More people were attracted to WOR's stylized morning programming month after month during 1944, than were attracted to the morning programming of any other New York station.

In fact, more people listened to WOR's morning programs from August to December 1944, than listened to the morning programs of any other New York station.

— that powerful station

WOR

* Shows skillfully slanted from 8:00 A.M. to 12 noon to appeal to the program tastes of the majority of 18,000,000 people in one of the greatest listening areas on the Eastern Seaboard.
Chick Hurt, Jack Taylor, Smokey Lohman, Alan Crockett, the four Prairie Ramblers. The Ramblers started on WLS in 1931; their songs and music are as familiar as they are welcome throughout our four states.

IN ADDITION to the pure entertainment value of Hal O'Halloran's hearty "Hello", his songs and friendly jokes; and the instrumental genius, vocalizing and comedy of the Prairie Ramblers is the plus value of their long years with WLS listeners; their hundreds and hundreds of personal appearances. Midwest America has been hearing Hal O'Halloran since 1929, the Ramblers since 1931, so it's only natural our listeners should look on these folks not only as entertainers, but as old friends as well.

That's the way it goes all day and every day on WLS. Announcers, comedians, singers, musicians, newsmen—they're all accepted as friends in the listening homes of our four-state area. Which makes WLS itself The Voice of a Friend. Friendship rests on mutual confidence. Confidence generates response. Response equals results for the advertisers who use WLS — the Voice of a Friend in Midwest America.

1929 marked Hal O'Halloran's first announcing with WLS. Naturally, he's an old friend to our listeners and especially to the youngsters, his favorites.
Yankee's "Good Neighbor" Policy Creates ACCEPTANCE

Another winter — more time at home for Yankee listeners.

They are the listeners all over New England who dial their local stations for more listening — hours of music, drama, news and its analysis, sports — the infinite variety of superior Yankee Network entertainment which those hometown stations can give them.

There is neighborly acceptance of the local station, a friendly response that only a local enterprise, serving hometown merchants and taking part in the hometown activities, can command.

This is The Yankee Network's "Good Neighbor" policy — getting close to the people, close to the audience in each market, linking these many community audiences and markets together to make New England's great Yankee audience of 2,055,010 radio homes.

There are twenty-one of these "Good Neighbor" stations. They give closely knit primary coverage of the entire area — the closest approximation of 100% coverage you can buy.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

NEXT-DOOR NEIGHBORS

...and they're all friends of WCCO

We have a surprising number of neighbors—but then WCCO's 50,000 watts reach out across 139 counties of the Northwest and give us a long back fence. Despite the miles, these Northwest friends seem very close to us—and we to them, judging by the warm, neighborly letters they write... letters built of intimate, human facts about their everyday lives, problems and ambitions... letters that take us straight into their homes and hearts.

As neighborly as their invariable greeting that runs—"Dear WCCO..."

As friendly as the rough brown paper on which a Fairbault, Minn., farmer wrote: "Our radio is the same one that picked up Lincoln's Gettysburg address, but it works good and it's usually tuned to WCCO because that's the station we like best. The corn crop is pretty good and the hogs are coming along first rate. Hoping you are the same, I remain...!"

As heart-warming as the thank-you from a mother in Marshall, Minn., when WCCO arranged for her to talk with an American Ranger (guest of a CBS program) who knew her son, had seen him injured in combat, and was able to assure her of his safe recovery.

As inspiring as the V-mail letter from a wounded Air Forces man—and former WCCO listener—who tuned us in while flying over the South Pacific in a hospital plane and found it "like a touch from home".

As grateful as the letter from the Biwabik, Minn., parents we notified by phone to let them know their serviceman son would be heard that same day on a CBS-WCCO broadcast.

These are little letters, simple letters...yet WCCO never fails to acknowledge them all, fully and with equal friendliness, offering help and information when we can.

It's one of the many extra services that have brought us closer to our listeners, and made us even more genuinely a "Good Neighbor to the Northwest".

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It's one of the many extra services that have brought us closer to our listeners, and made us even more genuinely a "Good Neighbor to the Northwest".
KOIL
Omaha, Nebr.

Dear Mr. Gray—

Response to our ‘Merchandise by Mail’ campaign, currently running on our "Reveille Time," has been gratifying—far exceeding all expectations.

The script for this program, aired Monday through Friday at 6:45 a.m., as written by your Continuity Department, is very effective. It is our intention to continue with this 'Merchandise by Mail' copy in the future.

The Fair,
A. H. Goldenberg, Mgr.

Better than any other index of a station's influence is its record of results for 'Merchandise by Mail' clients. In Omaha, direct results for this type of advertiser put KOIL in the spotlight. KOIL gets results in Omaha.
Harness the POWER designed for your job and the result is peak efficiency... from the smallest motor to the mighty giant developing thousands of horsepower, the answer is the same. Here, in the Ark-La-Tex area, there is a market with the POWER to buy your products and KWKH with its 50,000 watts dominates this area—"The Selling Power in the Buying Market."

**KWKH**

CBS **50,000 WATTS**

The Shreveport Times Station

Shreveport, Louisiana

February 19, 1945 • Page 7
The diversified nature of CFRB's far-flung audiences necessitates an unusually wide variety of programs designed to please the greatest number of people. Intelligent handling of this problem has been the prime factor in keeping this station at the top of the list in listeners' hearts and minds.

Broadcast schedules are carefully arranged to appeal to all sorts and sizes of listeners, with equal stress placed on all phases of broadcasting—news, service, time and weather bulletins, fine local programs, plus the wealth of entertainment and enlightenment of the Columbia Broadcasting System.

Your spot broadcast is in good company on station CFRB.

CFRB

10,000 Watts of Selling Power — 860 KC Toronto
“HOBBY THERAPY” is probably the best description one can give to the fine work being done by Mrs. A. Sherman Hitchcock on her weekly WTIC broadcast, “How To Enter Contests And Win.” Beginning nearly five years ago, the program was designed and has been very successful in helping WTIC listeners win prizes in national contests. The war, and particularly the great increase in the number of hospitalized veterans, gave enterprising Mrs. Hitchcock another idea. She is now encouraging her listeners to interest convalescing service men in contesting as a hobby for creating mental stimulation and serenity of mind. From all reports, the plan has met with heartening success, and has inspired some very generous praise from physicians.

These war veterans are now discovering what thousands of Southern New Englanders already know—Mrs. Hitchcock’s “Contest Club Of The Air” gets them in on the “pay-off.” Prizes awarded to her followers range from $25 War Bonds to a mink coat, airplane, and a check for $10,000. Results like that make contest activities profitable as well as pleasurable.

WTIC’s role in this worth-while undertaking is, perhaps, an unusual one for a radio station to assume, but we believe that our continuing interest in the health, happiness, and well-being of our community of listeners is more than reciprocated by their loyalty to us—and to you who use our facilities.
At Deadline

MAXON Inc. has been selected as agency for the Ford Dealer’s Assn. of the company’s “A” sales region. Agency will handle all radio, outdoor, and newspaper advertising for Ford dealers in Michigan, Ohio, Indiana, Kentucky and most of Tennessee and West Virginia. Work will be serviced through the Ford factory in Dearborn, and in Cleveland, Louisville, Indianapolis and Cincinnati.

BLUE Network is negotiating a deal with Orson Welles for a weekly quarter-hour program based on Mr. Welles’ syndicated newspaper column, “Orson Welles Almanac”.

THE Wishing Well, program sponsored by Carson Pirie Scott department store on WBBM and WGN Chicago, featuring Mary Paxton, will be syndicated to stores by Associated Radio Artists, Chicago.

PUBLICATION of a daily radio column written by Larry Wolters, radio editor, was resumed Feb. 17 by the Chicago Tribune. The column was dropped about a year ago.

JOSEPH A. McDONALD, general attorney of the Blue Network, was elected to the board of directors of BMI as representative of the Blue at the regular board meeting of the industry music organization last Friday. He succeeds Robert Sweezy, former Blue counsel now vice-president of MBS.

REVERSING its former decision to drop all-night operation, WJZ, Blue Network key station in New York, on Feb. 18 started a new 1-6 a.m. series with Stan Shaw as m.c. Monday through Friday and Tom Reddy Saturday and Sunday.

Cross-section of America

that’s Washington, D.C.

Want a complete picture of America? All in one market? Then you’ll take another look at the nation’s capital.

Here in one market you can get a nation-wide reaction to whatever you have to sell.

If a sales slant will sell goods down here ... it will sell in San Diego ... Atlanta ... Boston ... St. Louis or Dallas, Texas.

If you want to test an idea ... and you plan to use radio ... we offer you WWDC ... the big sales result, low cost station in Washington, D. C. ... the station that reaches the cross-section of America.

WEED

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

BROADCASTING • Broadcast Advertising
PERFECT BALANCE
means a CONSTANT AUDIENCE

THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
"Thistlewaite, you're a genius—spotty business does suggest spot broadcasting!"

- Some advertisers use spot broadcasting to bolster weak spots on their sales maps—others use it to push harder in territories where sales are booming.

Whatever your theory, spot broadcasting is certainly the perfect medium unless your national sales picture is one sweet dream of complete uniformity!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC Ponders New Clear-Channel Policy

May Act Before Conference At Rio

A REVISED clear-channel policy, which may bring new allocations peculiarly affected, will be under consideration this month at the meeting of the American Regional Broadcasting Agreement (NARBA), which became effective in the NARBA allocations.

Broadcasting

On the question of the desirability of clear-channel allocations, the NARBA agreement and would permit other signatory nations, such as Canada, Mexico and Cuba, to assign Class I-B (duplicated clear) and Class II stations on any clear channels which might be broken down.

At a rules hearing such as that now considered, it would be a question of reducing the issues to matters that would bear upon future allocation policy. Testimony would be invited on the desirability of the policy. The Clear Channel Broadcasting Service, made up of individually-owned clear-channel stations, as in the past would fight any duplication proposals "tooth and nail." It would stress the importance of rural and remote service, not now available to substantial areas.

The primary question would be, it appears, whether there is a need to duplicate channels to provide additional service, or whether that additional service would go only into metropolitan areas now adequately served. Also there would be the question whether East and West Coast duplication could be accomplished without interference, of a character that would impair secondary service to outlying areas.

Effect of FM

Perhaps the most important transition in future standard broadcasting would stem from the substantial development expected in FM. With upwards of 325 applications now pending for FM stations and with an estimated 1,500 applications expected the first year following the war, the need for duplicating clear channels and for providing additional standard facilities obviously would be greatly reduced.

FM proponents predict that FM stations in due course—perhaps five years—will take over a substantial portion of the urban coverage job. If that ensued, there would be ample standard facilities for clear-channel operation by standard stations. FM stations are not counted upon for great secondary coverage. Thus, there eventually would enter the prospect of licensing a few fewer clear-channel stations with substantial power to provide service in non-FM areas sparsely settled or otherwise economically unable to support stations of their own.

Rule 3.25 (a) sets forth the 24 channels in the I-A category on which only one Class I station may be assigned fulltime but, with one or more Class II stations operating limited time or daytime only. The Class I-A stations may not operate with a power of less than 50,000 w.

State Dept. Protests to Cuba Over Clear Channel 'Squatting'

OPERATION of Cuban stations on clear channels assigned to stations in this country, in contravention of the Havana Treaty (North American Regional Broadcasting Agreement), has resulted in protest from the State Dept. to the Cuban Government and a suggestion by Cuba that the treaty provisions, which became effective in 1941, be revised.

'Squatting' on Channels

Two Chicago stations—WGN of the Chicago Tribune and WMAQ of NBC—for several months have been experiencing interference during certain nighttime hours because of the "squatting" of Cuban stations on their channels. CMKJ of Holguin has been operating on the WGN clear channel of 720 kc, while CMHQ of Santa Clara for several months has broadcast on WMAQ, 670 kc clear channel.

Last June 17, it was learned, the State Dept., following representations from the FCC, notified the Inter-American Radio Office (OIR) in Havana, clearing house and repository under the Havana Treaty, that the terms of NARBA were being violated through operation of Cuban stations on Class I-A clear channels in this country. On Nov. 16, following complaints from the stations, the FCC again brought the matter to the Department's attention and formal proceedings were instituted by the Telecommunications Division of the State Dept. through the American Embassy in Havana.

On Jan. 16, the Embassy notified the State Dept. that the Cuban Coordinator of War Communications had suggested that an agreement be entered into with this country on the use of I-A frequencies by Cuban stations. That, it is understood, is the present status of the conversations. The request that the Cuban stations suspend nighttime operation has not been complied with, presumably pending disposition of the Cuban suggestion for an "agreement."

In official quarters in Washington, such a proposal is regarded as 'out of line, since the Havana Treaty already specifies that there shall be...

Continued on page 65
British Article Tells Radar Secrets

Development, Elements In Its Operation Revealed

SHROUDS of censorship which have kept from public gaze, and the enemy's, the full truth about the new wonder-weapon, Radar, have been pulled aside by the British publication, Wireless World, in its February issue, the journal recounts the development of radio location and hitherto secret elements in its operation. It is revealed that:

1. Radar is effective to at least 3/4 mile.
2. Size of the object under observation can be measured to some extent.
3. Location maneuvers can be made by rotating the receiving aerial of the apparatus.
4. If a plane is under observation, its approximate elevation can be determined.
5. In visual observation, a "picture" or "graph" appears on a cathode-ray tube installed in the receiving equipment.
6. It is effective in observing stationary and moving targets.

Measures Transit Time

After reviewing the history of experimentation in the field, R. L. Smith-Rose of the National Physical Laboratory, author of the article, states: "A complete station consists of a combination of a transmitter and receiver. The transmitting or sending portion emits radiation over a broad arc in the approximate direction it is desired to explore. When this radiation strikes an object having an appreciable conductivity or dielectric constant, some of the energy is reflected or scattered back towards the receiver which is installed moderately close to the transmitter.

"If the latter emits the radio waves in short trains or pulses, the time of transit of these to the reflecting target and back to the receiver may be measured, by displaying the received signals on the screen of a cathode-ray tube."

Six charts illustrating Radar's application accompany Mr. Smith-Rose's treatise. One purports to show the type of reflection seen on a cathode-ray tube screen when contact has been made with an object under observation. It is stated that an experienced observer may be able to guess the nature of the target from the echo pulse seen on the tube screen.

The article is preceded by an editor's note which states, in part: "For security reasons, Wireless World has hitherto been unable to publish the essential facts of RDF, Radio-location or Radar—the various terms applied to the location of distant objects (more particularly, enemy aircraft), by wireless methods. It is now possible for the first time to describe the fundamental principles of the apparatus."

Wireless World offers this definition of the medium: "Radio-location or Radar may be described as the art of using radio waves for the detection and location of an object, fixed or moving, by the aid of the difference of its electrical properties from those of the medium adjacent to or surrounding it."

It was reported in Washington that the War and Navy Dept. shortly would issue a joint release, with a two-week advance notice to all publications, possibly describing features of Radar contained in the British journal and, perhaps, offering further details. No confirmation of this report was forthcoming, although it was evident in inquiries made by Broadcasting that many U. S. officers who have guarded the Radar secret throughout the war were chagrined that British censorship had permitted passage of the World article. Another report current in the Capital suggested that a new liberalization in the broad treatment of the whole subject of radio location was planned as a cooperative move between the British and Americans.

KSTP Capitulates To Petroiilo Terms

THE SEVEN-MONTH long strike of musicians at the Minneapolis studios of KSTP was ended last Friday when Stewie Hubbard, owner of the station, capitulated to Petroiilo demands which had been denied by the Sixth Regional War Labor Board. The station agreed to the $2.50 rate for a 22-hour week, retention of a quota system calling for a minimum of eight staff musicians, and employment of musicians exclusively for platter turners.

Mr. Hubbard announced that he had not an alternative but to surrender because "it has been made quite clear to us that the Government is unable to assist us," and added that "Petroiilo has demonstrated to the world that he has more power than all of the government agencies through which KSTP had sought recourse to arbitrate the dispute. The remedy," he said, "lies in the hands of the legislative branch of our Government and that is where immediate relief should be worked out."

"As long as matters are as they are now," he explained, "we have no alternative but to at least temporarily accept this situation. We, therefore, have capitulated and accepted Petroiilo's terms... acceding to his demands that we employ men under contract regardless of whether or not we need them. If the Petroiilo system of forcing an employer to contract for men he does not need and to pay royalties directly to the union because union employees are employed in the manufacture of his commodity is adopted by other stations, it means the finish of American business."

ALBERT E. DALE, director of information of NBC New York since November 1941, resigned Feb. 15. For 20 years before going to NBC he was in newspaper and public relations work.

BROADCASTING 
Broadcast Advertising

CREATION of an international frequency board to avoid interference in the short-wave radio relay system permitting 24-hour service, newspapers from all parts of the world on home facsimile receivers and U. S. Europe covering the cable system extending from New York and Washington to Alaska, the Aleutians, into Russia and western Europe were welcomed by Francis Colt deWolf, Chief, Telecommunications Division, State Dept. After headquarters had prepared for delivery Saturday night at the 20th anniversary dinner of the Veteran Wireless Operators Assn., Hotel Astor.

The Marconi Memorial Plaque was to be awarded the Television Broadcasters Assn. and special Marconi Medals were to be award ed William J. McGonigle, WWV OWA president; Allen B. DuMont, president; Allen B. DuMont Labs.; E. Morris Filsinger, program director, NBC; also Richard Fitzpatrick stations and former OWI chief engineer in Africa; Mr. R. Valiant, RCA director of advertising and publicity.

Speakers included Maj. Harry C. Ingles, USA, Chief Signal Officer and Gen. David Sarnoff, RCA president.

YALTA CONFERENCE GIVES RADIO SCOOP

RELEASE of the first announcement from the Yalta conference of the Big Three at 4:30 p.m., Feb. 12 gave radio almost an exclusive unique privilege of broadcasting the conference for the first time. The morning newspapers and many afternoon newspapers in many cities were not published because of the holiday. Following their broadcast of the conference, NBC, CBS and Blue all devoted the following quarter-hour to an announcement of the Roosevelt-Churchill-Stalin meeting by their commentators in Washington and London. Mutual did not broadcast any announcement on the network, but WOR New York and many other MBS stations put it on locally on the eve of the conference.

None of the networks broadcast other special programs, nor were any commercials canceled except the Bayer aspirin show, Lovell Jones, on NBC, 4:30-5:40 p.m. The major portion of news programs throughout the evening was devoted to the conference.

Ask Ad Cooperation

THE WAR will not be over on V-E Day; the battle of Japan will be tougher and require more of America's productive capacity than was formerly anticipated; civilian bond buying and paper salvaging and other home front activities must continue, and advertising must also continue to do its part in driving home to the public the necessity for its cooperation. 200 executives of national advertisers and their advertising agencies were told last Thursday at a meeting in New York sponsored jointly by the Assn. of National Advertisers and the War Advertising Council.
CAB Meeting Approves Progress of BBM

Better Publicity, Church Policy Favored

By JAMES MONTAGNES

APPROVAL of progress made by the Bureau of Broadcast Measurement, the need for a more vigorous policy of telling listeners the work of the privately-owned broadcasting stations, a comprehensive survey of the entire subject of religious broadcasting and programming and a promotion of church broadcasting were general themes of the 11th annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Feb. 12-14.

Close to 500 persons registered for the sessions, the sixth held since Canada went to war, making it one of the largest attended CAB conventions. Though all phases of the United States industry were represented in the delegation which came to Quebec, the effect of the convention travel ban in the United States was noted in the smaller number of U. S. broadcasters present this year.

