Winning the Peace

Winning an economic as well as a diplomatic peace will be the biggest job advertising and selling ever tackled. It will mean selling 50% more goods per year than were sold in 1940 to keep 20% more workers employed. Attaining this sales goal in the Denver region is a selling job for which KLZ has proved thoroughly capable. KLZ has the dynamic, sales-stimulating knack, and the Denver market has the spending power, which advertisers will need in the months and years ahead.

KLZ DENVER

5,000 WATTS ON 560 Kc. * CBS NETWORK
Represented Nationally by The Katz Agency
This is IOWA

and so is THIS

...and you get BOTH on WMT

Field hands... and shop hands... are not slowing down in Iowa.

Stable industries and expanded farming create a steady, continuing income

and a happy balance of diversification that assures a growing, dependable

market throughout these post-war years. Stick a bright pin on Iowa on your

marketing map, and then, like all good time buyers, you'll let WMT carry

your sales story to the largest daytime primary area in the state (inside its

2.5 kw. line)... at Iowa's best frequency—600 KC

with 5000 watts! Write or wire now for

availabilities and market data. Thanks.

CEDAR RAPIDS
WATERLOO
3600 WATTS DAY AND NIGHT 600 KC
BASIC COLUMBIA NETWORK

REPRESENTED BY THE KATZ AGENCY
WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending last January, is ready to run interference for your sales message to make sure it reaches the "pay-dirt" in the rich Nashville area. Here are other reasons why WSIX is an All-American: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at a very low unit cost. In this booming market there are over a million potential buyers ready to help your product score a touchdown in middle Tennessee.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
EXPECT FCC to move speedily in transmitting to Congress recommendations on transfer procedure pursuant to its Crosley-Avco decision (see page 15). Possible action within fortnight.

BY OCT. 1 Col. Ed Kirby, chief of the Radio Branch, BPR, is expected to leave the Army. He will return to private business, probably as a public relations and advertising consultant. Former NAB public relations director, Col. Kirby has headed Army radio five years. Successor is almost certain to be Maj. Al Wharf-El, formerly of C. E. Hooper Inc, who has been acting chief while Col. Kirby served as escorting officer for the U. S. Broadcast Mission in Europe.

MORE THAN a possibility, in view of the FCC denial last week of KOMA Oklahoma City application to shift from 1520 kc to 690 kc (see story page 17), that station will file for 50 kw on its present frequency.

INTERDEPARTMENT Radio Advisory Committee held first meeting since V-J Day last Thursday, discussed conversion of military and Government frequencies to civilian use. On agenda: aviation frequencies, conflicts in military intelligence bands and amateur channels. Weeks of work face IRAC before differences can be resolved.

DIXIE R. McKee, who put on the air WXY's 915-foot antenna in Oklahoma City, and Robert C. Shaw, high-frequency expert, will open an engineering consulting firm in Washington about mid-September.

IF PRESENT plans of the Radio Executives Club of New York materialize, first meeting of the new season on Oct. 4 will feature the complete party of the American Broadcast Mission to Europe as guest speakers, with the reception committee comprising Paul W. Kesten, CBS executive vice-president; Edgar Kobak, Mutual president; Chester J. La Roche, vice-chairman, American, and Niles Trammell, NBC president.

DON'T expect quick entry of full-blown television on nationwide basis. Wild talk about sudden setting up of video industries is discounted by many who will take leading roles in its development. Five or more years may be needed, they say, pointing to need of networking facilities, stations, programs and receiving sets before television can be said to have arrived. Industry may be developing nicely, though, within two years, though service likely will be only a few hours daily in larger cities.

BROADCASTING... at deadline

Closed Circuit

EXPECT FCC to move speedily in transmitting to Congress recommendations on transfer procedure pursuant to its Crosley-Avco decision (see page 15). Possible action within fortnight.

BY OCT. 1 Col. Ed Kirby, chief of the Radio Branch, BPR, is expected to leave the Army. He will return to private business, probably as a public relations and advertising consultant. Former NAB public relations director, Col. Kirby has headed Army radio five years. Successor is almost certain to be Maj. Al Wharf-El, formerly of C. E. Hooper Inc, who has been acting chief while Col. Kirby served as escorting officer for the U. S. Broadcast Mission in Europe.

MORE THAN a possibility, in view of the FCC denial last week of KOMA Oklahoma City application to shift from 1520 kc to 690 kc (see story page 17), that station will file for 50 kw on its present frequency.

INTERDEPARTMENT Radio Advisory Committee held first meeting since V-J Day last Thursday, discussed conversion of military and Government frequencies to civilian use. On agenda: aviation frequencies, conflicts in military intelligence bands and amateur channels. Weeks of work face IRAC before differences can be resolved.

DIXIE R. McKee, who put on the air WXY's 915-foot antenna in Oklahoma City, and Robert C. Shaw, high-frequency expert, will open an engineering consulting firm in Washington about mid-September.

IF PRESENT plans of the Radio Executives Club of New York materialize, first meeting of the new season on Oct. 4 will feature the complete party of the American Broadcast Mission to Europe as guest speakers, with the reception committee comprising Paul W. Kesten, CBS executive vice-president; Edgar Kobak, Mutual president; Chester J. La Roche, vice-chairman, American, and Niles Trammell, NBC president.

DON'T expect quick entry of full-blown television on nationwide basis. Wild talk about sudden setting up of video industries is discounted by many who will take leading roles in its development. Five or more years may be needed, they say, pointing to need of networking facilities, stations, programs and receiving sets before television can be said to have arrived. Industry may be developing nicely, though, within two years, though service likely will be only a few hours daily in larger cities.

REXALL ON COAST

SONTAG DIVISION of United Rexall Drug Co., Los Angeles (chain), has appointed Glasser-Galley & Co., Los Angeles, to handle advertising and will use radio along with other media in an extensive campaign. Grace Glasser is account executive.

Upcoming

Sept. 10-11: Mutual Board meeting, Hotel Ambassador, New York.

Bulletins

COL. WILLIAM S. PALEY, ICD, deputy director and chief of operations, on leave as CBS president, arrived by plane in New York Thursday night. It is understood he will be released from the Army shortly and return to CBS. Edward R. Murrow arrived in New York Friday afternoon. He is to return to London in two or three weeks.

STATE DEPT. received word Friday afternoon that Third Inter-American Radio Conference has begun sessions in Rio de Janeiro, with following representing the U.S.: Adolph A. Berle Jr., American Ambassador to Brazil (delegate); Loring B. Andrews, Office of Inter-American Affairs; Col. Theodore L. Bartlett, Army Air Forces; Robert R. Burton, Dept. of State; Dr. J. H. Dellingler, Bureau of Standards; Ralph L. Higgs, U. S. Weather Bureau; Rosel L. Hyde, FCC; Commissioner Ray C. Wakefield, FCC; Marion Woodward, FCC; Arthur L. Lebel, Dept. of State; Condr. Paul D. Miles, Navy Dept.; Harvey B. Otteman, Dept. of State; Col. J. W. Simson, GAA; Commodore E. M. Webster, U. S. Coast Guard; Hubert M. Curry, American Embassy, Cuba (secretary).

NEGOTIATIONS between NABET, NBC and American over terms of a new contract were underway late Friday with wage and hour demands under discussion. Court decree requires nets to recognize technicians as bargaining agents for platter-turners regardless of Petrillo threats.

GRID FEATURE SPONSORS

CRITERION RADIO FEATURES, Chicago, has sold its quarter-hour Jimmy Evans Football Forecast effective September 21 for 11 weeks to the following sponsors: Black Eagle Oil; Milwaukee, on WEMP WIBU KPIZ WHBY WOSH WTAQ; Dixie distributors, Spartanburg, S. C.; Schlitz & Champaign Velvet on WORD; Clark Tire & Rubber Co., Monroe, La., on KNOE; Dumas Giddens Co., North Carolina Pure Oil distributors, New York; Fisk Tire & Rubber Co., Buffalo, on WEBR.

Business Briefly

CIBA TO DURSTINE • CIBA Pharmaceutical Products, Summit, N. J., manufacturer of ethical products for the medical profession, has appointed Roy S. Durstine Inc., N. Y., as agency, effective Jan. 1, 1946.
NEW SHADOW TIME • Sponsored by Delaware, Lackawanna & Western Coal Co., New York, Grove Labs., St. Louis, and Carey Salt Co., Hutchinson, Kan., The Shadow returned to Mutual Sept. 9 as a 5:50-6:30 p.m. Sunday program and not 5:30-6 p.m. as originally scheduled.
SERUTAN DELAY • First broadcast of new Mutual series of food commentaries by Victor H. Lindlair, originally scheduled to start Sept. 10, has been postponed to Oct. 1, 11:45-12 noon, Monday-Friday, Sponsor is Serutan Co., Jersey City; Agency, Raymond Spector Co., N. Y.
SPONSORS “ACES” • Stop and Shop Supermarkets, Boston, starting Sept. 17 will sponsor Mutual Monday through Friday, 10:30 p.m. on WNAC Easy Aces. Agency, Hirschon-Garfield.
MURINE ON 35 • Murine Co., Chicago, is planning a test campaign for October and November using night chain breaks on about 55 station. Agency, BBDO, Chicago.
GOODRICH DRAMA • B. F. Goodrich Co., Akron (tires) starting Oct. 4 will sponsor Detect and Collect on full American network, Thursdays 9:00-9:15 p.m. Agency, BBDO, New York.
IPANA RENEWS • Bristol-Myers Co., New York (Ipana toothpaste), on Sept. 7 renewed for 52 weeks the Alan Young Show on 195 American stations, Tues. 9:30-9 p.m. Agency, Doherty, Clifford & Shenfield, New York.
CAMPBELL CONTINUES • Campbell Soup Co., Camden (soups) on Sept. 9 renewed for 52 weeks Request Performance on full CBS network, Sun. 9-9:30 p.m. Agency, Ward Wheelock Co., New York.

MOVE OF WATR TO SPRINGFIELD, MASS., ASKED

NEW station applications filed last Friday at the FCC include: New station asked by Harold Thomas, Waterbury, Conn., 1240 kc 250 w unlimited, to be considered with his application to move WATR, Waterbury to Springfield, Mass., increase from 1 to 5 kw, install new transmitter and directional antenna; new station asked by News Publishing Co., Charlotte, N. C., 1400 kc 250 w unlimited; new station asked by Rupert W. Bradford and Harry F. Pili, Bemidji, Minn., 1450 kc 250 w unlimited.

FM developmental station asked by Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b/a Utah Broadcasting & Television Co., Salt Lake City, 92.1-105.9 mc band 100 w special emission for FM. KGHI Little Rock asks CP to change from 1230 to 1240 and move transmitter and studio locally. KGLU Safford, Ariz., asks CP change from, 1450 kc 250 w to 1480 kc 1 kw.

Page 4 • September 10, 1945
This is

The WEST VIRGINIA NETWORK

Parkersburg

WPAR
CBS
250 on 1450

Clarksville

WBLK
NBC
250 on 1400

Huntington

WSAZ
BLUE
1000 on 930

Charleston

WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

September 10, 1945 • Page 5
Producing almost a third of all U.S. lumber, the Pacific Northwest lumber industry supports more than a third of a million people. With no reconversion problem, and with an unprecedented demand... lumber... plastics... dyes... paper pulp... plywood... turpentine and oils... wood flour... this industry will enjoy a long period of high production, high employment, and high income.

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

WFIL wins ABC award for Outstanding Audience Promotion

For Outstanding Audience Promotion on American Broadcasting Company Programs
This Award Is Made To
WFIL
presented by the American Broadcasting Company and based on a poll of Advertising Agency Account Executives

For the second successive year advertising agencies using American Broadcasting Company facilities have handed an orchid to WFIL for outstanding audience promotion of ABC network commercial programs. To those agencies and to the American Broadcasting Company WFIL is deeply grateful.

WFIL renews the pledge it made a year ago—"That WFIL will always seek to promote, publicize and merchandise its clients' programs to the fullest extent and with every available means at its command."

IN PHILADELPHIA
WFIL
MEANS PROGRESS
and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY
Monday Named WWJ Day
City of Detroit

EXECUTIVE OFFICE

August 17, 1945

As Mayor of Detroit, I am happy to designate Monday, August 20, as WWJ Day. On this date, Radio Station WWJ will complete 25 years of service, the first station in America to attain the quarter century mark.

Throughout its history, the operation of WWJ has been characterized by a devotion to public good and high ideals, and has given Detroiters a feeling of pride and satisfaction in the record and achievements of the world's oldest commercial broadcasting station.

Radio exemplifies one of our most cherished liberties, the freedom of speech, and I am certain that all of our people, including the other splendid radio stations in Detroit, will join with me in paying this fitting tribute to Detroit's First Station.

Edward J. Jeffries
Mayor of Detroit

"Heartiest congratulations to WWJ on its 25th birthday. The United Press is proud to have been associated with you."

Mims Thomason
of the United Press

"Yesterday WWJ was given a nation's homage. My home station, from where I made my first broadcast in 1922, was celebrating its 25th Anniversary. Gosh how time does fly."

Fred Waring
Director Waring's Pennsylvanians

"May I be among your well wishers on the occasion of the 25th anniversary of Radio Station WWJ."

Easton Woolley
Director of Station Relations, NBC

"25 years ago today, on August 20, 1920, Radio Station WWJ (then 8MK) of Detroit, broadcast its first program, and has been operating on a daily schedule since that time."

Hour of Charm Program
over NBC Aug. 19, 1945
"I feel I am part of WWJ for the past 25 years, having been on its original broadcast."

CAPT. EDDIE RICKENBACKER

"25 years of successful broadcasting and outstanding accomplishments serving the public interest... an achievement of great value and a credit to the entire radio industry."

E. W. EVANS
President The Billboard

"WWJ is celebrating its 25th birthday today and I want to join with radio people all over the world in sending my congratulations. It would take me a half an hour to tell you all the firsts that that station has to its credit. WWJ pioneered the way back in the days when radio receivers were little cardboard boxes which brought in sound by virtue of a little tiny piece of crystal. Today it is one of the greatest stations in all the world. I wish I were in Detroit celebrating with them."

Broadcast by Robert St. John over NBC, Monday, Aug. 20, 1945

WE HONOR... A GREAT VOICE IN A GREAT CITY!

WWJ

1920-1945

WJR  WJLB  WXYZ  CKLW  WENZ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 Kilocycles—5000 Watts
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives
Feature of the Week

ONE OF the great and unexpected revelations of a single radio station's achievement to come out of this war is the story of how the Saipan station, KSAI—built by the OWI using a Western Electric 50 kw transmitter—saved 20 of the B-29 superfortresses crippled over Japan, the lives of more than 200 fliers, and property worth more than $15,000,000.

In September, 1944 it was decided to put up a station on the newly liberated Saipan, powerful enough to reach the Japanese people by medium wave.

James O. Weldon, chief of the OWI's Bureau of Communications Facilities, and five members of his staff went to Saipan in November, 1944 to construct the station. They started installation on November 20, and 31 days later after working day and night, assisted by Army engineers, and Signal Corps men, the station was ready.

It operated on 1010 kc and consisted of four directional antennas which gave a 250 kw effective signal toward Japan, but there was still a question as to whether such a signal could reach the great Japanese population centers effectively. However, two occurrences almost immediately answered the question. Twenty minutes after the Saipan radio went on the air, the Japs tried to jam it. The next evening Tokyo radio advised listeners to turn off their radios, go to bed early and conserve their strength.

Then OWI engineers received a request from the B-29 Bomber Command stationed on Saipan that the transmitter be left on 24 hours a day for four days so that the bombers could check the signal.

Two days later an urgent order was received: 'Keep that transmitter on twenty-four hours a day permanently from now on!' The story came out. A crippled, lost plane, its navigational equipment smashed, had picked up the Saipan signal so clearly that by using its radio compass it was able to ride in on the beam to its base. Some weeks later, four B-29s were saved in one week by following this beam.

Within four months the station was credited with saving more than 20 superforts.

The station had been rebroadcasting OWI psychological warfare material relayed from Kuku Honolulu, operating from 6 to midnight Japanese time skywave coverage. To keep on the air during the day for aerial navigation in accordance with the Bomber Command's orders, it rebroadcast at all other times troop shows and musical programs of the AFRS.

From checks both by the bombers and by warships in the Japanese area, it is now known that KSAI easily rivaled the Tokyo radio. Thus, psychological warfare men could be sure that day and man in the street was being reached with such important information as the Potsdam unconditional surrender ultimatum which went from Saipan to Tokyo.

Japanese cities of their impending destruction, and the recent historic development of the atomic bomb.

On the authority of Capt. Paul Botse, AFPO-Saipan, requests for "position" from homing B-29's were reduced from an average of 140 a day down to an average of 20 per day as soon as KSAI went on the air 24 hours a day.

Sellers of Sales

A FOUR-POINT program is considered by Leonard Gossner, radio director of Fitzgerald Ad. Agency, New Orleans, in buying time for a successful radio campaign.

He reasons that a successful campaign requires a lot more than just clever copy or a jingle or even a program. "You've got to broadcast where they are in enough people listening to your station to make it worthwhile," he declares, "and you've got to broadcast often enough to really drive home your message."

On the basis of this he considers: 1. geographic coverage; 2. audience availability; 3. listening habits; 4. frequency of impact.

Leonard was born in New Orleans, March 1901. He went to Tulane U., graduating in 1921 with a BBA. He has been in advertising since 1923 and with Fitzgerald since 1929.

Married in June 1946 to Natalie Guthrie, Leonard has two children, Natalie, 16 and Len, 14. He is a member of the American Marketing Assn. and the Stratford Club of New Orleans.

So you think a one-year-old is a little young to smoke a big black seegar? Not WSAI! For, even though today is our first birthday, we’re almost as old as radio itself.

Just one year ago today, we gained the right to place after our call letters four all-important words... four words that stand for significant community service... four words that give added meaning to that phrase in our license, “in the public interest”.

Those four words are “A MARSHALL FIELD STATION”.

So here’s thanks to all those advertisers and agencies who have helped to make this, the first year under the Marshall Field banner, one of the most successful periods in our 23-year history!
As you know, WIND broadcasts the news 51 times daily — probably the heaviest newscast schedule in America. In order to produce this 24-hour news output, our news room receives all three news services.

“On the basis of our experience, we want you to know that we regard AP as a ‘must’ service. The name Associated Press means much to our listeners, and to us. We have found during the past three years that we can rely on AP to supply what we need when we need it. It makes no difference whether it is a story of world-shaking proportions or only news of local interest.

“They all are important to us, and to our listeners, and we get them all fast and straight on the AP news wire. The program material you send is a big help in the preparation of other special WIND shows. Service has been good.”

Ralph L. Atlass
President
Radio Station WIND, Chicago, Ill.
The Key To Three Cities!

- Albany, Troy, Schenectady are one vital market which can be yours—delivered by WTRY.

These three cities, while separate entities, actually form one major market. They are geographically close, alike in their thinking and in their buying habits. Most important, they are covered by one radio station doing the job of three—doing it thoroughly and economically.

WTRY's strong signal, plus its influence and prestige, assure you a wide listenership in all three cities. No other medium can deliver so much—and at so little cost. Yes, three cities—and the key to all three is WTRY.

Basic Blue Network • 980—Middle of the Dial—980 • Representative: Paul H. Raymer Company

WTRY, Albany - Troy - Schenectady • Associated with WSYR, WKNE, WELJ
“We’ve got to screen-out the women.
Sit there and give me your reactions!”

- One of the wonderful things about spot broadcasting is that you can select your audience, and save the cost of dead-head listeners!

Men, women, children, young people or old, rural or urban—whatever group buys your product, that’s the group you can get!

Not only that, but there’s the added possibility of directing your sales appeal exactly to the geographical sections where it’s most needed for better business.

How about giving spot broadcasting your consideration? We’d like to talk with you about it.

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

EXCLUSIVE REPRESENTATIVES:
- WGR-WRBW...BUFFALO
- WOKY-CINCINNATI
- KDAL-BULLETH
- WDAM-PARIS
- WIXE-NEW ORLEANS
- WTHR-WREO-GRAND RAPIDS-KALAMAZOO
- KNEC-KANSAS CITY
- WAVE-Louisville
- WTLY-MINNEAPOLIS-ST. PAUL
- WMBD-MEDFORD-PEORIA
- KPLZ-ST. LOUIS
- WFIL-CHICAGO
- WHO-DES MOINES
- WOC-DAVENPORT
- KMA-SHENANDOAH
- WCJW-BALTIMORE
- WSCC-CHARLESTON
- WISN-COLUMBUS
- WPTF-raleigh
- WBEX-DURHAM
- WBAA-SOUTH BEND
- WHBO-LEBANON
- KFBG-CORPUS CHRISTI
- KQKI-HOUSTON
- KHKK-OKLAHOMA CITY
- KETL-TULSA
- KENO-PACIFIC COAST
- KEIO-PORTLAND
- KXIO-SEATTLE
- and WRIGHT-SONOVOX, Inc.
FCC Urges Bids on Station Transfers

Price Also Factor, Declares Avco Decision

By JACK LEVY

MAINTAINING that its present transfer procedure is deficient, the FCC last week, in making public its 4-3 decision approving the sale of the Crosley radio properties to Avco, proposed a 7-point plan whereby the Commission would have “some real voice” in future changes of station ownership.

A public hearing will be held at an early date, the Commission announced, to consider proposed rules within the framework of the plan which, if adopted, would apply to all transfer applications filed after Sept. 6. A “completely satisfactory procedure,” which would include ceilings under which stations could be sold and determine the extent to which large financial interests should be permitted to control stations, will be recommended to Congress.

The Commission also served notice that it will consider no further applications, such as the Crosley-Avco transfer, in which broadcasting facilities are lumped with other assets unless separate price is agreed upon for stations involved.

The plan offered by the Commission, included in the majority opinion concurred in by Chairman Persons and Commissioners Jett, Benny and Wills, would provide all interested parties an opportunity to apply for licenses of stations offered for sale. It would enable the Commission to grant the transfer to the applicant best qualified to operate the station in the public interest.

It provides that the Commission and the applicant publish the terms and conditions of the proposed sale of a station, the name of the prospective purchaser, and the conditions of the sale. Other persons would be invited to apply for the station on the same terms and the Commission would consider all applications on their merits, with selection of transferee determined on the basis of public interest.

A 60-day period would be given following the receipt of an application for other interested persons to compete and if no others were filed the original application would be considered on its merits.

If otherwise received, all would be considered on their merits.

The plan would not apply to transfer of less than a controlling interest in a station nor in cases where transfer involves no real change in control.

Carries Out Intent

Such a procedure, the opinion declared, “will more adequately enable the Commission to carry out the Congressional intent that the best qualified person be licensed for each available frequency. No harm will result to the transferee since he either sells his station to the person he selected under the terms and conditions specified in his contract, or he sells to another person on the same terms.

“However, if he is unwilling to sell on the same terms and under the same conditions to another person, whom the Commission believes is better qualified, then the transferee need not sell at all. The only change which this procedure will cause is giving the Commission, some real voice in the selection of a proper successor.”

Basic Infringement

While approving the transfer of the Crosley properties, the majority opinion noted that “grave questions of public policy” were involved. To deny this application, it declared, “would reverse 17 years of precedent and establish new policies.” The majority was therefore “persuaded to grant the application and then consider the promulgation of a uniform rule for future transfer cases, buttressed by Congressional clarification of certain questions where our power is not specific.”

The present case, the opinion asserted, “highlights a basic infringement” of the Communications Act in that it permits a man retiring from the radio business to select his successor. Under such power, it declared, the seller may influence the decision.

(Continued on page 81)

FM Applicants Must File Data by Oct. 7

(Text of FCC Announcement page 40)

THE FCC will begin the processing of approximately 500 applications for new FM stations in four weeks.

Announcing its policy for assignment of frequencies to existing FM licensees, to holders of outstanding construction permits, and to pending applicants, the Commission last Tuesday asked prospective owners of new stations to file all necessary data before Oct. 7.

Receipt of this information, it stated, will enable it to make as many grants after that date as “would be consistent with the availability of frequencies and other public interested factors.”

The Commission further stated it recognizes the difficulty which may be encountered in submitting complete engineering data by Oct. 7 and that it therefore “contemplates the granting of a substantial number of FM applications conditionally,” subject to later submittal of the desired information.

Soon Assign Frequencies

With regard to the 46 existing FM licensees, the Commission disclosed it would soon assign new frequencies to bring these stations into the 92-108 mc band and will require that regular programs on the new assignments begin no later than Jan. 1, 1946. Licensees will be given until Sept. 20 to file objections to the new assignments.

The Commission was making every effort to have the new assignments ready for present licensees by the end of last week, so that ample time would be afforded for filing objections. These assignments were to include seven holders of outstanding construction permits, making a total of 53.

Modified construction permits will be issued shortly to these seven holders together with the assigned frequency but, as in the case of existing licensees, the Commission will permit operation with less than the power specified in the assignment until materials and equipment are available. Feb. 1 was set as the deadline for commencement of regular broadcasting operations by this group of seven and Jan. 1 for initiation of equipment tests.

Simultaneously with its policy announcement, the Commission sent letters to applicants, licensees and CP holders requesting desired information. In these letters, the Commission recognized difficulties attendant upon the problem of obtaining equipment. It told existing FM stations they could continue to operate on their present assignments “until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band.”

Terminate Dual Operation

It pointed out, however, that when receivers and converters are available for the new frequencies, “dual operation will be terminated”.

Referring to its notice of Aug. 7 [Broadcasting, Aug. 13] setting forth a 60-day period for filing and processing of new applications, the

(Continued on page 78)
FCC Dismisses Charge Against WDSU With Stern Reminder

WITH A STERN reminder that a radio station “is not an instrumentality to be used for his [the licensee’s] personal political advancement,” the FCC last week dismissed a complaint against WDSU New Orleans as a result of a complaint filed by Sen. John H. Overton (D-La.). The Commission served notice, however, that a renewed case is “subject to further review” when renewal time arrives.

Mr. Overton had charged the station with refusing to grant him “equal opportunities” for political broadcasts during his campaign for renomination at the primary in Louisiana a year ago to that given one of his opponents, E. A. Stephens, majority owner of Stephens Broadcasting Co., licensee of WDSU. A hearing on the complaint was held last March before Norman S. Case, former commissioner [BROADCASTING, April 2].

Some—Overton Claims Upheld

In an Opinion and Order on the complaint (Docket No. 6740; B-212), the Commission upheld claims of Sen. Overton that he had not been offered the choice time granted to Mr. Stephens who had made his broadcasts at 7:45 p.m. on weekdays. The Senator had been offered time after 10:35 p.m. on these days, Saturday evenings and Sunday afternoons.

The Commission refused to accept the defense of WDSU that it had met the obligations imposed by Section 315 of the Communications Act of 1934 by offering the same amount of time to each candidate. Pointing out that provision requires stations to afford “equal opportunities” to opposition candidates for public office, the Commission declared that “the meaning of this term is not to be arrived at by the application of narrow, legalistic notions.

“The obligation imposed upon a licensee by this provision,” it held, “is not discharged merely by offering the same amount of time to each candidate. Quantity alone is not the sole determining factor; for it is a matter of common knowledge that the size of a station’s potential audience, an important consideration in political broadcasts, is much larger during the early evening hours than in other portions of the broadcast day.”

The advantage of the early evening hours, the Commission continued, is borne out by WDSU rate schedules which, along with other stations, prescribe their highest rates for periods between 6 p.m. and 10 or 10:30 p.m. “Consequently . . . it cannot be said, and respondents do not seriously so contend, that their offer to make available to Sen. Overton time after 10:35 p.m. represents a satisfactory fulfillment of its obligations.”

(Continued on page 77)

Porter Reaffirms Belief in U.S. Broadcasting and Lists Abuses

CONTINUING what seems to be a concerted drive to clean up the “plug-uglies” and other objectionable matter in radio fare, Paul A. Porter, FCC chairman, in an article in the October issue of America magazine reaffirms his belief in the oft-abused “American system of broadcasting” and its inherent qualities while urging the industry to revise its standards.

Opening his article with instances of bad reaction to commercials on the part of acquaintances and writers, Mr. Porter points out that listeners either develop a distaste to objectionable commercials or worse, not having this faculty, become insensitive. He insists on equality of press and radio but refutes “professional radio apologists” in their “misguided analogy” between the two. A reader can reject an advertisement, he declares, in a split second glance whereas the listener cannot easily turn off his set.

Constructively, Mr. Porter poses two questions. “First: What kind of limitations, if any, should be placed, and by whom, on radio commercials which seem to a large section of the listening public to be too long and repetitious, or offensive, silly, and in bad taste? Second: Is broadcasting to become an almost exclusive medium for advertising and entertainment, or will it, in addition, continue to perform public service functions in increasing measure?”

Mr. Porter avows that he doesn’t know the answer and his hope is to stimulate public discussion.

Three other questions which naturally follow are posed by Mr. Porter with a subtlety of tenses. “The question of what to do,” he writes, “really divides itself into three questions: What can the FCC do? What might Congress do? What should the radio industry itself do?” Balking the action of these groups is the public opinion which Mr. Porter is endeavoring to concert from nebulous grumblings to a moving force.

On the first question, the Chairman holds the disputed power of the “public interest” clause in the Code as the answer. The temptation of stations, he writes, has been to ignore listener’s tastes in favor of competition for commercials, but “Certainly I do not begrudge profits or scorn balance sheets” except when “excessive” (Continued on page 74)

Associated Group In First Meeting

Program Structure, Sales and Promotion Are Discussed

ASSOCIATED BROADCASTING Corp. held its first station affiliate meeting under its new name, Associated Broadcasting Company, at its headquarters in Grand Rapids, Mich., headquarters Sept. 7-9, with discussion centered on program structure as well as sales and promotional plans.

Offered at the meeting were affiliates expected to attend include: E. C. Embry, WLEE Richmond, Va., and WITC Baltimore; Howard Johnson, KNAR Salt Lake City; L. W. McDowell, KFOX Long Beach; Helen Mobberly and Iris Walsh, WWDC Washington; Edward Hoffman, WMN Minneapolis; Roy Albertson, WBNY Buffalo; G. Meyer and F. W. Meyer, KMYR Denver; James Hopkins, WJBD Detroit; Myles Johns and Michael Henry, WTMV E. St. Louis; Ken Churchill, WJZI Longann; W. S. Pote, Fred Randly, Larry Flynn, WMEX Boston; and Jerry Aker, KSAN San Francisco.

Key personnel of Associated has been announced in favor of Leonard A. Versluys, president.

Assisting Mr. Versluys, who owns WLAV Grand Rapids, and was instrumental in forming the Wolverine network, will be Roy C. Kellogg as executive vice-president. Mr. Kelley is also president of the Wolverine network and will co-ordinate sales activities of the new network’s N.Y., Chicago and Hollywood offices.

