Force of the Wind

POWER of the AIR

TORNADOES THREATEN DISASTER

WLS brings relief

JULY tornadoes leveled homes, threatened crop calamity in Bureau County, Illinois. WLS queried at once through Prairie Farmer editors on the scene and learned of the sharp need for men to clear debris and restore damaged acres.

First WLS broadcasts described this need; told men where and when to meet. 650 men, a hundred tractors came to help. Later broadcasts brought more hundreds. In a week, most wreckage was cleared, crops and livestock back under control.

Paul V. Dean, Bureau County Farm Adviser, counts WLS directly responsible for more than half the volunteer workers.

This is how WLS works for the people of Midwest America, and has for twenty-one years. This is why Midwest people, on farm, in city, and town, have such deep-rooted confidence in "their" radio station.

When wind or war, depression or disaster make a need, WLS responds. And so "our people" respond when we ask them to buy, to help each other or the nation, or to write a million letters a year. A John Blair man can give you more details about the half-time station that works full-time for the people.
NEWS AND COMMENTARIES
have moved steadily upward in popularity nationally.
“News and Commentaries” now rank second in daytime
and third in evening time—in the latter time moving up from
sixth place in 1938-1939 among major program classifications
including drama, news and commentaries, variety, audience partici-
pation, popular music, familiar music and children’s programs.

AND IN ST. LOUIS—
LISTENING HABITS HAVE CHANGED . . .

A right sense of timing in meeting new audience interests
is one of the key reasons why KXOK gained 29.7% in daytime
audience in 1944 versus 1943, as revealed by C. E. Hooper.
All other network stations in St. Louis registered an
average daytime loss. Gains in listeners and
gains in advertisers are the order
of the day at KXOK!

KXOK
SAINT LOUIS 1, MISSOURI
Owned & Operated by the St. Louis Star-Times
630 KC. • 5000 WATTS • FULL TIME • AMERICAN-BLUE NETWORK

TOPFLIGHT NEWS FEATURES
- Walter Winchell
- Drew Pearson
- Raymond Gram Swing
- Dr. Bertram L. Hughes
- John B. Kennedy
- Leland Stowe
- Gil Martyn

Affiliated with KFRU, Columbia, Mo. Represented by John Blair & Company—Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco
It is not always the costliest lure that gets the best results! It's just a matter of giving listeners what they want. And that's what WSIX does. Best proof of it is that 81.5% increase in WSIX's all-day average Hooper for the two years ending in January! Here is what WSIX offers: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at very low unit cost . . . In the thriving middle Tennessee area covered by WSIX, more than a million potential buyers await your "plug".

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City

5000 WATTS
980 Kilocycles
Closed Circuit

WESTINGHOUSE airborne relay plan may become international in scope, with really no limit to its possibilities. Later developments may cover complete transoceanic communications, including television relay. Shortage in international broadcast frequencies also would be eliminated, since frequencies which are plentiful would be used instead of waves below 25 mc, which are tight.

BY THE TIME this appears, FCC Chairman Paul A. Porter and Commissioner E. K. Jett will have made a flying trip to Montreal to discuss with Canadian radio authorities coordination of allocations for all services (CLOSED CIRCUIT, July 30). They left by Army plane Aug. 10 and were to have returned today (Aug. 13).

DISCOUNT those rumors about Owen D. Young, GE board chairman and one of prime movers of network radio through original organization of RCA-NBC, as new stockholder in or head of American Broadcasting Co.

NOTE TO second-guessers who believe Marshall Field may have interest in newly-formed Associated Broadcasting Corp.—Clem J. Randau, vice-president of Field Enterprises and business manager of the Chicago Sun, has told BROADCASTING: "This organization has no present or future intention of becoming financially interested in the Associated Broadcasting Corp." He acknowledged that an "attempt was made to interest us".

COL. WILLIAM S. PALEY, CBS president on leave as radio Psychological Warfare chief in RTPD, won't be back Sept. 1 as expected but probably will arrive later in month. He has been asked to stay in Europe to greet broadcasters' mission and explain radio in war theater.

SECOND postponement in the sale of WINS New York by Hearst to Crosley Corp. (now owned by Aviation Corp.) wouldn't be surprising. Now set for Aug. 20, hearing entails additional work by FCC staff after Crosley sale to Avco was approved and legal department is tied up on PM Rules & Regulations plus Crosley-Avco opinions for majority and minority.

BRIG. GEN. ELLIOTT ROOSEVELT may return to the air as a commentator, when he is discharged officially from the Army on Aug. 15. Wm. Morris Agency will handle the show.

REPORTS persist in political circles that President Truman will recommend to Congress this fall complete reorganization of the Government, entailing wholesale slashing of agencies and commissions, including the FCC. Latest speculation is that economically-minded Senators and Representatives will recommend that he should abolish the FCC and appoint an Administrator of Communications, to function under Commerce Dept. or new Com.

(Continued on page 78)

Upcoming

Aug. 14: FMBI Board meeting, WTMJ-WMFM studios, Milwaukee.

Bulletins

EXPANDING its regional network throughout the Mississippi Valley, North Central Broadcasting System, headed by John W. Boler, has transferred Bill Ware from Chicago office as account executive to newly-created post of western division sales manager. Former general manager of KWFC Hot Springs, Ark., until he joined North Central May 1, Mr. Ware will have charge of all territory west and south of Cleveland, including Pacific Coast.

Network earlier named Arthur Simon, former WPEN Philadelphia general manager, as national sales manager with headquarters in Empire State Bldg., New York. Peggy Strickleland, formerly associated with Motion Picture Adv. Service, New York, has been appointed to the North Central New York sales staff.

H. R. BAUKHAGE, American news analyst, will cover Nazi war criminal trials slated to start in late September in Nuremberg, Germany. He'll do his Baughke Talking cooperative program, 1-115 p.m., Monday-Friday, twice weekly, another commentator filling two periods and guest taking fifth during his absence. Baughke was in Germany when Nazis invaded Poland and broadcast a description from Reich chancellory. He served overseas in World War I.

SEEK BOULDER AM

NEW LOCAL OUTLET on 1450 kc, 250 w power, unlimited time for Boulder City, Nev., is requested in application filed with FCC last week by Boulder City Broadcasting Co. Holding interest in new firm are Calvert C. Applegate, secretary-treasurer (19.5%), member of technical staff of KFWB Los Angeles; Edward W. Clark (39%), president and principal owner of Southern Nevada Power Co., also interested in Southern Nevada Telephone Co., and Albert E. Cahlan, vice-president (19.5%), half-owner of Las Vegas Review Journal.

RMA NAMES HORLE

LAWRENCE C. F. Hорле, New York consulting engineer, prominent in development of radio industry, has been appointed chief engineer of the Radio Manufacturers' Assn., Dr. W. R. G. Baker, engineering department director, has announced. Mr. Horle will have charge of the engineering department, including RMA data bureau and related activity.

Business Briefly

SINATRA FOR OLD GOLDS • P. Lorillard Co., New York (Old Gold cigarettes) will sponsor Frank Sinatra for 39 weeks, starting Sept. 12 on full CBS network, Wednesday, 9-9:30 p.m. EWT, replacing Detect & Collect. Agency, Lennen & Mitchell, continues 5-year option on Sinatra's services, negotiated by Mann Holiner, L&M v-p in charge of radio. Old Gold's Sunday series on NBC, Meet Me at Parky's, 10:30-11 p.m. EWT, has been extended an additional 13 weeks starting Sept. 16.

WOR SALES UP • A 50% increase in amusement and retail advertising on WOR, New York in the last year is reported by Eugene S. Thomas, WOR sales manager.

SUPER SUDS ON TV • Colgate-Palmolive-Peet Co., Jersey City, will sponsor a Tuesday evening dramatic variety program for Super Suds on WABD, DuMont television station in New York, starting in September. Series will be produced by Wm. Esty & Co., New York, agency for Super Suds.

KIP EXPANDS • Kip Ointment Corp., Los Angeles (Kip Ointment), adding to western states schedule, on Aug. 15 starts for 52 weeks spot campaign on these Arizona stations: KTR KVOA KYUM KYCA KGLU KWJB. Agency, Dean Simmons Adv., Hollywood.

POST TOASTIES ON MBS • General Foods Corp., New York (Post Toasties), on Sept. 15 starts House of Mystery for 52 weeks on 240 Mutual stations, Saturday, 12 noon-12:30 p.m. Agency, Benton & Bowles, New York.

INTERNATIONAL PLANS • International Harvester, Chicago, has appointed McCann-Erickson, New York, to handle its advertising. Account formerly was with Aubrey, Moore & Wallace, Chicago. Network show will be used.

POWERFUL COAST TV

ONE OF WORLD'S highest-powered television stations is planned by Don Lee Broadcasting System atop Mt. Wilson, California, Thomas S. Lee, Don Lee president, disclosed. Application is being filed with FCC for a 40-kw visual transmitter, 5,800 feet above sea-level which, combined with low-operating frequency, will eliminate interference from surrounding hills, he explained.

General Electric will build transmitter, soon as freezes are off. New project will bring Don Lee's television investments to well over $1,500,000. Network has operated W6XAO on Mt. Lee since Dec. 31, 1951, and plans to make its present video station, KTSL, the powerful outlet. W6XAO will be used as TV relay station and studio site.

LERCH TO WEAF

DON LERCH, former farm director of KDKA Pittsburgh and staff member of the Dept. of Agriculture, has been appointed farm director of WEAF New York starting today (Aug. 13). He will broadcast the station's Modern Farmer program each weekday 6 to 7 a.m.
What's more fun than reading other people's mail?

(Here's a sample of Miss 580's)

More than 40,000 women are members of the Women's 580 club

Heard daily over WCHS at 4:30 p.m.

Hi, Miss 580:
I wrote you not so long ago and gave my brother's address and asked if some of the club members would write to him. Miss 580, we have received a letter from him saying he has been getting about 15 letters a day from girls everywhere and has been answering all he has time to.

He is awfully busy now, he writes, so tell all the girls who write him to take things easy for he'll write as soon as he can; and we, Mother and I, wish we could thank each and everyone of them personally. But since we don't know their names and addresses I am writing to the club and asking you to read this letter over the air so the girls who took time to write will know we thank each and everyone of them.

He now has five Bronze stars.

Well, I have been busy raising a garden. It is pretty now and I plan to can lots of fruit and vegetables this year. I visited some of the stores that sponsor our program while I was in Charleston, but unfortunately didn't have time to come up and see the program broadcast.

My sister has a baby now. He is only two and a half months old and his name is David Eugene. Mother has him spoiled already. Well, I'll not send a house- hold hint or recipe now but will soon. I had better close for now but will write more the next time.

A Faithful Member,
(signed) Miss Lola Mae Holcomb

June 13, 1945
Route No. 1
Spencer, W. Va.
Seattle is the hub of the rich Pacific Northwest market. In size it is important, being the 17th city in the United States. But its consumer income is astonishing, amounting to over $2,280 a year per person—the third highest in the country. Where the average American has $1.00 to spend, your prospect in Seattle has over $1.95.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE—With America's Third Largest Income Per Capita

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.
Once again WFIL leads the way in progressive radio station operation. Believing that radio entertainment is largely show business, WFIL appoints as its Program Director, Jack Steck—a master showman.

Jack Steck has been a vaudevillian, a stock company juvenile, author and producer of two successful plays, and master of ceremonies at famous night clubs. Steck started in radio in the “crystal set” era. Since that time he has produced and directed many “big time” radio programs and stage presentations.

Looking to the future—when television brightens every radio home, Steck’s vast experience in producing shows of wide visual appeal will be turned toward the presentation of outstanding video programs.

Jack Steck currently produces, directs and emcees “Hayloft Hoedown” coast-to-coast American Broadcasting Company program Saturdays at 10:30 PM E.W.T.

IN PHILADELPHIA

WFIL MEANS PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY
THE FRANK SINATRA SHOW
so does
• **When Sinatra sings**, dream castles sprout all over the continent, from Fort Kent, Me., to Calexico, Calif., and Blaine, Wash., The Voice is America’s No. 1 wholesaler of what Shakespeare called “such stuff as dreams are made on.” Frank is also No. 1 wholesaler of Max Factor’s romantic products for embellishing the exteriors of gals and interiors of dream castles.

And when Sinatra sings, it takes the nicest, smoothest, most professional technical skill to transmit the exquisite shadings of his voice to the air. Technical skill is where CBS and KNX live; superlative technical skill is what The Voice gets.

But this skill — famous from c. to c. — is not confined to network programs. Local KNX productions get the same flawless treatment.

Prove it by listening, for instance, to Ozie Waters. Ozie sings Western. He specializes in large, wide rumpled plains, and in skies spattered with stars. Ozie merchandises his own brand of dream material in the early morning, and it has a lot to do with the fast sales of Musterole in these parts.

There’s quite a gap between Frank and Ozie in the nature of their products, sponsors, audiences, and selling-appeals. But each audience gets its own favorite at his best — because Columbia-in-Hollywood offers studio technique that has never been beaten.

KNX can build a successful program idea for you. KNX producers will handle it as top-priority in skill. KNX engineers will deliver it to the whole of Southern California bright as new. To start this profitable operation, call us — or Radio Sales — or both.
Feature of the Week

SURPLUS material expected to be had practically for the asking as soon as a falling off of war requirements floods the market may, through necessity entirely revolutionize broadcasting and allied arts if there is a repetition of the history of the first World War.

"The beginning of radio as we know it was not an accident," according to Francis Conrad, American West ern division station relations manager and a faculty member of the recent McClatchy Broadcasting Co. Summer Radio School at KFBK Sacramento. Mr. Conrad is the son of the late Dr. Frank Conrad, general engineer and oldest Westinghouse employee.

Westinghouse had a large stock of surplus war material which it wanted to put to use," he related, "My father provided the outlet through developing his theory that radio was not only for point to point communication but for mass communication.

"We set up our broadcasting station in our garage in Pittsburgh in 1919. I was the program director—that is, I went to the music store to get the records and carried them to the garage. We broadcast on Mon-

Egg-Dropper

TEN-MINUTES before news was released of pilot who dropped first atomic bomb on Japan, WBT Charlotte contacted parents of Maj. Thomas W. Ferbee Jr., and rushed them to studio. In subsequent interview Mrs. Ferbee mentioned how "Tommy" as a small boy was always careless about bringing the eggs in from the barn, usually dropping at least one. Maj. Ferbee dropped the biggest egg ever dropped on Hiroshima.

 Sellers of Sales

HAL Winter, new media director of Grant Adv.'s New York office, says that four networks are enough for this country—and he feels that new broadcasting chains are doomed to financial failure.

"The costs on a full-fledged network, like any of the four major ones we now have, would be prohibitive to the advertiser," Hal said. "Some time and space buyers seem to think that there is need for new networks because of the scarcity of time on the four existing ones. Me, I don't think a new network could make a go of it."

Hal, who's been with Grant since last May, has been in the radio business since he finished days, Wednesdays and Fridays. I was studio manager and property man.

In 1922, Francis accompanied his father, who is credited with great discoveries in shortwave, to London where Dr. Conrad demonstrated that shortwave transmission was not limited to the horizon.

"Once we thought a shortwave was 16 feet, now we measure it in centimeters," says Mr. Conrad. "We will have learned more about radio when this war ends, than we did in World War I. Then we learned a new use for an existing communication medium. That new use was broadcasting. Now we are learning of microwaves and television.

"We may even be as naive in our knowledge of television as we were at one time in shortwave. The better we know and understand a thing, the more uses we find for it."

"It is logical for radio to be part of the educational program. Radio is as free as the press of the nation, having all the privileges of the press except editorial comment. Added assurance that this freedom will be maintained is seen in President Truman's insistence, expressed in a letter just made public."
When it's time to speed merchandise across the country, time buyers turn to Weed & Company for aid in locating good times on good stations. Weed men are thus able to "highball" a train of contracts into the hands of Weed-represented stations.

Complete understanding of station problems, as well as time buying problems, makes Weed men able dispatchers of radio advertising business for sales-able stations. When you are represented by Weed & Company you know that "time will sell."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
Studio of FM Station WLOU, Detroit, Michigan. RCA 77-B Microphones are used in this studio and RCA 88-A Microphones in the announce booth.

The RCA 76-B Console in the control room of WLOU. Also shown in the picture are the RCA 70-B Transcription Turntables.
WLOU, the FM Station of John L. Booth, Inc., Detroit, Michigan, uses RCA equipment throughout. In the studios are RCA 77-C Microphones; in the control room are a 76-B Console and 70-B Turntables; in the transmitter room are an RCA FM-10-B Transmitter and RCA frequency and modulation monitors. The antenna is an RCA Type MI-7823-A assembly.

WLOU is a sister station of WJLB. operated by John L. Booth, Inc. It is interesting to note that WJLB, like hundreds of other AM stations, is also completely RCA equipped. Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan, write to Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

The transmitter of WLOU is an RCA Type FM-10-B (10 kw) Transmitter. Other RCA equipment includes frequency and modulation monitors.
"You can't say nobody loves you! WE love you; F&P loves you!"

- If anybody in your Media Department is rapidly (or even slowly) going nuts with over-work, over-pressure, over-detail—why not remind him about Free & Peters?

Yes, we make our living by selling time on the good stations at the right. But the best way we've ever found to sell time is to learn the advertiser's problems, and then to turn in and do whatever research, study, and head-or-footwork is indicated to help that advertiser over his hurdles. How about letting us earn your confidence—that way?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since Mar, 1932
Radio Brings Jap Surrender Offer First

World Hears News Before Formal Proposal

“We surrender!”

The Japs turned to radio to tell the United Nations that they would meet the Potsdam demands if their Emperor's person and position were held inviolate.

That was 7:36 a.m. Friday, Aug. 10, a day that became V-J Day for many peace-anxious people from Iwo Jima to Piccadilly.

But the Big Four did not receive formal proposals of peace from the Japanese until later in the day although the world knew of the Japanese broadcast. And while celebrations hailed the end of war, newscasters and commentators hovered anxiously over telephones, news machines and monitoring receivers, high Government officials met—and kept mum.

Radio at Fore

Radio helped convince the German people their military might could not withstand the onslaught of the Allied armies. Radio played an important part in telling the Japanese people continued fighting was futile. And it was radio—American commercial radio—that carried rapidly moving developments to the people of the United States last week.

First the atomic bomb. Russia's declaration of war against Japan, President Truman's personal report on the Potsdam Conference on the eve of the Japanese surrender acceptance. President Truman made his report to the people and to the world—by radio.

CBS First

First network to flash the first brief bulletin on Japan's acceptance of the Potsdam declaration was CBS, which opened early Aug. 10 to broadcast the news at 7:42:30.

Allan Jackson, CBS news announcer, first read the flash on WABC, New York CBS station. Jackson broke into Arthur Godfrey's local program, airing the bulletin at 7:36:30, just a few seconds after it came in on the United Press Radio wire.

CBS, which usually opens at 8 a.m., started its broadcasting day with the flash and then began calling in foreign and domestic correspondents.

Other networks broadcast the flash at 8 a.m., normal opening hour for American and NBC but an hour early for Mutual. By opening early, CBS scored a 17½ minute network beat.

Among network stations in New York, however, WOR-Mutual apparently was first with the news. John Gambling, WOR m.c., read the bulletin on his own program at 7:26 even.

WABC's 7:36:30 flash was second in New York, with America's WJZ coming in third. Stan Shaw, m.c. on Breakfast in Bedlam, broke into a recording of "You're a Lucky Fellow, Mr. Smith" to read the flash at 7:36:52 a.m.

WEAF's Don Goddard was on the air with the news at 7:37 a.m. NBC's New York office got the story from its San Francisco office which monitored Tokio radio.

White House Watch

Meantime, however, the news wire services had carried the flash into virtually every radio station in the country and early-morning listeners heard the news through their local stations.

Network correspondents were dispatched to the White House in Washington to augment skeleton staffs already on duty. Arrival of Secretary of State Byrnes, other Cabinet members and high Government officials was reported. Regular schedules were tossed out both by networks and local stations. Commercials were cancelled as radio gave the nation meager bits of information as developments unfolded.

American, first and only network to call in its Berlin correspondent Friday morning, had Donald Coe on the air with news of the German capital at 8:18 a.m., and again during the Correspondents at Home and Abroad broadcast 8:30-8:45 a.m.

American reported that attempts to reach network correspondents in the Pacific failed, but the three other networks apparently had no technical difficulties. Chungking, Guam, Okinawa, Manila—all were heard from on the various nets except American.

CBS and American resumed normal schedules shortly after the 10:38-10:40 bulletin on President Truman's denial of official knowledge of the Jap offer. NBC and Mutual, however, stayed with news and commentary, discussions, etc., through the entire morning.

Regular Schedules Out

Immediately following its network flash at 7:42:30, CBS put on Harry Clark in New York who read news service bulletins as they came in.

And all four networks led off with the first flash and as many adds as they had received by 8 a.m. The chains then threw out their regular program schedules, substituting news, commentary, and roundups.

By 8:04 a.m. CBS had Farnsworth Fowle from Moscow on the air, probably the first network foreign correspondent to be called in shortwave. Fowle led off the World Roundup which lasted 15 minutes and included Don Pryor, Chungking; Ed Murrow, London; Joe McCoy, Washington, and Allan Jackson, New York.

Starting at 8 a.m., NBC had a 30-minute news and local reaction roundup. Liel Eld in Washington was broadcast by George Thomas Foster, Guam; Joe R. Hainline, Pacific Fleet, and

Radio's Participation in World War II

(Chronology from Sept. 12, 1938 through May 7, 1945, was printed in Broadcasting, May 7.)

May 11—Radio adopts victory themes in celebration of V-E Day at time and talent expenditure of estimated $1,000,000. Censorship code relaxed drastically, permitting return of man-in-the-street-type of program.

May 18—Leading delegates of UNCIO conference, San Francisco, stress radio's future responsibility in campaign to prevent war.

May 25—New Selective Service policies announced by Gen. Lewis B. Hershey leave broadcasters virtually free from further intrusions by draft boards. Future calls confined almost entirely to men under 30.

June 2—Naval Radio Service public relations reorganized into two units—radio services and programming. Radio programming under Lt. Comdr. Charles E. Dillon, USNR, and services under Lt. Comdr. J. Harrison Hartley, USNR.

June 4—War Production Board removes restrictions on production of transmitter antennas and permits construction and alterations costing up to $1,000. Previous limitation was $200.

June 11—WPB Chairman Krug tells House Appropriations Committee that construction bans will be lifted on V-J Day.

June 11—Study by Curtis Publishing Co. reveals three out of five prospective appliance buyers plan to purchase radios two years after they become available.

June 11—D. Harold McGrath, superintendent, U. S. Senate Radio Gallery, writing in Broadcasting, says UNCIO found radio winning equal rights with all other news media.

June 16—Two radio overseas cor-

(Continued on page 72)
Broadcasting Role in Pacific Is Big One

Used Against Foe At Home and on War Front

RADIO—the sound behind the fury that lashed Japan—can look over its war ledger now with assurance that it measured up.

Radio's many facets were employed against the enemy. In the field, convoys moved and men marched at commands voiced by radio. At home, radio helped to build purpose; among the people, recruited armies of fighting men and working men, sold war bonds, solicited blood donors, performed its myriad tasks with determination.

Radio's dollar sacrifice doubtless did its part in saving lives, too. In the seven war loan drives, it contributed these amounts in time and talent: 1, $3,500,000; 2, $7,095,000; 3, $12,800,000; 4, $12,800,000; 5, $11,000,000; 6, $11,250,000; 7, $25,513,740. That totals $81,158,742.

The total war effort contribution of American broadcasting has been $543,802,500.

Civilians who knew nothing of war, but something of the radio art, were recruited by thousands at the outset of hostilities. Many of them contributed their skills to Radar, and to other military conveyances of the art which were destined to hasten the day of victory.

Were Fighters, Too

Others from broadcasting became fighting men in the field, or combat correspondents carrying their microphones with them. To name a few is to honor them all.

There was Enr. Thomas A. McClelland, chief engineer as leave from KLZ Denver, killed in action Dec. 7, 1941.

There was Irving Strobing, who tapped out on a radio telegraph key the final message from Corregidor: "Get this to my mother. Mrs. Minnie Strobing, 605 Barbey St., Brooklyn, N. Y. They are to get along OK. Get in touch with them as soon as possible. Message. My love to Pa, Ma, Joe, Sue, Mac, Gerry, Joy and Paul. Also to all family and friends. God bless 'em all, hope be there when I come home. Tell Joe wherever he is give 'em hell for us. My love to you all. God bless you and keep you. Love. Sign my name and tell Mother you heard from me."

Incidentally, Joe "gave 'em hell!"

He was with MacArthur's forces when they returned to the Philippines. Irving is said now to be in a prison camp in Japan.

Lt. Col. A. A. Schechter, now director of news and special events for Mutual, designed and operated the famed radio ship Apache which first flashed news of the return to the Islands.

Lt. Col. Jack Harris, long assistant chief, Radio Division, Bureau of Public Relations, War Dept., now in the Pacific as radio officer on Gen. MacArthur's staff, successor there to Schechter.

