appeals, Second Circuit, of the issues between this company, the National Assn. of Broadcast Engineers and Technicians, and the Federation of Musicians with respect to platter-turners; NBC will, of course, comply with the final judgment of the court."

Page 18 • August 6, 1945

BROADCASTING • Broadcast Advertising
Out of the Dark

You can travel through the darkness in this Mt. Shasta tunnel for miles . . . and when you burst out into the open your eyes blink shut in the western sun.

It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards . . . learn about a station like W-I-T-H.

W-I-T-H is an independent station in the five-station big town of Baltimore.

And when buyers get the proof that W-I-T-H produces the greatest number of listeners-per-dollar-spent . . . their eyes blink open with delight!

Facts to prove the W-I-T-H story are available.

WITH
BALTIMORE, MD.

Tom Tinsley, President  Represented Nationally by Headley-Reed
Siepmann Finds Flaws in U.S. Radio

His Writings Indicate Ex-BBC Executive Is Program Critic

By ROBERT K. RICHARDS

CHARLES ARTHUR SIEPMANN finds room for improvement in the American system of broadcasting.

At least, such is indicated by the public writings of the former British Broadcasting Corp. executive, who has been retained by the FCC for a "temporary internal assignment" [Broadcasting, July 30].

Mr. Siepmann is being paid $8,000 a year plus $6 per diem to devise a system for expediting license renewal methods. His background does not seem to qualify him, particularly, for such a technical job, since his previous broadcasting experience has been with government-operated or supervised forms of the art—the BBC and the U.S.-OWI Overseas Division.

Programming Expert

He does appear to have wide experience, however, in programming matters. Since it is apparent that his presence at the FCC probably was motivated by Commissioner Clifford J. Durr, who himself has looked askance at American programs, it might follow that Mr. Siepmann's survey of licensing procedures could lead him into program channels. There he would be at home.

He joined the BBC in 1927;

served there as Director of Talks, 1932-35; as Director of Regional Relations, 1935-36; and as Director of Programme Planning, 1936-39.

In the latter year, he came to Harvard University as a visiting lecturer.

In a foreword to a monograph, "Radio in Wartime," No. 26 in a series about "America in a World War," Oxford University Press, Mr. Siepmann is described as "Adviser to the President (of Harvard) on radio developments" and is further identified as "conducting research on the social and educational significance of radio in the United States."

CHARLES A. SIEPMANN, former BBC executive, is still at work in FCC. In answer for Public Opinion Quarterly (1941) he points direction he feels radio should go to provide better service. He thinks broadcasters have created illusion that people like what they hear.

It has been noted that Mr. Siepmann finds room for improvement in American broadcasting. Many do, of course, including American broadcasters. But Mr. Siepmann's course in the problem is steered almost directly in the wake created by Commissioner Durr's ship of state. Mr. Siepmann is querulous about "public service."

Writing in Public Opinion Quarterly (June 1941) under the title "Further Thoughts on Radio Criticism" and urging wider professional critiques for American radio entertainment, he notes: "The safeguarding of democratic processes demands such a foil (criticism) both to rampaging socialism and government bureaucracy."

Later, "What are the motives and the principles by which the entrepreneur determines radio's bill of fare?" (Apparently the "entrepreneur" in this case is the "licensee"). "Why do we get what we hear and, equally important, how does it come about that we have so little on subjects and issues most apt to the techniques of radio and its potential range of public service?"

No Answer

Mr. Siepmann posed this question but does not undertake to answer it. He writes further, in the same article: "Radio research relates to and needs to be integrated with parallel research in the social sciences and in psychology." It is believed that Mr. Siepmann, in this instance, is suggesting that there should be a keener devotion to analyzing listeners and/or broadcasters.

Such deduction might be impelled, at least, by his further observation, "... by creating in the interest of quick returns and of successful merchandising, the illusion that it gives people what they want, radio has failed in leadership and in appreciation of what, given

(Continued on page 78)

WPB Sees Half-Scale Radio Production

Full Output by First Quarter of 1946 Predicted

BARRING unforeseen developments in the military situation, the radio and electronics equipment industry will be approximately one-half its prewar civilian rate during the last quarter of 1945. It should reach the full prewar rate in the first quarter of 1946, Melvin E. Karns, newly appointed director of the WPB Radio & Radar Division, told a meeting of the Receiving Tube Scheduling Industry Advisory Committee last week.

War Needs First

Emphasizing that the authorizations will be made "on the clear understanding that war needs must be filled first," Mr. Karns cautioned that because of the continued tightness of materials the quantity of equipment produced and made available during these periods might well be considerably under the amount authorized. He made this statement, WPB said, "to allay any false impressions that sufficient production and delivery of home radio sets will be achieved to satisfy public demand by the end of this year."

Mr. Karns predicted that reconversion of the radio manufacturing industry is expected to be quicker and easier than any other major industry and "will be accomplished without interference with the war effort." Committee members were told by W. W. Van Twistern, chief of the Division's production and distribution scheduling unit, that the meeting would probably be the last unless a sudden shift in military requirements should occur.

Chief purpose of the meeting was to review and schedule production and distribution of receiving tubes and to adjust schedules in filling rated orders of the military services, Lend-Lease and for the international aid for the balance of 1945. Manufacturers were advised that military orders must still take precedence over other types of orders and that orders for replacement tubes must be filled before tubes are offered to receiver manufacturers.

The Committee also discussed the recent action of WPB in revising Order L-265, the first major step in the reconversion of the electronics industry [Broadcasting, July 30]. The revision removes basic controls on the production of all radio components and relaxes restrictions on the sale of all end equipment which may be produced under spot authorization.

Applications Coming In

Applications for production of radio equipment under "spot" orders, meanwhile, were dribbling in from WPB district offices in much smaller volume than was expected. Requests for authorization to produce transmitters have been few, although the spot authorization procedure was announced more than a month ago and directions for filing were sent out more than a week later

(Continued on page 69)
CAPITOL OF THE OLD DOMINION . . .

Virginia's State Capitol, completed in 1792, was planned by Thomas Jefferson when he was Minister to France, and inspired by the Maison Carree, at Nismes . . . which leads many to identify him as the father of the monumental portico so typical of the early nineteenth century mansions throughout the South. Here, just across the street from WRVA's Richmond studios, the oldest representative legislature in the Western Hemisphere still meets. Standing in the rotunda of the old center part of this beautiful structure is the most celebrated work of the great French sculptor, Houdon—the life-size statue of Washington, the only one posed from life which is still in existence today. Such heritage of the past provides Virginians with friendly inspiration and determination to build for the future. WRVA, too, holds such heritage a spur and an impetus to greater effort . . . that its rightfully won place in this friendliness shall remain real and constant.
The 22A started going places in 1936

When Bell Labs and Western Electric packed complete, high quality speech input equipment into two suitcases—ready to go places—they revolutionized the handling of remote pick-ups.

The 22A of 1936 was followed by the 22B and 22C and by the still further improved 22D. Like so many other Western Electric innovations, the 22 Type was so right in original design that it is still setting the pace nine years later!

When we can return from war work to peace production, count on Bell Telephone Laboratories and Western Electric to continue setting the pace in remote pick-up equipment.
WHCU Program Check Kept Current

Automatic Tally Provides Spot Check on Public Service Job

JUST what is the extent of the public service job done by the average radio station?

Most station managers know their stations are serving the war effort, supporting civic agencies, aiding local charities, etc., but few can answer a pointed question as to what, how or how much the organization is getting from a station.

Report in Three Minutes

One station which has devoted considerable thought to this subject is WHCU Ithaca, N. Y., which has developed a method of preparing within three minutes an accurate account of its public service activities from the beginning of the fiscal year to the date of request.

"We have always felt," Michael R. Hanna, WHCU general manager, writes BROADCASTING, "that we must never be in a position where we know too little about ourselves. We have found that taking things for granted can very often result in rude awakenings. Concrete evidence of our 'good intentions' must be available to all critics at a moment's notice. Annual reports written for the memory should be and are taken for what they're worth and we think that in more than a few cases even the 'face value' leaves much to be desired."

Mr. Hanna is interested in what other stations are doing and suggests that a little pioneering in this field might result in a standardized process for the entire industry. "Perhaps, too," he observes, "some FCC questions would not be quite so embarrassing if we were sure we were not going to be caught with our records down."

The method used at WHCU enables the station to keep a running tally day by day of all public service announcements and programs.

Each morning the control logs for the preceding day are thoroughly checked for public service announcements and programs. The name of the program or announcement is then transferred from the control log to the daily tally sheet and placed in the appropriate column. At the end of the month, the total announcements and programs are entered in the public service ledger.

In the annual report of its program department for 1943, for example, WHCU recorded 2,413 programs devoted to some phase of the war or some phase of public service. These programs filled 739 hours or 15.1% of the station's broadcast time. The figures do not include music, variety and strictly entertainment programs which devote time to war messages or spot announcements allocated on the networks by OWI.

The WHCU report provides a breakdown of educational, war effort, musical, religious, news, public service and other categories of programs. It shows war programs accounting for 8.5% of broadcast hours; public service, as distinct from entertainment programs, 3.6%; civic or community affairs, 3.7% and public service, 13.%. The remaining time was taken up by special events, daytime serials, dramatic shows and sports.

Stations Best Fitted to Pass on Copy

By DAVID BAYLOR & RALPH WORDEN,
Program Director & News Editor, WCHR Cleveland

There are a lot of things involving operational policy on which U. S. radio stations do not agree, but one on which they agree to a man is they don't want Government censorship, except security censorship in wartime, which is to be expected. So they have been most active and generally united against anything which might indicate the imminence of Government control.

Now, Mr. Courtland D. Ferguson (BROADCASTING, June 4) contends radio stations themselves are not above censorship on their own account. By censorship I assume he means Government will determine the acceptability of advertising copy.

There is no argument with the place of the advertising agency in radio. But there are a couple of basic things about Mr. Ferguson's views to which we believe most radio stations will take exception. He states: "In many cases continuity acceptance departments are becoming more brazen in their dictation to advertisers as to what shall be permitted on the air."

Station Responsibility

To that, let us all utter a peerless "bravo". It is a healthy indication that they have ceased to be guided only by the Federal Trade Commission or the Food and Drug Administration, who are concerned first with the truth of radio copy, and second with the honesty of the manner in which a food or drug product is advertised. Neither of these factors is enough. A continuity acceptance department must concern itself with the suitability of copy from other standards. If the copy is in bad taste, who is responsible? The radio station which supplies approximately 20% of commercial copy or the advertising agency which supplies the other 80%?

When you come right down to it, who has a better right to pass upon the suitability of copy which goes in its air than the radio station? The farmer has a right to say what crops shall be planted on his land, and the department store owner has a right to say what merchandise will be sold over his counter. Every radio station is an individual business enterprise. Its owner or manager has a substantial investment in its establishment. If he is to operate it at a profit, he must please the client, the advertising agency, his own conscience (and believe it or not he has one), but most of all, he must satisfy the audience of that day.

The advertising agency, on the other hand, must satisfy the client, and no one else. He is not concerned with the full day's program balance. He doesn't care how his client's program ties in with the rest of the day's operation, so long as it doesn't affect the 'house', and mostly of all, he doesn't have to answer to the FCC if the station he uses does not operate in the "Public Interest, Convenience or Necessity." To quote from Mr. Ferguson's article again: "I believe that advertising agencies and production people generally could cite dozens (Continued on page 69)
Berlin Broadcasts From One Studio
Four Networks Use Facilities Without Hitch Since July 2

A TINY room in an attic over press headquarters is the studio for all Berlin broadcasts to the U. S.

Total equipment is a table, lamp, microphone, amplifier, two chairs and a pair of earphones—all prepaid. The four nets have used the studio without a hitch since July 2. Time checks are handled from New York via radio, due to lack of clocks and telephones. Time bookings are made directly by the correspondents, supervised by Lt. Col. Howard Nussbaum, former NBC producer, and radio officer for the group.

Although there are two circuits available via MacKay radio, only one broadcast can go out at a time because of the studio limitations. BBC has set up a mobile transmitter near the American studio, and RCAC is now working on plans to establish a permanent code voice station with 16 truckloads of equipment hauled from France.

Under Russians

Only other outlet in the Berlin area is a former German station, 'HAU der Rundfunk', operating under Russian supervision part of each day with news and recorded music.

Six months ago, when SHAEP began planning for "operation eclipse", the occupation of Berlin, the intention was to send in an airborne expedition with a handful of correspondents to go in with the paratroopers. Columbia won the contest and chose Richard C. Hotter to represent combined American radio. But the Russians took Berlin alone and since May there have been lengthy negotiations to get Allied correspondents into the city.

They went in July 2, with NBC's Roy Porter, American's Donald Coe, Columbia's Hotter, Mutual's William Cunningham, Foster May for WOW Omaha, Kathryn Craven for WOL Washington, and Katharine Clark for WCAU Philadelphia. Later additions to the staff include Morgan Beatty, NBC; Edward R. Murrow, CBS; Bill Hillman and Arthur Mann, Mutual.

Richfield Renews

RICHFIELD OIL Corp., Los Angeles, (petroleum products), for 15th consecutive year, on Aug. 5 renewed six-weekly quarter-hour Richfield Reporter on 18 NBC Pacific and Arizona stations, Sunday through Friday 10-10:15 p.m. (PWT). Wayne Miller is news editor, with John Wald, voice of the Reporter on series which has never missed a broadcast since inception April 6, 1931. Hixon-O'Donnell Inc., Los Angeles, services account.

Barn on the Beam

A BARN on the farm of Charles A. Pond, near Fountain Head, Tenn., is picking up radio broadcasts. A month ago, the Nashville Banner printed the story of the mysterious "radio barn", George Reynolds, chief engineer at WSM Nashville, and other radio technicians were skeptical. Such a radio pick-up by a building is caused, in rare instances, by atmospheric conditions "if the building is near a transmitter." Pond's barn is miles from a radio tower.

One Saturday night, recently, neighbors heard the haunting folk music of the Grand Ole Opry. They called Pond to inquire if a barn dance were being given. Investigation revealed radios of neighboring farmers were not on, ruling out the possibility of an echo. Since the freak barn was first discovered, workers on the Pond farm and others have witnessed the strange incident many times. On nights when the air is cool and the wind quiet, Pond says the barn picks up WSM programs regularly.

The experts smile—the neighbors admit they're baffled and meanwhile, Pond's general store at Fountain Head, as well as his nearby lake and fish ponds are doing a land office business.

It's Now CAPAC

CANADIAN Performing Rights Society Ltd., Toronto, Canada's ASCAP, has recently changed its name to The Composers, Authors and Publishers Association of Canada (CAPAC), and has a new board of directors. Formerly largely controlled by the English and American associations, CAPAC is now primarily a Canadian organization, with 10 of the 12 members of the board being Canadians. While no change in policy has been announced, it is intimated that the new board may change policy of the organization to suit Canadian conditions. Henry T. Jamieson, president and general manager of CAPAC, heads the new board. Other members are Sir Ernest MacMillan, Toronto; Mart Kenney, Toronto; John Murray Gibbons, Montreal; Prof. Claude Champagne, Montreal; Allister Gossart, Southern Music Pub. Co. (Canada), Toronto; Ralph Hawke, London, England; Harry Darman, Toronto; Wm. S. Low, Toronto; Homes Maddock, Toronto; John G. Paine, ASCAP, New York, and Gordon V. Thompson, Toronto.

PINE-THOMAS PRODUCTIONS, Hollywood, in a deal negotiated with Lever Bros., at a price in excess of $100,000, has bought film rights to the radio series "Big Town." Seven-year contract calls for two pictures yearly.

We're up bright and early every morning at WJW, for we have some 360 different products to sell in over 685,000 radio homes. In the Cleveland area, WJW selling impressions cost less. Based on actual audience figures in Cleveland, WJW delivers more daytime listeners per dollar...23 to 37% more...than any other station.
LEADERSHIP

Standing as a guidepost to a greater state, The Oklahoma Publishing Company has set up new leadership standards in Oklahoma. Its Oklahoman and Times are always to be found at the head of forward looking movements. . . . its Farmer-Stockman leads the way to improved farming. . . its WKY is constantly making history in radio advancement. . . its Mistletoe Express sets the pace in modern transportation. Combined these four make up the most powerful selling force advertisers have ever discovered for gaining entrance to and holding the Southwest's most active market.

1. Not always in accord with popular opinion but always dedicated to the best interests of the city and state they serve, the Oklahoman and Times have been standard bearers in fights for more efficient routing of rail tracks through the city, new and enlarged city water facilities, impeachment of unworthy state officials, removal of corrupt school board officials.

2. Resulting from a Farmer-Stockman story on the use of an airplane in tracking down the predatory coyote, thirty-eight Oklahoma farmers have received the first charter issued by the National Aeronautical Association to a group of farmers. These Flying Farmers are making history in the use of the plane in modernizing farm operations.

3. Because more than half of the state's population is rural, WKY is maintaining Oklahoma's most active and alert radio farm department. Under the direction of its Farm Reporter, studio programs of interest to farmers are aired daily. On-the-spot broadcasts from farm centers are put on every Saturday.

4. Good equipment, conditioned and inspected after every trip, has enabled Oklahoma Publishing Company-owned Mistletoe Express to put the Oklahoman and Times into Oklahoma homes only minutes off the press. . . to render a matchless service to commercial shippers on every type of merchandise.

MISTLETOE EXPRESS

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER- STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY
- Oh Yeah?

A - Yeah!

So we claim "One of the World's Better Radio Stations!"

So we get arguments!

So we prove it!

**How?**

By keying a public service that is as unique as it is effective, to 1,747,955 primary area radio homes. It is a public service based upon the thinking of American people who know what they want and where to get it.

They go to eleven-seventy on their dials for a heap of their radio enjoyment.

That's why we will come mighty close to a million listener letters this 1945. We hit a shade this side of 700,000 in 1944.

We figure in pleasing listeners we please advertisers — in fact, that's the way it has worked out.

**Ask a John Blair Man**

Basic Affiliate

AMERICAN BROADCASTING COMPANY

---

**HERE’S HOW**

**Teen-Ager Explains Technique of Radio**

THIS thesis, titled "Behind the Scenes in Radioland" was written by a 13-year-old boy after two half-hour sessions at WOR New York.

On the Air!

Yes, these are the words that mean so little to us. They mean simply that our favorite program is coming on the air.

To the men and women behind the scenes it means more than that. It means preparation time and energy spent rehearsing.

When the music, words or any sound comes over the mike it first travels through a wire. That wire takes it to an amplifier, then it is peps through an other one. After that sound is increased on a special increaser. Then it ready to go on the air.

Sometimes a broadcast may run two long or two short. If this happens something has to suffer. So the director has to see what has to see what is cut out. In order to do that he rushes it up. A song or even a commercial. To do so he goes like this — to stretch it. Brings his hands close together to hurry it up. To control laughter he weaves his hands over his head. When he wants it stopped he slowly lowers his. It stops it.

I have gathered my facts from Mr. Don Frederick Producer of "This is our Cause", Mr. R. Albrecht Head engineer and teo, adviser to Don Frederick. I extend my deepest appreciation for this information.

**New KFSD Transmitter**

CONSTRUCTION permit to install new transmitter at KFSD has been granted by FCC, first action resulting from recent easing of critical materials [Broadcasting, July 23]. Present transmitter, Commission found, would require complete overhaul and many components are not available. Harmonic and other interference said to affect other broadcast services, including Coast Guard.

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**ANDORRA TO HAVE COMMERCIAL RADIO**

FIRST new commercial station in postwar Europe, according to British reports, will be Radio Andorra, located in the tiny republic on the Spanish-French border. Operating with 60 kw, station is reputedly owned by Empire Overseas Radio, a British company and subsidiary of Empire Film Productions.

Programs will be available for sponsorship both by British and American advertisers. Majority of schedule will be transcribed in French and Spanish, with discs prepared in Paris. Station plans to go on the air in about eight weeks.

Radio Luxembourg, the center of discussions on commercial or state-controlled radio on the Continent, is now believed to be scheduled for official use by British and American authorities. With reports indicating that other radio services will be strictly controlled by the state, Radio Andorra will become not only the first since the war but also the only commercial station operating in Europe.

**Marshall-More Opens**

MARSHALL-MORE Inc., newly formed radio package firm, having filed incorporation papers with California Secretary of State at Sacramento, in late July opened offices at 6500 Yucca St., Hollywood. John Marshall, formerly an associate of Hess, Marshall & Edwards, Hollywood advertising firm specializing in radio accounts, heads the new corporation as president. John More, formerly head of Republican Pictures Inc. radio exploitation department, is vice-president and general manager, with Donald Montgomery, secretary-treasurer. Mr. Marshall and Mr. More have also teamed for several years as writer-producer on various Hollywood network programs. James Cagney, Robert Montgomery and Elliott Nugent, film stars, are on the firm's board of directors. New packaging concern has prepared formats for 10 radio shows.

With closing of BBC programs in Europe at end of July, CBC plans a six-transmitter network to supply Canadian servicemen still in Europe and Great Britain with entertainment programs until most of the men have been repatriated.

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**BOVINE benediction of Elsie, the Borden cow, is bestowed on these radio and agency directors gathered for first broadcast of Safety Fair on American Network stations. Left to right: Clyde Scott, general manager, KECA Hollywood, originating station; Bill Gernann, owner of package; John Swallow, West Coast radio manager of Kenyon and Eckhardt; Frank Samuels, American Western division sales manager.**
THE AREA covered by Station KIRO is the Pacific Northwest, including parts of the states of Washington and Oregon where much of the nation's business activity is centering today. Few regions in the United States have, in recent years, grown as rapidly in population and in buying power. Directly in this station's listening area are two of Washington's largest cities, Seattle and Tacoma.