Religion

Suggestions for three Sunday religious broadcasts controlled by the stations on a sustaining basis, made by CAB program committee chairman Gerry Geetz, CKRC Winnipeg, brought a volume of protests from station operators all over Canada. The plan was to eliminate broadcasts direct from the church, and instead have three programs urging people to attend church and children to attend Sunday school, with a devotional service suggested for 10:30 a.m., a children's service at 9 a.m., and an evening service from 6:30 p.m. A showing of hands indicated that few evening church services are now broadcast in Canada, but many morning services are. Facts given the broadcasters included a survey by CHML Hamilton showing that 70% of the rural and farm listeners regularly or occasionally to church broadcasts, by CFCY Charlotte-town, that the isolated population relies regularly on church services, by CFRB Toronto, that evening church service broadcasts (which CFRB airs) are listened to by only a small audience.

W. S. Hodges, NBC New York, and Kolin Hagar, WGY Schenectady, told Canadian broadcasters of U. S. decisions to leave the problem largely up to local ministerial organizations, which he urged stations to consider, and CAB board chairman, pointed out that various religious groups in Canada have been making attempts through the Canadian Broadcasting Corp. Board of Governors to have all commercial programs taken off Canadian stations Sunday evening from 7-8 p.m. local time, and some have advocated strongly to cancel all Sunday commercial programs. He urged broadcasters to sit down and endeavor to solve problems locally wherever possible, with the CAB to help formulate plans formulated for religious broadcasting by U. S. church and network groups.

Publicity Plans

Canadian broadcasters unanimously agreed at the Tuesday morning session that they should publicize their public service and community efforts more. It is planned to develop a handbook on the work of privately-owned broadcasting stations for public and service club presentation, to establish a standardized form for reporting the time and value given daily in public service and charitable promotions on the air, with a breakdown showing types and length of programs, these to be sent to the CAB at Toronto monthly. It was pointed out that such organizations as the National War Finance Committee of the Canadian Government at Ottawa did not have a complete record of time given by Canadian stations for war bond drives, because a large number of Canadian stations simply neglected to compile such statistics though they gave the time.

A resolution is being sent to the Canadian Government by the CAB urging the Government to amend the British North American Act (Canada's constitution) to guarantee freedom of press and radio and the distribution of news gathered by these media, and to join with other nations in the campaign for freedom of news gathering.

Reporting on the establishment and work of the Canadian Radio Technical Planning Board, R. M. Harding, Paging, Montreal, president of the CRTPB, pointed out that FCC allocation plans directly affect Canada, and that Canada does not yet know what FM is to be, but CAB is represented on CRTPB panels on allocations, on FM and television, and on standard broadcasts, Glen Bannerman, CAB president and general manager, explained.

Panel Members

CAB stations supplying engineers to sit on these panels to date are W. J. Carter, CKLW Windsor-Detroit; E. Swan, CKEY Toronto; L. Spencer, CKAC Montreal; George Morris, CKGB Thunder Bay; W. E. Gaetz, CKRC Winnipeg. Others are to be asked to sit on panels as the organization gets under way. It is understood that some plans are being formulated for joint experimental work on television by the CBC and CAB member stations.

The treasurer's report showed receipts for the past year of $50,972 and expenditures of $37,179.

Guest speaker at the CAB annual dinner Tuesday was Canadian Broadcasting Corp. war correspondent Peter Stursberg who told of the job of gathering news of battle from his experience on the Italian and Western European war theatres.

Greater development of each privately-owned broadcasting station as a community station, a more thorough search for local news, as well as more careful scrutiny of commercial continuity and broadcasting regulations, were urged on CAB member stations in the fourth annual report of president and general manager Glen Bannerman at the opening session of the CAB convention.

"The strength and continued existence of the privately-owned station depends upon the position it holds in the community," Mr. Bannerman told the convention. "Some stations are doing a grand piece of work in identifying themselves with the community. Yet there are stations where there is room for improvement, and others who have not discovered this great opportunity to plant their roots firmly and strongly."

Insidious Danger

Speaking of the fact that many of the privately-owned stations are now members of the two national networks, he pointed out that "therein lies an insidious danger. It is easy to let the network do all the work and to let the network wire be your program director. If you do this and fail to keep a proper balance between network and the local community interests and locally produced programs, another station in your community will earn the loyalty of the people there and one day you will be out of luck. You may even have to fight the network to prevent it from encroaching on time that should and must be devoted to the community. Keep your eyes on the community interest and avoid too much network time."

Referring to a survey recently made by the CAB among 35 member stations on public service programs, with the public community programs, he mentioned that an average of 28% of the total weekly broadcasting hours of these stations went for public service broadcasts.

Over dramatization of commercial continuity, especially where the product story ties up with a particular ad, Mr. Bannerman said, is not playing fair to the listeners with loved ones involved in the struggle.

Year's Review

Reviewing the year's work, Mr. Bannerman pointed to the big step taken towards standardization of rate structure, the gaining of power increases to 5,000 watts after many years of petitioning, the cooperative work of all in the broadcasting and advertising industries in getting the government to abate hardships of the 8% sales tax on recordings imposed late in 1944, the presentation against higher music copyright fees before the Copyright Appeal Board, the public service broadcasts from Ottawa, Report from Parliament Hill, and the setting up of the Bureau of Broadcast Measurement (BBM). He also stressed the closer cooperation between the CBC management and the CBC board of governors and the CAB, and urged the CBC to discuss regulations applying to privately-owned stations with the CAB before promulgating them.

Canadian broadcasters are plow- (Continued on page 53)
FCC to Hear Overton WDSU Charge

Sec. 315 Airing Sets Precedent; Weber Optimistic

BY UNANIMOUS vote the FCC last week designated for hearing on or before Dec. 21 charges filed by Sen. John H. Overton (D-La.) that WDSU New Orleans violated Sec. 315 of the Communications Act, which applies to broadcast stations during the last political campaign.

Citations were issued for E. A. Stephens, H. G. Wall and Fred Weber, co-partners doing business as Stephens Broadcasting Co., to determine whether they have violated Sec. 315 of the Communications Act as charged by Sen. Overton. Stephens was one of three opponents of Sen. Overton in the Louisiana Democratic primaries last summer.

First hearing was set for Jan. 21. According to the complaint, the hearings were to last four months. The complaint charges that WDSU was designated as presiding officer of the Commission’s hearing.

Ask Log Check

Sen. Overton’s next letter, dated Nov. 6, after Mr. Fly advised there was no violation, requested the Commission to hear from J. F. Overton from July 1-Sep. 12 to ascertain what, if any, political addresses, speeches or statements were required of WDSU between 6-10 p.m. on Dec. 19. The first hearing was, in effect, a hearing on the first hearing, as the Commission’s attention was directed to the facts disclosed in the first hearing and in the program logs of Station WDSU as being of such importance that the Commission had cause to direct an additional hearing.

WAXA Hearings End

HEARINGS in the Wilkes-Barre, Pa., case, involving application of John H. Steiner Jr., licensee of WAXA, for renewal of license and applications of three others for WAXA facilities (1240 kc.), were to be concluded Saturday (Feb. 17) before Hugh B. Hutchinson, FCC examiner. August W. Grebe, office manager of WAXA, had, on Feb. 14, requested that the station be heard on all charges against the station. The examiner’s report was expected to be filed by next week.

Sales of Spokane Stations Expected

Ed Craney and Haas Interests Reported Buying KFPY

CHANGES in ownership of Spokane’s top stations—KQH, NBC outlet, and KFPY, Columbia affiliate—are expected within the next fortnight.

Control of KFPY would pass from Mrs. T. W. Symons Jr., 2/3 owner, and Arthur L. Bright, vice-president and general manager and 1/3 owner, to Ed Craney, Montana pioneer, and Oregon broadcaster, and the Queen City Broadcasting Co., operating KIRO Seattle, headed by Saul Haas, under a transaction completed last week and subject to FCC approval. While no formal announcement has been made, it is understood that the sale involved in the neighborhood of $450,000.

Wasper to Keep KGA

KQH, owned by Maj. Louis Wasm, is expected to be sold shortly, in compliance with the FCC's duopoly regulation. Maj. Wasm, who is a retired major general of the U.S. Air Force, has owned the station for some years. It is understood several groups interested in negotiating for KQH and the FCC last week approved a temporary extension of authorization to permit consumption of a deal.

Informal notice of the KFPY transaction, it is understood, has reached the FCC, though the precise details are lacking. One report was that Maj. Bright had sold his 1/3 interest to Mr. Haas and his KIRO associates and that Mr. Craney had purchased 1/3 of Mrs. Symons’ holdings, with the remaining 1/3 to be disposed of (probably by Mr. Bright). The other report was that Mr. Craney had acquired all of Mrs. Symons’ holdings in the station and that the overall price was “under $500,000.” Mrs. Symons is half-owner of KXL Portland, with Mr. Craney holding the other half. Whether that station is in any way involved in the transaction was not revealed. Mr. Craney also owns KGIR Butte, and the Z-Bar Network.

RABBI AARON KRONENBERG, 59, president of WBYN Brooklyn and WBKN Long Island, former rabbi at numerous Jewish institutions, died Thursday at his home in Brooklyn. He had been ill since 1943. Rabbi Kronenberg made his first broadcast from the old WCN Brooklyn in 1926. He was widely known for his appeals on behalf of welfare programs, and for his denunciations and for his radio sermons. Until he became ill, Rabbi Kronenberg was a regular broadcast on Yiddish in nearly 19 years. His last radio talk was on Dec. 31, 1944.

In 1941 Rabbi Kronenberg became president of WBGN when four stations, WARD WBBG and WKBW, were consolidated. He formerly operated WARD. A native of Warsaw, Rabbi Kronenberg came to this country in 1905. He was the son of the late Rabbi Solomon Kronenberg. Orthodox Rabbis of America, board of directors of the Hebrew Home & Hospital for the Aged, Brooklyn, and was active in the B’nai B’rith Relief. Surviving, besides his wife, Mrs. Rae Linden Kronenberg, are two sons, Capt. Samuel Kronenberg, AAF, and Oscar, and a daughter, Mrs. Jean Berger.

SENATE Appropriations Committee last week reported favorably an appropriation measure (HJ Res-88) to provide funds for the decennial Census of Agriculture. The bill, appropriating $6,978,000, passed the House Feb. 7.
... but you can't make him drink

That old saw about the horse and water still holds true ... particularly with smart time buyers. There was once a time when you could show him a radio trough full up to the brim with glamour call letters, power, and "acceptance" ... and he'd water his whole budget.

But not any more!

Maybe that's one reason W-I-T-H, the successful independent in Baltimore, has come so far, so fast. For W-I-T-H delivers the goods at the lowest cost per dollar spent than any other station in town. If you want to check a sound sales idea ... use Baltimore as your test city. And to make sure you give it every chance to prove out ... use W-I-T-H.

There are a lot of sales performance facts to prove our W-I-T-H point ... but there's nothing so satisfying as seeing it work for your own product.

W.I.T.H
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
FCC Denies KNAK Rehearing Petition On Regional Grant to Hinckley-Hatch

PETITION alleging violation of the FCC network regulations, filed by the Granite District Radio Broadcasting Co., licensee of the new KNAK Salt Lake City, seeking rehearing in the grant of a construction permit to the Salt Lake City Broadcasting Co. for a regional outlet in Salt Lake City to operate on 910 kc with 1 kw power, was denied last week by the Commission.

KNAK, which began operations Feb. 11 on 1400 kc with 280 kw power, unlimited time, complained that the Hinckley-Hatch group was granted a construction permit Oct. 30, 1944, "which included an arrangement based upon a violation of the Commission's Rules, particularly Sec. 3.102." Stockholders in the Salt Lake City Broadcasting Co. are Abrelia S. Hinckley, wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce, and until recently chairman of the Civil Aeronautics Authority; and George C. Hatch, former manager of KLO Ogden, Utah, and his wife, Wilda Gene Hatch.

Sees no Violation

Petition alleged that Wilda Gene Hatch is the daughter of A. L. Glassman, president and principal stockholder of KLO, and that KNAK was prevented from obtaining Mutual service because of an exclusive contract between KLO and Mutual which embraced both Ogden and Salt Lake City. KNAK contended that Salt Lake City is not within the primary coverage area of KLO, therefore Sec. 3.102, relating to territorial exclusivity of network contracts, was violated.

In a memorandum opinion the Commission held, however, that "KLO does render a primary service to Salt Lake City within the meaning of Regulation 3.102" and that there was no violation. Construction permit was granted the Hinckley-Hatch interests without a hearing Oct. 30, 1944, only a short time after application was filed.

Warners in Video

TO ERECT a television and FM transmitter, Warner Bros. has purchased 17 acres near Hollywood at reported price of $1,500,000. Property includes highest elevation in the exclusive Outpost Hills estate section. Los Angeles Planning Board, in granting a zoning variance for construction, ruled site must be for transmitters only, and not include a broadcasting studio. Film company also owns and operates KFWB Hollywood.

No Grab Bag Here!

WAIR's record of success makes it possible for you to plot your sales and distribution course with a remarkable degree of accuracy. WAIR is a "must" in this great market.
RADIO TIME, properly used, keeps American business ticking. Radio time, properly sold, keeps American broadcasting the best in the world. Selling time is the full-time business of Weed & Company.

Time buyers the nation over rely on Weed & Company for news of latest availabilities and for help in placing budgets. The better stations know that "time will sell"—and that Weed & Company can sell it.
WOI French Messages Drawing 60% Response

ABOUT 60% of the personal messages from French citizens here shortwaved to France since last October on WOI radio programs have evoked response from friends and relatives overseas, according to the Oversea Branch of the WOI, which recently disclosed the service. Since last October the WOI has made available four minutes of a daily half-hour program beamed to France for 50-word messages from French citizens who have lost contact with persons close to them. Messages must be passed by the French Consulate and the Office of Censorship, and are recorded in person and broadcast, or read by Nancy Smith, who conducts the program. To insure coverage, the personal items are rebroadcast by ABSIE and repeated by shortwave at 6:30 and 10:15 P.M., French time, the same day. Project started two years ago to allow men on French ships in New York harbor to communicate with their families, but was dropped and resumed on a regular basis last October.

New Montreal Station

CJAD are call letters of a new 1,000 w station on 890 kc for Montreal, issued to J. Arthur Dupont, until recently commercial manager for Quebec for the CBC. Mr. Dupont is the veteran of Canadian broadcasting, having been with the predecessor of the CBC, the Canadian Radio Broadcasting Commission, and before that with the chain of radio stations of the Canadian National Railways.

Miss Jean Lavelle
Compton Adv. Inc.
New York City

Dear Jean:

Remember Gene Kelly who used to do sports for us here at WCHS. Well, Gene's doing pretty much the same thing now for Uncle Sam somewhere in the CBI Theatre and doing it so well he recently received the Bronze Star. Pretty swell isn't it? Well, Gene's a pretty swell guy. Let's hope he'll be back soon, available for sponsorships.

WCHS
Charleston, W. Va.

R. L. MURRAY DIES ON CANADIAN TRIP

ROBERT L. MURRAY, 55, director of public relations of ASCAP, died suddenly Feb. 10 of a heart attack in Montreal, while on his way to the CAB convention. A native Minnesotan, he began his newspaper career on the Minneapolis Tribune, becoming sports editor in 1910 and subsequently switching to the same position on the Duluth News-Tribune. After working in Winnipeg, he joined Hearst, spending 11 years on various Hearst papers. While on the Boston Herald, Mr. Murray inaugurated the first picture tabloid page, forerunner of today's tabloid newspapers. Leaving Boston he became editor of the New York American. His final newspaper post was managing editor of the Newark Ledger.

After handling publicity and promotion for Ely Culbertson, bridge expert, Mr. Murray was advertising manager of Auto-Bridge before joining ASCAP Nov. 1, 1940. He was a veteran of the first world war, serving as a first lieutenant. He is survived by his wife, Mrs. Hermine Murray, and two stepsons, Pfc. Philip Welch and Lt. Paul E. Welch.

Guy Byam Missing After Berlin Fortress Attack

GUY BYAM, 37, BBC war reporter, has been missing in action since a Flying Fortress attack on Berlin Feb. 8. Group Captain E. J. Leuchner, Air Force headquarters in London announced Feb. 10. The plane in which he was flying was hit by flak and two engines were knocked out, according to the announcement.

Wounded and "invalided" out of Combined Operations, which he joined in 1941 after service in the British Navy since 1939, Mr. Byam entered the BBC French Service as writer-producer, then transferred to European Productions as writer-producer. He then became war correspondent for the European service, and in April 1944 was shifted to the BBC War Reporting Unit. A trained paratrooper, Mr. Byam participated in more than eight jumps.

ALLEN B. DU MONT Labs. has developed new type oscillograph (DuMont Type 2083), designed to stand up longer in rugged field service.
Patterned for
OKLAHOMA WOMEN

MISTLETOE EXPRESS

1. An Oklahoma mother sends her Fort Sill soldier a cake. She invariably calls Mistletoe Express Service. An Oklahoma A. & M. College girl ships her mother a box of flowers for an anniversary. Mistletoe again gets the call. Its 1944 cargo totaled more than 80,000,000 pounds.

2. Edyth Thomas Wallace is one of the most widely quoted writers of counsel to parents in the country. She is a staff writer of The Oklahoman and Times. Her syndicated feature, "Palms for Parents", is read by millions of mothers. Her column, "Our Homes", is a Southwestern favorite.

3. Equally at home before a farm woman's club or at her office typewriter, Lola Clark Pearson has been woman's department editor of The Farmer-Stockman for twenty years. No other Oklahoma personality exerts as much influence on the rural housewife in Oklahoma and Texas as Mrs. Pearson. No other farm counselor enjoys such a widespread popularity.

4. Through a six-day-a-week quarter hour series over WKY, Helen Barr brings to Oklahoma women their favorite highlights of home-making. This early morning program, originating in WKY's studios at 8:45 a.m., is one of the big reasons why women in this area look upon WKY as their preferred station.

FARMER-STOCKMAN

All along the Oklahoma Publishing Company's four lane approach to merchandising in Oklahoma are to be found guideposts to the woman. Coordinated into a sales barrage, The Oklahoman and Times, The Farmer-Stockman, radio station WKY and Mistletoe Express Service muster a potent punch among feminine readers, listeners and buyers that rings the bell on dealers' cash registers. You can do a good job in the Oklahoma market with any one. You can do a better job with all four.
Have you been asleep to the fact that Fulton Lewis, jr. is now available in 60 MARKETS all with a rating of 10 or BETTER

Fulton Lewis, jr., “America’s Most Listened To” News Reporter, currently sponsored on 130 stations from coast-to-coast is now available for your client in one or all of 60 different markets.

Today when good time is tough to buy—and good programs even tougher ... DON'T OVERLOOK THIS BUY ... Fulton Lewis, jr. has both ... a program they listen to at a time when they listen.

For Further Details — Phone, Wire or Write WILLIAM B. DOLPH, Barr Building, Washington, D. C.

WLEU LOSES FINAL APPEAL BEFORE FCC

SUSTAINING its presiding motions officer (Harry M. Plotkin, assistant general counsel and chief of litigation), the FCC last week denied petition of WLEU Erie, Pa., for authority to intervene and enlarge the issues in the grant of a construction permit to WERC Erie to change frequency from 1450 to 1230 kc [Broadcasting, Feb. 12].

On motion of WJTN Jamestown, N. Y., and WCED DuBois, Pa., however, the Commission set aside its grant and designated the WERC application for hearing, making WJTN and WCED parties. WJTN later withdrew. The case is still pending, with WCED an intervenor.

WLEU contended the wartime freezes caused voluntary withdrawal of its petition filed Dec. 2, 1941, to change frequency from 1450 to 1230 kc and to increase power from 250 w to 5 kw days and 1 kw nights, although there was never any intention of abandoning the application. An earlier petition of WLEU to set aside the WERC grant and reconsider, filed last October, had been denied.