Col. Thomas Lewis, commandant of the Armed Forces Radio Service, the far-flung GI network in the Pacific—manned by former radio men, feeding entertainment and information to fighting men in the Pacific even now over scores of stations.

Some With OWI

There are the untold scores of former broadcasters who turned their talents to the Office of War Information for the psychological warfare campaign against the Japanese enemy. They broadcast over myriad transmitters leased to them by private owners, built other installations to strengthen their hands.

The war began with a radio voice—with Bert Slen, then of KZRH Manila and others like him telling America that Jap planes were attacking, Slen when, who liberated, reported to his radio family with his usual "As I was saying when so rudely interrupted."

And the war appeared to be ending with a radio voice—this one to Japanese accents, coming from Nippon and offering surrender.

American Expeditionary Station Noumea was the first AFPS station to be opened in the South Pacific. This was established on Feb. 1, 1944, followed shortly after by AFPS stations at Okinawa, Munda on April 3 and Bourgainville on April 15.

In August 1944 new studios were completed at Pearl Harbor and Guan to expedite transmission of news from the Central Pacific. Other studios are being built now at Manila. At Palau in September 1944 was the first attempt to handle radio from the scene of operations.

Pioneer correspondents would "hitch-hike" to the front on whatever transportation was available, spend three days getting a story, then spend three days getting back to a place from which they could send their dispatches. It was not as in Europe where distances were short and facilities available.

Armed Services Help

Cooperating to the utmost, the armed services granted use of their stations as soon as established, rigged up broadcasting apparatus aboard battleships and special ships.

Much in the way of new equipment was devised and methods for... (Continued on page 73)

Radio Kept Secret of Atom Bomb

America Heard First Of Its Success On Air Waves

By JACK LEVY

Radio suppressed and radio revealed.

The biggest story of all time—the harnessing of atomic energy—was as notable for the success with which secrecy was maintained for two long years as for the astonishment with which hundreds of millions of listeners throughout the world learned that science had concentrated the power of the universe into a small package. The revelation that the cosmic energy of creation had its baptism in destruction did not detract from the full realization of the far-reaching potentialities of the discovery toward a better world.

Radio people, not everybody but enough of them to tell the world, knew about the atom story. They knew about Oak Ridge and Richland and Alamoso. But whenever they checked out these stories for "security" they were asked not even to mention the word "atom". They complied.

Price Comment

In praising radio and the press for their cooperation on the atomic bomb development, Byron Price, director of the Office of Censorship, said: "When you stop to think that a great many reporters and commentators knew what was going on at Oak Ridge and the other plants which are working on the process and still abided by the requests of this office, it opens you some idea of the part all played in keeping the secret. President Truman on Aug. 2, 1945, issued its first request to withhold news on atomic energy in June 1943. Since that time it has been necessary to repeat the request several times. There had been only a few minor violations, none of which was deliberate, Mr. Price disclosed.

Radio stations in Tennessee, Washington, and New Mexico practiced admirable restraint in keeping mum on the enormous plants in their states in which thousands of workers had signed "for the duration" and to which trainloads of materials had entered but from which nothing tangible seemed to emerge. In fact, the stations even recruited manpower for the plants, contributing spot announcements calling for men for "a very important project, vital to the war effort."

When the lid was finally taken off by President Truman's announcement Monday that the atomic bomb had been dropped on Hiroshima, radio too let out a blast, releasing the pent-up emotions of more than two years of silence. Of course, the networks broke into all commercial programs to break the news. Special programs were quickly arranged to explain the phenomena of atomic power to the listeners. Prominent scientists and science authorities were interviewed by commentators. Pickups from Oak Ridge and other points were made to bring the listener close to the centers of production of the atomic bombs. Programs made prior to the "freeze" of the atom story were resurrected and rebroadcast.

Following its initial bulletin at 11:15 a.m. on Aug. 6, CBS repeated the news with additional material throughout the day. At 4:30 p.m. on "Feature Story, Harry Marble..."

(Continued on page 71)
Airborne Relays for FM, TV Confirmed

Sky Transmitters Would Blanket Nation

By ROBERT K. RICHARDS

Stratovision

That's the proposed "atomic bomb" of broadcasting.

Westinghouse Electric Corp., in cooperation with the Glenn L. Martin Co., has announced the new science. Airborne transmitters, if tests to be conducted are successful, will blanket the nation with FM and television signals.

Broadcasting exclusively reported the development Aug. 6. At a press conference in New York's Waldorf-Astoria Thursday, Walter Evans, Westinghouse's vice-president in charge of radio, confirmed the report and enlarged upon it. Also attending the New York conference, at which were gathered several hundred writers, were Glenn L. Martin, president of the company bearing his name, and A. W. Robertson, chairman of the board of Westinghouse, both of whom expressed confidence in the possibilities of Stratovision.

Coast to Coast TV, FM

"If as successful as all our specific information and ultra-shortwave experience indicates it will be," Mr. Evans said, "Stratovision would make coast-to-coast television and FM broadcasting possible at a reasonable cost and would permit these services to be broadcast to even isolated farm homes many years ahead of any previously suggested system." Mr. Evans revealed that Westinghouse has filed application with the FCC for permission to make actual flight tests. It is understood that applications are for one FM and four television channels.

Stratovision, discovered by a 27-year-old scientist and developed by the pioneer manufacturing company, envisages the simultaneous service of four television programs and five FM programs to 78% of the U. S. population. Relay transmitters would be flown in specially-designed Martin monoplanes on prescribed circle routes at an over-weather elevation of 30,000 feet.

Signals would be spread over 211-mile ground radius from each plane. Each plane would be accompanied on its eight-hour shift by a sister-ship, for use only in case of emergency.

Each flying transmitter house would accommodate a flight crew of three plus six radio technicians. Eating quarters, a galley and a lounge would be included in the plane equipment. Four planes would be assigned to each small-circle area, the latter identified by Mr. Evans as: New York, Pittsburgh, Chicago, Kansas City, Detroit, Chicago, Kansas City, Cur- ties, Neb., Leadville, Col., Salt Lake City, Los Angeles, Durham, N. C., Atlanta, Memphis, Dallas, Sacramento, and Portland, Ore. The first three of these would be sufficient to provide a coast-to-coast network service, he said.

Data on Stratovision was placed before the FCC during its deliberations on allocations. Commissioners, it was understood, accepted it as a feasible venture scientifically, but expressed grave doubts as to its social implications.

Commissions foresaw, among other things, the possible dissolution of ground-bound networks. They foresaw numerous changes in regulatory procedures. Some question was raised as to the advisability of putting so much power in the hands of one organization. No doubt was expressed by any Commissioner, it was said, that experimental licenses would be forthcoming.

In New York, officials said that a Stratovision plane probably would cost about $500,000, equipped for service. Westinghouse spokesmen would make no predictions as to the part the company would take in the consumption of the plan. That depended, they said, on the decision of the FCC—whether the system should be operated by individual broadcasters, by networks or as a common carrier.

As a manufacturer of video receivers, however, and an owner of television stations, Westinghouse doubtless would profit from increased receiver sales, more rapid development of television and fees on television rights.

The first test airborne operations probably will be conducted over Baltimore, where Martin and Westinghouse plants are located.

The young man who projected the Westinghouse-Martin plan is Charles E. Nobles, Texas-born ra- dar expert. Of it, he said Thursday: "Programs would be originated in conventional ground studios connected with plane transmitters by special beam-type ultra-shortwave radio link, much like those used in radar. Similarly beamd plane-to-plane connections would be employed to form the nationwide high-altitude relay network.

Choice of Programs

"The only advantage in mounting several transmitters in the same plane is to provide greater choice of programs and for economy of operation, since each transmitter would function as a separate station." Mr. Nobles, taking Pittsburgh as an example, said that it would take

**August 13, 1945 • Page 17**
New Radio Construction Begins October 7

FCC Gives 60-Day Notice Prior To Thaw

RADIO'S GREATEST construction boom, entailing hundreds of new stations and vast improvements to present facilities at a cost of millions of dollars, will start on its way last week when the FCC disclosed it would begin acting on applications in the pending files on Oct. 7.

In a Statement of Policy issued Tuesday, the Commission announced the 60-day period, prior to full-force construction activities as promised last January, began with issuance of the statement on Aug. 7. More than 800 applications for new facilities in the pending files will be processed. The 60-day period for filing and processing of new applications will apply to action on those in the pending files is under way.

Applications Roll In

Within 24 hours after the Commission's policy was made public, applications began rolling in. By Friday the secretary's office was literally swamped with applications for new FM, AM and television stations and requests for improvements in existing standard stations.

Conservative estimates place the number of applications expected in the next 60-day period at well over 1,000. These are expected to include some 500 applications for new FM stations as a minimum for improvements of present AM outlets.

The war's end will not affect the 60-day waiting period, but the big thaw is on, so far as broadcasting is concerned. By Oct. 7 considerable new construction should be ready to begin and by the end of the year wide building activity should be under way, manpower conditions permitting.

The Commission expects that construction started the latter part of this year "can be completed within the normal period of a construction permit without unreasonable difficulty." War Production Board has advised the FCC that materials for new facilities in all categories "will begin to become available within the next few months".

486 Commercial FM

Pending in the FCC files are applications for 486 commercial FM stations, 25 educational outlets, 180 for standard facilities and 125 for commercial temporary stations.

Applications will be granted strictly on merit, according to FCC Chairman Paul A. Porter. Speaking before the Federal Communications Bar Assn. last week, Mr. Porter declared: "FM and television grants will not be made on a first-come, first-served basis. We hope that in most communities there will be enough channels for

all qualified FM applicants; where that is not the case, grants will be made, after hearing, to those most qualified—not to those under the wire earliest." That policy remains unchanged.

When the 60-day period expires Oct. 7 the FCC staff is expected to file with the Commission a number of applications processed and ready for FCC action. Although WBP has informed the Commission that it does not know for sure the quantities and types of materials which will be available by Oct. 7, it was learned that with the Pacific war nearing an end and military cutbacks increasing, both the WPB and FCC anticipate that quite a few new stations will be completed or well under way before 1946.

May File Amendments

Under the new Statement of Policy, applicants will not be required to show they have the necessary equipment on hand or in the case under the freeze order. Applications for new stations in communities without primary service, non-commercial educational, experimental and developmental services, and changes in equipment required by the Commission are not affected by the 60-day order. The FCC will continue to act on such applications without delay as in the past.

Procedure outlined in the Commission's new policy provides that applicants whose requests were filed prior to Aug. 7 may file such amendments as may be necessary to reflect new or changed conditions from those stated in applications. At the termination of the 60-day period applicants will be encouraged and will be required to file these amended applications in the "ordinary course of business". The Commission also will give consideration to "conflicting applications filed within a 60-day period.

On applications which have been designated for hearing, but have not yet been heard, the FCC will not announce hearing dates until after Oct. 7. Applicants may file amendments prior to that time.

With reference to applications which have been heard and the records closed, applicants are asked to advise the FCC before Oct. 7 of "any changes which may have occurred reflecting upon matters of evidence introduced into the record. Such changes also must be served on other parties to the proceedings.

No FM or television applications can be processed until the Commission adopts new Rules & Regulations and Standards of Good Engineering Practice, both of which are pending [BROADCASTING, Aug. 6]. Last week Commissioners met daily with members of the broadcasting and engineering departments on FM Rules & Regulations.

Because of the widespread interest in the proposed regulations and the unanimous opposition of broadcasters to certain proposals, the Commissioners were under instructed the television three-day hearing record will be made final. Best indications Friday were that the FM Rules & Regulations won't be ready for another week or 10 days—possibly a fortnight.

Engineering standards for both FM and television already have been approved by Joint FCC-industry engineering committees. A sub- committee is being formed to draft facsimile standards. The Commission is expected to adopt the FM and TV standards with few, if any, amendments.

Pending adoption of the FM and television Rules & Regulations, the Commission legal and engineering staffs are already working on the 180 applications for standard station licenses in pending files, but one major question remains unanswered. Will the FCC be able to process expeditiously the 816 applications in the pending files plus another 400 anticipated 1,000 during the next 60 days?

So far no additional engineering or legal help has been added. Before the Commission can employ (Continued on page 62)
Now, with the addition of two new AP wires to our existing three from UP and three from INS, Station WHO has more news-service wires than any other outlet (newspaper OR radio station) in Iowa!

And more! WHO uses journalistic brains instead of paste-pots. Every news item on the air is completely rewritten by a staff of ten experienced news men and women, from the thousands of items that pour in from our eight teletypes, 24 hours a day. WHO reports the news straight, but puts it into syntax and idiom that Iowans prefer.

And still more! All WHO newscasting is done by news specialists—never by announcers.

Unnecessary care and expense, you think? Well, the 1944 Iowa Radio Audience Survey showed that far more Iowa people prefer WHO newscasts than prefer all other newscasts heard in the state, combined! (Incidentally, even among urban audiences who have newspapers easily available, 62.0% of all men and 67.8% of all women interviewed “depended most” on radio for their news.

In other words, Better Newscasting is another reason why Iowa prefers WHO!

+ WHO for Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, President J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
ELECTION of A. D. (Jess) Willard Jr. as executive vice-president and amendment of the NAB Code held attention of the NAB board, meeting last Monday and Tuesday in Washington. Lower row (1 to r): Dr. Frank Stanton, CBS; G. Richard Shafio, WIS; John J. Gillin Jr., WOW; C. E. Arney Jr., NAB secretary-treasurer; J. Harold Ryan, retiring president; Justice Justin Miller, who becomes president Oct. 1; Matthew Bonebrake, KQV; John E. Ferzter, WKZO; Leslie C. Johnson, WHBP. Upper row (1 to r): T. A. M. Craven, WOL; Hoyt W. Wooten, WREG; W. B. Smullin, KIEM; G. D. Coleman, WGBI; Paul W. Morency, WTIC; Harry R. Spence, KXRO; Clair F. McCallough, WGAJ; William B. Ryan, KFI; Hugh B. Terry, KLZ; F. W. Bertot, WQAM; Campbell Armoux WTAR; F. M. (Scoop) Russell, NAB. Absent were Kolin Hager, WGJ; William B. Way, KVOO; James D. Shoule, WLV; E. L. Hayek, KATF; latter two because of illness. Mr. Way couldn't get transportation and Mr. Hager had previous commitments. Attending, but absent for picture, were J. Leonard Reinsch, WSB, and Martin B. Campbell, WFAA.

NAB Revises Code, Expands Labor Relations

Names Willard to Aid Miller; Asks FMBI Merger

NAB Standards of Practice text on page 68

THE NAB, under pressure from within its ranks and from the FCC, has abolished its Code and substituted for it streamlined Standards of Practice.

The new Standards leave determination of vital "public question" broadcasting up to individual management. The NAB sets forth guidelines. It gives no advice. The Standards do not distinguish between commercial and sustaining time for discussion of public issues, as did the old Code.

In fact, the phrase "controversial public issues" is no more. The new Standards refer to programs in this category as "public questions" and suggests that broadcasters make up their own minds about acceptance of such fare. And the proviso that they take such programs on sustaining basis only, frowned upon by the FCC, is deleted.

FMBI Merger Sought

Action was taken at a two-day NAB board meeting in Washington last week. At the same time, provision was made for expansion of the association's Labor Relations Dept. A. D. (Jess) Willard Jr. was named executive vice-president of NAB and an invitation was issued to FMBI to consolidate with NAB.

Reactions to the new Standards was varied. Some broadcasters thought they were weak. At least one highly placed FCC official said they added up to the same old Code in masquerade. Most believed, however, that they were well advised, because they placed responsibility on the licensee.

The Rev. Sam Morris of San Antonio, Tex. ("The Voice of Temperance") and Henry M. Johnson, attorney, of Louisville, Ky., who have fought for equal time on a commercial basis with beer and wine advertisers, hailed the revision as a victory for prohibitionists.

The board adopted recommendations of the Presidential Selection Committee that J. Harold Ryan be retained as president until Oct. 1 when Justice Justin Miller begins his five-year term [Broadcasting, July 23]. Mr. Ryan agreed to remain main head of NAB but will spend some time in Toledo, looking after his own interests as vice-president and treasurer of the Fort Industry Co. after more than three years in Washington.

C. E. (Bee) Arney Jr., secretary-treasurer, will guide the NAB until Oct. 1. Mr. Ryan's absence, consulting with the president, however, on policy matters. Justice Miller attended last week's two-day session to acquaint himself with the board and its functions.

The board approved "appropriate inaugural ceremonies" for Justice Miller in early October. Expansion of the Labor Relations Dept. was on recommendation of the Labor Executive Committee. The board authorized expenditure of $60,000 and employment of a full time labor relations director and staff. Since Lt. Joe L. Miller, former labor relations (Continued on page 70)

Willard Learned Radio From Mike Up

A. D. (Jess) WILLARD Jr., general manager of WBT Charlotte, CBS-owned 50-kw outlet, on Oct. 1 becomes executive vice-president of the NAB, following his election last Tuesday by the NAB board, meeting in Washington. The newly-created post reportedly will pay him $25,000 annually.

Mr. Willard, widely-known, successful broadcaster who learned the business from the microphone up, takes office when Justice Justin Miller assumes the NAB presidency. Although Justice Miller's term is for five years, Mr. Willard's election was for an indefinite period.

Board action followed unanimous recommendation of the NAB Presidential Selection Committee, headed by Comdr. T. A. M. Craven. Only one dissenting board vote was cast and that by a director whose station is a CBS affiliate. His reason—he didn't know Jess Willard and he wouldn't vote for any man he didn't know.

Mr. Willard's radio career began in 1926 as announcer on WCAO Baltimore, while he was with the Baer Publicity Co., also of Baltimore. His father's efforts to make a lawyer of Jess were fruitless and after a brief term at the U. of Baltimore young Willard decided on a business career.

In 1928 he joined WFBR Baltimore as announcer and two years later became its sales manager. In October 1932 Jess went to WJSV Washington (now WTOP), CBS-owned, as chief announcer. The following January he was named sales manager and in 1936 was appointed assistant to General Manager Harry Butcher (now Capt. Butcher, USNR). When Capt. Butcher was elected CBS Washington vice-president in 1937, Jess Willard was named WJSV general manager. Jess was transferred to Charlotte in the fall of 1942 as general manager of WBT. Sale of the station, brought about by the FCC network regulations, is pending.

Mr. Willard is married and has two sons. He's a golf enthusiast and when Washington was his home he was active in civic affairs.

In his new capacity he will relieve Justice Miller of considerable detail at NAB. A report of the selection committee, adopted by the board, provides that the executive vice-president will substitute for the president at district meetings, have supervision of headquarters and the NAB staff.

RADIO'S BRIGHT FUTURE is discussed by this NAB executive trio, (1 to r): J. Harold Ryan, retiring president; Justice Justin Miller, who becomes president Oct. 1; A. D. (Jess) Willard Jr., executive vice-president.
Oil Slick

You have to look pretty carefully to spot the oil floating up from a sunken submarine, on the surface of the water in that picture above.

But we've made it pretty easy for you to spot how to reach more people for the lowest radio cost in one of the country's great markets... Baltimore. As a matter of fact, it's the country's sixth largest city.

To tell the story of your product by radio in the city of Baltimore... you simply put the Radio Station W-I-T-H at the top of your budget list.

This successful independent delivers more listeners-per-dollar-spent than any other station in this five-station town. What good is the soundest sales copy... if you don't make sales at the lowest cost? Stick to W-I-T-H in Baltimore and customers will stick with you.

Tom Tinsley, President

Baltimore, MD.

Represented Nationally by Headley-Reed
Y&R PLANS HEAVY SCHEDULE ON COAST

WITH STARTING of fall radio season and heaviest schedule of any advertising agency on the West Coast, Young & Rubicam Inc. has realigned its production staff personnel to handle programs emanating from Hollywood, according to Glenn Taylor, Hollywood radio director. In addition to a five times per week Pacific Coast strip, agency will originate 12 half-hour transcontinental network shows weekly from Hollywood.

Ted Blas has been assigned to the weekly CBS Fanny Brice show, with Ned Tolllinger taking over that assignment on CBS Ginny Simms show starting in late September under sponsorship of The Borden Co. Dave Titus has made producer of CBS Joan Davis show, sponsored by Lever Bros. and starting Sept. 3. He will also probably double on network's Doing Ladies? sponsored by Hunt Foods Inc., starting Sept. 10 on American Pacific stations.

Railer Bunker will produce the NBC Dinah Shore show. Dave Elton resumes as producer on CBS Ozzie & Harriet. Edna Best continues as producer of Sherlock Holmes on MBS, with Mary Harris having a similar assignment on CBS General Electric House Party. Carl Moritz handles West Coast cutins on CBS We The People. No producer has been set as yet on NBC Eddie Cantor show resuming in late Sept.

Jack Roche having returned to New York on assignment, agency will shift one of its home office producers to Hollywood to handle NBC Duffy's Tavern, resuming Sept. 21.

New Ontario Station

CFOR ORILLIA, ONT., goes on the air on August 22 from new studios and transmitter located in the Loebaw Blidg., Orillia. CFOR is the former CHPS Parry Sound, Ont., a 250 w station, which has moved from the war-boom town of Parry Sound [Broadcasting, May 21] to the summer resort and manufacturing town of Orillia. Station has authority to increase power to 1 kw as soon as equipment and new frequency are available. CFOR will operate on 1450 kc.

NBC Adds Affiliates

WGRM Greenwood, Miss., 250 w on 1240 kc, and WMIS Natchez, Miss., 250 w on 1490 kc, will join NBC as members of the South Central group, bringing the total of NBC stations to 155. Both stations are owned by P. K. Ewing who is also manager of WJBW New Orleans.

Tobacco Net Election

ELECTION of board of directors and officers of the Tobacco Network Inc. will be held Saturday (Aug. 18) at the annual meeting of those officials in the group's central office in Raleigh, N. C.

BROADCASTING * Broadcast Advertising
How to win a Triple Parlay in Boston

This is no tout's tip! These races have already been won. WCOP parleys your sales bet three ways — on three sure things, because the results are already in.

The market is your first bet. Metropolitan Boston contains 2,350,514 people in 83 close-packed cities and towns. Here is the third largest financial center, with a per capita purchasing power far above the nation's average. Home radio installations are 97% — highest in the land.

The programs match the market. WCOP is the basic Boston outlet of the American Broadcasting Company (formerly the Blue Network). You know the top calibre of the network programs — and they go to Greater Bostonians exclusively over WCOP. They're in company, too, with Boston's favorite local shows:

Hum and Strum, Mildred Bailey, Virginia Dwyer, Chet Gaylord, Mario Mantini, Girl About Town, Musi-Kids Quiz, The Children's Songbag, George Graves and many other leading local lights.

The promotion behind these shows is the busiest in the business. Newspapers, magazines, radio, outdoor, transit ads, direct mail and every other existing medium are luring listeners. And we don't stop with listeners. Dealers, clients and agencies get a continuous story about WCOP's doings in the Boston market.

This triple play is zipping WCOP into the big time of Boston radio. There are still some excellent availabilities left, for both programs and spots. Any Katz office will give full information.

WCOP Boston

A Cowles Station — Exclusive Boston
American Broadcasting Co. Outlet
Costs and Availability from any Katz Office
Rep. Celler Demands that FCC 'Crack Down' on Broadcasters

In evaluating applications for renewals, the "income derived from the station's operations must not be the sole motivating consideration," according to Rep. Celler, but he believes "the radio may and should be used, in part, for publicizing goods and services." Rep. Celler wouldn't "endow the Government with power to instruct the broadcasters as to what the public may or may not hear." Neither would broadcasters "have the untrammeled right to monopolize the air with what they decide the public is qualified to hear.

Critiques Sales
Mr. Celler criticized the purchase by General Tire & Rubber Co. of the Yankee Network, and the recent purchase of Crosley Corp. by Aviation Corp. and said the "Commission must crack down hard on these rapid transfers for increasingly higher amounts."

The issue of "other lines of business" entering the broadcast field "is the problem which has given Commissioner Durr so much concern," said Rep. Celler. "I, too, incline to the view that some limitation must be imposed, otherwise manufacturing companies, department stores, newspapers may be enabled to embark upon a program of this type of expansion, forcing their competitors to seek the same sort of advantage."

He criticized programs, said there is too much "unadulterated 'corn' and commercials" on the air; "soap operas" are "sugar-coated pilule"; some of the "boogie-woogie programs are ear-splitting cather-waulings".

FM with its multiple frequencies may partially solve the problem by providing more competition, according to Rep. Celler, but he thinks the Commission must do most of the "cleaning up."

"Suggestions made herein will undoubtedly drive the doves, ..." wrote the Congressman who frequently appears on the air sustaining. "Once in a while, such a disturbance is needed, inasmuch as it usually presses an airing and a housecleaning."

"I wish to emphasize that my personal relations with the various chains and stations have been most pleasant to date and I have never been refused a request for time," said Rep. Celler, who said his criticisms were not because of a "personal axe to grind" but "entirely in the public interest."

