None So Sensitive

During this greatest of all eras for precision instruments, none is quite so sensitive as the American ear. A fast-moving war tempo, spurred by changing economic and social thinking, excites a ringing that at times seems to reach the peak of bursting drums. But it doesn't.

We who operate Fort Industry Company radio stations like to feel that by supporting broadcasting at its best, we are performing a duty that eases that bursting pitch.

To us, the wartime needs of millions of sensitive American radio ears demand all the experience that our 17 years of service to so many of our nation's radio homes has given us.

THE FORT INDUSTRY COMPANY

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!
People You Should Know...

Compare the Washington phone book with the telephone directories of such top radio markets as St. Louis, Cleveland, San Francisco and Baltimore. Washington's is 30% thicker than any of them.

This book is a gilt-edged directory of some of the highest-income people in the world. In 1944, payrolls for the Washington metropolitan area totaled a billion, 345 million dollars. Bank clearings for the first 11 months of the year amounted to more than a billion, 897 million dollars.

Retail merchants who expect prompt returns for their advertising investments use WOL to reach the 1,250,000 potential customers in the Washington area. There are 70 local advertisers using WOL today. Fourteen are on five-to-ten-year renewals.

Take a tip from the phone book and from satisfied local sponsors. For a share of present and postwar business in one of the country's major markets, look up WOL's number and call us—or The Katz Agency—today.

A BASIC MUTUAL STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by The Katz Agency, Inc.
A UNIFORM is an introduction anywhere in New England, for New England is ever loyal to a cause and gracious to the stranger who is properly introduced.

In a commercial sense New England is just as loyal to its local enterprises and institutions as to its sons and daughters in the service. It is equally hospitable to the stranger who comes to town with good merchandise to sell — if the merchandise is well presented.

Consider, then, the local pride — the loyalty to hometown enterprise — in relation to your selling. A friendly introduction can be very important.

Every Yankee Network station is a hometown enterprise, locally managed, used successfully by hometown merchants. It touches the whole life of the community, reaches into the hearts and homes of New England with a directness and force unmatched by distant radio appeals.

Know these home folks well. You can get acquainted faster, win their confidence best, through Yankee's 21 friendly hometown stations.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Member of the Mutual Broadcasting System

Represented Nationally by EDWARD PETRY & CO., INC.
Time enough to fly from New York to London

Time enough to prove local retailers' faith in WSAI's pulling power,

for

4 LEADING CINCINNATI DEPARTMENT STORES now have
805 MINUTES OF PROGRAM TIME EACH WEEK with more in
the making on woman-wise WSAI
A non-partisan program... an informative public feature, CONGRESSIONAL RECORD—ON THE AIR presents leading Senators and Representatives dynamically expressing individual viewpoints on phases of government that directly and indirectly affect each of us.

This series is transmitted overseas by the OWI. These programs have become matters of national record and have been printed in the official Congressional Record of the United States Congress.

Tested as an exclusive WHN feature for more than 100 weeks, and recognized nationally as one of the finest institutional programs of the air, CONGRESSIONAL RECORD—ON THE AIR is now available to stations in this country and Canada as a fifteen minute transcribed presentation on an exclusive basis.

Wire or write Herbert L. Pettey, executive director, WHN, 1540 Broadway, New York 19, N. Y., for prices and further information.
In the newest suburb of New Orleans...

In the stately homes along the Mississippi
(for hundreds of miles)

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
Men's Clothing Store Continues On WSIX For Eighth Year

Gilbert's, operators of two of Nashville's outstanding clothing stores for men and boys, will soon round out their eighth consecutive year of continuous advertising on WSIX.

And here is what Mr. Mills had to say when he signed this contract for six quarter-hour news programs weekly: "I am happy to state at this time that I believe the WSIX audience, which we enjoy today, to be the largest yet. THERE HAVE BEEN MORE COMMENTS FROM OUR CUSTOMERS PRAISING THESE NEWS CASTS THAN ANY OTHER MEDIUM WE HAVE EVER USED. Such results are very gratifying and I sincerely hope that the years ahead will afford us as many pleasant relations as we have enjoyed in the past."

Another advertiser continues to place his advertising with WSIX year after year, because he gets satisfactory results.

THE KATZ AGENCY, INC., National Representatives

Blue Mutual

WSIX 5000 WATTS
"The Voice of Nashville" 980 KILOCYCLES

BROADCASTING • Broadcast Advertising

March 12, 1945 • Page 7
KOA LEADS THE WAY IN LISTENER LOYALTY!

By an overwhelming margin, between 59% and 79% of the radio families in seven of Colorado’s largest cities named KOA as the station “listened to most” at night.

Between 74% and 91% of the radio families in Wyoming’s four largest cities named KOA as the station “listened to most” at night.

In 6 Colorado and Wyoming cities KOA leads all other competing network stations.

Is it any wonder that KOA advertisers are often amazed at the sales results for their product or service by radio listeners in vast and wealthy KOA-Land? You should see for yourself.

IN DENVER—KO A 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** 68.8%

*NBC Survey “1077 Cities” **Ross-Federal Survey

FIRST in DENVER
KO A 50,000 watts 850 KC

REPRESENTED NATIONALLY BY NBC SPOT SALES
Little Elmer says: "Among Chicago's major radio stations WGN leads the field in local and national spot advertising business."

A Clear Channel Station

CHICAGO 11
50,000 WATS
ILLINOIS
220 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42RD STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
At Deadline

UNITED DRUG Co., Boston, on April 29, May 1, 3 and 8 will place a recorded quarter-hour Hollywood Retail Revue on more than 250 stations to promote semi-annual one-cent sale of Retail drug products. Company, which goes into network radio this fall with an option on Joan Davis, is awaiting time availabilities from CBS and NBC. Agency is N. W. Ayer & Son, New York.

PASSAGES assuring the early reestablishment and continuance of a free radio in both transmission and gathering of news were recommended at the Inter-American conference in Mexico City. The Act of Chapultepec also recommends the breaking of radio-telephonic communications as one of the sanctions to be applied to future aggressors.

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes) on four weeks notice discontinues Moore & Durante March 30. Reduced civilian cigarette production has caused cut in advertising budget. William Esty & Co. handles the account. Other sponsors are said to be interested.

ROBERT W. BUCKLEY, assistant western sales manager of CBS Chicago, effective April 1 will head media operation in both the radio and magazine fields for Dancer-Fitzgerald-Sample, New York. Mr. Buckley joined CBS sales department in 1938 and was formerly with William G. Rambeau Co. as account executive and New York office manager.

JAMES W. YOUNG, senior consultant for J. Walter Thompson Co., was elected chairman of the War Advertising Council, succeeding Harold B. Thomas who resigned to join Pedlar & Ryan. All other officers were reelected at a meeting Friday.

SELLERS of SALES

Lillian Selb, timebuyer of Cone & Belding, has that rare and practical experience of having viewed radio from both sides of the timebuyer's deal. As former manager of the New York office of the Foreman Co., station representatives, and later with John E. Pearson Co., which absorbed the former, she was one of the few women successfully engaged in that predominantly masculine occupation of selling radio time. At the same time, Lillian has a solid decade of agency background.

But Lillian's experience doesn't stop there by a long shot. She broke into radio in the sales service department of NBC when the medium was a fledgling back in 1929. In 1932 she joined Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample), and was manager of the continuity department, a time buyer, and assistant to George Tormey, vice president and account executive. From B-S-H, Lillian went to J. Sterling Getchell Inc. as secretary to Tom Dougherty, who was vice president and general manager of the agency. At that time, Emerson Foote, now president of Foote, Cone & Belding, was a Getchell executive.

After three and a half years in the sales end of radio, Lillian returned to the agency fold last fall when she joined FC&B as timebuyer.

"While there is no formula or slide rule for buying radio time," Lillian observes, "the cost-per-listener-reached should be just as important a factor in buying spot radio as it is in network radio. Many times a dominant station in a market will be the best buy on a cost-per-listener basis, and at other times, a secondary station or a spot adjacent to a lower rated show will be an equally good purchase." She does, in fact, look 'em all over and "calls 'em as she sees 'em."

Lillian buys time for American Tobacco Co., Bourjois Inc., RKO Radio Pictures, Campbell Soup Co., Cities Service Co., and many others. Her hobbies: sewing, carpentry, commuting four hours a day to and from her one acre place in Rockland County, Upstate New York, giving her the distinction of being the best-read commuter on the West Shore RR Co.
in War!

Each Saturday night, in cooperation with the recreation division of the Parks Bureau and the North Portland Teen Age Group, KGW has been broadcasting a show direct from the Paragon, a night club for the youngsters. With all the atmosphere of any night club—bar, drinks (non-alcoholic of course), dance floor and band, the Paragon has experienced a growing popularity. Its membership has doubled in less than 8 months. By telling the radio audience of the Paragon, KGW has made yet another wartime contribution to the Portland community.

in Peace!

Baseball fans of the 1920's listened to the world series broadcast from KGW amplifiers erected on a downtown Portland street. The station carried the entire series to the people of Portland, laid the groundwork for sports broadcasting as we know it today.

in Audience Influence!

For 23 years KGW has continually sought new and better ways in which to contribute to the betterment of the community it serves. Appreciative response to this persistent pioneering is indicated by the station's ever-increasing popularity with the people of the Portland area. Many times KGW has demonstrated to advertisers this established appeal to every type of listener at every income level.
"Be virile, Harold—it's your voice that must sell Dynamite Vitamins!"

You know and we know that some stations can sell like mad, and that some can't. It's another proof of our phrase to the effect that "good management makes a good station"—because good management realizes that radio must sell goods.

We won't belabor the point—except to add that all the stations at the right are well-managed stations—and can sell.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
duPont Awards to WJR, WTAG, Kaltenborn

Merit Recognized By Plaques And $1,000 Prizes

WINNERS OF the third annual duPont awards for achievement in broadcasting are WJR Detroit, WTAG Worcester and H. V. Kaltenborn, NBC news commentator. The three winners were presented awards of $1,000 each, accompanied by embossed recognition plaques, at a dinner given by the Alfred I. duPont Radio Awards Foundation at the St. Regis Hotel, New York, Saturday night. Although the awards are based on general considerations of community service, without specific mention of special programming, it was recalled that WJR had made an outstanding contribution to broadcasting in 1944 through its America productions, programs devoted to promoting the American way of life. WTAG Worcester, under leadership of its program manager, David H. Harris, had fostered the community-wide series, "Worcester and the World," which won wide acclaim for welding together the community interests of America and her allies in the United Nations.

News Action

WJR also attracted wide notice in 1944 when, on July 7, Leo J. Fitzpatrick, the station's general manager, ordered all middle commercial stations from news broadcasts. The awards were received Saturday from Dr. Francis P. Gaines, president, Washington & Lee U. and chairman of the selection committee, by Mr. Fitzpatrick, Mr. Harris and Mr. Kaltenborn.

The three annual awards are presented under a special irrevocable and perpetual trust fund, established by the widow of Mr. duPont in his memory "to perpetuate his profound interest in science and industry, and his unwavering devotion to the welfare of his country and of humanity". The station awards are made "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

The commentator receiving the award must be a United States citizen, and receives the accolade "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity and independence and public service through the medium of radio."