The SEATTLE City Zone market ranks 3rd in effective buying-income per capita among the 132 cities in the United States with city-zone populations exceeding 100,000. It also ranks 13th in sales of general merchandise, 16th in food sales, and 13th in total retail sales among these cities.

In Sales Management's Quality-for-Market index for 1944, of the 15 counties in Washington that constitute KIRO's Daytime PRIMARY listening area, only 2 are indexed below 100, while 2, King [Seattle] and Grays Harbor, are indexed above 140, and the average for the whole primary area is 111.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

710 kc  50 kw  day and night

Affiliated with The Columbia Broadcasting System.

The only 50 kw station west of Minneapolis and north of San Francisco and Salt Lake City.
KIRO Seattle
DAY TIME AREAS
[From CBS 7th Series Listening Area Studies]

LISTENING AREAS
See Standards for Listening Areas at Bottom of Page 3

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<td>353,021</td>
</tr>
<tr>
<td>SECONDARY</td>
<td>61,970</td>
<td>29,304</td>
</tr>
<tr>
<td>TERTIARY</td>
<td>41,980</td>
<td>6,939</td>
</tr>
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</table>

TOTAL STATION CIRCULATION (WITHIN U. S.) 389,264
Total including Canada 493,904

EFFECTIVE BUYING INCOME

In the day time PRIMARY area, 15 Washington Counties account for 70% of the total effective buying income of the State of Washington.

In the SECONDARY area, 6 Washington Counties account for 7.17% of the State's total buying income and 2 Counties in Oregon account for 2.23% of Oregon's effective buying income.

In the TERTIARY area, 4 Washington Counties account for 2.35%, and 9 Oregon Counties for 10.21% respectively of each state's effective buying income.

THUS, these 3 daytime areas for KIRO account for 79% of Washington's effective buying income and 12.43% of Oregon's effective buying income.

The day time circulation of KIRO in Canada of 104,640 is a BONUS to advertisers in a position to profit by this audience.
KIRO Seattle
NIGHT TIME AREAS
(From CBS 7th Series Listening Area Studies)

LISTENING AREAS
See Standards for Listening Areas below

<table>
<thead>
<tr>
<th>LISTENING AREAS</th>
<th>RADIO HOMES IN AREA WITHIN U. S.</th>
<th>NET WEEKLY CIRCULATION</th>
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<tr>
<td>PRIMARY</td>
<td>429,500</td>
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<td>SECONDARY</td>
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TOTAL STATION CIRCULATION (WITHIN U. S.) 400,263
Total including Canada 542,882

CBS STANDARDS FOR LISTENING AREAS AND CIRCULATION

1. PRIMARY AREA: Counties in which at least two-thirds (67% or more) of the radio families listen a minimum of 1 or 2 days a week to this station—provided at least one-half of these families listen 3 to 7 days a week.

Primary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week.
(National Average Circulation Frequency 4½-5 Days per Week.)

2. SECONDARY AREA: Counties in which one-third to two-thirds (33%-66%) of the radio families listen a minimum of 1 or 2 days a week to this station—provided at least one-half of these families listen 3 to 7 days a week.

Secondary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week.
(National Average Circulation Frequency 3½-4½ Days per Week.)

3. TERTIARY AREA: Counties in which one-tenth to one-third (10%-32%) of the radio families listen a minimum of 1 or 2 days a week to this station—provided 10% of all families listen 3 or more days a week.

Tertiary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week.
(National Average Circulation Frequency 3+ Days per Week.)

The night time circulation of KIRO in Canada of 142,619 is a BONUS to advertisers in a position to profit by this audience.
In the first half of 1945, two distinguished national awards were made to KIRO, of which we are justly proud. They are a tribute to the programming talent of this station and indicate some of the reasons why so many radios in these areas are tuned to 710.

**Award**

**“SWAP 'N SHOP” wins City College of New York Award**

The Committee on Awards for the City College of New York judged “Swap 'n Shop” as worthy of the highest award “for the most effective direct-selling, commercial program developed by a clear channel radio station in 1944.” “Swap 'n Shop” was selected for the Award of Merit in a careful and impartial appraisal of exhibits from radio companies, agencies, producers, and sponsors from all parts of the United States. Serving as judges were the editors of Billboard, Radio Daily, Broadcasting and Variety.

This program was originated and is presented by the staff of KIRO.

**Award**

**“FARMING WITH KENNETH YEEND” cited in Ninth American Exhibition of Educational Radio Programs**

Honorable mention, the highest citation given in the classification “Agricultural Broadcasts” at the exhibition, was awarded this program, planned and produced by KIRO, “for the wide variety of subject matter of interest to the general farming community.” This award was co-ordinate with the one to Ohio State University for “Ohio Farm and Home Hour.”

**HIGH PREFERENCE FOR KIRO IN RURAL MARKETS**

The effectiveness of such programs as those cited above is illustrated in the results of the most recent radio survey by the Washington State Grange, among approximately 50% of its 47,000 members. Of the total responses to the question, “To which station do you ordinarily listen?” KIRO had 3½ times as many listeners as the next station, and a 24% greater response than all listed stations within our primary daytime area.

The foregoing Market Data and information about the Pacific Northwest, over which KIRO gives such intensive and adequate coverage, present only a partial picture of a great and growing market. Representatives of this Station will gladly give more detailed information upon request.

“*The Friendly Station*”  
**KIRO**  
Seattle 1  
Washington  
CBS—50 KW—710 KC  
FREE & PETERS, Inc., National Representatives

**GRAND COOLEE DAM**  
Eighth Wonder of the World

This gigantic hydro-electric plant generates 2,700,000 horsepower and will eventually provide irrigation for 1,200,000 acres of desert land.  
In KIRO Listening Area
Beat on Empire Crash Scored
By WOR With Flash at 9:51

Observation of Accident by Kenny, Lomax Gives Scoop; NBC Airs Telephone Interview

WOR New York is believed to have scored a national beat on the plane crash into the Empire State Bldg. on July 29. Station aired the crash bulletin at 9:51 a.m., or about two minutes after the accident.

Edwin P. Kenny, WOR engineer, was on the roof of the WOR building at 43rd St. and Broadway,less than a half mile from the Empire State Bldg., at 9:49 a.m., checking the hourly air conditioning reading. He immediately informed the station and the bulletin was broadcast a few seconds later.

Lomax Saw Crash

At about the same time, Stan Lomax, WOR sports announcer, stopping his car for a traffic light at 34th Street and Fifth Avenue, saw the B-25 blow its way into the top floors of the world’s tallest building. He rushed to WOR and gave the first eye-witness account of the tragedy, 10:02:10:26 a.m. The station presented regular bulletins, on-the-scene descriptions and interviews thereafter.

Mr. Lomax’s dramatic story of the accident was used by most New York newspapers. He was also one of the first reporters to give an eye-witness story of the tragedy to press associations.

Both WOR and WHOM used wire recordings for close-up descriptive programs, broadcast later in the day over the respective stations.

NBC’s television transmitter, located on the 85th floor of the Empire State Bldg, miraculously escaped damage in the accident. The B-25 which plowed its way into the 78th and 79th floor left the WNBT transmitter and antennas on the roof uninjured by the subsequent building quake. WABD-DuMont had offered the use of its facilities if needed.

NBC’s first bulletin was at 9:59:30 a.m. carried by WEAF only, NBC officials said. Only subsequent reports were broadcast on the network. Most of the NBC description of the tragedy scene was handled by Herb Sheldon and Ray Barrett, who, with a mobile unit, interviewed eye-witnesses and gave reports from the Empire State building. Mr. Sheldon was near the skyscraper when the accident occurred and kept in close touch with NBC studios until Mr. Barrett arrived with the mobile transmitter.

Telephone Interview

NBC broadcast a telephone interview conducted by Don Goddard, commentator, with Philip Kirby, a company executive who recently joined Grant Advertising Inc., whose offices are on the 76th floor of the Empire building. Mr. Kirby was credited with saving the lives of two women employees who were preparing to jump from the window because of flaming gasoline.

CBS and American networks sent out continuous bulletins on the accident and inserted rundown stories of rescue progress in the regular network newscasts. CBS had a special broadcast in the afternoon with Ray Ovington and Bill Slocom describing the scene and conducting interviews. American also used a brief program of eyewitness interviews on Saturday.

Most New York area stations gave the news full play, using bulletins and full stories.

Stations served by Transradio Press Service Inc., whose offices are on the 40th floor of a building at 43rd and Fifth Ave., were able to broadcast news of the crash within a minute or so after the WOR flash as TPS teleyped its first bulletin at 9:51. Several Transradio reporters ran to the windows when they heard the roar of the bomber and saw the plane crash into the building. “We would have had the flash on 30 seconds sooner if the operator hadn’t been watching the accident too”, TPS apologized.

LEX HERRON DIES OF HEART FAILURE

LEX HERRON, general manager of WTSP St. Petersburg, Fla., died suddenly of heart failure last Tuesday after an appendectomy. He was about to leave the hospital when he had a relapse. Irwin Simpson will become president and general manager of the station, in addition to his duties as advertising manager of the Poynter newspapers, according to Nelson Poynter, owner of WTSP and until now, president of the station.

Mr. Herron became manager over three years ago. He had early advertising training on the St. Petersburg Times. A “ham” for many years, he had developed some excellent shortwave equipment.

Mr. Simpson went to St. Petersburg last November from New York where he was a partner in the firm of Theis & Simpson, special advertising representatives.

TOTAL of 573 planes for hospitals overseas and troops were collected as a result of Phil Cook’s campaign on WABC New York.
Fulton Lewis, jr. leads the field with local sponsors on 171 Mutual Stations, as the most sold “cooperative” on the air.

However, he is still available (for the time being) in a few, choice, important markets.

FOR IMMEDIATE DETAILS, PHONE, WIRE OR WRITE—

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.

General Mills Will Include Radio In New Household Appliance Schedule

Radio will definitely be included in advertising plans for General Mills’ new line of household appliances, which the company hopes to get into production about the first of the year, James F. Bell, chairman of the board, said July 30 at a news conference in New York. Eventually television will also be used, it was stated.

One of the leading radio advertisers, spending five and three-quarters millions of dollars for network time alone in 1944, General Mills is planning to increase its radio budget for the coming year, with the appliance line accounting for some of the increase.

Expectations, it was reported, are that production of the appliances will get under way about the first of the year. Pressure saucepans and electric irons will be the first products of the new line, which will be merchandised under the General Mills name. The name of Betty Crocker, company’s radio house- hold economist, will be extensively used in advertising the line, however, as a survey showed that this name is familiar to 90% of housewives.

Dealer broadsides are now being distributed, with trade advertising to start in September. Publications and radio will be added as distri- bution permits, and ultimately tele-

view will also be used. BBDO Minneapolis, which handles General Mills institutional advertising, will also direct that of the appliances. Knox Reeves Adv., Minneapolis, is in charge of advertising for Wheaties, Bixick, Betty Crocker soup, Bakers Flour, while Dancer-Fitzgerald-Sample, Chicago handles Gold Medal Flour, Kix, Sofia silk cake flour, Cheerios (for- merly Cheerios).

Annual statement, released at the meeting, showed that for the fiscal year ending May 31, 1945, General Mills had a net income of $6,474,498, or $8.07 per share, compared to a net of $5,556,912, or $6.09 per share, for the previous year. Sales were down slightly, $290,830,270 for the year ending May 31, 1945, compared to $281,197,967 the year before.

Reporting that “advertising and trade promotion were maintained consistently during the year,” the report cites three principles adopted as the basis for all General Mills advertising: “(1) Our advertising shall be factual, informative and educational. (2) It shall render the maximum of helpful service. (3) It shall attempt to expand markets rather than take business from competitors.”

Knox Expands

KNOX Co., Los Angeles, will start radio version of the comic strip, “The Nebs”, on Mutual this fall in Sunday 4:30-5 p.m. period for Cystex. Company formerly spon- sored What’s the Name of That Song in that time but in July re- duced to a quarter-hour and is cur- rently using Crime’s My Pastime in 4:30-4:45 p.m. spot. New half- hour series will start Sept. 9, Ray- mond R. Morgan Co., Hollywood, is the Knox agency.

Seek Network Show

INTERNATIONAL Harvester Co., Chicago, has named McCann- Ericksson to develop and present for audition a network program for institutional promotion.
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the fourth 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.

---

4. THE STUDIO CAMERA

In order to use conveniently the magical powers of the Iconoscope, an elaborate camera assembly is needed. Included in this must be (1) an arrangement for focusing the desired picture on the mosaic; (2) deflecting circuits that will cause a beam of electrons to scan the picture; and (3) a means of amplifying the relatively weak signal to a magnitude that can be satisfactorily fed over a cable to the control room. Moreover, all of these, and the Iconoscope itself, must be mounted in a relatively compact assembly capable of being moved easily about the studio.

Deluxe studio cameras of the type shown above were first designed and built by RCA. Cameras of this type, produced by RCA before the war, are used today in the studios of WNBT, the world's leading television station, and in a number of other television stations. Cameras of very similar design are used in nearly every station.

When production of commercial television equipment is resumed, RCA will offer new television cameras surpassing any now in commercial use. With these new RCA cameras, using improved circuits and tubes, full freedom can be given to artistic considerations in studio programming.

*The Fountainhead of Modern Tube Development is RCA*
CALLAHAN RETURNS TO CROSLEY STATION
WALTER A. CALLAHAN, since November 1942 general manager of WSAI and since September 1944 manager under the Marshall Field interests, Sept. 1 returns to the WLW Cincinnati staff, according to announcement by James D. Shouse, vice-president in charge of broadcasting for The Crosley Corp. No specific appointment has been made.

Mr. Callahan originally joined the Crosley broadcasting division in 1938 and has served in various capacities including sales and service at WLW home office and as manager of WLW Chicago office. Before his WSAI appointment, he was assistant manager to Mr. Shouse and Robert E. Dunville, Crosley vice-president and WLW general manager.

One That Got Away
“COVERS Central New England — and Berchtesgaden.” That could be the new line on WTAG's letterhead. The Worcester station has just discovered through a GI that its signal reaches Hitler's erstwhile hideaway in the Alps. Staffers are tearing their hair thinking of the opportunity they missed to make Der Fuhrer furious. NAB and FCC permitting, they could have called him all the names in the book, and chances are, he could have heard them.

NAB Beer Survey
SURVEY just completed by J. Walter Thompson Co. for NAB reveals that 88% of commercial stations accept beer advertising, 10% do not, and 2% are noncommittal. If a specific casting charge is made.

NAB is now lifted on CBC's shortwave station CFTA, and the whole story of its operation can be told. Though it has been on the air eight months, it has been under a security "blackout" until now. Every morning at 6:30 CFTA starts broadcasting—in six languages—telling the Dominion's views on world affairs. Its primary purpose is to keep Canada's men and women in the armed forces informed on home news. It is also an instrument in Canada's "public relations," spreading news of its products, people and culture around the world.

Planned and designed by the engineering staff of CBC in cooperation with engineers of the RCA Victor Co. of Montreal, it is said to be one of the most modern stations of its kind in the world. Erected on a salt marsh near Sackville, New Brunswick, the station is considered ideally located for international broadcasts. According to the RCA Victor engineers, Burton Seabrook, Joseph M. Conroy, and Fred R. Quance, who supervised installation, it took fourteen days to move the equipment the three miles from the Sackville freight platform to the station.

Although installation of the new transmitters started last September, less than four months later, on December 1, the first transmitter was on the air and the second was ready Christmas Day.

It was decided to erect the new plant over the RCA CBA transmitting installation since this was the only way the existing 50 kw standard broadcast transmitter's operation could be maintained without interruption.

The international building was laid out by a group of RCA Victor engineers headed by G. W. Olive. On the ground floor is the RCA 50-D transmitter known as CBA. On the upper level are two high frequency RCA 60 kw shortwave transmitters with an extra room available for the installation of an additional 7½ kw sw transmitter.

According to the RCA engineers, one of the toughest problems encountered was the installation of a 6,000 pound transformer which was turned over on its side and "eased" into the building.

In a fireproof vault in the building's basement, the RCA engineers installed equipment for the two shortwave transmitters including modulation transformers and reactors, high voltage plate transformers, voltage regulators and distribution transformers.

Designed to withstand a 120-mile-per-hour wind or a half-inch coating of ice, the masts of the three antennae now in use are 165, 217 and 379 feet respectively and present a solution to a problem made complex by Canada's climatic conditions. The antennae can be "slew" so that the broadcast beam can be moved either plus or minus 13 degrees each side of the main direction and it can be reversed to permit beaming to the Pacific area as well as Europe.

Shortwave Station Operated By CBC and RCA Is Revealed

If You Buy Shenandoah Remember This
KFNF
The Friendly Farmer Station
Produced
In 3 Midsummer Days. 7/12/45-7/14/45
For ONE Sponsor on ONE Product
647
One Dollar, Cash Enclosed, Orders

PROVING ONCE AGAIN—
THAT 1—Advertising is not an intangible over KFNF . . . . . . . . .
THAT 2—KFNF IS increasingly dominant in the great farm market around Shenandoah . . . .
THAT 3—Probable production plus rates that make sense are causing—

INFORMED SPONSORS TO SAY "I BUY KFNF"

Sales Participation, 2 to 3 minutes in an established Program
Monday through Saturday, Cost only $25.00 Per week.
Participations for Intensive Mass Coverage Campaigns
4 or 6 Per Day on a Monthly Basis—are available for as little as $3.18 per Broadcast

KFNF
1000 W
SHENANDOAH, IOWA
FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS, SHENANDOAH, IOWA

KWH
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate
To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

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

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

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's "listener habits" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
FM Hearings
(Continued from page 17)

major contribution to rapid acceptance of FM; newcomers will benefit. FCC proposal to require two hours daily of unduplicated programs on FM would compel AM broadcasters to divide resources, audience and revenue without equivalent benefit to listener.

Doubts wisdom of limiting FM ownership to six stations, in face of abundance of frequencies. Adoption of rule barring AM broadcasters from FM ownership would discourage and retard advancement of FM. Calls on Commission for expression that it will encourage AM broadcaster to enter FM field.

Urges FCC to review network regulations in light of FM before making them applicable to FM. Concurs in FCC proposal for use of common antenna site insofar as natural sites are concerned, but would make it permissive, not mandatory; objects to inclusion of man-made sites, such as buildings. (Later under cross-examination by Louis G. Caldwell, Mr. Trammell said he thought the “whole thing” should be eliminated from regulations).

Booster stations desirable; opposes reservation of 20 channels, suggests the 10 channels which eventually will become available for FM when facsimile moves upward will meet needs of future “newcomers”; favors facsimile encouragement.

NBC favors FM coverage approximating primary service area of AM stations where both are owned by same licensee; metropolitan stations should be permitted maximum coverage, with power limited to 50 kw. Regulatory basis for the industry that makes for stability, for progress and for the encouragement of the widest possible industry creativeness will be a beacon for the new era of American broadcasting.

Mr. Trammell told Commissioner C. J. Durr (who asked about programs) that American people like type of programs they’re getting “because they’re getting the programs they want”. Mr. Durr talked about symphonies. Mr. Trammell said they have a “very low popular appeal”, adding: “If you rely on symphonic music and discussions and exclude popular programs of today, it would take 10 years to get FM going—you’d have no listeners.”

FCC Counsel Hyde asked if NBC planned to exact double payments for AM-FM service. Said Mr. Trammell: “I’ll answer, but do you think that’s the prerogative of the Commission to ask what we pay and what we charge?” His answer was “not until FM becomes established.”

Commissioner Durr’s interest aroused, he asked how NBC bases its rates now; which was more profitable—operating a network or stations. Mr. Trammell couldn’t answer either specifically.

Kesten Sees Importance Of Hearing to Public

PAUL W. KESTEN, executive vice-president, CBS: Said “issues before the Commission probably exceed in total importance to public and broadcasters those of any hearing I can remember before this Commission or its predecessor. . . . FM contains in itself almost the whole future of audio broadcasting. . . . Very few of our millions of listeners understand what is at stake here—I doubt if every broadcaster fully realizes it—but I feel reassured in the knowledge that this Commission is entirely aware of it, and is devoting to it the time and careful thought which it deserves.

“The three issues before the Commission which most profoundly affect the future public service of the broadcasters are (1) any restraints placed on FM programming; (2) any unnecessary restraints placed on FM station ownership; (3) the whole question of where to license stations and how to define their coverage areas so that not only will local needs be properly satisfied, but so that nationwide coverage patterns for network programs—essential always to listeners’ enjoyment and vital to national unity and welfare in times of crisis—can be physically attained.”

Mr. Kesten urged duplication of full AM schedules on FM stations. Telling a broadcaster he must put different programs on his FM station would be like telling a newspaper if he wanted to invest in a better press, he’d have to print two different papers—one the old way and the other the new way. Separate programming would penalize not only the broadcaster but the public.

From the moment FM sets are sold in any area, every hour of FM listening represents a reduction in AM audience, because no listener can tune in AM and FM at the same time.

In the transition period one of two things can happen—either an orderly and smooth transition can occur, or chaos can break loose. . . .

(Continued on page 88)
In Cincinnati

WSAI HAS THE BIG TOP
AUDIENCE RATING
IN THE MORNING—28.8!
(HOOPER REPORT MAY-JUNE 1945)

Lead off the parade!
Ask Paul Raymer about the
Best of Everything Program!