Stromberg Pays $1.62 1/2

STROMBERG - CARLSON Co., Rochester, on Sept. 1 will pay its regular quarterly preferred stock dividend to stockholders of record at close of business Aug. 11. Dividend will be $1.62 1/2% per share.

Page 24 • August 13, 1945
As WKY early began weaving itself into the fabric of community interest, and looked about for ways to serve its community constructively, it was inescapable that it should offer the spiritual ministry of radio to local church groups.

For 18 years, the hour between 11:00 and 12:00 each Sunday morning has originated from one of Oklahoma City's churches, rotating frequently from one faith to another, without charge or cost. This is an important hour to thousands of persons in WKY's broad service area. It is "going to church" for the ill, and the infirm, and the isolated. No one will ever know for how many this one hour a week has brought light, truth, comfort, peace and happiness through the message of the church.

Early every weekday morning, uncounted thousands of listeners start their days with the 5-minute devotion service conducted by a local minister from WKY's studios. And from time to time, church and religious events of significance are carried.

WKY has always been eager to share its facilities, to place in the hands of the church, of education, of culture, yes and of business, the instrumentality which is being used to minister to the spirit of America; to broaden man's horizon and heart; and to make this a better, happier world in which to live.

SUNDAY MORNING WORSHIP SERVICES have been carried by WKY for 18 years. The Reverend J. Clyde Wheeler, above, is shown in the pulpit of Crown Heights Christian Church from which Sunday morning services are currently being broadcast.

The Reverend Don F. Harrel, minister of the Linwood Methodist Church, conducts a 5-minute devotion service at 6:05 a.m. every morning from WKY's studios.
ON THE WAR FRONT

Distirbution of Radio Sets To Troops Needs Expanding

Army distribution of radios to troops should be increased by about five times its present rate, according to Maj. Harry Salter, former NBC conductor who recently returned to the States for discharge after a six-months European survey.

"Manufacturers should make many more radios for shipment to the Pacific, since out there radio is about the only form of entertainment available to troops on remote little islands," Major Salter said.

"As it is, the Army has given out one radio to every 150 soldiers. They need more.

"Radio to a soldier overseas is a personalized thing in which he takes pride of ownership," Major Salter continued. Small groups of soldiers can share one radio easily enough—say one radio to 10 men. But they need and want more radios than they have.

When the troops come home, Major Salter said, they will demand of the broadcasting industry the same high standards which have been maintained during war time. He cited the programs of the Army's network, which he said gives the soldiers a choice of the very highest type entertainment available.

"Tastes of the soldiers have changed," Major Salter said. "They have become much more critical listeners than they were before. They have come to expect the best from radio. Radio having led them to expect such high standards, must live up to that expectation in the postwar."

Major Salter has been chief of the musical production section of the Special Service Forces. He pointed out that other forms of entertainment are made available to troops—such as V-discs, "Hit-Kits" and musical instruments. Radio, however, is the greatest and most important educator and entertainer of overseas troops, he said.

Major Salter is to be retired from active duty within the next few days. His immediate plans, he said, are not yet definite, but he will return to radio.

New AFN Station

Another link in the ever-growing American Forces Network was added last month when the Le Havre station in France, AFN Normandy, went into operation. Composed of two studios in Le Havre with transmitting equip-

BUILD with Kansas Farmers!

HERE are up-to-the-minute figures on post-war building plans for Kansas farmers. They are the result of a statewide person-to-person survey. Look 'em over! It's a market well worth going after.

New Homes 10.7%
Remodeled Homes 39.3%
New Barns 12.1%
New Sheds 28.2%

Paint Buildings 30.6%
Water Systems 23.0%
Install Furnaces 14.3%
Lighting Systems 19.7%

These are just a few of the purchase plans revealed in WIBW's 1945 Survey of Kansas Post-War Buying Plans of which a few copies are still available. To get your share of this huge market, turn the job over to the dominating sales force in this area—WIBW.

TOP RANKING AFNS officers appeared before class of teachers attending recently concluded KPBK Sacramento Radio Summer School. With Leo Ricketts (l) mgr. of KPBK are (1 to r) Lt. Col. E. Boardman, writer-producer now chief of AFNS troop information planning section; Mrs. Kathleen N. Lardie, director of the school; Col. Thomas H. A. Lewis, AFNS commandant on leave as v-p in charge of production of Young & Rubicam; Capt. Fordyce Cowing, assistant executive officer, formerly announcer at WHBC Rochester.

Armament 18 kilometers outside of the city, the station is the 93d in the ETO. Lt. Philip Bernheim is station manager and Sgt. Howard Mascheim, program director.

Tokyo Rose Cited

TOKYO ROSE, Japanese propagandist, was cited last week for "meritorious service contributing greatly to the morale of United States armed services in the Pacific," by Capt. T. J. O'Brien, USN, Director of Welfare. The citation, recorded for use on shortwave program, The Navy Reporter, also extended to her permission to broadcast soon to the U. S. occupation forces in Japan "the history-making scene of Admiral Halsey riding the Japanese Emperor's white horse" through Tokyo. Especially commending her efforts the citation states even as the Empire crumbles about her "Tokyo Rose zealously continues to bring laughter and entertainment to our forces."

Flynn in ETO

MAJ. EDWARD J. FLYNN, technical information officer, Information & Education Division, Army Service Forces, is in ETO inspecting the Army Education Program being set up for troops. He writes BROADCASTING of having visited the new American Forces Network station at Bremen, commanded by Lt. Col. John Hayes, former assistant director of program operations, Mutual. Station will be used as a radio laboratory for troops desiring training in announcing, producing, script writing.

Col. Hayes Names Four

LT. COL. JOHN S. HAYES, chief of American Forces Network, has announced four new radio appoint-ments. Capt. Frank Danzig, pre-war announcer, producer and director at WNEW in WMCA, World Broadcasting System and CBS, all New York, has been named chief of troop information. Lt. Ben Hoberman, chief announcer (Continued on page 30).
THE ROOT OF ALL GOOD

We are in the process of stamping out a group of men whose crime against the world is basically that they have flagrantly ignored the integrity of the fundamental human emotion of sentiment. Sentiment is the root of all good. It is the cornerstone of the powerful urge which travels out to a population of five million people over the clear 650 kilocycle frequency of which WSM has been custodian for twenty years.

WSM—THE STATION THAT CHERISHES SENTIMENT AS THE WORLD'S MOST POWERFUL FORCE

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
A NEW DEPARTMENT, Commercial Program Sales—a division of WOR Program Service, Inc., has just been established by WOR to create, develop and sell sales-producing radio shows.

The program packages produced by Commercial Program Sales will be new, but the experience and ability that will go into their creation will be the result of more than two decades of uniquely successful commercial show building by WOR, one of America's greatest program-originating outlets.

The shows will be of all types, from fast-paced drama to rippling musicals and carefully-clocked comedy. They will be priced to fit every budget, either large or small, and can be aired by an agency or client over any station or network in the United States!

Commercial Program Sales will be under the direction of Edmund B. "Tiny" Ruffner, veteran radio showman.

write, wire or phone now, today, for all the facts.

COMMERCIAL PROGRAM SALES

a division of WOR Program Service,
at 1440 Broadway, in New York
PE 6-8600
THREE THRILL-PACKED, SALES DIRECTED
RADIO DRAMAS PRICED LOW FOR IMMEDIATE SPONSORSHIP
ON ANY NETWORK OR STATION ANYWHERE

<table>
<thead>
<tr>
<th>&quot;MINSTREL TRAIN&quot;</th>
<th>&quot;DETECT-A-TUNE&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>A new twist on a formula that never fails. The kind of music, humor, suspense and drama that made &quot;Showboat&quot; a national classic. The plot? A minstrel troupe railroading its way across America, playing the big time and the one night stands. The cast includes some of the country's most famous comics, straights and singers.</td>
<td></td>
</tr>
<tr>
<td>The musical brain teaser that makes them listen for an action-packed half-hour. Starring Vincent Lopez, his orchestra, his piano and his singers. The game? A gay, comment-causing formula that has to be heard to be appreciated. Payoff is in War Bonds for lucky contestants.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&quot;RAFFLES&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>A top-drawer, slick mystery thriller in the finest whodunit manner. Based on the adventures of one of the most beloved detectives of fiction. Tense situations and suave acting, plus Raffles' irresistible flair for the dramatic gives this show all the polish needed in a click.</td>
</tr>
</tbody>
</table>

write, wire, or phone
COMMERCIAL PROGRAM SALES
a division of WOR Program Service, Inc.
at 1440 Broadway, in New York
War Front
(Continued from page 26)
and assistant sales manager of WMFG Hibbing, Minn., before enter-
ing the Army, is now AFN supervisor of operations in France. Lt. Hendrik Boeraam Jr., USNR, has been made operations chief. He was supervisor and producer for Young & Rubicam, Hollywood, in prewar days. Sgt. John C. Gillis, with the WLS Chicago promotion and publicity staff before induction, has been named AFN opera-
tions sergeant.

Mobile Beachhead Units
THE NAVY is now using mobile units on the beaches, it was an-
ounced last week. The Navy added that it may be possible to em-
ploy these facilities for broadcasting direct from beaches in the Jap-
ane homelands when the invasion takes place. Experiments are also in progress for radio photo trans-
mision direct from shipboard at the scene of a landing. Navy now is using four type circuits from Guam for the press, two voice-
casting circuits and a radio photo circuit.

Lt. Plumb Returns
KENNETH W. PLUMB, v-p and director of Federal Advertising
Agency, New York, has been re-
leased from active Navy duty with the rank of lieutenant. Mr. Plumb, who was officer in charge of the advertis-
ing section of the 3rd Naval District's Office of Public In-
formation, has returned to the agency.

Navy Research Divisions
FOUR new radio-electronic scientific divisions have been added to the Naval Research Labora-
tory, according to Rear Adm. Harold G. 
Bowen, Chief of Navy Research and Invention. Named coordinator

Voiceless Radio
WORD of the "radio mys-
tery of Changking" has reached BROADCASTING from Reggie Martin, with the OWI in China. He tells of a station "operating on approximately 1450 kc and using all American recorded music" 24 hours a day—"without any an-
nouncements whatsoever." There is scarcely any repetition
in the music, Mr. Martin reports, so the library must be tremendous. Amer-
cans in China have "figured that perhaps the operator has everything but a micro-
phone!"

Dr. A. Hoyt Taylor, former head of laboratory electronics study and credited with military development of rader. Divisions and heads: Fire Control, Dr. Robert M. Page, radar pioneer; Special Electronics Re-
search and Development, Dr. John M. Miller, radio inventor; Ship-
Shore Radio, L. A. Gebhard, re-
search specialist; Airborne Elec-
tronics, R. A. Gordon named as-
sistant superintendent.

Fonger Transferred
FLT.-LIEUT. DICK FONGER,
former producer of R&F Purdy Pro-
ductions, Toronto, has been trans-
ferred from the RCAF to the Cana-
dian Army with the rank of Major, and assigned to the Canadian Army Broadcasting Unit in Germany, to supply entertainment for Canadian occupation troops.

Col. Harding to Pettinger
LT. COL. JACK HARDING, who has been attached to the staff of Gen. H. H. Arnold, is returning to
inactive duty and will become v-p of the Charles J. Pettinger Co., sales and advertising counsel, In-
dianapolis. Col. Harding formerly headed his own agency in Indian-
apolis. He was associated with Pettinger prior to his military service.

Transcription Firm
NEW TRANSCRIPTION firm, Dial Programs Co., jointly owned and operated by J. P. Williams, general manager of WING Dayton and Lawrence Golden, New York producer and agent, has been organized. Company will have the exclusive rights to a transcription series called "Reminiscin' With Singin' Sam," which will be avail-
able Sept. 1. Series of 260 programs will be sold locally in each indi-
vidual market and is produced by a new organization, "Singin Sam" productions. Programs will be directed by Joe Brattain of the Erwin, Wasey New York office. Dial Programs Co. have offices at 745 Fifth Ave., New York City, and 121 N. Main St., Dayton.

Spaulding Buys
A. G. SPALDING & Bros., Chico-
pee, Mass., will sponsor two broad-
casts of the National Tennis Tourn-
ament at Forest Hills, N. Y., Sept.
2-3, 3:30-5-30 p.m. on WQX N
WNEW WHOM, all New York, and on a network composed of approx-
imately 40 independent sta-
tions across the country, plus short wave to armed forces overseas. Harry Wismer, sports director of American, will be sportscaster. Agency is Stanley G. Boynton, Detroit, thru Ferry-Hanly, New York.

Chicago Music Festival
HEADED by Gladys Swarthout and Lawrence Tibbett, 6,000 singers
and musicians join in Soldier's Field Saturday (Aug. 18) for the 16th annual Chicago Music Festi-
val on WGN and Mutual. 9-10 p.m. (CTW). Broadcast will replace The Chicago Theater of the Air Summer Concert for this date.

Did you know that...
NORTH DAKOTA boasts a $10,000,000 industry in hunting, fishing and trapping?

NORTH DAKOTA produces approximately 2,500,000 tons of lignite coal annually?

NORTH DAKOTA topped the Nation in the per capita purchase of E Bonds in the First, Second, Third, Fourth and Sixth War Bond drives?

Reports from 151 State and National Banks of NORTH DAKOTA indicate total deposits of $377,411,806, plus $17,274,443 savings in building and loan associations?

67 principal business centers of NORTH DAKOTA are developing plans for post-war employment for returning servicemen and war plant workers?

Don't Pass Up This Prosperous Market!

Write Us Direct or Ask Any John Blair Man
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the fifth 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.

BUY MORE WAR BONDS

5. THE SYNCHRONIZING GENERATOR

THE first requisite to all-electronic television was the development of pickup tubes (Iconoscopes) capable of efficiently producing electrical impulses proportionate to the varying light intensities in the area scanned.

The second step was the development of picture tubes (Kinescopes) capable of reconverting this electrical energy into light energy, thus producing on a suitable luminous screen a faithful and brilliant image of the scene televised.

The scanning beams in the camera Iconoscope, and the receiver Kinescope, must be rigidly synchronized. This is accomplished by transmitting "synchronizing" pulses along with the picture signal. These pulses are generated in a Synchronizing Generator. They are supplied to both the Iconoscope and the Kinescope, thus keying together the scanning in these two units, and ensuring a perfectly synchronized picture.

The type of synchronizing now almost universally used was developed by RCA engineers. RCA synchronizing generators such as that shown above are used in a number of the best-equipped television stations.

The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION · CAMDEN, N. J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
FOLLOWING is text of the FCC order (Docket 6756) embodying Rules & Regulations concerning filing of financial ownership and other reports:

AT A MEETING of the FCC held at its office in Washington, D. C., on the 2nd day of August, 1945,

WHEREAS, the Commission on April 17, 1945, submitted to the Department of Justice for the delimitation of Sections 1.301 of the Rules of Practice and Procedure, and Section 43.1 of the Rules & Regulations and the substantiation thereof proposed Sections 1.301 to 1.304, inclusive, of the Rules of Practice and Procedure with related Forms 323 and 322A, and,

WHEREAS, Time the filing of briefs was provided, and oral argument held upon the proposals on May 21, 1945, by all interested parties and,

WHEREAS, after consideration of said briefs and oral argument, the Commission is of the opinion that public interest, convenience, and necessity will be served by the adoption of the proposals of April 17, 1945, as hereinafter revised,

NOW, THEREFORE, IT IS ORDERED, effective immediately, That Section 1.301 of the Rules of Practice and Procedure and Section 43.1 of the Rules and Regulations, BE, AND THEY ARE HEREBY, REPEALED, and the following Sections 1.301 to 1.304, inclusive, of the Rules of Practice and Procedure, shall be added to and form a part of, Sections 1.301 to 1.304, inclusive of the Rules of Practice and Procedure, and THEY ARE HEREBY, ADOPTED:

FINANCIAL OWNERSHIP AND OTHER REPORTS OF BROADCAST LICENSEES.

II.301 FINANCIAL REPORT — Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission on or before April 1 of each year (on Form 323 or other form as the Commission may prescribe, together with supporting schedules), a balance sheet showing the financial condition as of Dec. 31 of the preceding calendar year and an income statement for said calendar year. Each such form shall be submitted in Section 1.301 of the Commission’s regulations.

II.302 FILING OF CONTRACTS— Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of which contracts or undertakings shall be reported in writing for submission) together with amendments, supplements, and changes therein and cancellations thereof. Such contracts, ownership, management or control of license of station, or of any of licensee’s stock, rights or interests therein; the use, management, operation of licensed facilities and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to:

(a) Articles of Partnership, Association or Incorporation;
(b) By-laws affecting character or organization, control, number or powers of its officers directors, the classification or voting rights of any stock;
(c) Any document, instrument, or contract relating to or affecting ownership of licensee, rights or interests therein, its stock, or voting rights therein;
(d) Management contracts, network contracts, transcription service contracts, and time sales to brokers.

II.303—OWNERSHIP REPORTS

(a) ANNUAL OWNERSHIP REPORTS — The licensee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 322 an annual ownership report and shall show the following information as of Dec. 31 of the preceding calendar year:

(1) In the case of an individual, the name of such individual;
(2) In the case of a partnership, the names of the partners and that of each of their individual partners.

(3) In the case of a corporation or association:

(i) Capitalization, with a description of the classes and voting power of stock authorized and of the shares of each class issued and outstanding;
(ii) The name, citizenship and stockholdings of officers and directors, and stockholders of the corporation having any interest, direct or indirect, in the licensee or any of its stock.

For example:

Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

Where X corporation controls in the licensee, or holds 25% or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee.

The same information should be furnished as to Y corporation if X corporation controls 25% or more of the stock of X, and as to Z corporation if X holds 25% or more of the stock of Y, and then back to natural persons.

(iv) Full information as to family relationship or business association between two or more officials and/or stockholders.

(b) INTERIM OWNERSHIP REPORTS — An interim ownership report shall be filed by each licensee on FCC Form 323A describing any change in information required in the annual ownership report from that previously reported within 30 days of the occurrence, including without limitation:

(1) Any change in ownership or control of the corporation (its capitalization, officers, etc.);
(2) Any change in officers or directors or in operating personnel determining program policy (such as program director, etc.);
(3) Any change in the officers or directors of each contract.

(c) Any interest which the licensee may have in any other broadcast station (standard, FM, television, and international).

(d) Any change in the officers, directors or in operating personnel determining program policy or in control of the corporation.

(3) Any transaction affecting the ownership, management or control of the corporation, including the issuance of new stock or disposition of treasury stock (whether by transfer or by reacquisition of licensee’s stock by the issuing corporation).

(4) Any change in the officers, directors or in operating personnel determining program policy or in control of the corporation.

— (Continued on page 24)
On the diamond it's a well placed ball that counts . . .
On the air it's well placed advertising for sales results.

Advertising is always well placed when it's aired over WSPD, the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area's one and one-half million prosperous prospects.

JUST ASK KATZ . . .

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
Financial
(Continued from page 32)
rectors or stockholders of a corpora-
tion other than the licensee such as X, Y or Z corporation described in the example above, such change need not be re-
ported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the
licensee.

(c) EXCEPTIONS—Where information is required under paragraph (a) or
(b) of this section with respect to a cor-
poration having more than 50 stock-
holders, such information need be filed
only with respect to stockholders hav-
ing 1% or more of the stock of the cor-
poration.

$1.204 DEFINITIONS—As used in
Sections 1.301-1.320:
(a) "Stock" shall include any inter-
est, legal or beneficial in, or right or privilege in connection
with stock;
(b) "Officer" and "director" shall in-
clude the comparable officials in unincorpo-
rated associations;
(c) "Contract" shall include any agree-
ment (including, without limitation, an
option, trust or pledge) or any modifi-
cation thereof, express or implied, oral
or written.

TEXT of an order adopted Aug. 2
regarding Order 118 (Docket 6572)
proposing to amend Section 1.5 of its Rules of Practice & Procedure relating to the
inspection of records, follows:

AT A MEETING of the FCC held at its
office in Washington, D. C., on the 2nd
day of August, 1945.

WHEREAS, The Commission on Jan.
18, 1944 proposed the adoption of an
amendment of Section 1.5 of its Rules of Practice & Procedure relating to the
inspection of records, and

WHEREAS, Time for the filing of
briefs was provided and oral argument
upon said proposal had March 1, 1944
by all interested parties, and

WHEREAS, After consideration of said
briefs and oral argument, the Commis-
sion is of the opinion that public in-
terest, convenience and necessity will be
served by the adoption of the proposals
of Jan. 18, 1944, as hereinafter revised.

NOW, THEREFORE, IT IS ORDERED,
effective 30 days from date hereof, That
Section 1.5 of the Rules of Practice &
Procedure BE, AND IT IS HEREBY
AMENDED, as follows:

Section 1.5, INSPECTION OF REC-
ORDS—Subject to the provisions of
Sections 1.300(a) and 1.301 of this Act, the files of the Commission shall be open
to public inspection as follows:

(a) Tariffs scheduled to be filed under Section 203 of the Act; valuation
reports, including exhibits filed in
connection therewith, unless other-
wise ordered by the Commission, with
reasons therefor, pursuant to Section
213 of the Act; and annual and monthly
reports required to be filed under Sec-
tion 218 of the Act.

(b) Contracts, agreements, or arrange-
ments between carriers, filed pursuant
to Section 211(a) of the Act, except
such contracts relating to foreign wire
or radio communications which are
marked confidential by the Commis-
sion; PROVIDED, HOWEVER, the
Commission will give appropriate considera-
tion to a petition filed by any party
showing that any such contract, agree-
ment, or arrangement relates to foreign
wire or radio communication that its
publication would place American
communication companies at a disad-
vantge in meeting the competition of for-
eign communication companies, and
that public interest would be served by
keeping its terms confidential.

(c) All applications and amendments
thereto filed under Title II and Title
III of the Act, including all documents
and exhibits filed with and made a part
thereof, and all communications pro-
testing or endorsing any such appli-
cations; authorisations and certifications
issued upon such applications; all plead-
ings, depositions, exhibits, transcripts
of testimony, reports of examiners or

presiding officers, exceptions, briefs,
proposed reports, or findings of fact
and conclusions; all minutes and orders
of the Commission; all pleadings and
information and reports filed pursuant
to Section 1.302 shall not be open to
public inspection unless the Commis-
sion, in its discretion, shall allow the
public to examine any such application
for examination by a party, with or
without counsel, whose interest is
affected thereby, and shall require the
party in whose behalf the application
is filed to file a statement, sworn to,
showing the reasons why access to the
application should be allowed.

Ordns. 213(f), 1.301 and 1.302.

Shecklen Chosen Radiomarine V-P

CAPT. GEORGE F. SHECKLEN, USNR, has been elected vice-presi-
dent and general manager of Ra-
diomarine Corp. of America and
also a director of that company. He
was commercial manager of RCA
Communications Inc. before enter-
ing the Navy on active duty in
December 1941.

Capt. Shecklen graduated from
the Philadelphia School of Wireless
Telegraphy in 1912, Capt. Shecklen
enlisted in the Naval Reserve and
served as chief radioman at West
Coast naval stations during World
War I. After the war he joined Marconi
Wireless Telegraph Co. as super-
visor-operator and, transferring to
RCA when it took over the Mar-
coni stations, Advance in five
years to manager of the RCA sales
office in Los Angeles, he was later
assigned to China to work on im-
proving direct radiotelegraph be-
tween that country and the United
States.

While in the Orient, Capt. Sheck-
len was appointed honorary as-
suror to the Chinese Ministry of
Communications and the National
Committee for Reconstruction. Made
China representative of RCA in
1945, he was selected a vice-
president of RCA Communications
in 1955. He returned to New York
from China in 1939 as commercial
manager of RCA.
EVERY survey of post war business prospects in Indiana, yet to reach print, agrees with all others. There will be no slackening of industrial or agricultural activity, and little, if any loss of employment in this state after V-J Day . . . The Indianapolis News, "The Great Hoosier Daily," with which this station is affiliated, is now conducting a state-wide survey. Nothing but the highest optimism is reported. With a primary coverage in practically all of 64 counties in Indiana, and 9 counties in Illinois and Ohio, WIBC penetrates deeply into this—the East North Central's richest market. It is the widest coverage offered by any Indianapolis station. Complete information will be furnished on request.

JOHN BLAIR & CO. • National Representatives

Owned and Operated by
the Indianapolis News

WIBC
MUTUAL'S OUTLET IN INDIANAPOLIS
Radio Time Seen as Scarce After War

Sponsors Are Advised To Get Franchise Now, Not Later

By BLAYNE BUTCHER
Radio Director, Newell-Emmett Co.

YOU—Mr. Advertiser—have you a little radio franchise in your shop? It is likely to be a very rare commodity within a few months after V-J Day!

Some radio "war babies", spending their tax dollars, will relinquish time and space, but there is every indication that when full scale reconversion arrives, there will be bidding for advertising mediums like you've never seen in the annals of industry. The primary bidding will be for radio time since there is a limit to the number of broadcast hours. More newspaper and space availability will only make publications bulkier, and highways more crowded with signs. There will probably be some place for your advertising in those media, but where do you get it on the air?