Station awards are made to one outlet in a power category above 5000 w, and to one of power ranging from 5000 w down. Besides Dr. Gaines, serving on the selection committee are Dr. Kathryn McHale, general director, American Assn. of University Women; M. H. Aylesworth, first president of NBC; the Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church; and Mrs. duPont.

Among the programs undertaken by WJR during 1944 which, observers believe, attracted the attention of the distinguished award committee were Victory F. O. B. and In Our Opinion.

Free Discussion

Victory F. O. B., which was presented each Saturday afternoon throughout most of the year, brought to the microphone scores of outstanding American personalities—among them Eric Johnston, William Green, Walt Disney, J. Edgar Hoover, James A. Farley—who gave listeners their reasons for faith in the democratic system of government.

In Our Opinion, currently a Sun...

(Continued on page 74)

60 kw Unit Ready to Roll Into Berlin

Station on 17 Trucks Set to Make First U. S. Broadcast

By ROBERT K. RICHARDS

A 60,000 w transmitter, mounted in sections on 17 Army trucks, is reported to be in the vanguard of American troops driving toward Berlin.

Over this transmitter, it is understood, first on-location broadcasts from the German city will be beamed to pickup points in America.

A land version of the sea-going Signal Corps radio ship which stood off Leyte to flash news of MacArthur's return to the Philippines, the radio echelon is said to have undergone rigorous tests months ago preparatory to the march on Berlin.

Whose voice will be heard first from the German capital city is problematical, but past experience would indicate that early broadcasts from the bomb-shattered metropolis would be pooled.

Pooled Broadcast

With forward elements of the battling American armies now are these network correspondents: BLUE—George Hicks, Gordon Fraser (1st Army), John Bryson (3rd Army), Donald Coe (7th Army), Robert Massell (9th Army); CBS—Howard K. Smith (9th Army), Bill Downs (1st Army); MBS—John Thompson (9th Army), Sigrid Schultz (1st Army), Paul Manning (Shuttle from SHAPE), Seymour Korman (7th Army, Southern Sector); NBC—David Anderson (9th Army), John MacVane (1st Army), Edwin Hakker (9th Army).

If Americans reach Berlin before the Russians, our Signal Corps will have facilities operating from the city, through relay points at Rheims and Paris, within 48 hours, Army spokesmen said in Washington.

Actual operations in the city, however, will be directed by the Theatre communications officer.

It was generally conceded that an American voice speaking from Berlin would not mean necessarily that the Nazis had met Allied demands for unconditional surrender. High officials of the enemy government could have escaped, even by this time, to German-held territory to the south of the capital.

Plans to establish immediate ra-

(Continued on page 78)
FOLLOWING a meeting last week with State Dept. officials and representatives of the four major networks, the Radio Correspondents Assn. sent to all stations and network notification that names of news personnel to be assigned to cover the forthcoming United Nations conference in San Francisco must be received in Washington by midnight Thursday (March 15).

Richard Harkness, NBC commentator, newly-elected president of the association which governs the Congressional radio and television correspondents, has been named to the Washington editorial staff of the Radio Correspondents Assn. as a liaison with the State Dept.: Bryon Rash, director of special events, WILM, Wilmington, Delaware; Robert S. Wood, CBS Washington director of news; William R. McAndrew, NBC Washington news director; Charles Heslep, MBS Washington director; Mr. Harkness, representing the association; Anne K. Ensen, British Broadcasting Corp.; Dan MacArthur, Canadian Broadcasting Corp.

Meanwhile the West Coast network news bureau named William Pabst manager of KFRC San Francisco, to serve as coordinator in helping the Washington committee to make arrangements.

Attending a meeting last Wednesday with Lincoln White, assistant to Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, were the following:

Blue—George O. Milne, director of spotters, CBS; Ray Herzog, director of special events, NBC; Bud Bash; Fred Wood; Mutual—Mr. A. J. Crum, director of programming, New York; NBC—Carlton Waldron, NBC Washington general manager; Adolph Schneider, acting manager and technical supervisor, New York; National—Sol Myer, news service manager, New York; Mr. McAndrew; George McElrath, operating engineer; Mr. Harkness, who also represented the Radio Correspondents Assn.

Staff Assignments

A staff of approximately 50 commentators, reporters and technicians from the Blue’s New York, Washington and San Francisco offices will be assigned to handle the network’s coverage. Mr. Johnstone will be assisted at the conference by Mr. Rash. Mr. Milne will handle the engineering details and head the staff of engineers from various Blue division points.

The news corps will be headed by Raymond Swing, Edward Tomlinson, H. R. Baughke, James Abbe, Ray Henle and David Will, with additional assignments still to be announced. Town Hall Meeting of the Air will originate from San Francisco April 26, and possibly with speakers still to be decided.

Five commentators have been assigned by Mutual to go to the Coast from eastern and midwest stations, and others will be named later. Group now includes Mem Close, WGN Chicago; Gabriel Hestler, Leo Chernie, WOR New York; Alex Griffin, WIP Philadelphia; Arthur Gwath, KLO Salt Lake City.

Beginning Tuesday, Theodore Granik’s American Forum of the Air will be devoted entirely to subjects ties in with the conference, with members of Congress as guest debaters each week. Highlight broadcast will come from San Francisco Press Club April 24, when a ‘dress rehearsal’ of the conference will be staged—the speakers to include Sen. Tom Connally, (D-Tex.), chairman, Senate Foreign Relations Committee; Rep. Sol Bloom, (D-N.Y.) chairman, House Foreign Affairs Committee; Comdr. Harold E. Stassen, Sen. Arthur H. Vandenburg (R-Mich.) and possibly Secretary of State Stettinus.

NBC had not completed its coverage lineup as BROADCASTING went to press. CBS plans were announced in the March 6 BROADCASTING.

Statement Text

Following is text of the statement from the association executive committee, addressed to network managers and station managers:

The Radio Correspondents’ Gallery of your choice, will announce, for the benefit of your local network, the opening of the Department of State to accredited correspondents and working radio posters covering the United Nations security conference at San Francisco.

Please submit, not later than midnight, March 15, the following information to Radio Correspondents’ Gallery, U.S. Senate, Capitol Building, Washington:

1. Names of staff members to be assigned to cover United Nations Conference to convene at San Francisco, April 26. (Please confine your requests to actual working members of your staff.)

2. Hotel Rooms needed for your staff members. (Be specific—single or double rooms.)

3. How many radio sets ( Depending on size of market by which the average sale; returning service men establishing new homes will represent a new market; there will be new radio sets in the homes; home television will grow steadily.)

Tube Prospects Poor

CIVILIAN tube supply is expected to remain at about 15,000 a month for some time, or about one-half the supply available for military purposes. The new supply will be split between the home and armed forces, and it is expected that the tube shortage will be alleviated this year. The total supply may be increased to a 15% of the current market, at which point the shortage will be alleviated.

The trend continues to increase with the introduction of new models. The tube industry is expected to continue to increase production of new models and introduce new models on a continuing basis.

The trend continues to increase with the introduction of new models. The tube industry is expected to continue to increase production of new models and introduce new models on a continuing basis.

Employ Service Women

A SERIES of spot announcements is being carried by WBBM Chicago inviting discharged service women to make application for employment at its own WBBM-CBS offices, 410 N. Michigan Ave., Chicago. Discharged service women are to be shown preference in filling of available clerical and stenographic positions.

Shainberg on Air

SHAINBERG DRY GOODS Co., Memphis (Black and White stores), effective about April 15 will begin sponsorship of transcribed plays for the following stations: WREC WHBQ WTVS WMCO WECI WISL WFLD WLOM.

By way of clarification, contracts were placed by Kuttner & Kuttner, Chicago.
Informal Session
Called by Adair
On Clears

By BILL BAILLEY

DRIVING toward establishment of allocation standards for all broad-
cast services with minimum delay—spurred by the optimistic war out-
look—the FCC late last week called an informal engineering con-
ference for Friday (March 16) to lay the foundation for the com-
prehensive clear channel hearings scheduled to begin May 9.

Simultaneously it became evident that the Commission proposed to
perfect its allocations for the entire radio spectrum, including the
converted FM assignments, by May 1; this move also appeared to be
guarded toward completing paper work preparatory to the forthcoming
international conversations and conferences on worldwide alloca-
tions.

Broad Scope

In its public notice last Friday calling the informal engineering
conference, the Commission for the first time made it evident that
while the forthcoming hearings will deal principally with clear-channel
broadcasting, actually all standard broadcast assignments are affected
because certain determinations relating to clear-channel allocation
are interlocked with, if not inseparable from, regional and local channel
studies*

The public notice was issued by George P. Adair, chief engineer,
and set the conference time as 10 a.m. March 16, at the FCC offices.
(See text of public notice hereafter.)

On the outcome of today’s secret conference between military and
industry engineers, at which the battle of F2 layer was to be fought
to the finish, will depend the future spectrum home of FM. On the
assignment of FM hinges the major part of allocating above 25 mc.

Day-to-Day Charts

Plans now under way contemplate
(a) final allocation of the spectrum above 25 mc next month;
(b) proposed allocations below 25 mc early next month, maps in the
next three weeks; (3) consideration of all Government services by
May 1; (4) recommendations to the State Dept. prior to the June 1
Pan-American telecommunications conference in Rio de Janeiro
(5) start of clear-channel hearings on May 9.

In a last-minute statement and exhibit, placed in the oral argument
record on March 3, as the hearings receded, H. L. Blatter-
man, chief engineer of Earle C. Anthony Inc., licensee of KFI Los
Angeles, tells of experiments con-
ducted in August, September and
October 1944 to determine the best location for both FM and television
transmitters to adequately serve the southern portion of Southern Cali-
fornia. Mr. Blatterman submitted daily-to-
day charts based on spot checks made by mobile fidelity listening units
using FM receivers. He gave complete data regarding the types of equip-
ment used both in transmission and reception. Tests were made on two
frequencies, 25 and 10 mc, and two transmitters each at Mt. Wilson and Mt. Harvard.

FCC engineers said they tended to support the contentions of Dr. K.
Norton, Army ingegnereer expert on leave from FCC technical information
section, that FM can better serve in the higher frequenc-
ies. Dr. Norton was reported that while the military had agreed to the secret
conference, neither Army nor Navy
officials would participate except as advisors. Dr. Norton was ex-
pressed to disclose the source of his data upon which he based his
controversial views.

Leading the opposition was to be Maj. Edwin H. Armstrong, FM
engineer and head of the Radio Technical Planning Board who recommended that FM be allo-
cated in the spectrum 43-58 mc. A few executives, representing man-
ufacturers and broadcasters who have participated in the allocation
proceedings were to attend as specta-
ors. All were to be sworn to secrecy.

Outcome Speculative

The military will impound all
records made at the secret confer-
ence until after the war. There was considerable speculation in ra-
dio circles as to the outcome of the meeting. In some quarters it was
felt that Dr. Norton was confident of backing up his opinions with
propagation data now classified; otherwise there would have been no secret meeting.

TEXT OF CLEAR CHANNEL CALL

FOLLOWING is text of the public
notice, signed by George P. Adair,
engineer, calling the informal con-
ference for Friday (March 16) of engineers to discuss the
forthcoming clear channel hear-
gings.