Working as personal assistant to Mr. Versluys is Richard F. Connor, who formerly was station relations director of Mutual. Mr. Connor will concentrate on network programming, with emphasis on public service features and musicals.

Clayton W. Kunning, vice-president and general manager, is new to radio but has had an extensive banking career in New York and the Midwest, prior to which the charge of station relations is William G. Henderson.

Eastern Division headquarters, located at 1721 Chanin building, New York, is headed by John Whitmore, former news director of Mutual, who will have charge of the network’s eastern activities. Sales manager for the New York branch is Ed Pancost, formerly of WINS New York sales staff.

Midwest division office, at 360 N. Michigan, is headed by John Hopkins, as general manager.

West coast operations will be supervised by Van C. Newkirck, vice-president and western division manager, with offices at 3055 Wilshire boulevard, Los Angeles. Mr. Newkirck was formerly program director for Don Lee-Mutual. Western sales manager is Gene W. Lee, former co-owner and manager of KPXM, Santa Barbara, Calif. and Ed Pancost, former of KFXX, Galveston, Texas.

Mary Ellen Ryan, formerly of Don Lee Broadcasting System, is traffic manager and will also handle publicity for the West Coast.
Military Delays Surrender Broadcast

Technical, Censorship Problems Cause Cancellation

OFFICIAL surrender of Japan was brought to the world the night of Sept. 1 when a delayed pool broadcast carried the story of the proceedings aboard the USS Missouri in Tokyo Bay.

Original plan for the broadcast called for live pickup from the Missouri, which has a kw transmitter used many times for direct broadcast to San Francisco. Because of technical and censorship problems decision was made by the military to delay the broadcast an hour-and-a-half, with President Truman picked up live from Washington between signing of the peace document and speeches by Gen. MacArthur and Adm. Nimitz.

Pool Narrators

As the ceremonies took place Merrill Mueller of NBC and Webley Edwards of CBS served as pool narrators. Mueller was chosen from correspondents attached to Gen. MacArthur's staff, Edwards from Adm. Nimitz' staff. Public relations officers made the selections, instead of using the lot-drawing procedure.

Execution of the broadcast setup was under direction of Gen. Diller and Lt. Col. Jack Harris, of MacArthur's staff, and Capt. Pittsugh Lane and Lt. Monroe of Nimitz' staff. Proceedings took place on the veranda deck of the Missouri, with Mueller and Edwards speaking from an anti-aircraft gun mounting, behind and above the Allied signatories and facing the Japanese.

According to Mueller, Comdr. Don Thompson, radio officer for Adm. Nimitz, and Lt. Bruce Dennis, both at Guam, drew plans for transmission facilities. Lt. Monroe, stationed on the communications ship USS Ancon, executed the plan. Alding also were Lt. George Zech- ary and Lt. Chick Morris, radio officers; Radioman Hank Cavell and Radioman Russell Anderson, of the Navy; Fred Haake, recorder, of Chicago; Radioman Walter Henc and Maj. Untermeyer of the Army.

Two sets of recordings were made, on acetate disc and Armour No. 50 magnetic wire recorders. The discs were sent by a destroyer to Lt. Col. Harris, who had taken over Radio Tokyo's transmitter. The wire recorders were sent via small boat to the Ancon, where the wire was rewound on the original recorders.

In all, 17 frequencies were set aside. Signal selected by RCA San

(Continued on page 79)

BROADCASTING • Broadcast Advertising

ALL IN A DAY

Interference Problem Just
Routine Stuff for FCC

ONE OF THOSE problems which either gives you gray hair or makes life very fascinating—depending on how you look at things—faced the FCC last week. It was, to put it mildly, somewhat "complicated". Try and follow us:

KOMA Oklahoma City (1520 on the dial) wanted to move down to 690. The reason: 1520 kc belongs to TGW Guatemala City under legal agreement and it was raising hell with the State Dept. because of KOMA interference in its primary coverage area. Besides, KOMA's signal interferes with WKBW Buffalo which operates as a Class I-B station on 1520 kc with 50 kw power and a directional antenna to protect KOMA.

KGGF Has 690

Now, it so happens that KGGF Coffeyville, Kan., operates on 690 kc and has no desire to change its location. Moreover, it wants to increase its nighttime power to cover a larger area. But, the present nighttime operation of KGGF interferes with KFEQ St. Joseph, Mo., which has the adjacent frequency of 680 kc, and the present nighttime activities of KGGF interferes with CBS Montreal in violation of international agreement.

So, here's what the Commission did: It directed that KOMA be issued a 6-months temporary authorization on its present frequency with only 500 w night, thus eliminating interference to the Guatemalan station and reducing interference substantially to WKBW. But it left a way open for KOMA by making its denial of change in frequency "without prejudice", so that KOMA may apply anytime within 12 months "looking toward the permanent solution of the interference problem". It incidentally suggested that "the proper use of the frequency 1520 requires the use of a directional antenna which will protect station TWG Guatemala and station WKBW".

Solution Helps KFEQ

As for KGGF, the Commission permitted it to stay on 690 kc and will authorize it to move its transmitter to a new site, to install a directional antenna and to operate with 1 kw both day and night (it now uses only 500 w at night). This will substantially reduce interference to KFEQ, adding 50,000 population to its coverage area, and eliminate objectionable interference to CBP Montreal. It will also reach a gain of 125,000 potential listeners for KGGF in the daytime and approximately 33,000 listeners at night.

Ho Hum. Solomon wasn't so terribly smart.

September 10, 1945 • Page 17

RADIO TRIO ready to land at Yokosuka Naval Base just off Tokyo are (1 to r): George Foonter, NBC; Webley Edwards, CBS (who took part in surrender pool broadcast); Larry Tighe, American. They are aboard a troop transport.

BMB Meeting to Consider Net Plan, Coverage Terms Changes

TWO major proposals will come before the board of directors of Broadcast Measurement Bureau when it holds its regular fall meeting in New York on Friday. One is for the elimination of reporting primary, secondary and tertiary coverage of stations in the BMB reports and confining them to station circulation and percentage of circulation figures. The other is for a network participation plan which would permit networks to become BMB subscribers in order to receive data on network circulation. It is considered likely that both will be adopted by the board.

Suggestion that the primary, secondary and tertiary coverage terms be abandoned was first made last fall by a group of Chicago broadcasters. The arbitrary setting of 50% coverage or better as primary, 25% to 50% as secondary and 10% to 25% as tertiary has evoked much criticism which was ably set forth by D. H. Denenhof of the Katz Agency in an article in the Sept. 3 issue of Broadcasting.

Copies Sent Members

D. E. Robinson, vice-president in charge of research of Sherman K. Ellis & Co. and chairman of the BMB board committee on research, last week sent to all BMB board members copies of the letter of the Chicago broadcasters and of Mr. Denenhof's article, together with copies of the resolution unanimously adopted by the BMB technical research committee at its meeting Aug. 29. Resolution points out the committee's conclusion that "the figures of radio families, percentage circulation and station circulation are of transcendent importance" and recommends that the BMB reports be confined to those data "without further stipulation of circulation levels" and that "BMB adopt an official position discouraging the practice of presenting BMB figures in circulation levels."

Technical research committee also endorsed the development of network coverage data by BMB which would enable advertisers and agencies to have the same sort of single-basis information available for network circulation that BMB is already set up to provide for individual stations. Details of the network circulation plan have not been divulged but it presumably entails methods for elimination of duplicate coverage arising from individual family votes for two or more stations affiliated with the same network and for providing the networks with data on affiliates which are not individual subscribers to BMB.

J. Harold Ryan, NAB president and chairman of the BMB board, will preside at the session on Friday, first meeting of the board since May 3. Board will also hear the reports of Mr. Ryan on the activities of the executive committee, of which he is also chairman; Hugh Feltis, BMB president, on organizational matters.

(Continued on page 80)
U. S. Mission Received by Pope Pius

Pontiff Sees Radio Role in Reuniting World for Peace
(Special From Vatican City)

IN an extraordinary half-hour audience granted the U. S. Broadcast Mission in Europe last Wednesday Pope Pius XII expressed gratitude to America and American radio for spreading the gospel of good and placed upon radio's great responsibilities the task of weaving the world into a community of peaceful nations. His Holiness, speaking in English, personally greeted each member of the mission, then read a prepared statement taking cognizance of radio's influence in molding world opinion and contributing toward restoration of goodwill. He observed that radio is a force for evil as well as good and expressed hope it would be used again as an implement of warfare.

"Like every human invention," the Pope said, "the radio can be used as an instrument of evil as well as good. It has been used, it is used, to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace within nations and between nations."

"This is an abuse of a gift of God, and it is for the responsible directors, as far as possible, to check and eliminate it."

"Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal, worthy of men's best efforts, and it is our fervent prayer."

Afterward, with the group seated around his desk, the Pontiff talked informally about America and radio. He recalled that in 1936 he visited the United States, traveling coast-to-coast by plane. He asked about the ETO trip and the degree of damage to German cities, recalling his long service in Munich and other German areas.

The Pope stressed the importance of Vatican-station operations. Previously the Rev. Father Filippo Scozzoni, director of the Vatican radio, had taken the group to 12,000 watt transmitter and shortwave station, used on an average of about six hours daily.

Mission Returns

These are dispatched by BROADCASTING's publisher, Sol Taishoff, on the eve of the Broadcasting Mission's departure from Europe. The group was to depart from Paris, scheduled to arrive in the U. S. Saturday.

He said the Vatican needs bigger facilities. Present transmitter was contributed by Marconi 15 years ago.

Following the audience the Pontiff presented each member with two rosaries and blessed them as well as their families and co-workers. He also blessed rosaries and medals brought by individuals. Finally, he thanked America again as the premier nation. He agreed to pose for a picture at his desk with the group, a rare event.

Justice Justin Miller, Mission spokesman, thanked the Pontiff for the audience. Afterward he expressed the gratitude of the group and all the United States for the Pontiff's spiritual guidance. Franklin C. Gowen, secretary to Myron Taylor, ambassador to the Holy See, served as escort. He observed afterward that it was the first audience he had ever witnessed and the Pontiff thanked him for arranging the interesting session with the American friends from America. He said seldom last more than a few minutes.

Mr. Gowen took the mission through the Vatican, St. Peters and other points.

Italy Wants to Boost Commercial Radio

Costs $10 a Minute To Run Station In Italy
(Special From Rome)

Italy continues to operate a commercial broadcasting system but the nation's economic plight, with nothing to sell, has resulted in a lame structure with only two hours weekly sold on national networks. American Expeditionary Forces stations boast large Italian audiences.

Inspection by the U. S. Mission of Radio Roma and interviews with heads of networks revealed anxiety to boost commercial operation and improve programming. With Italy's industry virtually set a standstill, few companies can afford advertising. Radio and press are relatively free in Italy in contrast to other European nations.

Deficit of 600 Lira Minute

It costs 1,000 lira per minute ($10) to operate Italian radio. The system realizes only 400 lira resulting in a deficit of 600 lira per minute. This includes license fees as well as sale of time. In 1943 there were 1,860,000 receivers in Italy, half in Rome. Now it is estimated 40% are nonoperational due to scarcity of parts.

Italy has two networks, one keyed from Rome to a dozen southern stations, the other from Milan to northern stations. Whereas before the war there was a single network, now two structures are operated with different names. Schism exists and probably won't be healed until new elections. No information is available in Rome on commercial operations of the northern network.

Radio Roma has a staff of 750, most of whom are said to be holding on for the war with Mussolini removed. In the North sweeping changes are said to have been made. Chairman of Italy's radio board, Armando Rossini, attorney, has been in the post three months. Director of programs is Maestro Razzi, who preceded Rossini as chairman before the war, who operated the Italian system known as EIRAR but separated operations are now known as RAI which means Radio Audizioni Italiane for the South, and RRI or Radio d'Italia for the North.

Industry at Standstill

Italian industry is at a standstill because Nazis stripped the country of almost all machinery. Stations and networks were practically dismantled but Italians smuggled new tubes and other parts to restore minimum service, with Allied help.

All advertising is sold, actual operating companies are government controlled through a holding company. Board of 12 is responsible to corporation stockholders but control is held by the government. No competition exists since the government has one station per city. However American and British media has not reached the small cities.

Italy's network is known as EIRAR but separated operations are now known as RAI which means Radio Audizioni Italiane for the South, and RRI or Radio d'Italia for the North.

U. S. Mission has found Radio Roma in the strange predicament of desiring to boost commercial operations—nothing to sell. As Italian industry is at a standstill, only two hours weekly are now sold on the national networks. Broadcasters also understand that 75% of the civilian audience tunes in to American and British troop stations, in preference to their own.

Moreover Italy lost out on allocations but will make a strong bid for clear-channel facilities when European nations meet in London toward the end of September to evolve new allocations. Mystery surrounds the conference called by the BBC. Radio Roma now operates 1,000 w but is installing a 100,000 w transmitter. It hasn't obtained steel for a new antenna, however. Station operates on 695 kc with a shortwave adjunct. Long-wave transmission is prevented by interference from an adjacent channel on which Radio Andorra

Lance Will Arrange U. S. Program Exchange
(Special From Paris)

ROBERT LANCE, director of North American program services, Radio Diffusion Francaise, will visit the United States in November for a month or six weeks to establish program exchange arrangements, perhaps install studios in New York and hire American commentators for French overseas service from New York hotels.

Relays are planned by shortwave and transcription, with possible adoption of American program methods. NAB President-designate Myron Taylor promised cooperation at an informal conference in Paris Thursday.

VIPS NOTES

Mission Flew 10,000 Miles In Month's Tour

(Special From Rome)

"ALTHOUGH" official statistics are lacking, it is estimated the U. S. Broadcast Mission flew 10,000 miles in 76 hours during the month ETO tour. Clair McCullough, of Mason-Dixon Network, is official recorder.

He is preparing final compilations.

Another Mission record was stairclimbing. Elevators are rare in Europe. Missioners climbed up and down Mickey Mouse stairways. It was hard on the legs but good on the waistline, with the result that few picked up weight despite voracious appetites and excellent food and wines.

In addition to 10,000 miles of air travel, the Mission went 1,500 by auto in special trips and travel over and beyond the ground in the air, made 20 plane landings. Ten countries and 33 cities or towns were covered by plane and auto.

Informal proposal by Col. Kirby to the escorting officer that the Vat.
Feed line

It takes just one 50 calibre machine gun on a P-51 Mustang Fighter to eat up all those bullets during one flight. The plane has six guns, so figure out for yourself how many slugs are tossed at an enemy plane. It would take 36 Air Force Armorers to carry all the ammunition.

Firepower. That's the stuff that wins wars. And it takes the same kind of power to sell goods.

If you've got something to sell in Baltimore, Maryland ... W-I-T-H, the radio station, can and does deliver the "power" of more listeners for the lowest cost of any station in town.

Most time buyers know this ... so this is just a reminder that W-I-T-H, the successful independent, is your safe bet in Baltimore.

And remember ... Baltimore is the sixth largest city in the U. S. A.

BROADCASTING * Broadcast Advertising

W-I-T-H

BALTIMORE, MD.

Tom Tinsley, President * Represented Nationally by Headley-Reed

September 10, 1945 * Page 19
How Many Stations Will Markets Support?

Retail Sales Are Proposed as Criterion

By DR. VICTOR J. ANDREW
Andrew Co., Chicago

The number of broadcast stations operating now in any one city is fundamentally limited by two factors. In the larger cities, the average frequency of city stations is limited by the number of AM stations. In small cities, the possible financial support usually determines whether there shall be a station. With the additional frequencies made available by FM, we may expect to see the economic factor becoming increasingly important. (A list of the possible number of metropolitan FM stations for cities in Alaska where AM stations are located may be found in the FCC preliminary report on rules for stations in small communities.)

Statistics in the accompanying table have been prepared for all major cities of the United States in an attempt to find from broad underlying principles how many stations each city may be expected to support. Important local variations between cities of the same size in cost of operating broadcast stations have been disregarded in order to have sufficiently simple data to permit broad comparisons between various cities. Some concern with a problem in an individual city ordinarily has available much more local information regarding the city than basic comparative information such as is presented here.

The first requirement is to find a yardstick to measure the ability of a city to support one or more radio stations. The measure chosen is the retail sales of the city. The retail sales estimate for 1944, as published in the May 16, 1945, issue of Sales Management has been used.

The next step is to determine the amount of radio sales in dollars which is necessary to support one station. This has been done by analysis of the number of stations now existing. Thus the data presented has an absolute significance. It serves as a yardstick or a comparison between different cities.

The method of making the calculations is as follows. All cities containing one station were listed. This list of 464 cities is found to contain an equal number of cities with more and with less than 15 million dollars of retail sales per year. It is therefore assumed that the normal sales supporting one station is a city with 15 million dollars of retail sales. Similarly, a normal of 66 million is found for supporting two stations.

It is noticed that the retail sales increase more rapidly than the number of stations. This may be ascribed in part to (1) greater difficulty in finding frequencies in larger cities. (2) Where money is required to support an average large city station than an average small city station. (3) the small city station does have a poorer economic position than the large city station.

Examination of the accompanying data to determine which cities may support additional stations reveals that many of those which appear attractive are suburbs adjacent to large cities. If a frequency can be found which is available in the suburbs, it usually can also be used in the large city. The greater economic attraction of the large city dictates that the frequency should be used there. The station here given may not indicate that the large city can support the station as well as the suburb. This is due to the fact that our standard for "support" varies with the size of the cities. The data here presented can be used only to compare cities of similar size. No statistics are needed to make comparison between large and small cities. The economic advantage is always with the large city.

A closer examination of the statistics reveals that if a city has one less than the normal number of stations, those stations are in the top 20% of all stations in similar cities. If a city has one more than the normal number of stations, these are in the bottom 20%.

BORN in 1902, Dr. Andrew was graduated from Wooster College, Ohio, with a BS degree in 1926, won his MS in 1928 and Ph.D. in 1931. He worked with Prof. Arthur H. Compton at the U of Chicago on the cosmic ray apparatus. He accompanied him on an expedition to Pikes Peak in 1932. That same year he joined Westinghouse as radio transmitters. There he invented a type of filament construction in use now in high voltage rectifier tubes. In 1933 he joined Doolittle & Falknor Co., Chicago, as chief engineer, founding his own company, specializing in antenna engineering and manufacturing, the following year.

Dr. Andrew

Page 20 • September 10, 1945
ALL NEWS IS GOOD NEWS ON WCOP

WCOP, as the Boston Cowles Station, puts special emphasis on good news. That means complete news and frequent news, smartly edited for radio alone.

WCOP news is complete in content. It's the only station in Boston with all three wire services — INS, UP and AP. WCOP gets all scoops, with a triple check on all questions, and a minimum of repetition.

WCOP news is complete in treatment. Five crack radio newsmen, headed by Ron Cochran, operate for WCOP one of the best equipped radio newsrooms in New England. Scripts are thoroughly edited radio-wise.

WCOP news is frequent. 12 newscasts every weekday and 5 on Sunday are making WCOP a news tradition in Boston.

WCOP local news is backed by top American news commentators and a tie-up with the world-famous CHRISTIAN SCIENCE MONITOR.

WCOP has a few choice news availabilities for sponsorship. Carefully presented news gets careful listenership — and so do adjoining commercials.

SPECIAL AVAILABILITY NOW: Daily 10-minute program direct from offices of CHRISTIAN SCIENCE MONITOR. Ten minutes of news and commentary by noted Monitor Staff member, followed by a WCOP local five-minute news period. May be sponsored complete, or each section is available separately.

FOR RATES AND FULL INFORMATION on this period and all other newscasts, see any Katz Office, or get in touch with Norbert O'Brien, Commercial Manager, Station WCOP, Boston.

WCOP Boston
A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston
European Nations Girding for Struggle Of Superpower Broadcasting Stations

(Special From Luxembourg, Delayed)

A BATTLE of radio goliaths already is taking shape in Europe, with superpower stations in the standard broadcast band either on the air or in the blueprint stage. Only lack of equipment has delayed the start of what may become an angry conflict among European nations to dominate the political and social thought of Europe. Britain and Russia at present have the loudest radio voices, but all nations, large and small, aspire to be heard and have or are prepared to order transmitters of 100,000 to 800,000 W (the U. S. maximum is 50,000 W).

When the war began six years ago broadcast allocations agreed to at the Lucerne Conference in 1933 were jettisoned. England, Germany and Russia preempted the frequencies of smaller sovereign nations and loaded them with powerful and beamed signals.

Radio Luxembourg, turned over to SHAEF by the Grand Duchy and since VE Day operated by the Army's Information Control Division, successor to Psychological Warfare Division, shifted frequency to 223 kc, a longwave clear channel otherwise assigned. It uses power of 135,000 to 150,000 W.

But while Radio Lux is a powerful station and is America's official voice, it is a midget in contrast to the outputs of British and Russian stations. Best information is that the BBC station at Drovitch uses 800,000 w, while at Moscow a 750,000 W station is reported operating.

Credits

LUXEMBOURG — When surrendering, please mention the station to which you are listening.” That was the credit line the staff of Radio Luxembourg proposed to Lt. Col. Samuel R. Rosenbaum, former head of WFL Philadelpia, commanding officer of the SHAEF station prior to VE Day. While never used on the air, many of the surrendering krauts said they followed the station's advice.

on 620 kc. That frequency is allocated to Radio Brussels, which is operating a 180,000-watt on it, but proposes to install a 100,000 W station on that channel and a second 100,000-watt for 432 kc as soon as it can get the equipment.

Stockholm is said to be about ready to begin operation of a 750,000 W station in the longwave band, while Radio France is known to be planning at least one 400,000-watt.

BBC, which more and more dominates the continental radio scene, already has urged prompt holding of a conference of European nations to settle allocations. While FM and television are being considered, the longwaves which can use superpower are the most coveted.

Whether the United States will remain in the European radio picture indefinitely is uncertain. OWI for weeks had been trying to enter an agreement with the Grand Duchy for continued operation of Radio Luxembourg, but under civil rather than military auspices. This was prior to transfer of OWI functions to the State Dept. The station, formerly operated by a commercial syndicate with signals beamed to Great Britain, much to BBC's chagrin, soon will be relinquished by the Army's ICD. Plans already are under way to move the operations close to the American headquarters at Frankfurt.

Nazi Portable Outfit

A 100,000 W Nazi transmitter installed in a series of railroad cars, complete with studios, has been captured and now is near Frankfurt. As soon as adequate housing facilities are provided, the station will begin operation as the successor to Radio Luxembourg, as far as the Army is concerned. Lt. Col. Samuel R. Rosenbaum, now commanding Radio Luxembourg, has already finished blueotyping the new operation.

Even if the United States does not take over Radio Luxembourg on a leasehold basis, there is the possibility that arrangements will be made with some other smaller sovereignty or republic for broadcasting rights, Longwaves to supplement the shortwave transmissions are regarded as highly desirable at this stage.
A well placed pass, straight to the receiver, is like a well placed advertisement. Both bring results.

Advertising is Well Placed on WSPD—the 5,000 watt, NBC station which covers the rich Northwestern Ohio-Southern Michigan area—the home of one and one-half million prosperous prospects.

Just Ask Katz
**Columbus Women Tell WBNS When and Why They Tune In**

By HELEN R. BITTERMAN

WBNS Columbus Sales Representative

IS THE American woman who listens to "soap opera" neurotic? No—if we may judge from a thousand women in Columbus, O.

Between October 1944, and May 1945, I talked to 1,023 women in groups of from 17 to 150. More important, they talked back. They were all women whose husbands earned more than $2,000. All had been at least high school and many had been to college. Except for seventeen, they were all housewives. And over four-fifths of them listened to "soap operas"—and liked them.

The first group I talked to, a neighborhood group in the university district, started out by denying stoutly that they ever listened. But little by little, by asking questions about the plots of the 22 serials WBNS was carrying at the time, answers began to come. As soon as the women saw that their neighbors—perfectly respectable women—would stoop to listen to a "soap opera," they all broke down and "confessed".

I asked six questions of each group. And here are the results along with the questions: 

**Do you listen to daytime serials?**

Out of 1,023 women, 939 did listen. The remaining 84 did not. Of the 84, 17 were professional women who were not at home during the day. The remaining 67 did not listen to serials at all. I asked these 67 what they did listen to during the day. Three didn't listen to the radio until their husbands came home in the evening. Sixty-four liked music. Thirty-four of the music lovers had small children in the home.

**Asked Why**

"Why do you listen to daytime serials?"

They listen to the radio for company. By 9 o'clock in the morning, the house is empty. Mother has had time for a second cup of coffee and a glance at the morning newspaper. And then it is time for Valiant Lady, or its equivalent on another network.

Many women said they had portable radios which they carried about with them as they went.

**ACCORDING** to this sampling of Columbus women of the upper income and intellectual bracket, the "soap opera" listener is not a neurotic indulging in emotional escape from frustration but is just employing a substitute for normal human companionship not available at that time of day.

Others admitted frankly that they turned the radio up as loud as it would go so as to reach them as they worked. Only 29 of the women said that they would come down to the radio to listen every day to a particular serial, and then turn the radio of and go about their jobs. Nine hundred and ten of them listen to the serials, one after another, in the morning hours.

The afternoon serials were a different story.

**Stay Home to Listen?**

"Do you stay at home to listen to the radio instead of going about your social activities during the day?"

Only two women of the 1,023 said that they'd stay home, say, from the movies, or a shopping trip, to listen to an afternoon serial.

In other words, listening to radio is part of a regular pattern of daytime activity. The housework is over, say, by 1:30 p.m. And until 5 p.m., the Columbus housewife in the upper brackets is out marketing, or shopping, or calling, or going to the movies. At 5 p.m. she returns to get dinner—and on goes the radio again.

This pattern of listening is not confined to the 1,023 housewives I talked to. The WBNS Hooper ratings confirm it. There is a level of listening audience sustained from 9 a.m. to 11 a.m. At that time and until 1:30 p.m.—in other words, during the lunch period—the peak of daytime is reached. The level of listening then sinks gradually. At 5 p.m. it again climbs upward to the evening listening levels. The pattern of radio listening depends a great deal on the general pattern of household activity.

**Substitute for Company**

This is a very different thing from using radio as an emotional escape from frustration. It is simply a substitution of one kind of human companionship for another.

"Would you prefer music to a daytime serial while doing your housework?"

Only 64 out of the 1,023 women (6%) said they would. Of these, 34 had small children.

"Why do you prefer a daytime serial to music?"

It was hard to get the women to explain this preference. If there is any one reason, it is that they like to listen to stories, which carry interest over from one day to day, rather than to music.

"What kind of a daytime pro-

(Continued on page 78)
Perfect timing learned in war will be carried into sales work by many a returning veteran. And when it comes to radio time, time buyers from coast-to-coast know that Weed & Company men are ready with complete data on top-notch availabilities.

With time their full-time business, Weed men are ready but not waiting. They are on the alert for new budgets seeking placement, and they help time buyers place them properly. The better stations, nationally represented by Weed & Company, know that “time will sell.”

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
CHUM, IN TORONTO, ON AIR IN OCTOBER

CHUM Toronto is expected to be on the air sometime in October, according to managing director Al Leary, formerly manager of CKCL Toronto. The station is one of the first in Canada to obtain its 1 kw equipment since lifting of the equipment freeze in the Dominion on Aug. 24. Northern Electric equipment is being used throughout the transmitter. The station is located on a 40-acre farm northeast of Toronto, and studios are in the penthouse of the Hermant Bldg., Toronto.

Chief engineer is Aurel Boisvert, formerly of CKAC Montreal. A number of returning servicemen are on the staff including Sgt. Dick MacDougall, formerly of CKCL and CFRB Toronto, and Dunc Chisholm, RCAF, formerly heard on the Canadian Marconi Sunday night program "L for Lancy.

The station will have a large local news department.

Touch of Home

STEALING a leaf from WIP Philadelphia in an attempt to induce nostalgia in our servicemen, Tokyo Rose, some returning GI's inform, used to play the musical number "Bluebird of Happiness" at the same time it is customarily heard on the WIP Down Patrol. The station, incidentally, some time ago thought the song had outlived its usefulness and tried to take it off the air. The clamor was so great it had to be returned and still is played three times each morning.

Because of Al Leary's popularity it is understood that member stations of the Western Assn. of Broadcasters are recording a feature program for use on the opening ceremonies of CHUM.

Praise for KTUC

EFFORTS of a 250 kw station to promote traffic safety have been singled out for praise by CBS in its "Listen" advertisement appearing in the Atlantic Monthly. The station, KTUC Tucson, Ariz., conducted a safety campaign for Pima County's bike-riders, found only four bikes out of 143 in acceptable condition, and awarded War Stamps to proud owners. Earlier, KTUC set up a brake-testing station outside its studio, inspected 23,058 cars. Of these, 1,888 had faulty brakes, with 1,400 getting immediate attention. Pima County police and highway patrol officials cited the station's civic enterprise. CBS called it further proof that small stations have greater power than wattage in their listening area.

RAY INMAN, art director of Prairie Farmer and WLS Chicago, has resigned to become head of the art department for Burton Browne Adv., Chicago.

WIRE RECORDERS

Postwar Models May Find Wide Range of Uses

WITHIN a year present and future licensees of the Wire Recorder Development Corp. will be producing radio recorders for use in the home and industry, according to an article by Paul D. Hermann in the Illinois Tech Engineer and Alumnus. He predicts that the wire recorder will become an attractive and relatively inexpensive fixture that professional recordings on wire, including vocal and instrumental music, lectures, extension courses and books, will be made available.

Simplicity of operation will make it easy even for a child to use the device, Mr. Hermann believes, for recording and replaying favorite radio programs. Equipped with a timing mechanism, the recorder could be set to start automatically at a given time and to shut off at the conclusion of a program without an operator being present, he points out.

Value to Broadcaster

For the broadcaster, Mr. Hermann sees great potentials for the recorder for on-the-spot descriptions of news events, short- and longer stories or the cutting tape from a radio show to fit any allotted program period. Such recordings would enliven radio news programs and rebroadcast of special events could be carried out more simply and economically, he asserts.

In the field of education, he visualizes the use of the wire recorder for complete courses in history or languages for either home study or tutoring. The device could also be used to record any number of educational features, either for direct broadcast or for distribution to schools and colleges.

Among the various designs considered for use of the Armour Magneto Wire Sound Recorder, according to Mr. Hermann, is a pocket model upon which experimental work is now in progress. This unit is only 1 3/4 x 4 and weighs about three pounds. It can record for 66 minutes at a wire speed of 1 1/2 ft. per second but at present requires transfer of the spool to a larger model for reproduction.

In this model, Mr. Hermann believes, "both professionals and amateurs alike may find a device which will open up an entirely new field of candid reporting, comparable to the candid camera fad which raged a few years back. Capable of recording any conversation, either with or without the speaker's knowledge, such a model might revolutionize the entire field of reporting."