Nets Saturated

Even now, at least two of the major networks are virtually saturated with commercial programs and the other two have less and less choice periods available. Think what the demand is going to be as soon as full scale manufacture for civilian consumption resumes. Merchandise will move. The American public, starved for many commodities, and with money in their pockets, will likely be willing to buy almost anything. Unfortunately, it is likely they will not be as brand-conscious, in their eagerness to obtain commodities. Advertising should lead, then, a way to the right brands, especially in the field where the turnover is less frequent. You don't buy a car, a radio, an electric refrigerator or any of this type of merchandise every day, and first impressions made by the manufacturer who makes the first sale in the postwar period might stick. Let us assume then that you want to keep the public conscious of your brand name, and you are convinced radio should be a part of this postwar advertising plan. It would hardly be advisable to wait and try to secure radio time when actually faced with reconversion, because the wiser advertiser will have most network and spot time sewed up.

Now is the time to get your radio franchise, and to keep hammering home product names, and in cases...
"For all Humanity"

This most appropriate of titles is the name of the Red Cross program which has been broadcast regularly by KEX, Portland, Ore., for the past four years. It is a live-talent show, and features the activities of the local Red Cross, one of the finest chapters in the United States.

No small part of the excellent record of the Portland Chapter... in soliciting blood-donors, contributions, and the like... may be attributed to these regular KEX broadcasts. It is a service, not only to the local community, but to the world... one of which the station is justly proud.

KEX also takes a justifiable pride in the well-rounded roster of other programs, locally originated and network, with which it serves the radio-needs of the busy Portland area. Programs which reflect the American way of life... which also help disseminate the products which make up the American way of life.
Time Searce
(Continued from page 36)
who, even when he finds an out-
standing program, may be in no
position to take advantage of it
due to lack of available time. Get
the time franchise and keep a
weather eye on the better quality
of shows.
Now comes your program plan-
ing. Have your radio men think
it out as well as they can—plan a
type of show aimed at the kind of
audience you want to reach—and,
as you go along, make improve-
ments according to the better judg-
ment of your radio advisers. But,
above all, don’t try to budget below
the average for the network you’re
on. The pressure of competitive
dollars on other networks bidding
for the listener’s ear is bound to be
keen, and barring an occasional
‘freak’ program, you’ll have to keep
in step. And just one more thing
which has been said over and over
again but needs repeating—don’t
hamstring your radio men by bur-
den them with your likes and
dislikes. And cultivate the sound
radio philosophy of many adver-
tisers. Relate radio costs to an
average rating expected for the
network—put as much promotion
behind the show as is feasible—
make the program as good as pos-
sible with the money available—
and expect to reach that segment
of the total audience which the net-
work and your show can deliver.
Any ratings above the average for
the network is a plus for you.
Here’s another little factor that
will play into your hands as you
go along. Comes V-J Day, you’re
going to see an expansion in cover-
age by weaker stations, because for
the first time in some years they
will be in a position to improve
their physical facilities. Fact of
the matter is, the time may come
when, from a facility standpoint,
all networks may be about on a
par. If and when that time arises,
program quality will take on
further importance.
And a radio advertiser should
have little fear of losing his equity
in the media because of television.

---

DUBBLE-U
BEE EYE GEE

They are the Magic Words
that open the door to the
Magic Circle — an area of
fifty miles that ranks as the Southland’s Number One
Market. Rich in population — rich in industry, rich
in agriculture — and dominated by this rich and
powerful station with a national reputation for
progressiveness and showmanship.

EDEY RIDGE, DIRECTOR
WBIG
GREENSBORO, N. C.

MAGIC CIRCLE
OF 50 MILES

THE PRESTIGE STATION
OF THE CAROLINAS

5000 WATS DAY AND NIGHT

---

OWI PACKET, WEEK SEPT. 3

Check the list below to find the war message announcements you will broadcast
during the week beginning Sept. 3. OWI transcriptions contain six 30-second
announcements suitable for sponsorship and three 20-second chain breaks on each
side of duos. Tell your clients about them. Plan schedules for these war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>GROUP</th>
<th>STATION ANNOUNCEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WORK</td>
<td>KW</td>
<td>Group</td>
</tr>
<tr>
<td>Home Canning</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tin Salvage</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Overseas Xmas Mail</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civilian Nursing</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>conserve Cars</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ship Accidents</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper Salvage</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cadet Nurses</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 176 for names and times of programs carrying
war messages under National Spot and Network Allocation Plans.

There has been considerable “hoop-
la” about commercial television
being just around the corner. That
corner is quite a long way off. It
is not as feasible for television to
click as did the radio industry. And
heaven knows—radio went through
dire straits for some years prior
to becoming a commercial advertis-
ing medium.
Radio's early stimulus came from
thousands of rank amateurs—who
made their own sets and managed
to hear something, thereby provid-
ing the incentive to purchase and
use manufactured sets of expert
workmanship. Television receivers
are a product of the laboratory and
probably always will be because of
their extremely complex nature.
Currently, ownership of a television
set means a considerable initial
outlay as compared with radio sets.
Only when mass production of tel-
evision sets can be accomplished
and a large percentage of homes
throughout the country be equpped
for television reception, will the
medium favorably compare and
compete with other forms of adver-
sising. Meanwhile, the radio spon-
sor will go right along cashing in
on his time franchise.

Zenith Honored

AWARD of Merit was presented
jointly by the Disabled War Vet-
erans of America and the National
Assn. of Personnel Directors to
Zenith Radio Corp. Award was
made at a luncheon in Chicago July
31. The honor, which acknowledges
Zenith’s outstanding work in the
placement and rehabilitation of re-
turning servicemen, both former
employees and others, was awarded
by Mary Columbus of NAPD.

MUTUAL NETWORK
Now On
WMOH!
Over 160,000
Radio Homes In
.5 MV/M Area!
WMOH
Hamilton, Ohio
Samuel Johnson, lexicographer and literary giant of 18th century England, was known to his associates for his strange habits. "He would set his heart on touching every post in the streets through which he walked. If, by any chance he missed a post, he would go back a hundred yards and repair the omission."

If you are considering Baltimore as a market, you will be interested to learn of another habit. Baltimoreans know that the best in radio entertainment and news comes in at "1400 on the dial." Therefore, "listening to WCBM is a Baltimore habit."
THE NAKED FACTS are these:

Chicagoland* has 3,234,059 radio homes...10,025,582 people...$12,117,000,000 a year to spend. In the year since Marshall Field management took over WJJD, more and more of these millions—homes, people and dollars—have been tuning in at the pay-off end of the WJJD signal. It's the result of the new showmanship that's been pumped into this favorite old Chicago station...new personnel, new programs, new life! New results, too—bigger results-per-dollar than ever! Ask any Paul H. Raymer man for the facts. The New WJJD, with 20,000 watts of SELLING POWER, delivers its signal into a larger coverage area than any other Chicago station...regardless of power.
Use the New WJJD

Presented Nationally by Paul H. Raymer

*Measured by WJJD's daytime Primary Intense Coverage Area

The New WJJD

1160 ON YOUR DIAL

Chicago
The Great Program Hoax

WHATS ALL this activity being carried on ever so quietly by Government agencies on radio programs when Government is supposed to be all-out on war or war-connected work?

Although hard to get, certain facts speak eloquently. First, the FCC, after a "compromise" with a legal principle of no interference with programs (a principle that can't be compromised), started looking into "program balance" on stations. Stations were cited left and right on licenses by the FCC. The Commission winked at that provision of the law (Sec. 326) which forbids it to censor program control.

Then the Commission launched a long-expected study of clear-channel station operation, having in mind rural service and the desirability of maintaining AM clears, more of them or less, after FM gets under way.

As phase II, up pops the Division of Programs, Bureau of Agricultural Economics, Dept. of Agriculture, with a "rural program survey." It is interlarded with questions related directly to programs. The questions obviously are contrived to show the farmer isn't satisfied with what he's getting, and if perchance, he is, then he isn't getting it in big enough doses. It's a continuous refrain of "Have you stopped beating your wife?" queries.

No one was to even hint the survey was being conducted, even though it was to be on a personal interview basis. The FCC couldn't do this job, we imagine, because of that program injunction in the law. So it was palmed off on the DOA (under its former administration). The story came out in the July 23 issue of this journal.

Now phase III. One Charles I. Siepmann, ex-director of program planning of the government-owned BBC, until 1939 a resident of London, shows up at the FCC as a special expert on a report of which isn't revealed publicly. That story was told in our July 30 issue, Mr. Siepmann is performing his "special mission" with three assistants, operating from the office of Commissioner C. J. Durr. Mr. Durr was the leading proponent of the commercial vs. sustaining "compromise," as he has been on all anti-commercial radio moves. Mr. Siepmann, it is abundantly clear, is dealing in programs. That's his line. But he's never dealt in programs "by the American Plan." He was with us. He never loses the competition. It suffered when our brand of radio was introduced in England for our GI's, and on which the British public cavedodpod to the point of almost ignoring BBC schedules. Later, Mr. Siepmann worked for the Office of Facts and Figures, which was booted from our national scene and succeeded by OWI. Then he worked for OWI in International Broadcasting—still a far cry from commercial radio.

One of Mr. Siepmann's assistants is Eleanor Bontecue, former employ of Justice Black of the Supreme Court. Commissioner Durr is Justice Black's brother-in-law.

Recently James Sheridan of the FCC's Economic Dept. journeyed to Canada to study Canadian Broadcasting Corp. station relations and other operating methods. That's hardly another phase, but a passing incident worth noting.

Comes now the FCC and tosses on another bale of hay by adopting new rules governing executive and program personnel of stations requiring reports to be submitted regularly. It also broadens the scope of its financial report requirements from stations, another move of dubious legality. Therein it adds a couple of strokes on what seems to be a blueprint toward public utility type of broadcast regulation.

All this, too, in the face of the clear-cut Congressional mandate against program censorship or regulation of broadcasting as a common carrier. Admitted this point was belied by the now famous Federal Radio Commission opinion of July 10, 1943, which gave lip service to the "composition of that [program] traffic". Certainly that whole line of thinking was more than vitiated by the clear, straight-from-the-shoulder expression little more than a month ago by President Truman. He called for radio "as free as the press" and for regulation "by natural forces of competition."

But back to the FCC's line of attack.

To what does all this lead? Here we can only conjecture and leave it to the judgment of the reader (and others responsible for radio's welfare and enforcement of the statute establishing a competitive American system).

The Dept. of Agriculture survey surely will show that American radio falls short of supplying an adequate rural program service.

The FCC survey, to be brought into the open by methods we can't now fathom, doubtless will show that radio is over-commercialized and that commercial programs, whatever their nature, can't be adjudged as public service.

The clear channel study conceivably could reveal that vast areas of the country are not receiving even an acceptable signal from clear channel AM stations, because the commercial broadcasters look for economic return and don't give a hoot about remote or rural areas.

It already is an accepted technical fact that FM can't do an effective rural coverage job, but will provide an intensive urban service (where dollars can be made).

So, high-powered AM stations of a million watts or more should be up. But present AM broadcasters don't know how to provide that service acceptable to farmers. That will be proved beyond doubt by the DOA survey.

All listeners are entitled to equitable service, and it is economically unfeasible for commercial operators to deliver. Besides 1,000,000 watt stations would be too powerful an instrument to place in the hands of private business. So...

There should be established a Government network of high-powered stations on AM channels which will be relinquished by standard broadcasters who go to FM operation.

Certainly, we will be accused of having hallucinations, softening of the brain and falling hair.

But that's the way it's rigged, as we see it.

Canadian Broadcasting Corp.

Page 42 • August 13, 1945

broadcasting • Broadcast Advertising

Our Respects To—

CHESSER MILBURN CAMPBELL

RADIO and newspapers go hand in hand as far as Chesser Milburn Campbell is concerned. Entering radio in 1940 from the Chicago Tribune, he was put in charge of sales at WGN Chicago, and has since been made 2nd vice-president of WGN in charge of the station and a member of the Mutual Board of Directors.

In his whole career Ches has had but one employer. On finishing school in 1921 he went to work on the Paris edition of the Chicago Tribune in the circulation department and has worked with this paper to the present day. His boss was, and is still, Col. Robert R. McCormick, owner of the Tribune and WGN.

Of the column "Out of the Tribune," Ches says, "In the short while since my job has been expanded to working with WGN, the Mutual Broadcasting System and with WGNB, it has become more and more apparent to me that the essential problem of radio is the same as the problem of the newspaper. That problem is how to increase circulation, or, in the case of radio, listenership. It is interesting to notice that the newspapers and the radio stations which continue to perform the greatest public service nearly always have the widest coverage. Current developments in frequency modulation, television and facsimile broadcasting will present a real challenge to the post-war radio station and newspaper. Here at WGN we are analyzing all of these developments and are making plans to take advantage of these new fields for public service and commercial enterprise."

Chesser Campbell was born in Sault Ste. Marie, Mich., December 12, 1897, and attended public schools there until he entered the U. of Michigan. After a year and a half at the university he joined the Navy, where he served as an ensign until the end of World War I. Then he resumed his studies, and was graduated in 1921 with a B.A.

At the university he was news editor of the school paper, the Michigan Daily. He worked his way through school as a sports correspondent for newspapers in Big Ten cities and his first shot at advertising was putting out a student blurb which carried paid ads. His other activities included playing on the freshman football team, doing publicity for the athletic department and membership in Theta Delta Chi fraternity. He also received the coveted Phi Beta Kappa key.

From his job in the circulation department of the Paris Edition, Ches was called back to the United States and entered the classified sales department, as do all salesmen and executives of the Tribune advertising department, (Continued on page 44)
Portland’s “Citizen of the Week”

Johnny Carpenter of KOIN
DIRECTOR OF SPECIAL EVENTS

KOIN is proud of the honor extended to one of its staff when the likeness of Johnny Carpenter appeared the week of July 29-August 4, on 550 car cards in busses and street cars of the Portland Traction Company. The reason: Johnny was selected CITIZEN OF THE WEEK. His fellow citizens were reminded of something they already knew in a message which read . . . .

JOHNNY CARPENTER, War Activities Showman
"
Originator of many war activities programs; Radio and Star Emcee; Special Events and Sports Announcer; Broadcaster of radio War Bond shows that have received national recognition; Generously donating his time and talent to entertain servicemen, and at civic benefits."

A measure of a station’s service to its community is the regard the community holds for those who serve!

KOIN
PORTLAND, OREGON
FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES
Respects
(Continued from page 42)
and from there went to retail display and general display. In 1927 he was sent to New York as manager of the eastern office for two years. When Ches returned once again to Chicago it was as classified manager. In 1932 he became assistant advertising manager of the Tribune and in 1935 was made advertising manager, and still is. Although holding three executive positions he is not daunted by the amount of work these responsibilities pile upon him and spends much of his free time studying the future of radio and television.

Ches in 1937 married Hallie Calhoun. They have two children, a daughter, Judith Ann, 16, and a son, Bryon Chesser, 11.

Ches originally had no intention of getting into the newspaper and radio business—he went to school for the purpose of becoming a lawyer. He changed his mind after the war, however.

AT ANNUAL General Mills news gathering in New York last month, Bruce Barton (l.), BBDO president, draws approval from James F. Bell (center), GM board chairman, and Ben Duffy, BBDO v-p.

His major sport these days is squash and he belongs to the Indian Hill, the Chicago, the University, the Saddle and Cycle and the Tavern Clusters.

Advertising runs in the family. His sister's husband, A. M. Kennedy is Sunday editor of the Tribune; one brother, Ray is in the advertising department of the New York News and Bryon, another brother, is an advertising man. He wanted to complete his studies.

Siesel Leaves Partners To Form Own Agency
A FORMER three-way New York advertising agency, Kaplan, Siesel & Bruck, has split into two agencies, with Kaplan and Bruck staying in one firm and Harold J. Siesel forming his own agency. Both firms are still in the same building, 424 Madison Ave., New York.

Mr. Siesel, it was reported, took with him to his own agency several accounts but none of them radio advertisers.

Kaplan and Bruck, meanwhile, have bought a 10-minute morning news commentary on WJZ, New York for Newspaper Institute of America, New York, a home study course. The newspaper institute also will use two participations weekly in another morning WJZ program starting about the end of this month, the agency said.


SCRIPPS RETURNS TO DETROIT NEWS
MAJ. WILLIAM J. SCRIPPS, for the past three years in Army Air Forces communications, last week returned to the Detroit News and its station WWJ in an executive capacity. He resumes his old post as radio director for the News but is expected to devote more and more time to the newspaper side of the business, which is headed by his father.

Mr. Scripps was largely responsible in establishing WJZ 25 years ago as a pioneer broadcast station. He is an ex-radio ham and WWJ originally was his amateur station. Harry Bannister continues as WWJ general manager and will report to Mr. Scripps.

Three years ago Mr. Scripps entered the Army as a first lieutenant and had been stationed at Washington, Wright Field, Elgin Field and several points in Africa. He also had handled special assignments of a confidential nature in Saipan and Leyte.

Avery to Speak
LEW H. AVERY, NAB Director of Broadcast Advertising, leaves Washington Aug. 18 for San Antonio for a checkup on the test radio campaign being run by Joske's of Texas under NAB guidance. On Aug. 28 he will address the Oklahoma City Junior Chamber of Commerce on "Freedom of Speech" at the chamber's observance of Jaycee Radio Week. Both radio and the Junior Chamber of Commerce of the United States celebrate their 25th anniversaries this year.

Kronen to S. A.
HUBERT H. KRONEN, sales manager of RCA radio and appliances department, has been appointed vice-president and general manager of RCA Victor, S.A., Brazilian subsidiary of RCA, with headquarters in Rio de Janeiro.

C. J. Chisholm, formerly manager of RCA Victor sub-contract department, takes over Mr. Kronen's former position as sales manager of the radio, appliances department.

Listening Habits in Philadelphia
Nearly everybody listens to WDAS BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With "Listening Habits" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.
Spot programs put your product in a good spot

Wonderful "spots" for any advertiser are spot programs. For these powerful, sales-producing programs are more than spot announcements—they are complete programs of any kind...and any length...on any station...in any market selected by you.

And there are many such programs available. Already well established on the air, they are headed by well-known local personalities who have demonstrated their selling ability.

A John Blair Man can tell you about the best of them, in markets that interest you. Call him today—he's a fine fellow to know.
Farmer Bill of Iowa made one of the broadcasts on WBNK when he recently bought the milk-cooler which will bring him bigger profits. The other? Well, the other is Farmer Bill himself!

As a representative of a group whose average income from the rich Iowa soil was $7,672 in 1943—and which had at least a 20% increase last year—he’s a present and potential purchaser of almost everything. The best way to get to know him is through KMA—the No. 1 Farm Station in the No. 1 Farm Market.

KMA operates on the policy that farmers are different. They don't go for jazz, jive or night-club wisecracks. They prefer their own variety of music and entertainment. They aren't impressed by the suave accents of Boston-bred announcers. What they want and need in radio is a basically-honest, full-time farm station.

Does KMA fill that demand? The fact that we receive twice as much listener-mail as any nearby broadcasting outfit would seem to indicate "yes!"

Let us tell you more about KMA's different story. Or for information call Free & Peters!

**TWO GOOD INVESTMENTS SHOWN HERE!**

**KMA**

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA

LESTER L. GOULD, for two years with WBNK, Des Moines, Ia., has been designated for station management of new WBNK, N. C., by LOUIS N. HOWARD, president of Jacksonville Broadcasting Co. (BROADCASTING, July 23), who states Mr. Gould will also be responsible for the construction of WJNC when that station is completed. Mr. Gould has been associated with newspapers in the South and West and with radio in the Midwest and has been the managing editor of the Des Moines Register and Tribune, Des Moines, Ia.

**HERB FERGUSON**, assistant manager and sales representative of WJNC, Calif., has been named manager of the Los Angeles section of the station.

**WALLENSTEN HEADS MUSIC FOR AMERICAN**

ALFRED WALLENSTEIN, noted symphonic conductor and cellist, who resigned last week as music director of WOR New York has been named music director of American, a new station. The move was announced yesterday by A. H. HERMAN, president of American.

Mr. Wallenstein, 47, has been associated with the Chicago Symphony Orchestra and the New York Philharmonic for many years. He will maintain his position as music director and conductor of the Los Angeles Philharmonic orchestra, with which he has been associated since its organization 25 years ago. For 16 years Mr. Wallenstein was music director of the Chicago Symphony and the New York Philharmonic, and he has appeared numerous times as guest conductor of various symphony orchestras.

Mr. Whitman is currently music director for the Philco Hall of Fame program on American.

**Late Christmas Bonus**

CHRISTMAS bonuses were distributed at WBNK, New York, to 1,100 employees who had been with the company for six months or more on Dec. 31, 1944. Payment of checks last Christmas was delayed due to the salary stabilization unit of the Treasury Dept. but company appealed the ruling and decision favoring payment of compensation checks was handed down last week. Explanatory letter written by Mark Wood, president of American, accompanied the checks.
It is one of the many farms in North Dakota. Even if its size is only 463 acres (some North Dakota farms run to 10,000 acres) it is still three times larger than the average U.S. farm.

This particular farm, owned by the Williams Brothers, is near Jamestown. The Williams Brothers raise wheat, rye and flax on it. Together with 333,021 neighbors in 29 counties surrounding Jamestown, they help make North Dakota first in rye and flax—second in wheat production for the nation.

A state that produces large quantities of marketable produce is a rich state. Rich states have rich communities. The people in the 29-county community surrounding Jamestown are rich both with and from farm produce. And radio is one of the most effective ways to sell these people: in Jamestown as everywhere else.

KSJB Jamestown is the focal point for these rich, regular-listening 29 counties. Of the 79,168 families who live within this 29-county coverage, 71,092 have radios.*

*1940 U.S. Census, projected by NAB Research Bureau
FIRST CHOICE of Washington Agencies!

When local advertisers place one minute announcements on Bill Herson’s program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

**First in Washington**

Bill Herson
Every Weekday Morning 6 to 9 A.M.

**WRC**

BROADCASTING  •  Broadcast Advertising
THE CLIFF EDWARDS SHOW

TRANSCRIPTIONS

HERE'S A PROGRAM YOU CAN SELL!

JUST LOOK AT THE CLIFF EDWARDS SUCCESS STORY

- Cliff has appeared in 103 Hollywood motion pictures.
- He was the voice of "Jiminy Cricket" in Walt Disney's "Pinnochio."
- He was the voice of the "Black Crow" in Disney's "Dumbo."
- His phonograph record sales (new pressings no longer available) set an all-time high: 51,000, 000 in less than three years!
- He appeared in 14 Broadway shows.
- He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
- Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.
- Featured in a morning quarter-hour strip on the Blue Network, with a 3.6 Hooperating.

+ Cliff sings the songs everybody knows— as only he can sing them! This means AUDIENCE . . . as proved by his 3.6 Hooperating on the Blue Network (American Broadcasting Company) in a morning spot during the winter of 1944-45. Cliff's music (mostly ASCAP) is universal in appeal.
+ Cliff's great ukulele playing is skilfully abetted on these transcriptions by four sensational swing musicians— piano, string-bass, guitar and vibraharp.
+ The music is individually recorded—tune at a time—on 16" transcriptions (lateral cut, 33 1/3 r.p.m.). You can thus choose any combination of tunes you want for any program—and build each show the way you want it. Each transcription, however, carries five or six varied tunes . . . so that you could play them in sequence from one transcription if you wish, and have a well-balanced program.
+ These are specially recorded transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day. No competitor can duplicate your show! LICENSED by ASCAP.
+ The program material is suitable for almost any sponsor. The music consists of All-American favorites appealing to listeners of all ages, and especially the high-purchasing-power, middle-age group who remember the great song hits of the 20s and 30s. Yet, the RHYTHM accompaniment is so powerful...the "swing" is so infectious...that the "hobby-sock" listeners and "hop-cats" love this music.

EXCLUSIVELY to one station in one market.
+ There are several cuts of the famous Cliff Edwards theme song: "Singin' in the Rain." Consequently, you'll be in no danger of wearing out the theme recording, no matter how frequently you broadcast the Cliff Edwards Show.
+ You put the commercials where you want them, and as many as you want—filling out with music. The average quarter-hour program carries an opening and closing theme (with short commercials), plus two regular commercials — AND FIVE SONGS!
+ We furnish suggested scripts for the musical introductions—but your announcer reads them, as well as the commercials. Thus, you have complete control of the way the program is arranged, timed and broadcast.

TOWER TRANSCRIPTIONS, INC.
Phone Plaza 3-9327
247 PARK AVENUE, NEW YORK 17, N.Y.
KANSAS CITY
IS A
KOZY MARKET
PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD  ELIZABETH WHITEHEAD
General Manager  Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

AGENCIES

RUSSELL JOHNSTON, associated with McCann-Erickson, New York, for two years, has been named vice-president in charge of radio production for the agency. Prior to joining McCann-Erickson, he was Hollywood program director for CBS.

VINCENT MORGAN RYAN, executive vice-president of Grant Adv., Chicago, and Arline Judge, film actress, were married in Las Vegas, Nev., on Aug. 3.