In the petition denied last week WLEU contended that the grant to WERC “under the circumstances is equivalent to taking property without due process of law,” inasmuch as WLEU had invested considerable sum in planning the change from local to regional and had withdrawn its application in furtherance of the war.

CONGRATULATORY conversation is held as Glenn U. Snyder (I), vice-president and general manager of WLS Chicago and Bill Cline (r), station editor, wish America’s leading ace, Maj. Richard Bong, the very best of luck in his marriage to the former Marjorie Vattendarl, of Superior, Wisconsin.

WBRW Transfer Asked

APPLICATION has been filed with the FCC requesting consent to transfer control of WBRW Welch, W. Va., 250 w outlet on 1340 kc, to Clarence H. Frey and Robert O. Greever, owners of WLOG Logan, W. Va., and three other individuals. Present owners, J. W. and Gladys Blakley and J. Reed Werness, wish to retire from broadcasting and propose to sell for $37,350 all 150 outstanding shares in McDowell Service Corp., WBRW license corporation, to Messrs. Frey and Greever (65 sh each). Joe G. Hunt (50 sh), editor of the Welch Daily News and general manager and treasurer of the Welch Pub. Co., and Ellis Landreth (25 sh), business manager of Welch Pub. Co. Mr. G. Frey is also publisher of the Logan Banner.

Wildroot Expansion

WILDOOT Inc., Buffalo, in stepping up its use of radio advertising for hair tonic has appropriated more than $1,000,000 for 1945 with about $500,000 to be used for other media. Firm which has tripled its station list during the past six months, is currently using live and transcribed chain-break and spot announcements at varying intervals, five-minute and quarter-hour musical and news programs on some 150 stations throughout the country. Other stations will gradually be added to the list. Some eight stations have already been added since Jan. 1. Agency is BBDO, New York.

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES

ORIGINATING FROM WOL WASHINGTON, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM
Picture of a team about to warm up for the Battle of the Century

Someday the war is going to be over. Then: reconversion.
You've heard a lot about reconversion. But most of the worry-in-print has been about the business of turning bicycle plants back into bicycle-making.
But there is another side to the reconversion picture. That's the problem of getting peacetime goods distributed so cheaply that manufacturers can keep prices down and sell so much that our economy won't fall apart. Because if it should fall apart, we would have a lot of unemployment, and if we have a lot of unemployment nobody will buy anything, and... well, we have been to that party!
Cutting distribution costs is where we come into this picture—the sponsors and the agencies and ourselves.
All three of us are going to have to roll up our sleeves and fight a vital battle for industry and the public on the post-war's most important economic front.
Our objective is clear. Radio must be made more efficient, more economical, than ever before—and we're not overlooking the fact that the wise use of radio has always been the most economical way to sell goods.
How are we going to improve radio?
First, let us recognize that the advertisers and agencies have done a remarkable job. By competing for audience they have helped to make radio a national habit and their joint efforts and ours have raised radio ownership from 10,250,-000 homes in 1929 to 33,100,000 homes in 1945.

THE SHOWS PRODUCED BY ONE AGENCY ALONE REACH AS MANY PEOPLE IN A YEAR AS ALL THE FILMS OF ALL THE STUDIOS IN HOLLYWOOD.
Our own first job is to provide maximum physical facilities to reach these millions. Today the Blue reaches over 21,000,000 homes. The number is increasing. Recently we announced the addition of six important stations. As we prepare this advertisement, two more great stations have joined the Parade to the Blue, WCAE, which has established the biggest local audience in Pittsburgh, and WFBR, which covers the Baltimore market like a blanket.
The second job is to help where help is sought in building Blue commercial programs.
Take the problem of talent. By using sustaining time to develop shows the Blue's new program department is uncovering low-cost talent that promises to deliver large audiences. Winners must be developed from the beginners. It is also pre-testing new programs on our own time to remove a percentage of the risk that's always involved when a new show goes on the air. That's service to both agencies and advertisers.
After the war, the radio networks will be one of the greatest forces in the nation in helping us all land on our feet.
Our post-war eye, while it is on our competitive position, is more particularly on our potential ability to help the U.S. industry to new levels of prosperity and a common agreement that if we will only continue to improve our way of life, it cannot be matched anywhere in the world.
You can write that one down.

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.
Smith, director of promotion, publicity and advertising; and Charles E. Rynd, formerly treasurer, were elected vice-presidents of the network at a meeting Feb. 12 of the board of directors of American Broadcasting Co., owner of the Blue. Board also created a new department, news and news features, to be responsible for all news and news features broadcast on the network and for national and international news coverage. Robert E. Kintner, vice-president, will have charge of this department, with G. W. (Johnny) Johnstone continuing as director of news and news features.

Mr. Kintner will also be in charge of the Blue's Washington office, which the board voted to reorganize and expand. He will maintain his headquarters in New York, spending only a few days a month in Washington. The publicity department, with Earl Mullin continuing as manager, will henceforth report to Mr. Smith instead of to Mr. Kintner as formerly.

Mr. Rynd in his new position will act as coordinator of the intra-departmental operation of the Blue. In addition, the sales service, office management, recording and purchasing departments will continue to report to him. C. Nicholas Priaux, vice-president in charge of finance, was elected treasurer, succeeding Mr. Rynd.

Mr. Jaeger, who joined the Blue's commercial program department in 1942, subsequently transferring to sales, was previously vice-president of Transamerican Broadcasting & Television Corp. Mr. Smith, formerly an assistant to the Secretary of the Treasury, has a varied advertising and promotion background. Before forming his own public relations firm, Smith & Selvage, he was with BBDO. Mr. Rynd joined NBC in 1935 as assistant sales traffic manager. In 1942, when the Blue was organized as a separate company, he became manager of its sales service department and was subsequently named treasurer.

Woolfoam Spots
WOOL NOVELTY Co., New York, plans to expand its spot radio campaign for Woolfoam, a powder for cleaning woolens to eight or ten stations by the end of February. Now running on WBEN Buffalo and WJR Detroit, the drive will be resumed on KSTP Minneapolis and on stations in Boston and Providence and will move into several new markets in various parts of the country via radio, with musical jingles, participations and programs of all types. New campaign calls for the use of local papers in 100 cities. Agency is Redfield-Johnstone, New York.

BEST record show m.o.s. in Great Britain are two American Forces Network men, Sgt. Johnny Kerr and Cpl. George Monaghan, according to a poll of the British music magazine, Melody Maker and Rhythm. Sgt. Kerr was formerly with KOY Phoenix, WICA Ashland, O., and WPIC Sharon, Pa. Cpl. Monaghan is an ex-program director of WTHT Hartford.

Blue Changeover
BEGINNING Feb. 18 the Blue's station breaks identify the network as "The Blue Network of the American Broadcasting Co." signifying formal change of name which became official last December when the FCC approved assignment of licenses of Blue owned stations to American Broadcasting Co. [Broadcasting, Dec. 25]. Change-over for listeners is being effected gradually. New identification has been used since Jan. 29 at the opening and closing of the Blue broadcast day only.

Broadcasting & Television Corp. Mr. Smith, formerly an assistant to the Secretary of the Treasury, has a varied advertising and promotion background. Before forming his own public relations firm, Smith & Selvage, he was with BBDO. Mr. Rynd joined NBC in 1935 as assistant sales traffic manager. In 1942, when the Blue was organized as a separate company, he became manager of its sales service department and was subsequently named treasurer.

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At school, we were taught that a straight line is the shortest distance between two points. Agreed. By the same token, radio provides the shortest path between advertiser and consumer.

Radio advertising goes into the home... straight into the bosom of the family. Radio, by its very nature, offers a varied bill-of-fare throughout the broadcast period, to meet the tastes of all men, women, and children. It is straight-line selling to all who influence the sale... young, old, and in-between.

The mail-count received by the stations of Westinghouse (3/4-million pieces of program-mail last year) is visible evidence of the acceptance these stations enjoy among the 18,000,000 folks in their primary areas. Programs, both Westinghouse local and Network, are the principal reasons.

What have you, in product or service, that ought to be feeling the power of Westinghouse straight-line selling? For further information, consult our National Representatives listed below.
Manhattan Soap Tests
MANHATTAN SOAP Co., New York, network and spot radio advertiser for Sweetheart soap, is conducting a test campaign in the midwest for a new flake blueing, Blu-White. Newspapers are used three-weekly on WGN Chicago and six-weekly on WTMJ Milwaukee. Newspapers supplement the radio drive. Campaign is forerunner to expanding distribution in that area. Agency is Duane Jones Co., New York.

RCA Adds Space
ADDITIONAL space in the 3-story Protex Bldg., 61-71 Bishop St., Jersey City has been leased to RCA by the Defense Supplies Corp., for use in the production of war goods. RCA now occupies 105,000 sq. ft. in the United Wallpaper plant in Jersey City. J. J. Kilkak Inc. is the broker in the transaction. The building is owned by Doris Anschelewitz of Allenhurst, N. J.

SANDBAGS PROTECT Press Wireless station PZ on Leyte so there can be continuous operation despite Jap raids. Station sent out the first direct voice transmission for the networks immediately after our invasion of the Philippines. Joseph Petta (1), of Brooklyn, N. Y., and George Luckey, Baldwin Park, Cal., inspect the new Philippine installations.

Tobin and Stowe Criticize Censors
Army Using 'inexperienced' Boys, Commentators Claim CENSORSHIP of news, both in military theatres and within the United States, was assailed by two prominent news commentators during the past week.

Richard L. Tobin, Blue commentator and associate professor in the Columbia U. Graduate School of Journalism, charged that censorship in the ETO, which he covered as a correspondent for the New York Herald Tribune, "was in the hands of inexperienced boys."

William L. Shirer, in "Propaganda Front", a syndicated column which appears regularly in the Sunday Herald Tribune, lamented the alleged slowness of the Army Review Branch, Washington, in passing on copy submitted by accredited correspondents returned from operational theatres to the United States.

'Enemy Agent'
Mr. Tobin, speaking at a luncheon held Feb. 13 at the Men's Faculty Club, Columbia U., praised senior censors in the ETO but said there were too few of them. "Their assistants," he said, "seemed, however, to regard the average American correspondent as an enemy agent who was out to trick them, hurt their own professional standing in the United States and give away military secrets whenever possible."

In his Sunday column Mr. Shirer related that his colleague, Leland Stowe, had waited five days for review officers in the Pentagon Building to release a script he had written for broadcast about the Greek controversy. Mr. Shirer took issue with the alleged circumstances which found a British officer calling on Mr. Stowe a few days after his script had been submitted and urging him not to broadcast it. As finally released, he said, it contained few deletions.

Conference Discussion
FOUR network commentators—Raymond Swing, Blue; William L. Shirer and Quincy Howe, CBS, and H. V. Kaltenborn, NBC—discussed the results of the Big Three Conference in the Crimea on the Feb. 15 broadcast of Town Meeting of the Air, sponsored on the Blue by Reader's Digest Assn.

WIBW has developed America's most successful radio selling technique—reasons why delivered as the recommendation of one friend to another.

BROADCASTING • Broadcast Advertising
MAN OF THE HOUR (and a half)

* FROM 6 TO 7:30 P.M. MONDAY THROUGH SATURDAY...

Doug Arthur spins records and chats informally with his great unseen audience - selling such diversified commodities and services as liquid shampoo, beer, furniture, dentistry and a correspondence school. And by all three surveys (Crossley, Pulse and Hooper) this "Danceland Program" enjoys the highest consistent rating for a full hour and a half of any program in Philadelphia!

* TOP RATINGS (CROSSLEY, PULSE) AND HOOPER FOR SIX DIFFERENT SPONSORS

..increased number of applicants is highly gratifying, indeed surprising. — LAVENSON BUREAU

..producing sales at a lower cost than anywhere in the Eastern District. — AMERICAN SCHOOL

..one of the best in Atlantic's nine years of football broadcasting. — N. W. AYER & SON

..the most important factor enabling us to get workers. — INTERNATIONAL RESISTANCE CO.

..the work you have done on our behalf has materially aided us. — WILLIAM GRETZ BREWING CO.

WIBG
10,000 WATTS • DAY & NIGHT

Philadelphia's Most Powerful Independent

REPRESENTED BY
(In New York) JOSEPH LANG (Nationally) SPOT SALES INC.
America's leading radio editors and critics awarded first place in 5 classifications to regular CBS network programs during 1944, in Radio Daily's Eighth Annual Certified Poll.

They awarded second place in 11 classifications to regular CBS network programs.

THE FIVE CBS WINNERS WERE:

Favorite Dramatic Series (as produced by C. B. De Mille)
Lux Radio Theatre

Favorite Symphonic Program
N.Y. Philharmonic-Symphony Orchestra

Favorite Dance Band
(Swing)
Harry James

Favorite Feminine Vocalist (popular)
Dinah Shore

Favorite Children's Show
Let's Pretend
Thus Lux Radio Theatre wins first place for the eighth consecutive year—ever since Radio Daily inaugurated its poll. The New York Philharmonic-Symphony Orchestra has won every year except 1938. Harry James wins a first for the third straight year. So does Dinah Shore—on CBS all of 1942 and 1943 and 65% of 1944. Let’s Pretend was elected America’s favorite children’s program in 1939, tied for first place in 1943, and won again in 1944.

AND IN ADDITION TO THOSE CBS “FIRSTS”:

Frank Sinatra
(so far, 2“seconds”)

Ted Husing (so far, 3 “firsts,” 5“seconds”)

Sammy Kaye
(so far, 3“seconds”)

Kate Smith
(so far, 2“firsts,” 5“seconds”)

Gladys Swarthout
(so far, 1“first,” 4“seconds”)

Gracie Allen
(so far, 1“second”)

Take It or Leave It
(so far, 4“seconds”)

Burns and Allen
(so far, 1“second”)

The Aldrich Family
(so far, 1“first,” 3“seconds”)

Shostakovich
8th Symphony
(so far, 1“second”)

For their discerning recognition of these superior programs CBS offers America’s radio critics and editors its sincere appreciation. To the artists, our heartiest congratulations.

This is CBS...the Columbia Broadcasting System
YOU CAN SEE A 
L-O-N-G WAY...

Yes, you can see a long way—in any direction from atop the Sante Fe Building in Amarillo—but KGNC penetrates way beyond the horizon in these parts.

KGNC is your N.B.C. outlet for Amarillo and the great Panhandle area. Situated as it is, Amarillo and its trading area is a market all to itself, practically undisturbed by any other city or outside stations. For the 440,600 people living within the 43 counties served by KGNC, this station has made staunch friends by good programming and splendid service.

KGNC's per capita income is $900, or $3,420 per family... the total effective buying income being $600,000. Wheat, oil, cattle, cotton, potatoes, onions, and the war industry swell the purses of this above-average wealth community. See our National Representative for additional up-to-the-minute market facts.

KGNC, AMARILLO, TEXAS
The Family Station
in the Great Panhandle

E. JOSEPH BABKES, formerly in charge of scheduling distribution of radio equipment for the War Production Board, has been named radio purchasing agent for Lear Inc., with headquarters at Grand Rapids, Mich., where production of Learadio for aircraft is centralized. Prior to his three years with the WPB, Mr. Babkes was a radio engineer with the Army Signal Corps at Fort Monmouth, N. J., and previously served with Fada, Emerson and RCA.

WPB FREEZE POLICY REMAINS THE SAME

ALTHOUGH it has reversed itself on two applications for new station construction, the War Production Board has made no formal change in the policy it adopted last month which virtually freezes authorizations for new broadcast facilities in primary service areas. An official of the Construction Bureau said that in overruling previous WPDB denial of applications for stations in Salt Lake City and Macon, Ga., [Broadcasting, Feb. 5], there were "mitigating circumstances" involved.

The Board's action, however, has encouraged applicants who had received conditional construction permits from the FCC prior to the Jan. 16, 1945 freeze order but had been denied authorization by the WPB. All of these applicants have requested reconsideration of their cases or are expected to appeal. They include two stations for Sacramento and others for Harrisonburg, Pa., and Petersburg, Va. Two applicants for studios for existing stations (KFAB Lincoln and WGBS Chicago), previously denied, also have appealed.

In conformity with its policy of favoring new stations in communities having no primary service and where manpower conditions permit, the Board granted authorization for the construction of a 250-w. outlet in Henderson, N. C. Applications from Cleveland, Tenn., and Conway, S. C., which have received conditional permits from the FCC, are likely to be approved on the same basis.

Meanwhile, several applications for new stations have been received by the FCC for consideration under its new freeze policy. These include local outlets requested by the Brockway Co., South of Massena, N. Y.; and by John M. Spottwood, Key West, Fla.
LOOK AND LISTEN

EYES AND EARS • PRESS AND RADIO

As an old-timer in radio, WSM goes back to the days of the battle of sight versus sound, the printed word versus the spoken word, the daily newspaper versus the radio station.

Yes, there was a time when both newspapers and radio stations made faces at each other. Some papers wouldn't print the daily station program log. And some stations set up their own independent sources of news.

These were great days—for the promotion departments. There were those to prove that human beings received ideas only through the eyes. And there were those wired for sound able to demonstrate that human beings acted only upon what they heard. Then one day Munich came. That was in 1938. There was more press coverage and more radio coverage of this event than was ever given a single event in history, up until that time. And with what result?

The records show there were more newspapers sold that day than ever before, and there was more listening to radio than ever before as well!

These hard figures from the circulation department simply confirmed a conviction long held by WSM: that the American listener is neither deaf nor blind—nor dumb.

He knows a good thing when he sees it. He knows a good proposition when he hears it. His eyes and ears are wide open, more so today than ever before. He both looks and listens.

And nearly five million people in the broad area served by our clear channel look upon WSM as their most reliable source of good listening.

Things worth hearing.
This is WSM.

650 KILOCYCLES
Edwin W. Craig, Pres.
Harry Stone, Gen. Mgr.

NBC Affiliate
National Representatives, EDWARD PETRY & Co.
National Life and Accident Insurance Co. Nashville, Tenn.
MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

...In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.
Yes, the great inland empire served by the Mid-States Group, includes 16 wholesale centers (pop. over 25,000) and 80 retail centers (pop. over 5,000).

Here, more than 6,000,000 people are spending the income earned through outstanding war-production records, both farm and factory. What a market!

Yours in one package through the Mid-States Group—at group-rates as low as $72 for a daytime quarter-hour on three great radio stations. What a buy!!
Use WSIX Targets For High Scores

NO WASTE COVERAGE LOW UNIT COST

Shoot the full load in a concentrated pattern.
Don't scatter your shot into the far-distant lesser populated sections. WSIX with its 5,000 Watts on 980 kc. has plenty of power to cover the well-to-do, active Nashville, Middle Tennessee and Southern Kentucky market. This coverage dished out with choice programs from both the Blue and Mutual Networks, has resulted in securing for WSIX the largest all-day listening audience in Nashville—plus satisfactory sales response—plus low unit sales cost for its many loyal advertisers. For more information write or wire

The Katz Agency, Inc., National Representatives
The Blue Network and Mutual Broadcasting System

Boy Scout Drive
WITH spot announcements, special features and mention on regular programs of the drive to raise $750,000 for the Greater New York Council of the Boy Scouts of America, and special emphasis on appeal for $150,000 to equip the Alpine, N. J. camp, New York stations have gone all-out in their support of the campaign, as pledged at a meeting of the Radio Executives Club, whose president, Warren Jennings, is also radio chairman of the scout campaign. Radio material supplied by the Boy Scouts includes transcribed spots made without cost by NBC.

PHILIP D. REED, until recently chief of the American Mission for Economic Affairs in London, has been reelected a director and chairman of General Electric. He resigned from that position in January 1943 to go with the American Mission. In addition, Mr. Reed was elected chairman of the board of International GE.