Pa. Stations Lauded

STATIONS in Pennsylvania have been praised by G. Ruhland Rebmann Jr., State chairman of the State War Finance Committee, for their role in helping the State achieve second rank in Bond and Stamp purchases.

Page 26 - September 10, 1945
WAGE... SCORES BIGGEST MAIL PULL IN THE HISTORY OF SYRACUSE RADIO

Central New York listeners have given WAGE another "First," and further solid proof of WAGE's unequalled influence in the Syracuse market.

The souvenir pictured on this page was offered for four days only (August 15, 16, 17 and 18) and on local programs only. No network adjacencies were used. *25,060 pieces of mail arrived in the first seven days. This mail came from more than 20 upstate counties, attesting to WAGE's unsurpassed coverage in this market.

In 1944 and 1945, Crossley and Hooper studies ranked WAGE first in daytime listenership. Now the responsiveness of that audience is demonstrated in the greatest flood of mail ever poured into a Syracuse radio station.

*(All mail was tabulated by The Syracuse Letter Company. Details on request.)

Affiliated with AMERICAN BROADCASTING COMPANY

WAGE SYRACUSE, NEW YORK

William T. Lane, General Manager

Represented by The EDWARD PETRY CO.
Monte Carlo Building Station; U. S. Officials Show Interest

New 120,000 w Outlet May Be Used to Give U. S. Viewpoint to Countries on the Continent

(Special from Monte Carlo, Monaco)

THIS tiny principality on the Riviera just three miles square may become the new seat of European commercial radio, with the United States as possible lessee of time or of the station itself. New 120,000 w standard station is now under construction, to be ready in 18 months. It will be known as Radio Monte Carlo.

Construction is by a private company in which Monaco owns 6%. Controlling owners are French businessmen interested in commercial radio along the prewar lines of Radio Luxembourg and Normandie. To operate on 1086 kc, station will cover France, Italy, British Isles, Germany and North Africa, according to the owners. An antenna atop Agel Mountain, with sheer cliff rising 3,000 feet above the Mediterranean salt water, should provide phenomenal coverage.

Negotiate for Luxembourg

United States is now negotiating with the Duchy of Luxembourg for lease of Radio Luxembourg to continue as the American voice for that country.

Letter to the Editor

EDITOR, BROADCASTING:

I rather hesitate to give undue publicity to the "cancel-test" which, according to BROADCASTING of August 17 (page 85), is being adopted by one of the major networks to ascertain the popularity of certain of its shows; but I think this practice should be frowned upon by radio management before it develops to the stage where it will be frowned upon by the radio listener.

I agree that this is a positive test which involves a minimum expenditure of time and money, but certainly it is a negative procedure carried out at the expense of the listener.

Every station rightfully prides itself on its listener-loyalty which it has gained through hard work over a long period of time. Why should we not show the listeners the same loyalty that we expect of them?

Let's cancel the "cancel-test," the show MUST go on!

ARTHUR L. MARTIN
Program Director
WIZE Springfield

CBS Preview

CBS WILL BROADCAST "Panoramic Preview" of its fall and winter programs, 3-4:30 p.m., on Sept. 16 and 23, featuring the stars and personalities of the networks' outstanding shows. Norman Corwin will produce the first 90-minute program from New York; William Robson the second from Hollywood.

in Europe. Top American authorities interviewed by the U. S. Broadcasting Mission in Europe have agreed this country must have medium-wave facilities lest the American viewpoint be smothered by propaganda of other nations.

Monaco officials are understood to have pledged cooperation and their station presumably is available for long-term block time sale contract.

Tentative plans have been worked out with OWI officials, known in Europe as U. S. Information Service. With OWI abolition, it is presumed the State Dept. will take over as official U. S. radio contact with Monte Carlo.

Present Monte Carlo station operates with only 300 w. Station formerly was 30,000 w but Germans stole the equipment in 1942. New studios being constructed include modern acoustics. Additional standard station and two short-wave stations of 25 kw each are being installed. New transmitters will be built under contract with Society French Radio Diffusion.

A former German company held the station in trust for the Prince of Monaco. New corporation is anonymous but is held by French or Monacans only. Station has no connection with ownership of the Monte Carlo Casino. Raymond Gaudry, local manager, said station has access to the best European talent bands at Riviera resorts and nearby Cannes and Nice.

General Manager Robert Schick, of Paris, is expected in programming and sales. Present station operates six hours daily but the 120,000-watter will operate around the clock.

Life Membership

GOVERNOR Phil M. Donnelly of Missouri was presented with a Gold Membership Card, signifying life membership in the St. Louis Adv. Club, at a luncheon of about 350 leading men and women in the advertising field. KWK recorded the ceremonies and the governor's speech on wire and broadcast it.

New Gates Plant

GATES RADIO Co., Quincy, Ill., has acquired a new factory building to permit expanded production of broadcasting, communication, recording and industrial electronic apparatus. Gates has named Specialty Distributing Co., with offices in Atlanta, Chattanooga, Savannah and Macon to represent sales and engineering of Gates products in the Southeast. Houston Radio Supply Co., Houston, Tex., has been named distributor in Texas, Louisiana and Mississippi.
A SMALL TOWN OF FIVE MILLION

We at WSM have remembered for twenty years that we are addressing a small-town audience. But we remember also that there are five million folks in that small town. They listen... we know it because they respond. They listen because never for one moment in all those twenty years of broadcasting have we forgotten that our kind of people believe what we tell them. We regard that as the most solemn sort of obligation. But it is also a magnificent selling force.

THE STATION WHOSE SELLING POWER RESTS ON TWENTY YEARS OF UNINTERRUPTED INTEGRITY OF PURPOSE

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

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

September 10, 1945 • Page 29
American Radio for the GI’s in Europe

Continent System Hurdled Many Barriers

By SOL TAISHOFF
(Special from Paris)

HOW 3,500,000 GI’s in the European theatre have been fed radio fare a la American Plan was demonstrated here in Paris to the U.S. Broadcasting Mission by executives of American Forces Network — practically all broadcasters.

Operating strictly along American lines, AFN has as its sponsors the various services of the Army, as well as other Government agencies. A “commercial department” handles the copy. Top domestic programs transmitted or produced by Armed Forces Radio Service are “decommercialized”, with Army sponsors substituted.

Impromptu at First

The story was recounted to the mission of 15 plus a number of added starters by Lt. Col. John S. Hayes (ex-WOR production head), AFN chief and his top aides. It is a radio romance demonstrating the ingenuity of American radio men in putting together a nearly continent-wide pattern of radio under almost insurmountable difficulties. At the start practically all of the equipment was improvised. It was put together with “hairpins, chewing gum and sweat”, said one of the technical men with AFN.

Col. Hayes told the mission his staff of 30 officers and 300 men had “eaten, lived and slept” American radio since AFN’s formation on July 4, 1943. The 3,500,000 men in arms are about to be turned back to American broadcasters, still conditioned for radio the American way.

AFN Will Continue

AFN will continue its operations in ETO as long as there’s a GI left to listen, Col. Hayes said. The network once totaled 55 stations, including two 100,000-watters (Munich and Stuttgart). It broadcasts a 24-hour per day schedule. Of this 140-hour per week operation, 52 AFN hours are either shortwave or transmitted by AFBS.

As demobilization goes forward, AFN operations will be curtailed. When redeployment activities are completed, a basic network of seven stations to serve American occupation troops in Germany will be maintained, including the two 100,000 w stations. Headquarters will be shifted from Paris to Frankfort — Gen. Eisenhower’s base.

Five of the seven stations in Germany will be tied together by landline — Frankfort, Munich, Stuttgart, Kassell and Bayreuth. Stations at Bremen and Berlin will pick up by shortwave for rebroadcast. In addition three stations are planned in Austria at Linz, Salzburg and Vienna. Of the original 61 stations, 28 are left.

How did AFN get longwave frequencies? It “borrowed” two channels without permission from Bulgaria, and took “a few” from Sweden, with “some” permission, said Col. Hayes.

Col. Hayes said BBC had been “terribly helpful” in clearing up frequencies for the initial operations in England and in expediting copyright clearance and other complications which arose in setting up this unique operation.

Extra Audience of 5,000,000

He said surveys showed that at the peak AFN had 5,000,000 people listening to its programs, aside from the armed forces. It was this development which presumably forced BBC to introduce a “light” home program.

Operations of AFN were outlined by Lt. Hendrik Booraem Jr., U.S. Naval Reserve, chief of operations and former radio production executive of Young & Rubicam. He explained AFN is a joint Army-Navy venture, but that the Navy was “late”. Bremen operations are conducted by the Navy because of the preponderance of Navy personnel there.

Maj. Robert S. Light, program supervisor of AFN (former radio and screen freelance writer and producer), told how AFN surveyed its audience on program wants. The result was the current schedule of two hours of news a day in 24 broadcasts, plenty of music and a minimum of “talk”.

During actual combat, wire recorded reports were broadcast. Two men were killed in combat on such assignments. News is given straight, he said. Murders, strikes and rapes are kept off.

In the “sponsorship” end, Capt. Frank Danzig, chief of troop information section (formerly CBS promotion), related how the commercial department functions. For the Education and Information Branch of the Army, courses at the five specialist schools in ETO are “sold”.

Sample spot announcements were performed. They were in the best commercial radio tradition. Other commodities sold were V-Mail, War Bonds, USO, Stars & Stripes, GI bill of rights, and — the most spectacular — the anti-venereal disease campaign. That is the now famed

(Continued on page 72)
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the eighth in 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.

8. The Relay Transmitter

Television video signals (because of the wide band width they require) cannot be easily transmitted over ordinary telephone lines. They can, of course, be transmitted over coaxial lines or over short lengths of ordinary cable that have been specially equalized. Such lines are usually not available at remote pickup points, and therefore it is necessary to relay the signal back to the main transmitter by means of a radio link circuit. Such a system was first used by RCA engineers. The first transmitter ever used for television relaying was built by RCA engineers. The one shown here was developed and manufactured before the war. Greatly improved designs will be available when the emergency is over and manufacturing resumes.

The Fountainhead of Modern Tube Development is RCA
...and the fishing is fine for these 64 Local Advertisers who use WHB

In this list of WHB advertisers, you'll find most of Kansas City's biggest, smartest merchants. When you decide to use WHB, you're backing your good judgment with theirs.

**Department Stores**
- Eisen Bird & Mayer Co.
- Ehrman's, Inc.
- John Taylor & Co.
- John's Shoes Co.
- Montgomery Ward
- Puck's Import Store
- Roche Bros.

**Meats and Groceries**
- A & P Tea Co.
- Helene-Schmukly
- Hess Keg Food Store

**Millinery**
- Edmond's Hats Shop
- Edmond's Millinery

**Auto**
- Allen Bros.
- Allied Motors, Inc.
- Geo. H. Weil, Inc.

**Jewelry**
- Goldman's Jewelry Co.
- Heilbronn's Diamond Shop

For WHB availabilities, phone DON DAVIS at any "Spot Sales" office.

---

PLAQUES were awarded managers of Oklahoma City's four stations by Chamber of Commerce, Junior Division, for civic service. Receiving plaques were (1 to r) Ken Brown, KOMA; Matthew Bonebrake, KOCY; Gayle V. Grubb, WKY; Bob Enoch, KOTK.

**Pressing Problem**

A STORY of an electric iron, a pair of pants, and a remote band broadcast on AFN Frankfurt came from the ETO this week. T/S Lee Jaffe of Brooklyn, formerly an engineer with New York's municipal stations WNYC and WNYE, was preparing for a remote broadcast of GI dance band when he discovered just before going on the air that the current in camp was 220 volts, when it should have been 110. Spying a soldier pressing his pants nearby with an electric iron, Jaffe grabbed the iron with a hurried explanation and used it to limit the voltage to the amplifier, cutting the power to 110 volts. While the GI stood around without his pants and gesturing an unrecorded voltage h i m s e l f, Jaffe put on the broadcast. A number was especially dedicated to the soldier and his date that night and it is believed that relations are again harmonious.

**Election Campaign**

**WOW Plea Denied**

RIGHT to recover payments made to ASCAP after the passage in May 1937 of a Nebraska statute outlawing such organizations and compelling them to do business in Nebraska, was denied the Woodmen of the World Life Insurance Society, licensees of WOW Omaha, by a State Supreme Court decision last month. The court held the station voluntarily made the payments with full knowledge of the facts and the litigation concerning the statute.

**Music Contracts**

ASSOCIATED Music Publishers, New York, has made music licensing agreements with stations WBLC Muncie, KLO Ogden, KALL Salt Lake City, and WNAX Young. Music licenses have been extended with the following stations:
- KFAC KGY KOY KSLM KVOD
- WBAX WMBL WBNS WBK
- WCAR WOOL WCOU WCH
- WENY WFEA WHAI WHBQ
- WHEC WHYN WJAG WLBZ
- WLHL WLKH WMS WNL
- WOOD WPAY WEKO WRLN
- WSAR WSR WSYB WTAG WTHH.

**Memorabilia**

RELEASES sent from the San Francisco Conference by Dorothy Lewis, NAB director of listener activities, to women broadcasters at 425 stations have been placed in the Roosevelt Library at Hyde Park, as part of memorabilia of the United Nations Conference.
How much mail can your station pull?

FIND OUT in this sensational Tom Mix Contest for Mutual Affiliated Stations.

WIN a $500 War Bond or one of seven other War Bonds totaling $1000.

GET national recognition for the selling power of your station!

An Equal Chance for every station! Simple! Easy! No Elaborate Presentations

The winner will be that TOM MIX Mutual Station which, from the period of October 1, 1945 to April 1, 1946, pulls the largest number of premium returns in proportion to the population of its primary listening area.

CONTEST RULES
1. PREMIUM RETURNS shall be defined as bona fide requests from listeners by mail for premiums to be offered on the TOM MIX RALSTON STRAIGHT SHOOTERS PROGRAM only, during the period from October 1, 1945 to April 1, 1946.
2. POPULATION OF THE PRIMARY LISTENING AREA will be determined by and supplied to the research organization tabulating the results, by the individual Mutual stations. In the event of any failure to supply this population figure, the estimate of the Mutual Broadcasting System for that individual station will be used.
3. ALL PREMIUM RETURNS WILL BEAR INDIVIDUAL STATION CALL LETTERS, although addressed to a central mailing point. Therefore, mail will be credited to individual stations according to the call letters designated by the listening audience, rather than by postmarks on envelopes or by arbitrary geographic boundaries.
4. TABULATING will be done by a qualified research organization and your final station standing will be made available to you and the Mutual Network only in a confidential report.
5. IN CASE OF TIES duplicate prizes will be awarded.

IMPORTANT! In order to qualify for one of the eight prizes, promotion managers of the individual Mutual stations must show evidence of continuous promotional activities designed to build or increase the listening audience for the TOM MIX RALSTON STRAIGHT SHOOTERS program during the six months' period from October 1, 1945 to April 1, 1946. Any promotion manager, publicity director, or other individual employed by a Mutual network affiliated station, who has been entrusted by that station with the work of general program or merchandising promotion, is eligible to enter.

PRIZES
First Prize . $500 War Bond
Second Prize . $250 War Bond
Third Prize . $100 War Bond
Fourth Prize . $50 War Bond
Fifth, Sixth, Seventh and Eighth Prizes . $25 War Bonds

SPONSORED BY THE RALSTON PURINA COMPANY OF ST. LOUIS
For additional information write: Hal Coulter, Mutual Audience Promotion, 1440 Broad.
way, New York 18, or BROADCASTING MAGAZINE.
Midwest Farmer Day Staged by WNAX
For Five States Draws 70,000 Crowd

THIRD annual Midwest Farmer Day of WNAX Yankton, held Labor Day, drew some 70,000 farmers and their families from Iowa, Minnesota, Nebraska and the Dakotas. Selected "Typical Midwest Farmer" was John Oser, of Westside, Ia. He and Mrs. Oser will be given the annual WNAX trip to Washington to be guest of the President and other dignitaries. He was also given a tractor and Victory Bonds, with wrist watch for his wife.

The four runnersup were given trailers, with bonds and watches.

8 STATIONS BRING BMB TOTAL TO 540
ADDITION of eight more station subscribers to BMB in the last 20 days of August brought the total to 540 stations (including four FM and one Canadian station) with two-year commitments aggregating $225,810, as of Aug. 30, just a year after the broadcasters at the 1944 NAB convention had unanimously endorsed the BMB plan of station circulation measurement. New stations are: WNAX Yankton, S. D.; WINX Washington, B. C.; WCAZ Carthage, III.; WJXX Jackson, Miss.; WHDF Houghton, Mich.; WDEV Waterbury, Vt.; WSSR St. Albans, Vt.; KWFY Key West, Fla.

Breakdown shows that the 535 AM United States stations that are BMB subscribers amount to 56% of the stations with night power of 10 kw or over, 67% of the stations with night power between 500 w and 10 kw, and 56% of stations with night power of 250 w or less. Broken down by network affiliation, BMB has 67% of American affiliates, 70% of CBS stations, 61% of Mutual and 64% of NBC outlets, as well as 41% of nonnetwork stations. These BMB stations are 61% of all operating commercial stations in the country.

New American Affiliate
WMSA Massena, N. Y., will become an affiliate of American when it begins operations with 250 w on 1340 kc about Oct. 1. New station is owned and operated by Watertown (N. Y.) Times, which also owns and operates WNNY Watertown. Thomas R. McHough and James H. Higgins of the WNNY staff will be manager and assistant manager respectively at WMSA.

Makes Film
GENERAL Service Studios, Hollywood, has started production of Tom Breneman's Breakfast in Hollywood, based on the American show by same name heard Monday-Friday at 11-11:30 a.m. Picture marks cinema debut of Breneman and the program, which has one of highest daytime ratings in radio.

Cash on Delivery—$150,000,000 of it—is what farmers in the KATE primary coverage area were paid for livestock they fattened for market last year. Home of the Hormel, Decker and Wilson plants, this is one of the nation's big packing centers. Here, too, you'll find dairying and poultry raising at their prosperous best ... for this is the heart of the country's richest farm territory. It has never known a crop failure! Also in the KATE primary coverage area is the town of Albert Lea, nationally known for the famous "Albert Lea Postwar Plan." There's only one sure way to sell this market ... it's, the KATE-way.

Before you make up your next radio schedule, give us or our national representatives the opportunity to tell you how KATE can deliver this diversified market to you.

C.O.D.
$150,000,000!

GEO. A. HORMEL
DECKER,
WILSON CO.
PACKING PLANTS

KATE ALBERT LEA & AUSTIN
MINNESOTA
AMERICAN BROADCASTING COMPANY
and
"N. C. B. S." - "SOUTHERN MINN." - "DAIRYLAND" NETS

Radio Teaches Teachers
IN COOPERATION with NBC stations, WBZ - WBZA Boston, Springfield, Massachusetts, starting Oct. 13 is experimenting with a plan for presenting courses for teachers. Teachers unable to take improvement courses due to travel limitations will listen to Our Foreign Policy and supplemented programs, take examinations and be credited toward an undergraduate degree. "The Massachusetts Plan," has been adopted by notable educators and represents beginning of great cooperation between commercial broadcasters and educators for public benefit, according to Julius E. Warren, Mass. Commissioner of Education.

Admiral Offices
ADMIRAL Corp., Chicago, has consolidated its main offices in its principal plant at 5800 W. Corinland St. Space previously occupied at 444 Lake Shore Drive will be taken over by Appliance Distributors, company-owned distributor of its products in the area.

Balloon Station
U. OF CHICAGO was authorized by the FCC last week to install a new experimental portable radio station aboard a free balloon within a 360 mile radius of Chicago. The balloon, to be known as the Cosmic Ray Laboratory, will be sent aloft to obtain scientific data regarding the nature of penetrating radia-tions in the stratosphere. At small, light-weight transmitter to be frequency-modulated will be used.
"KICKS UP" SALES

FOR TEXAS BOOT MANUFACTURER!

LONE STAR CHAIN

Another of Many LONE STAR CHAIN Success Stories

Making city folks, as well as country folks, Justin Boot conscious, is the job assigned to Boyce House, and the Lone Star Chain is the medium picked to do it. Mr. H. N. Fisch, Sales Manager of the Company, says, "For several years the Lone Star Chain has been an effective and economical medium for reaching a huge audience of customers and potential customers of Justin Cowboy Boots and Justin Easy-Walker Dress Shoes. The sales power and influence of the Lone Star Chain has a definite and measured value to H. J. Justin & Sons. In fact, the Justin Boys consider this medium one of outstanding merit."

This is just another of the big success stories back of the LONE STAR CHAIN. Yes, for amazing results in one of the richest and biggest markets in the Southwest, it's the Lone Star Chain!
North Carolina is the South's No. 1 State

No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly triple the average for the nine other Southern states. North Carolina's cash income to farmers is nearly twice the Southern average. Result: the kind of Southern market most advertisers want!

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

50,000 Watts—NBC Raleigh, N.C.

Free & Peters, Inc., National Representatives


Word Enlarges Studio Quarters

Quarters of WORD Spartanburg, S. C., are being enlarged and modernized with the entire staff and equipment, except the transmitter, being moved within the month to 290 E. Main St. Frank R. Knutti, station manager, announced.

The new space has been leased and renovations are already under way. Improvements will include soundproofing, painting, decorat- ing and landscaping. About $2,500 will be expended on the repairs.

"A homelike atmosphere" will be maintained in the studios and throughout the building, Mr. Knutti said, "in keeping with the current trend in urban radio stations".

Wgar School

Eighth station to give practical radio newsroom experience to journalism teachers is Wgar Cleveland, in cooperation with the Council on Radio Journalism, and sponsored jointly by the NAB and the American Ass'n of Schools and departments of journalism. "Professor of Interneship is Ralph Worden, Wgar news director. Inter- nee is Associate Professor Willis C. Tucker, U. of Ky.

Durr Speaks Sept. 26

Clifford J. Durr, FCC, will speak Sept. 26 on "Radio's Problem and Promise" at a two-day forum featuring "Tomorrow's Challenge," to be held at Christ Church, New York, Sept. 26 and 27.

BOvine Static

Noise Mots Demonstration

Of FM Fidelity

What happened to Walter Damm, FMBI president, and general manager of WMFM, Milwaukee's pioneer FM station, shouldn't happen to a calf.

During the recent FMBI board meeting at Milwaukee, Mr. Damm rose to show his colleagues a working example of fine FM broadcast- ing as exemplified by WMFM.

But the program was of a quality seldom heard on AM much less FM and Walter's face turned pur- ple. Phoning the control room, he was told everything was fine. The telephone company put a squad of eight trouble shooters on the job. They worked into the night; and at 4 a.m. located the trouble — a soft spot where WMFM's cable goes underground. Digging, they found, resting snugly against the cable, the carcass of a very dead calf. A farmer, in burying the animal, had broken the cable cov- ering with his shovel.

Gaskill on Wntb


Broadcasting • Broadcast Advertising
HELP YOURSELF TO A PIECE OF BIRTHDAY CAKE . . . because it was you who made the first year of KSO under the new management such an outstanding success.

Just one year ago Kingsley H. Murphy became owner and George J. Higgins manager of KSO.

Since that time many interesting and outstanding changes have taken place at KSO—the biggest of which appeared on June 15th when KSO became the CBS outlet in Des Moines and brought to its listeners "The Biggest Show in Town".

Yes, we have completed a banner year with your cooperation. Many, many thanks from all of us here at KSO for your help in making our first year such an outstanding one.

KSO

DES MOINES, IOWA  5000 Watts

Kingsley H. Murphy, Owner  •  George J. Higgins, General Manager
Represented by Headley-Reed Co.
Compton Samples Serial Listeners

TO DETERMINE what listeners think of the serial dramas sponsored by its clients, Compton Adv. Inc., New York, is sending program evaluation reports to sample groups of listeners to each of its programs, starting with the Procter & Gamble serial, Young Dr. Malone, on CBS.

Divided into two sections: General opinion and detailed criticism, report under the first heading asks respondent to check on program's entertainment value, on program as compared with last year's program, on its moral and social values, on the listener's state of mind after listening and whether the advertising message is too long, sincere and in good taste.

Questions, which listener is asked to check yes or no, are: "Is story far-fetched and unbelievable?" "Does the story remind you of happenings in your own life or in the lives of your friends?" "Do characters solve their problems in such a way as to be helpful to the listener who may have similar problems?" "Do the characters appeal to you as real people?" "Do you talk the program over with your family and friends?" "Has your husband or any other male member of your family ever heard this program?" "Do you think the radio program compares favorably with magazine fiction and current popular novels?" "Do you feel that listening to this program is beneficial to you in your relations with your friends and family?" "In what way?" "What other daytime radio programs do you listen to regularly?" "Have you any suggestions for improvement?"

35,500,000 Hear Truman

President Truman's broadcast of Sept. 1, proclaiming Sept. 2 as V-J Day, was heard by more than 35,500,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc., which rated the talk at 46.8. The President's talk on the V-J Day broadcast to the Armed Forces rated 31.3, with an adult audience of 23,000,000. Neither had approached the audience of the President's V-E Day broadcast on May 8, when he set a new daytime audience rating record of 64.1.

Big Sister Tops Canada

August daytime program popularity was led by the Canadian program Soldier's Wife with a rating of 14.4, according to Sept. 1 Elliott-Raynes ratings: Big Sister with a rating of 18.1 was second, followed by Ma Perkins, Read of Life, Lucy Liston (Canadian origination), Pepper Young's Family and Woman of America. Most popular French daytime program was Jeunesse Dorée with a rating of 18.3, followed by Vie de Famille, Quelles Nouvelles, La Rue Principale and Grande Soeur.

See TV Grocery Ads

FOLLOWING an investigation of television at DuMont television station WABD New York, Paul Sayres, New York food broker, predicted that television will play a substantial part in the merchandising of grocery products. Mr. Sayres stressed the flexibility of television with its combination of sound, sight, and movement, and pointed out that it gives the advertiser a chance to demonstrate his product in use by an advertising means that will reach hundreds of thousands within a few years. Consumer recognition is automatically created over a three sense range, he said.

Beauty Contest

AMERICAN network filmed the Atlantic City Miss America contest of 1945 last week for televising, with broadcasts scheduled for Sept. 11, Sept. 14, Sept. 17, each of a half-hour's duration and emanating from WABD New York, WRGB Schenectady, and WPTZ Philadelphia, respectively.

BONTO BE KIRO FARM DIRECTOR

CHARLES A. BOND, acting chief of the Radio Service, Dept. of Agriculture, resigned last week to become farm director of KIRO Seattle. He will assume his new position shortly after Sept. 15, succeeding Kenneth Yeend who was recently promoted to program director.

Mr. Bond was at one time with KQW Wenatchee, Wash., and was connected with Washington State College from 1935 to 1940. He has since been with the Dept. of Agriculture, the last two years with the Radio Service. He is the second official of the Department Service to enter the commercial radio field in the last four months, Wallace Kadderly, formerly chief of the Service, having resigned in May [Broadcasting, May 28] to become farm director of KGW Portland, Ore.
HIGHLIGHTS!!!

Dick Bates, WGAN program director, broadcasts air view of "Surrender Night" in Portland, Maine.

Rode WGAN's fast Grumman amphibian, Harold Hersey, pilot, used station's portable shortwave equipment which was picked up and rebroadcast to thousands of listeners.

Program 8:50 to 9 P.M., evening of August 14th, caught nearly 100,000 people celebrating in Portland streets or in automobiles converging from all eastern Maine.

Plane circled South Portland over shipyards where glow from welders' torches showed workmen "still at it" . . . thence over fleet in harbor to northeast, back inland over roads bright with crawling car headlights.

Roared above Congress (main) Street, watching thousands of milling people, cars swinging around bonfires, Monument Square jammed with "ants".

Plane took off from and landed at Portland's big busy airport, 10 minutes from downtown city.

Program pleased and informed thousands upon thousands of stay-at-homers in 14 counties in Maine and one in New Hampshire as well as in thousands of traveling automobiles.

Another in a long line of characteristic WGAN public service broadcasts ... planned in advance.
Text of FM Policy Announcement

POLICY FOR PROCESSING FM APPLICATIONS:

Moving toward an expeditious processing of the large number of applications on file for new FM broadcast stations throughout the United States, and to effect procedures for shifting of existing FM stations to the new band of frequencies (89-108 mc) assigned to this service, the FCC today announced that it was sending letters to present holders of licenses and of construction permits and to pending applicants for new FM stations. The Commission announced that procedures relating to television, and developmental and non-commercial educational FM stations would be announced at an early date.

Three types of letters are being sent to FM licensees, permittees and applicants as follows:

1. Existing licensees, 46 in number, are being placed on notice that the Commission proposes to shortly issue to each an authorization for a specific operating assignment in the new band, and that equipment tests shall commence no later than Dec. 1, 1945, and regular program service by Jan. 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable.

Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

2. Present holders of outstanding construction permits, seven in number, are being asked to file current financial and ownership data. After the receipt of such information, the Commission will issue to each permittee a modification of his construction permit for a specific operating assignment in the new band which will require that equipment tests commence no later than Jan. 1, 1946, and regular program service by Feb. 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified in these modified construction permits. Accordingly, operation will be permitted with less power until such time as materials and equipment are available.

3. Other applicants. — Pending applicants for new FM stations—approximately 500 in number—and persons who intend to file applications are asked to file their applications or bring them up-to-date as soon as possible before Oct. 7, 1945. This will enable the Commission, after Oct. 7, 1945, to make as many grants as will be consistent with the availability of frequencies and other public interest factors. Recognizing the difficulty that applicants may have in submitting complete engineering information by such date, the Commission's procedures contemplate the granting of a substantial number of FM applications conditionally subject to the filing of such data at a later time.

Letter to New Applicants

Letter to pending applicants for new FM broadcast stations follows:

"In order to expedite the consideration of your pending application for a new FM broadcast station, it is requested that you submit, under oath, the following:

"1. A current balance sheet of the applicant.

"2. A statement with respect to any changes affecting the ownership (officers, directors and stockholders) of the applicant since the filing of your application.

"3. A statement as to the proposed transmitter site, specification of transmitter equipment, effective radiated power and antenna height. (See FCC Form 319, questions 18(i), 22, and 24.)

"4. A statement as to program plans. (Questions 33, 34, 35, and 36, FCC Form 319.)

"5. A statement as to the number of hours of operation proposed.

"6. A statement as to whether the application is for a community, metropolitan or rural station.

"If you have filed since Jan. 1, 1945, a financial statement, or if the other information requested is now on file, such data need not be furnished. However, reference should be made to the application or other document with which such data were filed.

"Upon receipt of this information, the Commission will consider your application as soon as practicable after Oct. 7, 1945, as stated in its Public Notice of Aug. 7, 1946. If, upon examination of your application as thus supplemented, the Commission is satisfied that a grant thereof would serve the public interest, convenience and necessity, the Commission may make a conditional grant of your application subject to the condition that complete engineering information will be filed within 90 days after date of conditional grant. In such cases the construction permit itself will be issued only after the Commission is satisfied, upon examination of the complete engineering data, that you are technically quali-
KTUL is the only station in Oklahoma with permanent Spec-Taculars!