ABOTT KIMBALL, head of Abbott Kimball Co., New York, is on West Coast for three weeks making a survey and also conferring with BLAISDELL GATES, vice-president and Los Angeles manager.


JANE MITCHELL has been appointed media buyer of Glaser-Galley & Co., Los Angeles.

ROGER VERRAN of the copy staff in Minneapolis office of BBDO, has been appointed copy chief of the firm's San Francisco office, succeeding THOMAS DILLON, transferred to Los Angeles office in similar capacity.

JACK W. RUNYON, for 3½ years Hollywood manager and radio director of the office of Inter-American Affairs, has resigned to return to commercial radio after brief vacation. Mr. Runyon is former radio director of Ted Bates Inc., New York. He will continue to act as consultant for all QIA Hollywood radio activities under direction of New York and Washington offices.

RICK CHRISTENSEN, formerly with the sales and service staff of WKY Oklahoma City, has been named radio director of Erwin,小麦 & Co., Oklahoma City.

KEN MAGERS, for 20 years advertising and publicity manager of The Cincinnati Gas & Electric Co., major local radio account, is now with P. Oster & Davies, Cleveland.

Mr. Christensen, formerly of J. M. Mathis Inc., New York, has joined merchandising department of Benton & Bowles, New York.

ROBERT IRWIN, former account executive of Deimler & Dorstkind, New York, has joined Moss & Arnold as account executive.

ARTHUR PINE has joined Moss & Arnold Co., New York, as director in charge of radio publicity and exploitation. He will also maintain his own public relations office at 67 W. 44th Street, New York.

PAUL THOMAS, formerly with John A. Clements Assoc., New York public relations firm, is now account executive and member of the public relations plans board at Abbott Kimball Co., New York.

ELLIS TRAVERS, manager of Chicago office of Roy S. Durstine Inc., is now a vice-president of the agency. Mr. Travers was a vice-president and Detroit office manager of Ruthmuff & Breen before taking over management of the Durstine office in March 1944.

BILL BRYAN, formerly with Anfenger Adv., New Orleans and WWL New Orleans, is now with radio department of Dan B. Miner Co., Los Angeles.

JEAN SHIMP, publicity writer at Compson Adv., New York, is to be married to Sgt. Albert H. Dunn 3rd, who is returning from Europe.

FRED W. MEYER, former national advertising manager of Honolulu Star Bulletin, has joined Leon Livingstone Agency, San Francisco, as marketing and research director.

EILEEN SILVA, copywriter and account contact, has been shifted from Abbott Kimball Co. New York office to Los Angeles.

ANNE PILLON, copywriter of McCann-Erickson, Chicago, has been shifted to agency's Los Angeles staff.

CHARLES N. STAHL, head of Los Angeles agency bearing his name, has enlisted in the Merchant Marine. Staff will continue to operate agency during his absence.

BROADCASTING • Broadcast Advertising

Page 50 • August 13, 1945

... Serving a market of two million Minnesotans who demand, deserve and get the best in radio!

65 DIFFERENT PROGRAMS DAILY!

WFLN
AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.
ANNOUNCING THE PUBLICATION OF THE FIRST
PACIFIC COAST
RADIO HANDBOOK

A complete reference source on all important
Pacific Coast radio and market facts

Advertising and agency executives have hailed the Pacific Coast Radio Handbook as one of the most useful radio reference books ever compiled, for it supplies information constantly referred to but never before found without consulting several reference volumes.

In addition to latest market data, the Pacific Coast Radio Handbook contains in compact form: listings of all Pacific Coast network stations with call letters, power and frequency; rates and discounts for all Pacific Coast networks; network offices, executives, addresses and telephone numbers; individual station offices, addresses and executives; Pacific Coast station representatives; charts and tables.

Market facts are the most recent and authoritative and include population, radio families and retail sales breakdowns by counties for California, Oregon and Washington.

It is hoped that the Pacific Coast Radio Handbook will be a working tool for everyone interested in the Pacific Coast market and Pacific Coast radio. Your comments and suggestions will be appreciated for use in planning future editions.

The Nation's Greatest Regional Network

Mutual
DON LEE

Copies of the Pacific Coast Radio Handbook are available to all advertisers and advertising agency executives. Please address your requests to: Sydney Gaynor, General Sales Manager, Don Lee Broadcasting System, 5515 Melrose Avenue, Hollywood 38, California.
Livestock feeding is big business—$150,000,000 in cash is what the Hornel, Decker and Wilson packing plants paid farmers hereabouts for livestock they fattened last year. One of the nation’s prosperous packing centers, tops in dairying and poultry raising, it’s a matter of agricultural record that this richest of farm territories has never known a crop failure! In this area, too, is the town of Albert Lea, home of the famous “Albert Lea Post War Plan.” And the KATE-way is the only way to sell this market. We, or our national representatives, will be glad to tell you the whole KATE story. Ask us for it when making up your next radio schedule.

**Network Accounts**

**New Business**

INTERNATIONAL Silver Co., Meriden, Conn., Aug. 12, started advertising with KATE and KSRN, on 145 CBS stations. Sun., 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

UNION OIL Co., Los Angeles (petroleum products), Aug. 27, started advertising with KATE and KSRN, on 15 CBS stations, Mon. thru Fri., 7:45-8 a.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

TIP TOP TAILORS, Toronto (chain), Oct. 7, starts MUSiK For Canadians on 22 CBC Dominion network stations, Sun., 8-9 p.m. Agency: McCann-Erickson, Astor & Co., Toronto.

**Renewal Accounts**


ROBIN HOOD FLOUR MILLS, Toronto (cereals and flour), Aug. 29, renewed Claire Wallace on 25 CBC stations. Mon.-Wed.-Fri., 1:45-2 p.m. Agency: Young & Rubicam, Toronto.

AMERICAN HOME PRODUCTS, New York (Freeseon, Old English Scratch Remover), Diamond Tints and Dyes, Aerosol, Western Toothpaste and Powd. and Heel), Sept. 19, for 12 weeks renewed for Just Plain Bill, Mon. thru Fri., 4:30-5:45 p.m. and Front Page Papper. Mon. thru Fri., 9:30-10:45 p.m. on 52 NBC stations. Agency: Dancer-Fitzgerald & Sample, Chicago.

MAPLE LEAF MILLING Co., Toronto (Red River cereal), Oct. 10, renewed Maple Leaf Milling Co. on 28 Trans-Cananda stations, Wed. 6:30 p.m. Agency: Cokfield Brown & Co., Toronto.

**For All Recording Services**

U.S. RECORDING CO.
1212 VERNON AVE. - WASH., D.C.
WRITE-WIRE OR CALL FOR DETAILS

**Broadcast Advertising**

**The KATEway to Southern Minnesota’s Millions!**

Edward F. Bull, secretary of C. E. Hooper Inc. and manager of special surveys division, and Dorothy M. Behrens, publisher of the network and Pacific division Hooper reports, have been elected directors of the company. Both have been with the Hooper organization since its inception.

Robert Light, writer-director of American, Hollywood, has resigned effective Sept. 1, to establish his own radio talent agency at 8508 Sunset Blvd.

Robert Sour, song editor of BMI, is father of a girl born Aug. 2.

Belen Guevara, assistant director of broadcast advertising, NAS, has been elected secretary of the National Federation of Advertising Clubs.

Zepha Samoloff has joined Beaumont & Hoffman, Los Angeles, to handle copy and publicity, William F. Claffey, formerly with McCarty Co., is new 29 & 2 Los Angeles account executive.

Crosley Corp., Cincinnati, has appointed R. A. Leon & Bros., Kingston, Jamaica, as distributor in that area.

E. W. Berkeley has been named divisional manager in charge of radios and radio appliances of American Wholesalers, Crosley distributor in Washington, D. C.

Gordon Buck has resigned as vice-president in charge of the radio division of Industrial Surveys Inc. to open his own organization, Audience Research Service, at 58 E. Washington Blvd., Chicago. Long the production chief of Industrial Surveys, Mr. Buck is known to market researchers through his adaptations of IBM punched cards to market research tabulation problems. He has been closely associated with the development of the radio listener diary and plans to build a consulting service on this technique.

Robert Hoffman, former Army lieutenant, and William J. Willard Jr., for last six years with National City Bank, Toronto, Canada, S. A., have joined NBC radio division, New York, as salesmen.

Betty Sharp, formerly with Ralph C. Rushbrooke, has joined Advertising Research Foundation, New York.

Writers War Board will continue operations even though WSI has decided to discontinue its liaison office for the board because of budget reductions. WBB will continue to combat racial and religious bias, strengthening the world organization for peace as well as exposing fascist and fascistic doctrines in the U. S.

Julia Dorn, for 3½ years in production and writing department of Young & Rubicam, New York, has been appointed manager of United Artists radio department.

Stewart Warner Corp., Chicago, has appointed William’s Wholesale Distributors, Newark, O., as distributor of home radios in 23 central Ohio counties.

Richard H. Roffman, associate editor of This Month magazine, and Howard Rushbrooke, member of the editorial staff of New York Journal American, have accepted the honorary co-chairmanship of the West relations division of Laymen’s National Committee for the commemoration of National Bible week. Mr. Leber, national Bible week is celebrated during the third week of October on radio networks and stations at that time special programs are sent to keep the meaning and value of the Bible.
As recently announced, REL is prepared to furnish to the FM stations now on the air, power converting devices applicable to transmitters of any manufacture, which will furnish one or three kilowatts output power at any frequency in the new band (88-108 megacycles).

THE REL CONVERTER

1. Enables the station to transmit simultaneously, in addition to its old frequency, the new frequency during the important interim period of operation.

2. Requires no additional monitoring of the audio program as one monitor controlling point takes care of both frequencies.

3. Furnishes you with a relatively inexpensive method of operation during the transition period.

4. Does not have to be discarded—it will become the future amplifier portion of the new transmitter. An Armstrong phase shift modulator can then be supplied by us, which, when added to the power amplifier section of the converter will constitute a complete new one or three KW transmitter.

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

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
Meet WHB’s Jetta Carleton

Who says: "If you can’t be a Cover Girl—be a back-cover girl!"

In three and a half years at WHB, Jetta has written copy for butchers, garages, grocery stores, maternity shops, theatres, and refineries... came in as a continuity writer, became continuity chief, the original "Mary Jane on Percicoat Lane", the Girl in Aisle 3, and finally, managing editor of SWING...

Jetta lists as one of her high points in radio an interview with Errol Flynn at the Darby Corporation where hers was (unofficially) the face that launched a thousand tank-lading craft... or the time she ad libbed the same interview twice with Dick Powell because somebody sat down on the program they had just transcribed on a glass record.

She graduated a few times from the University of Missouri, headed a drama department in a Junior College for 2 years... hangs notes to herself from a Phil Bette key... she’s a dancer, too; intends to be discovered by Agnes de Mille any minute now... and write a prize short story next Sunday morning... used to win poetry prizes in college, and that’s how she became a writer of copy for butchers, garages, grocery stores, maternity shops, theatres and refineries...

“SWING”, which is published monthly, is a 68-page pocket-size magazine featuring articles by Mutual commentators. “Ports of Call” in New York, Chicago, Kansas City (where to go—what to see) and occasional pictures. The picture section this month is a photographic record of Pres. Truman’s June visit to Independence and Kansas City. If you’d like a free copy of SWING just write Don Davis on your business letter-head at the nearest address shown below.

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

KANSAS CITY ..... Starratt Building ..... HArrison 1161
NEW YORK CITY ..... 400 Madison Avenue ..... Edwode 5-5060
CHICAGO ..... 360 North Michigan ..... FRANKLIN 8520
HOLLYWOOD ..... Hollywood Blvd. at Cosmo ..... HOLLYWOOD 8318
SAN FRANCISCO ..... 5 Third Street ..... "FB"rook 5558

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

MODERATED after G-I "Command Performance" for civilians to be sponsored by Campbell’s Soup Co., starting 5-19, CBS’ new program for civilians to be sponsored by Campbell’s Soup Co., starting G-I "Command Performance" is titled "Request Performance." Listeners will request by mail personalities and what they are to do on this program, to originate direction of Masquers Club of Hollywood. Show is set to start in Sunday period for 30 weeks.

WSB Symphonette
WSB SYMPHONETTE has been organized by the Atlanta station in conjunction with Emory U. and the Atlanta Symphony, and with Albert Cohen, WSB muscle director, as conductor. The orchestra of 36 members presents a Sunday 5-6 p.m. concert of modern and classical music, half-hour portion of which is broadcast from the university auditorium. Admission is by card.

Sports for Youth
WINN New York on Aug. 19 started a quarter-hour weekly juvenile sports program titled "Sports Club of the Air." Conducted by Gene Gorman, former college athlete and recreation director of the Police Athletic League in New York, program features a "good sport" of the week" chosen from among New York boys and girls. Name personalities as weekly guest.

RCA News in Brazil
RCA International division is sponsoring on Radio Nacional do Brasil a series of recorded interviews with Brazilian enlisted men and officers serving in the U.S. Interviews were handled by Leroy Taggerty, AP correspondent in Brazil, with recording done by Ed de Janeiro for broadcast on the RCA-sponsored AP news service.

Combat Air of the Air
PORTSMOUTH WORKS of Wheeling Steel Corp., Portsmouth, O., is using a new weekly quarter-hour program titled "The Air of the Air." Program is being studied by manufacturers over the nation as well as Army officials. Transcribed delayed interviews with employees are featured.

Western Romance
ROMANCE of the War was related on new KOKO Portland originated by writer and publisher and radio director. "I Give You My Heart, Great Southwest," Sunday afternoons; series is sponsored by Justin Boot Co., Portland, on KOKO and One Star News.

Current Affairs
NEW CURRENT affairs program “Mid-Week Review” is now being broadcast over CBC Trans-Canada network. Wednesday evening and includes commentary on international affairs, Canadian affairs and correspondent speaking from CBC Overseas Unit in Great Britain.

Home for Orphans
TO FIND homes for orphans, WCFL Chicago has started "I Want A Home." Thirteen programs in series, produced by Andover Assoc. Story last week incorrectly stated WJJD Chicago was airing program.

From News Desk
NEW series, "The Editor’s Desk," featuring Alexander Gabriel, morning news director of Transradio Press Service, starts Aug. 15, Monday through Saturday 7-7:30 a.m. on WBBM New York.

WWDC Radio Rally
BASEBALL rally to help boost Washington Senators in sale for league pennant has been started by WHB Washington in Sunday 9-10 p.m. period for remainder of month.

AAF Show
PROGRAM highlighting the AAF has started on WCMC New York, Monday 9:30-45 p.m. Titled "AAF in Action," show features human interest stories and news of the week as also recorded

Interviews with fighter pilots and bomber crewmen. Program is presented by First Air Force at Mitchell Field in cooperation with WMCA war services division.

WHQB Service
MEMPHIS and women scheduled to land in New York are now announced by WHB Memphis on daily "Spotlight on Rhythm" program. Names are sent by direct wire facilities.

OVERLOOKING THE 75 different AAF planes on display at Wright Field on Air Force Day, Lester Spencer, special events director of WHB Dayton, broadcast from navigator’s dome of the B-10, largest landplane built to date.

THEATER QUIZ
THEATER quiz program started by KDYL Salt Lake City in Friday evening spot is titled "Cash Cabin," sponsored by Huddan Bay Fur Co., Salt Lake City program awards dollars and theater tickets to audience participants.

Comedy Quiz
COMEDY QUIZ half-hour program has been started Saturday on WNYL New Orleans by Jackson Brewing Co. Titled "Waddy Knows," series includes audience participation.

Secret Missions
BBC is offering broadcasters a series of 12 programs, "They Lived To Tell The Tale," which dramatically depicts adventures of men and women who went on secret missions during European war.

$167,500.00

Pold eastern North Carolina farmers for eastern North Carolina farmers for tobacco crop totaling 311,244,475 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF
1000 WAVTS
Washington, North Carolina
FORD & COMPANY, Half, Representaties
New York * Chicago * Philadelphia

BROADCASTING * Broadcast Advertising
A WORLD SUBSCRIBER SAYS:

"Thank you for making this fine continuity service available"

Join the family of 335 leading radio stations which enjoy the unusual advantages of World Library Service.

World gives you big name talent—brilliantly recorded on World's famous Vertical-Cut, Wide-Range transcriptions.

World gives you variety—a large basic Library, with semi-monthly releases of new selections—50 or more units per month. World gives you smart programming—84 skillfully written, smoothly-styled continuities every week. Why not put World Library to work now building better programs for your station? Send today for complete presentation and price. World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

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

NEW YORK  CHICAGO
HOLLYWOOD  WASHINGTON
rural rhythm with an all-round appeal

That's Meet and Ralph, "The Early Birds" who entertain WTAD and KGLO 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 tickling of the ivories is drawing mail regularly from 517 cities and towns, 97 counties in Illinois, Iowa, Missouri and Minnesota. Thousands of loyal "Early Bird" listeners can be your customers. Call your nearest Katz office of write WTAD for details.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD
REGERY Illinois
930 K.C., 1,000 Watts
CBS Affiliate
A Lee Station

850 on your Radio Dial

5000 WATTS
DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

WITH California, one of states using single license tag to conserve metal. KPO San Francisco is finding promotion opportunity in space for duplicate tag. Plate is regulation size and made of lacquered beaverboard.

Store Video

ROA VICTOR home instrument division is presenting an illustrated brochure which describes the role of television as an advertising and merchandising medium for department stores. The RCA booklet, which is being sent to store executives, cites four department store uses for television, including store operation of a commercial television station to increase firm's prestige.

WKY Retrospect

LARGE illustrated folder issued by WKY Oklahoma City presents service rendered by station during past year to local farmers. Theme is manner in which station fulfilled pledge of service in 1944. Photos of prominent agriculturists heard on WKY during year are included.

Preview Plus

USUAL newspaper and announcement preview promotion for Wildroot, Co. this week "Slim Bryant Show" on WQL, Fort Wayne, Ind., was supplemented by written article contact of druggists in area. Letters also were used as follow-up.

Shoe Polish

BOX of shoe polish is promotion item used by WEAF New York to boost Ed Horlby Sunday newcast sponsored on station by Esquire Shoe Polish, New York. Box is attached to card which states "Sample my Word on.

WMID Folder

ASKING "Whose slogan is this?" folder has been issued by WMID, Peoria, Ill., for reissue by WMBD, Peoria, Ill., WMID sponsor for 13 years. Radio success story of firm is presented plus reprint of trade ad.

"WFDF Flint wasn't kidding."
Once upon a time Iowa was known by the crops it raised. Today, it ranks 16th among the country's manufacturing states. A remarkable balance between agriculture and industry that provides a stable, balanced market with a spendable, dependable income. This is the audience you reach through WMT, covering the largest daytime primary area in the state inside its 2.5 mv. line (1,137,780 * diversified people) WMT is the only station in the Cedar Rapids area that brings these people those good, good CBS programs . . . at Iowa's best frequency—600 KC with 5000 watts!

Let WMT head your list and you'll lead in the right direction.

*(Way back in 1940)*


Jewelers aren't in the habit of buying brass for gold! So when we tell you that the Wimmer Jewelry Co., Fargo, has broadcast to the Red River Valley over WDAY seven times a week, every week for nineteen years, you might conclude that we add up quite satisfactorily with that organization. You wouldn't be wrong—about Wimmer's, or about the seventeen other-round local advertisers who have been on WDAY, steadily, from 10 to 23 years!

When local advertisers who know all the facts approve so markedly of a station, what better recommendation could you ask?
SCRIPT on MBS "The Amazing Nero Wolfe" is observed by Andrew Jergens (r), president of Andrew Jergens Co., Cincinnati, sponsor of series, with comments offered by (1) to John J. Andrews, producer for Lennex & Mitchell, agency servicing Detroit & Chicago market, who portrays Nero Wolfe's assistant, and (2) to James A. Prichard, who portrays role of Nero Wolfe.

donato, Pa.: Icy Dairy Co., five-weekly for $52 weeks on WOOS, Columbus and WKNB Youngstown, O., Colonial Furniture Co., Indianapolis, thru Singer Adv., five-weekly for 52 weeks on WFMN Indianapolis; Petersen Harris Von Maur, Davenport, la., thru Edward I. Franklin & Assoc., five-weekly for 52 weeks on KRTV Des Moines; Loblische Inc., New Orleans, thru Met Washburn Radio Agency, five-weekly for 52 weeks on WWIN New Orleans; Katz Drugs, Kansas City, five-weekly for 52 weeks on WDFK Kansas City; Breedings Economy Drug Stores, Miami, three-weekly for 52 weeks on WIOD Miami; Washburn Wilson Seed Co., Des Moines, la., thru H. B. LeQuatte Agency, New York, five-weekly for 52 weeks on KJL Seattle; David G. Evans Coffee Co., St. Louis, thru Ruthrauff & Ryan, St. Louis, five-weekly for 52 weeks on KLCN, KFBB, WACO, and a variety of others.

DRAKAL AGRICULTURAL Assn., Des- Kalb, Ill. (Hybrid seed corn), Sept. 17 starts five-weekly five-minute programs on CHML Hamilton, Ont. Agency is Western Adv. Service, Hamilton.

NATIONAL CELLULOSE of Canada, Hamilton, Ont. (Face tissue), on Sept. 23 starts Sunday afternoon Yo- toronto Conservatory of Music programs on number of Ontario stations. Agency is Ferris Adv. Service, Hamilton.


STUDIO GIRL SHAMPOO Mfrs., Los Angeles, Aug. 13 starts three-weekly five-minute transcribed "Life in Holly- wood" on WLW Cincinnati. Contract is for 52 weeks. Concern also uses a spot announcement schedule on Los Angeles area stations KMTB KPVD KIEF KGJ and is increasing list in that territory. Other markets are being considered. Agency is Robert F. Dennis Inc., Los Angeles.


GENERAL ELECTRIC Co., Schenectady, N. Y. (Mazda Lamps), on Aug. 13 starts five-station break announcements weekly on KFYI Los Angeles with similar schedule on KNX Hollywood. Contracts are for 52 weeks, thru BBDO, New York.

NATIONAL SCHOOLS, Los Angeles (technial school), adding to schedule on local stations, Aug. 1 started 18 spots weekly on WPAC Los Angeles. Agency is Adolph Weiland Adv., Los Angeles.

KING JEWELRY Co., Los Angeles (re- tail), Aug. 16 starts three-weekly half-hour mystery program "Sealed Book" on KIIS Hollywood. Contract is for 13 weeks.

SANTÉ FE RAILWAY, Chicago (help wanted), Aug. 13 starts for 13 weeks daily participation in combined "Sun- rise Salute" and "Housewives Protec- tion Society".

(Continued on page 60)
The Milky Way COMMERCIALS become productions on the County Fair Show, sponsored by the Borden Co. on American, Tuesday 7-10 p.m. To put over the sales messages for Hemo, six persons are employed: Elsie, the Borden Cook; Beulah, Elsie's daughter; a trombonist impersonating Elmer, Elsie's husband; a drummer and a pianist, and Larry Keating to read the commercial.

WPTZ TO TELEVISION U. OF PENN. GAMES PHILCO Corp.'s television station, WPTZ Philadelphia, plans to use live programs in the fall, leading off with telecasts of the home games of the U. of Pennsylvania. Games will be sponsored by Atlantic Refining Co.

"We are throwing the doors open to agencies," said Paul Knight, station manager, "We were on the air for 20 to 25 hours before the war and we plan to resume regular telecasting this fall."

Knight will relay football games to WNBV New York, NBC outlet, Mr. Knight said, if the necessary equipment can be obtained. WPTZ equipment will gradually be replaced, he said. The station expects a fall personnel increase of from 15 to 20 persons, he explained. WPTZ is currently relaying film programs from 8 to 10 p.m. on Wednesdays and Fridays through facilities of WNBV, Mr. Knight said.

Free Time for Railroad Recruiting Is Refused REFUSING request of Los Angeles Citizen's Manpower Committee for gratis spot announcements in campaign to attract railroad workers, local independent station managers headed by Calvin J. Smith of KFAC were almost unanimous in their refusal following meeting of program managers with LACMC. With stations called upon to do their "patriotic duty," Mr. Smith in reply pointed out that railroad companies spend considerable money in newspapers for help wanted advertising and therefore a similar appropriation should be allotted to radio.

STATIONS did agree to use publicity hand-outs with news value, but refused straight commercial announcements on free basis. Consensus, following meeting, was that LACMC request indicated attempt to take advantage of broadcast medium. Despite turn-down, spot announcements will be made available to stations through OWI network channels.

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Postwar Broadcasting Features
11th Western Canadian Meet

By JAMES MONTAGNES

MORE PUBLIC service broadcasting and use of technically trained war veterans were experimental operations by independent broadcasters in FM and television, featured keynote addresses at the 11th annual meeting of the Western Association of Broadcasters at the Palliser Hotel, Calgary, Alta., Aug. 6-7. Technical problems of Canadian broadcasting dealing with the postwar period and including new technical requirements of the government as well as revision of the Havana Treaty occupied much of the discussion at this session.