Preliminary studies in preparation for the conference indicate that the
Norton, indicate that among other things:
1. Certain determinations with respect to Clear Channel use will be made
with, if not inseparable from, regional and local channel studies
2. Duplication of much of the prepa-
ration work can be eliminated by agree-
ment between the Commission’s and
industry engineers as to what work
3. Advance agreement, as far as pos-
able, on all standards to be employed
will not only greatly facilitate the work, but also means lengthen the hearing
4. Much more satisfactory standards
may be arrived at informally, rather than formal proceedings, at least in the
early stages.

In view of the above, an informal engineering conference is scheduled to be held at 10 a.m., Friday, March 16, 1945, in the Commission’s meeting room, 621 New Jersey Office Bldg., 19th St. & Pennsylvania Ave., N.W.

It is urged that all engineers who are expected to participate in the clear channel hearing, or who are interested in participating, appear at the above-stated time and place to support the general standards for standard broadcast sta-
tions which are proposed.

The tentative main subjects of the
agenda are set forth as follows
A. What constitutes a satisfactory
signal
B. What constitutes objectionable
interference
C. Locations at which, and areas over which, several signals may be delivered
D. Who will do what work in de-
termining the above
E. Appointment of an industry group or representative to work with the Engineering Dept. on matters of general interest and/or
F. Appointment of groups or rep-
resentatives to work with the Engineer-
ing Dept. of the Commission
G. What standards can be given
the Engineering Dept. of the Commission on work which it is to do.

All Allocations by May 1 Is FCC Goal

BROADCASTING • Broadcast Advertising
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Sign-ups at NAB Meet Set New High and Low

OVER $400,000 of the $1,000,000 BMB goal has been pledged by subscribing broadcasters, Hugh Feltis, Bureau president, announced in New York at the conclusion of the NAB convention. Mr. Feltis said that an exact figure could not be released as some stations did not fill out contract brackets provided for station income, upon which subscription rates are based. His estimate of nearly a half million dollars pledged is based on actual compilations thus far made and covers two cards. In Boston, at the last half of the NAB tour, he said.

Starts in 1946

Speaking Friday before 100 advertising agency executives in New York, Mr. Feltis said ballots of BMB's first nationwide survey will be mailed in March 1946. Linnea Nelson, J. P. M. & M. of New York, Frank Silvernail, BBDO, and Leonard Bush, Compton Adv., urged agency people to do their best to get stations with whom they deal to subscribe to BMB. Other speakers were Frederic Gamble, president, AAAA; Paul West, president, ANA; J. Harold Ryan, president, NAB; Robert L. Lux, Benton & Bowles, vice-chairman, New York AAAA Council, president.

BMB last week started the second lap of NAB district meetings by entering two new records on its score card. In Boston, March 5-6, the District 1 meeting set a new high by producing signed contracts from 43 of the 46 stations represented, largest total number of contracts received at any district meeting to date, for a score of 91 percent. In New York, two days later at the District 2 meeting, an all-time low was sustained, only 12 of 36 stations attending pledging support of BMB in written form.

Failure of New York broadcasters to accept the BMB plan as enthusiastically as those in other parts of the country was based on the feeling that the New York metropolitan area presents a number of unique problems which are not adequately met by the BMB.

Much of this argument stemmed from the survey made by WNEW, whose commercial manager, Walter Dallenbach, claimed giving this survey a "brush-off" and with trying to stop the station from publishing its results.

John Hymes and Herman Bess of WNEW, assisted by Hugh Feltis, BMB president, gave an outside presentation of the basic idea of a standard system of coverage measurement.

Craig Lawrence, manager of WHOM, suggested the large foreign speaking population of New York calls for special handling by BMB. He expressed dissatisfaction with BMB's proposed method of dealing with groups. He asked if a number of New York City broadcasters could meet with a research committee of BMB to discuss their particular problems.

Research Committee Planned

Mr. Feltis announced the BMB had already decided to appoint a working research committee for the express purpose of dealing with broadcasters with unusual problems. This committee, he said, will be named at the conclusion of the NAB district meetings and will consist of nine members, three representing advertisers, three representing agencies and three representing broadcasters. None of the members of this committee will be a BMB board member.

Fears that distant stations, heard at night by skywave, might show strong coverage in his one-station city under the BMB circulation but rating plan, were expressed by Harold Frank, program director, WSLB Ogdenburg. Jaye Mason of WJTN Jamestown, said that one daytime program of an outside station is very popular in his community and that it might rate as high as WJTN under the BMB plan.

Michael M. Sillerman, president, Keystone Broadcasting System, revealed that his company had given the BMB survey several preview tests, using the BMB questions with some additions. In one Texas town, he reported, three of four stations they visited heard more than 50% regular listening, but when the families responding were asked what stations they could hear throughout the year without interference, only one local station was mentioned.

Another extra question asking why they listened to the stations they reported hearing regularly, Mr. Sillerman said that 57% answered because of clearer signal, 46% said because of better programs and 25% for newcasts. He suggested that a "Why" column be added to the present BMB form.

Silvernail Praises BMB

Following the presentation of the BMB plan by Mr. Feltis, Frank Silvernail, chief timebuyer, BBDO, representing the AAAA, described the great assistance a standard circulation plan would give to timebuyers and urged the adoption of BMB as the only one of many plans presented that the AAAA timebuyers committee had found acceptable. Robert T. Mason, head of WMRN Marion, O., and chairman of the NAB small market stations committee, stressed the value of BMB to low-powered stations in small markets.

Over $400,000 of BMB Goal Is Pledged

Crosley’s $1,700,000 Plus Offer for WINS Before FCC

FORMAL application for sale of WINS New York by Hearst Radio Inc. to the Crosley Corp., Cincinnati [BROADCASTING, Jan. 22], was filed late last week with the FCC. Crosley, in $760,000 cash, plus $400,000 in time for Hearst on WINS under a 10-year "co-operative agreement."

Ownership of a New York outlet would "enable assignee to improve broadcasting services in Cincinnati and in the part of the country served by WLW," according to the Crosley petition, filed by Dempsey & Kophottz, Washington law firm. Crosley plans to exchange programs between WINS and WLW, thereby affording wider variety of entertainment to both the New York and Cincinnati areas, petition recited.

FM, Video Plans


At the New York meeting, chairman Kolin Hager, general manager, WGY Schenectady, the following stations were announced as signed for BMB. New Jersey—WPGF Atlantic City. New York—WBNY Buffalo, also Buffalo Broadcasting Corp.; for Rochester, in negotiations to be named, WENY Elmira, WKY Kingston, WALT Middletown, WGNY Newburgh, WABC WJZ New York, WDKW Poughkeepsie, WHEC Rochester, WJUJ Utica.

WNEW’s study of the BMB circulation plan, (forrunner of the BMB plan) summarized in a 50-year period, was discussed.

(Continued on page 82)
Evasive action

You've seen that phrase many times since the war. It's the action a ship or a plane takes when it tries to get out of the line of fire.

This is something we've never tried at W-I-T-H... the successful independent radio station in Baltimore, Maryland.

We've stuck to our programming course... and today W-I-T-H in this five-station town delivers more listeners per dollar than any other station in town.

Using the facts as compiled by methods available to every station to determine the best buy... W-I-T-H has consistently been placed at the top of budget lists by smart time buyers everywhere.

Those facts are available to you, with pleasure.

Tom Tinsley, President • Represented Nationally by Headley-Reed

Baltimore, Md.
Radio Aids Relief Work in Flood Areas

Lives, Property Being Saved by Timely Advice

By L. C. CHRISTOPHER

STARTING early last week, and increasing in momentum as flood waters of the Mississippi and Ohio rose toward crest, river valley broadcasting stations threw their resources into assisting lives and property in a manner reminiscent of the emergency of 1937.

Throughout distressed areas, stations were broadcasting pleas for supplies, volunteer relief and rescue workers and related emergency assistance urgently needed by the American Red Cross disaster units, Coast Guard and Army Engineering Corps. Mobile broadcasting units spotted throughout critical areas augmented standard facilities.

Protective Measures

With only slight precipitation expected for a short period and lower temperatures forecast in the upper river regions, flood crests were reached or rescheduled in these areas by last late week, according to the U. S. Weather Bureau. Flood crests in the lower Ohio and Mississippi Valleys will be reached in time to warn Central and northern New England and northeastern New York will suffer overflows in certain areas should the large stores of ice and snow suddenly melt or excessive rains fall, it was reported.

Dr. Francis W. Reichelderfer, chief of U. S. Weather Bureau, urged all communities in the flood regions which have not already done so, to take measures protecting their facilities as these stations are relied upon to maintain communications when local channels are disrupted; establish working contact with nearest bureau division offices, and obtain verification for local application of forecasts from respective Weather Bureau river district centers. He asked radio's aid in suppressing rumors.

Relief Services

Colin Herring, acting administrator of Red Cross disaster relief and civilian war aid, commended the part radio is taking in the emergency. Mr. Herring pointed to important post-flood relief work in explaining rehabilitation operations and policies.

WWVA Wheeling reported that forecast for remaining of present flood, which has knocked out numerous war industries from Pittsburgh to Louisville, followed operations of the all-high 1936-37 with transportation and Weather Bureau, U. S. Engineers, lockmasters and river departments of large steel corporations factual information and reliable predictions were broadcast, eliminating hysteria marking early flood days of the past. WWVA newsmen also are handling a special round-up programs and schedules. Local information which always has been used during high water to announce broadcast of an emergency bulletin was employed as usual. No serious prolonged interruption in the normal business life of the Wheeling area was foreseen.

With Huntington, W. Va. safe behind its 75-ft. flood wall, WSAZ upbraided public with reports concerning surrounding hard-hit areas. Information for war workers, traffic detours, special train schedules were broadcast along with programs on scene from both boat and airplane.

With thousands homeless in the Cincinnati area and a number of industries disrupted, stations of the Quaker City community engineered service and coverage. WLW on March 6 aired a half-hour round-up picture of the situation with pick-up from WCHS Charleston, WPAY Cincinnati, WAVS Cleveland and Louisville. WKRC featured on-the-hour surveys. WCKY offered spot pickups and leased station's "studio plane" mobile unit to Red Cross for shortwave contacts. WSAB began bulletins March 3 and followed through with airline and on-scene coverage. WCPO fed program to WWWA Dayton, WHIO Hamilton and WIZE Springfield and used mobile unit of WING for spot work when its unit broke down.

Work instructions for war plants also were aired. Crest was only 10-ft. below '37 all time high.

New York AFM, Local May Ban Hollywood Arrangements

THE NEW YORK local (802) of the American Federation of Musicians may demand that all music performed on the air in the city must be arranged by members of the union and licensed with a standard service and coverage. WLW on March 6 aired a half-hour round-up picture of the situation with pick-up from WCHS Charleston, WPAY Cincinnati, WAVS Cleveland and Louisville. WKRC featured on-the-hour surveys. WCKY offered spot pickups and leased station's "studio plane" mobile unit to Red Cross for shortwave contacts. WSAB began bulletins March 3 and followed through with airline and on-scene coverage. WCPO fed program to WWWA Dayton, WHIO Hamilton and WIZE Springfield and used mobile unit of WING for spot work when its unit broke down.

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Local Noncommittal

Queried about Local 802's plans on arrangements, William Peinberg, secretary of the local, declined to make any statement about it saying only . . . "I have nothing to say on it." James C. Pettillo, AFM president, was reported out of town by the union's national headquarters, where it was said the subject of arrangements had not come up. It was explained that any agreement made by the Cincinnati local with a station in that city would not be upset by the national AFM unless it violated the union's policy.