Billboards in the progressive Magic Empire "area" localize KTUL for its listeners.

Bus cards "EXCLUSIVE" in Tulsa AND in Oklahoma's 3rd city of Muskogee, as well!

Regular insertion in "area" newspapers for the benefit of KTUL's clients.

We are firm believers in the policy of giving that "EXTRA" bit of push in promoting the interests of our advertisers.

John Evans
General Manager
FM Policy
(Continued from page 40)

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

FM Policy

In the event you have any objection to your proposed new operating assignment, such objection should be submitted to the Commission on or before Sept. 20, 1945.

Letter to CP Holders

Letter to holders of outstanding construction permits for FM broadcast stations follows:

Pursuant to the Commission's recently announced allocation of frequencies for FM broadcasting in the band between 92 and 108 mc, and its report governing rules and standards for FM broadcasting, the Commission proposes to issue shortly to you a modified construction permit for the frequency of mc with the equivalent of kw radiated power and an antenna height of ft. above the average terrain.

In order to expedite the issuance of such modified permit, you are requested to file on or before Sept. 20, 1945, the following:

1. A verified current balance sheet of the applicant.

2. A verified statement of any changes affecting the ownership (officers, directors, and stockholders) since the granting of your original permit.

3. A verified statement as to the proposed transmitter site, specifications of transmitting equipment, effective radiated power and antenna height.

If you have filed a financial statement since Jan. 1, 1945, or if the other information requested is now on file, no additional data need be furnished. Reference should be made to the application or other document with which such data were filed.

Equipment May Be Unavailable

The Commission recognizes that equipment may be presently available for operation with the radiated power specified in your proposed modified construction permit. Accordingly, you will be permitted to operate with less power until such time as materials and equipment are available.

Equipment for the upper frequencies, dual operation will be terminated.

A copy of the Commission's report setting forth the substance of certain rules governing FM allocation and operation is enclosed for your information.

In the event you have any objection to your proposed new operating assignment, such objection should be submitted to the Commission on or before Sept. 20, 1945.

Letter to FM Licensees

Letter to existing FM broadcast licensees follows:

Pursuant to the Commission's recently announced allocation of frequencies for FM broadcasting in the band between 92 and 108 mc, and its report governing rules and standards for FM broadcasting, the Commission proposes to issue shortly to your FM station an authorization to operate on the frequency of mc with the equivalent of kw radiated power and an antenna height of ft. above the average terrain.

In making this assignment, the Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, you will be permitted to operate with less power until such time as materials and equipment are obtainable.

Until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, you will also be permitted to continue operation on your existing assignment. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

A copy of the Commission's report setting forth the substance of certain rules governing FM allocation and operation is enclosed for your information.

In the event you have any objection to your proposed new operating assignment, such objection should be submitted to the Commission on or before Sept. 20, 1945.

Letter to CP Holders

Letter to holders of outstanding construction permits for FM broadcast stations follows:

Pursuant to the Commission's recently announced allocation of frequencies for FM broadcasting in the band between 92 and 108 mc, and its report governing rules and standards for FM broadcasting, the Commission proposes to issue shortly to you a modified construction permit for the frequency of mc with the equivalent of kw radiated power and an antenna height of ft. above the average terrain.

In order to expedite the issuance of such modified permit, you are requested to file on or before Sept. 20, 1945, the following:

1. A verified current balance sheet of the applicant.

2. A verified statement of any changes affecting the ownership (officers, directors, and stockholders) since the granting of your original permit.

3. A verified statement as to the proposed transmitter site, specifications of transmitting equipment, effective radiated power and antenna height.

If you have filed a financial statement since Jan. 1, 1945, or if the other information requested is now on file, no additional data need be furnished. Reference should be made to the application or other document with which such data were filed.

Equipment May Be Unavailable

The Commission recognizes that equipment may be presently available for operation with the radiated power specified in your proposed modified construction permit. Accordingly, you will be permitted to operate with less power until such time as materials and equipment are available. In your reply please inform the Commission as to the status of present construction, the earliest date at which you can commence further construction, the approximate date upon which you will be ready to commence equipment tests, and the power with which you can commence operation.

A copy of the Commission's report setting forth the substance of certain rules governing FM allocation and operation is enclosed for your information.

In the event you have any objection to your proposed new operating assignment, such objection should be submitted to the Commission on or before Sept. 20, 1945.

BROADCASTING • Broadcast Advertising
"Time Buyers!"

 CALL ON "Spot" FOR GOOD HUNTING

 "SPOT" spelled backwards is "TOPS"—and, seriously, that's the service "Spot" is rendering to many time buyers with spot problems. Maybe he can't always flush the exact time you have in mind. But the truth of the matter is that many a well-known advertiser has found that "Spot" is super at turning up something that fills the bill.

 For NBC Spot Sales specialists have at their fingertips all the vital facts about spots...facts that may open your eyes to some great opportunities.

 Call on "Spot" today for good hunting on one or some, or all of NBC's eleven essential stations...stations which will deliver your sales messages to 55% of the radio families in the United States...families whose buying power is 34.2% greater than the average for the whole country...families who buy all kinds of products—fast and often.

 NBC SPOT SALES

 New York, Circle 7-8300...Chicago, Superior 8300...San Francisco, Graystone 8700
 Washington, Republic 4000...Cleveland, Cherry 0942...Hollywood, Hollywood 6161
 Denver, Maine 6211...Boston, Hancock 4261

 September 10, 1945 • Page 4
Horne Seeks to Determine Australian Programs Needed

TO FIND OUT what kind of programs American Broadcasters would like to get from Australia in order to assist his country in determining the best postwar use of its shortwave facilities, Robert Horne, news editor of the International radio service of the Australian Dept. of Information during the war, is spending several weeks in America on his way to assume his new post as press attaché to the Australian minister in Paris.

Interviewed in New York last week, Mr. Horne told Broadcasting that during the war Australia's three international stations—one 50 kw transmitter built by RCA in the United States and two 100 kw transmitter constructed in Australia—supplied a three-fold service. One phase was the broadcasting of news and news commentary to friendly and enemy ears in the Far East on a schedule that included four daily broadcasts in English, two in Japanese and one each in French, Dutch, Malay, Chinese and Thai (Siamese), with a daily broadcast in Straits Malay recently added.

Second part of the wartime service was the transmission of news and entertainment to Australian troops abroad, Mr. Horne said. News and news analysis were emphasized with the entertainment broadcasts largely request programs of phonograph records, with an occasional broadcast description of a sporting event.

Third variety of overseas service was information and news broadcast to the United States and England to keep them abreast of Australia's participation in the war and, for a considerable period, of the news of American and British troops stationed there. From early in 1942 until late in 1943 Mutual received a daily quarter-hour divided about half and half between an Australian news summary and interviews with American soldiers, Mr. Horne said, adding that a number of local stations in America received similar or special programs on a more or less regular basis.

Include Australia News
American includes five minutes of Australian news in its Saturday morning United Nations Review. WNEW New York has included two spots from Australia in its Pacific Newsreel programs. WLW Cincinnati has regularly used Australian spots in its world news roundups and is continuing them since the end of hostilities with emphasis shifted to political and economic news. WLW has also expressed interest in a feature on Australian farming for its midwestern farm listeners, Mr. Horne reported, adding that he has received a similar request from WLS Chicago.

Follow the Beam
PROSPECTORS STILL get lost in the northern Canadian bush. Recently one prospector north of Kirkland Lake, Ont., was located and able to be rescued by following directions broadcast by CJKL Kirkland Lake. The aerial rescue team was able to find him because he had carried a radio receiver.

Tea Hostess
DOROTHY LEWIS, NAB coordinator of listener activities, will hostess at a tea for women broadcasters on Sept. 14 at Girl Scout Headquarters in New York to solicit their aid in promoting Share-the-Food day, Sept. 18. That day citizens are asked to eat the kind of meals on which millions of people abroad are subsisting and to contribute the difference in cost between this and their regular diets to the foreign funds of one of the organizations co-sponsoring the campaign.

IRWIN JOHNSON, known as the Early-worm on WINS Columbus, Ohio, has solicited dough at the $250 needed by patients of Franklin County Tuberculosis Hospital to repair their private radio-address system. Appeals for "an old dirty dollar bill" were made for only a week on morning program.

WDAS
That's why WDAS audiences have been Loyal for more than twenty years
The new management of WIBC, under the direction of George C. Biggar, has set out to do an outstanding job of audience building.

Getting out in front with the news of important events is one way to catch and hold listeners. People in the Indianapolis area are learning fast that WIBC is always willing to devote valuable station time to the public interest—that we are usually first on the air with happenings of this fast moving world.

Within seconds after the use of the A-Bomb, Russia's declaration of war, and the Japanese surrender, our announcers were giving the facts to the public. Within minutes other WIBC reporters, with portable microphones were broadcasting the reactions of the man on the street. All through that hectic, history making week, the news held precedence over scheduled programs.

Costly to the station, yes—but this policy is rapidly building better investments for WIBC advertisers. Write direct, or ask any Blair man for further facts about the liveliest, most aggressive station in Indianapolis.

JOHN BLAIR & CO.—National Representatives
LEADERSHIP
HARD TO PUT YOUR FINGER ON

It is not always easy to determine just exactly what makes some radio stations fairly beam with leadership. We mean the brand of leadership that cannot be wholly measured by: "Are you listening to your radio?" or other accepted listener yardsticks.

Not always can you put your finger on just what sends some non-network stations out in front or what gives some network stations ratings far above national averages.

EXCEPT—

that alert and skilled management springs from a quality of thinking that builds great successes. And this by properly assembling every tangible and intangible detail into a purring thing of intelligent motion.

There is the "team", too, with its individual initiative and pride of performance that pulls so far away from the commonplace.

Eighteen years of pooled management experience and loyal "team" play, have given Fort Industry Company radio stations such a brand of leadership—and of course, the signs of leadership that you can put your finger on, are there, too!

THE FORT INDUSTRY COMPANY

WSPD
5,000 Watts and NBC
TOLEDO, OHIO

WAGA
5,000 Watts and American
ATLANTA, GA.

WWVA
50,000 Watts and American
WHEELING, WEST VA.

WMMN
5,000 Watts and Columbia
FAIRMONT, WEST VA.

WLOK
250 Watts and NBC
LIMA, OHIO

WHIZ
250 Watts and NBC
ZANESVILLE, OHIO

WGBS
10,000 Watts and American
MIAMI, FLA.

If it's a Fort Industry Station, you can Bank on it!
The Issue: Face It

THE ISSUE on Government interest in station programming now is clear. It was clarified Sept. 2 by Chairman Paul A. Porter of the FCC in an address over CBS. There is additional enlightenment in Mr. Porter's bylined article, "Radio Must Grow Up," in the current edition of American magazine.

The issue was made clear in the dissenting opinion of Commissioner Clifford J. Durr "Re Amendments to Rules of Practice and Procedures Governing Public Inspection of Records" (Aug. 3).

The issue: Are American radio programs satisfactory to the American public?

Both Chairman Porter and Commissioner Durr conclude that they are not. Both admit, however, that the policies of the FCC on the matter should not govern station program department. Chairman Porter does this directly. Commissioner Durr admits it tacitly.

In his Sunday broadcast and in his magazine article, Chairman Porter pleading for accelerated public criticism of programs. The latter article provides several reassuring quotes as these:

"I believe in the American system of broadcasting."

"There is scarcely a whisper of support in America for a Government-owned system (of broadcasting)."

In his dissenting opinion of Aug. 3, Commissioner Durr pleads that all Commission rules—including financial statements—should be open to public inspection. "It seems to me that the Commission's action in these proceedings must necessarily turn upon the answer to a question concerning the fundamental nature of radio broadcasting. Is it essentially private business or is it essentially public business? If it is the former, the information required pursuant to Secs. 1.301 and 1.302 is private information and it does not seem to me that the Commission itself has any right to demand it. If it is the latter, the Commission is entitled to full information and I can see no reason why information available to the Commission should be shielded from public scrutiny except as required by clear considerations of national security."

Commissioner Durr, whose keen interest in American programming is well known, further states: "Broadcasters are strongly insistent upon a maximum of regulation by the public and a minimum of regulation by the Government. They should not at the same time seek to conceal from the public information essential to intelligent public regulation."

This, then, as noted directly by Chairman Porter and indirectly by Commissioner Durr, is a matter between American broadcasters and their listeners. So let it rest on that basis. Let American listeners bear their dissatisfaction, if such they have, with American radio—not to Congressmen and the FCC but, as Chairman Porter advises, to "the stations, networks and sponsors." Let there be an end, now and forever, to carefully phrased critiques by the Commission; to back-street audience reaction surveys; to secrecy-cloaked internal investigations at the FCC.

If the public wants to examine station records in order to satisfy itself that broadcast programs are satisfying to the ear, let's hear sufficient public clamor to impel such a policy. Will the public also want to examine newspaper balance sheets in order to evaluate its preferences among the various daily journals? Now that the need is more clearly marked, it becomes the duty of every broadcaster to review his program structure, removing from it any fare that might embitter the listening public. He should redouble his efforts to improve his overall schedule, attaining a wise balance of entertaining and informative productions.

Here is the defense against unfair Government regulation—for the public, not the FCC, is now the acknowledged arbiter.

This is as it should be. It is a pleasure to join with the Commissioners in urging listeners to express their opinions.

Future in Frequencies

YOUR attention is called to a special article in this issue (page 20) by Dr. Victor J. Andrew. Dr. Andrew looks at the map and devises a formula based on retail sales, for determining the station potential in numerous American markets. He admits that there are loopholes in his formula. But the study, nevertheless, makes interesting reading in these times, when all of us are wondering where we go from here.

Time—the Essence

NO MORE dramatic history was ever made than the proceedings on the veranda deck of the USS Missouri on the night of Sept. 1 when Japan formally surrendered to the United States.

Through the medium of broadcasting, the world was given an eyewitness account of the proceedings. The air medium served as the personal representative of the peace table of every man, woman and child within range of a radio set.

The original draft of the broadcast setup for the proceedings provided for a live pickup from the Missouri, with a speech by President Truman interpolated between the signing and the talk by Gen. MacArthur and Adm. Nimitz. Because the Missouri had only one suitable transmitter, a pooled broadcast was inevitable.

Somedown the line—somewhere in the Pacific—the plan went awry. Instead of a live broadcast, a recorded version was fed to the world an hour-and-a-half after the actual proceedings. Technical problems and need of censorship were the reasons assigned officially.

Radio's primary impact as a news medium is based on the fact that it reports instantaneously—tells an eyewitness account of history as it is made. Surrender of Japan ranks among the top events in history.

But other important events will happen. Radio will be at the scene to tell the story. It should tell that story as it happens and not submit to delays.

It would be interesting to know just what caused the change in plans—technical difficulties, security, or perhaps outside pressure.

Our Respects To—

DONALD MANSON

WHEN the Canadian government attends any international radio conference, one of its delegates is certain to be quiet-spoken, unassuming Donald Manson. He has been attending international conferences as a technical expert for nearly two decades, and knows most of the world's important radio men. Since his appointment in September 1944 as assistant general manager of the Canadian Broadcasting Corp., frequent trips have kept him in close touch with broadcasting officials, both government and private, throughout the Americas. Years ago he learned Spanish so he could converse with Latin-Americans in their own language, a factor which he stresses as important in fostering closer broadcasting relations with the industry in Central and South America. He is now attending the Third Inter-American Radio Conference at Rio de Janeiro.

Born in Wick, Scotland, in 1888, Donald started in radio in 1906 and took part in the first trans-Atlantic transmissions, working with Marconi at Glace Bay, Nova Scotia, after his arrival in Canada in 1907. For the next eight years he was with the Canadian Marconi Co. on trans-Atlantic and ship communication work, and in 1915 the Canadian government asked him to become inspector of radio. From 1916 to the end of the First World War, Manson was radio communications officer with the Royal Canadian Navy, and in 1919 came back to Ottawa to become chief inspector of radio for Canada.

During the next ten years Manson drafted most of the radio regulations for the Dominion and began to attend international conferences as a Canadian technical delegate at London, Madrid, Washington, Mexico City, Santiago de Chile and Havana. In 1929 a Royal Commission was appointed to study broadcasting in Canada. Manson was made secretary of this three-man commission, of which the present general manager of the CBC, Dr. Augustin Frigon, was a member. The Commission held hearings throughout Canada, toured the United States and most of western Europe and Great Britain. The results of its study was a report on the nationalization of broadcasting on somewhat the basis on which broadcasting now operates in Canada.

After his work on the Royal Commission Donald returned to Ottawa to become assistant controller of radio in the Department of Marine. When the CBC was formed in 1936 Manson was offered the post of chief executive assistant to General Manager Gladstone Murray, who was brought to Canada from the British Broadcasting Corp. Dr. Frigon became assistant general manager. As CBC exec-

(Continued on page 90)

BROADCASTING • Broadcast Advertising
Another "Why" for Dials Staying KOIN-Conscious

Applause is not enough for THE DUNCAN SINGERS of KOIN. They're used to having crowds jump up and cheer 'em loud and long whenever they make a p.a. It's in the record that this distinctive group has brought enthusiastic audiences to their feet at War Bond rallies, a Chamber of Commerce "KOIN Day", an NAB district banquet and other events. Also to be taken into account is the prestige the singers have won as a broadcast feature. They have "clicked" with listeners ever since their debut with SONG OF THE COLUMBIA...the KOIN series that drew a George Foster Peabody Citation. You may have heard THE DUNCAN SINGERS on their CBS network appearances (two to date). If not, we hope you will real soon... for one of their songs will tell you more than pages of copy.

"For the Community!"

KOIN

PORTLAND, OREGON

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES
YES, THEY FLY! One's Been 23 Years On the Air!

Yes, we're proud to say that the Swan Store For Women, Fargo, has broadcast to the Red River Valley over WDAY, six times a week, every week for twenty-three years!

When a local advertiser who's thoroughly familiar with a station's selling power remains so loyal, what better evidence of result-getting could that station offer? Well, WDAY has eighteen "locals" who have been with us, steadily, from 10 to 23 years!

Mr. Geehan	Mr. Clarke

JERRY GEEHAN, sales manager of KMO Tacoma, has been appointed station manager. JOHN K. CLARKE, KMO traffic manager, has been named manager of KMO's sister station, KIT Yakima. JAMES A. MURPHY, who has been manager of both KMO and KIT is now assistant to CARL E. HAYMOND, owner of the station, and general director of all Haymon operations.

HARRY C. ROPP, v-p and general manager of NBC's central division, Chicago, and Helen Hogue, former account executive for Russell M. Reeds Agency, Chicago, were married in Chicago.


HARRY HAYS, assistant to NBC New York v-p and business manager of Radio-Recording Division, is in San Francisco attending a conference with Sidney N. Broots, network division v-p.

SAMUEL PALEY, father of William Paley, president of CBS and a director of NBC, returned to network in Temple University Hospital, Philadelphia, where he underwent an operation.

U. S. Chief User Of Radio in S. A.

Democratic Influence Outshines Fascists, Josephs Writs

LATIN AMERICAN radio was European in taste 10 years ago, and influenced by Nazi radio, but today, upon its 25th anniversary, radio in Latin America is definitely of the New World, and shows the influence of the democracies. Today the United States is the chief time user and revenue producer, according to Ray Josephs, newspaper correspondent in Latin America, who recently returned to this country.

In an article in the September issue of Inter-American Magazine, Mr. Josephs says that the Nazi-Fascists' use of radio in Latin America to sell intolerance, prejudice, and hatred to the countries south of the border has been outwritten by the U. S., and today hemisphere cooperation has been established between the U. S. and Latin American countries, largely through radio mass.

A wide variety of programs are tuned in by the 4,500,000 radio listeners in Latin America. Radio is a commercial enterprise there as it is in the U. S., with commercials paying the bill. Favorite programs of Latin Americans are news broadcasts, mostly based on U. S. or British reports, music programs, local musical humor, and sports. Mr. Josephs reports. Most programs on small stations are musical recordings, with some of the larger stations developing live shows.

Leading stations are in the countries' capitals, and the best stations in Latin America equal our best independent stations here, he says. Latin American radio generally is in the stage that the U. S. was in 15 years ago, but with more radio sets expected to be purchased in Latin countries within the next five years, programs are expected to improve. Government control of radio varies in each country, with strongest control exercised by Argentina and Brazil at the present time, according to Mr. Josephs.

Mesereau Interview

MAJ. THOMAS A. Meseura, commander of the 3rd Battalion, 188th Engineers, the 11th Airborne Division, which formed a guard of honor for Gen. MacArthur's arrival in Japan, was interviewed Tuesday evening on Headline Edition, NBC's network to Canada, the first returning eyewitnesses of the Japanese surrender broadcast.

School Video

FIRST experiment in adaptation of television to classroom education will start in New York schools with the reopening of school this fall when school officials and television experts will produce a weekly program over NBC's television station WNET New York. Program is designed to determine types of television programs suitable for educational purposes, and will be evaluated by pupils and teachers at receiving studios.

Respects

(Continued from page 48)

ative. Donald frequently visits broadcasting executives in New York and Washington. He makes it a point to renew acquaintance-ships with his friends in official posts there. He journeys to Mexico and the West Indian re-publics with regularity to discuss mutual broadcasting problems and to promote a greater exchange of programs with those countries. He is host in Canada's name as well as his own when broadcasters and officials come to the Dominion from all parts of the world.

When not busy with broadcasting problems, Mesereau overlooks the Parliament buildings and the Peace Tower on Ottawa's Wellington Street, he is gardenning or entertaining servicemen at his home in suburban Ottawa. He is married, has one daughter, and collects books and antique boxes.

COMMERCIAL

FRANK McCARTHY, account executive, who has been named sales manager of KSFO Salt Lake City, succeeding E. J. BROMAN, who resigned as manager of United Broadcasting Co., Hollywood, as v-p and general manager. Mr. Stevens will continue in his present capacity of assistant sales manager. Mr. McCarthy, who has been manager of several sales offices in addition, Mr. Stevens will have duties in both sales and management.

LEWIS H. BRAND, recently released from the armed forces, is now a member of the advertising staff of WHDH, New York.

ARCH L. MADDEN, assistant to IVOR SHARP, general manager of KSL Salt Lake City, has been appointed director of commercial operations, a newly created post.

JOHN HENRY SCHLACHT, former sales manager of KFBK Sacramento, has been named sales manager of KESP San Francisco.

GLADYS FERGUSON, former traffic manager for American's Chicago office, has transferred to KGO San Francisco to become secretary to KIRK TORNEY and FRANK MICHUGH, American sales representatives.

ONEILL INMAN, with discharge from Navy, has been appointed American Western division's traffic supervisor, replacing JOE GLIDER who rejoined freelance traffic-producer.

ED BARKER, NBC Western division account executive, has resigned. He and associates are applying to the FCC for frequency assignments and construction permit to erect a new station in San Jose, Calif.

BURLTON HOWARD, eastern Ontario dance orchestra leader, has joined CBSF Cornwall, Ontario, as salesman.
REPRESENTING LEADING RADIO STATIONS OFFICES IN

The cereals or soaps... Spot Programs are excellent for sponsor soap operas or grand opera programs... Spot Programs can do the job... For spot programs aren't merely spot announcements... They'll sell for you, because they're conducted by popular station personalities who have already proven their ability... Many of these programs are available... Talk to a John Blair representative today!

BLAIR & COMPANY

September 10, 1945 • Page 51
Adams Worth Billion
AMERICAN business contributed more than a billion dollars worth of advertising space and time to support the job of telling people what was needed to speed victory. James W. Young, chairman of the War Advertising Council, New York, told business leaders all over the country in a V-J address Sept. 4. Organized information programs for War Bonds, food, the armed services, conservation and salvage helped preserve democratic American procedures at a critical time in the U. S., Mr. Young said, and advertising helped bring about swift, direct action in crisis after crisis.

Uncensored
TO Arthur Feldman, London correspondent for American, went the honor of sending the first uncensored radiogram in six years, when censorship was lifted Sept. 2. Message, addressed to the American newsroom in New York, read: "The only thing is that there is no hot news here at the moment, but I don't care. No more censors. Hooray!"

David Halpern has resigned as v-p and general manager of Henry Bowlby Inc., to become v-p and head of radio and television for Owen & Childs Advertising, New York, v-p and general manager of the American Television Society.

Harold F. Stanfield Ltd., Montreal agency, has opened a London branch office at 10 Skiville Street, with William J. Farnan as managing director. The agency will place British and European ads in Canada.

Eda Claire Maxwell, space buyer for Smalley, Levitt & Smith, Los Angeles, and L. L. (Joe) George R. Stene were married Aug. 15.

John Waterman, discharged from the American Electric Co., Bridgeport, Conn., has joined Philip J. Meaney Co., Los Angeles, as production manager, space and timebuyer. He succeeds William B. Stearns, resigned.

Arthur W. (Tiny) Stowe, has acquired interests of his associates in Coast Western Ad, and changed name of Los Angeles agency to Arthur W. Stowe, Ad. Firm is headquartered at 672 S. Lafayette Park Place. Telephone is Drexel 6123.

G. Alec Phare, radio director of R. G. Smith & Son, Toronto, has been appointed to the board of directors. He has been with the agency as account executive and radio director since 1952.

Frank Callahan, member of the sports department of the Philadelphia Record, joined the advertising and promotion department of RCA-Victor in Camden, N. J.

Col. W. G. Abel, recently discharged from the Canadian Army, has returned to Great Britain to take charge of the London office of MacLaren Adv. Co., to post he held before the war. James F. H. Ferey has been appointed v-p and assistant general manager of MacLaren Adv. Co., Toronto.


Music Hall Theatres, Los Angeles (first-run chain), has appointed Allied Adv. Agencies, that city, to handle advertising and is using spot announcement schedule and programme card of B. B. C.

Foote, Cone & Belding has been appointed national agency for Ford Motor Co., being formed by Ed. H. Jenks, former western division general manager of Foote, Cone & Belding Chicago, and Edward M. Copeland of twenty-one of that company's former production and sales executives.

George Deon Routh, active in Pacific Northwest radio, and during war associated with Boeing Aircraft Co., has been appointed Seattle manager of Allied Advertising Agencies. Grant M. Merrill continues as Northwest production manager. Donald T. Ralph has been named production manager for San Francisco office, with Victor Ueberroth resuming his post as assistant manager in that city.


John Taylor, for three years with the Red Cross Ambulance Service in the South Pacific and before that with Pedlar & Ryan, New York, has joined Dan- cer-Fitzgerald-Dale, New York, as radio supervisor on "Woman of America" on NBC and "Perry Mason" on CBS. Both sponsored by Procter & Gamble Co., Cincinnati (Spie and Spanish).

Robert Whanfeldt, executive of Foote, Cone & Belding on Southern Pacific Co. account, has been shifted from San Francisco to Los Angeles office.

Jules Mirel of Mirel Adv. Agency, New York, has associated with Robert Isaacsen, a Los Angeles firm to be known as Mirel-Isaacsen Assoc., New York, has been named executive director of the organization's radio department, and will serve in a dual capacity. She will advise "The Theatre Guild of the Air," a series of dramatic programs heard on U. S. Steel Corp., New York, American, Sun- day-11 a.m.

George G. Felt has been appointed advertising and sales promotion manager of General Electric Co., Newark, N. J. During the war, he was personnel director in the Patterson plant of Wright Aeronautical Corp.
WHO does a superb news job in Iowa

Mr. Barry Paris,
International News Service,
235 E. 45th St.,
New York, N. Y.

Dear Sir:

Just a word from WHO congratulating you on a very thorough, accurate and ahead-of-the-field service covering the whole surrender period. The WHO News Bureau has long valued the coverage and service from your Des Moines INS Bureau and your general service. However, in those intense and long hours before the final surrender break came, we wore a path to the INS printers to see what William Hutchinson was carrying, to catch the latest note to editors enabling us to schedule more tightly, or to pick up an illuminating background angle. We valued INS extremely for holding the gun until authenticity justified a break, and also for breaking stuff earliest.

Yours very truly,

WHO - DES MOINES

M. L. Nelsen
Managing Editor News Bureau

... and here is the kind of job I.N.S. does for WHO

INTERNATIONAL NEWS SERVICE
North Carolina's third largest city, (1940 U.S. Census) City-county are one compact unit characterized by steady employment. Estimated Durham County population now is . . .

100,000

who make, among other things, 25% of all cigarettes in the nation. Home of Duke Univ. Best of all this . . .

market

can be air-dominated at 250 watt rates over Durham's only station. Tap Durham's pent-up consumer demand now by increasing your sked on

North Central Buys

Joe Palooka Rights

EXCLUSIVE radio rights to "Joe Palooka", popular Ham Fisher comic strip character, were purchased this week by John Boler, president of North Central Broad- casting, Wilson, and Missippi Valley Network, from Graphic Radio Productions, Omaha.

The series will be offered on transcription five times weekly with Cars Swenson as "Joe" and Lee Dixon, star of Oklahoma, as "Leemy". The program will not be released until writers can get "Joe" cut of uniform and back into civilian life, which should be not later than Oct. 1, according to Bill Ware, NCBS sales manager.

Officials of NCBS and Missippi network held a two-day conference, Sept. 6-7, in Chicago to decide on policy and promotion details preparatory to inauguration of Missippi Sept. 29. Attending were Mr. Boler; Arthur Simon, national sales manager; Donald Pohan, vice-president in charge of NCBS Minneapolis-St. Paul office, and Mr. Ware. Final arrangements for transcribing Missippi Valley Farm Hour, rural one-hour show produced by NCBS at Minneapolis, were made and the show will open the new network's inaugural broadcast.

VIGIL Rewarded

WCS C Scriptwriter Signals

Returning Operator Husband

From her office window overlooking Charleston harbor, Sandy Gookins, WSCC scriptwriter, has seen incoming ships with binoculars for the past year-and-a-half, hoping to see the white hull of the hospital ship Seminole nose into port. Sandy's husband, CBS West Coast radio singer Warren Gale, is a radio operator aboard the ship.

At 5 a.m. in the latter part of last week, a couple of friends awakened Sandy to inform her the Seminole was coming in. The trio raced down to Charleston's Battery in time to see the ship pierce the darkness and head up-river for the Port of Embarkation and Stark General Hospital.

With an ordinary-sized flashlight Sandy climbed to the sill windowed front: "Seminole—Seminole."

Army Signal Corps Radioman Gookins (professionally Warren Gale) picked up the signal instantly and blipped back: "Seminole—who is this?"

"This is Sandy," the return flash read.

In strictly unorthodox Signal Corps code came the reply: "My God . . . this is wonderful. What a surprise . . . Sandy, I'm home."

Sandy still has one more vigil to keep from the WSCC windows. Her husband has one more trip to make on the mercy ship and then hope he will be home for good.