Registration Small

Under the ban on conventions of more than 50 traveling delegates, registrations at the meeting were less than usual, but every western Canadian station was represented. A number of outposts in U. S. and eastern Canada in the industry attended this oldest of Canadian regional broadcasting conventions.

After reviewing the year and announcing that the Western Association now has a membership of 29 stations from Vancouver to west of the Great Lakes (only four stations in that area are not members because they are owned or operated by the government's Canadian Broadcasting Corp.), President Dick Rice pointed out how broadcasters could help in the re-establishment of technically trained war veterans. Private station operators, he felt, should be given every opportunity to carry out experimental work on both FM and television. Returned men with radar experience could be trained in television and broadcasters ought to set aside money for this purpose, and so train television personnel for tomorrow.

Technical Problems

Technical problems facing broadcasters were discussed in detail by Henry Dawson, recently appointed engineer of the Canadian Association of Broadcasters. He told broadcasters of the new technical specifications being drawn up by the Department of Transport, Ottawa, on broadcasting stations. Equipment bought prior to March 1948 would not be allowed to be sold as regulation equipment after that date under the new specifications. This included almost all transmitter equipment. The department also wants to set up specifications for transmitter operators, and Dawson recommended that no applications for new licences of such certificates be issued to cover small, medium power up to 1 kw stations and stations over that power. He also touched on studio-transmitter PM links, satellite transmitters and unattended transmitters to overcome specific problems of coverage in certain areas.

He advised broadcasters to start work on both FM and television, to apply for licenses for both these fields, and not to drop their AM licenses.

Closer co-operation with the British Broadcasting Corp. was keynote in the first address to Canadian broadcasters by Michael Barkway, recently appointed Canadian representative of the BBC, with headquarters at Toronto. He emphasized that the BBC and the CBC were in no position to make any conclusions, that the BBC had no interest in Canadian broadcasting problems. But he pointed out that following the work of private Canadian broadcasters in supplying special programs to the BBC for Canadian troop broadcasts, there should be continued special broadcast presentations after the war.

Continuing closer relations with the CBC was stressed by Jack Radford, CBC station relations supervisor, who reviewed how independent broadcasters over the past few years found they could solve their problems with the CBC at roundtable sessions to their mutual advantage and to the benefit of the listener.

Quote Truman Letter

President Truman's letter on public service broadcasting recently published in Broadcasting was quoted at length by Glen Bannerman, CAB president in his discussion on improving their broad-casting and on closer co-operation with the CBC, else legislation might place private broadcasters in an unfavourable position at present.

"By co-operative effort and in spite of the present handicap of all networks being CBC," he stated "the private stations can provide programs of public service and entertainment which can outshine anything as yet originated in Canada by the networks. . . . Better programming, better public understanding, and freedom to grow and develop with the changing art are vital to the industry."

A study of program trends was recommended, with British Columbia stations picked to run a pilot program session, and if successful the same procedure will be opened to the rest of the industry. Finally, how public opinion trends in programming can be anticipated.

To sell broadcasting as a medium to advertisers not now using radio or using it sparsely, a recommendation is to be made by the WAB that the Canadian Association of Broadcasters hire a sales manager to do the job for the industry.

G. R. A. Rice, CFCN Edmonton, was re-elected president for a fourth term, with F. H. Elphicke, CKWX Vancouver; A. M. Cairns, CPAC Calgary; and Lloyd Moffat, CKBI Prince Albert, as directors.

The WAB set definite dates for their annual meetings, to be held on the first Monday and Tuesday of August each year, unless emergency intervenes.

Following a report by Horace Stovin, Toronto, on the co-operative Radio Bureau which has recently been set up by independent broadcasters at Ottawa, to give recorded feature service on government developments, the WAB decided to back the bureau with full membership. The Radio Bureau is operated on a non-profit basis, at a flat fee for each broadcasting station according to power and coverage, plus charge per recording.

Horace Stovin also reported on the work of the Bureau of Broadcast Measurement, of which he is a member of the board of directors.

Delayed network broadcasts for western Canadian network stations loom possible following a talk given by W. Murdoch, president of the Canadian Federation of Musicians, who traced the history of the union's development. He pointed out that if Canadian stations would put aside 5% of their gross for local musical talent and development of new talent, delayed broadcasts would likely be allowed by the union to western Canadian stations.

Mrs. John G. Edison of the wartime Information Board, Ottawa, discussed women's program features which the WIB provides.

Stations were advised to solve their own rate classifications locally in cases where national advertisers were trying to obtain programs on local or regional rates.

Registration included: Atkinson, D. K., Northern Electric, Montreal; Arun- del, B. and Mrs. C. G., Vancouver; Aylen, E., CJAT, Trail; B. C.; Baldwin, C., the Palliser Hotel, Calgary; Begg, A. M., CFAC, Calgary; Blais, P., CBC, Ottawa, Mon- treal; Boulton, W., CFCN, Calgary; Brant, L., CKMN, Toronto; Brink, J., Crow, B. C.; Backhouse, W., CWK, Winnipeg, Bree, C., CFOP, Grande Prairie, Alta.; Botterill, N. A., CJOC, Lethbridge, Alta.; Buchanan, Carson, CHAB, Moose Jaw; Carter, Gork- don, L., CPAC, Calgary; Chander, George, CJCJ Vancouver, Clark, W., Howard Wilson Co., New York; Clark, Howard, CJHE, Kenora, Ont.; Orit- ten, Hal, CFSK, Regina; Chestnut, M. V., CV, Victoria; Cairns, A. M., CPAC Calgary; Chisholm, Ken, RCA Victor, Montreal, Doolittle, D., Canadian Broadcasting Corp., Vancouver; Daw- son, Henry, Canada Association of Broadcasters, Toronto; Dippy, Wll, Be- dien, M., CFCN, Calgary; Dobson, R., CFCN, Montreal, Ferguson, Jack, CKWX, Vancouver; Edwards, Charles, Press News, Toronto; Elliott, M. J., CFCN, Maricopa, Montreal, Freeman, Pat, CPAC, Calgary; Ferguson, Jack, CFOP, Oranges Prairie, Alta.; Findlay, James, Canadian Broadcasting Corp., Winnipeg; Gosse, Gerry, CKNC, Winni- pege, Garside, Les, CQX, Yorkton, S., Henry, Montreal, CKV, Vancouver; Keyworth, H. W., British United Press, Montreal, Love, Gordon, CFON, Calgary, Lamb, CFBC, CFON, Cal- gary, Lewis, Dick, Canadian Broad- casting Corp., Toronto; MacDonald, Don, CPAC, Calgary; McKenzie, A. B., CPAC, Calgary; Maloney, Ed, CFRC, CFCN, McGuire, E. H., CFON, Calgary; Mc- Guirk, Peter and Mrs. W. C., CKAC, B. C.; Moffat, Lloyd, CKBI, Prince Al- bert, B. C.; Stovin, Horace, James, BROAD- CASTING, Toronto; Morrison, Reit- t, Ins. Recording, San Francisco; Mun- doch, Canadian Federation of Mu- sicians, Toronto, A. S., CKC, Shaihout, Pilling, Jack and Mrs. CRWK, Chilliwack, B. C.; Quinter, W., Canadian Federation of Musicians, Win and Mrs. CH, CKNW, New West- ern Radio and Television Broadcasting Corp., Toronto; Sper, C., CKBL, B. C., El- lard, H., CKBI, Toronto, S., H. Stovin & Co., Toronto; Walker, H. G. Car- roll, CKNS, B. C.; Wett, E. A., Canadian Broadcasting Corp., Toronto, C. B., Chas., CKI, Kamloops, B. C.; Young, Adam, Young & Co., New York.

AMERICAN representatives at the WAB convention (1 to r) are: Pete McGurk, Weed Co., Chicago; Adam Young, New York; Bill Clark, Howard Wilson Co., New York. Two day meeting was at Calgary, Alta.
ANA Responsibility

PAUL B. WEST, president of the Association of National Advertisers, on Aug. 9 said that it is the responsibility of manufacturers to explain in their advertising what the present production situation is and when their products will again be available. Mr. West's statement, which followed a series of conferences between ANA and WPB officials, pointed out that there should be a positive attitude in advertising rather than the negative one too often used.

Tele Luncheon

AMERICAN Television Society on Aug. 15 will hold first panel discussion luncheon for members and guests at Hotel Sheraton, New York, Noon to 2 p.m. "Advertising Agencies and Television" is discussion topic. Agency executives are scheduled to lead discussion. Richard Manville, market research specialist, is chairman.

MENEN SPONSORS MORNING PROGRAM

MENEN Co., Newark, on Aug. 13 starts a new kind of recorded five-minute early morning program on 100 stations in major national markets.

Using the largest radio advertising budget in its 66 years, Menen will promote its shave creams and shave preparations. The recorded programs, to feature nighttime network stars, will be broadcast five days weekly, three times each morning between 7 and 8 a.m., on all 100 stations.

The same broadcast with the same radio-star will be heard three times each morning. Featured artists will change daily, however, according to the agency, Duane Jones Co., New York.

Among the stars already booked for the 52-week series are: Tom Howard, George Shelton, Harry McNaughton, Ralph Dunke and The Jesters. Ford Bond has been assigned as me.

American Rate Card

AMERICAN rate card number 1, dated Aug. 1, 1945, has been issued by the network, succeeding Blue Network rate card number 32, which was dated Jan. 1, 1945. New card shows 18 stations which have increased their rates in the interim; also shows six additional affiliates, five deletions, seven replacements and seven regroupings. Main change is a revision of the discount structure enabling an advertiser to earn maximum discounts without using the full network but by using the basic network plus six regional and supplementary groups of stations.

Radio Parts Co-op

NON-profit organization, Radio Parts and Electronic Equipment Shows, Chicago, has been formed to sponsor and conduct trade shows for the radio parts and equipment industry. H. W. Clough, vice-president of Belden Mfg. Co., will be president of the new organization.

COL. WALKER JOINS PIERSON AND BALL

LT. COL. RALPH L. WALKER, former assistant chief, Broadcast Division, FCC Law Dept. and veteran Commission attorney, last week joined the Washington law firm of Pierson & Ball as a partner, following Army retirement.

Col. Walker was appointed to the old Federal Radio Commission Dec. 1, 1928, and served with the FCC and FRC until Sept. 30, 1942, when he was granted leave for active military duty with rank of major. He was attorney-examiner with both the FRC and its successor until May 11, 1947, when he was named chief of the newly-created Hearing Section of the Law Dept. He later became assistant chief of the Broadcast Section.

When called to service, Col. Walker was made secretary of the Combined Communications Board, Combined Chiefs of Staff and of the Joint Communications Board, U. S. Joint Chiefs of Staff. He was promoted to lieutenant colonel April 3, 1948, served as secretary of the Combined Signal Board at Allied Force Headquarters, North Africa, from July 1943 to March 1944. Returning to Washington, Col. Walker was named executive officer of the Joint Communications Board of the Joint Chiefs of Staff. His military service began in 1927 with the D. C. National Guard.

Texaco Buys Met

STARTING its sixth consecutive season, the Metropolitan Opera will be broadcast again under the sponsorship of the Texas Co., New York, on Dec. 1, Saturdays on American. Eighteen performances direct from the stage of Metropolitan Opera House will be aired during the season. Agency is Buchanan & Co., New York.

Covering Ohio's 3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

Page 62 • August 13, 1945
Associated Broadcasting Corporation

expands to full time COAST-TO-COAST operations September 16

40 million potential customers in the metropolitan areas are available through ABC basic outlets*

All Big Cities at Minimum Cost

Streamlined Major Market Coverage

New York  Buffalo  Minneapolis  Los Angeles
Boston  Cincinnati  St. Paul  Long Beach
Philadelphia  Pittsburgh  St. Louis  Oakland
Washington  Detroit  Denver  San Francisco
Baltimore  Chicago  Salt Lake  Portland
Richmond

* A total of 3,270 ABC commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.

New York
Chanin Building
122 East 42nd Street
Murray Hill 53227

Chicago
Carbon-Carbide Building
230 N. Michigan Avenue
State 5466

Hollywood
Wilshire Center Building
3055 Wilshire Boulevard
Exposition 1339

EXECUTIVE OFFICES: KEELER BUILDING • GRAND RAPIDS • MICHIGAN
NABET to Stay Independent, Council Decides; Move to N.Y.

NABET is going to remain NABET for a while longer, according to a decision unanimously reached last week by the national council of this independent radio engineers union. After a week-long meeting at the Hotel Pennsylvania, New York, Aug. 1-7, during which proposals were received from the IBEW (AFI electricians union), IATSE (AFI stagehands and movie projectionists union) and ACA (CIO union of telephone, telegraph and radio workers), the council adopted this resolution:

"Be it resolved that, after listening to national representatives of unions interested in our affiliation, it is the unanimous opinion of the national council that NABET should remain independent. Be it further resolved that it is the opinion of the national council that the benefits to be derived through affiliation are of insignificant value and are outweighed by the disadvantages. Therefore, the national council recommends independence."

Bad News for Jimmy

Immediate significance of this decision that David C. Petrillo and his musicians will have to continue their fight against NABET if they want to gain control of the platter turners of the nation's radio studios. IBEW, which codes all technicians of CBS and its owned and operated stations among its members, had agreed to turn this function, now performed by technicians except in Chicago, over to AFM. NABET, whose membership includes the technical employees of NBC and American, has resisted the attempts of AFM to secure this further control of broadcast music and has won a National Labor Relations Board order upholding its position and a decision of the Federal Circuit Court of Appeals upholding that order [BROADCASTING, July 30, Aug. 6].

As soon as the court order backing up its decision is issued, and it is expected momentarily, NABET will request NBC and American to begin negotiations for a new contract, including platter turning. Mr. Petrillo's only apparent means of halting such an action is by an appeal to the Supreme Court of the United States, for which the way may have been paved by the disqualification of one of the three circuit court judges, who held that the AFM should have had the opportunity to present new evidence in support of its claim that NABET is company dominated.

Hiller Heads Committee

NABET council named Harry E. Hiller, chairman of the New York chapter who becomes national secretary-treasurer Sept. 1 when the union's headquarters will be moved from Washington to New York, as head of the committee to negotiate with American and NBC. Other members of the committee include R. R. Davis of the New York engineering chapter and Frank Schnepfer of Chicago. NABET President Allen Powley will participate in the negotiations with the committee.

Clarence Allen, former secretary-treasurer, has been appointed to the new post of national representative, in charge of NABET's national organizing activities. He will continue to head the union's Washington operations, including contract work in that city.

Thorus E. Lacroix, chairman of the Hollywood chapter, was elected vice-president to succeed Beverly Fredendall of Chicago, who is retiring from the broadcast field and hence from NABET. Mr. Fredendall was voted an honorary membership in the union and awarded a gold membership card, an unprecedented honor.

Council members attending the seven-day meeting were: Mr. Hiller, Mr. Davis, Mr. Allen, Mr. Lacroix, Mr. Fredendall, Charles H. Thropp, Hudson chapter (WOR New York); Harold V. Brandt, Cleveland; George H. Anderson, Denver; S. A. Blank, representing Mark W. Dunnigan, San Francisco; Donald P. Morey, Mohawk (General Electric); Alex J. Moran, Detroit; Charles F. Snyder, Rochester; Harry Boone, Baltimore; D. Roy Glanton, Omaha; J. Willard Dean, Dizie (Raleigh area).

Radio Makers See Bright Prospects for Industry

THREE spokesmen for radio manufacturers last week came out with opinions on the postwar business future of radio and electric products.

In New York, Leonard C. Truedell, general sales manager for the radio and television division of Bendix Aviation Corp., painted a rosy picture: "New York City retail dealers will sell approximately 1,090,000 radio and radio-phonograph combinations during the first year of unrestricted civilian production."

Nate Hast, merchandise manager for Lear Home Radios, said: "Unbounded enthusiasm for the postwar sales era may prove a boomerang for many of the companies—especially the newer ones—who are building greater sales organizations than their productive capacity can supply."

On the West Coast, Allan E. Royle, sales manager of the sound equipment division of Stromberg-Carlson Co., told his listeners: "The sound equipment industry is slated for an enormous market in the postwar growth of the Pacific Coast."
any number of personnel, additional appropriations will be needed, yet Congress will be in recess until October, unless called back by President Truman. The Commission has informally requested the Army and Navy to release its former technical and legal personnel now in the armed services.

Following release Tuesday of the FCC's new facilities green light, dozens of applications were filed late last week.

STATEMENT OF POLICY

By the Commission:

1. On Jan. 28, 1945, the Commission issued a public notice of the procedure to be followed in handling standard broadcast applications under the Jan. 16, 1945 Supplemental Statement of Policy, concerning applications for permits to construct new radio stations or to make changes in existing radio facilities, and where the Commission is advised that unprocessed applications would be retained in status quo, and that new stations would be granted only in those cases retained in primary service. The Commission further stated:

"When manpower and materials again become available, and when the resumption of normal licensing practices, the Commission will make an appropriate announcement. It will provide a period of not less than 60 days for filing all standard broadcast applications prior to taking any action on the cases retained in primary service during the period that the statement of policy of Jan. 16, 1945, was in effect. Provisions will also be made for extending up to date of all applications retained, if necessary, in the filing files. These procedures, it is believed, will prevent any irregularity from resulting to persons who do not file applications during the period that the present policy remains in force.

2. The War Production Board has indicated that materials will be made available within the next few months for use in broadcasting in all categories (standard, FM, television) and that construction started during the latter part of last year can be completed within the normal period of a construction permit without unreasonable difficulty.

3. The FCC accordingly gives notice that the 60-day period provided for in the Commission's public notice of Jan. 16, 1945, public notice of Aug. 7, 1944, and the filing of new applications (standard, FM, television) will run on Aug. 7, 1945. Applicants will be required to file them along with necessary equipment on hand. The Commission will not consider applications hereafter filed, and those filed up to and including those herein specified. With respect to their filing and to their application, they will not be acted upon until applicable regulations are adopted.

4. In the meantime, the Commission will continue to act on applications which have not heretofore been adjourned by the "freeze" policy, e.g., new stations in communities with primary service, noncommercial educational, experimental, educational, and developmental stations, and in changes in equipment required by the Commission in its discretion.

5. The following procedure will be observed in processing applications:

a. PENDING APPLICATIONS UPON WHICH NO COMMISSION ACTION HAS YET BEEN TAKEN—Applications will not be acted on for a period of at least 60 days from the date they are filed and shall become part of said applications and be acted on in the normal period of 60 days in accordance with section 1211 of the Rules of Practice and Procedure. When, in the Commission's discretion, and shall become part of said applications and be acted on in the normal period of 60 days in accordance with section 1211 of the Rules of Practice and Procedure. When, in the Commission's discretion, and shall become part of said applications and be acted on in the normal period of 60 days in accordance with section 1211 of the Rules of Practice and Procedure.

b. APPLICATIONS WHICH HAVE BEEN HEARD AND THE RECORDS CLOSED—Applicants whose cases have been heard and upon which the record has been closed are requested to advise the Commission within the next 60 days of any changes which may have occurred reflecting upon matters of evidence and statements of fact and shall be served on other parties to the proceedings. The record is required appropriate petitions, and the Commission is to be continued for the introduction of this additional evidence.

Just after the check was handed over for purchase of Crosley Corp., including WLW, these leaders in the transaction are shown: (1 to r) James D. Shouse, v-p in charge of broadcasting; Irving B. Babcock, new president of Crosley; Powel Crosley, Jr., and Robert E. Dunville, v-p and gen. mgr. of WLW.

Babcock's Election as Crosley President Is Announced From Cincinnati Offices

ELECTION of Irving B. Babcock, president of Aviation Corp., as president of the Crosley Corp., in pursuance of the FCC's action Aug. 2 approving the transfer, was announced last week in Cincinnati, Crosley headquarters.

Formal transfer of the Crosley Corp., including WLW Cincinnati and related radio properties, was effectuated last Tuesday in the transaction involving a payment of more than $12,000,000 to Powel Crosley, Jr. and his immediate commitments total over $21,000,000 for 100% of the corporation's stock.

Mr. Babcock, in addition to his position as chairman, is chairman of the board of the Consolidated Vultee and American Central 'M' Manufacturing Corp., Avco subsidiaries. Victor Emanuel, chairman of Avco, was elected a director of Crosley. It is expected he will become chairman of the board.

Shouse, Cosgrove Stay

James D. Shouse, vice-president in charge of the Crosley Broadcasting Division, and Raymond C. Cosgrove, vice-president and general manager of the Manufacturing Division and Avco subsidiaries, was Victor Emanuel, chairman of Avco, was elected a director of Crosley. It is expected he will become chairman of the board. Mr. Babcock, as chairman of charge of research and engineering in the Manufacturing Division, along with Frank A. Schoeters, vice-president in charge of manufacturing production, Lewis M. Crosley also remains a vice-president, Walter A. Mogen- sen, of Detroit, Avco vice-president and treasurer, becomes treasurer, and Edwin J. Ellig, of Cincinnati, retains his position as assistant secre- tary-treasurer.

With the acquisition of Crosley, vice-president in charge of research and engineering in the Manufacturing Division, along with Frank A. Schoeters, vice-president in charge of manufacturing production, Lewis M. Crosley also remains a vice-president, Walter A. Mogen- sen, of Detroit, Avco vice-president and treasurer, becomes treasurer, and Edwin J. Ellig, of Cincinnati, retains his position as assistant secre- tary-treasurer.

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Net Sales Up

CROSLEY Corp. (including WLW) net sales, first half of 1945, were $55,900,287, compared with $49,088,806 in corresponding period last year, according to financial state- ment for Jan. 1-June 30. Net profit, however, was $1,518, 918 as compared to $2,655, 968 for same period for half of 1944. Company's cost of goods sold $4,805,154 for Federal income and excess profits taxes and reserved $612,000 for contingencies as result of renegotiation of war contracts. Total current assets of Crosley as of June 30 were $31,283,801; in same pe- riod 1944, $27,408,115. Cros- ley paid stockholders dividends in 1944.

Avco enters the field of household appliances, electronics and broadcast- ing. In handing the checks to Mr. Crosley, Babcock observed that of 545,000 shares involved, up- wards of 400,000 had been submitted for sale at the agreed price of 30 a share.

Buys Building

WMFR High Point, N. C., an affili- ate of American, has purchased the High Point Bank Building on top of which is the station's an- tenna. Station will acquire studios in the new building in the near future.
Delegation Headed
By Reinsch, Miller

FIRST TOUR of broadcast executives to a war theater got under way last week with the departure of a delegation of 15 by plane for London. In the group were 10 broadcasters, four representatives of trade and amusement papers and Col. E. M. Kirby, escorting officer.

The group left by plane (C-54) from La Guardia Field last Friday. The previous day had been spent in Washington for briefing by Maj. Gen. Alexander D. Surles, director of Army public relations, with additional advice of a semi-official or unofficial character supplied by Paul A. Porter, FCC chairman, who recently returned from an ETO inspection, and Capt. Harry C. Butcher, USNR, who served three years as Naval aide to Gen. Dwight D. Eisenhower. They were the guests at a farewell dinner to the group in Washington Friday night.

Pacific Trip Likely

In the group are Justin Miller, president-designate of NAB; J. Leonard Reinsch, managing director of the Cox stations and radio adviser to President Truman; Mark Woods, president, American Broadcasting Co.; Robert D. Sweezy, vice-president, Mutual Broadcasting System; Joseph Ream, vice-president, CBS; William S. Hedges, vice-president, NBC; Col. Harry C. Wilder, WSYR, Syracuse; Clair McCollough, Mason-Dixon Radio Group; Martin B. Campbell, WPAA Dallas; NAB President-designate Justin Miller; J. Harold Ryan, interim NAB president and vice-president & treasurer of Fort Industry Co.; Clair R. McCollough, Mason-Dixon Radio Group; Joseph Caida, Billboard; Col. E. M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept.; Mark Woods, president, American Broadcasting Co.


Radio as Peace Medium

Must Reach All—Kobak

BEFORE radio can carry out its task of promoting world peace it must have certain characteristics, according to Edgar Kobak, president of Mutual. "If radio is to be effective it must reach all peoples everywhere, so that messages of tolerance and understanding and peace may be heard even in the farthest corners of the world," he stated in a special broadcast on Aug. 4, which was beamed to five transmitters of OWI's Voice of America.

Virgil Pinkley, vice-president and general European manager of UP, who shared the broadcast, agreed with Mr. Kobak that free exchange of news, unlettered by censorship or national prejudices is one of the best guarantees for a lasting peace. Statements will be re-broadcast over OWI's 16 West Coast transmitters to the Pacific and Asia.

Day after day, for show after show, WJW's Programming Department hangs out the SRO sign. A skillful blend of audience-pleasing, sales-building local shows and the best from the ABC network programs helps WJW to deliver more daytime listeners per dollar in Cleveland (23 to 37% more) than any other station.
Approval on Height of Towers Withheld Temporarily

STAMPEDE to start television service in the Nation's capital got under way last week when NBC and Bamberger Broadcasting Co. (WOR) obtained approval of the Board of Zoning Adjustment of the District of Columbia to acquire sites in residential areas for erection of towers and transmitter buildings. Regulations permitting visual antennas in such areas had previously been adopted in Washington (Broadcasting, June 4).