They cited the case of the New York local (3) of IBEW, which ruled that all connections on switchboard panels installed in New York agreements between the local and that panels implied their connections already made could not be installed, even though the work had been done by IBEW members at the place of manufacture. The legality of this ruling is now before the U. S. Supreme Court, after having been upheld in the lower courts as within the legitimate means a union may employ to protect its members.

Butcher PRO Plan Chief With SHAEF

RALPH WILL TAKE OVER AS COMMUNICATIONS OFFICER

REPORTS reached Washington last week that Capt. Harry C. Butcher, USNR, Naval aide to Gen. Dwight D. Eisenhower, has been named chief of the Planning Branch, SHAEF Public Relations Office, functioning for Supreme Headquarters. Capt. Butcher, is understood to have been a Naval aide to the Supreme Commander.

Since last midsummer, Capt. Butcher had been SHAEF public relations communications officer with headquarters both in Paris and London. With his elevation to the planning post, his communications duties have been taken over by Lt. Col. Martin N. Ralph of the Signal Corps.

Capt. Butcher is former Washington vice-president of CBS. In June 1942 he was called to active duty and was promoted to commander in May 1943 while abroad with Gen. Eisenhower, and received his promotion to four stripes last October.

An early decision on whether Capt. Butcher is now attached to SHAEF, is Capt. Butcher's former chief, William S. Paley, on leave as president of CBS. Mr. Paley, chief of Psychological Warfare, G-5, sits in on SHAEF council meetings and likewise headquarters both in London and on the Continent.

Stephen T. Early, press and radio secretary to the President and a close personal friend of Capt. Butcher, also is temporarily on duty in Europe. He is on special assignment to advise SHAEF on news matters. He had attended the Yale University radio network with SHAEF council and likewise headquarters both in London and on the Continent.

Overseas address for Mr. Paley and Capt. Butcher is SHAEF 720, C/o Postmaster, New York City.

ENGINEERING DEPT. REVAMPED BY BLUE

PREPARING for the postwar era, when the American Broadcasting Co. (Blue Network) plans to erect new buildings in New York and New England, and to install new equipment for FM and television as well as bringing in new talents, Mark Woods, president, has announced a reorganization of the network's engineering department.

Mr. Woods, formerly technical advisor, has been made director of general engineering, in charge of the Blue's plans for postwar development. Facilities engineer, Rene Brugnoni, architect, and Dr. Frank G. Kearsley, chief engineer, will report to Mr. Woods.

George Milne, former chief engineer of the Blue, becomes director of electronic operations, with studio and broadcasting engineers reporting to him. Mr. Milne and Mr. Marx report to Mr. Woods.
WKY Covers
The Biggest Part
OF OKLAHOMA'S
BUYING POWER

WKY Covers 29.3% MORE Than
Oklahoma's Second Station

- WKY covers more people in Oklahoma with a greater combined buying power than any other station. The primary service area of WKY is the biggest food market, the biggest drug market, the biggest market in Oklahoma for any product. In this same area are the biggest farm incomes in the state which, added together, represent 65.2% of the state's total gross farm income.

WKY covers this area as no other station can. This has been proved many times over, but most recently by the impartial statewide study conducted by Dr. F. L. Whan of the University of Wichita.

This study, furthermore, proved that WKY not only covers the biggest part of Oklahoma, but delivers it, too. WKY, in this area, is by far the most listened-to station in the state.

Advertising on WKY reaches more people in Oklahoma with more buying power more of the time and makes more sales than on any other station. Advertising on WKY is doing this every day; has been doing it for a long, long time; and will continue to do it in the future.
WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

**IT'S A FACT...**

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!*
GEORGE HENRY PAYNE, whose nine-year tenure on the FCC was fraught with controversy, died March 3 in New York of a heart ailment. He was 68 and for the last year had been with Finch Telecommunications Inc. as vice-president and a director.

Mr. Payne died at the home of his daughter, Mrs. Virginia Payne Ahrens, in Hollis, Queens. Besides his daughter, he leaves two grand children, Richard, 12, and Marion Ahrens. Funeral services were held Tuesday in a chapel of New York's Cathedral of St. John the Divine. Interment was at Islip, Long Island, where Mr. Payne maintained his home.

Fifty friends and relatives attended the services, conducted by the Rev. James Green, Canon Precentor of the Cathedral. Among those at the service were former Postmaster General James A. Farley; James Cromwell, Arthur Batcheller, representing the commissioners of the FCC; James L. Bradford, president of Finch Telecommunications Inc.; George LeBrun, secretary of the Chief Medical Examiner's Office when Mr. Payne was Tax Commissioner; William A. Orr, who was secretary to former Gov. Charles S. Whitman; Archibald R. Watson, New York County Clerk, and Paul Bailey, publisher of the Long Island Forum.

Appointed to the original FCC in July 1934, upon its creation, Mr. Payne was a storm center virtually during his entire stewardship. When his last term expired in June 1943, President Roosevelt renominated him for another seven-year term. Within 24 hours, however, the President, without explanation, withdrew the nomination. It has remained a mystery since.

A native New Yorker, Mr. Payne had been active in progressive Republican politics. He was a City Tax Commissioner in New York City from 1916 until 1933. He became active in utilities in 1936 and in 1907 unsuccessfully ran for the State Assembly. In 1912 he was one of the New York managers for the Theodore Roosevelt presidential campaign and was floor manager for Gen. Leonard Wood at the Republican convention in 1920. In that year he opposed James W. Wadsworth for the Republican nomination for U. S. Senator, but was defeated.

George Henry Payne was born in New York City on Aug. 13, 1876 and attended City College for three years, later studying at the College of Pharmacy. He was a special student at New York Law University. His first adventure in journalism was in 1893, with the Long Beach (N. J.) Summer Season. In 1896-98 he was with the Gothamite and from 1896 to 1899 he was associate editor of the Critic and Magazine. The next year he was with the Commercial Advertiser and from 1903 until 1907 was music and drama critic of the New York Evening Telegram. From 1909 until 1912 he was a political reporter for the New York Evening Post.

Mr. Payne left the Evening Post in 1912, after writing "The Birth of the New Party," a study of the origins of the progressive movement of that period. Other books bearing his name were "England—Her Treatment of America," "A History of Journalism in America" and "A History of the Child in Human Progress.

When Mr. Payne was appointed to the original FCC, it was divided into divisions. He became a member of the Telegraph Division but aroused considerable controversy by commenting on broadcasting matters.

Promotion Award Goes To Elizabeth Giles

FIRST PRIZE of $250 in cash has been given to Elizabeth Giles, director of publicity and promotion KGOK Oklahoma City in the Elgin National Watch Co.'s recent station promotion contest with Freling Foster, on the Blue Network.

Eleven prizes were awarded. Second prize-winner was R. E. Bauman, business manager, WISH Indianapolis. Ralph Kanna, manager WHHD Hartford, Conn., won third prize. Other prize-winners were Glenn Horton, director of publicity and promotion, KXYZ Houston, Texas; Ted Oberfelder, director of publicity and promotion, WFIL Philadelphia; Ewald Kockritz, director of publicity and promotion, WAGA Atlanta, Ga.; Polly Daffron, director of publicity and promotion, WRN, Richmond, Va.; Jean Harraday, director of publicity and promotion, KSCJ Sioux City, Iowa; Elizabeth Gahre, director of publicity and promotion, KXEL Waterloo, Iowa; Irene Ginther, director of publicity and promotion, WJIM Lansing, Mich., and Jimmie Lawrence, director of publicity and promotion, KUTA Salt Lake City.

Radio Successful

Radio has been used increasingly by Elgin National Watch Co. to do a wartime advertising job, according to Gordon Howard, advertising manager. "We are continuing consumer magazine schedules on a somewhat diminished scale due to the shortage of Elgin," Mr. Howard said.

Continuing, the advertising man explained that radio has proved well-suited to tell Elgin's part in the war production drive. He pointed to the two-hour holiday show over CBS on Thanksgiving and Christmas saying that the firm believes they have created "the sort of goodwill for Elgin that endures.

Currently Elgin presents Keep Up With the World with Freling Foster on the Blue Network.

Iodent Names Jones

IODENT CHEMICAL Co., Detroit (dentifrices, Liquid Center Cough Drops) has appointed Duane Jones Co. New York as agents. The company has used spot radio in the past, and the medium is being considered along with newspapers, magazines and car cards, for future plans.
Radio Sabotage By Germans Told French Video Experts Report On Radio in France Today

THE RETREATING German army sabotaged all French broadcasting stations except the one at Limoges and a few small ones, reducing the overall power of the French network from about 3,000 kw the beginning of last August to about 116 kw, or 4%, Pierre Schaeffer and Pierre Garrigues of Radiodiffusion Francaise told a press conference in New York last Monday.

When the German retreat began, the French radio system comprised 11 stations of more than 100 kw power, 12 stations between 20 and 100 kw, and 13 low-powered stations. Before it ended the 100 kw stations at Limoges and a few small ones were all that were left.

Now 300 kw

Improvised installations have raised the total broadcasting power to about 300 kw, but lack of material and of transportation makes rapid restoration of French broadcasting impossible today, according to the presentatives of the French Government broadcasting operation, which today controls all broadcasting in France.

Coming to the United States to survey American radio and television, M. Schaeffer, in charge of French broadcasting services since the Liberation, and M. Garrigues, chief of the special program bureau for French television, also aim to explore all means for establishing a program exchange between this country and France. They brought with them about 16 hours of recordings, including documentary reports of the liberation of Paris, some unpublished contemporary French music and a number of experimental radio montages. They hope to record a number of programs during their stay to give the French public an idea of American life as reported by Americans.

Regarding French television, M. Garrigues reported that the image of the 1050-line television, as shown in laboratory demonstrations, is "beautiful, just like a photograph". Telecasts from France's only video station at the Eiffel Tower are still on the old 450-line standard, he said.

WTAM Realignment

REALIGNMENT of the promotion and public relations departments of WTAM, Cleveland for postwar expansion, has been ordered by Vernon H. Pribble, NBC divisional manager. Howard Barton, formerly of the advertising firms, McCann-Erickson, New York, and Fuller & Smith & Ross, Cleveland, will be in charge of expansion of the public relations department. At the same time promotion was announced of two veteran WTAM employees; H. L. Gallagher to the position of sales manager and R. G. Carter as assistant sales manager.

When you stop at the same hotel year after year the accommodotions must be good!

When scores of smart advertisers use the same station to sell their merchandise year after year—as scores of WIP advertisers do—the "register" must ring at a merry clip!

Yes—there are a few availabilities but they're being snapped up quickly. Better register now!

3rd MARKET
5000 WATT
MUTUAL AFFILIATE

Represented Nationally by GEO. P. HOLLINGBERY CO.
LARGEST METROPOLITAN EVENING AUDIENCE OF ANY NEW YORK INDEPENDENT STATION...

BETWEEN the Hooper Hours of 7:30 and 10:00 p.m., Monday through Saturday, Alan Courtney's fast moving, recorded "1280 Club" program delivers the largest average audience listening to any New York Independent station...and at the lowest cost per listener. The Big Town's popular disc jockey has developed a diversified, musical show, packed with special features and with extraordinary listener appeal...an appeal that resulted in a 25% audience increase in 1944 over the previous year. A limited number of participating periods are available, three or six nights a week.