All the Tricks

THE EXCLUSIVE radiobroadcast story of an old-time political campaign—mass meetings, give-aways, and the rest—are being dragged out for a few hours Saturday by two of the officers of the Crosby Square Club, comprising of more than 400 employees of WLC Cincinnati. UP-N-Aton is headed by Roger Baker, director of public relations, with solid Seven ticket headed by Bill Thall, talent staffer.

BRIGHT yellow and black folder of ESAN exclains "99c per 1000 listeners." CBS has been sending out announcements in San Francisco. Inside production is under supervision of the subject and further promotes the coverage and cost of using the station.

Promotion

NBC has reprinted in booklet form the statement of the network president, before the FCC hearing on FM, explaining the network's attitude on the subject, and is distributing it under the title, "Commercial Rules and Regulations for FM Broadcasting."

Latest on WLAP

NEW FIELD Intensity Coverage map and market data for WLAP Lexington has been a further put out by the station. Folder shows map and population, and secondary coverage, plus WLAP facilities. Back cover contains data on retail sales and effective buying income in WLAP primary counties.

Fan mail sent by sevsemciales and others to WBM Nashville is used to trim this window becomes music shop in Nashville. Records books of Opry headliners are on sale in the shop. Display honors WBM's 20th anniversary.

'Last Salvo'

"LAST SALVO", a Victory Night broad- cast on WADC Akron, heard at 10:45 p.m. Tuesday, Aug. 14, written and announced by Ted Hanna, has been issued in a booklet by the station. Allen T. Simmon, owner and manager of the station, wrote a foreword. Ted Hanna supplied "recollections" in the back of the book. Script was gathered together in the last minute, according to Hanna, and innumerable requests have prompted the booklet version.

Keeping Up

WALLACE THORSEN organization, New York, has sent to stations in major markets a sheet advertising the quar- ter-hour transcribed dramatic serial, "Keeping Up With Wigglesworth." Production is under supervision of School for Learning, New York, who offer it to stations as a public service in entertain- ment and economic education. Series may be locally sponsored.

Personal

STANLEY G. MOISE, released from the Air Force after 256 missions in O-B-I, has been appointed publicity director of WRCO Dayton. He was awarded the Distinguished Flying Cross four times and Air Medal five times.

LEE HOGAN, formerly with Chicago newspapers, has been appointed as permanent member of the ABC's "Radio Center, MARTHA CURRY," who has been assigned to become press representative for "ABC's Truth or Consequences.

Bob Mann has been named to represent WBEN Brooklyn to trade publica- tion the New York press.

Richard L. Armfield, former chief engineer of WBBM Chicago, head of the radio division of Agricultural Advertising & Research, Illinois, adv. and public relations agency, has been named as represen- tant of WBBM Chicago to trade publications.

Trammell Statement

Very Solid Construction

Readers are "sidewalk superintendents" of the big construction job pic- tured on Mutual's folder, "Program Structure Going Up." Fully illustrated by large, New Yorker type cartoon, front cover invites sidewalk superin- tendents to step inside. There is shown the structure rising, with steel girders named for outstanding programs on the network. Schedule of operation is on a sign on fence. Workers dump "old and seldom used programs" from a truck around center picture is legend tell- ing of seeing an architect (Philippe Carlin), surveying the grounds, assem- bling materials, and beginning con- struction. Large sign on back cover--on the focus of construction—encloses prints reviews of the top programs.

"Home Forum" Folder

NEWEST promotion piece on the WOFO Fort Wayne "Modern Home Forum" has been sent out to agencies, advertisers and prospects. Piece folds out to feature art Westen, director of the "Home Forum," telling of her activities with the program and its listeners. Large center spread of folder has pictures of participants, quotes from clients, and further news of the show. Back cover shows mail response.

A SPICE BOOKLET, "Young Canadians List- en" has been issued by the Canadian Broadcasting Corp., outlining the school programs on its networks for the school term. A complete booklet described the weekly series on "Our Canadian Cities," "Canada's Part in World Democracy," and "The Future to Democracy at Home," a series on Canadian painters, as well as outline of the CBC program "American School of the Air" which the CBC carries. Many of these programs car- ried by arrangement with the provin- cial departments of education.

Booklet "It's Unanimous" has been issued by WBBM Chicago which polls 102 advertising agencies. C. E. Hooper and the CBC Listener Diary agrees in rating WBBM first in daytime audience in Chicago.
Station Managers and Program Directors
LISTEN TO THIS!

“NEW WORLD A-COMING”
America’s most widely discussed public service program
IS NOW AVAILABLE BY TRANSCRIPTION
to all stations.

“NEW WORLD A-COMING” has won eight national awards, including the coveted $1,000 Bernays Prize within the past year. This program has brought uniformly favorable comment both in the daily and the trade press. It has been acclaimed by an avalanche of listener mail. “NEW WORLD A-COMING” offers you the opportunity to promote understanding and tolerance in your community, to make scores of new friends, to build ever growing audiences. It offers local or independent stations a series which ranks in technique and production with the best in national radio. WMCA offers “NEW WORLD A-COMING” as a non-profit venture on a share-the-cost basis. The 1945-46 series of at least 26 half-hour programs starts early in October. The complete story of this unusual offer will be on your desk shortly. Look for it. Better still, if this ad arouses your curiosity, write, wire or phone Charles Stark, WMCA, 1657 Broadway, New York City, Circle 6-2200.

wmca
NEW YORK
America’s Leading Independent Station
GUNNISONS TO TRY NEW TYPE PROGRAM
FIRST ATTEMPT since the end of the war at a departure from the conventional news presentation is Mr. & Mrs. Reporter featuring the husband and wife news team of Marjorie and Royal Arch Gunnison, starting Sept. 17 Mondays through Fridays, 1-11:15 p.m. on Mutual. Format will have Mr. and Mrs. Gunnison in a living room broadcast of informal, ad-lib discussions of international and national news.

Mr. and Mrs. Gunnison have been reporting major news events for the last ten years for the Christian Science Monitor, North American Newspaper Alliance, Colliers Weekly and MBS. In 1942 their search for news landed them in the Jap prison camp at Santo Tomas. Royal Arch Gunnison is also the author of the book, So Sorry No Peace.

Program was sold to Mutual by Christopher Bridgman, publicity director, who created the series.

ACTIVITY OF RADIO COUNCIL INCREASED
MARKED increase in radio council activity has been noted since the end of the war, according to Dorothy Lewis, NAB coordinator of listener activity and liaison between NAB and the various radio councils. Southern California council in Aug. 365, approved the formation of a radio council and appointed a committee to work out details with William B. Ryan, general manager, KFI, Los Angeles, as chairman.

In Rockford, Ill., the radio council has conducted a weekly series of broadcasts on WROK in which various community groups have participated. The series has been sponsored by the Rockford Life Insurance Co. Dr. Forrest Whan, Wichita University, radio research man and director of the Wichita council, advises that a well-rounded program of activity be lined up for 1944-45 at Wichita. A statewide survey of equipment and of utilization of radio in all Nebraska schools has been undertaken by the Omaha council.

In Cleveland, new president of the council is Mrs. George V. Goodbold, and new president of the Kalamazoo council Dr. Raymond Hightower of Kalamazoo College. Dr. W. F. Robert, program manager at WKZO Kalamazoo, has been elected as organizing chairman in that city.

Nelson Shifted
LT. JOHN NELSON, former radio director of Raymond R. Morgan Co., Hollywood, and for more than three years in the Navy, has been assigned to American Forces Radio Service, Los Angeles. For past 18 months he has been in the European theater of war, attached to air force of Atlantic Fleet.

THE WANDER Co., Chicago (ovations), returns "Captain Midnight" to the air Sept. 24 on WGN Chicago, and on affiliated stations, Monday-Friday, 5-5:45 p.m. (EWT). Remainder of network will carry new program on a cooperative basis. Series was on American before suspension. William Blackwell, Chicago, is agency.

BOURROIS Co., New York, sponsors of "Kerns & Company, Rhythm & Ripleys" Thursday 10:30-11 p.m., CBS, switches format Oct. 11 (a dealer), musical-sensational show featuring Evelyn Knight and Danny O'Neill; and titled "New York Times Today" which includes a five-minute vignette with a guest star each week. Agency is Poole, Cone & Belding, New York.

PARK & TILFORD, New York (Tintex), on Sept. 5 started using twice-weekly to spot announcement schedule on KNX newscast on WEAF New York. Placement is through Charles H. Storm Co., N. Y.

MAXWELL Bros. Furniture Co., Macom, Ga., has bought a musical transcription series, "Music of the World" on WMGA Atlanta, 10 p.m. twice daily.

SEEMAN BROTHERS, New York (Air Wick household deodorizer), starting Sept. 5 sponsors a three-hour, week-end "talk" show, "The Misuse Goes a-Shopping" on WABT, Atlanta. Radio will be used in key cities. Agency is William H. Weinfraub & Co., New York.

GILLETTE Safety Razor Co., Boston (razor blades), starting Sept. 10 sponsors Monday morning boat-rides from Madison Square Garden and St. Nicholas Arena on Chicago's WLS, 10 p.m., to conclusion. Gillette also sponsors Friday morning "CBS American Bandstand" on television and Station WNBT New York. Agency is Charles Michael Agency, New York.


STANDARD OIL Co. of New Jersey, New York (Handle-Master motor) Aug. 27, has signed contract for second series for NBC television station WNBT presenting the film the same night. Eco Motors also sponsor the "Juvenile" and "Kid's Club" programs on WNBT. Agency is Marasha & Everett, New York.

PACIFIC PHLOT, Los Angeles (flight instruction), is sponsoring daily quarter-hour recorded instructional programs on KIHR KPVD KGJ with participation in "Make-Care Balloon" on KFWB. Agency is Dean Simmons Adv., Los Angeles.

STARKIST Co., San Antonio, Tex. (toothpowder, toothpaste, shaving cream), has started weekly 15-minute recorded musical "Name the Band" on KMPC. Firm also sponsors similar programs on KPO San Francisco and KJRB Seattle. Contracts are for one year. Other Western stations will be added.

Agency is Ewood J. Robinson Adv., Los Angeles.

CHICAGO DAILY TIMES begins spon- soring Sept. 17 of "Kickoff Preview," sports commentary by John Harrington, Chicago, on WBBM Chicago. Program will be aired approximately 15 minutes before Saturday football broadcasts.

BOZEMAN CANNING Co., Seattle (PICK- Sweet Fruit), Sept. 1 started weekly four "Wilson Foster's Mirror" premium- ary on NBC Pacific Coast Network. Living room program on KMMI has been transferred to KFSD KOMO KHQ. Contract for 32 weeks is with agency of Routhnay & Ryan, San Francisco.

ANCHOR HOCKING GLASS Corp., Lan- caster, Ohio, is understood to be considering to bring its weekly "Hobby Lobby" to a number of Canadian stations.

CHAMA JASPER CAYO, (Champ cleaners), is starting a weekly half-hour "How-To-Shop" program on CFRB Toronto. Agency is Dickson & Edington, Toronto.

MARINE ELECTROLYSIS ELIMINATOR Co., Seattle, Washington (Red Devil Electric Parts and Cleaning), Sept. 17 will place ST and live spot announce- ments on the following stations: KIRO Seattle, and KZMP Portland; and the Inter- mountain and 2 networks; also ROA WRCU, WSC, WJEC, WRAN WJMK WNT KWW WRAU WMJ WAXN KMT WMT WROK. Contracts placed through Man- son-Ogden Agency, Chicago.

KELLEY KAR, Los Angeles (used cars) with shifting of account to The Mullers Co., Los Angeles agency, is starting daily newscasts on local stations. Current schedule includes 60- minute daily newscast on KNX; twice daily newscasts on KFAC; nightly quarter-hour early Louisville; daily 15-minute participation in Al Jarvis' on KFWB; daily quarter-hour newscasts on WPAS. A contracts for half spot schedule to augment present cov- erage.


W. F. MCLAUGHLIN & Co., Chicago (Achilles Bandages), has started new sponsoring "Manor House Party" on WMAS Chicago, Monday-Friday, 4:45 p.m. and one-half minute news spot and station breaks on 32 stations in Illinois, Wis- consin, and Michigan. Agency appointed Sept. 1 is Sherman & Mar- lowe.

DR. T. H. DAVID, Los Angeles (Better Without Nothing), has appointed Allied Adv., Agencies to handle scheduling and booking. On Aug. 25 started using a daily five-minute musical program on KPAS Pasadena. Cam- paign will be expanded to other Pacific Coast stations.

GROINTERBECK SALES Corp., Des Moines (Hand lotion), Oct. 1 begins weekly station schedule on WBBM Chicago. Agency is BBDO, New York.

LEWIS DOG FOOD Co., Los Angeles, has increased schedule of transcribed and live programs to three per week on KPAS Pasadena. Firm also uses spot programs in other Southern Califor- nia stations. Erwood J. Robinson Adv., Los Angeles, is agency.

TAYLOR AUTO Co., Los Angeles (used cars), has started daily early morning 5-minute program of recorded music and news, "Taylor Made Melodies" on KPAC, in addition to a nightly 5-minute newscast on KFWB, one per week on KPAS. Firm also sponsors Sunday one-hour "Joe Howard musical program on KPCA, and "Frazier Hunt- ing" five-minute broadcasting daily. Weekly on KJH. Contracts are for 52 weeks. Agency is Arthur W. Stowe Adv., Los Angeles.

LIQUA-ZONE Co., San Jose, Cal. (Liqua- Zone), for NAB, is starting a campaign to use radio in a campaign to promote product. Cosby & Cooper, San Francisco, is agency.

MUSTOBER Co., Los Angeles, has signed new contract with WBBM Chicago, Monday through Friday, 3:35-4 p.m. (CWT). Agency is NAB.

LUBBOCK, TEXAS IS ONE OF YOUR BEST POST-WAR TEXAS MARKETS! KFYO's $167,892,000 effective buying income is a permanent market—a market which is the hub of a vast territory comprising twelve West Texas Counties, known as the South Plains of Texas Area. Dairying, grain, wide wholesale and retail distribution, oil production, poultry raising, and cotton unite their vast revenue-producing power to make Lubbock, Texas one of your best postwar Texas Markets.

So—the time is NOW to get a corner on this rich market... with KFYO—the only station dominating this area with a consistent clear signal.
Fair Coverage

WWNY Watertown, N.Y., has broadcast its fourth year of pick-up from county fairs in the area, telling its listeners of all the colorful happenings, bands, exhibitions and exhibits. Over a period of three weeks, Program Manager Jim Reilly and Sportscaster Jack Case of WWNY, has completed a total of 154 hours of commercial-free direct casting from the fairs of northern New York.

For the Boys

BOB JONES, m.c. on early morning "Greenshow by Jones" show on WHO Greensboro has developed a portion of his program each morning to GI's stationed at the Overseas Replacement Depot at Greensboro. First campaign was "Bake a Cake for a Convalescent GI!". He collected four wards for four weeks. He took 1000 orders, delivered them himself. He has collected plans for four wards of friends, and latest venture is taking "orders" for items for families of the GI's, visiting them.

KQV Pittsburgh for past three weeks was used as a testing ground on audience reaction to "Ralph Blater Hypnotist" show by Phillips Carlin, v.p. in charge of programs for Mutual. Show is scheduled to start on the network next week. Station may be used hereafter to premier "unusual test shows", according to M. Carlin.

CIVILIAN'S pilot's training course is the grand prize for answering a question on CIBC Tuesday's morning program, "It's About Time". M.C. Wil Perry asks a question each morning, and the winner of the correct answer for the week gets the grand prize. There are also four prizes of $25 war saving certificates for prizes on each half-hour of the two-hour show.

'Schoolcasts' Shifts

Dwight Newton's "Schoolcasts", sponsored by the San Francisco Examiner, has shifted to KPO-NBC and started its fifth year on the air Sept. 5. Forty-five hundred school teachers were informed of the change and both The Examiner and KPQ follow up with promotional pieces and suggestions for utilizing the program in classes ranging from third through high school. Program is heard three-weeks in school courses such as geography, history, current events, social sciences.

Grid Coverage

FIVE Columbus U. gridiron contests will be covered by NBC's television station WNBT, starting with the Lafayette at Miami area. Gay Nine games will be played at Baker Field, New York. Arrangements are also being made to cover four top Army football games.

Good Start

PICNIC broadcast started off a series, "Youth Center Parade" on WHN Rich- mond, Saturday nights. More than 75 members from 3 to 15 took part in the picnic given by the sponsor, Miller & Bready department store, Richmond. Series is a half-hour juvenile musical show.

Teen-Age Party

Teen-Age show of Chandler's Department store of Boston has started its "Teen-Age House Party" on WNAQ Boston. Staying Ray Derry, baritone, and Margaret Ford, "good sport editor" of the Boston Herald, as teen age consultant. Deadlocks especially designed and executed, is heard Saturday, 10:30-11 a.m.

Third Format

The Frank Sinatra Show will return to CBS Wed., Dec. 18, 9-10 p.m., with a flexible production format which will produce each week a different material, or talent demand, Hain Holler, director of the show, announced. Program will not be limited by any set pattern, and each show will be planned and written as a special production. Show is co-sponsored by Lendlord Co., New York, for Old Gold Cigarettes, Lennen & Mitchell, New York, is agency.

News Dramatized

OUTSTANDING event news is drama- tized each week on WTPP Raleigh, N. C., produced on an hour's work each week. They have dramatized the liberation of American Prisoners of War, anniversary of the landing of the Marines on Guadalcanal, 25th anniversary of radio and the Junior Chamber of Commerce, cele- brated jointly, among other programs. Paris liberation was presented by Fourth Division, which liberated the city.

MAYOR of New York's 10 largest cities will make a direct report to the nation in a discussion of housing, employment trends in their areas, plant recovery, business and trade, education, and new industries on Mutual's "American Forum," Sept. 11, 9-10:30 p.m.

POW Messages

CANADA's shortwave programs are now being regularly sent to Latin America in Spanish and Portuguese every Sunday with six hour programs in Portuguese, half-hour to Spaniards and an hour in English, programs being mainly of Canadian-Latin American news interest, on CEBL 17.72 me and CHTA 17.22 me. It can now be revealed that the CBC shortwave service to Ger- many has been using for some time programs from German prisoners of war in Canada. Programs are recorded in the prison camps, sent to Montreal for transmission. They include such topics as "The Responsibility of the German People", "The Quilt of the Nazi", "The Reconstruction under Allied Occupation", Canadian themes, religious services and musical programs from the prison camps.

13th Year

OLDEST commercial studio program on NBC, "Junior Tucker's Smile Program", entered its 13th year on the station, Aug. 28. Interstate Octo- n Bell, Inc., Chicago, sponsor.

Close Harmony

BARRER SHOP Quartet Contest, in which male quartets of South Florida appeared for six weeks on Saturday nights on WIOD Miami, has ended with duplicate prizes going to members of the four sets. First placing of $50 Victory Bond was given each man of a serv- ice group, consisting of Civil Air Patrol, Fia, Army Air Base, and to a civilian group from the Miami area. Gay Nin- ties series was produced by the WIOD staff.

Jobs for Vets

NEW WWDC Washington program. "Jobs for Vets", Saturday 7-30-7:45 p.m., designed as employment bureau for both vets and employers. A special show has been arranged in coopera- tion with the Civil Service Commission.

AMERICAN WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY MCTIGUE General Manager

Page 58 • September 10, 1945
This is a farmer's Wife

She is one of the many housewives in the southeastern corner of North Dakota. Families like hers may enjoy fattigmand (fried pastry) - lutefisk (cod) - lefse (unleavened bread) - or Russian peanuts (sunflower seeds) depending upon whether they were descended from Scandinavian or Russo-Germanic stock.

But there is one thing of which this farmer's wife and her neighbors are sure - their families enjoy food. And rightly so. People who make their living from farming (as do some 333,023 folks in the 29 counties surrounding Jamestown) find that a rousing appetite is the direct outcome of a profitable day's labor.

These same people spent $16,498,000 last year for food alone. People with that much money to spend on food, have money to spend on other things. And radio remains one of the most effective ways to sell food and "the other things" - in Jamestown, as everywhere else.

To be specific, the regular-listening area of KSJB Jamestown, is made up of 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

JAMESTOWN, NORTH DAKOTA

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.
New York, New York, Empire State Building, Lexington 2-8892 • Chicago, Illinois, 860 North Michigan Avenue, State 0381 • St. Paul, Minnesota, E 622 First National Bank Building, Cedar 8579
HAL ENGEL, released from the Army and in July a partner in the public utility firm of Howard & Engel, New York, has joined the NBC script department as a writer. Engel has received the complete script of NBC's "Welcome Home Auditorium," an employment service created by the network to assist veterans in obtaining jobs in radio.

BOB LATTING has been assigned Hollywood to Boston daily "Talkie-Talkie" on American Pacific stations. He succeeds DON NORMAN who has taken a similar position in "man-on-the-street" assignment.

G. CHARLES ROSS, 21, one-time producer-announcer of EMPC Hollywood, died of intractable paralysis in Walter Reed Hospital, Washington, in late August. Surviving are widow and a daughter.


JOHN SHUTLEFF, former sound effects technician of NBC Hollywood, has shifted to the Lee Broadcasting System Hollywood.

REV. JOSEPH MILLER, chairman of the Radio Committee of the Brooklyn Jewish Ministers Assn., is serving as chairman of three Jewish holy day programs broadcast on WLIR New York, Sept. 13 and 19 at 7 p.m.

HARVEY OLSON, WOR Hartford, program manager, has been named head of the radio department at the Randall School of Fine and Applied Arts in Hartford.

CLARENCE GARNER, formerly sports editor of KFRC-Wichita, Kan., and recently with WOOG Chattanooga, has joined announcing staff of W2AY Savannah. Another new announcer is JIMMY WOODS, recently discharged from the army.

JOHN SHERER, a member of the announcing staff, has been promoted to production manager of WPIL Philadelphia.

GEORGE SUTHERLAND, program manager of WIP Philadelphia, and MARY DONNEY, formerly of the Yankee Network, were married in Philadelphia last week.

VELMA SATHER, operator with WDAY Fargo, has replaced MILDRED GREGSON as traffic manager. Miss Gregson has transferred to publicity.

R. (Gus) YOUNGSTAD, former advertising director of Carolina Power & Light Co., has joined WPIT Radio, N. C., program director. New musical director is MILDRED ALEXANDER, formerly with World Broadcast System.

BEN NYAMS, annotator for the Wednesday evening "Invitation to Music" on WOR's script writer for the network's serious music programs, Sept. 9 began a series of four talks on musical matters Sundays, 2-5-5-5 p.m., substituting for Olle Downes, on vacation.

PERMANENT organization in Hollywood of "Truth or Consequences," sponsored by Procter & Gamble Co., Cincinnati, for WOR on NBC Sat. 8-30 p.m. has produced changes on producer Ralph Edwards' staff. New members include: ALFRED MCCULLOCH, production manager; PHIL DAVEN, assistant manager; FRANK BLACK, assistant stage manager; MARTHA CURRY, press liaison; HARRY DUSSARD, production assistant; and DAVE A. Holbert, assistant writer.

RUSSELL CASE, director of popular music for Victor Records, on Sept. 13 became producer of the "Fresh-Up Show," sponsored by Seven-Up Co., St. Louis, Mo.

ED SELLARS, formerly of KYW Salt Lake City, has joined KNX Hollywood as special events announcer.

FRED LEVINGS, WGN Chicago producer, adds "Country Sheriff" to his production schedule with JACK BRICKHOUSE announcing the weekly mystery series, which switched to WGN September 1st.

L. KAPLAN, of the KGO San Francisco production staff, has resigned to become a member of the engineering staff to entertain army of occupation. He was selected in a nationwide contest.

JAMES W. DOWNS, transmitter engineer of KGO San Francisco, has joined KYW Kitchikan, Alaska, as announcer and engineer.

LT. COL. HAROLD L. LLOYD, released from AAF as executive officer in charge of electronic training equipment and technical schools, has joined Emerson Radio & Phonograph Corp. as assistant director of the special products division. He will assist in plans relating to the company's new hearing aid, and in the development of new electronic equipment.

LT. WALTER S. GILBERT, discharged from the Navy, has returned to his former post in the engineering department of KYW Philadelphia.

JULIUS HEYLAND, chief engineer of WDAY Fargo, N. D., who has been on leave of absence for two years doing government research, has returned to his post at WDAY. CAPT. RICHARD VODKA, former WDAY engineer, has been transferred from the Navy, as an engineer in the engineering department.

LOYD MOORE, war correspondent engineer of the CBC, is back in Canada after 26 months overseas, and has resumed his job with the CBC Montreal headquarters engineering staff.

GEORGE GEBHARD, recently of the U. S. Merchant Marine, and CHARLES WARD are now transmitting engineers of WWNY Watertown, N. Y.

HARRY JACOBS, studio field engineer on leave of absence, has returned to KGO San Francisco. He had been at Columbia U. on government assignment.

ARLON SLOAN of Omeone, Ont., has joined CHEX Peterborough as control operator.

ROBERT L. BESER, formerly of WTM Chicago, Ia., and now of Lockwood technical supervisor of radio installations, has joined Associated Hollywood engineering staff.

MINOR WILSON, formerly of NBC Chicago staff, has joined NBC's master control staff. V. D. MILLS, NBC Chicago engineer, has been promoted to transmission engineer.

BROADCASTING • Broadcast Advertising
How do YOU operate... as a time-buyer?

LIKE THIS? Find it rugged getting spots and time?

LIKE THIS? Client raising the roof because you can't buy him enough radio spots?

OR LIKE THIS? Enjoying your job with good coverage through easy-to-get motion picture advertising one-minute spots?

— HERE'S SOMETHING TO THINK ABOUT

• PLENTY of good one-minute movie spots are available right now!

• In MOTION PICTURE ADVERTISING your product is on the screen at its best — shown in actual use... while your sales story is told convincingly by professional actors... plus action... music.

• 100% ATTENTION — All your audience gets all your message... as they watch comfortably, receptively... with eyes, ears, and minds glued to the screen.

• LOCAL OR NATIONAL COVERAGE — You choose up to 11,000 key theatres strategically located throughout the country... at a surprisingly low rate per thousand.

• 30 YEARS' EXPERIENCE guarantee honest, quality service... the kind that gets results. We take care of all details: planning, script writing, shooting, scheduling, billing, etc.

• WRITE TODAY for full information. No obligation, of course.

UNITED FILM SERVICE, INC.
Home Office: 2449 Charlotte St.,
Kansas City 8, Mo.

Western National Sales Office:
333 No. Michigan Av., Chicago 1, Ill.

MOTION PICTURE ADVERTISING SERVICE CO., INC.
Home Office: 1032 Carondelet St.,
New Orleans 13, La.

Eastern National Sales Office:
70 East 45th St., New York 17, N.Y.
Meets

JOE BECK
DIRECTOR
TELEVISION at WTCN

WT CN
AMERICAN BROADCASTING CO.

FREE AND PETERS National Representatives

IN BOSTON IT'S

850 on Your Radio Dial

5000 WATTS
DAY AND NIGHT

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

RADIO DOING BIG JOB IN JAPAN—BELL

DON BELL, Mutual correspondent in Japan, said in a broadcast to the U. S. Sept. 4, that radio is doing a big job at the present time in Japan. Starting Sept. 5, regular radio programs planned entirely for the 35,000 Allied prisoners of war are being broadcast from Radio Tokyo, now under American control.

"Americans who have not been able to hear real American voices for three years will now hear Army announcers, and prisoners will be brought up on the news of the world and given instructions to remain where they are until plans are completed for their transfer. American boogie-woogie and jazz, as well as classical programs, are being brought to the prisoners through radio," Bell said.

At the Yokohama branch of the studios of Radio Tokyo, Bell met chief announcer of the Japanese controlled radio, Gummeratara, who said he wasn’t sure how much good Japanese radio was going to do unless certain changes were made. Gummeratara, Bell reported, believes that if freedom of fact is to come to the Japanese people, then freedom of speech and freedom to listen must be assured. During the war years, shortwave listening was a serious crime in Japan. The Japanese people could listen only to radio stations controlled by the government, and since the government was in the hands of the military, the people never knew two sides of a question.

Decca Dividend

DIRECTORS of Decca records have declared a regular quarterly dividend of 30 cents per share on Decca’s capital stock payable Sept. 29 to stockholders of record Sept. 15.

Ed King in UK

CPL. ED KING, former producer for NBC in New York and Chicago, has been appointed chief producer for the armed forces network in the United Kingdom.

Dixon IT&T VP

COL. GEORGE P. DIXON, former chief of air communications for all the U. S. air forces in ETO, has been elected vice-president of the International Telephone & Telegraph Co. in New York. Prior to his army career, Col. Dixon was associated with the National City Bank of New York as communications engineer and before that with the New York Telephone Co. and district manager of the Manhattan area.

WHAT was probably the first broadcast of the new unbreakable plastic record is by the Variety or Division of RCA (BROADCASTING, Sept. 3), was made by WABF New York, Metropolitan Television’s FM station, on Aug. 29, day after the new disc had been previewed to the press. Varsity on WABF demonstrated the difference between this record and the usual shellac discs.

Network Accounts

New Business


Renewals

GENERAL FOODS Corp., New York, Sept. 16 renew Baby Smokies for Sanka on 144 CBS stations, Sun., 9-9:30 p.m. and Oct. 5 renew Aunt Jemima Family for Grapefruit and Grapefruit Flakes on 144 CBS stations, Sat., 7-7:30 p.m. Agency: Young & Rubicam, N. Y., for Sanka. POSTUM and Grapefruit; Benson & Bowles, N. Y., for Post Toasties.


Ad

BORDEN Co., Toronto (milk products), Sept. 17 renew Borden’s Planters New England for Postum, on 26 CBC Trans-Canada stations, Mon., 9-9:30 p.m. Agency: Young & Rubicam, Toronto.

CHRYSLER Corp., Detroit, (motor car), Sept. 6 renew The Music of Andre Kostelanetz on full CBS network, Thurs., 8-8:30 p.m. for 8 weeks. Agency: Ruthrauff & Ryan, New York.

CANADIAN BISCUITS, Ltd., Windsor, Ont. (yeast), on Oct. 2 renew The World and Their Ways on 24 CBC Dominion network stations, Tues., 8-8:30 p.m. Agency: Pedlar & Ryan, New York.

GENERAL FOODS Corp. (Canadian distribution), Toronto (Grapefruit Flakes), on Sept. 6 resumed sponsorships of the Old House on NBC stations, Thursday, 8-8:30 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Agency: Young & Rubicam.


PROCTER & GAMBLE of Canada, Toronto (Detergent), Nov. 1 renew till June 27, 1947, Rudy Valle Show on 22 CBC Dominion network stations, Thurs., 10-10:30 p.m. Agency: Kasir & Sons, Philadelphia.