Final approval of the height of towers to be allowed was withheld pending receipt of data required by the Board to reconcile differences in elevations at two locations. NBC plans to erect a 380 ft. antenna on a 200 ft. elevation at the Wardman Park Hotel site, while Bamberger seeks to install a 300 ft. tower on a 400 ft. site at a point three miles farther from downtown Washington.

Hearings Held

Board action on the sites was preceded by hearings on the applications which demonstrated that "everybody wants television but wants it somewhere else". The Bamberger interests, which had been refused permission to use a previously approved site in a restricted neighborhood, encountered opposition a second time to a residential site bordering on a commercial zone.

The zoning hearings raise the question as to whether a television station adversely affects surrounding residential values. Testimony of expert real estate appraisers contended the design of the transmitter house and the landscaping to be employed would improve the surrounding property values. In view of its proximity to commercial zones, they testified, the occupancy of the site by a station would safeguard the homes against commercial intrusion in zoning.

Use of the Wardman Park location for television by NBC aroused little opposition from homeowners as the hotel site occupies a high knoll on a large area not too visible from nearby homes. One objection was registered by the nearby Shoreham Hotel which claimed the tower would interfere with the view from its grounds.

Approval of the Wardman site means that NBC will probably be the first to begin regular television service in Washington, with a possible of starting operations before the end of the year. Carleton Smith, general manager of WOR, told the Board NBC has a tower and transmitter on hand and can start installation as soon as FCC permission is granted. The network plans to set up studios in the hotel's Garden Room. NBC held an FCC license for experimental TV in Washington before the war.

'ALDRICH FAMILY' COAST FAVORITE

ALDRICH FAMILY, with a rating of 14.6, was top program with Pacific Coast listeners during July, according to Pacific network Hooper report which placed Vox top second, 13.2 and Warner Winchell third, 13.2.

Remainder of first 15 and ratings were: The Whistler, 12.2; Adventures of Bill Lange, 11.8; Hooper Listen Index, 11.8; Victor Borge, 11.4; Take It or Leave It, 11.2; Crime Doctor, 11.3; Blondie, 11.1; Adventures of the Thin Man, 11.0; Can You Top This, 10.9; Man Called X, 10.9; Screen Guild Players, 10.9.

Average evening audience rating on West Coast was 6.4, drop of 0.8 from last report and 0.7 less than a year ago. Average evening sets-in-use were 25.0, down 3.3 from last report, down 3.7 from year ago. Average evening available audience was 72.1, decrease of 1.9 since last report, drop of 1.0 from year ago.

Average daytime audience rating was 2.7, down from last report, down 0.4 from year ago. Average daytime sets-in-use were 12.5, loss of 1.2 from last report, loss of 1.4 from year ago. Average daytime audience was 65.1, down 0.9 from last report, down 0.8 from year ago.

Majestic Earnings

MAJESTIC Radio & Television Corp., Chicago, has announced in its annual report for fiscal year ended May 31, 1945, that their consolidated net earnings after all charges and provisions for renegotiation and taxes, totalled $238,463.09. This compares with previous year net profits, after renegotiation, of $171,609.88. E. A. Tracey, Majestic's president, stated that the relatively few FM stations now in operation have proved the public's approval of the clear-static reception achieved by this new development and that many Majestic models will be equipped for FM as well as AM. Additionally he reported the company would market a line of receiving sets, offering television as soon as market develops.

CBS Shows $1.30 Share Earnings for Six Months

CBS EARNED $2,294,170 during the first half of 1945, equivalent to $1.30 a share, compared to earnings of $2,386,865, or $1.34 a share for the same period of 1944. Gross income for the half was $49,902,566 this year, $42,627,666 last.

Figures were released Aug. 8 by Frank K. White, vice-president and treasurer, following a meeting of the CBS board, at which a cash dividend of 40 cents a share on class A and class B stock was declared. Dividend is payable Sept. 7 to stockholders of record at close of business Aug. 24.

Federal FM Line

FEDERAL Telephone & Radio Corp., Newark, manufacturing associate of International Telephone & Telegraph Corp., has announced a comprehensive line of FM broadcast transmitters and antennas, with outputs from 250 to 50,000 w as incorporating the latest techniques, circuit and tubes. Basic unit of the transmitters is said to be the exciter which generates the initial radio frequency power. In itself a complete 250 w transmitter, this unit includes the FM system, center frequency stabilization and radio frequency multiplier and output stages. The 250 w output is stepped up to 1, 3, or 50 kw by a power amplifier unit or series. The antenna arrays, consisting of one to 12 or more loops, each embodying two or more half-wave elements, are factory tuned at easy named.

Mr. Jenkins

RAY C. JENKINS, for 10 years director of operations of KSTP St. Paul, last week announced establishment of a business consulting practice in Minneapolis coincident with his resignation from the station. His successor has not yet been named.

Mr. Jenkins will specialize in advertising, sales, radio merchandising and business promotion with headquarters at 825 Northwestern Bank Bldg. He was general sales manager of the Northwestern Network of 12 stations and regional sales chairman of the NAB.

Mr. Jenkins spent eight years with newspaper groups in Detroit and Indianapolis and operated his own agency in Indianapolis before joining KSTP. He had served for five years as commercial manager of KSD St. Louis.

“TOPS!” In The Morning

KNOXVILLE, TENNESSEE

WBIR "B" "C" others

Morning Index

WBIR 42.6

"B" 39.8

"C" 17.6

"others" 0.0

12:00 A.M.

to 12:00 N.

Sun in Radio

INTENTION of the New York Sun to enter the broadcasting field was disclosed when New York Sun Broadcasting Co. Inc. received a corporate charter from the New York Secretary of State to conduct a broadcasting business. Thomas W. Dewart, president of the Sun, William T. Dewart Jr., publisher, and Edwin S. Friendly, vice-president and general manager, are directors. Authorized capital stock is $750,000, with 5,000 shares of $100 par value preferred and 250,000 shares of $1 par value common stock. No application has as yet been filed with the FCC and Sun officials last week declined to discuss their broadcasting plans.

JENKINS BECOMES RADIO CONSULTANT

Represented nationally by the John E. Pearson Co.

August 13, 1945 • Page 67
FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The NAB formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest. Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

PUBLIC QUESTIONS

STATION LICENSEES should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts—Broadcasts designed for the presentation of political, economic, social or philosophical questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

NEWS

NEWS should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangement made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either the opinions or desires of the station management; the editor or others engaged in its preparation or the person actually delivering it over the Air or in the case of sponsored news broadcast the advertisement.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

CHILDREN’S PROGRAMS

PROGRAMS designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and appetites and, in turn, require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child’s imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior.

Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development.

To establish acceptable and improving standards for children’s programs, the NAB will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children’s programs.

EDUCATION

WHILE ALL radio programs possess some educative values, broadcasters should endeavor to render specific educational efforts. In cooperation with educators and other responsible groups broadcasters should search for improving applications of education as a medium of education.

RELIGION

BROADCASTING, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another’s race or religion. Rather it should be the purpose of the religious broadcast to promote the spirit of harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

COMMERCIAL PROGRAMS

LENGTH OF COMMERCIAL PORTION—ACCEPTANCE of programs and announcements of commercial products and services by individuals and stations engaged in commerce, whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and standards of good taste.

Broadcasting—Commercial copy is recommended by the NAB at all times, with special consideration being given to the effect on the listener of the manner of presentation.

NAB members should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

- 1:30 programs
- 1:00 programs
- 30-60 programs
- 6:00 programs
- 6:30 programs
- 8:30 programs
- 10:30 programs
- 12:00 programs
- 12:30 programs
- 15:00 programs

EXCEPTIONS

The above limitations do not apply to participation programs, announcement programs, “musical clocks”, shoppers’ guides and other local programs falling within these general classifications.

STANDARDS OF GOOD TASTE

The term “decent” is deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.

2. Misleading statements of price or value or misleading comparisons of price or value.

3. Controversy which describes repel- lently any functions or symptomatic deficiencies or relief granting such disturbances through use of any product.

4. Cures and products claiming to cure the condition.

5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.

6. Any remedy or other product the sale of which or the method of sale of which constitute a violation of law.

7. Any spirituous or “hard” liquor.

8. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm reading, or astrology, or any derivation therefrom.

9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.

10. Tires.

11. Offers of “home work” except by firms known to be responsible.

12. Any “dopester”, tip-sheet or race track publications.

13. All forms of speculative finance.

Broadcasting—Commercial copy should be acceptable. If advertising is not acceptable, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.

ROLL YOUR OWN

with Western Electric

Transformers, plugs, jacks, cords, switches, knobs, relays, headphones, and scores of other component parts designed by Bell Labs and made by Western—for the broadcasting engineer who prefers to assemble his own audio and control equipment. Some of these parts are old friends that have served broadcasters for years—also they will be new developments born from our wartime experience. But old or new, you can count on them to embody the reliability that has always distinguished Western Electric component parts.

NAB STANDARDS OF PRACTICE

A steadily growing catalogue of music for broadcasting—a vast source of nearly a million song titles—is but one of the reasons for the steadily growing list of commercial broadcasters licensed by BMI.

To date, 992 commercial broadcasting stations in the United States and Canada are served by BMI.

To give better service to the nation’s radio stations, BMI consistently adds to this reservoir of music in good taste and in great variety—from the current pop hits for the “bobby-soxer” to the more serious compositions for the symphonic enthusiast.

KNOW YOUR BMI MUSIC AND KNOW HOW BMI CAN SERVE YOU

Named by Westinghouse

ADVERTISING programs of Westinghouse Electric Corp. have been consolidated under the direction of J. M. McKibbon, assistant to vice-president, it was announced last week by George H. Bucher, president. Consolidation covers radio as well as general advertising, motion pictures, and sign-boards.

McKibbon has been in charge of product and industry advertising since 1944.

Reach the Women of the Ohio Valley With...

Ole’ Bobby

WCKY • The L.B. Wilson Station

REACH THE WOMEN OF THE OHIO VALLEY WITH ...

WCKY • The L.B. Wilson Station

Bay War Bonds—and keep them!
Dumm to Purchase KXA for $200,000

Deal, Subject to FCC Okay, Was Made August 2

WESLEY I. DUMM, prominent West Coast broadcaster and head of Associated Broadcasters, San Francisco, and associates acquire KXA Seattle for $200,000, subject to FCC approval, from American Radio Telephone Co., Seattle, in a deal consummated Aug. 2, it was closed last week.

Transaction involves transfer of 54% of the common stock from Ronald F. Meggee, president, and 46% from Vincent I. Kraft, Seattle advertising man. Stock was acquired at $200 per share. Mr. Meggee is head of Harper-Meggee Inc., wholesale electric appliance and radio firm.

Associated with Mr. Dumm in the purchase are his brother, Franklin Dumm, Robert Gaylord and Philip G. Lasky, part-owner and manager of KROW Oakland, Calif. Franklin Dumm and Mr. Gaylord were associated with Wesley Dumm when he headed KROW but were forced to relinquish their stock in the Oakland station because of the FCC duopoly regulations.

Mr. Dumm heads KSFO San Francisco and recently acquired financial interest in and is president of KPAS Pasadena, another sale forced under the duopoly rules.

KXA operates on 770 kc with 1 kw power, shares time with WJZ New York, and is an applicant for 10 kw power on the same frequency. Early this year the FCC denied application of KXA to operate after local sunset even with permission of WJZ on grounds that such operations would violate Sec. 325(b) of the Commission's Rules & Regulations [BROADCASTING, Feb. 19].

Upon approval of the sale by the FCC, KXA will become part of the newly-organized Universal Broadcasting Co., thus linking the Seattle station with KSFO and KPAS as a regional Pacific network. Formal application for the transfer is expected to be filed with the FCC shortly.

Hillman Prediction

FIRST RADIO reporter to broadcast after returning from the Potsdam conference was William Hillman, Mutual correspondent who, at 7:15 p.m. Aug. 9, said that there was little doubt of Russia's entry into the war against Japan. He said the next Big Three meeting would take place after the Russian declaration of war and most probably would be a meeting of the Big Four—including China, along with the U. S., Britain and Russia. Russia declared war on Japan five days later.

PRUDENTIAL STARTS JACK BERCH SHOW

PRUDENTIAL Insurance Co. of America, Newark, on Aug. 27 starts sponsorship of the Jack Berch Show which goes on 170 American network stations Aug. 29, 4-4:15 p.m. This means that Berch, who has been struggling for Victor Lindlahr on eight stations, will not go on Mutual for Serutan and Nutrex starting Sept. 10, as previously reported [BROADCASTING, June 25].

Grant Adv., New York, agency for Serutan and Nutrex, now holds the Mutual time across the board, 11:45-12 noon, which would have been Berch's spot. Grant is now auditioning other talent for the time. Lindlahr, now on vacation, is scheduled to go on the full Mutual network Sept. 10, 12:30-12:45 p.m. daily. Alexander's Mediation Board, another Serutan-Nutrex program now on 12 Mutual stations, Sunday, 8-8:45 p.m., is expected to add 15 to 21 more MBS outlets by Sept. 10.

Prudential, besides starting the Berch program, probably will cut its Sunday afternoon Family Hour on CBS from 45 to 30 minutes. Agency for Prudential is Benton & Bowles, New York.

Biggar Names Two

APPOINTMENT of Samuel R. White as director of sales promotion and Norman Perry Jr. as public relations and special events director of WIBC Indianapolis, was announced Wednesday by George C. Biggar, general manager. Mr. White has been sales promotion head of WLW Cincinnati and has an extensive background in retail, newspaper and radio promotion in Philadelphia and Washington. Mr. Perry, former vice-president of the Indianapolis Baseball Club, recently was discharged from the Navy as a lieutenant. He formerly was sports and special events announcer of WLW and WIRE.

Consumer Report

A REPORT on consumer meetings for the war years just released by the Committee on Consumer Relations in Advertising gives a picture of the so-called consumer approach or consumer movement in terms of what consumers talk about at their group meeting. It reveals an obvious demand for more information in advertising and selling and adequate protection in the market place. It clarifies consumers problems in public relations. This study analyzes some 1,591 meetings with respect to location, speaker affiliation and subject and purpose of meeting. Consumer meetings were concerned with such subjects as buying information, price protection cooperatives, grading and labeling, etc.

RCA VICTOR Division of RCA has leased the sixth floor of the Lotus Club, New York, for use as additional recording studio.

“Uncle Ezra”

genial old Philosopher of the Air will sell that 5-Minute Spot on your Station.

Hear him. Let your Prospect hear him.

WRITE—WIRE or TELEPHONE for Audition Transcription.

Now—312 Transcribed 5-Minute Programs; Enough for 6 times per week for 52 weeks or 3 times per week for 2 years.

In this series of Transcribed five-minute Broadcasts each of them has been planned to permit one-minute- and thirty-seconds for Live Commercials. From $2.00 to $6.00 per program, net. Cancellation privilege without short term penalty.

EXCLUSIVE TO ONE STATION IN EACH CITY!

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

Board of Trade Building, TELEPHONE WABASH 6243, CHICAGO 4, ILLINOIS

WESTINGHOUSE RADIO STATIONS Inc.
NAB Expands
(Continued from page 20)

Director, entered the Navy three years ago, the NAB has been without a fulltime labor chief. John Morgan Davis, general counsel, has been serving as labor relations consultant.

Election of Mr. Willard as executive vice-president, at $25,000 per year, resulted from unanimous recommendation of the Presidential Selection Committee (see Willard story on page 20). Whether the by-laws will be amended to redefine the duties of the secretary-treasurer is something for future consideration. Some of the duties set forth by the Board for the new executive vice-president are similar to those assigned to the secretary-treasurer under the by-laws.

With broadcasting about to expand many-fold because of FM, the Board adopted a resolution inviting the officers and members of the FMBI to join the NAB Board in working out a plan under which the FMBI may be absorbed by the NAB, as suggested editorially by Broadcasting July 30. The FMBI Board meets Tuesday (Aug. 14) in Chicago to consider the NAB invitation, among other things.

Continued support for a minimum of one year, if needed, of the War Advertising Council was also approved.

Mr. Arney reported that since May the NAB has added five new active members, bringing the total membership to 669 active and 39 associate members. New ones are: WKBV Richmond, Ind.; WVM Arezzo, Ill.; KXOA Savannah, Cal.; WGFM Schenectady, General Electric Co.'s FM outlet; WRGB Schenectady, GE television outlet.

Following authorization by a recently enacted by-law, the Board formally made associate memberships available to attorneys practicing before the FCC and consulting engineers, with annual dues of $75. Dues for applications for new stations were fixed at $50 and for construction permit holders at $60 annually.

A modified plan for an Academy of Radio Arts & Sciences, entailing a $50,000 expenditure and proposed by the Public Relations Executive Committee, was rejected.

Abolish Old Code

The Board actually abolished the NAB Code per se and established a Standards of Practice, following recommendations of the Code Committee. Whole sections of the Code were wiped out in some instances and amendments adopted in others.

That portion of the Code governing solicitation of memberships was abolished. For years it has been the bane of organized labor. Its enforcement led to charges before the FCC against WHKC Columbus, O., by the UAW-CIO. Proceedings later were dismissed on joint motion of WHKC and the CIO, but the FCC, in announcing the dismissal, severely took the NAB to task because of that proviso in the Code.

As another troublesome aspect of the Code, the section prohibiting members from selling time for the discussion of controversial public issue, also was abolished. In its place the Board adopted this brief Standard under the title "Public Questions":

Public Questions

"Station licensees should provide time for the presentation of public questions. Such time should be allowed with due regard to the value and interest of the subject to the public."

Determination of what shall be broadcast "rests entirely with the station licensee and this responsibility may not be delegated," ac-
Atom
(continued from page 18)

The atom bomb development. On the following morning, the network's world news round-up brought a broadcast from Richland, Wash., giving reactions of workers to announcement of the new weapon. In the afternoon, the network's special broadcast from Richland was rebroadcast through the Mutual network's world-wide feed stations nearest the Hanford Engineering Project, radio played its part in recruiting workers and maintaining secrecy. Immediately upon the first reports, James A. Murphy, manager of KIT Yakima, dispatched John Roberts, news editor, Ben Murphy, chief engineer, and Clarence Lemming, announcer, to Richland with orders to "get every-thing they could.

The station men worked fast to tell the Richland story and on that same Monday evening the first remote from the town was broadcast to KIT and the Mutual-Don Lee stations of the northwest. An interview with Col. F. T. Matthias, commanding officer of the project, was arranged, followed the next day by on-the-spot reports by Mr. Lemming. Meanwhile, Mr. Roberts sent telegraphic reports to KIT for broadcast at regular intervals.

Elsewhere, stations searched their records for sidelights on the atom story. WCAU Philadelphia found that on July 13, 1940 Maj. Thomas Coulson, director of Museum Research at Franklin Institute, and Dr. Roy Marshall, head of the Institute, in a broadcast over the station, had seen the possibilities of atomic energy as a de-stuctive agent for warfare.

With the news of the atomic bomb, WCAU on Tuesday again brought Maj. Coulson and Dr. Marshall to the microphone to read the same script they had used five years before.

And WDBZ Boston recalled that the unleashed energy of the split uranium atom performed its first job for society and became a working atom on June 7, 1940 when the explosive force of a single U-235 atom was unleashed by Dr. E. U. Condon of Westinghouse Research Laboratories to switch on its then new 50 kw transmitter.

Coincident with the use of atom bombs, the War Dept. authorized publication of an article written six weeks ago by Brig. Gen. David Sarnoff, RCA president, which had been suppressed because of a section entitled "Unlocking Atomic Energy". Referring to U-235, Gen. Sarnoff said: "It is no more fantastic now to believe that science will release and control atomic energy than it was in 1900 to believe that radio waves would be useful for world communications."
Chronology
(Continued from page 15)
respondents—George Hicks of Blue and Bill Downs of CBS—as well as H. E. Boughen of Blue, who headed Club Medal awards.
June 15—New 200,000-w international shortwave transmitter operated by CBS for OWI at Delano, Calif., beaming messages to Japan, goes into operation.
June 18—Radio goes all-out in mass reception for returning Gen. Dwight D. Eisenhower and Supreme Commander, accompanied by Capt. Henry C. Butcher, USNR, former CBS Washington vice-president, and his naval aide throughout the war in Europe. July 8—Nine weeks' coverage of UNCIO was among biggest public service jobs in history of radio, demonstrating industry's capacity to handle momentous world affairs. July 3—President Truman, in letter to Broadcasting's editor and publisher, says that American radio has written own Magna Charta since Pearl Harbor, that American radio is in good hands and solicits continued aid of medium in fight against Japanese.
Aug. 3—NAB's retiring president, J. Harold Ryan, in annual report lauds news job done by broadcasters in war, sees need for improving news organizations to hold audience.
Aug. 6—Wartime research by Westinghouse Electric Corp. and Glenn L. Martin Co. leads to announcement of new science for relaying television and FM broadcasts from flying transmitters. Aug. 10—Radio Tokyo announces that Japan will surrender according to terms set at Potsdam if her Emperor's person and position remain inviolate.
Surrender
(Continued from page 15)
Edward Gilmore, AP correspondent in Moscow.
BBC sent wire to some 50 stations across the country for telegraphed statements of reactions which the British network planned to broadcast to England.
Special transcontinental circuits between NBC New York newsroom and San Francisco, giving New York control of all programs from the West Coast or through there from the Pacific, were first used to carry to New York text of the Jap surrender announcement, as monitored by WWNC in San Francisco. Setup which includes Class A and Class E circuits, is similar to one NBC installed early in the war between New York and Washington.
Last week Frank McCall, NBC news chief, ordered the coast-to-coast circuits installed in preparation for V-J Day. Work was completed only Thursday night under supervision of Ferdinand Wankel of the network's engineering department. A few hours after the last wire was connected the setup made its debut with the surrender flash. Although not scheduled to be on the air on Fridays, WCBW, CBS video station in New York, planned to do a special program on the Japanese war from Pearl Harbor to the present at 8-9 p.m. Friday and to stay on indefinitely if V-J Day were proclaimed. Station had done a similar unscheduled telecast on Aug. 8 following the Russian declaration of war against Japan.
New York stations covered the Japanese surrender offer by increasing their news coverage, interrupting programs with bulletins, and carrying special commentaries.
Following official announcement of V-J Day, WOR planned to broadcast man-in-the-streets programs from New York's Chinatown, Harlem and Fifth Ave. WHOM planned remote from New York's Officers Club, Journal Square City, and the East Side. A special victory script paying tribute to mothers, wives and sweethearts of servicemen was to be broadcast in Polish, Italian, Jewish and German by WHOM. Another program was to carry statements from six mayors of New Jersey communities paying tribute to their fighting men. Station also has offered New York fire and police depart-ments its facilities for any messages of caution.
WLIR planned to use special documentary recordings made in advance by men in the Pacific Theater, giving a review of the war. WOR cancelled its regular morning program schedule after the first bulletin on Japanese surrender offer was read by John Gambling during Gambling's Musical Clock, to bring its listeners latest news reports until 11:30 a.m. when the
Chinese Angle

WOL WASHINGTON, Mutual outlet, had a different and exclusive angle on the Russian entry into the war. The station's special events department took a recordgraph film recorder to the home of the Chinese ambassador in Washington, recorded an interview in which he discussed the Chinese reaction to the declaration of war, and then fed the interview to the full MBS network at 10:30 p.m. Aug. 8.

A number of regularly-scheduled programs, such as Time View the News on American, were hastily rewritten to play up the Russian-Japanese angle.

The atom bomb took second place in a quick shift of pace, only to come back with a bang when news of a second atom-bombing of Japan came in shortly after 12:30 Aug. 9. CBS television station in New York, meanwhile, although the station was not scheduled for telecasting Wednesday night, had put on a special full-hour program. From 8 to 9 p.m. WCBW telecast films about Russia, presented Maj. George Fielding Elliot with his analysis of the military aspects of the Russian move and also in an interview with Capt. Sergei Korniloff, Russian author.

It was the first time since Pearl Harbor that WCBW has telecast on an unscheduled night.

‘Triumph’ Distributed

APPROXIMATELY 300 copies of Norman Corwin's dramatic narrative, "On a Note of Triumph," first broadcast May 8 on CBS and repeated at least 13, have been purchased by Delcevare King, board chairman of Granite Trust Co., Quincy, Mass., for personal distribution to service men in his hometown, to civic officials and to all members of the U. S. Senate. Mr. King distributed the copies published in book form by Simon & Schuster, because he said he felt the work expresses the problems of the day in striking, forceful fashion.

Happy Day!

FRIDAY, Aug. 10 will go down as a happy day for four network newsmen. Royal Arch Gunnison and Bert Covi in New York, got extra enjoyment out of covering the Jap offer to quit. So did Bell in the Philippines. All three had been prisoners of the Japs at Santo Tomas. A. A. Schecter, Mutual news chief, former radio officer on Gen. MacArthur’s staff, also was happy—the surrender offer coming on his birthday.