WOV New York THE KEY TO TWO MARKETS
IN THE LIGHT of the industry’s obligation to the public is every type of business acceptable for sponsoring the news? It is our belief, that to a greater extent than is the case with any other type of radio program, the type of sponsorship must be given careful consideration. What might be acceptable sponsorship for one type of program might very well be questionable sponsorship for a news program.

It is suggested in all sincerity that the type of sponsorship of news programs be determined with the same judgment of good taste and seriousness which governs the preparation and presentation of the news itself.

Copy, and Length of Commercials

It is felt that better overall service would result if commercial copy of news programs would “flow” like news copy, itself. It should be prepared in a simple, clear, concise and straightforward manner to match good news writing. The commercial message should be live copy; the use of the transcribed musical jingle and other novelty types should be discouraged with the idea of ultimate elimination.

Length of the commercial in news programs should be severely limited with particular attention given to shortening the opening. After specifying limitations in the NAB Code (April 28, 1943), the Code Committee recommended “further restrictions by individual stations” so far as five-minute news programs were concerned. This policy is endorsed by the News Committee with “broadest” restrictions applying to news programs of five, 10 and 15 minutes in length. Short commercials build good will for both sponsor and station.

Simply as a guide it is suggested that stations think in terms of a maximum of 150 and 250 words of commercial, respectively, for five and 10-minute news programs, these figures to include open and close.

Stations which may sell three one-minute commercials to three different sponsors, in an “un-sponsored” five-minute news program, are violating the NAB Code as amended April 28, 1943. Such practice is also inconsistent with News Committee recommendations. On five-minute shows a short open and close is an ideal arrangement.

Sponsor’s Message

Commercial sponsor identification and the commercial message should in no way be made an integral part of the news. Sponsor message should not use tie-ins with news copy or other artificial devices to attract listeners' attention.

The use of a separate announcer is helpful when commercials are given. This is not considered mandatory as long as a clear-cut identification of the commercial segment of the broadcast is given.

Commercials in News Programs

In common practice there are variations, predicated on local conditions, as to whether news commercials are given before, after or within newscasts. The manner in which the commercial is placed is more important than mere mechanical arrangement. The position of a commercial with respect to its proximity to certain subject matter of the news is of utmost importance, particularly in wartime.

When placed within the newscast, the commercial may be delivered at the conclusion of any item, but there should always be a clean cut line of demarcation between the news and commercial copy. An individual news story should never be interrupted for the sponsor’s message. It is equally important to guard against improper placement from the standpoint of the nature of the news immediately preceding the commercial. For example: the commercial should not immediately follow reports of casualties, ship sinkings, domestic disasters, etc.

The number of stations reporting elimination of middle commercials is increasing. A station which embarked on such a policy reports that its news sponsors are now adhering
On time with the right time—in the offices of time buyers from coast-to-coast—that's one reason Weed & Company keeps a steady flow of signed contracts in the mail of Weed-represented stations.

With time as its full-time business, Weed & Company loses no time in keeping “Nationally Represented by Weed & Company” a letterhead that means “time will sell”—when handled through Weed.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
to this plan and are finding it completely successful.

Commentators, News Analysts

Describing staff announcers and other personnel as "commentators" or "news analysts", unless such announcers or other personnel are, in fact, qualified to write and deliver legitimate news commentaries or analyses, should be eliminated. Long continued, such practice would tend to break down the public's confidence in the integrity of news broadcasts.

It is urged that all prepared commentaries, analyses or other news features, furnished by news wires or other sources, be unmistakably identified as to source, as a simple matter of honesty and information. For example: "Here is John Smith with a news commentary by Global News." The News Committee urges credits so full and frank that there can be no doubt as to whether a commentary or analysis is actually written by the speaker, or whether it is prepared by some other plainly identified source and merely delivered by him.

Identification of Sources

In peace or war it is indispensable to accuracy and clarity to identify fully the source of all news (particularly unconfirmed reports) even at the expense of a few extra words. For example: "The Russian armies today reached a point 150 miles from Berlin, the Berlin Radio announced this afternoon in a broadcast which has not been confirmed by Moscow."

Identification should always be specific and complete since this very identification of the source may be a major factor in evaluating the news it gives out. (Although most stations and the networks already follow the above principles, there are some stations which in the past have not exercised care in these respects, and it is to them that these recommendations are directed.)

News Editor Sole Judge

The NAB News Committee reaffirms the principle of presenting news as completely as possible, within their limitations of news broadcasts, an unbiased and factual account of events as they occur in the world, in the nation and in the locality of the station originating the news program. In order to insure an accurate and impartial presentation of news, station management must exercise unusual care in the selection of a radio news editor. He must be competent and capable of accepting full responsibility for the content of all news programs and such content must continue to be based entirely on his judgment, without interference by sponsor or any outside agent. Continued vigilance against any relaxation of this policy is urged.

Expansion of News Service

From the standpoint of local news reporting, it is recommended that stations study the possibility of their coverage in this field. Undoubtedly local material will form

Air Sales

TRANSPORTATION trials and tribulations are not troublesome for Charlie Compton, salesman of George P. Hollingbery Co., Chicago rep., who trial-flew his own plane to call on an Indianapolis agency last week. Trip proved so successful that Charlie plans to make all his future business jaunts by flying his personal plane.

Battle Area Service

PRESS WIRELESS Inc., is now transmitting radiophotos from the European battle area over one of its 400 w mobile transmitters, which also carries radio telegraph and radiophone service, it was announced last week. According to Press Wireless, this is the first time triangulation photographs have been available from a battle area over a commercial 400-watt transmitter.

Coffee Campaign

PAN-AMERICAN COFFEE BUREAU, New York, has resumed spot radio, in its institutional campaign for coffee, with 45 stations. Continuing promotion of "coffee as the all-American drink" with educational theme based on coffee-making methods, schedule is comprised mainly of participations on home economics programs. Drive started Feb. 19 for 13 weeks, and is expected to continue through the summer.

AP for India

RADIO stations and newspapers in India will be served by the Associated Press from Bombay, it has been announced by AP New York office. The service will be wirelessed from London to Bombay, where it will be distributed by Indian telegraph. The report averages 4,000 words daily and will be expanded as required. Preston Grower is chief of bureau for India and China.

SCREEN VERSION of NBC People Are Funny, will be produced by Pine-Thomas Production.
The Bond Clothes Company, manufacturers and retailers of popular priced clothes, wanted to reach the vast Chicagoland market with a message about the value and quality of their wearing apparel. They wanted to reach the 2,855,700 families in this area who spend over $3,500,000,000 annually.

Bond Clothes, being astute advertisers, checked the listening habits of the late evening radio audience to discover what station would give them the largest possible audience. The result—WMAQ—the Chicago station most people listen to most. Bond sponsors Don Elder with up-to-the-minute news from 11:00 to 11:15 at night, Monday through Sunday.

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

The Chicago station most people listen to most

670 ON YOUR DIAL
Uncertainty over the postwar course of Television has been swept away by the recent decision of the Federal Communications Commission. A great new merchandising medium now waits only for the green light of Victory.

Alert advertisers and advertising agencies are exploring Television's mass sales potential now through experimental commercial programs ... are acquiring skill, subtlety and showmanship in the use of visual appeals to small home groups.

For the past two years, DuMont's pioneer television station, WABD New York, has shared its facilities and experience without charge. Experimentation today, in consequence, is inexpensive. After the war, rate cards as well as charges for rehearsal periods will be the usual thing. While Television marks time, you have a once-in-a-lifetime opportunity.

A visit to Station WABD is an excellent way to begin. Why not telephone our Guest Relations Department for an appointment.
Brooks Hopes for Peace Meet Coverage Like That on ’44 Political Conventions

“THERE’S a bright side to today’s prices for ham, bacon and chops. It’s creating a whale of an eager market for your product in the WIBW area. Predominantly agricultural, our listeners are raising and selling hogs by the trainload.

WIBW BRINGS HOME THE BACON

Whether that “bacon” be sales, distribution, mail response, or product preference, WIBW can be counted on to bring it home for its advertisers—just like it has been doing for almost two decades. Here’s why! WIBW is the dominating mass-circulation medium for Kansas and adjoining states.

AN INVITATION to hold the 1946 convention of the Canadian Assn. of Broadcasters at Winnipeg, was read to the CAB board of directors following the Quebec convention, by Jerry Gaetz, manager of CKRO Winnipeg.
It happened on NBC

SEPTEMBER 27, 1938
Pepsodent launched a new program on 55 NBC stations, coast to coast. The star was Bob Hope, a personable young entertainer with a solid background of stage and radio experience.

OCTOBER 11, 1938
The new Bob Hope Show received an opening Hooper Rating of 13.3—not bad for a new star in a new program.

AUDIENCE—1938
During his first season on the air, Bob Hope reached an estimated weekly audience of 3,000,000 families.

The moral of these figures is that Hope grew up on NBC. In six short years—all under the astute sponsorship of the Pepsodent Company—Hope grew from a moderately well-known performer to one of the world's greatest entertainers and favorite personality of millions. Here is striking proof that good programs have a better chance of catching on and becoming great programs when they are
Six Years Later...

Bob Hope is heard on 126 NBC stations, coast to coast, Maine to Mexico, and short-waved to American troops all over the world.

FEBRUARY 19, 1944
The Bob Hope Program hit an all-time peak Hooper rating of 40.9—the highest Hooper rating ever earned by a half-hour program.

OCTOBER, 1944—JANUARY, 1945
Bob Hope earned an average rating of 31.0—the highest Hooper-rated program on the air.

AUDIENCE—1945
Today, Bob Hope reaches an estimated weekly audience of 11,000,000 families.

heard on NBC. A man is known by the company he keeps. NBC gives its programs the best in radio: the finest network facilities—identification with the greatest shows on the air—and the greatest listening audience in the world.

It stands to reason that a good show, given these NBC facilities and association, has every chance to grow into a great show—an NBC show.
AFM Taking NABET Fight to Courts

Net Letters Constitute Contracts, Declares Petrillo Counsel

THE AMERICAN Federation of Musicians, through its counsel, Joseph A. Padway, told the National Labor Relations Board last week that it will exhaust every remedy it can find through the courts to "upset the certification of NABET" as the bargaining unit for platter-turners regardless of any order the Board may issue.

During brief but at times heated oral arguments on the complaint case instituted by the Board against the NBC and Blue Networks for refusal to bargain with NABET, Mr. Padway insisted the networks had given contracts for platter-turning functions to AFM and that letters agreeing to the AFM demand for this work have the legal status of contracts.

An emphatic position on pressures applied by James C. Petrillo, AFM president, against the networks to prevent them from recognizing the NLRB certification of NABET was taken by Franklin Wood, who appeared as counsel for the Blue. Mr. Wood advised the Board that unless the NLRB determination of jurisdiction is made to stick the networks would be subject to "the undiluted economic force of one of the parties."

Clash Over Commitments

Answering the charge made by AFM that NABET is a company-dominated union, which is being investigated by the NLRB regional office in New York, Mr. Wood said: "We see no basis for the contention that NABET is company-dominated."

In reply to a question by Dr. Harry A. Mills, chairman of the Board, as to whether threats had been made against the Blue, he declared: "An open threat has been made and at least one overt threat made against NBC which indicated the procedure which would be used against the Blue."