George Bailey Elected IRE Executive Secretary
GEORGE W. BAILEY, chief of the Scientific Personnel Office of the Office of Scientific Research & Development and president of both the American Radio Relay League and the International Amateur Radio Union, has been elected executive secretary of the Institute of Radio Engineers. Mr. Bailey will assume his new duties gradually while continuing at his present post until the end of the war. He also is slated to remain as president of ARRL. A retired industrialist and operator of amateur station W1KH, he volunteered for war service in Washington in 1941.

JAMES S. ADAMS, president of Standard Brands, New York, has been appointed temporary consultant on public relations to the War Production Board and the War Manpower Commission.

"I can even remember when automobiles were advertised over WDF Flint."
Day Foster, KGW war program director, with group of G.I.'s, preparing the "Army Variety Show," a series of recruiting programs. Launched two years ago, program was another local FIRST for KGW.

KGW cooperated with the Army in peace-time, too. These are pictures taken at the dedication of the Army airfield at Vancouver, Wash., Sept. 16, 1925. KGW's coverage of the event included a broadcast by Dick Haller from a plane. A FIRST, in its day.

For 23 years Pacific Northwest radio listeners have turned to KGW for the best in radio in every classification. Naturally, this firmly established reliance on KGW works to the benefit of the station's advertisers. In the Portland area, hitch your sales message to the proven pulling power of KGW.
WELCOME
WESTINGHOUSE
STATION KEX

PAUL H. RAYMER'S
COMPANY

Radio
STATION REPRESENTATIVES

NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES
One World, One Voice

ANY DAY now, we may awaken to find the European phase of World War II at an end. There will be unbridled hell-raising—and with ample basis. But radio's job in the European theatre won't be finished.

Allied forces won't withdraw overnight. As long as our men are in the field, they will be provided radio service. That's part of the modern military operation. There will be the task, too, of conditioning the home front, for every parent, relative and sweetheart will expect his dear ones home on the next boat.

Then there will be the concentration of operations in the Pacific, already well under way. In the field of international diplomacy, radio also becomes a vital factor, for freedom of radio communications is part and parcel of the fight for freedom of news. Radio thus will be at the peace table in a dual role—a working news medium to convey the deliberations to a waiting world, and as a topic on the agenda along with the press.

In its role as an intelligence medium, radio's job began in occupied Europe—when that happy day dawns—may be less spectacular, but just as important as a morale builder. Requirements as to censorship and free flow of intelligence will (or should be) liberalized. There should be more programs originating from Europe, and more of them going over. More individual radio correspondents should be accredited for direct or delayed reporting of local or regional interest.

Today there are some 400 “home town” recorded interviews a week from the European theatre broadcast over our stations. In the Pacific theatre, where recording equipment and personnel is limited, there are some 60 such interviews a week. These activities will be stepped up.

What radio has wrought in this war is being told with every move of our military forces. The map has shrunk to a day's hop from almost anywhere. And the voice of radio from anywhere is instantaneous. Inevitably, after the peace is written, it will be the radio voice that must hold together this new One World.

Seventh Man

RADIO'S most persistent Congressional critic for about a decade has been Rep. Richard B. Wigglesworth (R-Mass.). He sits on the House Appropriations Subcommittee which handles the FCC budgets. He was a minority member of the House Select Committee to investigate the FCC. He's a hard worker and a bitter opponent.

There has been little objectivity to Wigglesworth's radio crusading. Thus, it came as something of a surprise the other day when he told the House during a discussion on the FCC's 1946 budget that former Commissioner T. A. M. Craven was "the ablest member of the Commission as formerly constituted."

There was never any reason to believe that Mr. Wigglesworth felt anybody on the Commission was worth his salt or that it ever had done anything worthwhile.

Mr. Wigglesworth's remarks, however, do focus attention on the existing vacancy on the FCC. The last two appointments—Paul A. Porter and Jett—were members—were applauded, and properly so. Each had prior radio experience and each had seen other Government service.

The existing vacancy is for the post left by Comdr. Craven last July when he joined the Cowles Broadcasting Co. as operating head. Another merit appointment—a promotion from the FCC ranks more particularly—would surely win favor in Congress and on the FCC itself.

Appointment of a lame duck or a political hack in these turbulent times would be little short of mischievous.

Jimmy—No. 1 Hate

LIKE THE Caesar of his ancestors, James Caesar Petrillo has a lust for power. In his bruisings, blustering, dictatorial way, he has achieved what he must regard as the pinnacle of labor success. He has allowed nothing to stand in his way and holds unquestioned title to his office as defender of Governmental orders than any labor leader.

Now Jimmy leads in another hit parade. In a recent poll conducted among GI's in the European War Theatre, the AFM president displaced John L. Lewis as the No. 1 labor hate. We wonder how proud and arrogant Jimmy feels about this.

It's the same Jimmy who has told Congress and the President that he bowed to none when it came to prosecution of the war. That was his answer when public officials asked him to lift the recording ban so that records and transcriptions could go overseas. That ban, however, wasn't lifted until all recording companies under duress capitulated to its private unemployment pool which he figures will bring $4,000,000 a year to his union to do with as Czar Jimmy sees fit.

It's the same Jimmy who has blacklisted the National Music Camp at Interlachen because he doesn't want school children to perform sustaining programs on radio stations that use AFM-FED membership corporation; the dictator who forces stand-bys for performances by travelling radio units at military bases; who bans musicians on all television programs without explanation; who threatens networks and stations with death-knell reprisals if they hire NABET platter-turners as instructed by NLRB. The same Petrillo who has been denounced by other labor union leaders as employing tactics that are "antisocial and despotig" and as giving all labor a black eye.

Rep. Monroney (D-Okl.), who ranks high in Congressional councils because he gets things done, has introduced a bill which would make labor union subject to the same anti-trust statutes that govern business. The measure, we predict, will have more support than when he introduced it in the 77th Congress.

Chapter and verse, the Monroney measure will rectify those inequalities foisted upon radio and other pursuits by the Petrillo onslaughts. It would bring an end to "make-work", private WPA's and his other inventions.

The temper of Congress appears in favor of corrective legislation. The sins of Petrillo may be visited upon all labor. The Monroney measure deserves support, not only of industry, but of those labor unions which have sought to maintain a reasonable and practical employee-employer relationship.

Our Respects To—

KENNETH WILLIAM CHURCH

"The sooner the better" is the philosophy of Ken Church, new executive vice-president of WCKY Cincinnati. His open war on procrastination led him into a rapid succession of advancing jobs, until he reached his present position with WCKY this past Dec. 1.

While working on the St. Louis Post Dispatch he became associated with Thomas Patrick Convey who was doing promotion for the first radio show in St. Louis. The show led to the establishment of KMOX. Ken was in on the original conferences which gave birth to KMOX. In 1932, after CBS acquired full control of the station, Jack Van Valkenburg, then manager, hired him to take over the sales department.

Later, he was made assistant general manager and commercial manager, posts he held until October 1941, when he joined WKRC Cincinnati. He was with WKRC until this December when he accepted his present post with the 50,000 w L. B. Wilson station.

Ken is the chief claim to fame of Rocky River, Ohio, where he was born March 2, 41 years ago. The family later moved to Indianapolis where he attended Shortridge High School, then on to the U. of Indiana.

He was studying medicine at the university when he suddenly found himself looking at the wrong end of a surgeon's knife. He was under it. Without warning his appendix had acted up, and to such an extent that the doctor told him he would be all right only if he rested for a year.

After 90 days of doing nothing he decided it was high time to ignore the doctor's order. He got himself a job on the St. Louis Globe Democrat. His family had moved to St. Louis from Indianapolis in the meantime.

The pay was $11 a week plus commission for selling room and board classified ads by the door bell method. By covering his territory like a mailman, Ken made $25 the first week. After a few months, the paper transferred him to the automobile department.

One successful coup there brought him to the attention of the competing Post Dispatch. He accepted their offer of a better job, and it was while there that he got in on the beginnings of KMOX.

Despite a nasty accident several years ago when a horse threw him and "drop kicked" him on the way down, Ken still takes to the bridle paths when time allows. Next to the subject of horses, Ken likes to talk about his gun collection and his own rare animal, a long-haired Dachshund. He picked up the gun interest while a captain in the Missouri and Ohio (Continued on page 40)
These Spartans wear pants...

Way, way back in August, 480 B.C., a band of tough, hardy soldiers from Sparta gave Xerxes and his Persians the battle of their lives at a pass around Mt. Oeta known as Thermopylae. The Spartans wore chitons under their armor.

22 centuries later, in January, 1781, a group of tough, hardy South Carolinians from the rich, rolling Piedmont tableland, beat the British at the battle of Cowpens. The Spartan Regiment, as they were called, wore a mixture of mufti and 18th century G.I.

Today, citizens of Spartanburg County are still called Spartans. These Spartans wear pants...with pockets that bulge with the fruitful rewards of affluent agriculture, cotton textiles, plastics, and wood industries. Spartans and their neighbors in the 16 county WSPA Primary Area have an effective buying income of over half a billion dollars!

But then, as we've been telling you, the 16 county WSPA Primary Area is "one of the best-balanced sections in the entire country"!

And WSPA swings the balance your way.

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night, 950 kilocycles
Represented by Hollingbery

* Sales Management
Personal Notes

Richard E. O'Dea, part owner of stations WNEW and WGY New York, has become a Democratic member of the New Jersey Racing Commission.

Dr. W. E. Deen, long in radio, has also served as Democratic County Committeeman and as Commissioner of Education and Commissioner of Finance for the City of Portland.

Robert M. Holt, general manager and director and secretary-treasurer of WCBS New York, Inc., has resigned. Robert L. Bowles is now WCLS general manager, before resuming his radio activities at KNX, Los Angeles.

Dr. Max Jordon, NBC director of religious broadcasts and author of a recently published book "Beyond All Fronts" has had his book chosen as the January selection of the Catholic Book Club.

Joseph H. Ream, vice-president and secretary of CBS, has been appointed chairman of the radio division of the Musical and Dramatic Committee of the Legal Aid Society.

T. Robert Sarnoff, son of David Sarnoff, president of RCA, has been assigned to Los Angeles Navy public relations staff.

Frank O'Leary, released from the Navy, has returned to the radio division sales department after a 2½ years' leave of absence.

Harold Higgins, sales manager for WING Dayton, is the father of a girl.

C. M. (Buck) Lewis, manager of broadcast transmission service of RCA Victor, Division, Camden, has married Nola G. Fugilie, former assistant editor of Broadcast News, RCA engineering publication.

Henry C. Putnam, former commercial manager of KOMO, Honolulu, has been promoted to major, Military Intelligence, and is radio officer of the public relations section, U. S. Army Air Forces, Pacific Ocean Area.

Charles Moran, CBS Hollywood sales manager, is the father of a girl.

John T. Cahill, chief counsel for RCA and attorney for the Associated Press in the pending anti-trust litigation before the Supreme Court, is the lawyer of the reorganized law firm of Cahill, Godfrey & Cahill, New York. The firm formerly was known as Wright, Gordon, Zachry, Furlin & Cahill.

Jack Davidson, manager of CKWS, Kingston, Ont., has been appointed superintendent of stations operated by Northern Broadcasting & Publishing Ltd., and affiliated companies, with headquarters at Toronto. He succeeds at CKWS by Roy Hoff, Montreal manager of National Broadcast Sales, representative firm for the organization.

Bob Smith, formerly of WAXY Youngstown, Ohio, has joined the sales staff of WCCO Minneapolis-St. Paul, has been elected the reorganized law firm of Cahill, Godfrey & Cahill, New York.

Ben Wolfson has returned as time salesman of WEMP Milwaukee, following an operation at the Mayo Clinic, Rochester, Minn., a 27-hour operation, radio's oldest seller of time.

Frank S. Lane, general manager of WDJW in Madison, celebrates his 50th anniversary in radio last week. He started as an announcer on KFPR when it was in Chicago, Ill., on Feb. 11, 1923, and the following September was voted sixth most popular announcer in the U. S. in a nation-wide Radio Digest poll.

A. E. Joscelyn, manager of WCCO Minneapolis-St. Paul, has been elected to the executive committee of the board of directors of the War Chest of Minnesota and Hennepin County.

Our Respects to

(Continued from page 38)

State Guard. Ken belongs to Marketewah Country Club, Cincinnati Club and Buckeye Club, and he is on the board of directors of the Advertisers Club of Cincinnati.

In 1926 Ken married a Missouri girl, the former Dorothy Fiecht. When a daughter was born to them in 1930, for probably the first time in his life, Ken couldn't make a quick decision—he couldn't decide on a name for her. At the age of three months the baby was finally given a name—by Mrs. Church. She's 14 now and her name is Jere.

Rothenhies Heads WSBA

Walter J. Rothenhies, former collector of internal revenue at Philadelphia, has been named executive vice-president of the Susquehanna Broadcasting Co., licensee of WSBA York. Pa. Mr. Rothenhies also becomes station general manager, with offices at 47 East Market St., WSBA, a Blue outlet, operates on 900 kc with 1,000 w daytime.

Correction

Lt. (Jg.) Harry F. Folsom, son of Frank Folsom, vice-president in charge of the RCA Victor division, Camden, N. J., scheduled to return to the South Pacific war theatre, recently was killed in a plane crash near Jacksonville, Fla. In the Feb. 12 BROADCASTING, Lt. Folsom was improperly listed. BROADCASTING regrets the error.

Leon Goldstein, vice-president in charge of publicity, news and special features of WMCA New York, has been appointed to the War Dept. for accreditation at WMCA, which was appointed by the Secretary of War to represent the European area. If approval comes through, Mr. Goldstein will leave as soon as possible with plans to record on-the-scene descriptions for rebroadcasting.

Ralph J. Cordiner, for the past year a half assistant to the president of General Electric Co., has been elected a vice-president of the company with general administrative duties designated by the president. Mr. Cordiner was formerly vice-chairman of the WPDR until he resigned to return to his company.

Carl W. Lee, for two years in the cost account department of the Ft. Wayne division of the Parnsworth Television and Radio Corp., and J. J. B. Rieth, Jr., formerly manager of the Ft. Wayne branch of the Columbus Mutual Life Insurance Co., have been named account executives of WOL, Ft. Wayne, Farnsworth station.

Dr. Leon Levy, president of WCAB Philadelphia, has been elected to the board of directors of Mohawk Symphony, outdoor summer concert series in Philadelphia. A member of the board of directors of the NBC board of directors, Dr. Levy is also consultant to the Radio Bureau of the OWL.

Nathan Strauss, president of WMCA New York and former U. S. Legion Administration, is being suggested as a candidate for Mayor of New York by leaders of the new Liberty League.

Paul B. Mowrey, manager of television for the Blue Network, on Feb. 20 is to address the Women's Auxiliary of the Club of Toledo on "What is Television and What It Means to You."

George K. Perkins, former field representative for Ekholm Assoc., Boston, management consultants, is now busy in sales and advertising at Borden Co., New York, has joined the sales wiz of WJZ New York.

Alan Schroeder, salesman of Paul Baymer Co., Chicago, will open the Chicago office of WOR New York March 1.
HE SAT IN THE FRONT ROW

Your product will be in the “front row” when it's advertised over WSPD.
Planned local programs, top NBC shows and a power of 5,000 watts assure you the attention of over a million-and-a-half prosperous prospects in the Northwest Ohio-Southern Michigan area.

(Regardless what you think . . . it is well placed. Granddad looks happy, doesn't he?)

Just Ask Katz

WSPD
TOLEDO, OHIO

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
BEHIND THE MIKE

HARRY J. FEELEY, formerly with the CBS press information department, has left the company for a position as press officer for the French legation in Rome. HELEN NELSON, formerly with the CBS press information department, has been appointed to the Paris bureau of the CBS European operations.

BILL TROTTER, former announcer and lighthouse and traffic engineer for WIBC Indianapolis, has joined the staff of WABC New York.

BOB CHASE, former WJZ Chicago staff announcer, has joined WOR New York.

ELLIOTT ROBERTSON, former director and salesman for TCN Newspapers, has joined the ABC press information department in New York.

EDWARD TOMLINSON, Blue Network's assistant director of news and traffic, has been appointed to the position of Director of News and Traffic for the Blue Network's New York studios.

JOEY Tuggle, Miami's assistant director of news and traffic, has been appointed to the position of Director of News and Traffic for the Blue Network's Miami studios.

DOROTHY CLARK, Blue Network's assistant director of news and traffic, has been appointed to the position of Director of News and Traffic for the Blue Network's New York studios.

SID RICHARDS and JACK ANTHONY have been appointed to the position of Assistant Directors of News and Traffic for the Blue Network's New York studios.

SGT. WILEDAWSON, former Blue Network announcer, has joined the staff of WABC New York.

JOHN PRINCE, former Blue Network announcer, has joined the staff of WABC New York.

ROBERTS TO ROME

CLETE ROBERTS, Blue war correspondent, has been appointed to the position of Director of News and Traffic for the Blue Network's New York studios.

JOHN PRINCE, former Blue Network announcer, has joined the staff of WABC New York.

Presenting a Cret on the...
FOR THE FIRST TIME IN RADIO HISTORY!

“Washington Views and Interviews”

NOW AVAILABLE VIA TRANSCRIPTION FOR LOCAL AND REGIONAL SPONSORSHIP!

WHAT THEY SAY ABOUT BARNET NOVER:

“Uniformly interesting and provocative.”
— James Forrestal
Secretary of the Navy

“I don’t know of anybody who is a better authority.”
— Raymond Clapper

“One of the ablest in his field.”
— Sir Wilmott Lewis
The London Times

“Far and away the best in America.”
— John Gunther

“Washington Views & Interviews” transcriptions are airmailed weekly to exclusive sponsors and stations—1 to a city.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY
2436 READING ROAD, CINCINNATI, O., NEW YORK HOLLWOOD.

WHAT SPONSORS SAY OF “WASHINGTON VIEWS & INTERVIEWS”

“We would not want to miss a single Nover transcription. They are good.”
— Jack Pitluck Agency
San Antonio, Texas

“We consider our program franchise valuable and are sold on and proud of the program.”
— Blach’s Men’s Store
Birmingham, Alabama

“Top-flight reporting in tempo with the times.”
— Palmer Hoyt
Portland Oregonian

INTERVIEWED AND ANALYZED BY FAMED WASHINGTON CORRESPONDENT BARNET NOVER

DONALD NELSON  ADMIRAL H. E. YARNELL  VICE PRESIDENT HARRY S. TRUMAN  NELSON ROCKEFELLER  J. EDGAR HOOVER  HERBERT H. LEHMAN  BRIG. GENERAL FRANK T. HINES  ERIC JOHNSTON  AMBASSADOR JOSEPH E. DAVIES  SENATOR VANDENBERG

NOVER INTERVIEWING DONALD NELSON  NOVER INTERVIEWING ERIC JOHNSTON  NOVER INTERVIEWING LORD HALIFAX

BROADCASTING • Broadcast Advertising

February 19, 1945 • Page 43
THOMAS NAMED V-P OF PEDLAR & RYAN

HAROLD B. THOMAS, chairman of the War Advertising Council, has resigned from Sterling Drug Inc., New York, to join Thomas L. I. Ryan as a partner in Pedlar & Ryan, New York, it was announced last week by James Hill Jr., Sterling president. In the drug industry for the past 20 years, Mr. Thomas has served for 14 years with Sterling Drug, where he is now in charge of the Centaur and Cummer divisions. His resignation is effective March 1.

Mr. Thomas has been identified with the WAC for three years, first as vice-chairman and then as chairman. He has also served as chairman of the board of the Assn. of National Advertisers and the Advertising Research Foundation. He remains vice-president. Mr. Thomas recently returned from a two-months' mission to England, France and Italy as advisor for the Treasury and War Dept.