Pacific

(Continued from page 16)

its proper use. The wire recorder, among other things, brought back some of the war's biggest stories. It was taken wherever a man could go and used under the most trying circumstances.

Radio's part in winning the Pacific war was cited by two commanders in that area, Admirals Nimitz and King, in a transcription played before the NAB Executives War Conference in Chicago in 1944. On psychological warfare Adm. Nimitz promised, "The program to bring Japan to unconditional surrender will be heard with ever-increasing volume in Japan itself."

Casualties during the entire war were high. Radio men, both commercial and armed service, were exposed to every risk of battle injury and diseases faced by the combat soldiers and frequently more in their zeal to do the job. With considerably less training, they accompanied the troops everywhere, even on parachute jumps behind the lines.

Among the network correspondents, Mutual casualties were Frank J. Cuhel, killed in Lisbon aircraft in 1942; Raymond Clapper, killed in Pacific plane crash, 1944; Larry Meier, injured at Dieppe; John Thompson, injured on D-Day; Ed Franke, engineer, injured on D-Day on PT boat.

American casualties were Tom Frandin, injured in Europe in 1944; Clete Roberts, injured on Leyte, 1944. CBS men on the casualty list include Leigh White, injured during war's critical attack enroute from Belgrade to Athens, 1941; Charles Shaw, slightly injured in jeep accident in France, 1944.

NBC casualties were: Tom Trevor, injured in France, Aug. 11, 1944; Wright Bryan, wounded in leg during capture of Paris, 1944; Merrill Mueller, hit by shrapnel in Africa, 1942; John Maslon, injured on D-Day; Robert St. John, injured during capture of Greece.

Radios Soon in Canada

NEW CANADIAN radio receivers are expected now to be on the market sometime in November, but will resemble 1942 models. From manufacturers it is learned that most will be mantle models with wood or plastic cases, and will be equipped for FM reception, although there are no commercial FM stations yet operating in Canada. Sets along lines of postwar sets advertised in recent years are not expected to be available for at least another two years.

Distributors Set

BENDIX Aviation Corp., radio division, Baltimore, has completed organization of independent distributors who will handle marketing of firm's new AM and FM sets in 62 major markets.
**Actions of the FCC**

AUGUST 3 TO AUGUST 10 INCLUSIVE

**Decisions . . .**

**ACTIONS ON MOTIONS**


**THE KEY STATION OF THE MARITIMES**

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

**GATEWAY TO THE RICH TENNESSEE VALLEY**

**KBNT**

**THE COWLES STATION**

for Des Moines

**RICHMOND COVERAGE AT PETERSBURG RATES**

WSSV

Petersburg, Virginia

**Canadian Stations Standardize Copy**

A TRAINING course for copy and program personnel is being started by the ten All-Canada Radio Facilities owned or operated stations in Canada, as a result of their semi-annual meeting at Calgary, August 2, 3 and 4. With the intention of improving programming and copy of all types used on the stations, now that many former members are returning from the armed services, research in both these fields has been carried out for the year by Al McKenzie of the Calgary All-Canada office.

Currently all copy from all stations flows into Calgary, where the best is picked out and put into a loose-leaf handbook under subject headings and distributed at frequent intervals to all stations of the group and others represented by the organization who want the benefit of this research. Later it is planned to develop similar handbooks for technical servicing. Selling, programming and other joint operations by the group were also discussed at this session. Harold A. Carman, Calgary, president of the company, was chairman of the meeting.


**'Magic' Transcription**

**NEW TRANSCRIPTED series, Blackstone's 78 quarter-hours, will be released for local sponsorship by Charles Michelson radio transcriptions. Series features the magic of the internationally known magician Harry Blackstone.**
Stratovision
(Continued from page 17)
he said: "This means that, for best results, the antenna for each ground receiver must be movable, and each receiver equipped with a mechanism of $5 for bringing its antenna to bear exactly on the transmitter of each new station from which a program is desired. "Stratovision eliminates this need since one fixed antenna installation at the receiver can be beam so as to cover the entire small-circle course of one plane flying at 30,000 feet, keeping it constantly in 'view.' Such an installation will insure access to all times to all programs of every station operating a transmitter in the plane."

Huge Inverted Cone
Mr. Evans portrayed the system as a huge inverted ice cream cone, with the apex the "small circle" course described by the slow-flying Martin planes, the base being a circle circumscribing a signal range the size of New York, Pennsylvania and New Jersey combined.

"Reception of Stratovision broadcasts will be practically free from interference and distortion, caused normally by reflected ground waves and the numerous amplifications or relaying stages required by any previously proposed system to carry television and FM broadcasts over a comparable area."

To provide a usable signal by Stratovision, he maintained, would require only one fifth as much power as is needed by a 50 kw transmitter on the ground covering an area only 100 miles in diameter (as against the projected 211-mile radius).

Mr. Evans estimated that to provide, by ground installation, service comparable to that predicted for Stratovision would require 100 costly relay towers and hundreds of transmitters, or a coast-to-coast cellular network which would cost at least $100,- 000,000.

Stratovision, he explained, would employ, in place of the low-powered ground transmitter to send television and FM broadcasts to the high-flying transmitter for rebroadcast to surface outlets. Mr. Evans claimed for the plan a solution to the problem of providing the new services to rural areas and small communities. He believes it will place network transmission of such programs on a sound economical basis immediately.

Additional Claims
"Early experiments show that the system is completely workable in any of the several television and FM frequency allocations which were recently announced by the FCC," he stated. "Operation improves, however, in the high frequencies and this means that the system will hasten the day of practical color television."

The youthful inventor, Mr. Nobles, made these additional claims for Stratovision:
1. That it will reduce the possibility of 'ghosting' on television screens.
2. "'Ghosting' is the annoying out-of-register viewing which occurs when receivers pick up programs by two different waves—one arriving by the most direct path between the transmitter and the receiver, the other by a reflected path. Stratovision reduces the possibility of such reflection because its high-altitude operation will enable receiver owners to point antennas into the air—above mountains and other ordinary sources of ground reflection. In addition, movement of the plane will make any reflection which might occur of only very brief duration—so brief, perhaps, as to be undetected by the eye."
3. That Stratovision will drastically reduce distortion resulting from repeated amplification.
4. "No 'Radical Problems'"

"Each repeater station adds its quota of distortion to a television or FM program and any ground system, because of its many relaying stages, will necessarily build up a great amount of accumulated distortion. Stratovision, requiring only eight relay points to serve 78% of the population, would do but eliminate this problem," Mr. Nobles claimed.

William K. Ebel, vice-president in charge of engineering for The Glenn L. Martin Co., told reporters in New York that his firm doubted whether Stratovision, despite its Jules Verne aspects, presented any "radical problems of aircraft design or operation."

"One of the most unusual features," he added, "is that after years of striving progressively for greater speed in all our design and construction, it is inevitable to be asked to build a huge heavy-load plane to fly only fast enough to remain safely aloft at very high altitudes.

"Present plans call for conventional all-metal, low-wing monoplanes—almost as large as the famed B-29, but with gross weight only a third of the Stratovision. They would have automatic pilots, turbo-superchargers and supercharged cabins. Each plane would have a wing spread of 161 feet and weigh about 20 tons fully loaded.

"They would be powered with two 1450-horsepower engines, cruise at less than 150 miles per hour, have a top speed of 206 miles per hour and be equipped with retractable landing gear."

He said it would require 25 minutes for a fully loaded plane to attain the six-mile broadcast altitude. All planes will carry modern blind flying and anti-icing equipment, he observed, for safe ascent and descent through bad weather at lower altitudes.

30,000-Foot Level
Planes, he said, would be designed to operate at the 30,000-foot level for slightly under 11 hours on one fueling. Reserve endurance at that altitude, he added, would be provided for approximately two more hours. With a maximum flying capacity of fuel for 13 hours, and eight hours cruising shifts proposed, each plane would have more than a 50% reserve against emergency, according to Mr. Ebel.

This additional fuel supply will permit planes, said Mr. Ebel, to take off from and land at distant stations even in the event weather conditions require circumnavigation of storm areas. He explained that relief planes would be sent aloft sufficiently in advance of changes in direction to guarantee against interruption of service.

He revealed, also, that each four-plane unit would have an auxiliary plane—a smaller craft—equipped to cover any special event or emergency within the location's 103,000 square mile area.

Following is a statement by Paul W. Keeten, CBS executive vice-president, on Stratovision:

"Television stations in the sky covering a 400-mile circular area will not take the place of local stations, each serving its own community, but the Stratovision proposal offers a magnificent opportunity for nationwide programs aimed at Coast-to-Coast audiences and will provide wider coverage of small towns and rural areas than any network of television stations on the ground. Many of the electronic projects which CBS television engineers have worked on during the war point to the feasibility of airborne transmitters."

It's consistent leadership that counts. It's listeners you're really after. We deliver 'em.

Hooper after Hooper proves it!
Help Wanted

Salem. Outstanding independent station in midwest seeks commission man. Familiar with TV, radio, and network. Right man can earn $10,000-$12,000 a year. Write to: Box 991, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for New York or Chicago station. Must have complete education and experience. Box 661, BROADCASTING.

Northeast Texas Blue-Mutual 220 watt needs combination first class engineer-station manager. Must have complete knowledge of radio engineering and operation; able to learn applicable laws and will be willing to assume responsibility and work men. Excellent opportunity for right man. Write Box 725, BROADCASTING.

Announcer wanted by southern 50 watt station. Sugar sand talent. Good opportunity for good man. Box 925, BROADCASTING.

Wanted—Engineer to become Program Director. First class license preferred. Must know radio transmission, have full class license and be willing to assume responsibility and work men. Excellent opportunity for right man. Write Box 825, BROADCASTING.

Salem—Basic network station in midwest major market has opening for experienced news man. Network (Associated Press, etc.) who wishes to establish himself permanently in a place where his ability will mean considerable growth for his future. Will consider one with a few years experience. Must include full details in letter. Write Box 918, BROADCASTING.

Engineer—Network station in Michigan needs a good engineer, capable of assuming responsibility for transmitter maintenance. Station full quality program operation and stationary position permanent with good future. Box 897, BROADCASTING.

Station manager desired—To direct operations, including sales, of 250 watt network station. Unusual opportunity for aggressive, experienced radio man to become permanent and be associated with an organization operating a group of stations. Must include full details in letter. Reply to Box 981, BROADCASTING.

WANTED—account executive. Out of town. Must speak and write perfect Spanish. Full salary plus expenses. Excellent opportunity for right man. Write fully (in confidence) giving age, marital status, etc. Salary and experience requirements. Box 968, BROADCASTING.

TRANSMITTER ENGINEER WANTED—NOW, DURING FUTURE. CALL COLLECT, WSAM, Box 859, N. Michigan.

ANNOUNCER—Give a complete resume to Bob Motz, Broadcast Sales, Chicago.Send resumes only to Box 989, BROADCASTING.

WANTED—Licensed engineer for 250 watt CBS outlet in Midwest. Write Box 986, BROADCASTING.

INDIANA LOCAL NEEDS EXPERIENCED ANNOUNCER-ENGINEER. Send qualifications immediately. Box 982, BROADCASTING.

New England announce—Permanent position doing news, record and show work in Boston area. Must be experienced and stay for one year. Prefer red-blood or New Englander. Must be capable of becoming a part of the staff and community. Also be successful in present work. Write Box 992, BROADCASTING.

New England announce—Permanent position doing news, record and show work in Boston area. Must be experienced and stay for one year. Prefer red-blood or New Englander. Must be capable of becoming a part of the staff and community. Also be successful in present work. Write Box 992, BROADCASTING.

Exceptional opportunities available for three experienced local announcers. New Pennsylvania station needs program director, community service worker and political. Network affiliate. Box 994, BROADCASTING.

Help Wanted (Cont’d)

Situation Wanted (Cont’d)

WANTED—Studio engineer for Wisconsin network station. No announcing. This is not a duration job. Experience unnecessary. Write Box 929, BROADCASTING.

Radio Engineer—须有五年工作经验，负责网络和遥控设施的安装和维护。有良好的工作环境。如感兴趣，请在简历中详述工作经历和技术能力。Send full details including transcript of college work to Box 929, BROADCASTING.

ANNOUNCER—Must be a live wire. Be able to handle contracts, make appearances, do something fresh every day. Must like to sell...local station. Blue out. Requirements—Technical. Opportunity for quick advancement, pays $65 per week (not a part-time job). Must have gasoline and oil expense. Have car full details of this opportunity for work on coast. Box 7, BROADCASTING.

PROGRAM DIRECTOR—Needed for Wisconsin network station. No announcing. Experience this is not a part-time job. Experience unnecessary. Write Box 995, BROADCASTING.

Northeast Nebraska Blue-Mutual 220 watt needs combination first class engineer-station manager. Must have complete knowledge of radio engineering and operation; able to learn applicable laws and will be willing to assume responsibility and work men. Excellent opportunity for right man. Write Box 725, BROADCASTING.

ANNOUNCER—Excellent opportunity for experienced man capable of doing news, news-music, and commercials, and special events. Send full details including transcript of college work to Box 899, BROADCASTING.

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Radio Engineer—须有五年工作经验，负责网络和遥控设施的安装和维护。有良好的工作环境。如感兴趣，请在简历中详述工作经历和技术能力。Send full details including transcript of college work to Box 929, BROADCASTING.

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WANTED—Studio engineer for Wisconsin network station. No announcing. This is not a duration job. Experience unnecessary. Write Box 929, BROADCASTING.

Radio Engineer—须有五年工作经验，负责网络和遥控设施的安装和维护。有良好的工作环境。如感兴趣，请在简历中详述工作经历和技术能力。Send full details including transcript of college work to Box 929, BROADCASTING.

ANNOUNCER—Must be a live wire. Be able to handle contracts, make appearances, do something fresh every day. Must like to sell...local station. Blue out. Requirements—Technical. Opportunity for quick advancement, pays $65 per week (not a part-time job). Must have gasoline and oil expense. Have car full details of this opportunity for work on coast. Box 7, BROADCASTING.

PROGRAM DIRECTOR—Needed for Wisconsin network station. No announcing. Experience this is not a part-time job. Experience unnecessary. Write Box 995, BROADCASTING.

Northeast Nebraska Blue-Mutual 220 watt needs combination first class engineer-station manager. Must have complete knowledge of radio engineering and operation; able to learn applicable laws and will be willing to assume responsibility and work men. Excellent opportunity for right man. Write Box 725, BROADCASTING.

ANNOUNCER—Excellent opportunity for experienced man capable of doing news, news-music, and commercials, and special events. Send full details including transcript of college work to Box 899, BROADCASTING.

TRANSMITTER ENGINEER WANTED—NOW, DURING FUTURE. CALL COLLECT, WSAM, Box 859, N. Michigan.

ANNOUNCER—Give a complete resume to Bob Motz, Broadcast Sales, Chicago. Send resumes only to Box 989, BROADCASTING.

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CREWS TO SET UP USAF RADIO DEPT.

ALBERT CREWS, production director of NBC in Chicago and author of Radio Production Directing textbook, has been granted a seven-month leave of absence to establish a radio department at the new U.S. Armed Forces Institute, Biarritz, France.

Crews will be commissioned a major and is to leave New York August 15. In addition to establishing a curriculum of radio courses for the new GI university, he will help programming of Armed Forces Radio Service station at Biarritz. He resigned as head of the Department of Radio, School of Speech at Northwestern U. in 1943 to join NBC. In addition to his duties as production director he was co-director of NBC-Northwestern U. Summer Radio Institute.

WHOM Eye-Witness

CHARLES BALTIN, program director of WHOM New York, interviewed survivors and eye-witnesses of the bomber crash into the Empire State Bldg., using a recorded graphic film recorder to preserve the interviews for broadcast later in the day.

KYA Transfer Filed

PALO ALTO Radio Station Inc., licensee of KYA San Francisco, last week formally filed with FCC application for transfer of control to Dorothy S. Thackrey, publisher of the New York Post and principal owner of WLJB: Brooklyn [BROADCASTING, May 21]. Application for companion deal, sale of KEMR Hollywood to Mrs. Thackrey, has not yet been received by Commission. Total amount involved is about $1,000,000.

SUCCESSFUL STATION MANAGER AVAILABLE

Former station owner and operator in metropolitan market, with a most successful background, is available immediately for a going station or one that is being built.

He has an excellent record of sound, constructive and profit-making management. In addition to radio he has 15 years of executive experience in advertising with major newspapers.

He can furnish the finest references as to ability and character. All correspondence held in strict confidence.

BOX 990, BROADCASTING

SERVICE DIRECTORY

“GEARED TO AM-FM EXPANSION”

Radio Engineering Consultants


Kansas City, Mo.

Hollywood, Calif.

MORE 8F KWATTO WATTS PER DOLLAR WITH F & O TRANSMITTING TUBES Fredland & Glashen Products, Inc.

611 Borronne St., New Orleans 13, La.

Raymond 4756

High Power Tube Specialists Exclusively

The

Robert L. Kaufman

Organization

Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations

Munsey Bldg., Washington 4, D. C.

District 2922

BUY WAR BONDS

WARREN TRANSPORTATION CO.

CONTINUES OVER WRRN FOR 26 WEEKS

THE SHADOW

Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

National Press Bldg., Wash., D. C.

HECTOR R. SKIFTER

H. R. SKIFTER DONALD M. MILLER

CONSULTING RADIO ENGINEERS ENGINEERING SERVICES AVAILABLE AFTER VICTORY

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE

CONSULTING RADIO ENGINEER PAUL A. DEMARS

ASSOCIATE

1469 Church St., N.W., Washington 2, D. C.

December 1941

LOHNES & CULVER

CONSULTING RADIO ENGINEERS

Munsey Bldg. • District 8215

Washington 4, D. C.

MAY, BOND & ROTHROCK

CONSULTING RADIO ENGINEERS

Nat'l Press Bldg., Wash., D. C.

District 7362 • Globe 5880

WORTHINGTON C. LENT

Consulting Engineers

INTERNATIONAL BLDG., WASH., D. C.

1319 F STREET N. W. • DISTRICT 4137

HOLEY & HILLEGAS

CONSULTING RADIO ENGINEERS

1146 Briarcliff Pl., N.E.

Atlanta, Ga. • ATwood 3320

GOMER L. DAVIES

Consulting Radio Engineer

P.O. Box 71 • Warmfield 9089

College Park, Md.
CREUTZ NAMED ASSISTANT DIRECTOR OF PRODUCTION

JOHN CREUTZ, chief of the Domestic and Foreign Branch, WPB Radio and Radar Division, since June 1944, was last week named assistant director of the division in charge of production. He has been with WPB since December 1942 and previously served the industry as a radio engineer and consultant.

Henry B. Estery, former assistant chief of the Domestic and Foreign Branch, succeeds Mr. Creutz as chief of the branch. Mr. Estery was in the distribution end of the radio industry previous to joining the division in September 1943.

Both appointments are part of a streamlining of the division designed to aid the industry "in an orderly reconversion to civilian production when military requirements have been met", according to Melvin E. Karns, recently named director of the division.

SPOT AUTHORIZATIONS MAINLY FOR HOME SETS

FIRST SPOT authorizations for civilian electronic equipment, issued Friday by the WPB Radio & Radar Division, totaled approximately $400,000. All but about $60,000 was for home radio sets. Authorizations went to General Television & Radio Corp., Chicago; Electronics Corp. of America, New York; Kemp Equipment Co., Rochester, N. Y.; and Templeton Radio Mfg. Corp., New London, Conn. Remaining authorizations were for amplifiers and test equipment.

John Creutz, new Assistant Director for Production, explained that authorizations are granted on basis of component production capacity in excess of that required for military orders and after manpower clearance. Authorizations may be cancelled if it is found that civilian production interferes with military deliveries.

NEWSPAPERS SEEK FM

COPLEY PRESS Inc., publishers of Elgin Courier-News, Aurora Beacon-News and Joliet Herald-News (Illinois) last week filed applications with FCC for FM stations in each of three newspaper cities. (For details see Actions of FCC, page 74).

CBS HONORS REPORTERS

THREE CBS war correspondents lately back from fighting fronts, William J. Dunn from Pacific Theater, Larry LeSueur and Charles Shaw from ETO, will be guests of honor at a news luncheon to be given by CBS Tuesday Aug. 14 at the Waldorf-Astoria, New York.

SAW ATOM BOMBING

NBC's Robert Shaplen came in short-wave from Okinawa with what is thought to be the first eyewitness story of damage done to Nagasaki by the atom bombing on Aug. 9. He said, "It looked like a volcano in the process of eruption."

People

JAMES J. FINN, former president of his own publishing firm, has joined Shappe-Wiles Inc., New York, as vice-president and will supervise merchandising and public relations for all industrial accounts of the agency.

ELLIS TRAVERS, manager of Chicago office of Roy S. Durstine Inc., has been elected vice-president of the agency. He was formerly vice-president and Detroit manager of Ruthrauff & Ryan.

HENRY A. STAMBAUGH, formerly of WSPD WTOL WLOK and WXYZ now with announcing staff of WAGA Atlanta.

HOWARD VAN JEPMOND, previously associated with the engineering staff of WJJD Chicago, has rejoined the station.

CPL WILLARD BUTLER, former NBC spot salesman in New York and McCann-Erickson (N. T.) timebuyer, is now stationed near Rheims, France, with the 99th Signal Service Co.

JOHN H. FERN, for three years newswriter with NBC, night news editor of WMAQ WGNR Chicago and on the news staff of WTMJ Cleveland and KOA Denver, recently released as public relations officer for the 7th Fighter Command, has been appointed assistant editor of Mutual's newsroom in San Francisco.

JOHN HOPKINSON, formerly associated with Bob Conn Assoc, WJJD and WIND Chicago, has joined Associated Broadcasting Corp. in charge of Chicago sales. Present plans call for headquarters in the Carbon and Car- bide Bldg.

MARGARET THOMAS, former continuity chief of WSSL Stamford, Conn., on Aug. 13 was to take over Women's Radio Bazaar on WTIC Hartford.

M. L. MUHLEMAN, former editor and publisher of Radio, engineering magazine, has joined the editorial staff of trade and technical division, J. Walter Thompson Co., New York.

ROBERT MCCORMICK, NBC's news chief at Guam where he was attached to Fleet Admiral Nimitz's headquarters, was in San Francisco last week en route East for news assignment with the network's Washington bureau.

LUELLA HOSKINS, acting chief of the OWI Radio Section, has returned to New York last week.

HELEN MEKEUS, for nine years head of KRNT Des Moines transcription department, is now traffic manager, succeeding Jean Graa, who resigned after 17 years with Cowles organization to be married.

F. K. HALSEY DIES

FREDERICK KEMPSSHALL HALSEY, asso- ciated with the Wendell P. Colton Adv. Agency, New York, died Thursday in Hill- side, N. J. He was 48. A descendant of Thomas Halsey who settled on Long Island in 1657, he was a reporter on the Elizabeth Daily Journal, later heading his own advertising agency in Elizabeth. During the first World War he served in the naval air service. He leaves his widow and daughter.
In The **DISTRIBUTION DECADE**

**Advertising Must Again Accelerate Sales By Selling **Style**!**

It has always been one of advertising's important functions to raise the "bare necessities" of life above the levels of mere utility, and to create accelerated turnover and volume by creating increased desirability for variety through **style**.

In the Distribution Decade ahead, to develop the augmented sales volume that must materialize in order to achieve full employment, not only of manpower, but also of production and capital, advertising must again perform this function. It will take the combined planning, ingenuity and genius of the best minds in marketing, merchandising and advertising to do the job.

Alert advertising men are working on these plans, **now**! Here at WLW, we are giving serious thought to the best ways and means of stepping up Distribution in the four-state market that is WLW-land.

---

Arrow ads made men **Style Conscious!**

Advertisements like this 1907 Cluett-Peabody poster did more than just sell Arrow Collars. They made American men style-conscious, and set the stage for today's vast male fashion industry.

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WLW
DIVISION OF THE CROSLEY CORPORATION

"...to WLW for outstanding reporting of the news"

THE NATION'S MOST MERCHANDISE-ABLE STATION
With the new RCA lifeboat radio, shipwrecks need no longer take a terrible toll of lives.

**A two-way radiophone—for lifeboats!**

Here's when a telephone comes in rather handy...when you can "get your party" and hear "We'll pick you up in a couple of hours!"

With the new RCA compact lifeboat radio, that's exactly what happens. A kite, or a balloon, takes the antenna up as high as 300 feet.

Turn the crank and out goes an SOS—along with a direction-finder beam so shore stations can figure your exact location.

But even more amazing, shipwrecked mariners can actually talk with the men on their way to the rescue. Moreover, they can get in touch with ships, airplanes, and that wonderful place called "land"—even if they're 1000 miles away!

Endless research, such as went into developing this lifeboat radio, goes into everything that is made by RCA.

And when you buy an RCA Victor radio, or television set or Victrola, you enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has achieved.


*Listen to The RCA Show, Sundays, 4:30 P. M., E. W. T., over the NBC Network.*