LEWIS-HOWE Co., St. Louis (Tums), Sept. 23 renew Britash on 54 CBS stations, Sun., 8-8:30 p.m. Agency: Rocke, Williams & Cleary, Chicago.

AMERICAN HOME PRODUCTS, New York (general products), Sept. 17 renew The Romance of Helen Trenton and 128 CBS stations, Mon.-Fri., 12:30-12:45 p.m., and Our Old Sunday on full CBS network, Mon.-Fri., 12:45-1:15 p.m. Agency: Bryan-Estelle, Chicago.

Changes

PROCTER & GAMBLE Co., Cincinnati (Camay, Spic & Span), Sept. 17 shifts Perry Mason show on 74 CBS stations from Mon.-Fri., 2:30-2:45 p.m. to Mon.-Fri., 2:15-2:30 p.m., and Rosemary (Ivy Show), on 49 CBS stations from Mon.-Fri., 2:15-2:30 p.m. to 2:30-2:45 p.m. Agency: Pedlar & Ryan, New York, for Perry Mason and Compton Adv., New York, for Rosemary.


AS co-sponsors in Southern California area with Ziff-Davis Publishing Co., New York, for National Peace Treaty Contest, KMFR Hollywood presented $250 in War Bonds on Sept. 6 broadcast. Inspired by Dr. F. P. circa “Talk About Peace,” written by Fred Ziff, which was also presented as dramatic radio program. Broadcast was based on listeners’ views of how a lasting peace could be brought about. Seven Southern California winners were also national winners.
THIS IS WHY YOU HAVEN'T BEEN ABLE TO GET A PRESTO RECORDER

Because Presto equipment has been right there in the front lines with G.I. Joe...to support his strategy with actual combat transcriptions...to support his morale with recorded messages of his voice for the folks back home...and to give America a permanent, unprecedented sound document of a world-at-war.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
The Shreveport picture is changing fast!

THERE'S A NEW, VITAL FACTOR IN SHREVEPORT THAT...

DEMANDS THE CONSIDERATION OF THE ASTUTE TIME BUYER

Keep your eye on KTBS

John C. McCormack, Managing Partner
Leslie H. Pead, Jr., Commercial Manager

Edward Petry & Co., Inc.

Page 64 • September 10, 1945


<table>
<thead>
<tr>
<th>City</th>
<th>Retail Sales (in millions)</th>
<th>Normal Number of Stations</th>
<th>Present Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shreveport</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orleans</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>314</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monroe</td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lake Charles</td>
<td>22</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued from page 20)

STATIONS

IN CHATTANOOGA IS

WDO D 20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

Paul H. Raymer Company, National Representatives

First in (1) Audience
(2) Public Service (3) Results

The Shreveport picture is changing fast!

THERE'S A NEW, VITAL FACTOR IN SHREVEPORT THAT...

DEMANDS THE CONSIDERATION OF THE ASTUTE TIME BUYER

Keep your eye on KTBS

John C. McCormack, Managing Partner
Leslie H. Pead, Jr., Commercial Manager

Edward Petry & Co., Inc.

Page 64 • September 10, 1945


<table>
<thead>
<tr>
<th>City</th>
<th>Retail Sales (in millions)</th>
<th>Normal Number of Stations</th>
<th>Present Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shreveport</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>314</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monroe</td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lake Charles</td>
<td>22</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued from page 20)
On a gusty March day in 1931 . . . when man's voice was beamed across the English Channel from an antenna less than an inch long and powered by a mere half-watt . . . Microwave was born.

This was the inauguration of a new technique in the art of communication . . . blazing the trail for modern, high fidelity television, FM transmission, pulse time modulation, plurality of currents on a common carrier, and certain other commercial applications for this technique.

Many of the scientists now at work in Federal laboratories participated in that triumph and helped in its development through the years. Now they are engaged in extending its application, opening vast and striking possibilities for the future of communications.

Pioneer in the field of microwave . . . a contributor to radio progress for more than 35 years . . . Federal stands for leadership in research, development and manufacture of equipment and components for every segment of the communications industry.
<table>
<thead>
<tr>
<th>City</th>
<th>nickel Number of Broadcast</th>
<th>Original Number of Broadcast</th>
<th>Clear Number of Broadcast</th>
<th>Representative</th>
<th>City</th>
<th>nickel Number of Broadcast</th>
<th>Original Number of Broadcast</th>
<th>Clear Number of Broadcast</th>
<th>Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tupelo</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td></td>
<td>Gulfport</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Biloxi</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Clarksdale</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Chilton</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td></td>
<td>Columbus</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Greenville</td>
<td>9</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Independence</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Greenwood</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Jefferson City</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Gulfport</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Joplin</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Hattiesburg</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Kansas City</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Jackson</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Manhattan</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Laurel</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Mississippi</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>McCook</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Springfield</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Meridian</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Billings</td>
<td>11</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Natchez</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Columbus</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Pass Christian</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Independence</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Richburg</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Kansas City</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Tupelo</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Madison</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Vicksburg</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Maplewood</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Knoxville</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Mississippi</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Memphis</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Mississippi</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Natchez</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Mississippi</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Pinckney</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Mississippi</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Tupelo</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Mississippi</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Vicksburg</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td></td>
<td>Mississippi</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

**CLEAR CHANNEL 1180 ON DIAL**

**50,000 WATT CLEAR CHANNEL**

**ROCHESTER, N. Y.**

**YOUR WESTERN NEW YORK SALES MAN**

**WHAM**

**BROADCASTING • Broadcast Advertising**

**NATIONAL BROADCASTING COMPANY**

**National Sales Representative**

**GEORGE P. HOLLINGBERY CO.**

**"The Stromberg-Carlson Station"**

Page 66 • September 10, 1945

(Continued on page 68)
Great Audiences from Little Habits Grow!

Daniel Webster had a most unusual habit on the speaker's platform of trying a succession of words or phrases, while searching for one that suited him—"Why is it, Mr. Chairman, that there has gathered, come together here, congre-gated, this great number of inhabitants, dwellers; that the roads, avenues, routes of travel, converge, meet, come to-gether...?"

Webster's habit doesn't lend itself to easy explanation. But Baltimoreans have a habit that does. They know that the best in radio is found at "1400 Kc."
Consequently, listening to WCBM has become a habit in Baltimore!

**Baltimore's Listening Habit**

**WCBM**

**MUTUAL BROADCASTING SYSTEM**

---

John Elmer  
President  
Free & Peters, Inc.  
Exclusive National Representatives  
George H. Roeder  
General Manager
Conscientiously built programs based on the preferences of people in this area have made WJW a best seller! Based on actual audience figures in Cleveland, WJW delivers more daytime listeners per dollar, 23 to 37% more...than any other station.

**Pennsylvania (Continued)**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Year</th>
<th>Time</th>
<th>Listening Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPXI</td>
<td>Pittsburgh</td>
<td>ABC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WJZ</td>
<td>Pittsburgh</td>
<td>CBS</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WQRS</td>
<td>Scranton</td>
<td>NBC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WJW</td>
<td>Erie</td>
<td>CBS</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WQAM</td>
<td>Altoona</td>
<td>CBS</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
</tbody>
</table>

**Stations (Continued from page 66)**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Year</th>
<th>Time</th>
<th>Listening Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFBN</td>
<td>Scranton</td>
<td>NBC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WICW</td>
<td>Wilkesboro</td>
<td>CBS</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WQAM</td>
<td>Altoona</td>
<td>CBS</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WJQI</td>
<td>State College</td>
<td>NBC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WJZ</td>
<td>Altoona</td>
<td>NBC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
</tbody>
</table>

**Rhode Island**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Year</th>
<th>Time</th>
<th>Listening Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPRI</td>
<td>Providence</td>
<td>NBC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WJAR</td>
<td>Woonsocket</td>
<td>NBC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WBLR</td>
<td>Newport</td>
<td>CBS</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WZBC</td>
<td>Pawtucket</td>
<td>NBC</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WJIB</td>
<td>East Providence</td>
<td>CBS</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
</tbody>
</table>

**South Carolina**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Year</th>
<th>Time</th>
<th>Listening Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINC</td>
<td>Spartanburg</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WCNW</td>
<td>Charlotte</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WJSE</td>
<td>Columbia</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WPSX</td>
<td>Winnsboro</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WABC</td>
<td>Anderson</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WCLW</td>
<td>Clinton</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
</tbody>
</table>

**Texas**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Year</th>
<th>Time</th>
<th>Listening Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDFH</td>
<td>Dallas</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>KGSR</td>
<td>Austin</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>KRLD</td>
<td>Fort Worth</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>KFMS</td>
<td>Fort Worth</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
</tbody>
</table>

**Wisconsin**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Year</th>
<th>Time</th>
<th>Listening Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WICD</td>
<td>Milwaukee</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WISN</td>
<td>Madison</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>WISN</td>
<td>Eau Claire</td>
<td>WOR</td>
<td>1946</td>
<td>115</td>
<td>110</td>
</tr>
</tbody>
</table>

(Continued on page 70)
UNIT 540 is the latest model Fairchild Amplifier-Equalizer. Its design permits the unusual operational advantage of unlimited frequency selection over two critical ranges: 20 to 100 cycles; 4,000 to 10,000 cycles with an available boost of 0 to 20 db.

Unlimited frequency selection compensates for brilliance-loss at the slower 33.3 speed and for response-deficiencies of cutterhead, disc material, pickup or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles — with a negligible effect on volume and without loss in the bass.

Unit 540 can be used with two recorders to record or play back continuously by switching from table to table; to make two identical records at the same time; or to 'dub' from one table to the other as in copying a recording played on one table and recorded on the other.

Unit 540 is compactly designed to fit into a light-gauge metal trunk measuring 17" x 18" x 11". It can also be rack mounted. And provision has been made in the inputs and outputs to permit operation under many varying conditions — to meet the exacting professional requirements of the radio and communications fields.

Is YOUR sales message reaching this fertile market?

For 25 years, farmers and working people in this rich industrial and agricultural area have depended on WDZ for market reports, crop and livestock bulletins, complete news coverage and homey live-talent entertainment.

Directing the entire day's broadcast to these listeners, WDZ has built a solid, loyal audience who listen and buy WDZ advertised products. Let WDZ's "directional programming" carry your sales message to market.

REPRESENTATIVES: HOWARD WILSON COMPANY

WDS

The Regional Station

1050 KILOCYCLES

TUSCOLA, ILLINOIS

1000 WATTS

People Listen to WGY's PUBLIC SERVICE PROGRAMS

"THE FUTURE BEGINS NOW," a Public Service program on WGY, was presented for 26 weeks last fall and winter with author and psychologist, Ernest M. Ligon, PhD., of Union College, Schenectady. Dr. Ligon, on the program, discussed parent-child problems with guest community groups.

On the last four broadcasts a brochure of five scripts on "Discipline" was offered, and 1569 WGY listeners asked for a copy ... proof of the popularity of WGY's Public Service programs among people in the Hudson Circle.

"The Future Begins Now," with Dr. Ligon, returns to WGY October 1, for 26 weeks.

WGY

SCHENECTADY, NEW YORK

50,000 watts—NBC—23 years of service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

Scharfeld Leads Probers for AMG

INNERMOST secrets of Nazi Germany's long preparation for war and the brutal "nacht and Nebel" system are being uncovered by investigators of the Allied Military Government, working under Capt. Arthur W. Scharfeld, member of the law firm of Loucks & Scharfeld.

Story of Capt. Scharfeld's discoveries is told in a dispatch to the Washington Star by Thomas R. Henry, Star correspondent. Writing from Munich, the correspondent tells how "nacht and Nebel" or "night and fog" records have been found in clear language though they were supposed to have been kept only in undecipherable code.

The records cover the disappearance of persons who expressed anti-Nazi views. These persons were put to work in German factories, but as the war went on they showed a high incidence of fatal heart disease "induced by bullets".

Whereabouts of men alive are revealed by the records Capt. Scharfeld is studying, though few of those on the lists escaped the "heart disease".

Story of a hitherto unknown corporation, similar to the U. S. Defense Plant Corp., is unfolded in records Capt. Scharfeld is studying. They trace formation in 1934 of a Montan Industries, which bought up great tracts of land, mostly forests. Vast industries created for armament purposes were scattered and hidden from visitors and even Germans did not suspect the extent of the giant operations. In 1938 the plans were openly leased to German corporations, though financed by the Nazi regime for the armament program.

Capt. Scharfeld took the original AMGOT training courses at Camp Custier and Stanford U., going to England before the invasion. He went to France after the entry into Normandy and later was given an AMG assignment in Germany.

Fire Prevention

JAMES D. SHOUSE, vice-president of Crosley Corp., was presented with a plaque on behalf of WLW Cincinnati for "outstanding public service in fire prevention" by Frederick Rauh, president of the Cincinnati Fire Underwriters Assn. The citation commended WLW for "special distinction among America's radio stations" in its cooperation with local and regional fire fighting organizations and for spreading information about fire hazards.

Stations

(Continued from page 68)

WISCONSIN (Continued)

Sheboygan 36 2 1

Stevens Point 10 1 1

Superior 24 1 1

Wausau 13 1 1

Wausau

Wisconsin Rapids 9 1 1

WYOMING

Cheyenne 18 1 1

Laramie 10 1 1

Powell 6 1 1

Rock Springs 9 1 1

Sheridan 12 1 1

*Copyright 1945, SALES MANAGEMENT Survey of Buying Power. Further reproduction not licensed.

1 Taken from BROADCASTING 1945 YEARBOOK. Only commercial, standard broadcast stations are counted.

NEW MAGNETEPhON HAS HIGH QUALITY

(Special from Monte Carlo, Monaco)

DISCLOSURE has been made here that Germany manufactured a portable Magnetophon [Broadcasting, Sept. 2] weighing 68 pounds overall. Tape recording and playback unit was demonstrated at Radio Monte Carlo to the U. S. Broadcast Mission. Portable equipment was left by Germans when they abandoned in a hurry a year ago.

French and Monacan engineers smuggled parts from the station while under German operation sufficient to rebuild two portable recorders now in regular use.

Permanent equipment weighing several hundred pounds had been seen previously at Luxembourg, Hamburg and Berlin but not in England and France. Fine quality of reproduction and playback impressed the mission. Steps have been taken to get U. S. patents.

Equipment is manufactured by A. E. G. Magnetophon, Berlin, with plastic-base tape, iron oxide impregnated, made by Lieb F. Parben's Friedrichskahen factory. Signal Corps officers are investigating the equipment and patents.

Portable units were used to record the Army Band when the U. S. group visited Monte Carlo Sept. 2. Playback was perfect.

Florence Fels, program director, said quality of the portable was as good as the heavy machine with perfect reproduction 50 to 8,000 cycles flat, but taping off sharply thereafter. Portable weighs 55 pounds, amplifier 10 pounds.

Speaks on Developments

JOHN E. SAU, general manager of KTUL Tulsa, during the past month has made speeches before practically every civic organization in Tulsa and neighboring communities, making a stock address illustrating radio's latest developments. Mr. Esau takes with him several pieces of standard equipment for demonstration.

Fire Prevention

JAMES D. SHOUSE, vice-president of Crosley Corp., was presented with a plaque on behalf of WLW Cincinnati for "outstanding public service in fire prevention" by Frederick Rauh, president of the Cincinnati Fire Underwriters Assn. The citation commended WLW for "special distinction among America's radio stations" in its cooperation with local and regional fire fighting organizations and for spreading information about fire hazards.
Ready for Fall Presentation
in the Rich Los Angeles - Long Beach Market

**TWO THRILLING SHOWS**
Featuring Serial Adventure Heroes - Known to Millions of Readers of Comics

1. **FIRST, EXCLUSIVE PRESENTATION IN SOUTHERN CALIFORNIA**
   New World Broadcasting System Feature
   **THRILLS! CHILLS! SUSPENSE!**
   **MANDRAKE THE MAGICIAN**
   156 PROGRAMS . . . 15 MINUTES
   He's here! 172 newspapers print his adventure strip—16 million Americans of all ages watch for him eagerly. Now, the cream of these spine-tingling episodes have been selected for 156 fast, exciting shows.

2. **EXCLUSIVE PRESENTATION IN SOUTHERN CALIFORNIA**
   Popular Kaspar-Gordon Thrill Show!
   **One Adventure After Another!**
   **DAN DUNN SECRET OPERATIVE 48**
   Created by Norman Marsh, now with Marine Corps.
   78 PROGRAMS . . . 15 MINUTES
   Dan Dunn's daring exploits are known in every household, and they will be awaited as breathlessly by KGER listeners as they have been followed by readers of more than 125 newspapers.

**TOPNOTCH KIDDIE AND ALL-FAMILY ENTERTAINMENT**
**LATE AFTERNOON AVAILABILITIES**
An unbeatable opportunity to get your sales story over in this key area. For immediate details, phone, write or wire.

**5000 WATTS, FULL TIME**

**KGER**
OWNED AND OPERATED BY MERWIN DOBYNS

New York Chicago San Francisco Los Angeles

**COVER THE WEST'S GREATEST MARKET -at Lower Cost!**
Top Per Capita Buying Income*
Long Beach ($2,555.00) highest effective buying income among cities over 100,000 population.
Los Angeles ($1,922.00) highest of all cities of 1,000,000 population.
KGER'S 5000-Watt Transmitter reaches the huge industrial and consumer market of Southern California, with more than 3,000,000 people in Los Angeles and Orange Counties alone.

*Copyright 1945, Sales Management Survey of Buying Power; further reproduction not licensed.
Radio for GI's (Continued from page 20)

VMFT teaser spot announcement effort. This followed the Lucky Strike L.P.MPT theme. "V. D. Means Trouble" was the message ten times daily on the air for a week. Then came the story. GI's were told to look for the green light for safety. "For a moment of play you might have to pay," ran the copy. "Look for the green light."

No Shouting, Preaching

Capt. Sanford Cummings, operations officer for Germany (formerly radio department Benton & Bowles), told the mission about problems ahead on programming for the GI. He said the shouting, exhorting type of news commentary won't satisfy the boys. They get irritated when people shout at them. They don't want their news dramatized. When mention was made of Winchell, Heather and Pearson, he said GI's are shouted at 20 hours a day, and they don't like shouty or evangelistic stuff. Col. Hayes concurred, saying they resented being preached at by a commentator.

FIRST of six dramatizations of Tolstoy's classic "War and Peace" will open the winter series of "The World's Great Novels," produced by NBC "University of the Air," starting Friday, Sept. 14, at 10:30 p.m., over full NBC network from Chicago.

Aids Veterans

ONE of a series of discussions on veterans' affairs over WIOD Miami recently proved its worth immediately. A local representative of the Veterans Administration mentioned in an interview that it is illegal for attorneys to accept payment for filing claims under the G. I. Bill of Rights. Within a short while, three veterans phoned the station and reported paying such fees. An investigation was begun immediately to correct the situation.

Daily Serials (Continued from page 24)

gram would you prefer to a 'soap opera'?"

Again, it is hard to get clear-cut replies to this question. Nineteen per cent (201) said they greatly preferred a good variety show with a clever master of ceremonies. Breakfast Club and Breakfast in Hollywood were mentioned specifically as the sort of a program these women preferred.

Eight per cent (82) said they liked Aunt Jenny, whose stories were not long drawn out, far better than soap operas. Ninety-two per cent (948) said they enjoyed such a program much better than a "soap opera" which was not interesting to them. But it was not clear what "not interesting" meant.

The criticism which came up occasionally was that a particular serial was not "true to life". But many other women seized on just that point as the reason they liked to listen. It made them feel that they were able to meet their own problems, when they listened to other women struggling.

Conclusion

To sum up:

If this sample of Columbus women can be taken as an accurate cross section for women in the upper brackets, with high school educations, who live in small cities, we can list the following conclusions:

1. Listening to daytime serials is not a neurotic symptom of American women. It is simply a substitution for human companionship during the day when the rest of the family is out of the house.

2. Eighty-two per cent of the housewives with children of school age listen to "soap operas".

3. Listening to daytime serials is part of a larger pattern of household activity and revolves around the household tasks.

4. Small children in the home influence a woman's listening habits. Mothers of small children tend to prefer music while they do their housework, whereas mothers of children of school age prefer the continued story.

5. Where another type of program is preferred to the soap opera, it is a program where the interest is held by a distinct personality, as in the case of a master of ceremonies or a story teller who lends continuity to the program.

Wage Increase

SALARIES of members of the Radio Writers Guild with CBS in Chicago were boosted from $220 to $260 per month as a result of automatic 10% annual increases granted in a three year pact signed by WBBM Chicago, and Herb Putran, Guild president. New employees are to start at $225 per month and apprentices at $185.

Leading spot buyers don't gamble! In Alabama they know you can't lose on WSGN!

243 quarter hours of non-network commercials are on WSGN compared to 195 on station B, and 189 on station C. WSGN covers more of Alabama than any other station and tops them in listeners too!

THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed Co.
TELEFAX is the name of radio-in-writing equipment pioneered years ago by Finch Telecommunications—interrupted by the war—and now being readied for widespread use.

TELEFAX will offer—to urban and rural homes, to ships at sea, planes in the air and cars on land—a means of getting the very latest information and detailed printed news, and other educational and entertainment matter transmitted by the most modern type of facsimile equipment.

TELEFAX offers to broadcasters an opportunity to expand their power, influence, profits and public service.

Inquiries are invited. Finch Telecommunications, Inc., Passaic, N. J.
         New York Office, 10 East 40th Street.

THE AIRPRESS

FOR SUBURBAN AND RURAL HOMES  FOR SHIPS AT SEA  FOR PLANES IN THE AIR  FOR VEHICLES ON LAND

finch facsimile
Porter
(Continued from page 16)

commercialism” prevents “many stations from discharging their public responsibilities”.

Many Factors

“Obviously,” he declares, “there are many offsetting factors on the other side of the ledger. Certainly a blanket condemnation of broadcasting stations and networks would be unfair. Leading networks and trade associations have undertaken to lay down standards which, if generally followed, would go far toward mending matters. But competition among stations and networks is so intense that usually the commercial sponsor or his agent has the last word.”

In surveying records for license renewals, Mr. Porter says “we have no thought of making the original license application a rigid blueprint for the future. But we do expect to remind the broad-
caster of his public responsibilities, and to narrow the gap between promise and performance.” The next paragraph states that the FCC has no power to interfere with any specific program, nor is it a power which the Commis-
sion’s chairman desires. Although not mentioned, the apparent incongruity between the FCC’s re-
newal action and permitted power would seem to be cleared up by the word “specific”.

Mr. Porter suggests, “Maybe the time has come for Congress to clar-
ify public policy in this field. It is certain if Congress did undertake a revision of the old Radio Act of 1927, it would not confine its con-
siderations to the lengthy commercial announcement. Congress would doubtless take up questions of whether news should be sponsored at all, and consider proposals that certain hours of good listening time be withheld from sale entirely, in order that stations would have no alternative but to broadcast sustaining public-service programs during that period.

“They might consider the ques-
tion of how radio can best be used to develop local talent in its own communities. And it would appear certain that provisions in the pres-
ent act which require the Commis-
sion to encourage and foster com-
petition would be strengthened and not weakened. These and many more problems would run the gamut of legislative debate if Congress decided to act.”

If the radio industry “is to avoid legisla-
tive intervention in certain phases of its operation,” the Chair-
man concludes, “it should under-
take to discontinue practices which are making the public angry.

“There is a saying about ‘putting your own house in order, before the law does it for you with a rough hand.’ It is an old, trite saying, but still true,” he warns, “as may a proud industry, from the railroads to the stock exchanges, knows to its sorrow.”

Einstein Repeat

FOR the first time since it went on the air, WGN-Mutual’s Human Ad-
venture, 8-9:30 p.m. C.T., Wed.,
will originate in Mutual’s New York Playhouse, Sept. 12th. Pro-
gram will also inaugurate a guest star policy with Clifton Fadiman and Colonel Lemuel Q. Stoneagle starred on a repeat performance of “The Einstein Theory”, first presented March 9, 1944. It drew 12,000 requests for a repeat broad-
casts. Sherman Dryer, director-
producer, in cooperation with the University of Chicago, will show how Einstein’s theory was a basic part of research on the atomic bomb.

NYC Uses Show

NEW YORK City Park De-
partment has received per-
mission to use Happy the
Humphny, syndicated tran-
scribed children’s show of
NBC's radio recording de-
artment, as a marionette show for performance in the
city parks. Plans are to take
the marionette show this fall
to public schools and hospi-
tals.

NAB INAUGURAL DINNER ON OCT. 2

INVITATION will be sent early this week for the NAB Inaugural dinner in Washington Oct. 2 at which Justice Justin Miller will formally assume office as trade association’s chairman.

All members of Senate and
House, the Cabinet and leaders in official and military life in the Cap-
ital will be invited guests, the list of invitees to exceed 1,000. As a result, there will be limited space for broadcasters outside the Cap-
ital.

NAB board members, who meet Oct. 1-2 in Washington, will at-
tend, along with three representa-
tives to be designated from each district (one each from large, me-
dium and small stations). Net-
works also will be limited and Washington stations will be al-
lowed three each. Trade press,
newspaper and press association invitations will be limited.

Program plans call for an ad-
dress by Chairman Paul Porter of the FCC; farewell address by In-
terim President J. Harold Ryan, and an inaugural address by the new
president. Toastmaster had not been designated. Event will be held in the Presidential Dining Room of the Statler.

NBC Revisions

REVISES of prices of NBC recorded syndicated programs, amounting in some cases to as much as 40 per cent, went into effect Sept. 1, according to indi-
vidualized folders sent last week
to stations throughout the country by NBC radio recording division, which this coming week will send similar notices to advertisers and agencies. Folder and an accompa-
nying letter from Willis B. Par-
sons, assistant sales manager, point out that the “ever-increasing use” of these programs by stations and advertisers enables NBC to make the reductions, “despite rising pro-
duction costs and larger budgets for radio shows”. New prices should help stations in smaller markets in selling both time and programs, NBC believes.

57.7% of all Iowa families "Listen Most" (night) to WHO
55.6%, daytime)
Write for complete facts!
WHO
50,000 Watts - Des Moines
Free & Peters, Representatives.
September 10, 1945.

TO THE BROADCASTING INDUSTRY:

Your 1946 YEARBOOK questionnaire is now in the mails. Kindly fill in the required information promptly, sending changes in later, as they occur. Your cooperation will insure accurate listing in the various directories. Please send all Yearbook data to the Washington offices.

Thank you.

the Editors—

1946 YEARBOOK*

*Twelfth in a distinguished series.
BUD THORPE, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

TEXAS HURRICANE COVERED BY RADIO

FOLLOWING the hurricane on the Texas Gulf Coast, the Texas Highway Patrol teletype carried a message from Col. Homer Garrison, director of the Dept. of Public Safety, giving “Heartiest congratulations to Bud Thorpe and Hoxie Mundine of WOAI (San Antonio), for a job well-done.”

The hurricane had been followed along the coast by Special Events Director Thorpe and Engineer Mundine, who spent four days with little sleep or food to accomplish which is considered one of the finest public service undertakings of WOAI.

The WOAI crew carried remote equipment and a wire recorder and were provided use of Ranger Walter Naylor’s two-way shortwave radio. By telephone and shortwave, the station received reports on the storm’s progress and estimated time of arrival at various points along the coast were broadcast. An invaluable service in evacuation was rendered since many telephone lines were down.

At the height of the storm, Thorpe and Mundine originated a broadcast from Corpus Christi, bringing in Naylor by shortwave from Aransas Pass, 30 miles away. Highway patrolmen and Red Cross representatives were interviewed.

KTBC Austin made hurried plans to report the hurricane through Manager Pat Adelman who was vacationing in Galveston at the time. A special line was arranged for and it appeared as though the station manager would spend his vacation reporting the story but the storm died down before reaching Galveston.

DENY NOBLE MOTION

MOTION filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

FM APPLICANTS

COMMISSION ADVISED pending applicants it will consider their applications “as soon as practicable after Oct. 7, 1945.” If examination of the application and the supplementary information received is satisfactory, it stated, “the Commission may make a conditional grant of your application subject to the condition that complete engineering information will be filed within 90 days after date of conditional grant.”

However, the Commission “may issue a construction permit including the assignment of a frequency rather than a conditional grant” if the application contains the engineering data called for in the FCC report of Aug. 24 on FM Rules and Regulations [Broadcasting, Aug. 27].

The Aug. 24 report was issued to enable manufacturers, licensees and applicants to prepare immediately for FM broadcasting service. The final draft is expected to be issued within the next two weeks.

The Commission policy for processing applications reaffirms its previous statement that FM commercial broadcasting will be assigned the 95-108 mc band, with noncommercial educational stations to be given the 88-92 mc band. The Aug. 24 report stated that the Commission intends to utilize the frequencies in the 105-108 mc band for FM stations only in the northeastern part of the country and that in the remainder of the country this region of the spectrum can be used for facsimile.

Procedures for processing television and developmental and noncommercial FM stations will be issued shortly.

V. P. THORP

VAUGHN P. THORP, 51, an engineer at Bell Telephone Labs, New York, died Sept. 9 of a heart attack on the downtown street of Ridgewood, N. J. He had been an instructor in radar course in Bell Labs. school for war training and was the author of several handbooks for the armed forces on maintenance and operation of war equipment developed by the laboratories. He lived in Ho-ho-kus, N. J. Surviving are his wife, Hazel Z. Thorp, and a brother, Lt. Col. Kermit O. Thorp, stationed with the Army Air Forces in Chicago.

DENY NOBLE MOTION

MOTION filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

Texas Hurricane Covered by Radio

Bud Thorpe, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

Deny Noble Motion

Motion filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

Texas Hurricane Covered by Radio

Bud Thorpe, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

Deny Noble Motion

Motion filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

Texas Hurricane Covered by Radio

Bud Thorpe, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

Deny Noble Motion

Motion filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

Texas Hurricane Covered by Radio

Bud Thorpe, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

Deny Noble Motion

Motion filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

Texas Hurricane Covered by Radio

Bud Thorpe, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

Deny Noble Motion

Motion filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

Texas Hurricane Covered by Radio

Bud Thorpe, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

Deny Noble Motion

Motion filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm’s charges that he was coerced in selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.
**WDSU**

(Continued from page 16)

The Commission also denied that the offer of WDSU to clear time between 8 p.m. and 10 p.m. on Saturdays for Sen. Overton was "equal" to the time used by Mr. Stephens on Thursday evenings and pointed out that the latter made only one Saturday night broadcast during the campaign, and that on the last Saturday before the election. As to the comparative value of Saturday and weekday time, the Commission observed:

"One has merely to compare the number of persons on the streets and in various public places such as theatres, restaurants and night clubs on Saturday nights with the number at similar places on week nights to realize that a station's potential listening audience, especially for serious political speeches as distinguished from dance music and similar programs, is likely to be less at such time than on week nights."