Mr. Wood was referring to a threat made Dec. 1 by the Hollywood AFM local to withdraw musicians from the Jack Benny program following the certification by the NLRB of NABET as the bargaining unit for platter-turners [Broadcasting, Dec. 11, Feb. 5].

A clash over commitments made by Mr. Padway when proceedings were held last year before the Board to determine whether the technicians or musicians should have jurisdiction over platter-turners developed during the hearing.

Ike's Loves

H. V. KAL TENBORN'S Spanish almost created an international upset during a recent broadcast from Mexico City, where the Inter-American Conference was being held. The NBC commentator meant to say, in Spanish, "Eisenhower loves the French people," and he said instead, "Eisenhower loves the French girls."

Martin F. O'Donoghue, NABET counsel, reminded the Board that Mr. Padway had pledged compliance with whatever decision was made and that AFM would not strike.

"The very issue in this proceeding has been decided by the courts in the Star Publishing Co. case," he said, "in which the court declared that 'the uncontrollable power of a labor union' could not be used to set aside an order of the Board or of the courts."

He continued also that the letters which Mr. Padway regarded as contracts were not introduced into the certification hearings as evidence and that Mr. Padway had entered into a stipulation with the networks that NABET could be certified as the bargaining unit if the Board agreed the platter-turner unit should be set up on a network basis.

Calle Letters Contracts

He denied that the letters were ever regarded as contracts in the certification case. "The only issue in the case," he said, "is the unlawful threat of economic reprisal by the musicians against the networks to justify the refusal to bargain."

Mr. Padway vehemently denied he had ever told the Board his client would abide by the determinations of the Board and declared that all through the proceedings it had been in his mind to attempt to win his case before the Board but to appeal to the courts if the Board ruled against him.

"All we ask is that the Board perform its functions," he said. "If we win we shall be happy; if we lose we shall go to the courts."

Mr. Padway asserted he had never admitted the letters were not contracts. "These contracts are as binding and as conclusive as any contracts which are signed and sealed," he said. "Our whole case was based on the letters. We challenged the unit on the basis of these letters."

Let's not make light of those contracts," he continued. "They were contracts. They constitute the primary fact upon which we claim the work. If the Board finds otherwise, I say the Board is in error."

Mr. O'Donoghue immediately arose to challenge Mr. Padway. "I repeat," he said, "Mr. Padway did not introduce the letters as contracts in the certification proceedings. Further, throughout the hear-
WMT stands out in IOWA

WMT covers 126,500 square miles...reaching 3½ million people...at the lowest rate in Iowa per radio family.

Reach rich Iowa with WMT...the station that blankets most of Iowa's 1½ billion dollar yearly income...the station that covers an area 320 miles in diameter, 22 million acres of the nation's richest farm land.

Represented by the KATZ AGENCY
ING it was brought out that the networks had never bargained with the musicians on a nationwide scale. The letters were introduced to support the demand for network units.

"And as for Mr. Padway's claim that he had never told the Board he would abide by its decision, let me quote from pages 45, 46 of the transcript of the oral argument in the certification case. . . ." Mr. O'Donoghue then read from Mr. Padway's testimony Nov. 9, 1944 as follows:

"Mr. Padway (relying to question by John M. Houston, member of the Board): We haven't threatened any strike to management at all. I don't know what would have happened. They [NABET] threatened to strike and the moment they threatened to strike the WLB said: 'We don't want any strike'. We didn't intend to and we were not threatening one. And regardless of how this case comes out we wouldn't strike, not at least while our pledge is in force and effect. Mr. Pettrino wouldn't do it and it won't be done. That is the situation. . . ."

Didn't Mention Issues

At the outset of the hearing, Mr. Padway said that the Board delayed its decision on the unfair labor practice charge against the networks until the Board has ruled on the 8(2) charge (company domination) which the AFM filed with the regional NLRB. It is understood that the AFM charge against NABET is based largely on the fact that the union is an outgrowth of the Assn. of Technical Employees, its predecessor organization, which is alleged to have been a company union.

The Board was told by Joseph A. McNally, former counsel for NBC and now with the Blue, that the agreement of Jan. 24, 1944 granting NBC platter-turner functions to the AFM made no mention of the jurisdictional issues involved but he asserted "it was implied" that the granting of the demand was subject to determination of jurisdiction by the NLRB.

C. F. Detmar Jr., of the RCA law department, said NBC was

British Radio Council

THE Radio Industry Council, a new central organization for the British radio industry has been formed by the federation of four independent units in the radio and electronics field. The four organizations which now form the Council are: Radio Communications & Electronic Engineering Assn., the Radio Component Mfrs. Assn., the British Radio Valve Mfrs. Assn., and the British Radio Equipment Mfrs. Assn. The four will now coordinate their activities.
KFDA TO USE 50,000 LINES IN AMARILLO PAPERS!

KFDA, the Blue Network affiliate for Amarillo, Texas, will use a MINIMUM OF 50,000 LINES of display advertising in the Amarillo daily newspapers this year. The major portion of this space will be devoted to program promotion which will induce those "at home, but not listening" type of people to become a "share" of KFDA's audience. Such publicity will also give those "listening" a better insight of the program structure as a whole. This comprehensive use of newspaper lineage will supplement the many other forms of publicity, promotion and merchandising now being used by KFDA. Trade journal advertising is also being used extensively.

The Amarillo-Northwest Texas market is one of the fastest growing in the Southwest. KFDA will do a THOROUGH SELLING JOB for you in this market—AT LOW COST. For complete market data, availabilities and other information wire, or write, Howard P. Roberson, KFDA Manager, or contact a John E. Pearson man in New York, Chicago or Kansas City.
**THE Business of**

**BROADCASTING**

Wine Radio Plans

WINE SHIPPERS IMPORT Corp. is introducing a new domestic brand of Cointreau Liqueur on the air. Sponsorship of the Cointreau Record Album series weekly for 25 minutes started on WQXR New York March 1 for a 52-week schedule. In addition, beginning March 12 Wine Shippers will sponsor a series of four-hour Monday night concerts The Faure Centennial Series, to be succeeded by twice-weekly half-hour Cointreau Concerts for War Bonds. Tying in with the Seventh War Loan Drive, Wine Shippers agency for Cointreau is Dorland International, Feltigel & Penton, New York. Redfield-Johnston, New York, continues as agency for Colombo and other wines.

CKCO Appoints Young

ADAM J. YOUNG Jr., New York, will serve as exclusive national representative in the U. S. for CKCO Ottawa effective April 1.

Betting Poll

NBC has distributed to television set-owners in the New York area a questionaire asking their opinions of the boxing bouts telecast on WNBX New York, with particular emphasis on the blow-by-blow and between-rounds commentary. Viewers also are asked to name sponsor and to give opinion of commercials.

Ceda Signs WQXR Spot

CEDA DISTRIBUTING Co., Rochester, N. Y., in its first radio venture, has signed a 52-week contract for a weekly 30-minute program of classical records on WQXR New York. Effective Feb. 24, contract was placed through Glickman Advs., New York.

Consider Spot Radio

STADLERS Shoes, New York, has appointed Bobley Co., New York, as agency for the chain of men's shoe stores in the New York metropolitan area. Spot radio is being considered.

A great rhythm outfit, the Monroe band presents the sweetness of romantic dance music enhanced further by Vaughn's pleasant baritone voice.

**Vaughn Monroe**

One of the most talked of bandleaders in America, the handsome singing maestro is a veteran musician although he's only 30 years old. Born in Ohio, Vaughn was tooting a trumpet in a school band at the age of eleven.

RAIL Plan

RETAIL DRUG Stores, allowed to spend 10% of all increased purchase of Nyal drug products over the previous year in any of 15 advertising forms, over a four-year period spent 50% of their incentive appropriation in calendar; 25% in local newspaper advertising; 10% in spot announcements and the balance in other forms. Plan was introduced in 1941 by Nyal Co., Detroit, a subsidiary of Frederick Stearns Co., now a division of Sterling Drug Inc. Plan is administered by C. C. Ridg, Nyal vice-president and advertising director, who prepares all copy, including advertising announcements for a year, not placed through agencies.

Dinah Shore Wins Award

DINAH SHORE, star of General Foods Open House on NBC, has been awarded the Citizenship Medal of the Veterans of Foreign Wars. The first woman to receive the award this year, Commander-in-Chief Jean A. Brunner announced last spring on one of her broadcasts. Award is made in recognition of her "real building services" for servicemen.

Bendix Tests

CONTINUOUSLY, tests being conducted by Bendix radio division of Bendix Aviation Corp. are helping to point the way to new postwar improvements in radio receiver tone quality. Conducted with carefully selected groups, tests indicate all types of radio listeners recognize differences between newer wider range musical reproduction and the former limited range radio reception, according to Leonard C. Trusell, general sales manager for home radio.

Keystone Rate Card

NEW RATE CARD, No. 53 has been issued by Keystone Network effective March 1, 1945, showing increased rates, nauseated, according to Michael M. Silberman, KBS president, by expanded facilities and increased operation costs of affiliated stations. Simplified table, showing exact time cost per broadcast for every combination of time, frequency and number of stations, is a feature of the new card.

KYVOR Puts Drive Across

OVER THE TOP at the end of seven hours was logged of the Colorado Springs Red Cross Which credited the speed of the successful drive in part to KYVOR originating programs from Red Cross headquarters throughout the day. With the campaign lagging at noon the station broadcast messages from important townpeople, committee members, and others to pep up solicitors and give drive a boost.

WHA Commended

RESOLUTION of the Wisconsin State legislature has commended WHA on the U. of Wisc. campus for "its record of service to the state and its position of leadership in radio education in the nation." Occasion was WHA's 25th anniversary. Legislation also congratulated the station for its 22 program awards and various other honors, winning the George Foster Peabody Award for educational program in 1943.

Rehabilitation

NEWSREEL Theatres Inc., New York, is distributing in some 200 cities, a film version of Alma Mitchell's recent broadcast on WJZ New York in which she discussed rehabilitation of servicemen. Earlier, all scenes, director of Job counseling service, Veterans' Information and Reception Center, Boys Co. has requested permission to distribute copies of the film for display at VRC service centers.

Cowles Invitation

COWLES BROADCASTING Co. will show a new 21-minute sound film, "Why a Radio Station in Yakont, S. D." March 21 at the Waldorf-Astoria Hotel in New York. Industry and press have been invited to have "cocktails with WHJP" and "lunches with WHJP", the two Cowles stations. Katz Agency is station representative.

Window Newscast

KAY JEWELRY Co., sponsor of The Daily Broadcast's quarterly news show on WHJP Jacksonville, Fla., originated a seven-minute program from the show window of the store. A loudspeaker carries the newscast to the street.

CCKC Hamilton, Ont., has signed a contract for Press News wire service. Bringing it back to local stations taking PN service in Canada to 48.

For the complete list of BMI-licensed tides recorded by Monroe see your BMI DISC DATA.

Page 36 • March 12, 1945

BROADCASTING • Broadcast Advertising
Jean Colbert’s Woman’s Club of the Air is a five day a week, five star example of WTAM’s outstanding daily service to Cleveland women. What about our men in service? What about OPA prices? What about our children? What about war jobs? Jean is in there pitching the answers, in the studio and out...at social club meetings, educational conferences and welfare councils...all over Cleveland. One more reason why WTAM is first in listening audience, day and night. In fact, at night, *73%* of Cleveland homes listen most to WTAM.