Mitchell to WTOP

MAURICE B. MITCHELL, recently released from the Army, has been appointed public relations and sales manager of WTOP, CBS outlet, in Washington, succeeding Howard Stanley. Mr. Stanley is now assistant to Dick Dorrance, sales promotion manager for Columbia-owned stations. Mr. Mitchell has been affiliated with newspapers and was national advertising and promotion manager of the Albany Knickerbocker News before entering the service. He was also business and promotion manager of the Newfane, Ont., where he did a daily newscast in addition to his business duties.

KATHERINE SEYMOUR

KATHERINE SEYMOUR, 45, pioneer radio writer and one of the founders of the Radio Writers Guild, New York, died Feb. 11 at her home after a long illness. A freelance writer since 1936, she and her sister Adelle were authors of Light of the World, sponsored by General Mills Inc. on CBS since June 1944 and previously on NBC. She also wrote for Cavalcade of America from 1935 to 1944. With John T. W. Martin, to whom she was married in 1938, Miss Seymour wrote How to Write for Radio, 1931, and Practical Radio Writing, 1938, both published by Longman's Green Co., New York. A former vice-president of the Radio Writers Guild, Eastern Region, Miss Seymour was secretary of the Authors' League of America, and a member of the Writers War Board.

NEARLY 2,000,000 guests watched broadcasts at NBC's New York studios during 1944, according to Lathrop Mack, manager of the guest relations department. August drew the heaviest and January the lightest attendance for 1944.

MORGAN RYAN, who was radio director of Sherman & Marquette, New York, and account executive on the Colgate-Palmolive-Peet Co., has joined the New York office of Grant Adv. He is account executive on Belknap Chemical Co., sponsor of the Detroit Symphony on W中国人民广播, and on the Plymouth Division of Chrysler Corp., which the agency now shares with N. W. Ayer & Son. Mr. Ryan, who was B & M last December, was formerly with the H. M. Klomke- witz Adv., New York, and with Pedlar & Ryan as an executive on Procter & Gamble advertising.

LESTER GOTTIERI, radio publicity chief of Young & Rubicam, New York, has been named a member of Young & Rubicam's radio planning board, composed of three members of the radio department.

LOUIS DEAN last week resigned from the radio staff of William Morris Agency, New York. Mr. Dean previously served as manager of Campbell-Ewald Co., New York, and prior to that he was in the radio department of Arthur Woodard Mfg., New York, for two years. Martin Goodman, also of the William Morris Agency radio staff, has been commissioned a captain in the New York State Guard. He will serve Maj. Paul C. Huber, radio director of the state's Public Affairs Council, as vice-president. Mr. Murray for seven years was in charge of the Park's and London outlets of Cann-Erickson, New York. He probably will take part in the agency's plans for export advertising in postwar Europe.


LT. COMOR, J. CLEMENT BOYD, USNR, formerly of Frank Frey & Co. and Tracey-Kent & Co., New York, and his own advertising agency, has joined Ronalds Adv. Agency, Montreal, as a supervising executive. Recently released from the Navy, he is now commanding officer of the U. S. Naval Air Station at Belem, Brazil.

ROY A. SHANNON, former advertising manager of Griesedieck Bros. Brewery, St. Louis, has been appointed director of the advertising and merchandising division of the managed director of the brewery and commercial division.

JAMES B. KEITHLEY, formerly of Fawley's, Dun & Bradstreet and Montgomery Ward & Co., is now added to the staff of WJZ, New York, as an addition to the new division.

ARTHUR O. VON STEIN, formerly with the National Industrial Information Committee of the National Assn. of Manufacturers and the advertising department of the New York World, has been appointed assistant to the advertising director of S. Duane Lyons Inc., New York.

A. HARRIS HORTON, who formerly operated his own agency specializing in the advertising and merchandising of men's wear, and more recently executive of the Bowater Paper Co., has joined the staff of Maurice Lionel Hirsch Co., New York.

ROBERT V. POLLOCK, former television research man with the New York World-Telegram, will join J. Walter Thompson Co., New York, late this month to write copy on the Pan American Airways series.

LOUISE VAN NUTS, former copy chief of New York, has joined the Washington office of S. Duane Lyons Inc., Los Angeles, as an account executive.

DON MARTIN, who recently resigned as assistant manager of Allied Adv. Agencies, Los Angeles, has been appointed business representative of Press Association for the Rocky Mountain area with headquarters in Denver.

DON DOREH, formerly assistant advertising and promotion manager of Sears Roebuck & Co., Los Angeles, has joined Bayard & Elevation Inc., as production manager.

J. GAY STEVENS, formerly account executive of Griesedieck & Co., Los Angeles, has joined the Los Angeles office of the Griesedieck & Co., Los Angeles, office service director.

FOR 15 YEARS we’ve been serving the folks down here in North Carolina’s rich “Heart of the Piedmont” . . . They’ve come to depend on us for consistently good radio listening . . . And our aim is to keep on giving them that kind of listening for many more years to come.
Where do most town folks shop? On the main street, of course. And where do most western folks "shop" for their radio entertainment? On the main street of western listening . . . the NBC Western Division.

Just as the leading stores are located on Main street, so the outstanding radio programs are found on NBC. Summer and winter this Network has more top-ranking shows than any other, presenting for entertainment the best in variety, comedy, music, drama, news coverage, education... reason, indeed, that NBC has most of the listeners most of the time here in the West—just as it does in other parts of the nation.

The Western Division of NBC has helped widen this main street of western listening, contributing a long list of stellar programs which originate here in the West. Is it any wonder the NBC Western Division offers time buyers an advertising media that is hard to equal?

WESTERN DIVISION
HOLLYWOOD Sunset and Vine * SAN FRANCISCO Taylor and O'Farrell

of the NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF THE RADIO CORPORATION OF AMERICA
... once used to frighten evil spirits

Primitively forms of the trumpet have been found in prehistoric excavations, and African natives still use similar instruments carved from antelope horns or elephant tusks to frighten evil spirits. The Egyptian tombs of the thousands of years, and the earliest known uses of trumpets were for announcing events, such as battles and weddings.

Start of the "brass" section

The Romans were the first to make the trumpet a "brass" instrument. Used mainly as a bugle by the Roman army, the trumpet was fashioned entirely of brass, had a conical bore, and was about 4 feet long. By 1500, the trumpet had assumed the shape we know today. About the same time, composers were writing parts for the trumpet in chamber music, and in 1567, calls for a muted trumpet.

Early "hot lick" artists

Early artists did not utilize the entire range of the trumpet — some specialized in florishes, others in high notes. A trumpet score with both high and low notes called for two trumpeters, since "high" trumpeters found that playing low notes impaired their ability to reach the unusually high notes called for in the music of the Bach era.

Valves were introduced about 1900, and five years later Russian bands began using E flat horns. It is the E flat, or soprano trumpet that is most widely used today, since modern composers favor the highest registers of the instrument.

Arrid Teletcasts

CARTER PRODUCTS Inc., New York, has started for Arrid a series of 13 experimental telecasts on WADD New York, Allen H. DuMont station, with Buchanan & Co., New York, producing the programs for the Arrid agency, Small & Selffer, New York. Series is under the direction of John Herts Jr. board chairman of Buchanan. First program Feb. 11, a half-hour mystery. The Thirteenth Crime will be folowed on alternate Sundays at 8 p.m. for a few weeks and later every Sunday with different types of programs. For the commercial, an announcer appeared with two models, one of them masked. Copy emphasized that Arrid deodorant will not stain clothes.

INTERSTATE BAKERSIES Corp., Los Angeles (bread), on Feb. 26 renues for 52 weeks The Lone Ranger on Don Lee California stations (KGB KDB KFPM KPMC KWEC KVOE KEXO), Mon.-Wed., 7:30 p.m. (ALL). Agency is Dan B. Miner Co., Los Angeles.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal. (employment), adding to its heavy local schedule on Felton "Los Angeles" Radio, a weekly quarter-hour program of music on KECA Los Angeles. Contract is for 15 weeks. Echo Co., Los Angeles, has the account.

WOLF & IURY, Oakland, Cal. (jewelers), placing direct, has started schedule of five-minute newscast on KBOK Oakland.

LEWIS DOG FOOD Co., Los Angeles (dog food), in addition to a five-minute newscast on KMPH Hollywood, is using a daily schedule of spot announcements. Agency is Elwood J. Robinson Adv., Los Angeles.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), on March 3 starts weekly quarter-hour musical program on KECA Los Angeles. Contract is for 11 weeks. Agency is Gerh-Pacific Adv., Los Angeles.


You cannot cover the tremendous New York market without using

WNBX, because...

WNBX reaches

- 2,450,000 Jewish speaking persons
- 1,525,000 Italian speaking persons
- 1,355,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present

New York schedules with

WNBX. Our program de- 
partment will assist you in

the translation of your copy.

The modern trumpet ranges from 200 to almost 10,000 c.p.s. You will find the bell-like qualities and true tonal perspective of the trumpet most nearly captured by VERTICAL CUT RECORDINGS!

Frank G. Clancy, vice president and general manager of Miles Labs, Elkhart, Ind., was presented with an honorary "Arkansas Traveler" certificate by Arkansas Secretary of State C. G. Hall. Both men are close personal friends of Linn & Allen, native Arkansans who are sponsored by Miles Labs on Blue Monday through Thursday 8:15 p.m. Certificate was the first given by Gov. Ben Laney of Arkansas since his inauguration.

Patton Jr., assistant to the vice president and general manager of the Anacin Co., has been appointed general manager of the Western division of Whitehall Pharmaceutical Co., San Francisco, also an American Home Products subsidiary. He will direct administrative, sales and advertising activities for Whitaker's in 16 western states. Prior to his association with American Home Products in 1941, Mr. Patton was a news commentator on WFL Philadelphia and WSPD Toledo.

LYMAN AGENCIES Ltd., Toronto (Tin- ten), has started one-minute spot announcements at varying weekly frequencies on 17 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

CANADA STARICH Co., Montreal (corn syrup), has started weekly half-hour program, The Greatest of Them All, on CFNQ, Toronto and CPCF Montreal. Account was placed by Vickers & Benson, Montreal.

DON JUAN LIPSTICK Co., New York, has started the weekly transmitted one-minute announcements on four Canadian stations. Account was placed by J. M. Korn & Co., Philadelphia.

WILLMAN, FECK & Co., San Francisco (canned foods), on Feb. 20 started Mon.-Wed.-Fri. 4:45-5 p.m. transmissions of H. H. Hulstom's news commentary on KPO San Francisco. Agency is Bottorff, Constantine & Gardner, San Francisco.

SWELLOW'S, Beverly Hills, Cal. (women's shoes), on Feb. 20 started five-minute program of recorded music, D'Inquet Concert, five times weekly on KMPC Hollywood. Contract is for 52 weeks. Firm in addition sponsors a five-minute newscast on that station as well as a 15-minute program from Boners on KFWB, Velma Cloward Adv., Los Angeles, has the account.

KXO, Los Angeles (opera), on Feb. 20, 11:30 starts five-frequency program of the Paramount film, Going My Way, on Feb. 20 starts five-frequency program of the program of the Metropolitan Opera. Firm in addition sponsors a five-minute program of the Steak House on KMPC Hollywood. Contract is for 39 weeks. Agency is Dean Simmons Adv., Hollywood.

W. A. BEVERLY HILLS, Calif. (furniture, Feb. 19 starts sponsoring nightly (7 to 8 p.m.) on KMPC Los Angeles. Recordings on KMPC Los Angeles. Contract is for 39 weeks. William John Adv., Beverly Hills, Calif., has account.

The Trumpet

Radio Advertisers

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The "Big Stick" swings into place. Powerful cranes and railroads supplement trucks and rivers in transporting logs to the area's nearly 400 sawmills. Lumbering is big business here, assuring a never-failing source of wealth and payrolls for post-war years.

The "Big Stick" of selling — creating "Consumer Acceptance" — can be done effectively, economically, and speedily — when KHQ is your medium. Its complete coverage of this area assures all three — at the cost of just one medium. It's a "First" in any Advertising Budget.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building  Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.
Radio to Promote Red Cross Drive
Army, Navy Offer Material For Use of Stations

RED CROSS Radio Day Feb. 28 will open the $200,000,000 War Fund Drive incorporating both network and individual station participation. The Drive will continue through March.

The four major networks plan to devote some portion of each commercial or sustaining program on the opening day to the Red Cross drive. In addition, OWI has scheduled 16 network programs. CBS will climax its day's activities with a half-hour dramatic program 11:30-12 midnight by William M. Robson.

Net Coordinators
Similar to techniques followed during War Bond drives, the networks have appointed coordinators to work with the National Red Cross Radio Section. Network coordinators are: CBS, Roy Langham, NBC, Dwight Herrick; Mutual, Tom Velotta; Mutual, Tom Slater. Red Cross representatives are: Maurice Robinson, assigned to work with CBS; Julie Dickinson, formerly with OWI and Lord & Thomas, NBC; Max Ehrlich, former New York freelance, Blue; Loretto Larson, formerly with Arthur Myerhoff & Co., Chicago, Mutual.

Radio activities for ARC are supervised by F. Bourne Ruthrauff, vice-president and partner of Ruthrauff & Ryan, on leave to the Red Cross as executive director of publicity in charge of media, and by James Hart, chief of the Radio Section. All radio plans have been formed in cooperation with OWI. Martin Codel, former part-owner and publisher of BROADCASTING, has been appointed volunteer director of radio for the campaign in the North Atlantic Area Office of ARC, working under Herb Carman, director of public relations.

Since the bulk of Red Cross funds is directed toward the comfort, recreation of the armed forces, the public relations offices of the Army and Navy in all parts of the world have been instructed to supply directly promotion material to local stations and Red Cross chapters. In cooperation with Red Cross personnel in the various theatres of war, both services are preparing live programs and pre-recorded dramas to tell the Red Cross battlefront story. Some programs will be relayed by shortwave for rebroadcast while others will be recorded and flown to the U. S. Col. Edward M. Kirby, Chief, Radio Branch, Bureau of Public Relations, War Dept., and Lt. Comdr. Charles Dillon, Officer-in-Charge, Radio Section, Office of Public Relations, Navy Dept., are directing the worldwide efforts of their respective services in behalf of ARC.

Available for local sponsorship, a series of 14 transcribed quarter-hour dramatic programs, titled

50 kw Diathermy
BACK in New York last week on route to the Pacific area, Paul von Kunitz, formerly chief engineer of WINS New York, now with the OWI, told how he used the KU's 50,000 watt transmitter in Algiers to give himself and two U. S. Army men diathermy treatment to hasten recovery from internal injuries received a year ago during construction of another station in Africa. Mr. Kunitz wired two tin plates, attached to plywood panels, to the end of the rhomboid antenna used for the station. "Each plate was held to my chest and back by an Italian prisoner of war," he explained, "and during each treatment I could hear clearly the OWI psychological warfare programs beamed to Germany and Italy going out over the transmitter."

Unfinished Business, featuring top radio talent, has been produced by ARC national headquarters, to be distributed to local stations through Red Cross chapters. First program features messages by Bob Hope, Jack Benny, Bing Crosby and Dinah Shore. Full AFRA and music clearance has been obtained. OWI messages will commence Feb. 26 and continue through March 28. Starting Feb. 19 and continuing until start of actual allocations, OWI special assignment division is placing predrive messages on several network programs. Local coverage will be handled by cooperation of local chapter radio chairmen and ARC regional representatives with individual stations. Front-line recordings and similar material will be made available.

Part of considerable promotion planned by Doughnut Corp. of America for the ARC campaign consists of a series of 12 five-minute transcribed radio dramas relating true stories of Red Cross girls in the battle areas. Discs are being distributed nationally to bakers for placement on local stations or for inclusion with regular programs.
WKZO gives you
ALMOST ALL
of Western Michigan—

WJEF gives you
THE REST!

When you buy WKZO in Kalamazoo, you get top coverage of everything in eighteen Western Michigan counties—except a really “local station” following in Grand Rapids. Grand Rapids is big enough to want, and to deserve, full-time local programming. That’s the why of WJEF—a brand-new CBS station in Grand Rapids, owned and operated by the Fetzer Broadcasting Co.—and sold at a bargain rate in combination with our WKZO!

WKZO covers 630,762 (daytime) in Western Michigan. WJEF gives you a quarter-million people in and near Grand Rapids. Local merchandisers who know what’s what are flocking to the new combination. That’s the proof it’s a needed service. May we tell you the whole story—or would you prefer to ask Free & Peters?

WKZO
CBS—FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS—FOR GRAND RAPIDS AND KENT COUNTY

Owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., Exclusive National Representatives
PILLSBURY MILLS Inc., Minneapolis, will promote its complete line of food products with a spring seed offer of $1.75 worth of flower and vegetable garden seeds for 25 cents plus the word Pillsbury clipped from any package, in its advertising program for February and March. Radio will be used to announce the offer. Commercials will be presented on Pillsbury's Grand Central Station, CBS network half-hour weekly show, and on three weeks of spot radio beginning Feb. 19 on 125 stations. Agency is McCann-Erickson, Minneapolis.

Cheeseborough Contest FOURTH annual contest for the best radio scripts, for production on Cheeseborough Mfg. Co.'s Dr. Christian program on CBS, open through March 31, this year offers a $1,000 award to the second prize winner in addition to the grand prize of $2,000. Writers of other scripts selected for use on the program will receive from $150 to $500 in cash prizes. Agency for the Cheeseborough Mfg. Co. account is McCann-Erickson Inc., New York.

Slogan Contest WAR BOND award contest to find a new slogan for Maxwell House Coffee was announced Feb. 1 by General Foods Corp., on Maxwell House Coffee Time, NBC Thursday 8-8:30 p.m. A $5,000 Bond will be awarded to the winner submitting the "12 words or less" winning slogan. Contest which runs from Feb. 1 to Feb. 23 is being promoted on the NBC program and "teaser ads" drawing attention to the show were scheduled to run Feb. 1, 15 and 22 in 91 newspapers in 57 cities. Agency is Benton & Bowles, New York.

Service Letters TO PROMOTE public service and other special feature programs, KBNT Des Moines is sending letters on the events to civic leaders and other important persons in the community.

Merchandising & Promotion Pillsbury Offer—Personalized Letterhead Musical Menu—WCAP Talent Search

WCKY Casualty NEWS-O-GRAPH operated by WCKY Cincinnati since June 1940 over the Queen City's historic Fountain Square was turned off at midnight Feb. 1 in compliance with the WPB order to conserve electricity. The board has been issuing news bulletins by means of hundreds of electric lights for 34,000 hours and during the period was observed by more than 180,000 persons daily.

Personalized Letterhead PUBLICITY releases from WCAK Buffalo instead of being headed with station letterhead now feature a personalized cartoon or something similar having to do with the recipient of the release. Mitch DeGroot, WCAE promotion manager originated the idea and Vernon Lind prepared the caricatures used.

WEBR Sells Your Product to the Rich Buffalo and Western New York Market and Does It At Lowest Cost

No need to pay fancy prices to tell your story to the Western New York Market! 65% of the population and 70% of the total retail sales of the eight county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO...well within WEBR's primary service area.

Nationally Represented by WEED & CO.

Page 50 - February 19, 1945

BUFFALO Courier-Express STATION

MUTUAL NETWORK

BROADCASTING - Broadcast Advertising
Little Elmer says: "You don't have to be a quiz expert to know that WGN's the one answer to leadership in local and national spot business on major stations in Chicago."