**Contrary to Policy**

Referring to testimony before it by Fred Weber, manager and partner of WDSU, that the station could not offer time on week nights to Sen. Overton because of an established policy not to cancel regularly scheduled commercial programs in order to clear time for political broadcasts, the Commission asserted: "This statement of policy reflects such a complete failure on the part of respondents to appreciate their obligations as station licensees (to operate in the public interest) as to require severe censure of such policy.

"Under the Communications Act of 1934 and the Commission's Rules and Regulations, a station licensee has both the right and the duty to cancel such previously scheduled programs as may be necessary in order to clear time for broadcasts of programs in the public interest. And the mandate of Section 316 is both positive and explicit: 'He shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station...'. It is impossible to reconcile respondent's policy with this statutory requirement."

As both majority owner of the station and candidate for public office, Mr. Stephens, the Commission held, "was under a peculiar obligation to make certain that the operations of this station did not afford the opportunity for his opponents to complain that the public facility over which he had control was being used for personal political advantage. A station operator more sensitive to the requirements of the statute and the traditional practices in the broadcasting industry would have been more scrupulous in this respect..."

**Record Not Clear**

"Had the record been clear that Stephens as a licensee of this Commission wilfully and deliberately used this privileged position to discriminate against his political opponents such an offense would warrant revocation proceedings. It appears, however, that Stephens, who was not the active manager of the facility, was perhaps more guilty of a lack of understanding of his obligations and responsibilities as a licensee than any wilful intent to utilize his broadcasting facilities unconstitutionally..."

Testimony at the hearing on the complaint brought out that management and control of daily operation of WDSU were under Mr. Weber and that neither Mr. Stephens nor H. G. Wall, remaining minority owner, participated actively in station operations. Reviewing its findings, the Commission saw no justification for drastic action "because of a single episode in which the licensee exercised questionable judgment in the operations of his station." It pointed out that "the only sanction [it] could apply would be after appropriate further proceedings to revoke the station's license and thus destroy a service which the Commission has heretofore found meets the standards of public interest."

Considering the attendant circumstances, the Commission therefore decided that proceedings be closed, with notice that the record is subject to further review in considering the station's overall operations when application is made for renewal of license. Addressing broadcasters it concluded: "This proceeding should serve, however, to remind the licensee that the facility in which he has an interest is not an instrumentality to be used for his personal political advancement. Broadcasters have a particular obligation to avoid discrimination in political contests and broadcasters generally are conscious of this responsibility."

The proceeding was the first of its kind under Section 316 of the Act. Attorneys William Koplovitz and Richard C. O'Hare represented the station and P. W. Seward and Philip Bergson handled for FCC.

---

**Shaffer Is In Charge Of WSPA**

ROGER SHAFFER Spartanburg has been named assistant general manager of WSPA Spartanburg, and Guy Vaughan Jr., commercial manager.

Mr. Shaffer has been connected with the Spartanburg Advertising Co. station owners since Nov., 1940. He will have charge of the operation of the station during the absence of Walter Brown, vice-president and general manager, who is now special assistant to the Secretary of State, James P. Byrnes.

Mr. Shaffer succeeds John W. Kirkpatrick, who has resigned [BROADCASTING, Sept. 3].

Mr. Vaughan returns to WSPA after an absence of ten years, during which he has been with the Spartanburg Herald-Journal Co., handling national and local advertising. Prior to going with the newspaper he served as announcer and salesman for WSPA.

**Beck, Glass Join**

MYER P. BECK, formerly director of publicity for United Artists, and George Glass & Assoc. of Hollywood, have joined to form a publicity partnership, Myer P. Beck & George Glass & Assoc., with New York offices at 729 Seventh Ave., under Mr. Beck, and Hollywood offices at 7192 Sunset Blvd., under Mr. Glass.

---

**Transcription Turntables**

**We ARE now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.**

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest—the GATES CB7.

---

**FACT or FICTION?**

Q. Newspapers are made principally from rags.

A. Fiction. The paper is made of wood pulp.

It's a Known FACT that

**WLAW**

LAWRENCE, MASS.

delivers sales messages to nearly 2 million listeners in Industrial New England. Send for revealing data.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:

WEED & CO.

---

**GATES RADIO COMPANY**

Quincy, Illinois

---

**Broadcasting** • Broadcast Advertising
Italy
(Continued from page 18)
rated high but U. S. transcribed programs are top.
Current set fee is 160 lira per year, double that six months ago. It is expected to be doubled again in near future. Italy is starting listener surveys by interviewing people in factories and homes on their program choices. Delayed recall method is used. Ronla operates 12 hours daily on a split schedule, 7:5 a.m., 12-2:50 p.m., 6-9 p.m. No regular advertising agencies operate in Italy. Station or networks sell whole program including talent. Network programs are based in Rome, gussied up about 1,900 lira ($12). No distinction is made between day and evening time but plenty of the latter is available. Under the new order six major political parties are given 10 minutes a day alternately after the 1 p.m. news. Four minor parties get time Sundays, once a month.
Baker Has Own Agency
The Italian company has its own talent agency, SIPRA, which sells programs commercially. Advertisers could influence program type but usually buy one with an established audience.
U. S. Broadcasting Mission was briefed on the AEF station in Rome by Capt. James Rawley, the director and a former Hollywood radio actor, who had unvarnished observations on the importance of American-type radio. Overseas from the start, he told how stations using the best recorded network programs plus AFTRS had kept the Army informed and entertained and still served the native populace. Entirely divorced from A.F.R., the Rome station has a staff of a dozen. Because the Italian people like our music the Army radio has helped break down barriers, Capt. Rawley said. Even Germans among us, he said. Italian newswriters held the AEF station had 75% of the Rome audience and fan mail supporting the claim. Station receives an average of 4,000 letters weekly. Dina Shore is most popular artist, with Roy Acuff, hillbilly, ahead of Frank Sinatra. Surveys show GI's once liked jive but now want sentimental music. Radio in the Mediterranean Theater is as good as any in the world because it has pick of the best talent via recordings, the original production cost of which would run $1,500,000 weekly.
Programs are de-commercialized but Army commercials are substitut ed. Reaction proves that commercial radio is still tops because the people take heed of what they hear. Gen. Clark is absolutely radiominded and encouraged development of stations throughout the Italian campaign.
Capt. Rawley cited reports from Army doctors that patients convalesced faster with programs available. This was especially true among amputees and cast cases. Doctors called radio a Godsend. Referring to British radio competition with ours in Rome, Capt. Rawley said the British haven't got a chance because they play British recordings far inferior to ours. British soldiers prefer our stations. Many listeners believe the most important secret weapon is peace is a commercial radio system, Capt. Rawley said, urging a fully commercial competitive system for Italy, which appreciates our ways.
RAY BAKER NAMED
KOMO COMM. MGR.
RAY BAKER, network sales representative of NBC in the San Francisco area, has been appointed commercial manager of KOMO, NBC San Francisco outlet, according to an announcement made last week by O. W. Fisher, president of "Fishier's Final Station", KOMO.
Born in Washington State, Mr. Baker was graduated from Stanford U. He was Oakland manager for Pacific Railroads Advertising Co. in 1936, and with KFRC San Francisco for six years. He has been with NBC since 1942.
Mr. Baker

VIPS
(Continued from page 18)
ican make transcriptions of outstanding ceremonial events for U.S. stations was favorably received by the Rev. Filippo Soccorzi, Vatican radio director.
* * *
Second portable Magnetophon tape recording playback machine was located at the Vatican station. It was bought from Germany five years ago.
* * *
Committee from the Mission held a brief conference with Italian Premier and Parri Hotel around Wednesday. The Chief of State thanked America for its leadership in world affairs and its aid to Italian recovery. He delayed a Cabinet meeting for an interview with Morris Norvik, manager of WNYC New York and Mayor LaGuardia's radio advisor. Committee included Col. Kirby and Messrs. Miller, Woods, Keinach, Hedges, Swezey, Campbell and Taishoff. Ricardo Aragono, commentator of Radio Roma, was interpreter.

Domestic scene 7,000 feet up, flying from Rome to Paris—Mark Woods, American president, sewing a torn coat lining.

Mission members were guests Tuesday night of U. S. Ambassador Alexander C. Kirk at the famed Palazzo Barberini. Afterward they were guests of Anthony Ravel, director of Voice of America, former OWI enterprise and now presumably under the State Dept. Heads of Italian radio attended.

When transatlantic travel becomes commonplace, the famed Riviera will have plenty of customers among Americans. The Mission shook off at Hotel du Cap between Cannes and Nice Aug. 31, Sept. 1, 2 before leaving for Rome. Like other billets it was an Army recreation for Brig. Gen. Riley Ennis, ex-desert fighter, commands the center and acted as host.

Ten missionaries went to Monte Carlo in nearby Monaco Sept. 1 but couldn't try their luck because Gen. Eisenhower had ordered the Casino off limits for the missionaries. MPs escorted a Casino tour at which broadcasters picked up souvenir chips but didn't have a chance to play. The Monte Carlo radio station was visited.

T V Quiz Show
WBBK Chicago, television station, will present Telequizicals, video quiz program, as a weekly feature, starting Friday night, as a result of program's favorable listener reaction. Show is sponsored by Commonwealth Edison.

Ackerman Trip
HARRY ACKERMAN, vice-president in charge of programming of Young & Rubicam, New York, leaves on a business trip to the West Coast Sept. 14.

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

Omaha's MUTUAL station offers you $800,000,000...the buying income of Omaha-Burlington area in the heart of the rich central Mis
couri Valley! $800,000,000...equal to two-thirds of the buying power of the entire state of Nebraska, in an area equal to only half the popula
tion that Omaha serves.

An $800,000,000 market available to you on KRON, the station chosen by Ackerman.

General Manager, PAUL E. REY National Reps, SPOT SALES, INC.
MUTUAL BROADCASTING SYSTEM

"The Midwest's Greatest Market"
BROADCASTING • Broadcast Advertising
Surrender

(Continued from page 17)

Francisco and fed to networks was transmitted on 17225 kc from the Ancon and relayed by the Navy's Guam station using 3 kw on 15980 kc. Additional signals were relayed from the Iova direct to San Francisco and from the Navy radio station at Okinawa, in addition to the Radio Tokyo transmission. Other transmitters were available on the New Jersey and the Catoctin.

Navy's transmitters and the Army's Radio Tokyo setup took a cue from RCA San Francisco, relayed via Guam, and started their recordings at the same moment. The signals on the Ancon were fed out of the recorders without dubbing. One spool carried the first 22 minutes of the ceremony and a slight delay occurred in shifting to the second spool, which held the last 4 minutes 10 seconds of the ceremony.

Reason for Delay

Edward's version of the reason for delayed broadcast follows:

"To quote a Navy officer, 'in order to control the situation with more than 300 war correspondents representing the press and radio of the world from several transmission points in the vicinity, the War and Navy Depts. in Washington had decided with the concurrence of Gen. MacArthur that a delayed release of one hour-and-a-half be made.'"

That was so that many details of the radio programming, the filing of press copy, the handling of sound, closely coordinated with the prearranged tieup with the White House, could be done with the certainty that it would function properly. This Navy officer said that if such a system had not been used it would have been impossible to perfect arrangements in the short time possible.

"So the news association and the radio men all were on an even start from the Missouri. Radio, instead of having a direct shortwave circuit from the Missouri, recorded the broadcast."

Following the pooled broadcasts of the surrender signing and by President Truman, NBC at 10:05 p.m. Saturday broadcast the victory talks from Gen. MacArthur and Admiral Nimitz which NBC had recorded for the occasion. At 10:17, NBC presented its symphony orchestra, under the baton of Arturo Toscanini, in Victory Act 3, concept symbolizing the end of war in the Pacific as Acts 1 and 2 had celebrated allied victories in Italy and in Germany. From 11:08 to midnight NBC broadcast commentaries and analyses of the surrender by Kenneth Banghart and John W. Vandercook in New York and Clifton Uteley in Chicago with Merrill Mueller and Joe Hainline giving color stories on the surrender ceremonies from Japan.

NBC Special

NBC's only special broadcast on Sunday was the special Armed Forces show, pooled to all nets, 9:30-9:30 p.m. Blue had nothing special outside the pooled broadcasts.

CBS put on Robert Trout and Quincy Howe from New York, Walley Edwards and Gene Rider from Japan with color, Tim Leimert from Guam, Tris Coffin from Washington and William Dunn from Tokyo, resuming regular programming at 11 p.m. A midnight roundup brought Bill Downs, recorded from Yokohama, reporting on MacArthur's orders to the Japs, Don Mosely from San Francisco, Harry Flannery and Chet Huntley from Hollywood, and Bern Bennett from New York. Sunday included religious programs dedicated to V-J Day, Secretary of the Navy Forrestal at 2:55 p.m. and the AFRA show Sunday night, 9-9:30. At 11:15 CBS presented a documentary Pearl Harbor to Tokyo written by Margaret Miller (Mrs. Paul White).

Appropriate feature broadcasts were carried by American Mutual. Among Mutual's programs was a commentary by Jack Mahon from Japan, and the Sunday pooled description of the Luson surrender. Mutual had Bob Brumbly with first eyewitness account of atomic bomb damage at Hiroshima.

Beer Buys Local

SCHENHOFEN EDELWEISS Co, Chicago (Edelweiss beer) will be one of the heaviest buyers of local radio time if present plans are completed to sponsor's satisfaction. Olin Adv., Chicago, agency, has secured WMAQ Chicago, for 11:15-12 midnight period, Mon. through Fri.; also WGNR Chicago for 10-11:00 p.m. Sunday, 25-minute week-day period, and half hour Saturday slot over WBBM Chicago. If times are made available, agency will sign 52-week contracts for this fall.

Bialic With B&B

ROSE BIALIC, formerly with the press department of CBS, has joined the publicity staff of Benton & Bowles, New York.
**SURE, YOU CAN LIVE WITHOUT A GULLETT (Ky.!)**

Just let old Doctor WAVE fix you up! It's maybe a hard fact to swallow, but most backwoods communities in this State (such as Gullett) just aren't worth the higher expenditure necessary to reach them. What will slip easily down the old esophagus, however, is WAVE's nourishing Louisville Trading Area, home of more industry and of more people with money than the rest of Kentucky combined. Try it!

---

**BMB**
(Continued from page 17)

---

**OCCUPIED JAPAN**

**Stone Describes Entrance of News Correspondents**

JACK STONE, WRVA Richmond war correspondent who witnessed the signing of the Japanese surrender from a second turret gun aboard the Missouri, cabled the following description of the occupation:

"We came down at Atsugi Airfield at 7:45 a.m., Aug. 30. Japanese military liaison at Atsugi were impulsive, but helpful. Army trucks were at order. Japanese sentries at every hamlet and crossroad on the way to Yokohama turned their backs to our convoy of more than 100 correspondents. We were the first in Yokohama with the Eleventh Airborne establishment. There were no smiles. Children peeped from safe corners. Adults turned their faces. Had lunch at the hotel that is now MacArthur's headquarters. It was a poor meal served by Japanese waitresses."

"I drove the Japanese army truck back to Atsugi with correspondents. We are temporarily quartered at Hotel Yokohama. Drive truck loaded with correspondents to Toko outside perimeter around Imperial Hotel. We were the first group of correspondents in Tokyo. Had lunch at the Imperial Hotel — three-course meal — thirty-two cents — not bad! Drive along Imperial Palace Moat, no Japanese gathering, no hari kari incidents noted. Stopped at guard, sour; venirs; prices so far are reasonable."

"We are first Americans most Tokyos have seen. Rode past regiment of Japanese soldiers on review. Japanese general and staff stopped to watch us. On the way back to Yokohama we ran out of gas. A trapped truck caught to aid, with driver bowing and grinning. Back in Yokohama saw Japs leaving offices and factories for day and passed packed streets and buses."

---

**Tobacco Net Plans**

BOARD of Directors of the Tobacco Network, regional Eastern-North Carolina web, meeting in Goldsboro, Sept. 1, voted to extend all affiliation contracts to two years. Formerly plans called for one year. Board also planned for an extensive promotion campaign. Attending were: Louis N. Howard, WHIT New Bern, president of the network; Billy Hodges Jr., WQTC Greenville; Bright, WGBR Goldsboro, secretary; Allen Warnsacker, WGTM Wilson, treasurer; Fred Fletcher, WRAL Raleigh; Paul Mykle, WPNC Fayetteville.

---

**WLU Meeting**

SEMI-ANNUAL meeting of the WLU Cincinnati merchandising department Sept. 7-9 was to discuss various aspects of postwar merchandising. Approximately 50 members of the staff were to attend. Marshall N. Terry, director of promotional activities, presiding, speakers scheduled included James D. Shouse, Crosley Corp., vice-president in charge of broadcasting; Robert E. Dunville, WLU general manager; Harry Mason Smith, general sales manager; J. M. Zinsmeister, director of drug merchandising; R. F. Fanning, director of grocery merchandising.

---

**Amoco Redskin Hookup**

THREE stations will carry sponsored broadcasts of the Washington Redskins football schedule, WMAL Washington, WBM and WLEE Richmond. Amer- can Oil Co., Baltimore (Amoco) is sponsor, along with Lord Balti- more filling stations, placing end of Joseph Kats Co., Balti- more, WLEE joins the hookup Oct. 7, since it will not take the air until Oct. 1.

---

**New Improved Sets Forecast in Month**

Philo Head Sees 3½ Million Radios Possible This Year

JOHN BALLANTYNE, president of Philo Corp., Philadelphia, said in a broadcast on Mutual's Reconversion and Jobs program Thursday night that at least 25,000,000 radio sets are needed to meet the present demand in the United States alone, and if the first of these sets, greatly improved in tone, power, selectivity and appearance should be available within the next month or two.

It is possible, Mr. Ballantyne said, that 5,000,000 receiving sets will be manufactured before the end of the year, many of the improvements gained from wartime research.

Mr. Ballantyne pointed out that the export market for American radio sets and phonographs has never been more promising, which means that employment opportunities in the radio industry are high.

"A recent survey by the Radio Manufacturers Assn. revealed that 145,000 people would be employed by the radio industry when reconversion was completed. This represents an increase of 68% over the pre-war level. When television reaches a nation-wide scale, employment in the radio industry will be far above even these immediate post-war levels," he said.

Thomas H. Beck, president, Crowell-Collier Publishing Co., who also spoke on the broadcast, predicted at least four years of great, prosperity following reconversion, with corresponding increases in advertising for radio, magazines and newspapers.

---

**GETTING RESULTS**

Today, Quebec Province is progressive and alert—a wide-awake market for your products. Her 3½ million people constitute a specialized radio audience for your sales message. You can make loyal customers for your product—provided that your Radio program is designed with knowledge of their preferences in Enter- tainment. That knowledge we can specialized and can assist you. We now plan and produce programs in both English and French for many leading National advertisers.

LET US HELP YOU

---

**RADIO PROGRAMME PRODUCERS**

MONTREAL • CANADA

---

**BROADCASTING • Broadcast Advertising**

Page 80 • September 10, 1945
ence by many considerations other than the paramount one—whether the purchaser is best qualified to operate the station in the public interest.

"For example," the majority observed, "the retiring broadcaster is very apt to be more influenced by the size of his prospective purchaser's pocketbook than by the type of service which the purchaser plans to offer the public. In this case Mr. Crosley testified that whenever his company had to buy it as a single unit. Thus, the field of possible purchasers of WLW was at once narrowed to persons and concerns who were able and willing to buy the $22,000,000 manufacturing corporation to which the station was licensed.

Majority Decision

"However, so long as Mr. Crosley has chosen a purchaser who possesses the prescribed qualifications, his selection cannot be set aside—even though there might be many other better qualified persons willing and anxious to take over the operations of WLW—unless past precedents are ignored and the Commission embarks upon new policies which would cast serious doubt upon the qualifications of a substantial number of existing stations."

The majority pointed out that the procedure which has prevailed in transfer cases is "in sharp contrast" to that prescribed by Congress for considering new station applications although the standards prescribed in the Act are identical. There is a competitive situation where issuance of particular broadcast frequencies are concerned and the Commission usually has a choice between applicants. Anyone has the opportunity of going into the broadcast business, where new stations are concerned.

But the procedures relating to transfers, the opinion held, "has resulted in a situation where . . . more than half of existing licenses were not selected by the Commission on the basis of competitive applications but instead were selected by some transferor who in many cases, like Mr. Crosley, was retiring from the broadcast business."

The majority declared that the Commission is unanimous in the view that "immediate steps" be taken to harmonize transfer procedure with the benefits of competition provided new station applicants so that in future cases like the present a choice would be afforded among various purchasers.

On other aspects of the Crosley-Avco sale, the majority agreed:

That unless established policies are to be ignored there is no alternative but to approve the transfer.

That extensive interests in other businesses enjoyed by the transferee are not a basis for denial but pose a problem for Congressional consideration.

Stock Not Basis

That the fact that the transferee's stock is widely held and listed on the stock exchange is not a basis for denial.

That there is no basis for disapproval on the ground the seller is better qualified than the purchaser.

That the transfer cannot be denied because the radio properties are not segregated from the overall consideration paid.

As to the price paid for the Crosley properties, the majority felt that it cannot properly draw this line on the basis of the present Communications Act and must await establishment of standards by Congress. Until this phase of the problem is dealt with through legislation, it declared, it must continue to limit its considerations to three questions:

1. Does the price paid indicate trafficking in licenses?

2. Does it adversely affect the licensee's financial qualifications?

3. Would the price paid result in overcommercialization of the station at the expense of rendering a public service?

The majority could find no basis for substantiating any such possibilities.

Two Dissenting Opinions

Dissenting, Commissioners Walker and Durr pointed to Aviation Corp. as a large holding company of a type that controls important segments of the economy without corresponding responsibility. The applicant failed to give the FCC a valuation on its broadcast properties, they argued, nor has it shown familiarity with duties and responsibilities of a licensee.

Answering the majority argument that denial of license to an applicant whose business interests lie outside broadcasting would throw the industry into chaos, the minority said it would have been more appropriate to await Congressional action on weakness in the legal provisions involving transfers before approving a transfer of domestic and international facilities of the importance involved in the Crosley case.

The Walker-Durr dissent said competition for frequencies should not be in terms of ability to pay the highest price but in terms of public service to be rendered. They contend that the Commission's past mistakes or omissions in the field of station transfers do not vest an interest in any licensee or prospective licensee, and the Commission's statutory responsibility is not diminished by any such failures or omissions.

Failure to disclose price at which Crosley broadcast facilities are transferred is cited in the dissent, along with possible pressure of the holding company on the station management to earn a return and the consequent danger of wiping out the limited amount of sustaining time now available.

The two Commissioners agreed that denial is required on grounds stated in a separate dissent by Commissioner Wakefield.

Package of Equities

He argued that Avco is less qualified than Crosley and that the successor should have qualifications assuring at least a comparable standard of service. Avco was not originally interested in buying radio stations, Commissioner Wakefield said, considering the radio properties "a package of equities". Adequate time existed to find a fully qualified buyer, he added. He also pointed to the lack of information as to the price paid for radio.

(Continued on page 82)
Ford Resumes

FORD SUNDAY symphonic hour, discontinued since 1942, returns to the air over American network, 7-8 p.m. CPT, Sept. 19th. William J. Redick will resume his duties as program producer, with guest conductors and soloists including such famous artists as Eugene Ormandy, Eugene Goossens, Mitropoulos, Fritz Reiber, Reginald Stewart, Jascha Heifitz, Dorothy Maynor, Reis Stevens and Eleanor Steber. The transfer date has been set to coincide with first major release of Ford automobiles to dealers. Contract for 52 weeks was signed by Kenyon & Eckhardt, Chicago.

Proposition

Text of proposed procedures to govern future transfer cases follows:

The institution of a completely satisfactory procedure to govern transfer cases must await further congressional action. However, the Commission is of the opinion that under the present Act it has the power to take certain steps which are in the right direction, even though we cannot completely deal with the questions of price or consideration. The Commission will therefore at an early date call a public hearing for the purpose of considering proposed new rules and regulations which, if adopted, will apply to transfers of applications filed after the date of this decision and which would prescribe procedures along the following lines:

1. Upon the filing of an application or assignment of a controlling interest in a broadcast station, the Commission will give public notice of the pertinent details of this application and will require that the applicant give similar notice in a local newspaper in the community in which the station is established. This public notice, both by the Commission and the applicant, shall state the terms and conditions of the proposed sale and the name of the transferee. It shall further contain an announcement that any other person desiring to apply for the transferee's facilities may do so on the same contract terms and conditions as are set forth in the contract.

Retain for 60 Days

2. The Commission will retain the application for a period of 60 days, during which time no action shall be taken in order to afford interested persons an opportunity to file competing applications.

3. If no other applications are filed during this 60 day period, the transfer of the original application on its merits.

4. If, during the 60 day period, other applications are filed, the Commission will then consider all applications on their merits. It appears that the transferee selected by the licensee is the best qualified, and that the transfer is otherwise in the public interest, the Commission will grant such application without a hearing. If the Commission cannot make such a determination on the basis of the application, it will be designated for hearing along with all other competing applications.

5. At this hearing one of the issues shall be to determine which of the applicants is best qualified to continue the operation of the license.

6. If at the conclusion of the hearing the Commission determines that the proposed transferee selected by the licensee is the best qualified, that the transfer is in the public interest, the application will be granted. However, if the Commission concludes that one of the competing applicants is best qualified, an order will be entered denying the transfer application and granting consent to a transfer to a competing applicant, if the petition is entered and is filed a joint application accepting the grant within 30 days.

7. The proposed new rules and regulations, if adopted, will apply where less than a controlling interest in a station is proposed to be transferred. Nor will they be applicable in cases where the transfer or assignment involves no real change in the control of the station. For example, transfers from corporations to partnerships where control is retained by the same persons would not be covered. Nor would the proposed regulations apply to transfers from a licensee to an executor or administrator, etc.

Carry Out Intent

It is believed that such a procedure will more adequately enable the Commission to carry out the congressional intent that the best qualified person be licensed for each available frequency. No harm will be done to the public interest if either sells his station to the person he selected under the terms and conditions specified in his contract, or he sells to another person on the same terms. However, if he is unwilling to sell on the same terms and under the same conditions to another person, whom the Commission believes is the best qualified, then the transferee need not sell at all. The only change which this procedure will cause is giving the Commission some real voice in the selection of a proper successor.

One additional problem remains. Even if a procedure such as this had been in general effect when this case arose, it would not have solved one aspect of the problem. The constant transaction concerns not only the sale of the Crosley broadcasting facilities but in addition the transfer of the manufacturing plant which The Crosley Corporation owns. It would obviously not be feasible to expect a competing applicant in a similar situation to purchase the right of organization in order to obtain the right to operate its broadcasting properties. Accordingly, in order to prevent a recurrence of this situation in all future transfers where broadcasting assets are conmingled with substantial amounts of non-broadcast assets, the Commission will not enter into such transfers unless a segregation is made and a separate purchase price agreed upon.

Part Way Only

This proposed procedure will, however, only go part of the way toward correcting the deficiencies in the transfer procedure. There will be still no ceiling on the prices charged which can be charged for broadcast stations and this will tend sharply to restrict the field of potential transferees. In most cases only persons with substantial personnel and financial resources will be able to enter the broadcast business and naturally will seek the purchaser who will pay the highest price. While there will frequently be other qualified persons who will be willing to meet this price, if the price is artificially high and exceeds the value of the physical properties and good will there will be many more qualified persons who will not be in a position to compete.

Accordingly, a completely effective transfer procedure must not only permit the Commission to select the transferee but must also insure that the field of its choice is not unreasonably restricted by permitting sales of stations at artificially high prices. Corollary problems related to the control of prices are the question of whether radio stations should be required to keep their accounts on a uniform basis so that any person to which Congress may prescribe will be applied to all stations on a uniform basis. Also it is believed that Section 310 (d) of the Act can be further strengthened by giving the Commission specific jurisdiction over the transfer of substantial minority interests in radio stations.

The Commission is of the opinion that these problems should be brought to the attention of Congress with a recommendation that it consider legislation and steps to that end are being taken.

*In proposing this new procedure we are not unmindful of the argument that will be made against it on the ground that if a contract of sale is based upon the credit standing of the purchaser the seller may not be willing to rely upon the integrity of the applicant whom the Commission has selected. Such objection is answered by stating that the purchaser of a station will always be offered the option to purchase any applicant for cash. The conducting of such negotiations and the making of the actual purchase price will be placed in escrow, to be determined in such installations as the seller desires. These and other minor difficulties may be easily resolved.
Not Unusual for Big Business
To Hold Broadcast Licenses

JUSTIFYING its approval of the Crosley-Auco transfer, the majority opinion of the FCC pointed out that it is nothing unusual for big business concerns to hold broadcast licenses. "Large companies were among the pioneers of radio broadcasting," the opinion observed, "and contributed much to the development of the art." Some of the early licensees cited were:

- Alabama Power Company (a public utility)
- Ford Motor Company (automobile manufacturer)
- Gimbel Brothers (department store)
- Warner Brothers (movie company)
- Westinghouse Electric and Manufacturing Company (manufacturer of electrical products)
- General Electric Company (manufacturer of electrical products)
- Midland Refining Company (oil company)
- Earl C. Anthony (distributor of automobiles and accessories)
- Union Trust Company (bank)
- Woodward of the World (life insurance)

In addition, the decision declared, there were a large number of newspapers and various industrial and manufacturing firms that had been granted licenses.

If the Commission were to deny the transfer to Acro on the ground that such a company, because of its other interests, is not qualified to hold a license, said the majority, then such a policy would have to be applied to present holders when they seek license renewals. The result would be, it asserted, that doubt could be cast upon the status of licenses held by such companies as:

- Westinghouse Electric and Manufacturing Company (manufacturer of electrical products)
- Earl C. Anthony, Inc. (automobile distributors)
- Southwestern Sales Corporation (department store)
- General Electric Company (manufacturing)
- Stromberg Carlson Company (manufacturing)
- L. B. Wilson, Inc. (theaters)
- Loew's Incorporated (theaters)
- Durham Life Insurance Company (insurance)
- L. Bamberger and Company (department store)
- National Life and Accident Insurance Company (insurance)
- Travelers Indemnity Company (insurance)
- Sidles Company (automotive equipment)
- Farmers and Bankers Life Insurance Company (insurance)
- Columbia Broadcasting System (recordings and transcriptions)
- American Broadcasting Company — Edward J. Noble (candy business)
- Radio Corporation of America — (radio manufacturing and common carrier)

Consolidated Amusement Company (theater operators)
- Fisher Flouring Mills (flour)
- May Seed and Nursery (seed distribution)
- Jefferson Standard Life Insurance Company (insurance)
- Congress Square Hotel Company (hotel)
- Gimbel Brothers Inc. (dept. store)
- Surety Life Insurance Company (insurance)
- General Tire and Rubber Company (tire manufacturers)
- Maison Blanche (department store)
- L. D. Baggs (bus operator)
- Henry Field (nursery and seed)
- H. D. Peet (packing company)
- Lit Brothers (department store)
- Carl and Varnish Company (paint manufacturers)
- Southwestern Hotel Co. (hotel)
- J. C. Liner Jr. (laundry business)
- Richard Bush (funeral operators)
- California Crematorium (undertaker)
- Breen and Loomis (cramery)

And further, the opinion held a policy of discrimination against companies having diverse interests would exclude station WLW even if it remained under its previous ownership "since the principal business of the Crosley Corp. is not broadcasting but the manufacturing of household appliances".