WSAI
A Marshall Field Station,
CINCINNATI 2, OHIO
BASIC AMERICAN BROADCASTING COMPANY
These chicks, with their sisters and cousins, brought $23,295,000 to Utah chicken and turkey growers last year. That's nearly $2,000,000 a month, which helps to "feather the nests" of quite a number of KDYL listeners in this steady-income market.

Local Advertisers Know KDYL Brings Results

When it comes to "hatching" sales, local and national advertisers have learned that KDYL showmanship gets results. It's the station most Utah people listen to most.

FM Hearings
(Continued from page 36)
It is within the power of the Commission to determine which of these the listener and broadcaster will face in this transition period. . . . It lies within the power of the Commission to determine whether the interval is long and painful or short and relatively painless. Identical programming is the single key to this entire problem. It will speed FM set sales and that, in turn, will encourage new broadcasters to enter FM, leading to more program competition. The listener's pocketbook is protected for he can buy a simple FM set without being cheated out of his favorite program. Confusion in the listener's mind would be avoided and large investments in top-flight talent can be maintained.

CBS opposes restrictions on AM-FM ownership, has no criticism of duopoly regulation but thinks FCC should not arbitrarily limit number of FM stations to six for one owner. CBS has eight AM stations and wants FM stations to protect their respective areas. FCC has authority, by licensing power, to prevent concentration of control without placing arbitrary limit on ownership.

Mr. Hyde inquired of Mr. Kesten if he thought there should be another advertising rate for FM. CBS feels it has no right to charge an advertiser for a duplicate system of broadcasting, said Mr. Kesten.

Stanton Explains in Detail CBS Single-Market Plan
FRANK STANTON, vice-president and general manager, CBS: Explained in detail CBS single-market plan, said plan does not confine or restrict service areas to outer limits of Metropolitan District in which station is located; plan does not put a ceiling on power or antenna height, provided resulting signal does not exceed practicable requirements under various situations specified in the plan itself.

A larger rural area is served by composite coverage of single-market stations and signal under single-market plan is superior. CBS suggestion supports Commission's plan in the essential points. Single market of Metropolitan station allows far more opportunities for development of local talent, personalities, forums, discussion groups and service programs unique to the market. Competitive emphasis is shifted from coverage areas (as in AM) to programming and service.

In order to realize full potential of FM—wider total coverage, better signal intensity, more stations and, hence a wider choice of programs—some form of the concept embodied in CBS Single Market Plan or in plan proposed by Commission must be adopted as guiding principle in FM allocations.


Woods Says All American Affiliates Urged to Ask for FM
MARK WOODS, president, American Broadcasting Co.: Said American has requested all affiliates to file for FM facilities. American concurs in 6-hour daily minimum operating schedule; objects to proposed regulation requiring unduplicated service two hours daily; contending program content is first among listeners—flexibility of tone secondary. Greatest asset any broadcaster has is his program (Continued on page 40)
Each week, Monday through Friday, at 6:45 P.M., KDKA presents the news-commentary of Lowell Thomas. On Saturdays, at the same hour, another Thomas—Bill—takes up the torch and the cosmos is appraised with a Main Street slant.

Bill Thomas is editor of the Clearfield, Pa., "Progress." His Saturday evening summary of world-events on KDKA is aptly styled: "A Main Street Editor Looks at the News." His homespun approach to the news is refreshing. The man in the street—Main Street or Fifth Avenue—is edified and instructed.

This weekly newscast of world-happenings, as seen through the eyes of a small-town editor, pleases urbanites, and strongly appeals to the millions of KDKA's rural listeners. Tangible evidence of the wide popularity of Bill Thomas and his program turns up regularly in the mail. A one-time offer of a souvenir-copy of his newspaper brought 9,000 replies.

More details gladly furnished. Check with NBC Spot Sales.
FM Hearing
(Continued from page 88)

service—his stock in trade. Suggests minimum full-fidelity schedule be a total of two hours daily at any time starting at 6 a.m.

Thinks multiple ownership regulation should be "open-ended" with maximum number of stations dependent on circumstances in each case. On AM-FM ownership, thinks it should be encouraged; AM operator should be permitted to operate as long as he is willing or until the Commission decides upon reassignment of AM channels which will become necessary at some future date in order to provide adequate rural service.

Instead of applying network regulations to FM, Commission might better wait, watch developments and take action when and if action seems desirable. American favors

common antenna sites, would include buildings as well as natural sites; is opposed to booster stations as well as reservation of 20 channels for future assignment, contending no reason for holding frequencies for men in service, due to large number of channels.

Favors development of facsimile, thinks FCC allocation plan overall is good, except in many cases it will be economically impractical to operate a rural station under terms of proposal. Mr. Woods expressed opinion that remote rural areas can be served better by high-powered clear-channel AM stations.

Mr. Hyde put the usual rate question to Mr. Woods, who said rates are in a continual state of flux, the American doesn't plan to charge for FM until service is widespread. He predicted 4,000 FM stations within five years, a three-year period after war for FM to break even on financial investment.

JOHN MORGAN DAVIS, general counsel, NAB, stood on brief [Broadcasting, July 30].

GEORGE C. DAVIS, Washington consulting engineer, appearing for Yankee Network: Opposed allocation plan on grounds it would deprive New England of proper coverage; suggested either more frequencies be assigned to Metropolitan stations or that maximum use be made of frequencies so assigned.

Shepard Leads Testimony On Tuesday Morning
IRVIN B. ROBINSON, technical director, Yankee Network: Presented exhibit showing history of WGTG Paxton, Mass., WMTW Mt. Washington, and WEOD, relay station. Total capital invested during experimental and developmental period to May 1940, $388,126.23; additional investments and operat-
ing costs since May 1940 (under FCC rules and grant of commercial licenses): WQTR $302,002.78; WEOD $14,207.16; WMTW $51.1-

2.86.

JOHN SHEPARD 3d, chairman of board and general manager, Yankee Network: Said Yankee "went out on the FM limb" and if these suggested regulations are put into effect the folly of this as a business venture will be conclusively established.

In any nationwide allocation plan FCC must pay particular attention to New England because of closely-clustered cities and Metropolitan districts and sparse population. In any allocation plan, two broad principles (to deliver programs to listeners and provide outlet for public expression of local community) must be considered. FCC plan does not provide proper facilities for New England.

CBS single market plan would entail need for more FM frequencies than now allocated for Metropolitan stations. Single-market plan would be all right for one or two networks, Yankee feels Metropol-

itan stations should be permitted to elect to serve either (1) all districts combined or (2) one of Metropolitan districts (with reference to multiple-contiguous-Metropolitan areas).

Mr. Shepard advocated stations of the Paxton caliber. Chairman Porter asked if he had changed his views since he opposed 600 kw power for WLW Cincinnati. Said Mr. Shepard—the situation isn’t the same because no other station could use the 700 kc channel, whereas several FM stations could use Paxton frequency.

Yankee suggests minimum operating schedule of 12 hours daily instead of proposed 6 hours, program duplication should be left to individual broadcaster; thinks FM will develop faster with unduplicated programs; FM-AM ownership policy should not arise until practically 100% of present AM set owners have FM receivers; FM should be allowed to develop without network regulations being effective immediately.

Agrees with common antenna

(Continued on page 42)

WIX 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.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

Page 40 • August 6, 1945
Wallace Kadderly, nationally-known agriculture broadcaster, began conducting his daily farm service program over KGW, July 16. Radio chief of the U. S. Department of Agriculture for the past eight years, Mr. Kadderly began his career at the Oregon State College and for four years directed the very successful Western Farm & Home Hour over NBC. By helping our farmers in their valiant efforts to feed the world, KGW again rings the bell—this time the dinner bell.

In this pre-war photo T. R. McLellan (left) and W. P. Wakefield tell how they are improving the soil on their farms in Lincoln county, Oregon, for the benefit of listeners to KGW and the NBC network program, "Western Farmers Speak."

Agricultural income remains one of the greatest economic factors in the prosperity of the Pacific Northwest area served by radio station KGW. For twenty-three years this station has consistently cultivated the farmers, making this rural buying power available to advertisers on KGW—your best radio buy yesterday, today and tomorrow!
FM Hearings
(Continued from page 40)

site proposal providing it will not
affect satisfactory operation of li-
censee's FM station or television
station; boosters should be author-
ized where need is proved; opposes
reservation of 20 channels—if such
reservation needed, should be re-
duced to 10 channels.

Favors facsimile regulation, op-
poses FCC allocation plan, espe-
cially for rural stations, as so se-
vere as to limit applications for
that type station.

When Chairman Porter asked if
rural coverage hadn't been retard-
ed by establishment of clear chan-
el AM stations in metropolitan
areas, particularly the East, Mr.
Shepard said the ideal thing for
rural service is to locate clear chan-
el stations in thinly populated dis-
tricts but economically it couldn't be
done.

COMDR. T. A. M. CRAVEN,
vice-president, Cowles Broad-
ing Co., former Commissioner: It is of
paramount importance that Com-
mision decide just as wisely for
economic aspects of FM as it did
for technical aspects. In the aggre-
gate, proposed Rules do not appear
to be sound basis for wise decision.
Effect of regulations such as these
may retard rather than foster
rapid development of FM and wider
competition in broadcasting, be-
cause they appear to attempt to
control economics at a time when
economies are undeveloped. They
attempt to control competition by
applying theories contrary to sound
business principles.

It is predicted the public will
prefer FM to AM, thus will
discard AM. If this is true, the
quicker AM broadcasters modern-
ize plants with FM the sooner pub-
lic will receive better service. FCC
should encourage AM broadcasters
to modernize their plants as soon
as possible.

Comdr. Craven opposed any dis-
tribution in AM-FM ownership.
As for multiple ownership, the Com-
mision should have flexible rule,
not rigid 6-station limit; proposed
rule requiring two hours of undi-
licated programs would be harm-
ful to FM developments, because
audiences don't listen to strongest
signal, but to best programs.

Commissioner Durr asked about
"newcomers". Comdr. Craven
quipped he expected the Com-
mision to take a year to process
FM applications unless additional ap-
propriations and help are forthcom-
ing.

Ultimately regional and local
channel stations may become no
longer necessary, AM channels
thus placed into disuse can then be
utilized by better AM stations serv-
ing areas which FM may not reach.

Cowles opposes reservation of 20
channels for future assignment;
opposes FCC allocation plan, con-
tending there should be only one
class of station and Commission
should encourage all stations to
serve as large a rural area as cir-
cumstances justify or require; FCC
should prescribe service area ob-
jectives for each community.

Agreed this 30-year period
issue. Mr. Craven didn't think it
would be economically feasible to
charge a double rate until FM is
established. As for programs, we
should not fear looking into the fu-
ture, said former Commissioner;
the American public likes Ameri-
can programs; educational stations
will help fill a certain need.

Fly Appears for Group
Of Broadcasters
JAMES LAWRENCE FLY, for-
mer FCC chairman, counsel for
KRLD Dallas, KXEL Waterloo,
Ia., WMJF Youngstown, O.,
WFMJ W ashington, D.C.,
WSPD Toledo, WVVA Wheeling:
Hardly any question before the
Commission has been of such vital
public interest . . . public interest
is that of listener . . . they are the
forgotten men and women in vari-
ous presentations (preceding Mr.
Fly). Commission regulations too
restrictive . . . public interest can
never be met as long as the met-
ropolitan areas of East are used
as guide in allocations.

Well over 50% of country will
be without radio service if Com-
mision allocation plan or CBS sin-
gle-market plan is adopted. (Mr.
Fly quipped CBS plan came "after
the Democratic nomination") . . .
whole emphasis of both plans on
heavily congested areas, devoted to
"pay dirt" territory.

Warned against attempt to lay
down specific contours for future
. . . Commission's proposal in some
respects more restrictive than that
of CBS. . . . These regulations
would erect a Chinese wall around
service . . . Suggested "simple way
out of dire result" is rule that all
stations serving over 50% rural
listeners be rural stations. . .
Can't see why Commissioners
would care to lay down rules which
would preclude public service. . .
Was quite impressed with sugges-
tions Comdr. Craven made; sug-
gested Commission might want to
consider New England-Washington
separately in nationwide allocation
plan, because of peculiarities of
population density, etc. To have
uniformity of principle must have
distinction between facts and the-
ories; unduplicated programs given
(Continued on page 44)
ALL NEW — incorporating new techniques, new circuits, new tubes.

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

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

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

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

Look to Federal for the finest in FM equipment.
FM Hearings
(Continued from page 49)
too much emphasis; not so serious as testimony indicates. Labor problems might loom as more important issue; thinks community station is "swell idea"; country needs more "whistle-stop" stations. Thinks there should be a rule on ownership against concentration of control; isn't sure maximum number of stations for one owner should be 6, in view of expanded facilities. Damm Expresses Opinion FM Will Replace AM
WALTER J. DAMM, vice-president & general manager, Milwaukee Journal Co. broadcast division, and president, FMBI (testifying as individual): FMBI filed no brief because couldn't get together on issues; is convinced FM will replace AM; believes problem of rural coverage will take care of itself long before complete abandonm-ent of AM. American public will never be satisfied if, as result of regulation, it will be limited to home-town radio program service. Feels minimum operating sched-ule of 6 hours daily should terminate one year after war and FM stations be required to operate full-time. Forced unduplicated pro-grams would gain nothing; all AM programs should be available to FM; advocates leaving duplication to judgment of licensee. Thinks duopoly regulation might be relaxed in certain instances, although has no serious objection to it. AM-FM ownership regulation out of place now; thinks developments will take care of it. Thinks net-work regulations as well as other AM rules should apply to FM, but would extend 2-year affiliation con-tracts to longer periods; favors common antenna sites, use of boosters where needed to overcome shadows; opposes reservation of 20 channels, thinks 10 would be sufficient; favors encouragement of fasmile but FM should come first; thinks FCC allocation plan needs revising, favors community stations, thinks rural station plan unworkable.
PAUL W. MORENCY, secretary & general manager, Travelers Broadcasting Service Corp., Hartford (WTIC WTIC-FM): Agrees New England is a problem; no objection to 6-hour minimum daily operating schedule; objects to non-duplication programs by regulation; suggests clarification of multiple ownership rule; opposes separate AM-FM ownership; suggests network rules be studied with FM in mind before general application to FM; no objection to boosters if serve useful purpose; reservation of 20 channels would seriously re-tard FM development, particularly in New England. Allocation plan contains funda-mental defects which will deprive public of some of principal bene-fits of FM; proposed plan imposes too many restrictions on both en-gineering and economic phases, puts premium on certain theoreti-cal concepts, such as keeping broad-casters both equal and small to detriment of listeners, thus plac-ing small stations at mercy of na-tional networks.
LOUIS G. CALDWELL, counsel for WDAF Kansas City, WBFR Baltimore, WJR Detroit, WEAR Cleveland, WGN Chicago, KFI Los Angeles: Doubts feasibility of pro-posed allocation plan with refer-ence to California because of mountainous terrain; stood on advance briefs [BROADCASTING, July 30].
HARRISON T. SlaUGHTER, counsel for WPAD Paducah, Ky., WSON Henderson, Ky., WSNJ Bridgetown, N. J.; WHOP Hopkinsville, Ky.: Submitted statements for each, opposing allocation plan and definitions of Metropolitan, Rural and Community areas; recom-mended licensees not be restrict-ed but permitted to perform public service.
E. E. (Ted) HILL, managing director, WTAG WTAG-FM Wor-cester, Mass.: Opposes forced un-duplicated programs, contends pub-lic doesn't want more, but better reception of present AM programs; opposes limitation of 6 stations to single owner but favors han on con-centration of control; boosters can be great blessing or great evil; would require use where necessary to provide good service. Favors allocation plan overall, but opposes classification of stations; recom-mends FCC adopt CBS single-mar-ket plan.
MICHAEL R. HANNA, general manager, WCHU Ithaca, N. Y.: Generally in accord with FCC pro-positions but thinks restrictions on rural stations too great. Recom-
(Continued on page 74)
The Hooper Continuing Measurement of Radio Listening for the 1944-1945 Winter-Spring season gives WTIC's 8:00-8:15 A.M. News period a 17.0 rating. This represents 76.5% of the sets in use at that time in the Hartford area—a great tribute to the excellence of WTIC's news service.

300,000 words pour into the WTIC newsroom every day from all the distant corners of the earth. WTIC is the only radio station in New England, and one of the few in the country, subscribing to three outstanding news associations—Associated Press, International News Service and Transradio News.

In addition, a special Washington coverage is maintained by direct wire; and throughout Southern New England WTIC reporters are ever on the alert for news of special interest.

Preparing and presenting this material to the people of Southern New England in an authentic and understandable manner is WTIC's chief aim in its dozen or more newscasts each day.

One more example of that extra service which has made WTIC the dominant station in Southern New England.
When skillfully directed and stripped for action

Every ounce of him is devoted to one job—to win. He pulls no carts, carries no extra trappings.

No premiums or extras are offered by this company for its services to radio stations. We make no side line profits.

We believe that all of our resources and all of our energies should be directed toward the one job of selling radio advertising for the stations we represent—and doing that job superlatively well.
That's Public Service

EVER SINCE defense and war operations began, most stations and the networks have been using a credit line on sponsored programs which turn in the public service category-market reports, weather, news, forums, perhaps symphonies.

Let the station say: "This program is (has been) presented as a public service by the Local Electric Co."

That's public service.

Mission to Europe

WITHIN A week 10 "top level" broadcasters leave for an inspection of radio in Europe, under Army auspices. Heading the delegation will be Justice Justin Miller, President-designate of the NAB, and J. Leonard Reinsch, practical broadcaster and radio advisor to President Truman. On the roster also are representatives of each class of station and of each of the networks.

Both the White House and General Eisenhower's headquarters feel the inspection is desirable, particularly since no group of broadcasters represents the comprehensive standpoint of either war area. Newspaper publishers, magazine editors and motion picture executives already have made inspections. General MacArthur personally has invited a companion group of broadcasters to the Pacific following the ETO mission.

The ETO inspection can and likely will prove fruitful. There's been lots of talk, pro and con, about the efficiency of the European system of government radio as compared with our own. We have heard how Europeans-mostly Britons—listen over the shoulders of our troops to our radio fare, and how well it is liked. We have heard about plans for the building of numerous commercial stations, on the U. S. pattern, at strategic locations to bombard English speaking portions of Europe with our programs.

But all this has come second hand. Now broadcasters who are interested in all phases of radio—not merely programs or documents or news broadcasts —can see and learn for themselves. They will spot the good points and the bad. They will get the "feel" on the ground.

There's another aspect perhaps more important. Radio doesn't stand still in our national broadcasting. Program standards or tastes of today may not fit tomorrow. The new America will be the World War II veterans' America. The radio group will be able to canvass the radio views of a typical cross-section of our fighting men—and women. Program policies, in our Democracy, always have been shaped to conform to a preponderant public will.

The upcoming mission to the Pacific will afford an equally valuable opportunity to feel the radio pulse of the GI.

Radio owes its thanks to the Army and to the NAB for arranging this first broadcast mission to Europe.

GREAT OPPORTUNITY for team-work between broadcasters and manufacturers comes with the lifting of war-time freezes and start of FM and television selling. The station creates the market for the manufacturer. The latter is the station's circulation department. What better way to sell sets than use radio itself as the medium?

Time for Union

IRRESPECTIVE of the outcome of current considerations of new rules to govern FM operations, there's one point on which there is or should be general agreement. FM has been sold to trade and public alike. It has the momentum to carry it into general public favor.

That task was performed by a determined group of men who formed FM Broadcasters Inc. in a trade association to promote the new medium. That task now has been completed. The allocations and the proposed rules, for better or for worse, were the prime goals. These now have been or are about to be achieved.

Clear-cut proof that the FMBI has fulfilled its mission was reflected in the appearance of the FM public in the FM market. It took up the cudgels in an industry-wide effort to convince the FCC that the rules for FM should encourage maximum development and growth and not hobble or hamstring through artificial regulatory barriers.

We think it's time that FMBI as such, fold its missions and turn the NAB the function of leading and serving those present broadcasters and FM newcomers who will participate in FM operations. There is needless overlapping and duplication with two associations. Many members of FMBI—perhaps its officers—will then find their job in organizing and members of NAB.

The NAB board is meeting in Washington. We think it should extend to FMBI an invitation to join forces, perhaps establishing within NAB an FM division on technical aspects. All other FM operations could be absorbed in the NAB framework or in its re-organized structure to be evolved by President-designate Miller.

The FMBI board meets in Chicago Aug. 14. It is cloaked with plenary powers from its membership. It can organize into a full-fledged trade group, continue as it is, merge with NAB or dissolve. It can do what it pleases.

The logical course, and one that makes good sense, is for the NAB to extend the invitation to FMBI to absorb it and for FMBI to accept. We propose precisely that.

Those men who pioneered FMBI-Walter Damm, John Shepard, Ted Strebert, Franklin Doolittle, Phil Loucks and C. M. Jansky Jr.—should be accorded a hearty 'well done' for their efforts. Program standards or tastes of today are destined to broaden immeasurably radio's public service. It was no easy task to break through the heavy armour of an established art. FM was sold by FMBI the hard way.

GEORGE DAVIDE COLEMAN is more than just general manager to WGBI, top rating CBS affiliate in Scranton, Pa. He is the man who put it on top, gradually building it up to the last two decades.