* NBC 1077 City Survey 1944

**Jean Colbert**, Director WTAM’s Woman’s Club of the Air. Home economist, fashion commentator, consummate actress, brilliant writer,

(Below) Crowd listening to WTAM ensemble, in person, at Lakeside, Ohio.
Iwo Recordings Telling Vivid Story Of Invasion Brought Back by Lt. Hurlbut

BRINGING up-to-the-minute recordings of the Marine invasion of Iwo Jima from D-Day through D-plus five, Lt. James Hurlbut, USMC radio public relations officer, has returned to headquarters after a three-month tour throughout the Pacific, coordinating Marine Corps radio activities. Lt. Hurlbut was the first correspondent on Guadalcanal, landing with the First Marine Division in the fall of 1942. Before entering the service he was publicity director of WTOP Washington, then WJSV.

Many of the recordings are for local stations. According to Lt. Hurlbut, “We try to augment the network coverage of battle action, not compete with it. As no independent stations have representatives in the Pacific, these transcriptions are designed to fill their needs.”

Among the outstanding Iwo recordings were those made by Sgt. Richard E. Mawson, Marine Corps radio correspondent, former production manager and director of special events with WBAX Wilkes Barre, Pa., and Sgt. Harvey Williams, his engineer, who was an announcer with KROC Rochester, Minn.

Landing on Iwo with “B” Company tanks of the Fourth Marine Division, the correspondents took with them an Amertype film recorder, batteries and power converter, loaded on a specially built ammunition cart. From the front lines, the team went into action, recording a complete description of the fighting with a constant background of rocket fire, strafing and mortar bursts going on around them.

Most spectacular transcription was one which caught a two-way inter-com conversation between a disabled tank in a shell hole about 100 yards off the Motoyama Airfield No. 1, and another Marine attempting to direct a retriever tank to its rescue. One of the tank’s treads was off, its 75 mm gun out of operation, and the crew was “getting a helluva lot of artillery fire,” according to the Marine in side the tank. Sgt. Mawson picked up the conversation on a signall jeep radio aboard an LSM heading onto the beach on D-Day.

The four networks all used the recordings as soon as they were processed and schedules permitted. Blue broadcast them on Friday, March 3, the day they arrived, at 7 and 10:45 p.m. WJZ New York used them 11:15 p.m. NBC aired portions on WRC Washington at 7:45 p.m. MBS used them in a half-hour program 11:30-12 p.m. and 8:50 a.m. and 5:30-6 p.m. Saturday, March 4. Recordings were on Columbia 4:15 p.m. Saturday. Several other stations rebroadcast them throughout the week.

Used by MGM

For the first time recordings of battle action have been used in newsreels, MGM is using sections of the Mawson material in its News of the Day, released Wednesday, March 7. The transcriptions were rushed to Guam on the destroyer returning Secretary Forrestal from Iwo Jima, then flown to the States by Lt. Hurlbut.

Other recordings just arrived made on Iwo by Sgt. Alvin Josephy, USMC combat correspondent, ex-chief of special events with OWI Radio Bureau and assistant director of WOR-Mutual New York special events, are now being processed, with several airings scheduled as soon as they are made available. One of an attack on Motoyama was used by Blue Wednesday, March 7, 7 p.m., with remarks by the Commandant of the Marine Corps, Gen. A. A. Vandegrift.

Lt. Hurlbut took with him on his trip 3,000 lbs. of recording equipment, including film, wire and Providence units and power sources. These were distributed to approximately eight Marine radio combat correspondent teams in the Pacific and to those working independently with aviation units. The correspondents record not only battle action but also special events, personal interviews, native music and music written by Marines in the field, such as the Marine song, “Get Your Gear On”, first introduced by Marine recordings.
Combinations that C.L.I.C.K.

(Left to Right)
HARRY HERSFIELD
SENATOR FORD
JOE LAURIE JR.

Three is not always a crowd. The three stars of "Can You Top This?" are very good company—and a typical example of combinations that "click." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.
License Hearing For WOKO Reset

Oral Argument Date Advanced
From March 28 to March 14

ORAL ARGUMENT in the FCC's proposed refusal to renew the license of WOKO-Albany, N. Y., because of alleged "hidden ownership," involving Sam Pickard, former Commissioner and sometime CBS vice-president, has been advanced from March 28 to March 14 on petition of WOKO Inc., licensee corporation, filed by George Sutton, Washington counsel for the station.

Commissioner Norman S. Case, sitting as the majo-rity chairman, last Wednesday granted Mr. Sutton's petition to accommodate Morris Ernst, New York attorney who will argue the case. The FCC last November issued a proposed finding in the license renewal of WOKO "that the application of the station is in the public interest or convenience or necessity.

For months the WOKO case has been pending and it has been the subject of criticism on the part of Rep. Richard B. Wigglesworth (R-Mass.), member of the House Appropriations Committee and former member of the Select Committee to investigate the FCC. As recently as last month Rep. Wigglesworth delivered a scathing speech on the same floor in connection with the 1946 fiscal year appropriations for the FCC, demanding that the Commission take action in the WOKO case [BROADCASTING, Feb. 12].

In July 1943 the WOKO case went before the FCC in formal hearings, when Harold E. Smith, general manager and 25% owner, testified regarding Mr. Pickard's ownership through the later's brother-in-law, R. K. Phelps of Kansas City. Mr. Pickard testified the stock was presented to Mr. Phelps as a gift but that dividends were divided by Mrs. Pickard and himself. Later Mr. Pickard acknowledged his 24% interest in WOKO to Monroe M. Redden of Hendersonville, N. C., for $75,000, subject to FCC approval of the license renewal.

The Albany Knickerbocker News owns 25% of the station and Raymond B. Curtis, Garrison, N. Y., attorney, 25%.

Liquor Ban Proposed

A BILL to prohibit the advertising of all alcoholic beverages by radio has been introduced by Sen. Johnson (D-Col.), following a similar measure by Sen. Capper (R-Kan.) which would prohibit the "transportation in interstate commerce" of alcoholic beverages advertising. Sen. Johnson's bill (S-593) would make it unlawful for broadcasters to accept advertising for "alcoholic beverages" and likewise illegal to pay for radio time for such advertising. The FCC would be empowered to revoke a license of a station violating the proposed act.

HIT PARADE REPEAT SHIFTED BY CURFEW

COMPLYING with the midnight curfew order which applies to studio audiences, American Tobacco Co., New York, has cancelled the 12 midnight-12:45 a.m. West Coast repeat of Your Hit Parade on CBS but has arranged to clear the 6-6:45 p.m. (PWT) time, so that the show can move come straight through to the west at its regular time Sat. 9-9:45 p.m. (EWT).

To accomplish this 42 Products' This Is My Story has been shifted from WWO West Coast stations 6-6:30 p.m. (PWT) to 9-9:30 p.m. (PWT) and Wishbone Sauce Co.'s That's A Good Idea has been moved from 9:30-9:45 p.m. (PWT) to 9:30-9:45 p.m. (PWT). The change went into effect last Saturday after the program was not heard on the Coast the first Saturday of the curfew.

Rebroadcast of Laver's Burns and Allen show on CBS, 11:20-11:45 p.m. (EWT) also has been cancelled. Beginning Monday, March 12 the 13 stations which carried the repeat will use the 8 p.m. (PWT) to 8:30-8:55 p.m. (EWT) by special lines, record it and broadcast it at the regular repeat time 11:30-11:55 p.m. (EWT).

CBS Official to Hold Clinics on Video, FM

HOWARD LANE, CBS director of station relations, and William B. Lodge, CBS director of engineering, will leave New York March 20 on a trip to CBS affiliates. Mr. Lodge will give television and FM clinics as he did last year. Discussions will cover FCC proposed allocations and stations' plans in video and FM.

Mr. Lane and Mr. Lodge will make their first stop in Boston, proceeding to the West Coast. From San Francisco they will go to Dallas, Kansas City and Memphis, balance of the southern itinerary still to be announced. They return to New York April 18.

KOMO, KJR Delay

PENDING decision of the FCC in the application of Fisher's Blend Station Inc., Seattle, whereby Fisher's Blend Station would acquire KOMO Seattle and Birt F. Fisher would take over KJR, the Commission on its own motion last week ordered that hearing on the applications for renewal of license for the two stations be continued from March 15 to April 16. One of the remaining duty loop transfers made necessary by the FCC ban on multiple ownership, the KOMO-KJR transaction proposal, which involves no monetary consideration, was filed last December [BROADCASTING, Dec. 11].

Blood Donor Drive

TED MALONE, Blue commentator, arrived from France last week on what was described as a "Red Cross mercy mission" to dramatize, with the help of radio, the continuing need for blood donations. Trip is built around "Ted Malone BloodDonor Day," which opened April 1. On his tour, through Wel, broadcasts for Westinghouse Electric & Mfg. Co., and in appearances on other network programs, Mr. Malone is asking listeners to register at Manhattan blood donor center, and other center. He will fly back to Europe this week with blood collected, broadcast descriptions on individual donations.
Want this great Network Show to Sell for you Locally?

**Want this great Network Show to Sell for you Locally?**

Ethel and Albert are a young couple—who live like the rest of us—only funnier! On the air days Monday through Friday—each gay episode is complete in itself.

**Quick Facts About Other Blue Network Co-Operative Programs**

**Raymond Gram Swing:** Selected by 600 editors as Best News Commentator of the year; broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

**John B. Kennedy:** Famous writer, newswave commentator and radio analyst; broadcasting direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

**Correspondents Around the World:** Direct from all the history-making hot spots of the globe, 14 Blue Network correspondents bring the news right from where it's happening! Mornings, Sun.-Fri., 15 minutes.

**Baukage Talking:** Direct from Washington. Baukage gets his news from men who make it—the White House, Cabinet Members, Congressional leaders. Midday, Mon.-Fri., 15 minutes.

**Martin Agronsky:** Direct from Washington. Famous news analyst, who has broadcast from all over the world. Early morning, Mon.-Sat., 15 minutes.

**Kiernan's News Corner:** Walter Kiernan direct from New York. One of the outstanding human interest reporters of our time. Mon.-Fri., early evening, 15 minutes. Available East only.

**Dick Tracy:** Famous juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.

**You can sponsor "The Private Lives of Ethel and Albert" as broadcast live from New York...and pay only for your own area!**

Now you can cash in on the proven audience appeal of Ethel and Albert—that delightful young twosome whose intimate, true-to-life comedy show on the Blue is fast making them America's favorite married couple!

This outstanding Blue Network program is made available live for local sponsorship through the Blue's Co-Operative Program set-up...an ideal set-up for you to sell your products right in your own territory! Here's how this works...