Quick Action Seen
On Daylight Time

SIXTEEN measures for return to standard time were introduced in Congress last week, 15 of them to get the House and one in the Senate, with indication that action may get under way in order to provide for abrogation of war time by Oct. 1. Most of the bills merely provide to do away with war time, but a measure introduced by Rep. Ridley (R-Okla) would establish standard time for the continental United States. All House bills were referred to the Interstate and Foreign Commerce Committee, of which Rep. Lea (D-Cal.) is chairman. A bill introduced by Sen. Byrd (D-Va.) was referred to the Senate Interstate Commerce Committee, of which Sen. Wheeler (D-Mont.) is chairman.

Rep. Cannon (D-Mo.), in a speech Thursday, said he has yet to find a member of the House who opposes cancellation of war time. He observed that President Truman's message to Congress the same day had approved repeal of wartime restrictions which Congress might wish to terminate. He added that WPTF has withdrawn opposition to cancellation.

Effective in early 1945, nationwide war time eliminated the semi-annual juggling of broadcast schedules to adapt schedules to the daylight saving time operative in some of the large cities.

Ralston Tom Mix, Ole Opry Shows Get
High Hooper; Station Contest Starts

SEIZING the opportunity offered by the high Hooper rating of the Tom Mix show, Ralston Purina Co., St. Louis, is running an ad in trade magazines suggesting the program as a means for finding out the mail pull of the station carrying it. The company has planned a contest, with eight prizes, the first of which is a $500 War Bond. Tom Mix is heard on 215 Mutual stations, 5:45 p.m.

According to Hal Chase, advertising manager of Ralston Purina's cereal department, the series has attained since it has been on the air the highest Hooper for a day-time audience children's show, the largest male adult audience, and the largest children's audience for that type show. Charles Claggett, vice-president of the Gardner Advertising Agency, St. Louis, won the 1945 Irma Proetz Award for his commercials on the Tom Mix program.

Double Take

Second Shredded Ralston show for the Ralston Co., is Grand Ole Opry's House Mateinee. The half-hour show, a portion of the Grand Ole Opry, is transmitted each Saturday night at WSM Nashville, then fed to the western part of the NBO hook-up the following Saturday noon.

Ratings for stations carrying the show—KV00 Tulsa, WKY Oklahoma City, WFAA Dallas, KPRC Houston, WOAI San Antonio—jumped almost 50% for the time slot Opry Matinee filled. Contract is for 65 weeks and it may go national later.

Ralston commercials in the latter show are incorporated in the program. Frequently, the audience, entertainers and announcer have a rousing chorus of "you can't beat'it Shredded Ralston when she comes", or some similar plug.

Grand Ole Opry itself, live talent show, is a five-hour program originating in the studios of WSM, running from 6 p.m. to 11 p.m. Saturday night. It is part sustaining, with several sponsors participating in other parts.

In addition to the Shredded Ralston transcription, the company uses two other half-hours of the show to promote Purina Chows (livestock and poultry feeds) of Ernest Tubbs and his Texas Troubadours tour towns in the Nashville area, dressed in hillbilly costumes, repeating the famous red and white checkerboard of Ralston Purina packages, promoting the company's products.

Ralston Purina sections of the Grand Ole Opry are supervised by Charles Brown, Gardner Adv. executive, in cooperation with Hal Chase.
BIARRITZ University Offers ETO Troops Radio Workshop

BIARRITZ American University, part of the Information & Education Division's program of education in Europe, contains a complete broadcasting station available to troops who wish to study radio. AFN Biarritz, 54th outlet of the American Forces Network, is being used, in conjunction with courses in speech and dramatic art at the university.

Workshop station schedules news, musical, variety, and dramatic programs, sports, and special events and the usual round of programs broadcast to troops. Students can learn fundamentals of radio, electrical engineering and radio broadcasting, then put studies to practical use in the station.

The Polytechnic School, London, will have a three-month course in radio engineering, starting Sept. 15. Other British universities will offer electrical engineering courses scheduled to begin in September. Warton American Technical School at Wharton, England, teaching technical radio, will include a special section devoted to radio repair. Courses in radio division include radio servicing, special radio receivers, and radio shop operation.

AFN-Berlin

AMERICAN FORCES Network's newest link, Berlin, got off to an auspicious start when it was formally dedicated for the use of occupational troops in the Reich capital area.

Sgt. Mel Galliard, former announcer and production man with KFVD Fort Dodge, Iowa, and WLS Chicago, emceed the dedication program and gave the first announcement "AFN-Berlin is on the air."

First program featured American music, Bing Crosby, Frank Sinatra at Bob Hope, "Cale Yared of America and Hour of Charm", following which AFN-Berlin swung into its regularly scheduled 20-hour daily broadcasting session.

AAF Radio Changes

COMPLETE reorganization of the AAF Office of Radio Production will result in the continuation of four of the most outstanding of the AAF's ten network programs, according to Lt. Col. Frederick Brison, chief of the AAFORP, promoted to that rank last week.

After conferences with net officials in New York, Col. Brison said that Your AAF (previously Fighting AAF), will continue under that title on American, at 10:30 p.m. Thursday.

Return to Duty, true story of a flyer's rehabilitation and reassignment, remains on Mutual, 5:15 p.m. Saturday. Roosty of the AAF is on Mutual, Sunday 3 p.m. with I Sus-tain the Wings on NBC, Saturday, 6 p.m. All are EWT.

Personnel of the New York and Hollywood AAF Radio Production Units will be screened, with substitutions being made from personnel of the late Maj. Glenn Miller's Band, returned after 14 months overseas, where they made a total of 550 broadcasts. New formed group will be augmented by essential men from original units, and will operate from New York, with all productions originating from there. Also, there will be a realignment of the 12 overseas combat teams, some of which will remain overseas to tell the story of the AAF occupation forces.

Teamwork Praised

Close teamwork which characterized the operation of the AEP program from its inception on D-Day to its recent dissolution gave proof that international cooperation can exist and result in a definite step forward in radio, according to Capt. Jack London, operations officer for the AFN in the United Kingdom.

The British made available to the Americans everything they had in the way of technical material. Capt. London said, and the Americans have influenced the British by making the latter conscious of split-second program timing.

Bronze Star to Graham

CAPT. JOSEPH W. GRAHAM, in charge of the radio division of the Public Relations section at headquarters, ETO, has been awarded the Bronze Star Medal in Paris for meritorious service with Theater Service Forces Headquarters Public Relations. He has produced a number of the Army Hour programs which were broadcast from Europe to the U. S. Before entering the Army in 1941, he was with WCKY Cincinnati and WPAY Portsmouth, O.

Double Surrender

WAR CORRESPONDENTS Bob Brumby of Mutual and Clark Lee of INS ran up a double surrender score in two days last week. On Wednesday the remains of the Jap fleet, about 40 ships including subs, "surrendered" to them at the Kure naval base, and the following day they accepted the surrender of Joseph Alfred Meislinger, Nazi war criminal in charge of the destruction of the Warsaw ghetto, whom they found in a Japanese hotel where they were dining.
Why one husband kissed his wife four times!

"Here's a kiss for the money you're saving... while it's coming in faster through the war years. I know in my bones jobs like mine may not last forever. Who can tell what's going to happen day-after-tomorrow? Thank God you've got sense enough to see that today's the time to get a little money tucked away.

"Here's a kiss for the war bonds you're making me hold on to! I'd never do it without you, honey, it's too easy to find reasons for cashing 'em in—but when it comes time to put the children through school or pay for an emergency operation, we'll be thankful.

"Here's a kiss for the insurance you talked me into buying. I've felt a lot easier ever since I've known our future is protected—you and the kids would be safe if anything happened to me—you and I won't have to spend our old age living on someone's charity. And every cent we put in insurance or War Bonds or other savings helps keep prices down.

"Here's a kiss for being you—a woman with brains enough in your pretty head to make sure we don't buy a single thing we don't need in times like these—because you know a crazy way of spending in wartime would march America straight into inflation. Baby, I sure knew how to pick it the day I married you!

ONE PERSON CAN START IT!
You give inflation a boost
— when you buy anything you can do without.
— when you buy above ceiling or without giving up stamps (Black Market!)
— when you ask more money for your services or the goods you sell.

SAVE YOUR MONEY. Buy and hold all the War Bonds you can afford—to pay for the war and protect your own future. Keep up your insurance.

* A United States War message prepared by the War Advertising Council; approved by the Office of War Information; and contributed by this magazine in cooperation with the Magazine Publishers of America.

BROADCASTING • Broadcast Advertising  
September 10, 1945 • Page 85
World Radio Society Can Aid Peace

Formation of Academy Urged, With U. S. Taking Lead

By PFC. CECIL K. CARMICHAEL

BROADCASTING and its concomitant services will be a dynamic force offering great hope in the new era born amidst the shambles of the old. This fact imposes upon its leaders a heavy duty and the solemn responsibility of using the medium as an instrument of service in creating a world of mutual appreciation and a sensible sympathy among the nations for the problems and aspirations of each other.

Happily, present relations between the United Nations are conducive to coordinated effort toward the formation of a world society to function as an agent of recognition and clearance for ideas and methods of development of the industry; as a stimulant to the interchange of programs, and as a promoter of mutual respect among broadcasters in all lands for their difficulties and accomplishments everywhere. Such a society would be completely cultural, independent of political connection and with no authority.

Need for Self-Appraisal

Preparatory to a world organization, broadcasting in the United States surveys have taken an organized body to evaluate itself and present a united cultural front. The industry in America has always looked to outside judges for its prizes and approval. These judges have been either a publication, a university, or any promotion-minded institution, and their annual surveys have had a salutory effect; they have done much to raise the level of broadcasting and provide it lighted paths to travel in the formative days. But, because of the great competition nationalism in publications, universities and institutions, none of the surveys has commanded the undivided attention and enthusiasm of either the industry or the public.

In other words, broadcasting now that it is of age, might turn its attention more closely to adult selection and formulate careful internal notions of what it has found is good both for the industry and the common welfare. It is well to compete for, but unwise to concentrate exclusively on the many so-called Pulitzer Prizes of Radio, the terming of which in itself seems rather an indirect rebuke to broadcasting; for it implies that radio is dependent on another medium for a standard high enough to shoot at. Broadcasting does not have to go beyond its own family circle to find a synonym for excellence; any of a dozen or more major stations or the networks would provide one.

In an organization devoted to the cultural and social significance of broadcasting, the key words would be Management, Arts and Sciences; these three factors are the basic pillars of the American system. Without intelligent and progressive management, the arts would not shine with their full brilliance, nor would the sciences explore and develop to their greatest potential; and without the arts, neither management nor science would present its cleanest face to the public, and receive the same attention as the writing, production and performance of a program masterpiece. The kudos would be distributed with primary emphasis on individuals, for it is the life which individuals breathe into ideas that make the results either leap to heights of splendor or be penned with the heavy feet of mediocrity; and the awards would be a sign that the recipients had entered a select circle. What fact members were entitled to honor and respect for their attainments.

Radio’s New Frontiers

United, as envisioned in ARTMAS, and agreed upon the standards it would pursue and reward, American broadcasting would be prepared to undertake, through ARTMAS, the aims already suggested for the field of international relationships, and by encouraging a fusion of sympathetic ideals and culture make a significant contribution to the durable Peace everybody talks about and hopes for.

It is up to broadcasting in this country to take the lead, as leadership inevitably devolves upon the strong; and in a matter so vital as the continual building of a complex, workable society private citizens and private business can no more afford to think in narcissistic, chaotic channels than can governments. In short, the guiding stimulus of political action and the type of action will be determined by peoples’ understanding and opinion of each other. Whether Peace is ephemeral or permanent well may rest outside the framework of government structures and in the hands of men and women of goodwill laboring in their own jobs toward the great goal. This is, indeed, One World, and broadcasting, having done much to knock down the barriers of the old, can do infinitely more in helping expand the frontiers of the new. It is destined to play this role.
Reconversion News

TIMELY station promotion deal was WGN's move to send News Director Robert F. Hurleigh on a swing around the Nation's automotive centers for on-the-scene accounts of the industry's reconversion progress. Hurleigh will do regular broadcasts on both his sponsored news programs, 8 a.m. and 5 p.m., Mon. through Sat., speaking directly from assembly lines of Nash, Hudson and Ford in Detroit, Oldsmobile in Lansing, Mich., and Willys in Toledo, O., where he will describe the production of the new civilian "jeep". Jay Feree, WGN engineer, will accompany him on the tour.

FARM, HOME HOUR GOES BACK TO NBC

ONE of radio's pioneer programs, the National Farm and Home Hour, returns to NBC, Chicago, Sept. 15, with few changes in the original format.

Program will be heard each Saturday, 12:12:30 p.m. CDST over approximately 40 stations, sponsored by Allis-Chalmers (tractors), Milwaukee, with contract signed by Bert S. Gitting Agency, Milwaukee.

Program started on NBC's Blue network in 1928, and stayed with Blue when NBC broke away, remaining until June, 1944, when U. S. Department of Agriculture, which owns title, withdrew broadcast rights over differences in policy. Present set-up calls for Everett Mitchell, who has been featured on Farm Hour since 1930 as me. Homesteader's Orchestra, and Farm and Home Guest. Guest stars and 15 minutes cut-ins from Washington will also be highlighted, with Clinton P. Anderson set to welcome show's return to the air.

Snow in September...

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

NEW BBC DIRECTOR ARRIVES IN STATES

CHARLES BREWER, veteran of almost 20 years service with the British Broadcasting Corp., arrived in New York last week to assume the post of BBC North American Director. He succeeds John Salt, recently transferred back to England.

Gaining practical experience in broadcasting at Cardiff and Birmingham, where he first specialized in the production of variety and light entertainment programs, Mr. Brewer went to London as variety producer in 1933 and two years later was named assistant director for variety. Two of the most popular prewar BBC programs, BBC Scrapbook and Flying High were his.

A veteran of the Royal Flying Corps in World War I, Mr. Brewer joined the RAF as a member of the staff of the bomber command at the outbreak of World War II. In 1941 he transferred to the Fleet Air Arm, and in communications work and later in command of training squadrons. In 1944 he spent some time in Paris as special liaison officer between SHAEB and BBC.

Urging the continuation and expansion of the wartime collaboration between BBC and American stations and networks "to our mutual advantage", Mr. Brewer described this collaboration as "an important factor in the total war effort."

"Now that the war is ended," he went on, "there are equally important benefits to be derived from a continuation of this spirit of cooperation. Unfettered by problems of security and wise because of our wartime experiences, the free radio organizations of the United States, Great Britain and the rest of the world can now embark on a program to make radio an instrument to help bring about a better understanding among the peoples of the world."

Mr. Brewer, who last visited the United States in 1935, will meet the press at a luncheon to be given in New York on Thursday.

Biow Changes

RESIGNATIONS of Sam Gill, director of research, and Frank Barton, business manager of the radio department, from Blow Co., N. Y., for effective Oct. 1, seemingly point to a reorganization of the agency, although Mr. Gill stated that his resignation had no connection with that of Mr. Barton. Milton Blow, agency president, was not available for comment. No replacements have been named, nor has either Mr. Gill or Mr. Barton announced future plans.

A Guide to Recorded BMI Music

Disc Data for Disc Users

- They call it the "Disc Jockey's Bible" . . . for BMI's DISC DATA is truly one of the most valuable aids to users of phonograph records in radio.
- DISC DATA gives the Disc Jockey everything he needs for his programs . . . all in one compact, loose-leaf folder. The names of outstanding recording artists, alphabetically listed. Biographical highlights, photos, and up-to-date listings of BMI-licensed song titles, giving labels and numbers.
- At the moment, DISC DATA includes material on 57 noted band leaders and vocalists . . . with new names and new record releases constantly being added.
- DISC DATA is but one of the many services to radio provided by BMI . . .

KNOW YOUR BMI MUSIC AND KNOW HOW BMI CAN SERVE YOU
Classified Advertisements

ATTENTION SERVICEMEN!

To old servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

BROADCASTING • Broadcast Advertising

From an ex-soldier
To the Radio Industry:

"GI would like to get back to work"

Honorable discharged veteran with experience in radio stations ranging from 250 to 50,000 watts. Network announcing; special events; promotion and publicity; news announcing and editing; sales; program and commercial writing, news and feature radio. Wrote several radio plays. Don't get me wrong! Not a "Super" radio man—just a fully experienced ex-radio man ready to get back to work.

If you have an opening on your staff—drop me a line—I might bite! and it would turn out to be a good catch for both parties concerned.

BOX 127, BROADCASTING

Situations Wanted


One man radio station: Producer, director with ideas. Script writer, announcer, and capable of handling telephone, transmitters, and complete installation. Box 131, BROADCASTING.

Young woman with a pleasing radio voice desires a start in radio or advertising. College graduate with A.B. in Speech and English in radio work. Box 117, BROADCASTING.

Community editor—All types of commercial copy. Also traffic experience and programming. College graduate. Available September 15. Box 118, BROADCASTING.

One man radio station: Producer, director and writer. Script writer, announcer, and capable of handling telephone, transmitters, and complete installation. Box 83, BROADCASTING.

SALES MAN

... wanted to sell radio advertising for station located in large metropolitan eastern city. Very liberal commission basis. Address replies to Box 128, BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted (Cont'd)

Engineer—seven years broadcasting. Very experienced to take over AM or FM station. Chief position or major. Located in western local or regional market. Box 112, BROADCASTING.


Continuity writer. Wide experience in writing, directing, sales, editing. College graduate. Excellent references. Box 112, BROADCASTING.

Engineer—first class license. Western Pennsylvania, 250 watt. State salary requirements. Box 126, BROADCASTING.

Situation Wanted

Announcer—First class license, Western Pennsylvania. 250 watt. State salary requirements. Box 126, BROADCASTING.

Engineer—first class license, Western Pennsylvania. 250 watt. State salary requirements. Box 126, BROADCASTING.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Situations Wanted

Engineer—First class license holder for telephone station in Kalamazoo.

Help Wanted

Wanted—First class license holder for telephone station in Kalamazoo.

Wanted—First class license holder for telephone station in Kalamazoo.

Help Wanted
Situations Wanted (Cont’d)

Commercial announcer for permanent placement. A kw or new 250 watt. Excellent references. Family man. Write or telegraph details. Box 146, BROADCASTING.


Industrial engineer, former sales and station manager, available due war contract termination, seeks opportunity for development of single station, group or regional network. Highest recommendations based on work produced. Salary or commission. Reply Box 144, BROADCASTING.

Desired—Radio production and writing position with network, independent station or agency in New York by woman thoroughly experienced in network production and writing. Has good solid radio background. Has broadcast unusual women’s programs. Excellent references. Box 145, BROADCASTING.

Private party desires purchase interest or full stock of western or southwestern station. Replies confidential. Box 115, BROADCASTING.

Wanted to buy—Whole or part interest in a radio station up to 1000 watt. 15 years of successful sales management. New England preferred. Box 124, BROADCASTING.

For sale

For sale—New 250 watt transmitter. Price $1750. Box 55, BROADCASTING.

For sale—Automatic equalizer for RCA Instantaneous Recorder. Box 129, BROADCASTING.


500 watt transmitter, complete with one set spare tubes, FCC approved. Is the equipment formerly used by W.W. Akron, First check or money order for $2300.00 will buy it. Pacific Coast Amuse- ment Co., Oakland, California.

For sale—New Remco 2500C converted transmitter. Complete filing data for FCC requirements. Never been used still in original carton. Price cash FOB, Marshall, Texas $3,000.00. KVOM, Inc., P. O. Box 783, Miami, Florida.

Miscellaneous

Announcer’s writers, emcee’s Comedy Material. Catalog free. Box 29, BROAD- CASTING.

Managing executive with thorough radio experience will invest capital and start station and buy outright. Box 113, BROADCASTING.

Professional Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING

State

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D.C. 1205
Washington, D. C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

PAUL GODELY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

WANTED

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

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

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W.
Washington, D. C.

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

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

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. DEMARS
ASSOCIATE
1409 Church St., N.W., Washington 5, D. C.
Baltimore 1334

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

MAY, BOND & ROTHEROCK
CONSULTING RADIO ENGINEERS
• • •
Not! Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 7 ST. N.W.
DISTRICT 127

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. Atwood 3328

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

Radio Engineering Consultant. Frequency Monitoring
*International Building, Washington, D. C.
121 E. Gregory Boulevard, Kansas City, Mo.

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
R & C COMMERICATIONS, INC.
64 Broad Street New York 4, N.Y.

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

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652
Enid, Okla.

SPECIALIZING IN
Broadcast &
Distribution
Engineering

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

**OPA PRICE RULING ON RECEIVING SETS SOON**

ACTION by the OPA on prices for radio receiving sets is expected this week, following decision reached over the previous weekend to remove the bottleneck on tubes and parts that arose from delay in securing OPA price formulas.

Set manufacturers are going ahead with production plans, completing details of production lines, and arranging to acquire tubes and components. Already some manufacturers are turning out sets but the quantity is not large. Within a few weeks output will reach a high figure.

Parts manufacturers complain the new prices on tubes and parts do not take care of many hidden increases in production costs. The increase factors for original equipment, radio tubes and parts range from 5% for resistors and miscellaneous items to 11% for coils, and transformers and chassis, based on the prices that prevailed in 1941.

**AMERICAN PROMOTION AWARDS ANNOUNCED**

SECOND annual awards for outstanding audience promotion of American Broadcasting Co. programs, based on a survey of agencies, has resulted in issuing of certificates by the network to the following stations: Cities over 500,000, KOKX St. Louis, WFIL Philadelphia, WJW Cleveland, WTCN Minneapolis; cities 100,000 to 500,000, WOWO Ft. Wayne, WAGA Atlanta, KXYZ Houston, cities under 50,000, WCBS Springfield, Ill.; WROK Rockford, Ill., WJBO Baton Rouge; cities under 50,000, KADA Ada, Okla., WTJS Jackson, Tenn., KGGF Coffeyville, Kan.

**SKELLY RENews DREIER**

SKELLY OIL Co., Kansas City, renews Alex Dreier on 24 NBC stations, effective Sept. 10. Program is aired Mondays through Saturdays, 7:7:15 a.m. (CDST). Fifty-two week contract was signed by Henri, Hurst & McDonald, Chicago.

**LONGINES ADDITION**


**JOINS AVERY FIRM**

RAY NEIHENGEN, American spot salesman in Chicago, joins Free & Peters, Chicago, Sept. 10, replacing Bernard (Tim) Timothy, who becomes Chicago manager of Lewis H. Avery's new station representative business [BROADCASTING, Sept. 3].

**SEARS 11 IN LOS ANGELES**

SEARS ROEBUCK & Co., Los Angeles, in a 20-day anniversary campaign on Sept. 10 starts using a total of 584 transcribed spot announcements on 11 local area stations. List includes KFI KECA KXRL KFWB KPIM KPAS KGFJ KFAC KIEV KKKW. Agency, The Mayers Co., Los Angeles.

**CRIME PAYS**

LEWIS J. VALENTINE has announced his resignation as police commissioner of New York on Sept. 14 after 42 years on the force, to become chief investigator—commentator of a new Game Show series starting on American Sept. 15 as a Saturday, 9-9:30 p.m. program. Series is sponsored by L. E. Waterman Co., New York, for Waterman fountain pens. Mr. Valentine will receive $50,000 a year for his radio ties. His salary as commissioner has been $12,500 a year.

**TRANSCONTINENTAL TELEVISION TWO YEARS OFF, SAYS MINER**

TELECASTS of local sporting events and political doings in addition to visual adaptations of radio's variety, comedy, dramatic and other entertainment and educational programs should be available to the television set owner in the near future, Worthington Miner, CBS manager of television, said in address prepared for Broadcasting Sept. 9 as intermission feature of the CBS Symphony Orchestra Concert.

Mr. Miner warned listeners "it will be two years, probably more, before television will be ready to span the Continent" and that "television in its formative years will be limited to certain specific hours of the day. Television," he said, "should be considered not as a substitute for but as a supplement to your radio service." Color pictures and other technical developments are on the way, he stated, saying that CBS hopes to demonstrate full color in New York before the end of the year. He warned, however, that "it would be false to anticipate television's full flowering tomorrow or the day after tomorrow."

**CBS WORKERS PETITION**

CBS white collar workers (secretaries, researchers, writers and directors in television) have authorized United Office of Professional Workers of America to file a petition with the National Labor Relations Board for the right to hold an election to determine: 1, whether the white collar workers want a union and 2, whether the union be the UOPWA, International Alliance of Theatrical & Stage Employees, or International Brotherhood of Electrical Workers. UOPWA is affiliated with CIO. Other unions are AFL.

**BARSBY ELECTED V-P**

WILLIAM H. BARSBY, formerly traffic manager of RCA Communications Inc., was elected vice-president of the CBS Broadcasting Sept. 10, to become general manager of the CBS Network. Mr. Barsby has been released from active military duty after two years as officer in charge of the War Dept. Signal Center in Washington, succeeds Mr. Barsby as traffic manager.

**CAPT. JENNINGS TO TREASURY**

CAPT. ROBERT G. JENNINGS, former radio director of H. W. Kastor & Sons, Chicago, who has been handling radio production for Army Air Forces, has been loaned to the Treasury to assist in handling special programs for the Victory Loan Drive. He will be stationed in New York as liaison with MBS on special programs.

**CRIME PAYS**

LEWIS J. VALENTINE has announced his resignation as police commissioner of New York on Sept. 14 after 42 years on the force, to become chief investigator—commentator of a new Game Show series starting on American Sept. 15 as a Saturday, 9-9:30 p.m. program. Series is sponsored by L. E. Waterman Co., New York, for Waterman fountain pens. Mr. Valentine will receive $50,000 a year for his radio ties. His salary as commissioner has been $12,500 a year.

**People**

SALLY CRAMER, formerly administrative assistant on the Jergens-Woodbury account at Lennen & Mitchell, New York, to McCann-Erickson, New York, as creative group head on the Revlon account.

EUGENE S. Thomas, sales manager of WOR New York, named member of advertising and selling course committee of Advertising Club of New York for 22nd year of course.

CARLOS FRANCO, associate director of radio in charge of station relations, Young & Rubicam, New York, is in Mexico on a business trip.

WILLIAM SHIRER, CBS commentator, leaves Sept. 26 for Germany to cover the Nazi war criminal trials at Nuremberg. Les Nichols, who has covered the war for Mutual five years, is now in Europe and will report the trials for that network, assisted by Murray Young, formerly a commentator for WHK Cleveland who has been added to Mutual's overseas staff.

GEORGE FISK, formerly with research department of World-Telegram, New York, has joined Sherman K. Ellis, New York, as assistant director of research.

OLIVER PRESBREY, formerly assistant to Arthur Pryor, vice-president in charge of radio, BEDO New York, has become an account executive in charge of the U. S. Steel account. Mr. Presbrey is succeeded by Wick Crider [BROADCASTING, Sept. 3].

ALAN C. THURSTON, Sales development manager of White Rock Corp., subsidiary of National Distillers Products Corp., New York, has been appointed vice-president in charge of advertising and merchandising.

GILBERT SELDES, CBS director of television programs, resigns Sept. 28 to do independent television work. He may continue special work for the network outside of television.

HOWARD J. LONDON, director of radio and motion pictures for the National foundation for Infantile Paralysis, leaves Sept. 10 for a three-week trip to San Francisco and Hollywood to complete radio plans for the 1946 March of Dimes campaign.

ROBERT WASELL, EUROPEAN war correspondent for American, has returned to this country. After a short vacation he will be assigned to other duties.

WEST W. WILCOX, assistant general manager of WHOM New York for 10 years, resigns Sept. 15. He will announce new affiliation in a few weeks.


MARY MARGARET McBRIEDE, commentator on WEAF New York, was to leave Sept. 5 for Paris and London. She may broadcast an occasional program from abroad. Sheila Karn, Miss McBride's manager, will substitute on her Monday-through-Friday, 1-1:45 p.m. program, broadcast under participating sponsorship.

STEVE ELLIS and Don Dunphy will describe the Monday night boxing bouts from Madison Square Garden and St. Nicholas Arena, New York, on WHN, sponsored by Gillette Safety Razor Co., Boston. Starting Sept. 10.
Advertising Brought NATIONAL MARKETS to Local Stores!

In 1909—an idea; in 1945—a multimillion dollar business! Such is the history of the Florists' Telegraph Delivery Association, the trade cooperative which widens a local florist's market from his own community to a whole nation. Thirty-six years ago, florists determined to make "Flowers-by-wire" a reality. Their success is attested by current annual volume of more than 5,000,000 orders—more than 7000 members—more than $36,000,000 worth of business!

In the DISTRIBUTION DECADE
Advertising Must Win Still Wider Markets!

America is on the verge of a new era—the Distribution Decade! Now that Victory has lifted the curtain on this new phase of economic history, responsibilities and new opportunities will fall to Advertising.

Conversion from war production finds us with abundant manpower, money, materials and manufacturing facilities. Purchasing power will exist as a potential, but its activation will hinge on the success of Advertising. For Advertising must create demand among consumers.

More than that, Advertising must regulate demands to meet abilities to produce in order to maintain a stable economy. Without a demand for goods, plus a parallel course of supply and consumption, we face a menace of disastrous unemployment.

Advertising did it before—and will do it again—better. Alert agency men will be ready for the Distribution Decade. The Nation's Station will soon be ready, too; ready to go into action—with new, factual data on how to move merchandise in the 4-State market that is WLW-Land.

THE NATION'S MOST MERCHANDISE-ABLE STATION
You're a hundred miles from "nowhere" and you just landed the finest trout in the world! You've simply got to tell your wife (and the boys) back home.

So you turn on your "handie-talkie," signal the nearest "receiving station," get put through long distance and r-r-ringing!—she's on the other end!

Doesn't this seem fantastic? It really isn't at all! For now such instruments can be made—about the size of a camera—weighing as little as three pounds—with a range of many miles.

Similar equipment that served the Allied Armed Forces was made possible by miniature electron tubes developed in RCA Laboratories. These miniature tubes are the size of peanuts and acorns. Actually, with these tubes there can be radios the size of a cigarette case or a lady's compact—with "big radio" reception!

Similar research goes into all RCA products. And when you buy an RCA Victor radio, television set or Victrola, you get one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Show, Sundays, 4:30 P.M., Eastern Time, over NBC.