From an insignificant 10 wattter in 1925, under George's direction WGBI grew to the point that in May 1945 Hooper's "Continuing Measurement of Radio Listening" showed that 18 hours of WGBI's presented programs rated above 20 on the station. The programs, occupying consecutive time periods from 11:45 a.m. to 2:45 p.m. with the exception of a half-hour newscast, rated at least two or three times as high as the leading daytime national sponsored five-a-week programs shown by the Hooper ratings. By 1945, WGBI was credited with from 175 to 300% better than the average national rating.

George's talent is well-recognized in spheres other than his own station, too. His fellow broadcasters in the Third District recently elected him their NAB director. He is attending his first NAB board meeting today, Aug. 6. He also was elected president of the Pennsylvania Assn. of Broadcasters.

That recognition extends beyond the broadcasting industry as well. At present he is first vice-president of the Scranton Rotary Club, vice-chairman of the radio committee, American Legion, Dept. of Pennsylvania; service officer of the Joseph M. Bailey Post, American Legion in Clarks Summit, Pa.

He recently served as chairman in Lackawanna County in the special drive of the American Red Cross to recruit Army nurses and is currently acting as banquet chairman of the Northeastern Pennsylvania Assn. of Manufacturers' Representatives. He is a director of the Scranton Better Business Bureau and of the Davis-Loftus-Williams Co., wholesale grocery house.

Born in Scranton, Nov. 5, 1899, George attended local schools, graduating from Technical high school in 1918. Athletically inclined, he was one of the stars of Technical's basketball team and later played professional basketball in the Inter-County league. It still being winter, George joined the Army shortly after graduation and served until after the Armistic. He rounded out his education with a three-year night course in electrical engineering at Penn State Extension College.

The Hudson Coal Co. was George's first, and brief, employer. Next post was in the test department of the General Electric Co. in Schenectady, N. Y. While working for GE he also found time to play semi-professional baseball with one of the local teams. George re-

Our Respects To

(Continued on page 80)

BROADCASTING • Broadcast Advertising
The "400 Hour," sponsored Mondays through Saturdays from 7-7:55 AM by the Chicago and North Western Railway Company, recently celebrated its ninth anniversary of broadcasting over WMAQ. In 1936 this great railway company wanted to reach the millions of families in the Chicagoland market to acquaint them with both the suburban and nation-wide transportation facilities afforded by the Chicago and North Western Railway System.

After a careful survey, the choice was WMAQ—the Chicago station most people listen to most. The North Western Railway sponsors Pat Gallichio who recently received 34,000 replies (see inset) as the result of a ten day listener reaction poll made by WMAQ.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

The Chicago station most people listen to most

670 ON YOUR DIAL
TO ADVERTISERS WHO ARE LOOKING

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

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

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

MORE RADIO HOMES HERE THAN IN ANY SOUTHERN CITY

WIS COLUMBIA SOUTH CAROLINA
5000 WATTS  560 KC
G. RICHARD SHAFDO  J. DUDLEY SAUMENG
General Manager  Sales Manager
FREE & PETERS, Inc., National Representatives

Respects (Continued from page 43)

turned to Scranton and the Hudson Coal Co. after one year in Schene-ctady and served in various capacities in the electrical engineering and electrical construction departments.

In 1928, George accepted the position of manager of Frank Megargee's radio store. Mr. Megargee at that time had a sideline, he was president of a radio station which had started operations four years before. In 1932 the sideline had developed its potentialities sufficiently to enable Mr. Megargee to close his store. He salvaged from the store, however, its management and made him general manager of the station.

George married the former Ruth Lenore LaBar of Scranton. With their eight-year-old son, Ronald, they live in Clarks Summit.

A bridge friend, George boasts that he has a system exclusively his own. Little wonder—and little danger of its being plagiarized. He refers to it as the "Over-the-Two" system, explaining that he always bids two more than he expects to make.

WAAT Newark has been awarded a certificate of approval for its work in civilian defense activities. Presentation was made July 31 by Mayor Vincent J. Murphy and Carl K. Withers, president, Newark Adv. Club, commander and chairman respectively of Newark Defense Council.

Marks Signs New Contract With BMI

New Pact Asks Nonreturnable Advances as Guarantees

CONTRACTS between Broadcast Music Inc. and Edward B. Marks Music Corp., has been renewed for five years, effective Jan. 1, 1946, according to an announcement last week by both companies. Terms were not disclosed, but were said to be "substantially similar to those previously in effect," which gave BMI performing rights in the Marks catalogs for $1,000,000 for the five-year period.

In place of the flat-fee annual payment basis of the original contract the new pact calls for nonreturnable advances to be paid to Marks as minimum guarantees against BMI's standard method of payment based on logs of performances. That is, if the log shows that Marks is entitled to more than the advance he will be paid the overage, but if his tunes fall to earn as much as the advance he does not rebate to BMI.

Recent decision in the court case of BMI and Marks against ASCAP makes works produced by ASCAP members in collaboration with non-ASCAP members available for licensing through BMI. Before the decision BMI and Marks had refrained from licensing any work in the Marks catalog written either solely or in part by ASCAP members. Change "makes available under the BMI performing license thousands of additional Marks copyrights, many of which are vitally important," the announcement said. In addition, the English versions of many of the Marks Latin-American and other foreign compositions may now also be cleared by BMI.

New WNEL Studio

CONSTRUCTION was to be completed last week on new audience participation studio of WNEL San Juan, P. R. Facilities will be used for local musical and quiz shows in additions to origination for NBC domestic and international networks.
This is Mr. Walker...
One of the 1797 Druggists in the WGY Community*

Mr. Walker runs the corner drug store—or one in the neighboring city—or possibly one of those large chain drug stores where you can buy everything from a cake of soap to an alarm clock. But no matter how large or how small his store may be, he is one of the 1797 druggists in central and eastern New York or western New England, served by WGY—the WGY Community.*

In this, one of America's choicest markets, Mr. Walker and his fellow druggists sell over $44,542,000 worth of products annually, to the 1,045,717 housewives and their families—products they hear about over WGY.

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000 and 40 incorporated towns and villages of over 500.

WGY Gives You the Hudson Circle

50,000 watts—NBC—23 years of service

GENERAL ELECTRIC

SCHENECTADY, N. Y.
With better than $60,000,000 in cattle sales a year (more than half of it to Wichita's 6 big packing houses) Wichita's livestock market is a sure bet for the future of Kansas' Richest Market. Wichita is not ashamed of being one of the largest "cowtowns" in the United States because year-in and year-out those cattle sales mean solid buying power for the 250,000 people who live in that solid KFH section.

The price and quantity of beef is big news every day in the Wichita area and an important part of the up-to-the-minute livestock and farm reports on KFH. So, it's a good steer to reach Kansas' Richest Market through that selling station, KFH.
IT'S THE STATION THAT MADE ME A HOME OWNER

When it seemed to us that Uncle Sam's G. I. home loan idea needed to be put into one syllable words, we planned carefully a series of programs conducted by loan experts, coached by radio experts. It is this sort of helpful service that has made fast friends for the Friendly Station, and belief in the things we say and sell.

CLEVELAND'S
WGAR
THE FRIENDLY STATION

FREE SPEECH "MIKE" RADIO'S XXV ANNIVERSARY
JACK STECK, public relations and special events director of WFIL Philadelphia for three years, has been promoted to program director. He succeeds EDWARD C. OBRIEN, now assistant general manager of WFIL Philadelphia.

LESTER L. FARRER has been added to the writing staff of CBS-AM New York.Raised from the Army, Mr. Farrer is former production director of Arizona Broadcasting Co.

ROGER PATRICK, former announcer of WGN Chicago, has joined KFJ-I Los Angeles.

BILL FROST, announcer of KSBO Los Angeles, has joined the KGA Los Angeles staff.

JERRY KOWAL, formerly with WMC Memphis, has been named program director of WUSN Rochester, N.Y. C. JAMES TURNER, Jr., WNFC as an announcer from WGBB Goldsboro, N.C.

ROBERT A. STENGLE has been appointed chief announcer of WSPA Springfield, Mass. New announcers are RICHARD EDWARDS, from WJZ Washington; N. C., and LOUISE BEAUGARD, from WOSU Columbus, Ohio.

ADELE MARSHALL, formerly with WOOP Boston, has been joined WSPR Springfield, Mass., as a women's commentator.

GEORGE L. WILSON, formerly with WBIG Greenbush, N. C., and DUDLEY McKeen, from WMCA Montreal, Ga., to announcing staff of WSB Atlanta.

ROBERT NELSON, assistant program director and promotion director of WMBF Memphis, reports for induction into armed forces Aug. 15.

DON SHELDON, former announcer of WKNW Raleigh, is now with WWOV Des Moines, Ia.

MAXWELL SHANE, for two years writer on the CBS "Big Town" series, has been assigned writer-producer of Film version to be produced by Film-Thomas Productions, Hollywood independent unit releasing through Paramount Pictures Inc.

VON RUBANSKI, engineer of KJH Hollywood and former freelance musical director on various network programs, has joined NBC Hollywood as producer. He succeeds JOHN ZOLLER, who resigned to join BMI Hollywood as producer of "Cavalcade of America".

SIDNEY BRESEE, former NBC Chicago actor, has joined WBBM Chicago production staff.

STANLEY LINDBERG, member of the program division of NBC-WTN Cleveland, has resigned to return to Chicago to freelance.

GEORGE WILSON, chief announcer of WSVY Steubenville, 0., has been named assistant program director.

IDELA GRINDLAY, resigned from the War Dept. where she was traffic manager of "The Army Hour" (Broadcasting, July 25), has joined Mutual as assistant to ROBERT NOVAK, director of talent and program development. Before joining the War Dept., in 1942, Miss Grindlay had been with NBC since 1939.

FORD WARNER, announcer at KION Monterey, Cal., is father of a boy. Mrs. Warner is former organist at CKWV Vancouver.

JERRY KOWAL, formerly with WMC Memphis, has been named program director of WUSN Rochester, N.Y. C. JAMES TURNER, Jr., WNFC as an announcer from WGBB Goldsboro, N.C.

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How to make PRESTIGE produce PROFITS...

Use WTAR Popularity to prove Product, Package, Plans in the No. 1 Test Market*

Here's How WTAR Hooperates in NORFOLK*

(Waipier Continuinoing Measurement of Radio Listening: Fall-Winter, '44-45)

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>WTAR Sta.</th>
<th>Sta. &quot;b&quot;</th>
<th>Sta. &quot;c&quot;</th>
<th>Sta. &quot;d&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Index</td>
<td>50.3%</td>
<td>28.4%</td>
<td>12.8%</td>
<td>6.1%</td>
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<tr>
<td>Afternoon Index</td>
<td>60.9%</td>
<td>15.3%</td>
<td>3.5%</td>
<td>7.5%</td>
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<tr>
<td>Evening Index</td>
<td>63.6%</td>
<td>16.6%</td>
<td>14.0%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Sunday Afternoon</td>
<td>54.3%</td>
<td>21.8%</td>
<td>14.3%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

AS TO RATINGS:

DAYTIME—37 of WTAR's 40 quarter-hour periods have ratings of more than 6.0

... more than half of them have ratings OVER 6.0

... of 22 local quarter-hour periods on WTAR (8 a.m. to 7 p.m.) over 40% have ratings of more than 9.0

... for 70% of the quarter-hour periods WAF has a higher rating than all other stations COMBINED

EVENING—50 of the 56 half-hour periods WTAR has a higher rating than all others COMBINED

More than half of WTAR's evening half-hour periods have ratings of more than 20.0... and up to 42.7

*NORFOLK METROPOLITAN MARKET: one of the nation's great industrial-port areas and a very desirable package of desirable properties made up of 3 adjacent cities—Norfolk, Portsmouth, Newport News, Va.—560,000 people who buy as a metropolitan unit... ample for market volume, situated to cover economically, and thoroughly, with the most important station, WTAR... easily accessible to supply and demand.

We would like to tell you more about it—

NORFOLK NETWORK

5000 Watts Day and Night

National Representatives: Edward Petry & Co.
YES! You can get these stars for your advertisers!

1. JIMMIE DAVIS
   Singebrush Serenade
   156 pgms ... 15 min.

2. ERNEST TUBB
   Sagebrush Serenade
   156 pgms ... 15 min.

3. ART BAKER
   Footprints on the Sands of Time
   104 pgms ... 5 min.

4. HAMILTON QUARTET
   Songs of Praise
   156 pgms ... 15 min.

5. JAM SESSION
   156 pgms ... 15 min.

6. IRENE WICKER
   The Singing Lady
   52 pgms ... 15 min.

7. MAUREEN O’SULLIVAN
   Once Upon a Time
   26 pgms ... 5 min.

8. FRANK GRAHAM
   Fireside Tales
   26 pgms ... 5 min.

9. ETHEL SMITH
   Tropicana
   156 pgms ... 15 min.

10. COTTONSEED CLARK
    Rhythm Rponge
    26 pgms ...

11. LOUIS JORDAN
    Here Comes Louis Jordan
    156 pgms ... 15 min.

12. THE JESTERS
    Golden Bantam Revue
    156 pgms ... 15 min.

YES, INDEED! These great stars and many others are all yours in smoothly-written, smoothly-styled radio shows. World Features bring you big names in big-time productions ... top-flight radio entertainment planned by experts. Yet World Features are priced low enough to fit even the most modest budget.

If you are an advertiser, ask your local station to audition the shows for you, or write direct to 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 - WBS - HOLLYWOOD - WASHINGTON

Broadcast Advertising August 6, 1945 - Page 55
THE GUITAR

...it's an old Spanish custom

Although the guitar was actually a Moorish innovation, it has become popular in Spain for so many years that it is usually considered a Spanish instrument. One painting dating back to 1188 depicts an early form of the "Spanish" guitar.

By the 17th Century, the guitar had four double strings, and resembled the modern guitar except for its less pronounced "waist."

The lute's loss was the guitar's gain

The once fashionable lute was replaced in popularity by the harp-like chord late in the 17th Century, creating a need for another easily-played, portable instrument—a need quickly filled by the guitar. By this time, the Spanish guitar had migrated to Italy, from whence it was introduced into England and France. The lavishly decorated and painted instrument of this period was a far cry from the guitar seen in Spain 600 years earlier.

Accompaniment for the hula

The Spanish guitar has been made in the United States for over 100 years, but the type of instrument with which we are most familiar is the Hawaiian guitar. Portuguese sailors carried the guitar to Hawaii during the last century, where the double strings were replaced by six single strings, and the custom of playing it with a pick was adopted.

During recent years, since the advent of electrical amplification, it has become a popular practice to connect an electrical pick-up to the guitar and use an amplifier to supply volume rather than depend upon the natural resonance of the sound chamber. Such an arrangement is commonly called the electric guitar.

The music of the guitar, especially the sustained notes, calls for the utmost fidelity in recording. And the most faithful recordings today are:

VERTICAL CUT RECORDINGS!

Electrical Research Products

Division of Western Electric Company

223 BROADWAY, NEW YORK 7, N. Y.

Page 56 • August 6, 1945

SOIL-OFF Mfg. Co., Glendale, Calif. (Paint dealer). Aug. 6 starts three-weekly quarter-hour newsbeat on WOR, New York. Firm has also started daily participation in "Homemaker's Secret Coffe" on WMGO, Cincinnati and "Shopping Hi-Lights" on KFPA Los Angeles. Contracts are for 12 weeks. Covering more than 15 large markets nationally, Soil-Off maintains heavy spot schedule using three-weekly newsbeats on 55-Net Network (KOIN, KPFA, KSD, KODA Denver, KROM El Paso, KFPT Spokane), with five per week on KFPA Great Falls and KUTA Salt Lake City. Participation is sponsored in "Housewife's Protective League" on WSBM Chicago, KXMO St. Louis and WJZ New York. Soil-Off sponsors Truman Bradley-Lexis-New on 13 CBS western stations three-weekly and in addition uses announcement schedule on KOFX KOHL KRYPTO KOOR. With availabilities other stations will be added to list. Sponsor plans to use newscasts and participation as well as announcements. Agency is Ruthrauff & Ryan, Hollywood.


HUNT FOODS Inc., Hayward, Calif. (canned and frozen food products). On Sept. 10 starts five-weekly afternoon yeilds participation in "What's Doing Ladies" on 13 American Pacific Coast and Rocky Mountain area stations. Mon. thru Fri. 2-2:25 p.m. (PDT). Package is owned by American and includes Perry Ward as m.c. Contract is for 3 weeks, with deal involving some $200,000. With start of daily program, Hunt Foods discontinues weekly "I Was There" on 12 CBS Pacific stations. Expanding into new fields concern recently changed name from Hunt Bros. Feeding Co. and has acquired Rocky Mountain Feeding Co. which operates four large plants in Utah, Young, Arizona, and New Mexico, handles advertising and promotion for account.

RUSAN WOMEN'S CLOTHING, Spokane, started sponsorship July 30 of transcribed "A Date With Music" on KMQ Spokane for 26 weeks.

SARDIK FOOD PRODUCTS Corp., New York, for new product, Sardik Tomato Mix, has bought six times weekly participation in the Mary Margaret McBride program on WEAF New York. Effective July 30, contract is for 52 weeks. Charles W. Hoyt Co., New York, agency for Sardik, says company is testing station breaks on WHTN Holyoke and WRHK Pittfield, Mass., as well as WEAF. Exposure in radio is planned in about six months.

ST. AUGUSTINE GAS Co., St. Augustine, Fla., has signed a three-weekly contract with WFBO St. Augustine for the St. Augustine station, starting September 26th. Contract is for 26 weeks.

R. E. TYRIVER has been appointed eastern regional sales manager of the New York division of Lever Bros. Co., Chicago.

KAY Preparations Inc. sponsors Musical Beauty Box Monday morning on WOR. First of new programs featured Shirley Cook, beauty editor of "Real Story—Movieland" and "Real Romance" magazines, as guest. Similar glamour guest is invited each week. Moe Cook is shown with Ed Pearson, platter spinner and announcer. Agency is Irving Rosen Advertising.

PEERLESS DENTISTS, Yakima, Wash., now sponsors weekly half-hour "The Peerless Jashmore" on KTVW Yakima.

BATAVIA METAL PRODUCTS, Batavia, Ill., starts sponsorship August 6 of transcribed "Fact and Fancy" with John Harrington on WLS Chicago, 6:30-7:00 p.m., Tuesday-Thursday-Saturday and 7:30-7:30 p.m., Monday-Tuesday-Wednesday. Contract for 13 weeks placed thru Evans Radio Ad., Chicago.

NEW SPONSORS and business for transcribed programs prepared by Frederic W. Ely Co., Cincinnati, include: "Korn Kobblers"—John Hauenstein Brewing Co., three weekly for 52 weeks on KYTH Mankato, Minn.; Grove Labs., St. Louis, thru Claude M. Seeds Co., Chicago, three weekly for 26 weeks on KPAC Houston, six weekly for 38 weeks on WSM Nashville, three weekly for 26 weeks effective Sept. 10 on KOA Denver, five weekly for 26 weeks effective Sept. 10 on WJR Detroit. Streitman (Continued on page 58)

KAY Preparations Inc., sponsors Musical Beauty Box Monday morning on WOR. First of new programs featured Shirley Cook, beauty editor of "Real Story—Movieland" and "Real Romance" magazines, as guest. Similar glamour guest is invited each week. Moe Cook is shown with Ed Pearson, platter spinner and announcer. Agency is Irving Rosen Advertising.

IT WON'T BE LONG NOW!

Nobody doubts the eventual defeat of Japan. The only question is WHEN.

In many an American town where war work is now almost the only industry, PEACE will first mean reconversion.

But Roanoke's prosperity is more soundly based! After V-J Day, our three big industries—railroading, rayon manufacture, steel production—will immediately begin serving long-waiting CIVILIAN customers.

Shouldn't you be getting acquainted NOW with these people of Southwest Virginia, whose post-war security is assured? Only one station—WDBJ—satisfactorily covers all their 119,921 daytime listening homes! We'd like to tell you more; or ask Free & Peters!

WDBJ

ROANOKE VA.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

BROADCASTING • Broadcast Advertising
and We Specialize Exclusively in Radio Transmitting Equipment

When you address an inquiry or a comment to GATES, you're sure to reach a man who knows Radio Transmitting Equipment—because there's no other kind here! Our business is devoted exclusively to the manufacture and sale of Transmitting Equipment. As a result, there are no diversions or interruptions to pull us off our objective—the building of better and better products for your needs!

You get sounder advice from a doctor who specializes in your ailment. You'll get better service from GATES—specializing in your requirements.

For Transmitting Equipment that's good looking, dependable, rely on GATES.

Write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

PROGRESS REPORT

Wartime limitations prohibit the sale of new broadcasting equipment without priority. Hence the above equipment is presented only to familiarize you with another new GATES development.

The New GATES Communications Transmitter

For Military • Aeronautical • Point to Point Emergency • Coastal Harbor • Relay Broadcast Forestry • Other Services

All of the features you are looking for are combined in this transmitter. You will find that it possesses Engineering, Reliability, Simplicity, Efficiency, and Serviceability—plus maximum Compactness. The tuning is preset at the factory, but quick easy changes of operating frequency are possible. The Transmitter has complete metering and protective circuits, and features rapid frequency changes.

WRITE TODAY FOR DETAILED BULLETIN

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

Gates Radio Co.

Quincy, Illinois

Gates Radio Co.

Quincy, Illinois
Covering North Carolina’s No. 1 Market
...Winston-Salem
...Greensboro
...High Point

WSJS
WINSTON-SALEM

5000 Watts
600 on the Dial

Represented by
HEADLEY-REED COMPANY

(Continued from page 56)


LOS ANGELES NUT HOUSE: Los Angeles, peanut butter, potato chips. July 20 started for 13 weeks using five-weekly participation in “Art Baker’s Notebook” on KFI Los Angeles thru Brischler, Van Norden & Staff, Los Angeles.