A Clear Channel Station

CHICAGO 11  ILLINOIS
50,000 WATTS  720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
**OWI PACKET, WEEK MARCH 12**

Check the list below to find the war message announcements you will broadcast during the week beginning March 12. OWI transcriptions contain six 30-second and three 20-second chain breaks on one side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>SPOT PLAN</th>
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<td>Red Cross</td>
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See OWI Schedule of War Message 151 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

**Epperson Joins RCA**

J. B. EPPerson, until recently with the Operational Research Branch of the Office of the Chief Signal Officer, has joined the Broadcast Transmitter Section of RCA. The author of several technical papers on radio, Mr. Epperson joined the engineering staff of WNOX Knoxville while attending the U. of Tennessee in 1931. From 1931-38 he was chief engineer of the station until he became chief engineer for Scripps-Howard Radio Inc., which operated WNOX, WMPC Lapeer, Mich., and WCPO Cincinnati. During this time, he supervised the building and installation of new equipment for WMPS Memphis and WNOX. He was attached to the office of Maj. Gen. H. C. Ingles, Chief Signal Officer, in 1942.

**Majestic Disc Firm**

MAJESTIC Records Inc. is a new company formed in New York for the recording, manufacturing and selling of phonograph records, with James J. Walker, former New York mayor, as president. Eugene A. Tracy, president of Majestic Radio & Television Corp., Chicago, owner of the new company, made the announcement. Firm was formed by a merger of three concerns in the recording field: Transcriptions Inc., New York; Classic Record Co., New York; and New Jersey Plastics Inc. Eli E. Oberstein is executive vice-president; Parker H. Erickson, vice-president; C. E. Underwood, treasurer; Curtis Franklin, secretary.

**SPECIAL OWI SPOTS AID COAL SHORTAGE**

A 29-YEAR-OLD production record in the two big Appalachian mining areas was broken, the Solids Fuels Administration for War revealed, as a result of OWI appeals to workers living in scattered sections through the fields, broadcast on 12 stations blanketing the areas.

Emergency spot announcements were telephoned by the OWI Friday, Jan. 26, to the stations urging all workers to report over the weekend for an extra-long work week. The heavy turnout of workers, despite bad weather which made travelling difficult, eased considerably the tight fuel situation which threatened stoppage of important war plants.

Stations airing the special messages were: West Virginia—WJLS Beckley, WCHS WGBK Charleston, WSAZ Huntington, WLOG Logan, WBRW Welch; Kentucky—WAVM Ashland, WHLN Harlan, WLAP Lexington; Tennessee—WBIR WNOX WROL Knoxville.

**On Security Board**

RESEARCH Board for National Security has been established by the National Academy of Sciences, with the purpose of continuing the close cooperation between civilian scientists and the armed services that has existed during the war. Among those serving on the Board are Maj. Gen. Harry C. Ingles, Chief Signal Officer, U. S. Army; Oliver E. Buckley, president, Bell Telephone Labs.; Zay Jeffries, vice-president, GE.

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**First in Prestige! First in Audience! First for Advertisers!**

**KOIN **

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives
BELIEVE IT OR NOT—
more people are engaged in
farming—in the WEAF
Primary Area alone—than in
the entire state of Nebraska.

- These people are enjoying a great prosperity—with farm mortgages and debts at a 28-year low and farm income at an all-time high.

WEAF caters to these prosperous people with a program constructed especially for them—Mert Emmert, "The Modern Farmer," broadcast each weekday from 6:30 to 7:00 A.M.

Mert is a farmer himself. He talks the farmer’s language. From Massachusetts to Maryland, he has become the close friend and trusted counsellor of thousands who know that he understands their needs and problems—for he has visited many of them personally, and has broadcast direct from their fields, their barns, their dairies, their poultry houses, and their fairs and stock shows.

NOW THIS PROGRAM—of information and entertainment—is ready for sale—along with its established and loyal audience in Manhattan’s busy farmyard extending from Cape Cod to the Potomac.

With farmers eager and waiting to buy hundreds of new devices for the farm and home, clothing, processed foods, machinery, radios, automobiles, trucks, gasoline, tires and countless other articles, you’ll find it worth-while to learn more about Mert Emmert, “The Modern Farmer.” Contact NBC Spot Sales now.
Here’s a sponsor-tested, time-proven 15 Minute Show, plattered in Washington for special air-shipment to you every Thursday, featuring a top-flight commentator in the person of James G. Crowley.

**JIM CROWLEY KNOWS WASHINGTON.** His weekly commentary on world wide events as Washington sees them, is definitely unique—fresh, sparkling, and authoritative. His occasional guests include the capital’s biggest names. Crowley’s microphone performance stamps him as a radio "natural" with universal audience appeal.

"YOUR WASHINGTON MAN" is individualized for every sponsor! Direct tie-ins by Crowley on each broadcast, with sponsor’s name and product mentioned preceding cue to local announcer for live commercials.

**FACTS ABOUT JIM CROWLEY**

★ Former Mutual Network "White House Reporter."

★ Now rounding out full year for single sponsor on WJR and WWJ.

★ Former Contributing Editor of TIME Magazine.

★ Now Associate Editor Washley-Eaton Service, "Standard Washington Authority for 25 Years."

**NEFF RADIO PRODUCTIONS**

1803 STROH BLDG.—PHONE RANDOLPH 3006—DETROIT (26) MICH.

COST: 40% of rate card, less 10% agency or sales commission. Minimum charge, $25 per program. All recordings aluminum base, cut to N.A.B. standards. Write, wire or phone for additional information. Exclusive coverage guaranteed. Sample transcription available.
CAB Meeting Approves BBM
(Continued from page 15)

ing back into the stations more money than is being paid in interest on capital invested, Mr. Ban-
nerman said, "that's the way it should be, for only by giving the best service possible to its listeners can any broadcasting station hope to continue and develop with the growing art."

He urged broadcasters to guard "against one-sidedness from special interests and pressure groups, no matter from what strata of our social world they may come. . . .

Today is a testing time for both publicly-owned and privately-owned broadcasting systems. If either or both lose touch with the fundamental requirements of the listening public, then radio will fail to play its rightful part in the life of the nation."

A standardized radio libel and slander act has been prepared and submitted to the various provinces of Canada, Jos. Sedgwick, CAB counsel, told the meeting in his report. Himself a member of the committee which prepared the draft law in which radio will be mentioned, he said radio was being treated in the same way as newspapers and that stations would be absolutely liable for defamation. The draft law has been submitted to the stations for their comments, and suggestions are being made to

cover negligence beyond the station's responsibilities.

Sincere, factual statements in commercials are preferred by Canadian listeners, according to the pilot door-to-door survey in the principal cities of Canada, E. W. Reynolds, vice-chairman of the Joint Committee on Commercial Continuity reports. Dramatized commercials came next in popularity, then jingles, and testimonials were the least liked as they were not considered sincere.

The survey was made by Canadian Facts Reg'd, Toronto, as an undertaking of the committee which is made up of CAB members, advertisers and agency executives. It followed a survey made among station managers earlier, and asked the same questions that managers had been asked. The CAB membership decided to continue to support the committee and its work, suggested other angles for it to probe in the furtherance of better commercials, and voted $2,000 to pay expenses of more surveys among listeners for 1945.

BBM Meeting

More publicity on the CAB Code of Ethics was voted unanimously by the convention. It was decided to print the code so that it may be displayed prominently at all member stations. As the result of a suggestion by Ben Pollett of Compton Adv., New York, the code will be summarized for broadcasting by member stations from time to time to further publicize the fact that private broadcasters are regulating themselves.

Annual meeting of the Bureau of Broadcast Measurement (Canadian BMB) was held Monday after-
noon, preceded by an open meeting to present the BBM report to all those attending. How well the BBM idea is going over in Canada, where it started a year ago, is shown by the fact that more than half the Canadian stations, or 40 in number, are members of BBM and already have had their first reports printed on the controlled mail ballot method. Practically all Canadian advertising agencies, 43 in number, are members of BBM, along with 40 advertisers and 7
Western broadcast transmitters, every one shown below.

1. MICROPHONE
First successful commercial mike. Became early symbol of broadcasting.

2. MICROPHONE
One of first mikes that could be used on movable boom mounting.

3. MICROPHONE

4. MICROPHONE
Small, spherical, responded equally to sound from any direction. Lots in use today.

5. MICROPHONE
Directional with slide-on baffle, non-directional without it. Low cost, extended frequency range. Ideal for remote or studio use. In popular demand today.

6. MICROPHONE
The famous mike with six different pickup patterns at the turn of a switch. Shown below.

Canadian radio station representatives, Lou Phener, president of BBM reported.

A detailed history of BBM, the reasons for its establishment and a summary on the meaning of its report were given by Adrian Head of J. Walter Thompson Ltd., Toronto, followed by a description of the mechanics of obtaining the data by Wallace Elliott, research counsel of BBM. More than one hour and a half of questions were leveled at the BBM board of directors by the audience.

It was pointed out by BBM board members that the first year's work has not brought a finished product. Many individual situations require study, such as population and geographical conditions affecting reception as in the Montreal district and in British Columbia.

Walter Elliott in explaining the mechanics of obtaining data reported that 400 ballots had been sent on a population proportionate basis to each of the 216 counties and census divisions in Canada, and that 75% of the ballots had been answered after three follow-up letters within a month. From the figures, primary, secondary and tertiary coverage maps have been assembled.

J. Harold Ryan, NAB president, told Canadian broadcasters and industry members what had been accomplished by BBM to date as a result of the current district meetings. He and Fred Gamble, AAAA; Barry Rumpke, NBC; Paul Peters, NAB; Dr. F. Stanton, CBS, sat with BBM board members and answered questions of Canadian industry members.

At the closed business meeting of BBM, a new board was elected, consisting of Lou Phener, Canadian Cellucotton, Hamilton, Ont.; A. Usher, RCA-Victor, Montreal; C. Vint, Colgate-Palmolive-Peet, Toronto; A. Head, J. Walter Thompson Ltd., Toronto; H. M. Tedman, J. J. Gibbons Ltd., Toronto; J. A. MacLaren, MacLaren Adv. Co., Toronto; H. N. Stovin, Stovin & Co., Toronto; W. T. Cranston, CKOC Hamilton; E. A. Weir, Canadian Broadcasting Corp., Toronto.

With a general Canadian election

CAB BOARD

THE 1945 Board of Directors of the CAB follows: Harry Sedgwick CFRB Toronto, chairman; G. R. A. Rice CFRN Edmonton, vice-chairman; Wm. C. Borrett CHNS Halifax; Fred Lynda CKCW Moncton, N. B.; Phil LaLonde CKAC Montreal; A. Gauthier CHLF Sherbrooke, Que.; Ted Campeau CKLW Windsor-Detroit; Een Soble CHML Hamilton; F. H. Elphicke CKWX Vancouver; Terry Gats CJRC Winnipeg; A. A. Murphy CFQC Saskatoon. Glen Bannerman was reappointed president and general manager, Jos. Sedgwick, counsel, and T. A. Evans, sec.-treas.

Durham

North Carolina’s third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham’s $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It’s truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don’t cut the cigarette shortage. Cash in by scheduling.

WDNC

OWNED BY DURHAM HERALD-SUN PAPERS

Represented by Howard H. Wilson Co.
KOA LEADS THE WAY IN LISTENER LOYALTY!

In NBC's 1944 Nationwide Survey of Listening Habits, radio families in seven of Colorado's largest cities, named KOA as the station "listened to most" at night by 59% to 79%.

In Denver alone, KOA leads the "Network B" station in "listened to most" by 150%—and all network stations in Denver combined by 62%.

Radio families in Wyoming's four largest cities named KOA as the station "listened to most" by 74% to 91%.

Frankly, we're quite proud of this record, and KOA's advertisers are happy, too. They're using KOA and firing away with this sure fire sales-weapon.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER 50,000 Watts
PROGRAMS Top NBC Shows
COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY* 59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE** 68%

*NBC Survey "1944 Cities" **Rose-Federal Survey

FIRSt IN DENVER
KOa 50,000 Watts 850 KC

REPRESENTED NATIONALLY BY NBC SPOT SALES
New Labor Bill by Monroney Would Block Petrillo Tactics

REFLECTING strong sentiment in favor of legislation to tackle the Petrillo problem on a broad front, Rep. Monroney (D-Okla.) last week introduced a bill (HR-21151) "to confer jurisdiction in the U. S. courts in cases involving work stoppage for illegitimate and non-labor purposes". The measure, originally introduced before the 77th Congress, would amend the Anti-trust Act to restrict monopolistic practices on the part of labor as well as management.

Rep. Monroney told Broadcasting his bill would cover the various AFM demands upon radio which have been brought before the War Labor Board and National Labor Relations Board for determination but that his overall objective is to curb monopolistic or coercive tactics by any labor organization. He said that when he previously offered the bill he was more concerned with problems in other industries. Mr. Petrillo's activities, he thought, would no doubt stimulate interest in the measure which has been referred to the House Judiciary Committee.

Specifically, the bill would prevent the current dispute now before the NLRB involving platter turner jurisdiction at the NBC and Blue Networks. A provision in the bill prohibits any organization from inducing or requiring an employer "to deal with, to recognize or to employ members of one labor organization instead of members of another labor organization when the latter has been designated exclusive representative of the appropriate labor unit for the purpose of collective bargaining pursuant to the National Labor Relations Act and provided such latter union is free from domination or interference in its formation or administration by the employer, ..." Thus, the bill strikes at the AFM defiance of the NLRB certification of NABET as the bargaining unit for turntable operations.

Another provision hits directly at make-work, featherbedding, minimum quota, and standby practices of the AFM. This section of the bill makes it unlawful "to induce or require any employer to employ, or to pay any wages, salary, or other compensation to any person when such person is in fact in excess of the number of persons reasonably required to perform the work in which the employer is engaged".

A third provision is apparently aimed at efforts of unions to fore-
Film Video Plan

STARTING with his next motion picture, Andrew Stone, United Artists producer, will televise all future productions, plans having been completed whereby he will record each scene of his forthcoming film by both motion picture and Telecine camera. Patrick Michael Cuning, Hollywood, will be associated with Mr. Stone. Only close-ups will be recorded.

full Committee on Interstate & Foreign Commerce of which Rep. Lea (D-Cal.) is chairman. It could not be learned whether any witnesses would appear in opposition to the measure but it was expected that Dr. Joseph E. Maddy, director of the National Music Camp, Interlochen, Mich., which was recently blacklisted by the AFM, would testify in support of the bill.

Acting with dispatch, the NLRB also scheduled oral arguments on the NABET-network-Petullo platter dispute for March 6 before the full Board in Washington. The hearing will provide the AFM its last opportunity to contest the recommendation of Howard Meyers, trial examiner, that the Board issue an order requiring the networks to confer platter turner jurisdiction on NABET regardless of AFM strike threats.

Effective Handling

Rep. Monrooney's bill was regarded in many quarters as a more effective handling of Petullo practices than the Vandenberg bill (S-63), which recently passed the Senate, and similar measures which are confined to narrow fields of AFM activity. The New York Times compliments Mr. Monrooney for having "the courage and clear-sightedness to introduce a bill that seeks not merely to curb Mr. Petullo personally but to curb some of the antisocial practices in which the latter has been one of the chief offenders. . . ."

"Here at last", concludes the Times, "is a measure that would strike at the evil of make-work practices which are still tolerated in spite of a national labor shortage, and at a time when every misuse or waste of labor postpones the day of victory in war."

Meanwhile, the House scheduled hearings for Feb. 22 and 23 on the Vandenberg bill before the
Sees Video in Color

TELEVISION with natural color within two years after the war was forecast last week by Clyde M. Hunt, chief engineer of WTOP Washington, speaking before the Washington Chapter of the DAR. Mr. Hunt praised the FCC for its efforts in urging manufacturers to seek a higher standard of performance before releasing television receivers for household use. The story of television transmission and reception in non-technical terms was a feature of Mr. Hunt's address. Mr. Hunt is secretary of the RTPB Committee on Allocation, Panel 4—(Broadcasting) and is a member of the Institute of Radio Engineers. He has been chief engineer of WTOP since 1936.

Rival Musicians Union Is Proposed by NABET

CHARGING that James C. Petrillo, president of the American Federation of Musicians, is attempting to "Hitlerize" the broadcasting industry following his successful application of Hitler's divide-and-conquer theory in the recording field, the February issue of Broadcast Engineers' Journal, publication of the National Assn. of Broadcast Engineers & Technicians, urges broadcasters to deal with the AFM as they did with ASCAP a few years ago.

"It should have occurred to many," NABET suggests, "that there is an urgent need for a competing musician's union. The public was forced to pay for the antics of ASCAP until the industry developed and gave us the BMI, which provided the healthy competition in the field of copyright music." Termining the networks' agreement to give the record-playing rights to the AFM as a deal "almost criminal in nature" in which the "network lawyers sold something they never morally owned and never had the right to sell," the article states that "Petrillo's title to NABET's record-playing is as phoney as the dozens of deeds to the Brooklyn Bridge."

TO HONOR their production records, the Philadelphia plants of Philco Corp. and the Simplex Radio Division of Philco, Sandusky, O., have received the 17th and 18th Army-Navy E Awards to the company.

BUYING the new Raymond Swing cooperative is Lee L. Lanier (left) manager of the Lanier Restaurants of Columbia, S. C. from Bill Bohman, general manager of WCOS.

London Radio Poll

RESULTS of a poll conducted in London by the Daily Express recently indicated that 48% of those answering the questionnaire favored sponsored radio. On the direct question of approval of sponsored radio 47% were against it and 5% expressed no opinion. Asked to indicate whether they would pay one pound instead of ten shillings to get better and fuller BBC service, 45% said they would, 51% said they wouldn't, and 6% had no opinion on the subject.

Bout on NWEN TOURNAMENT of Champions, one of a series of amateur boxing bouts presented under the auspices of the New York Daily News, will be carried March 14 from 9 p.m. to conclusion by WNEW New York, and will be recorded for broadcast overseas by the Armed Forces Radio Service. A recording will be airmailed to the China-Burma-India theatre.

WE'VE HAD OUR OWN "RADAR" FOR YEARS

When our signals bounce off the nearest mountain walls that surround the rich agricultural valley region of California—we know we are reaching all our regular listeners—that we have done our job... for the Beeline brings this "great area radio reception they could not otherwise enjoy.

*Population 1,561,254-2½ billion annual retail sales.

What is The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community... combined on a new basis for National spot business.

"See McClatchy Beeline rate listing first under California in Standard Rate and Data.

Robert A. STREET
National Sales Manager

Paul H. STAYLER CO National Representative

McClatchy Broadcasting Company
Sacramento, California

KOZY OKLAHOMA CITY

A MUTUAL Station
Ask the Walker Co.

Page 60 - February 19, 1945
WCBM BECOMES MBS AFFILIATE JUNE 15

WCBM BALTIMORE 250 w Blue outlet on 1400 kc, will join Mutual June 15, Carl Haverlin, vice-president in charge of station relations, announced last week. This completes the shift that began last month when the Blue announced that the current Mutual outlet in Baltimore, WFBF, 5,000 w outlet on 1300 kc, will become the Blue station in that city on June 15 [BROADCASTING, Jan. 29].

A “substantial increase in power” is expected for WCBM as soon as materials are available, the Mutual announcement said. Station is owned by Baltimore Broadcasting Corp., whose president, John Elmer, is president of the NAB 1937-38.

In announcing the affiliation, Mr. Haverlin said: “WCBM has gained the confidence of listeners in the Baltimore area as a result of both its public service and a strong and continuing local promotion.”

Four other stations joined Mutual Feb. 15. These are WKST New Castle and WJPA Washington, Pa., WAJR Morgantown, W. Va. and KFXD Nampa, Idaho.

$52,000 for Broadcasts Approved by Methodists

THE BOARD of Evangelism of the Methodist Church, in session at Nashville last week, appropriated $52,000 to establish a radio department for evangelistic broadcasts. Department headquarters will be in Nashville.