COOPERATIVE Grain & Elevator Co., Portland, Ore. Aug. 18 started weekly break announcements on KOIN Portland, Ore. Made up of commentary on world events by Leo Hamrick, weather reports and commodity market summary, program originates from Chicago with pickups from Albany and Washington.

3:30-3:45PM, 7:30-7:45PM

 Stations now used carry the program via special lines. Others will be added later. It is understood, with plan to cover Northwest, New Jersey, Connecticut and Pennsylvania. Contract was placed thru Agricultural Adv. & Research, Ithaca.

BILL WOOD Motor Co., Oakland, Calif., Ford dealer, with production of new cars has started extensive radio and newspaper campaign thru Ad Fried Adv., Oakland. Coast stores (California chain), thru Ad Fried has signed for 22 week sponsorship on KLX Oakland of “Real Romances,” Kaspar-Gordon production, Swan’s Tenth St. Market, Oakland, has named Ad Fried to handle radio advertising. Paramount Pest Control Service, increasing schedule, has signed for participation in Ann Holden program on KGO San Francisco, thru Ad Fried Adv.


CONSOLIDATED BISCUIT Co., Chicago, begins sponsorship Aug. 21 of “Musical Clock” program with Russ Davis, 7:45-8 p.m., three-weekly on WBBM Chicago. Contract for 52 weeks placed by Ruthrauff & Ryan, Chicago.


NATIONAL HOUSE & FARMS, New York, for proposed postwar real estate developments in New York area is sponsoring quarter-hour portion of “Make Believe Ballroom” on WNYW New York-three-weekly. Agency is Alvin Gardner Co., New York.

CHARLES MICHELSON production “The Shadow” returns to Mutual after summer hiatus Sept. 4, Monday 3:30-6 p.m. spot with three sponsors to date. Delaware, Lacomnica & Western Coal Co., New York, thru Ruthrauff & Ryan.

(Continued on page 60)

COMPLETION of arrangements for Chef Boy-ar-dee Quality Foods sponsorship of “Give and Take” on CBS brought together these executives. Standing (l to r): John J. Karol, CBS sales mgr.; Gordon Best, pres., McJunkin Adv. representing the sponsor; C. A. Colombi, exec., v-p sponsor; seated: Paul Boltard, v-p sponsor; Moe Weiner, v-p in charge of sales for the sponsor, and John Reed King, m.c.

Koin
WE WORK TODAY FOR THE NORTHWEST’S LIMITLESS TOMORROW
PORTLAND, OREGON
CBS AFFILIATE
FREE & PETERS, INC., NAT’L REP.

5000 WATTS
DAY AND NIGHT
NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

850 on Your Radio Dial

BROADCASTING • Broadcast Advertising
At Detrola Radio, the pouring forth of hundreds of thousands of salable units when the starting gun booms will not be enough. The radio receivers, automatic record changers and other fine-featured products from our plants must blend service and beauty . . . express ingenuity even in details such as engineered packaging for safer transit . . . all to serve America's foremost merchants.

The distinguished Detrola record changer, better than ever, will be made for selected radio manufacturers and jobbers.
Sponsors

WHO SAYS INFLATION?

All day long W-I-N-D delivers 79%
MORE AUDIENCE PER DOLLAR

NOW in 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

Chicago

5000 WATTS • 560 KC

.24 HOUR NEWS SERVICE AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

(Continued from page 58)

New York, will sponsor transcribed show on 31 stations: Groove Labs, St. Louis, thru Donahoe & Coe, New York, on 47 stations, and Carey Salt Co., Hutchinson, Kan., thru McFadden Ad Co., Chicago, on 14 stations.

BU-TAY PRODUCTS Inc., Los Angeles (Mail Drops, detergent), as part of national campaign on Sept. 20 starts twice-weekly participation in "Marjorie Mill Hour" on 18 New England Regional Network stations: WBY WDE WJZ WCF WBC WLC. Contract is for 52 weeks. Agency is Gailey-Ogier & Co., Los Angeles.


EDISON BROS. STORES, St. Louis (shoes), have bought station breaks two weekly on WTM Cleveland and four weekly on WWJ Detroit. Contracts for 52 weeks placed by United Broadcasting Co., Chicago.


FLORENZ B. GERMAN, St. Louis (rubber products), has bought station breaks on KMPC Hollywood. Contract is for 3 months.


KROGER GROCERY & BAKING Co., Cincinnati, began sponsorship July 20 of two quarter-hour transcribed dramatic serials Monday thru Friday on WBBM Chicago, "Editor's Daughter" 2:30-2:45, "Lenda's First Love" 2:45-3:00 p.m. Contract for 52 weeks placed by Ralph H. Jones Co., Cincinnati.

FITZPATRICK BROS., Chicago (soap and soap products), begins sponsorship Aug. 21 of "Linda J., Lam and Eric" 2:15-2:30 p.m. weekly on WBBM Chicago. Contract for 52 weeks placed by Russell M. Seeds Co., Chicago.

T. Y. GRANT, Los Angeles (fur cleaning), has bought two one-human quarter-hour transcribed musical program on KFAC Los Angeles. Firm in addition uses daily spot announcement schedule on that station. Contracts are for 26 weeks. Smith, Bull and McCreery, Hollywood, has account.


Latest Conlon Survey Proves the 250,000 People on the Mississippi Gulf Coast .

Tune first to WGCM.

AFFILIATE AMERICAN BROADCASTING COMPANY

Biloxi—Gulfport:

WGCM C. B. All Others

Morn. 50% 15.8% 31.3% 2.9%

Aftn. 40.2% 26.1% 29.9% 3.9%

Night 35% 29.9% 32.7% 4.9%

WGCM Dominates in the Biloxi-Gulfport Markets! TWO MARKETS for the Price of ONE

To Properly Cover these Rich Markets—

WGCM IS A MUST!


SEARS & AYER . . . . National Representatives

BURTON C. GRANICHER, executive of McCann-Erickson on West Coast radio accounts, has been named head of office radio department and radio activities of San Francisco office. He will be assisted by JAMES CAMPBELL, manager of production department. CARL VONLIEBER, relinquished supervision San Francisco office radio activities because of increase of other responsibilities. GERALD NORTON, for a year manager of the radio department, has resigned to resume operation of his own agency.

KENNETH W. HINKS, recently of the Office of Strategic Services, on Aug. 1 rejoined J. Walter Thompson Co., New York, as vice-president and account executive. With the agency since 1942 Mr. Hinks was vice-president in charge of office before receiving his Navy commission in 1943. In January 1943 he was designated an infantry officer and served on the Yanks advisory board of the agency. Succeeding Mr. HINKS is ARTHUR L. LYNCH, assigned to the office.

REGINALD T. TOWNSEND, with Specialty Ad. Service, Chicago, for 10 years has been elected as vice-president of the agency and is now the No. 2 man in the office.

Mr. Townsend on Vacation: HARRY ACKERMAN, vice-president of Young & Rubicam, New York, to Manhattan for a month.

STEVE MUDGE, for whom several years has been handling the "Coca-Cola Spot Light Bands," broadcasts for D'Arcy Ad Co., New York. On Aug. 1 joined 1Vendo Co., Kansas City, maker of vending equipment for Coca-Cola in bottle form and other new sales activities.

H. A. MITCHELL, vice-president and director of advertising, left New York Aug. 1 via Clipper to visit the agency's Los Angeles and Paris offices.

LAURY COMPSTON, former accout executive of EKA Los Angeles, has joined The Mayers Co., Los Angeles, agency, in similar capacity.

MOLEY BRUNO HOSKINS has been transferred from New York to Hollywood office of Young & Rubicam to write radio commercial copy for Huy Bros. Packing Co., accounts.

RICHARD BERGER has shifted from Garfield & Guild Co., San Francisco to agency's Los Angeles office as top chief.

WILLIAM LIVINGSTON, West Coast manager of Warwick & Legler, is currently in New York. He returns to Hollywood with start of fall radio season.

RALPH G. KAHN, former advertising manager of Rosenberg Bros. & Co., San Francisco (dried apricots), has opened his own agency at 562 Market St., San Francisco.

W. H. HORSLEY, president of Pacific National Agency, Seattle, has been as (Continued on page 62)
ONLY FOUR RADIO STATIONS ARE ENTITLED TO USE THE SQUARE DEAL INsignia:

WSYR  Serving the great Syracuse and Central New York market. Since 1922, the old reliable, at the crossroads of the Empire State. Basic NBC, 5000 watts on 570 kc.

WTRY  Serving Albany, Schenectady and Troy with strong clear signal. Top local and network programs. 1000 watts at 980 kc, middle of the dial.

WKNE  Serving “the heart of New England,” including much of Vermont and New Hampshire. CBS and smart local programs. 5000 watts full time at 1290 kc.

WELI  New Haven’s “Voice from the Blue” (basic) delivers this leading Connecticut market. 1000 watts (D), 500 watts (N), on 960 kc, middle of the dial.

WHAT THE SQUARE DEAL IN RADIO MEANS TO YOU

—More than your contract calls for; more services and at fair rates public to all.
—Interested personal attention by skilled staffs to insure success of your campaign.
—Uniform promotion and merchandising policies in vigorous support of your program.
—Absolute integrity and honest dealing in relations with listeners and advertisers.
—Maximum attention to war and community programs resulting in real public influence.
—No questionable advertising permitted, retaining full listener confidence.

NOTE: When two or more of these stations are ordered, you save money. Many more advertisers are using all, or two or three of these stations.

Look for the Square Deal when you buy

*Invest in the United States
*Buy War Bonds

President!
**News**

GEORGE YOUNG, Army Pacific veteran and former Arizona newspaperman, has joined KGNC Amarillo, Tex., as associate news editor and newscaster.

DINTY D. DENNIS, for nine years conductor of “Dinty’s Sports Digest and Victory Parade” nightly on WOBS Miami, has been named sports editor of the station.

PRESS WIRELESS is preparing to move its Pacific Coast terminal from Los Angeles to San Francisco following receipt of FCC authorization for transfer. E. E. ELDRIDGE, chief communications engineer of Press Wireless, has gone to San Francisco to start the project, which involves transmitting and receiving stations and control office. Entire operation is expected to take about a year.

ALEXANDER GRIFFIN, Mutual commentator, is author of “Out of Carnage” which Howell, Bobkin & Co. is to publish this fall.

ROBERT HURLEIGH, director of news, WON Chicago, is father of a girl.

TED GROVER, formerly of AP and UP New York and one-time newswriter of WINS New York, has joined American Hollywood news staff.


CLETE ROBERTS, American network Europe correspondent, shifted from Vienna to Paris to replace HERBERT CLARE, who is to leave the French capital Aug. 15 for New York.

JAMES R. ELLIOTT, former associate news editor of WGN Chicago, has joined WOPR Boston as night news editor.

RED BARBER, sportscaster of WINS New York, tells his own story in an article in August issue of Redbook Magazine titled “It Isn’t Work—It’s Fun”.

**Allied Arts**


C & F RADIO PRODUCTIONS, Hollywood program packaging concern, has moved to 3356 Selma Ave, Telephone Granite 4318.

F. G. IBBETT, former NBC producer-director released from the RCAF, is establishing his own radio production firm at 321 Hollywood Blvd., Hollywood.

MINNESOTA ELECTRIC SUPPLY Co., Willmar, Minn. owner of KWLM Willmar, has been appointed by the radio division of Stewart-Warner as distributor in the Willmar and Minneapolis territories of Stewart-Warner home radios.

RUTGERS U. has been elected an educational member of Television Broadcasters Assn., joining Yale and The New School for Social Research in that classification.

PAUL RABOURN, president of Television Productions, subsidiary of Paramount, Pictures, and a director of Television Broadcasters Assn., has been appointed chairman of the TBA awards committee for 1945, post he also held in 1944. TBA Wa Republic Pictures Inc., awards as usual whether or not a convention is held this year.

DAVID O. ALBER Assoc., New York, formerly of 20 Rockefeller Plaza, has moved to larger quarters at 604 Madison Ave, New York.

**Agencies**

(Continued from page 60)

pointed to represent 13th Naval District at first Washington, D. C., meeting of recently organized Coast Guard League national assembly board. Mr. Horsley is commanding officer of Seat- tle regiment, Volunteer Port Security Force.

RALPH WALLACE, continuity and copywriter with WEWI Syracuse and former manager of WABI Bangor, Me., has been appointed by Foster & Davies, Cleveland, to head agency’s new radio production department. Mr. Wallace will serve as representative of Miss. and W. B. Davis Co., and other radio clients. W. L. CARLTON, former advertising and assistant sales manager of Wych International Ltd., New York, is in charge as copy-contact on General Electric germicidal lamp advertising.

McCARTY Co., Los Angeles agency, expanding operations and to service national as well as local clients, has established branch office at 1331 Pershing Blvd, Dallas. Mr. J. B. TAY- LOR has been named manager.

PHILIP KIRBY, former director of national media, for the National Assn. of Mfrs., and previously director of institutional promotion for NBC, has joined Grant Adv., New York, in an executive capacity.


**First Choice of Newspapers**

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

**Better Use**

The KTBS-NBC shadow grows Day by Day!

Keep your eye on KTBS

JOHN C. McCORMACK, Managing Partner
LESLIE H. PEARD, JR., Commercial Manager
National Representative
EDWARD PETRY & CO., INC.

**BROADCASTING** • Broadcast Advertising
"It is especially advantageous to have spare tube positions"

Mr. Kassner knows from actual operating experience the advantage of spare tubes in a high-powered transmitter. For a Westinghouse 50 HG transmitter has been in service at station KXEL since July, 1942. And Westinghouse is the only manufacturer that equips its 50 kw transmitter with spare tube positions in the Power Amplifier and Modulator Units.

The use of spare tubes in these vital positions brings the station operator a double advantage: tube-transfer can be made in a very short period of time, eliminating excessive outages where tubes must actually be replaced; and one operator can handle the entire operation, whereas two men might be needed to install a heavy, air-cooled tube.

The transfer is accomplished easily by filament switches in the power control unit and complete physical replacement of the defective tube can be made conveniently at the next regular maintenance period without loss of time on the air.

This is just another example of the sound thinking behind the design of Westinghouse transmitters that brings new advantages in operating simplicity, economy and dependability. Your nearest Westinghouse office can give you all the facts on Westinghouse transmitters...5, 10 and 50 kw AM, and 1, 3, 10 and 50 kw FM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

Don E. Kassner, Chief Engineer
KXEL ... Waterloo, Iowa

"I feel it is especially advantageous to have spare tube positions in the amplifier and modulator circuits, particularly in high-powered transmitters where it is difficult to install the tubes because of their weight. Because of such a feature, it is possible for one operator on duty at a time to operate a Westinghouse 50 HG transmitter. Otherwise, if the tube had to be inserted because of failure, it would take two men, plus a much greater loss of time, which in broadcasting is extremely serious."

(Signed) Don E. Kassner
Jackson Leaves OWI

T. CORNWELL JACKSON, deputy chief of Domestic Radio Bureau of OWI, Hollywood, has resigned, effective Aug. 15. Prior to joining OWI, he was associated with Berg & Allenberg, Beverly Hills, Cal., talent service. Robert C. Coleson, formerly in charge of the West Coast office, N. W. Ayer & Son, and previously with Bureau of Public Relations, radio branch, War Dept. and for past six months assistant to Mr. Jackson, takes over latter post. Mr. Coleson, currently in Washington for conferences with OWI executives, returns to his new duties next week.

Mr. Coleson

Local Outlet on 1400 kc In Florida Is Requested

APPLICATION for a new local broadcasting station at Fort Pierce, Fla., filed with FCC last week by Indian River Broadcasting Co., newly formed Florida corporation. Principals are Douglas Silver, for 15 years in radio and who would own half the stock; R. N. Koblegard, motion picture exhibitor in Florida east coast cities; his brother, T. F. Koblegard, retired businessman as Dr. Francis Law-son of Weston, W. Va. Latter three would hold 50% together.

Mr. Silver, as a lieutenant, senior grade, served as radio public relations officer for the 7th Naval Distric in Miami until last October when he went on the inactive list. A resident of Fort Pierce since 1940, he was a radio writer in New York during preceding decade.

Proposed station, on 1400 kc with 250 w, would provide service also to neighboring towns of Vero Beach and Stuart.

Conference to KMBC

IN RECOGNITION of the accomplishments of "KMBC Service Farms", the National Hampshire Hog Type Conference will be held on the farm, 20 miles southwest of Kansas City. It is the first time the Conference has gone west of the Mississippi. Service Farms are model experimental acres run by KMBC and specializing in pure-bred cattle and hogs.

Book in Archives

ORIGINAL manuscript of Anybody Else From West Virginia? by Howard Chernoff, managing director of the West Virginia Network, has been placed in the Archives and History Library at the W. Va. State Capitol. The book is a summary of soldier interviews obtained while Mr. Chernoff was covering England and the European battle fronts.

ADMIRAL CORP., Chicago, has appointed R. U. Lynch Inc. as distributor of Admiral radios and other appliances for Rhode Island territory.

The Voice

THE WAR'S official "voice" would seem to be Marine 1st Lt. George F. Putnam, only man who has been "Voice of the War Dept."—the "Voice of the Marine Corps". The former NBC top-ranking news reporter was a civilian when he was the War Dept.'s voice on The Army Hour from that show's inception. Then he was drafted and for three months was an Army buck private until his Marine Corps commission came through. Now liaison officer for Marine Corps Special Services, he is the "Voice of the Marine Corps" on Your Marine Corps, CBS.

OWI PACKET, WEEK AUG. 27

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 27. OWI transcriptions contain six 15-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>
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ARTURO TOSCANINI, conductor of NBC Symphony Orchestra, will interrupt his summer vacation to return to "General Motors Symphony of the Air" on NBC for two special broadcasts Sept. 2 and 9. He returns to the program regularly Oct. 28.

A SERIES of interviews with writers of popular books, will be presented over DubMont television station WARD New York at 9 p.m. during the first Wednesday in August to replace "Wednesdays at Nine is Lover Brothers Time" which returns in September.

See OWI Schedule of War Message 175 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

A SUPER SHOW - A SUPER SALESMAN

Completely Transcribed

"HYMN TIME" featuring

SMILIN' ED M'CONNELL

87 QUARTER-HOUR TRANSCRIBED SHOWS

Over 12 years of network broadcasting; with a following numbering millions, and a record of sales that runs into the millions of dollars...facts substantiated by sponsors and stations alike.

78 QUARTER-HOUR PROGRAMS COMPLETELY TRANSCRIBED. Now available for one or more times weekly. A natural for local advertisers with small budgets who want a big-time network star.

Audition samples of 2 programs available on request of $2.50 deposit. Refundable on return or credited in event of sale.


For details and rates, write, wire or phone

CHARLES MICHELSON RADIO TRANSCRIPTIONS

Pioneer Program Producers Since 1934

67 WEST 44TH STREET, NEW YORK 18, N. Y. MURRAY HILL 2-3376 - 5168
Let us ask you some questions

This is a call for frank expressions of opinions from broadcasters who are planning to publish news by telefax Air-Press (radio facsimile) when equipment is available:

1. Will you prefer delivery in a continuous roll like a glorified ticker-tape, or in cut sheets like a standard newspaper?

2. A 5-column tabloid-size printing recorder would cost the consumer considerably more than a 4-column recorder, and would therefore cut down the "circulation" or reading audience but increase its "buying power." Under these circumstances, will you prefer a 5-column or 4-column delivery as standard?

3. Will you prefer a speed of ¼ page per minute, ½ page per minute or a full page per minute, considering that the cost will be higher for each speed increase, thus resulting in a reduced community coverage?

A prompt, full answer will be greatly appreciated. Address, Finch Telecommunications, Inc., Passaic, N. J. N. Y. Office, 10 E. 40th St.
Stations
(Continued from page 22)
of cases where they have felt they have been subjected to high handed and arbitrary decisions on the part of radio management and continuity acceptance departments." Then he cites examples. Perhaps we may be permitted an example also.

Copy Example
Shortly after Pearl Harbor, every man, woman and child in the nation was on a tension and radio stations were cautioned carefully against any broadcast which might tend to create hysteria. At that time there was submitted to this station for broadcast from a local advertising agency a piece of copy which started out by saying: "Flash! An unidentified aircraft has been sighted in the Hudson's Bay area heading toward Cleveland!" Then we were to go on serenely with the program and explain that the unidentified aircraft was Santa Claus' sleigh, flying through the air at breakneck speed so he would be in Cleveland in time to make his annual appearance at a local department store.

Now who's responsibility was it to see that no such copy got on the air? The advertising agency? No... because it submitted the copy in the hope that it would get on the air. The responsibility rested with the continuity acceptance department of this station. We felt that our obligation to our listeners was greater than our obligation to any advertising agency, and we still do.

If the station broadcasts something that pleases the advertiser but displeases the listener, who loses? Not the advertiser, primarily. If the station loses listeners, the advertiser will merely move his account to a more popular station. The job of making a station popular and therefore in demand as an advertising medium is the job for radio, not the advertiser.

Mr. Ferguson also decries the fact that every radio station seems to have a different code of acceptance for commercial copy. To that, let us again say "bravo!" That indicates that each station is still in business for itself, and still resists the multiplicity of outside forces which seek to regiment it.

In one day's operation, every radio station probably deals with at least twenty advertising agencies. Does Mr. Ferguson mean that twenty separate program policies should be set up by each radio station to handle a day's business?

If you have enough breath for another lusty "bravo!" let's give it to Mr. Ferguson's statement: "...the professional bureaucrats will move in and take over. I hope I may never live to see that day." Mr. Ferguson puts a finger squarely on one of radio's problems. However, he seems to limit radio station management to the unhappy choice between program control ("censorship") by the government and program control by the advertiser. Certainly there must be a third alternative: control by radio management itself.

KFXJ New Studio
WPB has granted approval to KFXJ Grand Junction, Colo. to construct a new studio as an annex to its present building at Hillcrest Manor. Studio is to be of modern design with "floating walls". Seating facilities are included, along with a Reuter pipe organ. Provision has been made for future expansion into FM and television.

'Digest' on WMAQ
DRAMATIC program sponsored by Reader's Digest Assn. is heard Mondays, Tuesdays, Saturdays and Sundays, 11:15-11:30 p.m., on WMAQ Chicago, starting July 28. The 52-week contract was placed by BBDO. Transcribed program features excerpts from magazine.

Flowers by Radio
PUBLIC SERVICE with a new twist is being practiced by WSB Atlanta. Station received a letter from a newspaper man in Pittsburgh who said he often hears WSB and asked, "Will you do a sick and wounded soldier on Leyte a big favor? The soldier is my son. His wife lives in Columbus, Ga., and her birthday is July 19. Enclosed is $15—order the best flowers—22 red roses—and notify me immediately if the sum is not enough." WSB staffers personally selected 22 perfect red roses and sent them ice packed to Columbus.
EXTRA, EXTRA

Yes, WGN's news coverage has the "extra" features that build a loyal following. WGN believes in getting the news first ... and getting it correctly ... thus serving the Middle West with responsible radio journalism. And there's good reason for this extra fine newscasting. WGN's Director of News is Robert F. Hurleigh, nationally known news ace with 13 years of reputable reporting. Hurleigh handles the news at 8:00 a.m. and 5:00 p.m. John Holbrook takes the mike at 11:30 a.m. and 6:30 p.m. John's strong rating with listeners continues through the years. Cy Harrice, another Chicago favorite, does the 10:30 p.m. broadcasts. These five programs are supplemented by additional news coverage to bring WGN listeners complete information. We are proud to report that four out of these five news programs have been carried on WGN by the same sponsors for over six years. For that certain "extra" in news coverage the answer is WGN ... leader among Chicago's major radio stations in local and national spot business.

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco Calif.
SIMON SALES HEAD FOR NORTH CENTRAL
ARTHUR SIMON, former general and commercial manager of WPEN Philadelphia, has been named national sales manager of the North Central Broadcasting System, St. Paul, by John Boler, NBS president. Mr. Simon, who left WPEN when the station was sold to the Evening Bulletin in January, has been in radio, concert and theater work for 15 years. He has been an account executive, radio writer and editor and publisher of "Who's Who in Radio", as well as WPEN and WPEN-FM manager. He will headquarter in New York. North Central Broadcasting Aug. 15 starts first program on its 76-station chain, Mississippi Valley Network [Broadcasting, July 30]. Additional programs to be listed during the fall, Mr. Boler said, but no new affiliates will be accepted until after Jan. 1.

A HANDBOOK for listeners, "Home Around the World" Vol. II, has been published to augment NBC's "University of the Air" series. Volume II is edited by Jane Tiffany Wagner, NBC director of home economics.

ROOSEVELT
Dean Carpenter, General Manager
Madison Ave., at 45th St., New York.

Other Hilton Hotels Include:
Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House

C. N. Hilton, President
DIRECT ENTRANCE TO GRAND CENTRAL TERMINAL.

is quick and easy when you're staying at The Roosevelt—just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

WSGN
Win 1st, 2nd, 3rd
WSGN's percentage of listening audience among all BLUE (now AMERICAN) stations in Hooper's 32-city audience survey is:
1st IN THE MORNING
2nd IN THE EVENING
3rd IN THE AFTERNOON
Yes, WSGN is "ALABAMA'S BEST BUY FAR!"

THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed Company

WIN ZRN

PROGRAMS

VARIETY, amusement trade paper, is sponsoring its 3-4 a.m. period of "Moonlight Saving Time" on WOB New York. Monday-Wednesday-Friday and Saturday. Wednesday broadcast features top tunes of the week as listed in that day's issue of the magazine. Other mornings, program conductor, Barry Gray, reads, analyzes and criticizes news stories from the paper in humorous vein.

ROMANTIC POEMS
WORLD'S greatest love poems, read by Peter Finch, with organ music, make up "The Subject Is Love", quarter-hour daily program started July 30 on WNEW New York.

MORE than seven hours coverage was given the Professional Golfers Assoce. Natl tourney at the Country Club, by WBO Dayton, most of which originates from the new trailer shown here surrounded by interested spectators at the course. Trailer is 25 feet long and equipped with a shortwave transmitter and OR wire recorder as well as an audio amplifier. It is powered by a 1500 watt gasoline generator.

New Music Series
WLIR New York has started three new musical series: "March of Music", daily half-hour feature with program of cimics of the various phrases of music; "Weekend Preview", Saturday show of music suggestive of weekend activities; "Radio Rostrum", recordings of popular radio conductors.

KROW Safety
COOPERATING with National Safety Council, KROW Oakland as a public service has started weekly quarter-hour dramatic series "Man Alive". Program reviews accident story of the week and features brief guest appearance of city and county officials.

American Quiz
NEW participation quiz program for service men and women, "Mess Call" with Bill Fackham as m.c., has started on American Broadcasting Co. Saturday 12-12:30 p.m. from Chicago Service-men's Center. Listeners contribute ideas.

Sidelights
HUMAN interest material gathered by Mutual correspondents overseas will compose new network weekly series to be heard Tuesday 10:15-10:30 p.m. starting Aug. 7.
ON THE WAR FRONT
NAB and AFRS Complete Plans
For Hometown Music Series

ARMED FORCES overseas are now going to have a chance to hear their favorite dance bands playing in their favorite dance spots back home. The NAB, working in cooperation with the Armed Forces Radio Service, the AFL and 63 stations throughout the country, has completed arrangements for discs to be cut at various localities in the U.S. and sent to AFRS stations overseas.

Programs, titled Music From Your Hometown, will feature either a popular local band, playing a hotel or night spot, or a traveling "name" band, playing a one-night or weekly stop. Production is to start on a three-months schedule, each six cooperating stations to furnish three sets of two 15-minute programs during this period.

Discs are supplied by AFRS Los Angeles. In reply Maj. Gen. F. H. Osborn, director, Information & Education Division, Army Service Forces (of which AFRS is a section), James C. Pettit, gave music clearance to AFM members "rendering their service gratuitously," this being the second of such series handled by NAB and AFRS, the first being Let's Go To Town, still running. Arthur Stringer is in charge for NAB, Maj. Austin Peterson for AFRS.

Signal Corps Terminations

THROUGH unique practice of the U.S. Signal Corps in holding monthly forecast meetings on contract in various divisions, and through field units, working directly with the companies, in a total of 4,518 Signal Corps contract terminations, only 275 cases are still pending for further action. Contractors are kept informed on latest developments and are thus prepared for termination or increased production. Among companies benefited are: General Electric Co., Schenectady; Zenith Radio Corp., Chicago; Federal Telephone & Radio Corp., Newark.

Canadians to Pacific

MAJ. COLIN MACDOUGALL of the Canadian Army film and radio branch, and two other Canadian services public relations officers are on their way to the Pacific to plan news coverage of participation of Canadian forces in that area. They were invited by the U.S. Dept. of War. The other two Secretaries are Col. R. S. Malone, Canadian Army public relations director, and Comdr. Peter MacRitchie, senior naval public relations officer.

Reunion in Germany

LT. ROY NEAL and Sgt. Charles (Chuck) Thompson, former announcers of WBGB Philadelphia, met for the first time in over two years in Augsburg, Germany. A letter from Lt. Neal read: "Augsberg now knows about WBGB. We painted the town as only two announcers could. And had a helluva good time doing it." * * *

Navy Series

NEW NAVY SERIES Target Japan began on WBBM Chicago July 28, 3-3:30 p.m. (CWT). Program is transmitted at Great Lakes Naval Training Center and written, produced and directed by Navy personnel. * * *

AFRS Staff Changes

SEVERAL additions have been made to the staff of the Armed Forces Radio Service office in New York to handle the increased volume of news being sent overseas by Army News Service. New members and their former affiliations include: S/Sgt. Bud Rice, WHN New York; Capt. Charles Edwards, Georgia station; Cpl. Edward Simmons, Wane Adeney, Chicago radio director, now GI program director; Cpl. Don Ross, freelance announcer; Cpl. Alfred Hahn, night news editor and commentator of WOR New York; Seaman 1st Class Tom Noone, West Coast an-

LENNEN & MITCHELL NAMES HOLLER V-P

LENNEN & MITCHELL, New York, has named Mann Holler, independent radio producer and director as agency vice-president in charge of radio and television. S. James Andrews who resigned Aug. 1 to go into freelance radio producing, Mr. Holler was with Lennen & Mitchell five years ago, and joined Benton & Bowles before going into the Army in 1942. He was assigned to AFRS, which he helped to build, Col. Tom Lewis organized. Promoted to major in 1943, Mr. Holler was chief of AFRS program section.

Mr. Andrews was released from active duty in July 1944 and became producer-director of the Rudy Valley and Eddie Bracken programs. He will make headquarters in the L&M Hollywood office.

Mr. Andrews will continue as producer of the Nero Wolfe program on the Don Lee network, Tuesday 9:30-10 p.m., sponsored by Andrew Jergens Co., Cincinnati, for which L&M is agent.

FIRST woman Marine to marry a Marine overseas was Sergeant Dorothy Crane Davis, former assistant program director of WIND Chicago. She records interviews for Marine Corps units in the Hawaiian Islands. The former Dorothy Crane, of Chicago, her husband, S/Sgt. Robert T. Davis, Breast, Me., is a combat correspondent.

Announcer, Sgt. Mel. Allen, CBS sportscaster and announcer, continues as sports editor of the New York office, AFRS. * * *

Radio Alumni

AFRS station in Puerto Rico has a complete staff of ex-industry men. Lt. Walter Baziuk, formerly of KERN Bakersfield, Cal., is officer in charge, with Sgt. Fulton Rinz, WVA, of WOR Newport, Vt., and Cpl. Charles Brophy of KOME Tulsa. Technician Dwayne expects to be released soon and will join the radio staff of CAA at San Juan. * * *

Reed at San Juan

A. LOUIS REED, former commercial manager of WWL New Orleans, is now public relations officer for 10th Naval Dist, with headquarters at San Juan, P. R.

Video

Broadcast Co.; F. R. Glick, C. J. Young.

Tentative Video Assignments

Following are the tentative television assignments:

Class A stations—New York, Chicago, Philadelphia, Boston, Detroit, Pitts-

burgh, Cleveland, St. Louis, Washing-

ton, Baltimore, Buffalo-Niagara Falls, Cincinnati, Providence, Hartford-New England, Albany-Schenectady (2 channels), Rochester, Columbus, O.; Scrat-

to-Wilkes-Barre, Akron, Youngstown.

Class B stations—Albuquerque-Schenectady (2 channels), Dayton, Syracuse, Dayton, Rapid, Binghamton, N. Y., Ft. Wayne, Kalamazoo (1 channel),

Class C stations—Los Angeles, San Francisco - Oakland, Minneapolis - St.

WPB

(Continued from page 20)

precedent backlog exists, is probably due to the fact that the larger firms which make this equipment are still fully occupied with war requirements, particularly radar. The smaller companies, which would be expected to rush into receiver production, are apparently hard put to it. Most component manufacturers are still apparently making use of the vacuum supply of which does not yet provide more than a bare margin over replacement needs.

Another element in this situation, according to some quarters, is the failure of OPA to revise radio set prices. R. C. Cosgrove, vice-president and general manager of Crosley Corp., Cincinnati, recently said that the agency's policies are delaying many manufacturers from getting into production and preventing some from resuming production altogether.

Declarating that the industry is greatly concerned over difficulties in working out with OPA a satisfactory program, Mr. Cosgrove said: "The OPA has insisted on allowing only a limited number of these increased costs and wants the industry to maintain them. The OPA has declared its intention of having distributors postpone absorptions on increased prices.

Mr. Karns came to WPB last November from the RCA Victor Division, Camden, N.J. He was previously production chief Mfg. Corp. He succeeds Louis B. Chatten who is expected to return to the electronics industry. He was formerly vice-president and general manager of Fada Radio & Electronic Co., Long Island City, N. Y.

August 6, 1945 • Page 69
Bock Heads Western NBC Public Relations

HAROLD J. BOCK, since 1938 Pacific Coast press relations manager, has been appointed to newly created post of NBC Western division director of public relations. Announcement was made by Sidney N. Strotz, NBC Western Division vice-president, Aug. 1. Mr. Bock will act as liaison between network and film industry as well as industrial organizations and civic groups. He will continue to supervise activity of the network's West Coast publicity department.

He has been with NBC for more than ten years, having joined the network publicity staff in San Francisco in 1934. Prior to that he was San Francisco correspondent of Broadcasting Magazine. For a time Mr. Bock was publicity director of KFRC San Francisco and also conducted a weekly commentary on that station.

REVIEWING radio's early days in his "Science Today" columns, David Diets, Scripps-Howard science editor, relates how in 1931, with the aid of John Royal, NBC vice-president then manager of Keith's Hippodrome Theater in Cleveland, he put a broadcast of Keith vaudeville performers on WIKV Cleveland. "It was the first time such a professional bill went over the air," Mr. Diets writes. "The next day Mr. Royal received a telegram from E. F. Albee, then head of the Keith-Albee circuit, telling him never to do it again."

NOTICE
You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches...

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,233,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

Mr. Bock

WBNX 5,000 WATTS DIRECTIONAL OVER NEW YORK

Page 70 • August 6, 1945

AN EAR of corn, wrapped with a golden-paper label signed "A. Happy Farmer" who explained that he found much better corn in New York than he raises at home, was included in the mail of a list of stations last week. Postscript to letter revealed World Broadcasting System is about to announce a new series of music and comedy called "Golden Bantam Review."

Equitable Write-up

ROSEMARY STANOER, assistant program director of WGL Fort Wayne, Ind., is featured on back cover of July 19 Equitable Agency Items, published by Equitable Life Assurance Society. Picture-write-up tells of her radio and stage career and fact she is Equitable Life Insurance firm sponsors "This Is Your FBI" on American.

Candy Box Inserts

BARRICINI CANDY SHOPS, New York, sponsor of a 45-minute record musical program weekly on WHN New York, is putting 300,000 color pictorial inserts into Barricini candy boxes to advertise the WHN program. Barricini is Central Ad. Service, New York.

Photo Gallery

NEW interest of conducted tours through WLW Cincinnati is photo gallery of station executives and talent.

WAIT Formula

FORMULA of WAIT Chicago for CBC, Chicago, is featured in a recent Sunday ad. Cain/Ingersoll pencil building ideas are presented in an ear of corn.

Choice in Chattanooga is WJOD CBS 5,000 WATTS DAY AND NIGHT

National Representatives

PAUL H. RAYMER CO.

A MERICAN LEADING

MADE TO ORDER

WAIR is the station, Winston-Salem, North Carolina, that makes your markets ... plus a mighty lot of territory within a generous area. No station has the "grip" on this station that we enjoy. Ego? Nonsense! it's fact!

MADE TO ORDER

Winston-Salem, North Carolina

Representative: The Walker Company

BROADCASTING • Broadcast Advertising
Championing the cause of returning service men and women—and their "G. I. Bill of Rights"—Radio Station KTUL and Joe Carson Post No. 1 of the American Legion have "taken the road in an instructive campaign which should prove tremendously beneficial to the public at large.

The program will be carried out in almost a score of Northeastern Oklahoma Communities on successive Saturdays, with one-hour broadcasts over KTUL.

The "Cavalcade," first known traveling unit of its kind, is composed of the Joe Carson Post No. 1 band, directed by Legionnaire Eddie Gambill; Al Clauer's Oklahomans from KTUL and the station's singing stars "G. I." Bette Barber and Patti Page.

The undertaking is purely a public service. There are no commercial aspects whatever attached to the programs, and at no time will the program be available for commercial sponsorship. Entire expense of the "G. I. Bill of Rights Cavalcade" tours is borne by KTUL.

Thanks to the American Legion and other public spirited citizens for their splendid co-operation.

John Esaw General Manager

Columbia Network KTUL Tulsa

Represented Nationally by FREE & PETERS, INC.
rural rhythm with an all-round appeal

That’s Merl and Ralph, “The Early Birds” who entertain KGLO and WTAD listeners from 6:15 to 6:45 each weekday morning. Yes, it’s early, but you’ve got to get up early to put your sales message across to these crop producing farmers and busy industrial workers. The unbeatable combination of Merl’s guitar strumming and cowboy songs, plus Ralph’s picking of the ivories is drawing mail regularly from 517 cities and towns—39 counties in Iowa, Illinois, Minnesota, and Missouri. Thousands of loyal “Early Bird” listeners can be your customers. Call Weid & Company or write KGLO for full details.

Use KGLO and WTAD Quincy, Illinois A Natural Combination

Knox Co., Los Angeles (Cyanus), on Sept. 9 starts The Nebbs on full Mutual network, Sun. 5:30-8 p.m. AGENCY: Ray- mond R. Morgan Co., Hollywood.

KNOX FOODS Corp., New York (Post Toasties), Sept. 16 starts Baby Snooks Show on 24 CBS stations Sub. 6:30 p.m. AGENCY: Young & Rubicam, N. Y. For College and Roads General Foods Sept. 14 starts Kate Smith Sings on 15 CBS stations Fri. 8:30-8:35 p.m. AGENCY: Young & Rubicam, N. Y.

MASON CITY, IOWA

1300 K.C. 5,000 Watts

CBS Affiliate


A Lee STATION

KMC, Inc.

Texarkana, U.S.A.

Frank O. Myers, Manager

BROADCASTING * Broadcast Advertising
WITH THE completion of an instantaneous transcontinental communication operations and the teletype between New York and the Pacific Coast, A. A. Schechter, who joined Mutual June 18 as director of news and special events, in Aug. 1 put his department on a 24-hour operating schedule.

Wallace West, formerly with the CBS press and the NBC news department in New York and with the Office of Censorship in Washington, has been appointed New York night news editor. Bert Covit, veteran newspaperman and radio news commentator, who witnessed the Jap conquest of Manila while working there for UP, is now editor in New York.

Fern to San Francisco

Jack Fern, formerly with NBC news and special events and with KOA Denver and WTM Cleveland, has joined Mutual's San Francisco office as night news editor. He was until recently public relations office for the Seventh Fighter Command in the Pacific with the rank of captain.

Mr. Schechter, who took over his duties at Mutual after three years of military duty, latterly as radio officer for Gen. MacArthur with the rank of lieutenant colonel, and who headed NBC's news and special events operations before entering the Army, has also provided greatly increased newsroom space in both New York and San Francisco.

Mr. Schechter is also reassigning his overseas staff. Leslie Nichols, W4XQD, from Guam to Europe, where he will head up Mutual operations. Bill Hillman and Arthur Mann are already in Europe for Mutual with J. Mahon and Paul Manning covering the Pacific front. Other correspondents will probably be added in both areas in the near future.

George Greeves Is Made KPO Assistant Manager

Mr. Greeves and Comdr. Peck

GEORGE GREEVES, acting engineer in charge of KPO-NBC San Francisco, has been appointed assistant general manager of the station and Comdr. Curtis D. Peck, released from Navy service, turns to his KPO post as chief engineer. Both have been in radio for many years.

Mr. Greeves has been with NBC since 1928. He supervised design and construction of the Veterans Bldg. "Radio Row" to facilitate radio coverage of UNICO. Comdr. Peck was originally engineer in charge of WLS Chicago when called in 1926 to become chief engineer of KPO, then operated by Hale Bros. Dept. Store and San Francisco Chronicle.

TULSA U. GETS FM TRANSMITTER GIFT

BOON to educational broadcasting is a gift from W. G. Sorensen, owner of KVOO Tulsa, to the radio department of the U. of Tulsa. He is giving the school a new FM transmitter, complete with towers and control board, to be presented as soon as equipment is available. Application for wave length, power and frequency to the FCC is now being made.

Announcement followed by only a few weeks approval of construction of a new radio building on the campus. The Skelly gift increases the school's broadcasting facilities to nearly $100,000. Supervision over construction and operation will be maintained by W. B. Way, KVOO general manager.

Station will necessitate no changes in the communications building at the university.

RCA GROSS INCOME UP FOR SIX MONTHS

RCA had a gross income of $165,300,680 in the first half of 1945, compared with $156,166,006 for the same period of 1944, according to the company's consolidated income statement, released last week by Brig. Gen. David Sarnoff, president of RCA.

After provision for Federal income taxes of $13,725,100 and other charges, RCA showed a net income of $5,619,000 in the six-month period of 1945, compared to $4,440,214 in 1944 when the provision for income taxes was $14,290,650. Earnings for common stock, after deduction of preferred dividends, were 29.5 cents a share, compared to 20.6 cents a share a year ago.

Second-quarter figures for 1945 were: gross income, $77,829,246; net income after taxes, $2,689,705; earnings per share, 13.7 cents. For second quarter of 1944: gross $77,051,015; net $2,038,980; earnings per share, 9 cents.