Plan, sponsored by the Board’s devotional publication, the “Upper Room”, calls for production of five-minute transcriptions for some 100 stations. Members of the Radio Committee which recommended the action are: Bishop Ralph S. Cushman, St. Paul, chairman; Nazen G. Werner, Dayton; J. Manning Potts, Chicago and Richmond; E. C. Myers, Williamsport, Pa.; and Mrs. E. V. Moorman, Quincy, Ill.

CBC’s New Offices

OFFICES of the Canadian Broadcasting Corp. at Toronto were moved Feb. 12, the national program office, commercial division, station relations department, traffic division, press and information services going from 55 York St. to 354 Jarvis St.

WOWO Promotions

TWO men have just received promotions with the Westinghouse station, WOWO Fort Wayne. They are Howard D. Longworth, named sales manager, and Carl Vandagriff, appointed program director. Mr. Longworth has been with WOWO since 1936 when he joined the program department, later going to the sales staff. Before Mr. Longworth fore went to the station, he was production experiditor with GE in Fort Wayne. Mr. Vandagriff has been with the news, continuity and publicity departments since 1938. In 1941 he was made production director of WOWO-WGL.

Heads Church Group

INTERNATIONAL COUNCIL of Religious Education, Chicago, at a meeting of the board of trustees last week appointed Pearl Rosser, of Philadelphia, director of the department of radio education, according to Dr. Roy R. Ross, general secretary. She will assume her post in Chicago March 8. Dr. Ross said the new department was formed to develop programs for the 40 denominations of the council, as well as for the 183 state, provincial, and city religious education councils of North America.

NBC Names Connelly

RICHARD CONNELLY, formerly publicity director of WEAF New York has been named NBC trade news editor. Allan Kalmus, who recently succeeded Charles Brandow in the post, has been appointed to the newly created position of television editor at press information at NBC.

WOWO NEWCASTLE

ART KASSEL

MAGIC IS THE MOONLIGHT
I DREAM OF YOU
Hit 7110

I’M IN LOVE WITH SOME-ONE
Hit 7090

WHAT A DIFFERENCE A DAY MADE
BL. 30-0803
WHERE THE MOUNTAIN MEETS THE SKY
BL. 10-990

ALEXANDER THE SWOOSE
ANGELINA
WHERE’S THE CAPTAIN’S HAT
BL. 11-133
BL. 11-356

Consult your BMI-DISC DATA for complete listings of BMI-licensed titles recorded by Kassel and other noted bandleaders.

“Kassels in the Air,” identifying Art Kassel’s music, came into being shortly after World War I. Art, a hero of the AEF, organized his first band then and has since achieved one of the longest and best records in music circles.

Musician, composer and band leader, Art recently completed his 20th engagement in 11 consecutive years at the Bismarck Hotel, Chicago. Benny Goodman once played the clarinet for Kassel.
Third District Assumes Lead
In Percentage

CLOSE COMPETITION marked the NAB district meetings last week, when at the last moment District 3 meeting in Pittsburgh became the leader among stations subscribing to BMB at one meeting, with 88% of those present signing. This just nosed out the 86% achieved at the District 11 Minneapolis meeting.

The Pittsburgh meeting, led by Director Roy F. Thompson, WFPG Altoona, with the assistance of Roger Clipp, WFEL Philadelphia president and BMB secretary-treasurer, and John Tully, WJAC Johnstown, a member of the NAB research committee, elected George Coleman, general manager, WGBI Scranton, district director. D. E. Robinson, vice-president in charge of research, Pedlar & Ryan, New York, and a member of the BMB board, gave agency support of the plan, drawing upon his background as one of the original members of the Joint Committee on Radio Research formed by the ANA, AAAA and NAB in 1954.

Mr. Clipp, Dr. Leon Levy, WCAU, Roy Thompson, WFBG, and Mr. Tully had committed themselves to the BMB plan before the meeting. Complete list of District 3 subscribers includes: Delaware—WDEL Wilmington; Maryland—WCAO WFBER Baltimore, WTBO Cumberland, WMFD Frederick, WJ Hagerstown; Pennsylvania—WFGP Altoona, WISR Butler, WHJB Greensburg, WKBO Harrisburg, WJAC Johnstown, WMRF Lewistown, WKPA New Kensington, KYW WIBG WCAU WFIL WIP Philadelphia, KDKA KQV WJAS WWSW Pittsburgh, WRAW Reading, WMSB Uniontown, WJPA Washington, WBBE Wilkes-Barre, WRAK Williamsport, WBBA York.

As in other cities, President Felts and Mr. Robinson were hosts to local advertising agency men for the following day. Considerable interest was displayed at the lecture explaining the plan.

Hayek Elected

Despite his protest that he was not a candidate for re-election, Ed L. Hayék of KATE Albert Lea was drafted unanimously at the Minneapolis meeting to serve another two-year term as director of District 11.

In the absence of J. Harold Ryan, NAB president, who is attending the convention of the Canadian Association of Broadcasters in Quebec, C. E. Armey Jr., NAB secretary-treasurer, reported on the activities of the association, including labor, legislative and music problems. At the opening session, C. T. Hagan of WTCN, district chairman of the public relations committee, reported for that group, while Dick Day of WDGY, district chairman of the program managers committee, presented a new angle on programming during wartime.

Minneapolis scored the second highest percentage of stations to subscribe to BMB at one meeting. Of the 28 stations attending, 24 or 86%, joined the bureau. Commitments from several other stations are expected within the week.

District 11 stations subscribing were: Michigan—WJM Ironwood; Minnesota—KATE Albert Lea, KGDE Fergus Falls, KYSM Minneapolis, WCCO WDBY WLOI WTCN Minneapolis, KVOX Moorhead, KROC Rochester, KFAM St. Cloud, KWNW Winona; North Dakota—KFVR Bismarck, KDRL Devils Lake, WDFY Fargo, KILO Grand Forks, KSJB Jamestown, KGCU Mandan, KJPA Minot; South Dakota—KABR Aberdeen, KELO Sioux Falls; Wisconsin—WAW Ashland, WKBI La Crosse.

At the invitation of Mr. Felts, president of BMB, Mr. Clipp attended the meeting and participated in the preparation of the bureau plan. The second day opened with the small market stations panel, at which Jerry Wing of KROC, member of the small market station committee, was present. During the session, John F. Meagher of KYSM was introduced as the newly appointed district chairman of this group.

Ray Jenkins of KSTP presided at
the sales managers clinic during which Lewis H. Avery and Helen A. Cornelius of the NAB department of broadcasting advertising spoke.

Recently returned from conferences in Washington, Hayle Kavan of OWI emphasized the seriousness of the war with Japan and urged the broadcasters to inform the public of the probable length and brutal nature of the war that remains to be fought in the Pacific.

Meanwhile, additional contracts were still being mailed into NAB headquarters in Washington. Those received in the past week are: WKBN Youngstown, sent by Warren P. Williamson Jr.; WTMJ Milwaukee, by Walter J. Damm; KSEI Pocatello, Idaho, by Henry Fletcher; KTTF Twin Falls, Idaho, by Florence Gardiner; KXK Seattle, by Florence Wallace; KITM Jonesboro, Arkansas, by Mrs. J. P. Beard; KFQG St. Joseph, Mo., by Barton Pitts; KOVO Provo, Utah, by C. A. Tolberg; KWTO Springfield, Mo., by Leslie Kennon; KCRC Enid, Okla., by L. B. Lindsey; KRMN Shreveport and KPLC Lake Charles, La., by T. B. Lanford.

Feltis Reports on BMB Success to Chicago Club

APPROXIMATELY 200 station representatives, members of the press and regular members of the Chicago Radio Management Club attended an open luncheon Feb. 14 at the Continental Hotel in Chicago to hear Hugh Feltis, Broadcast Measurement Bureau president, explain and report the progress of the BMB plan.

Melvin Brorby, vice-president of Needham, Louis & Brorby Inc. and a member of the BMB board of directors, explained to the Chicago group that “more and more agency business must be based upon facts” and pointed out that station owners as well as people in media are all out to do a successful job for the advertiser and that facts are essential in media and radio.

‘Life’ Relates Trip

LIFE MAGAZINE, current Feb. 19 issue, relates story of all-expense trip to Washington awarded by Cowles Broadcasting Co. to Anton Ettesvold as winner of the WNAK Yankton “Typical Midwest Farmer” contest reported in BROADCASTING, Jan. 22.

BOB HOPE AGAIN LEADS ‘FIRST 15’

BOB HOPE again leads the list of “first 15” in the Feb. 15 report of C. E. Hooper Inc., New York, with Fibber McGee & Molly second, and Radio Theatre third. They are followed by Bing Crosby, Mr. District Attorney, Charlie McCarthy, Walter Winchell, Jack Benny, Screen Guild Players, Joan Davis with Jack Haley, Eddie Cantor, Abbott & Costello, Aldrich Family, Kay Kyser (first half hour) and Frank Morgan. Program with the highest sponsor identification index is Radio Theatre, with 80.0; correct product 88.9; other 0.1; misidentification 0.5; those who didn’t know sponsor totaled 10.5.

Sommy Kaye (Sunday), with 1.08, has the largest number of women listeners per listening set; The Bawling Bant (J. Greco vs. B. Ruffin), with 1.14, the men listeners; and Lone Ranger, with 1.21, the most children listeners per set.

Report shows an average evening audience rating of 10.5, up 0.4 from last report, down 0.2 from a year ago. Average evening sets-in-use of 35.1, up 1.5 from last report, up 2.0 from a year ago. Average evening available audience is 80.3, no change from last report, up 1.1 from a year ago.

Safeway on Coast

SAFEWAY STORES Inc., Oakland, Cal. (Nu-Made mayonnaise), on Feb. 20 starts Something New, half-hour musical variety program, featuring Hoagy Carmichael on 7 NBC Pacific stations, Monday, 6:30-7:30 p.m. (PWT). Talent line-up also includes Seidenshine and March, comedy team, and weekly guest stars. Jimmy Hickson is musical director for the Tim-Aggers band. Jack Meehan has been assigned producer for Roots, Cone & Belling, Hollywood, agency servicing account. Weekly series is in addition to the daily comedy-drama, Aunt Mary, currently sponsored on NBC Pacific station by the food products firm.

LARGE DEPARTMENT STORES...

... where $63,575,000 change hands across the counters in a single year. That’s the kind of department store business you find in the WGY COMMUNITY—that prosperous and busy section of central and eastern New York and western New England.

—And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

WGY
Schenectady, N.Y.
50,000 watts—NBC—23 years of service
Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

Cleveland
BASIC BLUE NETWORK
850 KC 5000 WATTS
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

February 19, 1945 • Page 63
Brotherhood Week Awards Cite 'They Call Me Joe' and WMCA

TO HONOR the men, women and programs in radio that have made outstanding contributions to human relations and the concept of harmonious collaboration among Americans of all faiths, the annual Brotherhood Week Awards of Distinguished Merit were announced last week by Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews. Awards are granted in accordance with the objectives of the National Conference to promote justice, amity, understanding and cooperation among Protestants, Catholics and Jews in the U.S.

Many Citations

For the outstanding national network program series the award went to They Call Me Joe presented by NBC on the University of the Air as a program in cooperation with the Armed Forces Radio Service. Citation to They Call Me Joe declared that the program "has made a significant contribution to the maintenance of wholesome relations among Americans of all creeds and origins a spirit of Brotherhood." The award for the outstanding single broadcast went to the dramatization Untitled by Norman Corwin, and presented by CBS; for the outstanding network religious program, the citation went to Hymn of All Churches, presented by General Mills over NBC; for outstanding work by an individual station, WMCA New York was cited, "because of its contributions to national unity in such programs as New World A'Coming, Adventures into the Mind, and other efforts consciously fostered to encourage understanding and harmony among all groups of the American people."

For the individual in radio contributing to the ideal of better understanding, the Judges cited Kate Smith, "because her radio programs throughout 1944 embodied the message of understanding and goodwill among all Americans."

For the awards were the officers of the National Conference including Dr. Clinchy, Roger Williams Straus and Arthur H. Compton, co-chairmen of the Conference; Willard Johnson, assistant to the President, and Robert A. Ashworth, director of Brotherhood Week, Feb. 18-25.

WAR TIME REPEAL WAITS GERMAN FALL

WAR TIME repeal has been dealt a death blow for the present in South Dakota, while in Nebraska there's a move afoot to restore standard time. In Washington, however, there appeared little likelihood that either House of Congress would go with favor on restoring standard time until after VE-Day.

In South Dakota, a House-passed bill to repeal war time, died in the Senate State Affairs Committee. A similar bill is pending in Nebraska.

Network affiliated stations in Nebraska reserve the 12 noon-1 p.m. period for local programs, designed particularly for farm audiences. Should Nebraska revert to standard time, the stations would lose considerable revenue and deprive their audiences of local broadcasts.

On Thursday Sen. Wherry (R-Ne) introduced a bill (S-637) to restore standard time. He also presented a concurrent resolution (S.Con.Res-9) to designate a definite date terminating war time. Both measures were referred to the Interstate Commerce Committee.

Another bill was introduced last week to repeal war time (HR-2151), presented by Rep. Norvell (D-Ark.), and referred to the Interstate and Foreign Commerce Committee. Rep. Lea (D-Cal.), Committee chairman, said however, that his group likely would not consider such legislation: "at least until after Germany falls".

Smith Lauds Air Role In War Bond Campaigns

RADIO'S success as an advertising medium in promoting Bond sales has attracted attention in every city and hamlet in the country," BROADCASTING was told last week by Robert J. Smith, whose designation as chief of the War Finance Division, Radio Section, has been announced by the Treasury. His successor is Eugene Carr, assistant to G. A. (Dick) Richards, president of WJR WGAR WMCA. Mr. Carr has been given several months' leave to handle radio for the forthcoming Seventh War Loan.

New Techniques

"War Finance Committees, including the most prominent businessmen in every community," Mr. Smith said, "have had dramatic demonstration of its power. Radio artists and enterprisers have been stimulated to create new techniques and patterns of operation and new investors encouraged to participate in the industry." He also pointed out that in performing a social and patriotic obligation, radio has unconsciously strengthened its prospects for postwar expansion and jobs for veterans.

"The job is still unfinished," Mr. Smith said, "and Gene Carr ... will need the continued cooperation of the industry."
Clear Channel
(Continued from page 18)
no operation on Class I-A channels of one nation by any other nation party to the Havana Treaty unless specified mileage separation and technical considerations are met.

The suggestion was advanced that directional antenna designs, material and priorities be provided so the Cuban stations can suppress their signals to this country. This proposal, however, was seen as entirely unacceptable, since there is no provision under the Treaty for the proposed operation.

In the case of WGN, it is reported that there have been complaints to the station from outlying listeners who have surmised that the interference was willful "sabotage".

In past years, and more particularly prior to the Havana Treaty, interference from stations below the border which "squeezed" on American wavelengths was not unusual. In recent months, however, there has been practically no difficulty with stations in Mexico and that Government has been described as most co-operative in its radio administration. The new Cuban operations appear to be causing more interference than at any other time.

Francis Colt De Wolf, chief of the State Dept. Telecommunications Division, and Harvey B. Ottermann, assistant chief, have been handling the exchanges with the OIR and Cuban officials via the embassy.

According to the Encyclopedia Britannica, "the Red River Valley... is covered by rich, silty lake deposits, colored black by decayed vegetation, which make it one of the most fertile tracts of the continent... one of the most famous grain-producing regions of the United States."

THAT's why WDAY's million Red River Valley listeners constitute one of the most productive markets in the U. S. May we send you all the facts?

W DAY, INC.
N. B. C.
FARGO, N. D.
Affiliated with the Fargo Forum
970 KILOCYCLES... 5000 WATTS
FREE & Peters, INC., NATIONAL REPRESENTATIVES
Decisions...

Actions by Adm. Board
February 12

1490 kc KCMO Kansas City—Granted license to cover CP, authorizing increase in power to 5 kW; conditions.

NEW-1249 kc Dudley Broadcasting Co., Dublin, Ga.—Granted license to cover CP new station 500 w unlimited, licensee granted waiver Secs. 3.55(b) and 3.60; conditions.


The Messenger Publishing Co., Athens, Ga.—Same.

Mississippi Valley Broadcasting Co., East St. Louis, Ill.—Same.

The William H. Block Co., Indiansapolis—Same.

Isle of Dreams Broadcasting Corp., Miami—Same.

Commodore Broadcasting Inc., Peoria, Ill.—Same.

Board of Education, Sewannahka High School, Floral Park, N. Y.—Placed in pending application for CP new non-commercial educational station.

Stephens College, Columbia, Mo.—Same.

February 13

1240 kc WCLX Natchez, Miss.—Granted mod. CP authorizing change frequency extension completion date to 5-6-45 subject to condition that no operation take place under that authorization until RALB commences on 560 kc.

Actions by Commission
February 13

1240 kc KXOK Sweetwater, Tex.—Granted acquisition of control by J. S. McLaughlin and Mistle Agnes McLaughlin by transfer 50% outstanding stock from Wendell Mayes.

1400 kc KTNM Tucumcari, N. M.—Granted vol. assign. license from Krain & Kruetzner Broadcasting Co. to Tucumcari Broadcasting Co.

1260 kc WDEL Wilmington, Del.—Granted license renewal for regular period.

1150 kc WDEL Wilmington, Del.—Same.

960 kc KROW Oakland—Same.

1278 kc KGCU Mandan, N. D.—Same.

550 kc WPEN Philadelphia—Same.


1320 kc WBRL Columbus, Ga.—Same.

1438 kc KARK Aberdeen, S. D.—Granted license renewal for period ending 11-1-45 to mo.

1440 kc KGNC Amarillo, Tex.—Same.

1430 kc KLO Ogden, Utah—Granted license renewal.

855 kc WERE Raleigh, Pa.—Adopted order granting petition requesting cancellation of hearing on license renewal application now set 2-19-45; granted renewal of regular basis.

1450 kc WLEU Erie, Pa.—Adopted order sustaining action taken by preiding officer of Motions Docket 2-1-45 denying petition of WELU for authority to intervene and enlarge issues w RERC application for CP.

Granite District Radio Broadcasting Co., Salt Lake City, Utah—Denied petition for rehearing, directed against action of FCC on 10-30-44 granting without hearing application of Salt Lake City Broadcasting Co. for CP new standard station 910 kc 1 kW unlimited DA, and granted CP to Salt Lake City Broadcasting Co. pursuant to CP action of 10-30-44.

WDHU New Orleans—Adopted order designating Commissioner Case to preside at hearing set 3-21-45, to determine whether E. A. Stephens and W. N. Wall d/o Stephens Broadcasting Co. (WDSR) have violated Sec. 315 of Communications Act; further authorized said Commissioner to change time and place herefore fixed for hearing, and to hear, determine and act upon any and all petitions, motions and other preliminary matters re proceedings which may arise prior to hearing.

Actions on Motions
February 14

790 kc WMJ Memphis—Granted motion for continuance of hearing on license renewal application now set 2-19-45 and continued same to 3-21-45.

The "Royal Family" of pickups . . . cutters . . . jewel points

Fine Instruments are needed to make fine sound recordings.

That's why AUDAX Pickups. Cutters and Jewel Points have come to be the first choice of top-flight engineers. AUDAX Pickups feature the exclusive "referenda" principle which is so largely responsible for the sharp, clean-cut facsimile reproduction of Microdyne. Into these Pickups, as well as the Cutters and Jewel Points, has gone the precision craftsmanship that makes AUDAX truly the "Royal Family" of recording accessories.

**Feel Pick-up facts!** Write today for this valuable booklet which contains the answers to questions in the field of sound reproduction, written by Maxmillian Weil, leading authority on the subject.