BMB to Develop Data on Radio Ownership by Counties, Cities

Walker to Hawaii

COMMISSIONER Paul A. Walker, Chief of the Office of Territories of the FCC, accompanied by W. G. Thompson, assistant vice-president in charge of overseas telephones, AT&T, left Washington last week to begin a survey in Hawaii-Mainland telephone rates and confer with communications companies. They also plan to attend a meeting of the Pacific Bell Commission of the Territory of Hawaii.

New FM CP's Asked

LICENSEE of WBNs Columbus, O., Radio/Ohio Inc., last week filed with the FCC for FM outlets in Springfield, Portsmouth, Zanesville, and Marion, O. Other new FM applications filed by standard stations include WRAW Reading, Pa., KROY Sacramento, Cal., KGN C Amariilo, Tex., WJHL Johnson City, Tenn., KOMA Oklahoma City, and KZAP Alexandria, Va., and are listed in Actions of the FCC, page 80.
FM Hearings
(Continued from page 44)

JOHN W. STEEN, counsel for Westinghouse Stations: Stood on advance brief [Broadcasting, July 30].

deMars Opposes Limit On Antenna Heights

LT. COMDR. PAUL A. deMARS, consulting engineer: Opposed limiting antenna heights and power (as proposed by FCC), said Commission regulations unsound; more service can be given in ultra-high frequency band by natural elevations; advantage of height is so important it must be considered in allocations; disagreed with engineering standards proposed by Commission; directional antennas as proposed by FCC unsound.

Chairman Porter interrupted frequently, asked what bearing his testimony had on issues at hand; finally told Comdr. deMars to tell his story to engineers at subsequent informal conference. Throughout interruptions Commissioner E. K. Jett (himself an engineer and allocation expert) attempted to aid Comdr. deMars. On Wednesday Chairman Porter apologized, asked Comdr. deMars to place complete statement in record.

Wednesday

G. RICHARD SHAFTO, general manager, WIS Columbia, S. C., and chairman NBC Stations Planning & Advisory Committee: Appearing for SPAC, opposed rule to den licensees right to duplicate AM programs on FM; under direct question by Chairman Porter said James Caesar Petrillo, AFM chief, was “minor factor” in committee’s decision to duplicate programs; admitted Petrillo would demand more money for musicians if they per form on FM in unduplicated programs. Didn’t think reluctance of networks to negotiate with Petrillo was a retarding factor in FM.

Expressed fears Commission may later rule 25% or even 50% of programs on FM must be unduplicated; Chairman Porter said he couldn’t guarantee anything, but FCC would try not to be unreasonable. Committee opposes any ban on FM ownership by AM operators, contending FM is not competitive to AM; urges FCC give positive assurance dual ownership will not be denied.

For himself Mr. Shafto made similar protestations regarding AM-FM ownership. He feels FCC should review its proposed “prohibition against a rural station serving any metropolitan district with more than 500 microvolts”; contends under proposed allocation plans wide rural areas will have no service.

Commissioner Durr commented some people don’t like American programs as offered by nets; Mr. Shafto said his true, but those people wouldn’t like anything offered by any station, said Mr. Durr was attempting to confuse demands of public with what public will take. Mr. Durr was interested in what rates FM operators propose to charge, but witness said rates couldn’t be reached until FM becomes a service.

Mr. Shafto thinks FM will never completely replace AM—there’ll be some areas with both services and some with AM the top service, but feels FM will take over in many other spots. Predicts 10 years hence all networks will provide dual service for AM and FM. Testified NBC had formally asked affiliates to go into FM, but encouraged it.

EVERETT L. DILLARD, general manager, Commercial Radio Equipment Co., radio engineering
咨询人 assistants, plaque of KOZY Kan-
as City: Believes FCC single-market
plan presents fundamental so-
tion to complex problem but cer-
tain modifications are needed.
Limiting ownership to 6 stations
would not necessarily solve concen-
tration of control problem; more
than 6 stations in scattered areas
need not mean concentration of
control, whereas one station in one
community might be interpreted as
such.
Recommends FM unit plan whereby
by each station of any class is con-
sidered one unit, metropolitan sta-
tions would be one unit; rural sta-
tions would be permitted to cover
multiple major markets only to ex-
tent necessary to provide wide-
spread outlying rural service; for
each metropolitan district to serve,
add one unit. Consider concentra-
tion of control in FM to exist when
any licensee controls stations whose
total unit values exceed 6.
Visualizes community stations as
new, superior type of local service
with possibilities far beyond scope
of Class IV AM stations; suggests
radiated power limit to 200 w in
stead of 50 w as proposed. FCC
should encourage booster station
operation but for time being boost-
ers should be licensed on experi-
mental basis.
Witness expressed view that FM
is future will compete effectively
with AM. Thinks clear channel AM
stations will last "long time" but
local and regional stations grad-
ually will give way to FM.
IRA A. HIRSCHMANN, vice-
president, Metropolitan Television
Inc., WABF New York: Favors
6-hour minimum daily schedule;
proposal to require two hours of
unduplicated programs daily de-
sirable but not essential; thinks
duplication of AM programs will
contribute much to speed accept-
ance of FM. Favors multiple own-
ership regulation, but supports re-
vision of wording; favors FM op-
eration by AM licensees; convinced
FM eventually will replace AM,
with super-power clear channel sta-
tions remaining in AM for rural
coverage.
Favors application of network regu-
lations for use of com-
mon antenna site, booster stations,
reservasion of 20 channels, fac-
similar development. Generally in
accord with FCC allocation plan,
but believes restrictions imposed
on rural stations will prohibit estab-
ishment of such stations; urges
serious review by FCC Engineer-
ing Dept. before final adoption.
Armstrong Suggests
Changes for Rurals
MAJ. E. H. ARMSTRONG, pro-
tessor of electrical engineering, COLUMBIA U., and FM inventor:
Quipped the inventor: "I suppose
I shall have to assume the respon-
sibility for most of this difficulty."
He sees the trouble as conflict be-
tween public interest and eco-
nomics; development of FM was
held up by "dammed up condition
due to the war, failure of the FCC
to recognize FM as a better serv-
ace" and failure of industry to
push it.
FM will provide excellent service
to rural listeners, but FCC alloca-
tion plan defeats its express pur-
pose; high power and terrain must
be considered. Rural stations shield-
ing metropolitan districts as pro-
posed by Commission actually
would lose 45% of service area;
suggested something could be ac-
complished by jamming in meta-
ropolitan districts, thus allowing
rural stations to serve rural areas.
Urged nothing be done to inter-
fere with multiplexing facsimile;
endorsed Comdy. deMars's state-
ment about antenna heights; agreed
with Mr. Fly that New England-
Washington area requires treat-
ment different from general alloca-
tions; thinks two-band FM manda-
tory to give dealers something to
demonstrate before new-frequency
transmitters get on the air.
FM was put over by the "Alpines
and Paxtons" reaching people who
had no service; thinks 50 kw trans-
mision is not in offing; 10 kw can
be obtained within a reasonable
time, say 6 months; receivers will
be available in the fall.
Chairman Porter suggested the
FCC might adopt a policy with ref-
erence to a mandatory switchover
from present FM band to new one,
say year hence. Maj. Armstrong
said it would be better to wait six
months, see how tube development
comes along. He saw no objection
to announcement by present FM
operators that service in present
frequencies is temporary, but
would let broadcasters "state the
facts and let the manufacturers
use their own judgment" about
turning out two-band receivers.
Maj. Armstrong thinks com-
munity stations are a good idea,
was "startled" at 50 w power, but
was informed by Commissioner
Denny, FCC Engineering Dept.
now thinking about 250 w.
Chairman Porter commented the
new No. 6 television channel (62-
86 mc) offers possibilities for FM
should additional FM space be
needed. Maj. Armstrong suggested
(Continued on page 76)
FM Hearings

(Continued from page 75)

that since TV eventually would move up and likely wouldn’t be ready for the No. 6 channel at an early date, the 80-88 channel band could be assigned to FM, alleviating the New England problem.

RICHARD G. EVANS, president, Scranton-Wilkes-Barre-Pittston Broadcasters Inc., applicant for FM said: FCC proposed allocation plan would deny 2-3 million people in anthracite region proper service; believes FM will surpass AM and “within 6 months AM operators will come—running to the Commission holding cops and robbers and saying we have given them the economic hotfoot”. Appears FCC proposes to use retail cash register as measuring stock for FM.

No need to ban AM operators from FM field if FCC recognizes FM as competitive service, rather than complementary to AM; favors unduplicated programs; recommends Sec. 3.233(d) be made part of FM Rules & Regulations; says duplication of programs will retard not stimulate FM.

JOHN V. L. HOGAN, president, Interstate Broadcasting Co., WQXR WQXQ New York (New York Times): Suggests FM would be accelerated if AM programs are made available, but feels broadcasters will program FM at intervals without regulation; thinks rule on unduplication requirements will be unnecessary at present.

PAUL F. GODLEY, consulting engineer: Would leave duplication to licensee; multiple ownership regulations should stress public service need rather than fear of monoply; joint ownership of AM-FM desirable during transition period; booster stations should be used freely in public interest; opposes reservation of 20 channels; differentiation between classes and service of FM stations should be soft-pedaled; in cases of all stations maximum boundaries of service alone should be set rather than fixed boundaries or fixed powers or fixed antenna heights.

Statements were accepted on behalf of Arthur B. Church, KMBK Kansas City; J. B. Caraway, Evansville on the Air Inc., Evansville, Ind.; Guilford Jameson, Saginaw (Mich.) Broadcasting Co.; Raymond M. Wilmette, consulting engineer.

Major John Miner

MAJOR JOHN S. MINER, 32, son of Dan B. Miner, head of Dan B. Miner Co., Los Angeles agency, was killed on Dec. 15, 1944, while en route to Japan aboard an enemy prison ship, according to information from the War Department received by his parents. In the early days of the Pacific conflict he had been reported as “missing” and “captured”. Major Miner was associated with his father’s agency before being called to active duty in November 1940.

FC&B 3rd Agency For General Foods

Firm Will Handle Ads For Postum & Postum Cereal

FOOTE, CONE & BELDING, New York, becomes the third General Foods Corp. agency on January 1, when it takes over advertising for Instant Postum and Postum Cereal, accounts which spent nearly a million dollars for network radio time alone in 1944.

Young & Rubicom, former Postum agency, has been named to handle advertising for a new General Foods decaffeinated coffee which goes on the market in the near future. In announcing the Postum change, C. G. Mortimer, GF vice-president in charge of advertising, pointed out that it is a company policy to use separate agencies for similar products. He said that the addition of a third agency—GF’s first new agency appointment in years—was necessary because of the growth and recent acquisitions of General Foods and the postwar prospects.

Besides the Postum account, FC&B has been chosen to handle advertising of a new cereal product to be introduced after the war, Mr. Mortimer said.

One of radio’s largest advertisers, General Foods, spent about $9,500,000 in 1944 in network programs. GF advertising has previously been divided between Y&R and Benton & Bowles. In the beverage classification of GF products, Y&R continues to handle Santa Coffee in addition to the new product, and B&B is in charge of advertising for Maxwell House Coffee.

Pratt Cable Exec

HARADEN PRATT, recently named chairman of the Radio Technical Planning Board [BROADCASTING, July 15] was elected vice-president and chief engineer of All-American Cable and Radio Inc., New York and Commercial Cable Co. He will integrate all cable and radio engineering of these two companies and the Mackay Radio and Telegraph Co., all subsidiaries of the American Cable and Radio Corp.
CLURE OWEN LEAVES FCC FOR AMERICAN

CLURE H. OWEN resigned Aug. 1 as assistant chief, Broadcast Division, FCC Engineering Dept., to become allocations engineer with the American Broadcasting Co. Mr. Owen, a veteran of 14 years as a Government radio engineer, was named assistant chief of the Broadcast Division last October, succeeding John A. Wil¬

oughby, who was promoted to chief [Broadcasting, Oct. 23, 1944]. He had been chief of the Hearing Section, Broadcast Div., since 1938.

Mr. Owen served in the Radio Division, Commerce Dept. in 1931-32, went to the Federal Radio Commission when his department was transferred to FRC in 1932. He was born in Aldrich, Mo., in 1904 and holds electrical engineering B.S. and M.S. degrees from the George School of Technology. At one time he was associated with Radio News Lab., New York, and Daven Radio Corp., Newark.

For the time being no successor at the FCC will be named.

Relays

(Continued from page 15)

While available in the VHF bands, moreover, by duplexing operations, services other than television and FM could be carried, it is thought. These include facsimile, teletype, business machine service activated by radio and regular common carrier telegraph and telephone operations.

One of the knottiest problems facing television development has been that of relaying programs to provide nationwide service comparable to aural broadcasting. A. T. & T. last year estimated roughly that about $100,000,000 would be invested in a 6,000-7,000 mile transcontinental coaxial cable which presumably would serve initially only the larger markets. A half-dozen companies, including A. T. & T., are experimenting with microwave radio relays, and are applicants before the FCC for such service.

When the plan is made public in full detail, it is presumed the exact manner in which service will be supplied will come to light. The engineering feasibility of the plan remains to be determined, but cognizance must be taken of the importance and the technical standing of Westinghouse and Martin in their respective fields.

PLANTS CLOSE TO EACH OTHER

Much work has been done by Westinghouse and other radio and electronics firms in microwave transmission and equipment development, for wartime purposes. Westinghouse and Martin plants are neighbor properties outside Baltimore.

Radar unquestionably would play a significant role in the evolution of the new system. By using this ingenious ranging and detecting service, planes flying the anchored routes would be forewarned of any obstructions in their paths. The phenomenal development both in radio and aviation during the war, many aspects of which remain classified, doubtless have contributed toward the possibility of the project—the most ambitious since radio's advent.

implicit in the development, if demonstrated as practical, would be elimination of all types of existing relays for high frequency services. The cost factor, apparently would be much lower than coaxial cable. Moreover, it should be infinitely less than radio relays using high antennas or mountain-tops at regular intervals to relay the line-of-sight microwave signals which travel from horizon-to-horizon and which are detected by physical barriers in their paths. At a 30,000-foot altitude all obstructions would be scaled.

Conceivably, under such a plan, one company could supply nationwide television and FM service or several such services. But whether such an operation would be in the common carrier field (like A. T. & T., which owns no broadcast or television stations) or in the radio service operating field would be a question of public policy to be decided. Inevitably there would arise the question of tendency toward monopoly if one company operated an entire network of television or FM stations. Existing networks repeatedly have been confronted with this problem and have never gone beyond ownership of a handful of stations in key markets.

Presumably the proposed service could be accommodated in allocations now provided by the FCC for television and FM relay services above 400 mc. Provision now is made for expansion of broadcast, television, facsimile and relay services in the ranges up to 860 mc. Yes, Knoxville Retail Sales Have More Than Doubled The Past 4 Years . . . LEADING THE NATION.

KNOXVILLE offers much to advertisers seeking a lucrative market. Reach more people with money to spend, per dollar invested, through WBIR, the station with a big audience. WBIR is an American Broadcasting Company affiliate.

DOUBLED!

John P. Hart, Manager
Knoxville, Tenn.

Represented Nationally by The John E. Pearson Co.

It's WINCHARGER TOWERS

From Maine to California

WINCHARGER TOWERS are promoting better broadcasting all the way from Maine to California. . . . in all types of stations. And while their strong coverage is a better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender, high-altitude cross gives ideal radiation: they please everyone—from the style-minded sales force—through the engineering-minded engineer—to the profit-minded manager.

Write or Wire for Complete Information.

WASHINGTONcod... BENIN

Bonds for Victory
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIoux City, Iowa

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Advertising Council Votes to Continue Cooperation for Public Service Plan

PROPOSAL that the cooperation of all advertising interests for public service which has functioned so effectively during the war period has been approved by the board of the War Advertising Council and will now be submitted to the various sponsoring groups which support the council.

Council points out that the future welfare of business and advertising is interlocked with that of the public, that the need for public service advertising will not end with V-J Day and that many post-war problems will be as serious as those faced in wartime. Fact is stressed, however, that "as long as the war with Japan lasts the council's supreme objective will be to help speed the day of final victory."

But, the proposal states "because from the standpoint of many grave national problems the line of cleavage between war and postwar will not be sharp but blurred, it is necessary to settle now the question of whether advertising should be fully demobilized from the national service at the war's end."

Such current council campaigns as the fight against inflation, problems of returning veterans and the need for international cooperation will be carried over into the post-war period if the sponsoring groups approve the council's extension past the end of the war.

Swan Soap Set

LEVER BROS. Co., Cambridge (Swan soap), has bought last show of the CBS summer sustaining Life of Mary Christmas, 8:30-8:55 p.m., Aug. 27, to use closing time to introduce Joan Davis and Swan soap which takes over period Sept. 3. Joan Davis series was originally scheduled to start Aug. 27. Format of last season's Joan Davis show which was located in a grocery store is owned by former sponsor, Sealtest, which is continuing that series without Miss Davis. Present tentative plans are to set Miss Davis in a teatoom instead of a grocery.

Siegmann

(Continued from page 60)

leadership, people are capable of responding to."

It can only be presumed from this commentary that Mr. Siegmann believes the American listening public is suffering under a delusion that it likes what it listens to, and that that delusion is given substance through some magic exercised by broadcasters.

Radio's "greatest need," he believes, is "a more widespread, intelligent reaction to what it offers."

There is more. Woven through Mr. Siegmann's articles is a lament against daily serials. He believes that such escapism as they provide does not promote a better world. Much that he offers is constructive and thoughtful. All is written in convincing prose. What effect his probing at the FCC might have on radio in this country is not predictable now, for no one at the FCC cares to talk about his assignment.

Mr. Siegmann was born March 16, 1899. He is a graduate of Oxford University, London, and a veteran of World War I. His recreations, according to Who's Who (1945), are walking and reading. He is balding. He is assisted in his work at the FCC by Miss Eleanor Bontecou, former aide in the office of Justice Hugo Black— who is Commissioner Durr's brother-in-law.

Resuming TV

RESUMING production of television programs, WOR New York starts 13-week series on WRGB, General Electric video station in Schenectady, Aug. 1, Wed., 8:30-9 p.m. Series starts with The Better Half until Sept 5 when the "Brownstone Theatre Presentation" takes over for 7 programs, followed by Sea Book Dramas for the last three shows. WOR had presented radio programs for the last two years on WABD, DuMont video station in New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), have announced a series of programs, effective Oct. 10 will replace NBC "Gay Mrs. Featherton," Wed. 7:30-8:00 p.m. (CWT) with Sigmond Romberg's 45-piece orchestra. Agency is Russell M. Seeds Co., Chicago.

ALBUQUERQUE is New Mexico's Major Market

KGGM

J260 KC. 1000 WATTS. FULL TIME. COLUMBUS AFFILIATE

POPULATION 73,327

141% OF TOTAL STATE POPULATION

BUYING POWER $90,265

27% OF TOTAL STATE INCOME

RETAIL SALES $40,580

22% OF TOTAL STATE RETAIL SALES

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

KVSF In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

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BROADCASTING • Broadcast Advertising
Crosley

(Continued from page 15)

was found otherwise financially, technically and legally qualified. Mr. Courson warned that a “very
luridous precedent” would be set if the Commission held that manu-
facturing interests ipso facto could own stations. He cited General
Electric and RCA among licensees who would be affected by such a
precedent. Both counsel argued that the question was one for Congress
and not the FCC to determine.

Complying with the Commis-
sion’s wishes that principal officers
and directors be residents of
the area served by WLW, Mr. Courson
said Avco had made some changes
in the proposed Crosley board. Five
of the nine members would be resi-

dents of Cincinnati. They include,
besides Powell Crosley Jr., R. C.
Coogrove, vice-president and gen-
eral manager of manufacturing;
James D. Shouse, vice-president in
charge of broadcasting; Robert E.
Dunville, vice-president and gen-
eral manager of WLW; John Rowe,
president of the Fifth-Third Union
Trust Co.; Avco board members
would be Mr. Emanuel, Irving B.
Babeck, president; William F.
Wise, executive vice-president; R.
S. Fruit, general counsel.

Crosley by-laws will be amended to
segregate broadcasting opera-

tions from manufacturing, Mr.
Courson said. Avco is prepared, he
added, to divorce broadcast opera-
tions entirely from the parent com-
pany by setting up a separate cor-
poration, if the FCC insists. In such
event Mr. Shouse would become
president, Mr. Dunville vice-presi-
dent and all directors would be resi-
dents of Cincinnati, except Messrs
Emanuel and Babeck.

Presumably, Mr. Emanuel would
become chairman of the board,
with Mr. Babeck in second posi-
tion of authority.

Commissioner Denny questioned
Avco counsel closely as to the pro-
posed capitalization of the new com-
pany which might be set up to oper-
ate WLW, but Mr. Courson said
that stage hadn’t been reached. The
Commissioner insisted that
without such an established figure,
Messrs. Shouse and Dunville, as the
operating heads of WLW would
be in no position to determine how
much business they would have to
do to realize a return. “If we know
how much is set for the broadcast-
ing property, we can get some idea
how much you expect to earn,” he
said.

Chairman Porter felt the Com-
mission could not deny the ap-
plication of Mr. Crosley by require-
ment. By restriction the FCC can
make the business of broadcasting
“unattractive and unattainable,” he
asserted.

“Congress has to date no action
to exclude from the broadcasting
field persons engaged in manufac-
turing or other businesses,” he
said. As for absentee ownership,
Mr. Patrick pointed out that prin-
cipal executives of the networks
live far from their owned and op-
erated stations.

Asked to comment on the pro-
posed WINS sale, Mr. Patrick said
the “parties differ, the issues dif-
fer, the facts differ” and he couldn’t
see any basis where action in the
Crosley-Auco transaction would
have any bearing on the WINS sale
or vice versa.

Wheeling Steel Names
WHEELING Steel Corp., Wheel-
ing, W. Va., has appointed Newell-
Emmett Co., New York, to handle
advertising. Radio considered.

Second FM Shift

SECOND petition for shift of as-


ignment of an operating FM sta-
tion to newly allocated frequencies
was filed with FCC last week by
The Journal Co., Milwaukee Jour-
nal publisher and licensee of stan-

dard station WTMJ and FM sta-
tion WMFM. Latter station would
move from 46.5 mc, present chan-
el, to preferred 94.1 mc channel.
Increased coverage is planned.
Temporary interim operation from
WTMJ location is proposed during
divestiture of WMFM facilities.
First such application for conver-
sion had been filed by Maj. Edwin
H. Armstrong for WMFM Alpine,
N. J.

Letter to the Editor

Editor, Broadcasting:

Please correct July 30 issue re-
porting WSBT as being for the
proposed FCC allocations for FM.
We did not comment on FCC plan
in our statement to Commission.
We did state our position in support
of the single market plan. We are
on record favoring this plan when
first announced by CBS. We think
it is sound. We have not changed
our minds. Therefore, please list
us among those favoring CBS
single market plan in FM alloca-
tions.

Regards.

(LeSLIE C. JOHNSON
Radio Station WHF
Rock Island, Ill.)

MAKE YOUR TESTS WHERE
UNCLE SAM MAKES HIS!

When the U. S. government made a test census, it chose St.

AGAIN—To make the national nutrition studies, it picked
the same counties.

AGAIN—It found that the “Average American Family” lived
in one of these counties.

It chose them because they’re the two counties* in America
most typical of the nation’s agricultural-industrial structure.
What better testing ground for any product made for the typi-
cal American family?

*St. Joseph County, with South Bend the county seat, is the home of WSBT. Marshall County adjains it. Both are in the WSBT primary
service area—where nearly everyone listens to WSBT. Have you seen our Hooper lately? It’s a real eye-opener; send for a copy.

1000 WATTS 960 K.C.
COLUMBIA NETWOK

PAUL H. RAYNER CO. * NATIONAL REPRESENTATIVES
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Liquor Ads Are Dropped
By WFAA, KGKO Dallas

ADVERTISING of alcoholic beverages will be discontinued on all programs by WFAA Dallas and the Dallas division of KGKO Dallas-Fort Worth at expiration of present contracts. Earlier alcoholic beverage sponsors had been refused time on newscasts.

Rev. Sam Morris, Texas Baptist minister and prohibitionist, in past has complained periodically to FCC about beer and liquor sponsors on Dallas and Fort Worth stations. One of his complaints is pending against KRLD. WFAA in the past has accepted only a limited number of beer accounts, but with local option management felt subject was controversial.

WHY ALL THE FUSS?

KCMO is proud of its award for outstanding promotion of Terry and the Pirates, sponsored by The Quaker Oats Company. Sure! But why all the fuss?

Outstanding program promotion is the rule rather than the exception at KCMO—a rule that measures promotion in terms of potential customers reached. Let this rule be your guide to time-buying that brings positive results for your radio dollars invested in the greater Kansas City agricultural-industrial market. For availabilities, see your nearest John E. Pearson office.

5000 WATTS
Basic Station
AMERICAN Broadcasting Co.

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BROADCASTING • Broadcast Advertising

Actions of the FCC
JULY 27 TO AUGUST 3 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION
JULY 31
WRAX Wilkes-Barre, Pa.—Granted further extension temp. license on temp. basis only, pending determination of application in Docket 6772, not later 10-1-46.

AUGUST 1
WSTY St. Paul, Minn.—Granted license renewal for period ending 2-1-47.

WATL Philadelphia, Pa.—Granted license renewal for period ending 8-1-47 (Comdr. Durr voted for further inquiry).

Philadelphia & Toronto Corp., Wyndmoor, Pa.—Granted CP new exp. TV station to develop system in 480-920 mc region; frequencies to be set by FCC; A1 A5 special and special FM emissions; 1 kw visual and audio. Also granted CP for three exp. TV relay stations for areas of Washington, Philadelphia and New York: to develop microwave relay equipment; frequencies to be set by FCC; A1 A5 special and special FM emissions; 50,000 w peak.

AUGUST 2
The Crosby Corp., Cincinnati—Granted transfer of control from Powel Crosby Jr. et al to The Aviation Corp.

ADMINISTRATIVE BOARD ACTIONS
JULY 30
WKAQ San Juan, P. R.—Granted license to cover CP move trans. and studio.

Applications . . .

JULY 27
NEW-48.1 mc WRRA Reading, Pa.—CP new FM station, 4,750 sq. mi., $27,828 est. cost.

FM Application
APPLICATION for a 3 kw FM station in Providence, R. I., with coverage of 7,840 square miles and estimated cost of $13,975 was filed with the FCC last week by John J. Sirica, former general counsel of the House Select Committee to Investigate the FCC, on behalf of Colonial Broadcasting Co., newly formed corporation. Firm is composed of John Downem, Conn., business men, headed by Augustus M. Wilson, president. Application was for 44.7 mc channel, but correct frequency in new band will be assigned if petition is granted.

ON THE LOOK-OUT FOR MORE SALES AD SALES AD SALES AD SALES AD SALES

KFMB Sells San Diego
IT'S EASY TO DO
90% of the entire population in San Diego County resides in metropolitan San Diego—within 15 miles of our stations. That's 675,000 civilian people who must depend on us alone for primary reception of our network's shows! They're ready to buy—must be covered from within to be covered right!

KFMB THE BASIC AMERICAN NETWORK PACIFIC COAST
SAN DIEGO, CALIF.

Represented by
JOHN E. PEARSON
CHICAGO NEW YORK KANSAS CITY

KSET POCATELLO—IDAHO

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BROADCASTING • Broadcast Advertising
f the Public Relations Committee including listener activity, the code committee, the program managers, the executive committee, with the Public Relations directors serving as secretary on all three committees. Major activity has been radio's 25th anniversary, and discussion of campaign is included. Also discussed is public relation work, Management in the Public Interest. Report tells of cooperation with educational and religious groups, work on Academy of Radio Arts and Sciences, and pamphlets.

Listener Activity Division

Progress is reported in fields of national organizations contact, international interests, the Assn. of Women Directors; community radio activity, women's and children's interests, and radio education. Attempt to acquaint public with the importance of listeners in the democratic system of American radio.

Engineering

Department sees a coming return to normalcy. Report lists scope of cooperative activities with technical radio groups, such as War Communications, IRE, RMA, RTPB, State Dept. in re Telecommunications Conference of the FCC, OWI and Canadian broadcasters.

Promotion

Chief activities are NAB War Committee, with direct service to armed forces overseas; War Bond Committee; Radio News Committee; Council on Radio Journalism; coordinating training for radio with expanding requirements for personnel.

General Counsel-Labor Relations

Office handles Industrial Relations, compiling data on labor contracts for use of member stations, and advising them on matters; and general legal problems, on FCC regulations, copyright, censorship and allied legal problems.

Government Relations

Legislative branch acts as liaison between stations and Congress, keeping each informed on activities and functions of the other. Executive and Administrative interprets rules and regulations of the FCC and informs broadcasters of the rulings. Judicial interprets and informs members on court cases as they apply to radio.

Secretary-Treasurer

Report lists active membership by districts, committee meetings, district meetings, staff changes and statement of income and expense for the year.

Broadcast Advertising

Much of the work has been devoted to development of retail radio advertising. In this connection, department reports the clinical test of Texas and the sales managers executive committee which worked on the test and compiled results among other activities, such as research on rate cards, time selling, etc. Work with small market stations is told, along with cooperation with NRDGA, the District meetings, talks before ad clubs, and activities with educational groups, government agencies, trade groups. Report also discusses future of broadcast advertising and states the aims of the group: 1. Keep copy clean. 2. Sell better advertisers.

WORDS or music—its all the same to WJHP staff. Ted Chapeau, station manager (with trumpet) found his announcers were hot musicians so Club 1320 afternoon show was born. (1 to r) Al Jennings, sports; Lamar Morgan, the “Nightwatchman”; Mr. Chapeau; Ray Herbert, news; Doug Oliver. Dennis McCarthy, not shown, picks a guitar.

RAYMOND R. MORGAN OPENS N.Y. OFFICE

RAYMOND R. MORGAN Co., Hollywood, and its affiliate, Goodkind, Joice & Morgan, Chicago, expanding operations on a national scale, have established branch offices at 55 W. 42nd St., New York, with Hugh Ernst Jr., vice-president in charge. San Francisco offices have also been opened in the Hearst Bldg. with Porter Anderson vice-president in charge as resident manager. Lester Hopper, for three years copy chief and account executive of Buchanan & Co., Chicago, has joined Raymond R. Morgan Co., Hollywood, in similar capacity.

Simultaneously, it was announced that Planters Nut & Chocolate Co., Suffolk, Va. account will revert back to Raymond R. Morgan Co. and its affiliate, Goodkind, Joice & Morgan of Oct. 1. Pacific division of that account, for past 12 months, has been handled by Erwin, Wagner & Co. of the Pacific Coast (now Honig-Cooper Co.). Prior to that for several years account was serviced by Raymond R. Morgan Co. Present and anticipated appropriations for Planters include extensive radio advertising.

Deutsch Back

ARNOLD R. DEUTSCH, active head of the Deutsch & Shea Adv. Agency, New York, has returned to the agency post after almost three years in military service. Mr. Deutsch recently returned from overseas where he was chief of production and distribution of the publications section, psychological division, SHAEF. Mr. Deutsch was chairman of the Army Advertising Club of the United Kingdom. Earlier in the war, Mr. Deutsch served in the U. S. Maritime Service.

WMOG To MBC

WMOG Brunswick, Ga., 250 w days, 100 w nights, on 1490 k.c., joins Mutual as its 274th affiliate upon completion of network lines.
 пользается в случае, если стоимость составляет $1.00.

Обстоятельства Wanted (продолжение)

Продавец — опытный продавец, имеющий опыт работы в продажах станций.

Ваш опыт в продажах станций должен быть признан.

CAMPUS CHRISTIANS
427 W 5TH STREET • LOS ANGELES 13, CALIFORNIA

BROADCASTING • Broadcast Advertising
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
Represented Nationally by John BLAIR & Co.

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

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.

**RAYMOND M. WILMOTT**
CONSULTING RADIO ENGINEER
PAUL A. de MARS
ASSOCIATE
1469 Church St., NW, Washington 5, D. C.

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

**JOHN J. KEEL**
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

**MAY, BOND & ROTHROCK**
CONSULTING RADIO ENGINEERS
Natl' Press Bldg. Wash. 4, D. C.
District 7362 • Glava 5888

**LOHNES & CULVER**
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

**WORTHINGTON C. LENT**
Consulting Engineers
INTERNATIONAL BLDG. • WASH., D.C.
1319 16th ST. N.W. • DISTRICT 10

**HOLEY & HILLEGAS**
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. • Atlunor' 3328

**HERBERT L. WILSON**
and Associates
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 Vermont Ave., N.W., Washington 5, D.C.
National 7161

**GOMER L. DAVIES**
Consulting Radio Engineer
P.O. Box 71
Waterford 9089
College Park, Md.

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**SERVICE DIRECTORY**

**CRYSTALS**
HOLLISTER CRYSTAL CO.
Boulder, Colorado
QUARTZ OSCILLATORS SINCE 1927

**BUY WAR BONDS**

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**GAMES TO AM-FM EXPANSION**
Radio Engineering Consultants
Kansas City, Mo.
Washington, D. C.

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

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

**YOU HAVE**
"A DATE WITH MUSIC"
the sparkling new
transmitted in hear
musical series

---

**STARRING**
PHIL BRITO
the voice with the 21
jewel movement
for cash and audition records
while or wire
CHARLES MICHELSON
67 W. 44th St., N.Y. 18. MU 2-5976-9538
At Deadline...

TREASURY REPORT SHOWS RADIO HIGHEST

COMPARATIVE breakdown of record Seventh Loan support volunteered by advertisers, agencies and media released Friday by Treasury, shows that radio, up 109% over Sixth Loan effort, was far more than doubled combined effort of all other media. Total $42,655,459/25 contribution is an all-time high in advertising of any product or cause, said Ted R. Gamble, Treasury War Finance Division national director, and Thomas H. Lane, WPD director of radio, advertising and press.

Daily and weekly newspapers in the Seventh gave $12,019,199.72; controlled circulation papers $1,183,544; general magazines $2,145,145; business publications $1,189,669; farm magazines $446,691; outdoor advertising $3,351,022.52.

Radio contribution totaled $23,513,742

[BROADCASTING, July 23]...MORE TIME TO GOFREY

ARTHUR GODFREY’S morning program on CBS will be extended from a half-hour to 45 minutes, effective Aug. 27, when it will be broadcast 9:15-10 a.m. instead of the present 9:15-9:45. Extension is being made, according to Douglas Coulter, CBS vice-president in charge of programs, “in response to numerous requests.”

DuMONT CHECKS SETS

WABD New York, DuMont television station, is surveying New York to determine number of video sets and their present operating conditions. Door-to-door interviewers also are tabulating figures on available television audience and looking-listening habits.

Closed Circuit

(Continued from page 4)

with the Blaw-Knox Co., may prove too attractive to reject. Myles is an ex-top-flight newsmen in York.

CAPT. Richard D. Zern, USN, takes over Aug. 10 as officer in charge of the Navy Division and assistant commandant, Armed Forces Radio Services, in Los Angeles. He succeeds Lt. Donald T. Whiteman. Watch for step up in Navy-APRS activity.

CBS is receiving a stream of requests for invitations to the demonstration of improved full-color television via the color-disc method developed by Dr. Peter Goldmark, CBS Director of Engineering Research and Development, despite the fact that no such demonstration has been announced. Unofficial but reliable sources put the date as late August or early September; state that the process has been improved since it was last shown before Pearl Harbor.

SUBCOMMITTEE on public relations for Listener Activity division of NAB understood to have recommended that Listener Activity Dept. be transferred from New York to Washington headquarters to provide closer coordination of NAB overall functions. Recommendation slated for airing when NAB board meets Monday and Tuesday.

NEGOTIATIONS REVEALED IN CROSLEY SALE

INITIATION of negotiations for sale of Crosley Corp. to Aviation Corp., were handled by Management Planning Inc., Washington, D. C., it has been announced by the firm’s president, Clinton Davidson.

Mr. Davidson, in revealing his organization’s participation in the transaction, said Management Planning Inc. has served as financial adviser to Edward J. Noble, Chairman of the Board, American Broadcasting Co.; Powel Crosley Jr., Marshall Field, the Bingham interests (WHAS Louisville) and Westinghouse Stations Inc.

Business Briefly

(Continued from page 4)

the Martin Block show, 3 times weekly, participation 3 times weekly of Take It Easy and 12 to 15 spot announcements. Contracts for 52 weeks were placed through Emil Mogul Co., New York.


WONDERLAND PLANS • Wonderland Studios, Inc., New York, has appointed Emil Mogul Co., New York, to handle its advertising. Radio plans not set but may start sometime in October.

TRENTON FAIR • Trenton Fair, celebrating its 200th anniversary this year, announced the appointment of Bert Nevinss Assocs., New York, to handle publicity for the exposition. Radio is said to be considered to promote the fair to be held in Trenton Sept. 9-15.

BULOVA ON WCBW • Bulova Watch Co. on Aug. 15 becomes first advertiser on WCBW, CBS video station in New York. Four time signals a week will be used but instead of the clockface closeup with the second hand making a circuit to the accompaniment of the minute pulses which Bulova has used for several years on WNBT, NBC television station, the WCBW announcements will show new Bulova watches on feminine wrists, while an announcer gives the time orally. Spots will be 20 seconds each, in line with CBS policy limiting video spots to the same length as network channel breaks. Bulova agency is Biow Co., New York.

TONI PLANS RADIO • Toni Inc., St. Paul (Cold Wave Kit), has appointed J. Walter Thompson, Chicago, to handle its advertising. Radio will be used.

SNAFU FOR BROADCASTERS

IMPROPTU radio organization has been created and is spreading like wildfire. Adopting Governmental formula of alphabetical identity, particularly in light of rash of allocations, regulations and whatnot, group calls itself CAIC. It means, “Cripes, Am I Confused!”

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People

DAVE TAYLOR, program director of WEAU Eau Claire, Wis., moves into sales and promotion department and Jack Kelly, veteran radio and public relations man, becomes program director.

PAUL S. WILSON, formerly New York manager of William G. Rambeau Co., joins the New York sales staff of Adam J. Young Inc. Aug. 6, also becoming a member of the firm. In radio since 1923, Mr. Wilson has worked with NBC's central division, CBS Radio Sales and United Press.

SCOTT BARLOW, formerly with McCann-Erickson Adv., New York, has been appointed editor of Sylvania News and assistant to C. G. Kronenwetter, advertising production manager of Sylvania Electric Products, radio tube division.

WILLIAM S. HALSTEAD, president of Halstead Traffic Communications Corp., will become consulting engineer for Farnsworth Television & Radio Corp., and John A. Curtis, Halstead v-p and chairman of management committee, becomes manager of Farnsworth Communications Division, in Farnsworth acquisition of all assets of Halstead Co. Halstead key personnel, lab and manufacturing facilities will transfer from New York to Fort Wayne. Farnsworth is owner of WGL Fort Wayne.

HOWARD K. SMITH, CBS war correspondent, is vacationing in his home town, New Orleans, after eight years abroad. He is scheduled to return to the Continent in the fall as CBS staff member.

RICHARD FEHR, formerly in the program publicity department of Benton & Bowles, New York, is now with Doeherty, Clifford & Shenfield as publicity director. He replaces Robert H. King, who resigned last week because of poor health.


LT. COL. ARTHUR H. SCHROEDER, for the past 3½ years on active Army duty with Army Airways Communications System, is, on terminal leave pending inactive duty Sept. 1. Col. Schroeder served for 18 months in the European theater. He is expected to return to radio law practice in Washington but has not yet announced final plans.

SYLVANIA HITS NEW HIGH

CONSOLIDATED sales of Sylvania Electric Products, subsidiary, Colonial Radio Corp., reached a new all-time figure of $75,821,874 for the first six months of 1945. This represents an increase of 88% in sales over the corresponding period of 1944.

AMP SIGNS THREE

THREE stations have signed new music licensing agreements with Associated Music Publishers, New York, and nine others have renewals after central plays. New AMP licenses are WGY Schenectady, WCAE Pittsburgh and WJTN Jamestown. Renewing stations are: KYA KRE KOCY KFOR WAAB WEAN WICC WNAC WSYR.
KOIN, Portland, Oregon
for its showmanship in the selling of War Bonds through the KOIN Million Dollar Club

Arthur B. Church (left), president of KMBC, accepts from his longtime friend and fellow broadcaster Charles W. Myers, president of KOIN, a certificate of membership in the KOIN MILLION DOLLAR CLUB. The membership was extended in recognition of KMBC's outstanding achievements in War Bond promotion. Since Mr. Church became the 103rd member, the Million Dollar Club's roll call has reached 254—and is still growing.

It took a war to emphasize the importance of radio in its influence on our mundane existence. There is no longer any question that in radio, human beings have their most effective medium for the mass transmission of ideas.

When the call went forth to help finance this nation's war effort, radio stations contributed sound selling ideas as distinctive and ingenious as broadcasting itself.

A standout example of this is the KOIN Million Dollar Club which week after week, since the initial broadcast on February 14, 1943, has made its business the selling of War Bonds. Those who have been responsible for the bond sale of at least one million dollars are honored in a weekly night-time live talent production—unique in itself among War Bond shows.

To arrive at the accumulative effort of American broadcasters in serving this nation at war, one has only to multiply the accomplishments of KOIN by the individual efforts of all radio stations—for each in its own way has participated. As an example of this, KMBC of Kansas City was one of the first to install a full-time war activities department to assure maximum effectiveness for backing up over here those over there.

Yes, a word of acclaim from nation's leaders is sweet music to the ears, but it is the grass root appreciation of the people themselves—their sons and daughters on the firing line—in which broadcasting finds its real satisfaction of a job being well done!

KMBC OF KANSAS CITY
Free & Peters, Inc.
Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928 — BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
"KLZ gets results," is Consensus of Denver Merchants Who Know It Best!

**KLZ NEWS SPONSORS GET RESULTS!**

SAYS FRED DAVIS: "It is somewhat of a record for a newscast to be sponsored seven mornings a week for ten whole years. Naturally we are sold on the results or we wouldn't have continued our sponsorship since September 1, 1935."

**KLZ PROGRAM SPONSORS GET RESULTS!**

SAYS JOE ALPERT: "We sold over 1100 units of the item advertised. The store was crowded with people and they were here because they listen to my "Barn Dance" program (over KLZ). I know this is true because we had the customers checked."

**KLZ SPOT ANNOUNCEMENTS GET RESULTS!**

SAYS JACK LOPATA: "On Tuesday I had one announcement in the form of a test as to the pulling power of KLZ. The response was very gratifying. We clocked about 150 women coming into the store asking for this particular item, all due to KLZ."

More Advertisers—Local and National—Buy More Time on KLZ Than on Any Other Denver Station

Affiliated in Management with the Oklahoma Publishing Co. and W'KY, Oklahoma City

Represented Nationally by the Katz Agency