Upon receipt of suitable inquiry, HARVEY can promise you reasonable prompt deliveries of all AUDAX products.

**HARVEY RADIO COMPANY**
103 WEST 43rd STREET
NEW YORK 18, N. Y.
Porter Tells Radio To Improve Or Face Cleanup by Congress

A WARNING that networks and radio as a whole must "clean up", particularly with reference to newscasts, or Congress will do it in the form of restrictive legislation was sounded by FCC Chairman Paul A. Porter in an interview published last Wednesday in the St. Louis Post-Dispatch, owner of KSD St. Louis.

Interviewed by Edward A. Harris of the Post-Dispatch Washington bureau, Mr. Porter commended the lead of the St. Louis publication in advocating free newscasts of interrupting commercial plugs and objectionable sponsors. He termed significant the fact that the Post-Dispatch stand has been endorsed by Broadcasting, which the Pullitzer paper termed "the recognized spokesman for the radio industry."

Mr. Porter emphasized that the Commission lacks authority to exercise control over program content, except to bar the use of obscene language and lotteries, but he warned that unless voluntary controls are exerted by radio itself, Congress may take action to insure good taste in news dissemination on the air.

Overall Question

Heralding the Post-Dispatch stand as reflecting the views of the people, Chairman Porter said lead- ing broadcasters had expressed concern over "excessive commercialism" on the air. "This leads directly to the overall question of whether broadcasting will develop primarily into an exclusively entertainment and advertising medium or whether, in addition, it will go into the educational and public service field for which stations are licensed," said the FCC chairman.

Broadcasters, he added, have developed a "kind of new dimension" in the reporting of news. He pointed out that in rural areas a large segment of the population depends primarily on radio for its news.

"The issue is whether radio stations will try out advertising wares indiscriminately in news broadcasts or temper them in good taste," said Chairman Porter. "Listeners, as our mail shows, are becoming disturbed by the increasing trend to the former practice. If public sentiment mediums like the Post-Dispatch are successful in getting the radio industry to impose voluntary standards in the broadcasting field, then these mediums will have performed a fine service to listeners and broadcasters alike."

Because of the high level of economic activity, radio is enjoying its greatest era of prosperity, the chairman continued, but he warned that radio must think, also, in terms of "public service as well as commercial enterprise. "The Post-Dispatch is calling broadcasters to account," he said. "In effect it is reminding the industry that announcers are guests in the homes of the listeners and that they should respect that hospitality."

N. Y. Libel Bill

IRWIN STEINGUT (Kings county), minority leader in the New York Assembly, on Feb. 9 introduced a bill to extend the provisions of the libel law to include broadcasting as well as publications. A similar bill died in committee last year.

Other Applications

NEW-Channel 17 WEYD New York--CP new commercial television station. EIR 7400.


NEW-813 mc Sacramento Valley Broadcasters, Marysville, Cal.--CP new FM station, 1,900 kw. mi., $43,350 estimated cost.

FEBRUARY 12

NEW-46.7 mc WENY Elmira, N. Y.--CP new FM station, 19,000 kw. mi., $60,000 estimated cost.

509 mc KSHB Cedar City, Utah--CP change 1340 kc to 1500 kc, increase 200 w D N to 1 kw D 250 w N and install new trans.

1450 kc WKGV Charleston, W. Va.--Petition for consideration and grant under FCC Policy of 1-16-45 of application for CP increase 100 w to 250 w.

1450 kc WCHV Charleston, W. Va.--License to cover CP change frequency.

NEW-47.7 mc WOKL Oklahome City, Okla.--CP new FM station with coverage of 25,384 sq. mi. amended to specify 47.7 mc, 26,250 kw. sq. mi. change trans. site and equipment.

NEW-College of the Pacific, Stockton, Cal.--CP new noncommercial educational station, 1 kw. FM emission.

NEW-46.5 mc Knoxville Publishing Co., Knoxville, Tenn.--CP new FM sta- tion, 13,000 sq. mi., $100,000 estimated cost.

FEBRUARY 15

1400 kc WSSR Stamford, Conn.--Vol. assign. license from Stephen R. Rintoul to Western Connecticut Broadcasting Co.

NEW-1420 kc Radio Station WKEU Thomaston, Ga.--Petition for consideration and grant under FCC Policy of 1-16-45 of application for new station 250 w unlimited.

Cover the Rich Lehigh Valley

WEST EASTON, PENNA.

UNITED PRESS

BROADCASTING • Broadcast Advertising

SOUND EFFECT RECORDS GONNETT-SPEEDY-Q
Reduced Basic Library Offered Containing Over 100 Individual Sound Effects
Write For Details

CHARLES MICHELSON
476-48th St. New York, N. Y.

NEW 1945 RADIO OUTLINE MAP
NOW AVAILABLE
40c per map • 30¢ each in quantities of 25 or more

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NAB WOMEN START WORLDWIDE PLAN
TO INAUGURATE its 1945 campaign, "Women of the United Nations", the Assn. of Women Directors of the NAB held a meeting at the Hotel Roosevelt, New York on Feb. 17. Dorothy Lewis, NAB coordinator of listener activity, presided over the afternoon session. Following the luncheon at 12:30 p.m., Mrs. Roosevelt broadcast on CBS, and Queen Wilhelmina of the Netherlands was expected to go on the air.

With the cooperation of the 45 United Nations, Inter-American Commission of Women, the CIAA, and 25 major national organizations, a project of national scope was started. Each United Nation is supplying a series of spot announcements for 700 women broadcasters and the 25 national organizations will submit three spots to be assembled and released by NAB.

Ruth Chilton, president, AWD, and commentator of WCAU Philadelphia, presiding over the morning session, which began at 10:30 a.m., lead a panel discussion including leading women commentators. Guest speakers for the meeting were Col. E. M. Kirby, chief, Radio Branch, War Dept. Bureau of Public Relations; Elizabeth Long, director of Women's Activities, CBC; and others. Miss Chilton presented Mrs. Roosevelt with an AWD award. Herbert Lehmann, UNRA director and Rep. Emily Taft Douglas, of Ill. also were scheduled to address the meeting.

James Kopf
JAMES KOPF, 38, of the sales department of KTSK El Paso, died last week after a long illness. Mr. Kopf's brothers, Harry C. Kopf, vice-president and general manager of NBC Central division, and Richard Kopf, Chicago manager of Paul Raymer Co., went to Texas for the funeral. He is survived by his wife, a daughter and sister.

REPRESENTATIVES of BBDO's 11 offices will meet Feb. 23 at the Waldorf-Astoria in New York for an all-day session to review the year's activities and discuss future plans. The meeting is an annual affair.

Law Behind Technique In Radio, Says Otterman
"LEGALLY, radio has not kept pace with radio from the technical aspect," Harvey Otterman, assistant chief of the Telecommunications Division of the State Dept., stated last week before the Inter-American Defense Board and went on to say that perhaps it doesn't need more regulation domestically but that "it could certainly be benefited by clarification of the law in some respects."

Touching on postwar planning, Mr. Otterman stated "reasonable internationalization" is being thought about in the administration of radio.
Help Wanted

Operator-anouncer. First class radio-telephone license must be capable of new and current technology. For regional NBC station in western city, $5,000 plus, free room and board. Box 232, BROADCASTING.

If you are a good, all-round announcer and familiar with RCA equipment, we can use you hesitantly. Excellent opportunity and good salary for the right man. Send resume to KJU, Edmonton, Alberta.

Good dispenser, experienced, well-liked, demanding station. Box 208, BROADCASTING.

Dependable, experienced one or two, wanted. Send references and expected salary in first letter. Box 209, BROADCASTING.

Opportunity for all-round man with resonant voice and exceptional writing ability. Salary, benefits. Send full information including references to Box 210, BROADCASTING.

Here is a program manager in true sense. We offer $2,500 per month in programming with top station. Now we use the best. Send resume, references and expected salary in first letter. Box 264, BROADCASTING.

Department supervisor needed. Send resume including references in first letter. Box 267, BROADCASTING.

We have made some suggestions on how to improve your business. Write for our Bulletin. Box 268, BROADCASTING.

Help Wanted

Chiefs Engineer

5000 watt NBC station with pending application for FM, desires experienced chief engineer whose practical knowledge and executive ability is based on sound engineering education. Normally, he will stand no studio or transmitter watch, and will have charge of all technical personnel and equipment. Pending post-war construction at WS, the right man can handsomely supplement his earnings by 15 hours weekly schedule of teaching radio theory at University of South Carolina. Next semester begins March first and prompt action is necessary. Position of WS is permanent, teaching is temporary. Write full details past experience, salary expected, and submit small photo. All responses confidential. G. Richard Griggs

Station WIS

Columbia, South Carolina

Help Wanted (Cont'd)

Situations Wanted (Cont'd)

Manager—Program man with 8 years announcing, production, sales, will manage all new affiliation. Four years experience editing and presenting new programs in metropolitan 600,000 plus outlet. If your output sounds interesting will furnish resume. Box 258, BROADCASTING.

Assistant manager or program director. Experienced in network affiliate operation. Interested in returning to small community. Draft exempt. Prefer civilian. Box 262, BROADCASTING.

Manager-newser—2 years experience in news department of small station. Box 262, BROADCASTING.

Chief Engineer—Nine years experience, commercial and technical background ability to handle all types announc- ing, production work. Desires permanent connection with wide awake station having modern facilities. Salary, working and living conditions. Box 228, BROADCASTING.

Chief engineer—Electrical engineering degree. Six years experience all phases of radio. Box 228, BROADCASTING.

Chieft Engineer

Wanted to buy—Your auxiliary 5 kilo- watt transmitter, also frequency monitor. Box 158, BROADCASTING.

Wanted to buy—Two one-kilowatt transmitters, 1 five-kilowatt transmitter. Also production monitor, frequency monitor, 100,000 feet of No. 8 in 10 spools, microphones, turn- tables, amplifiers and any miscell- aneous equipment you may have for cash. Box 140, BROADCASTING.

Wanted to buy—Ground wire and Billey BC crystal oven. Box 150, BROADCASTING.

Wanted to buy—Party fully qualified, financially, will buy 40,000 kilowatt station for a field of 100,000 or more population. Purchasers themselves to be responsible third party. Box 153, BROADCASTING.

Wanted to purchase FCC approved frequency monitor, modulation monitor. WS compression amplifier, antenna, 11 or 112A. Arrive manufacturers type. Box 242, BROADCASTING.

Wanted to buy—Any good tower 150 feet or more, preferably Whangare, ground wire, Canyon plug. Also, can use good salesman and announcers. Address replies to Box 229, BROADCASTING.

Wanted to buy, regardless of condition. Western Electric "Dynamic" B8 type microphones. Radio Station WJ. Open to writing Department, Lincoln, Nebraska.

Wanted—Recording equipment and gear, in good condition, with good power. Box 160, P. Holland Agency, Hotel Stinton, Clinton, Ohio.

Miscellaneous

Free lance writers. Team, excellent ra- dio and advertising background, prepare commercial announcements, dramas, variety, documentary or nov- elty scripts, radio or TV. Write your ideas or specifications. Box 225, BROADCASTING.

Successful commercial radio broadcast- er, station manager and producer of over 500 programs offers complete study of retail radio advertising. For only $50. Box 2518, Richmond Annex, San Francisco.

The School of Radio Technique

Exclusively to Radio Broadcasters
(America's Oldest School Devoted to Broadcast Advertising)

5 Weeks' Day Course

MARCH 5

8 Weeks' Summer Course

MARCH 16

Taught by network professionals, for beginners & advanced students.

Announcing Technique, Script Writing, Broadcasting, Salesmanship, Reporting, Business Management, Radio Reception, Audio Engineering, Community Relations, Call or Write for Bulletin.

VETERANS: Training classified under G. I. Bill.

R.K.O. Building Radio City, N.Y.

Circle 7-0193

February 19, 1945

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Situation Wanted 10c per word. All others, 15c per word. Bold face costs 30c per word. Ad must be all light face or all bold face copy. Count 3 words for blind box number. Deadline ten days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.
Additional Allocations Data
Invited by FCC Announcement

Video, FM Interests to Submit New Information;
RTPB Works on Recommendations Below 25 Mc

IN LINE with its open-minded policy regarding allocations above 25 mc, the FCC last week announced that persons appearing at oral argument Feb. 25 may submit "any additional relevant material that has been developed" since the allocation hearings closed Nov. 2.

That announcement came over television and FM interests interested, for a last-minute rush. Commissioners had urged that briefs be filed early [BROADCASTING, Jan. 16].

Charles R. Denny Jr., Commission general counsel, said last week the Commission hoped to announce the order of appearance in the oral argument late this week. Argument opens Feb. 28 and continues through March 2. Mr. Denny suggested that all those who had filed for appearances be present in Washington for the three-day session.

Several additional requests for oral argument have been filed since the original list was published in the Feb. 5 BROADCASTING. These include: Leonard L. Asch, Capitol Broadcasting Co., licensee of WBQA Schenectady, who opposes the proposed allocation of FM to the 84-102 mc band; Major Edwin H. Armstrong, inventor of FM; J. E. Brown, Zenith Radio Corp.; and

Babson Bros. on 8

FIVE MORE stations have been added to the unabridged New York farm network program conducted by Rym Berry for Babson Bros., Chicago, makers of dairy farm equipment. The new additions are: WNYC Watertown, N. Y.; WOSH Oshkosh; WSAU Wausau, WKBK LaCrosse, and WIBA Madison, Wis. Bringing the total of broadcast stations which now carry Rym Berry's chats "across the barnyard gate to farmers" is a total of 145 stations. Selection of a New England station has been proposed for future expansion of the dairy farm coverage in the East. Rym Berry has been with WHGU Ithaca, WGY Schenectady and WSYR Syracuse.

NEW'S SPONSORSHIP REVISED BY KFI

WITH KFI Los Angeles having issued a ukase against expression of private opinion on locally sponsored news commentary programs, William B. Ryan, KFI general manager, has advised clients that commentators may embrace the status of 'news analysts if their qualifications justify such an appellation. Station recently scattered all precedent when agencies and sponsors were notified that after March 1 local commentators expressing personal opinions and interpretations would be "personae non gratae." [BROADCASTING, Feb. 12]. Statement of policy as issued by Mr. Ryan reads in part as follows:

"Effective March 1, KFI Los Angeles will inaugurate a new policy in the broadcasting of sponsored news programs. Direct wire reports, commonly known as 'spot news' will be supplemented by programs featuring news analysis. Commentators expressing personal opinions and interpretations will be discontinued."

The news editors of the station, it was announced, will concentrate on analysis of all news material to the end that the listening public may be fully informed about important events of the day. Furthermore, newscasters and news analysts must be KFI employees.

For the present KFI will look to NBC, with which it is affiliated, to furnish its listeners with a sufficient number of qualified commentators. In announcing this policy, the KFI management stated that it was the result of long and careful analysis of news programming.

WORK of the CIO Politic Action Committee in educating labor in the use of radio and the action of the United Automobile Workers Union, CIO, against WHCO Columbus, O., are credited with a changed radio policy towards labor spokes schools in union programs on NBC, CBS and the Blue, according to an article, "It Radio Lawyer," in the National Republican for Feb. 12. Authors are Emil Corwin, former PAC radio director, and Alan Berman, chief of the PAC labor desk.

KXA-WJZ Accord Is Declared Invalid

Simultaneous Operation at Night Not Authorized

OPERATION of KXA Seattle after local sunset, subject by permission of WJZ New York, dominant station on the 770-kec channel on which KXA is a secondary station, would be a violation of Sec. 3.23 of the FCC's Rules. Following a series of cancellations, the Commission last week advised American Radio Telep. Co., licensee of the Seattle station. KXA late last month filed with the Commission an opposed schedule of operation, to become Effective Feb. 1 for one year. Attached was an agreement signed by Keith Kiggins, vice-president of the American Broadcasting Co., licensee of WJZ, stipulating that WJZ had no objections to the schedule which called for operation of KXA from 10 p.m. to midnight (PWT) Monday, 10 p.m.-3 a.m. Thursday and Saturday, and 9 p.m.-3 a.m. Sunday, in addition to the station's regular hours of 6 a.m. to local sunset. The Commission wrote KXA as follows:

Under the provisions of Sec. 3.23 of the FCC's Rules, Station KXA is licensed to operate during daytime hours until local sunset, and in addition, during the 12 hours after local sunset when Station WJZ is off the air. It appears from the schedule which you filed that you are asking permission to operate after local sunset, and if granted, will intend to resume broadcast on a nightly basis. You have stated that this change is in the public interest and desire to operate after local sunset, in order to provide a wider range of music to your local public.

Since an extension of your operating rights can only be permitted by Commission action, and by contract with other licensees, you are advised that it is unlikely that your request for permission to operate at night will be granted.

Any simultaneous operation of KXA and WJZ during nighttime hours would not be consistent with the provisions of Sec. 3.23 (b) and would not be within the scope of your existing license.

Alexander Cited

DR. E. F. W. ALEXANDER, General Electric consulting engineer, was awarded the Edison gold medal by the Royal Technical Institute of Sweden, as a tribute to his work as a scientist and as a creator of good will and closer contact between Sweden and the U.S. Dr. Alexander is the inventor of an alternator for a frequency of 100,000 cycles per second, perfected in 1906. He has 300 GE patents taken out in his name, covering a large part of electrical engineering.

Manpower Spots

WAR MANPOWER Emergency Committee, Chicago, on Feb. 18 began to publish its first 8 appearing announcements weekly on the following stations in and around Chicago: WGN R.WND WJ, WARR WAFF WCFL WGN WHFC WEDC WCRW WBSB WLS. Contract for one to two weeks was placed by Foote, Cone & Belding, Chicago.
When the Sun-Maid Raisin Growers of California commenced, back in 1921, the advertising theme “Had Your Iron Today?” they helped start a trend that has vitalized food sales ever since. Today, scores of every-day foods are profiting from Sun-Maid’s pioneering by promoting their therapeutic values.

In the DISTRIBUTION DECADE

Advertising Must Give New VITALITY To Sales!

SELLING is going to have to be stepped up beyond anything we have yet known, if we are to avoid disastrous economic dislocation in the Distribution Decade after Victory! For to maintain a safe employment level, we as a Nation will have to consume 40% more industrial production than in our greatest pre-war year.

There will be manpower, manufacturing facilities, money and materials aplenty to produce goods. The problem will be to distribute these goods efficiently, economically and speedily. That means accelerated sales—and a new opportunity and responsibility for Advertising.

The alert advertising men who are perfecting plans for the Distribution Decade will find that we at The Nation’s Station have not been idle, either. When the time comes, we will have much to tell you about the great 4-State Market that is WLW-land!
IT IS not enough to say that WKY covers the largest radio audience in Oklahoma.

WKY covers the largest drug market, the largest food market, and the biggest and best-buying market for any product in Oklahoma.

Sixty-one percent of the $28,523,000 spent in Oklahoma's drug stores in 1943 was spent in WKY's primary coverage area (morning). Forty-two percent of this amount was spent in the primary coverage area of Oklahoma's second station.

Furthermore, per capita drug sales in the WKY area were $26.42, compared with $21.55 in the second station's area.

WKY, therefore, covers an area in which sellers of drug and toiletry items should be especially interested, an area which no other station in Oklahoma but WKY can deliver.

That WKY delivers this area, with only slight variations, morning, afternoon and night, is a fact proved by the statewide study of Oklahoma listening conducted by Dr. F. L. Whan, University of Wichita, on whose impartial findings the coverage areas referred to above were also based.

Most important of all, WKY can back up these statements by the experience of past and present advertisers who know that WKY delivers sales across the counter-in greater number and at lower cost than does any other Oklahoma station.