Ethel and Albert will originate in the Blue's studios in New York at a popular daytime period. The program then goes out live over the network—and your local Blue station announcer gives your commercials during the broadcast, identifies this swell show as yours! Think of the prestige and appeal your sales message will carry when it's linked in listeners' minds with this big-time network program! And think of the show's low cost—for remember, you pay only your own share for your own area!...Ask any Blue Network Station for all information, or contact the Co-Operative Program Division of

**The Blue Network**

[Address]

**American Broadcasting Company, Inc.**
OWI, Station Men Discuss Program
Specific Announcement Time Rejected by Both Groups
A SUGGESTION that the OWI insure proper distribution of Government announcements by specifying the times that they should be broadcast was almost unanimously rejected by a group of about 60 representatives of stations in New York and Northern New Jersey, who met last Wednesday in New York to discuss the handling of war campaigns with OWI officials. Meeting, called by Arthur Hull Hayes, manager of WABC New York and regional consultant to the OWI Domestic Radio Bureau, was addressed by David Frederick, director of war programs, who outlined the work of his department in determining what Government campaigns should be given priority, and George P. Ludlam, chief of the bureau, who described the way these campaigns are allocated for network and station broadcasts. Willett Kempston, chief of the Bureau's stations relations division, and Harry Levin, regional station relations chief, participated in the discussion that followed the talks.

A proposal that OWI supply stations with a "clock chart" as well as transcription and live announcements was advanced by Morris Novik, manager of WNYC New York, who said that many Government announcements were being broadcast in the late evening or early morning hours when time was less desirable commercially. The OWI officials joined with the broadcasters in rejecting the proposal, stating that they had no desire to police the stations and that the results obtained from radio indicated that the broadcasters are doing their part.

Asked by Mr. Ludlam if they liked Government agencies going directly to sponsors, the broadcasters voiced unanimous disapproval. E. Ray McClosey, WNBF Binghamton, mentioned being approached by a fraternal organization to cooperate in a nurse recruiting plan that got in two plugs for the fraternity to every one for the nurses. Mr. Ludlam said that some Government officials who want more time than OWI allocates to them have learned that while OWI can turn them down, it has no authority over civilian organizations which front for war agencies. He advised stations to suggest to groups requesting time for war campaigns that the OWI handles the campaigns adequately.

Emphasizing that in carrying the six national and three regional spots a day scheduled for network stations, or the nine national and three regional spots for non-network stations, the broadcasters are doing all that the Government asks of them and whether they do anything more is up to their individual decisions, Mr. Ludlam asked whether they would prefer additional optional material submitted as announcements or as five-minute or quarter-hour programs. Most of the broadcasters said they would prefer announcements.

Summarizing the radio circulation of Government campaigns for the first eight weeks of 1945, Mr. Ludlam reported 5,855,171,000 impressions as the OWI estimate for that period. For 1944, the estimated total was 33,352,031,000.

SERVICE MOTIF dominates the new Shopper's Lane program starting March 5 on WINX Washington under sponsorship of Goldenberg's, Capital City independent department store. Alice Lane, conducting the six-weekly morning half-hour, spends full time at the store meeting those asking for help. Program includes civic notes, rationing items and other facts for housewives, along with shopping and swapping service. Taking part in dotted-line ceremony are: Front (1 to r): Leo Baum, Goldenberg treasurer, and Sol Greenberg, store vice-president. Standing (1 to r): Norman Weil, WINX commercial manager; Miss Lane; Edward Leib, Goldenberg's advertising director.

Cover THIS RICH SUBSTANTIAL MARKET WITH A SINGLE MEDIUM
Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. since 1938 by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball to the middle-aged teams of local business firms.

Johnny Ostrom is Charleston's "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, successful programs. These programs sell products, too. Just ask Royal Crown Cola!

WCSC
CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
1945—Radio's 25th Anniversary—Pledged to Victory
TION LIKE THIS HAS BUILT AND MAINTAINED WBAL'S
OVERWHELMING DOMINANCE IN THE BALTIMORE MARKET

THE WBAL STAR PARADE
. . . . AN 8 PAGE GRAVURE MAGAZINE NOW BEING READ
IN 125,000 HOMES IN THE BALTIMORE AREA

AND IT'S READ IN HOLLYWOOD, TOO!

WBAL 50,000 WATTS - - BASIC NBC NETWORK
ONE OF AMERICA'S GREAT RADIO STATIONS
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Lest We Forget

The DAY may soon be here. The day and the hour and the minute and the second when an American voice will speak from Berlin. What that message may portend, none can foretell with certainty. There will be rejoicing surely. There will be tears. There will be prayer.

It has been traditional since the days of the Pilgrims for Americans to join together in worship at times of great triumph and great sadness. These have been “home-town” gatherings, finding their strength in the common bonds which make our land a nation of neighbors.

If radio stations can bring to their listeners the familiar voices of their own ecclesiastical leaders on the day the world awaits, the action will reaffirm the indomitable principles of faith and friendship which were born in Plymouth.

‘For They Have Sown’

MEMORANDUM

TO: War Labor Board

RE: Petrillo, Lewis, et seq.

FROM: Broadcasters (who told you so)

LAST June 16, you may recall, your esteemed board rendered its decision in the two-year-old “recording strike” case precipitated by AFM President James Caesar Petrillo. By a split vote, your board called upon AFM to withdraw its “take-all” threats, but at the same time ordered that the recording companies negotiate a “method of distributing a fund to be set up through payments by the companies’. That’s what we of radio chose to call Jimmy’s private WPA which, we felt, would establish a dangerous precedent in employee-employer relations and one that would be picked up by other ambitious labor leaders.

We see by the papers where John L. Lewis now erupts with a demand for royalty payments to miners of 10 cents per ton—something like $60,000,000 a year. He uses the Petrillo pattern which your distinguished board saw fit to plop. Of course, that $60,000,000 is lots more than the mere $30,000,000 a year Jimmy Petrillo estimates he’ll get (a few pennies at a time) from the recording and transcription companies. But Jimmy is the fellow who invented the plan and, thanks to the “plague on both their houses” ruling of your board, he’s gotten away with it.

We imagine the line now forms on the right, for other unions will follow Petrillo and Lewis in setting up their own cozy little WPAs.

Let’s look at that decision of last June 16. You issued what you called a “directive order” in which you held (1) that the payments to be made by the companies to the union under the AFM plan did not require the approval of WLB since employers had not waived wages and rents within the meaning of the wage stabilization program and (2) that the AFM ban on recordings “shall promptly be withdrawn”.

What happened? Mr. Petrillo gleefully grabbed point 1; defiantly protested and then ignored point 2. The President himself made a personal appeal to Jimmy to comply with your directive. Mr. P. rejected that, too. The President then asked the Department of Justice to determine what action might be taken against the likes of Jimmy. But things had gone too far. Nothing could be done under the existing statutes.

So it came to pass, appropriately enough, that on Armistice Day 1944 RCA-NBC and Columbia Recording Corp. surrendered to Jimmy, having despised of Government relief.

Thus, your directive has meant exactly nothing, except humiliation to your board. Jimmy has had his way on all counts. He has established the new fashion of “private taxation by labor unions”. The Government gets no taxes from labor unions. But the Government will lose, in direct proportion, the taxes from employers, for your board has held that the royalty payments are not wage adjustments. The public, of course, will pay in the long run in increased consumer costs. You figure out whether this is double taxation, in the light of unemployment taxes, social security and other commendable social reforms.

The problem now transcends Petrillo vs. Everybody. John L. Lewis is in on the fight, too. And the others will follow.

It’s going to take an act of Congress, and a stiff one, to rectify things. We would judge the temper of Congress is such that it can happen at this session. But watch out for some cajoling about, because there’s going to be a wholesale bonanza to the poor broadcasting companies, you can’t claim that you were half-right.

Remember the Bible’s: “For they have sown the wind and they shall reap the whirlwind.”

News Nonsense

CONSIDER the case of the Washington Times-Herald, published by Eleanor Patterson, of the famed McCormick-Patterson family. The newspaper runs a daily radio log—but the Blue network programs don’t appear. There’s no listing for WMAL, the Blue outlet, which is owned by the Washington Star, top Washington daily.

Why? It seems that Mrs. Patterson early in the year took umbrage because Drew Pearson, who shunts shill news, fiction and opinion lines on the Blue Sunday nights, made some unkind reference to her newspaper. Pearson is Mrs. Patterson’s ex-son-in-law and has been embroiled in litigation with her. Moreover, the newspaper has been such a thorn in Mrs. Patterson’s side that she couldn’t think of calling upon the Times-Herald to the Washington Post, the fast-moving competitor in the morning field.

So the Blue-WMAL listing was dropped. The fact that this is a disservice to readers evidently doesn’t matter to Mrs. Patterson.

We’ve commented before on the ostrich-like policies of some broadcasters that list and publish program logs. That doesn’t mean stripped logs which label news as “studio” programs or sponsored features as “comedy” or “music”. Newspapers have a public service function. They publish amusement, sports, home economics and other features because their readers want them. Can they doubt that readers want adequate and complete listings?

Mrs. Patterson evidently publishes her paper to suit herself. One would judge she doesn’t like radio. But that couldn’t be so because she buys spot announcements on certain Washington stations to promote readership and circulation. She’s an applicant for both an FM and a television station in Washington. And she has gone to great lengths to buy an existing standard station without avail.

Our Respects To—

ALFRED FRANCIS HARRISON

T IS SAID of Al Harrison that no man is better known to broadcasters and publishers. That’s why President Hugh Ballie of United Press Assn., casting about the organization for a special Washington representative, chose the “daddy” of the UP radio wire.

As radio sales manager of UP the last decade, Al Harrison visited virtually every station in the country, came to know scores of broadcasters intimately, and built UP’s radio wire from a 40-word, 16-hour service for a handful of clients in 1925 to a 24-hour 60-word wire serving 560 stations in all 48 states and the District of Columbia.

To Al Harrison goes credit for the special radio news wire, as it is today.

Broadcasting was an unknown quantity in the days when Al attended public schools and St. Bridget’s Academy in his native Indianapolis. Its communications forerunner—telegraphy—attracted young Al. His first job was that of messenger for Postal Teleg. Co. He learned telegraphy and for several years pounded the brass on every conceivable type of wire—Western Union, Postal, brokerage and press associations. While handling the AP wire in Indianapolis Al decided gathering and writing news was more colorful than sending and copying it, so they made him a cub reporter.

Then followed the usual journalistic routine of those days—a turn on newspapers in South Bend, a sojourn on the Waterloo (1a) Times-Herald, a try on the Des Moines Register, a go to the Indianapolis Sun and News, thence to Pittsburgh and the Chronicle-Telegraph.

In 1914 Al joined the UP in Pittsburgh. Four years later he made him a salesman with headquarters in Indianapolis. He did such a good job of organizing the Great Lakes territory, installing UP service throughout Michigan and adjoining states that UP promoted him to central division sales manager with offices in Chicago.

Al installed the first printers west of New York in his territory, which comprised everything from Canada to Mexico between Denver and Pittsburgh. He put in a printer circuit in 1926 extending from St. Paul into North Dakota. He prizerized the Michigan state circuit after engineers said it couldn’t be done.

In recognition, Al Harrison was transferred to New York as general sales manager of UP. He developed the UP financial wire, then struck out for what he thought might be broader fields. Al joined the John H. Perry interests, publishing weeklies in New York in 1924, then became affiliated with David Lawrence as eastern superintendent of Consolidated Press Assn. (Continued on page 61)
Maybe you're interested in sponsoring a fifteen minute newscast — or an hour long musical. Whichever it is, you'll be way ahead when you buy spot programs that are already well established on the air. For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today—he's a good man to know!
Radio’s Role in Wartime Is Lauded by Col. Kirby

SPEAKING before the Washington Board of Trade March 8, Col. E. M. Kirby, chief of the Radio Branch, Army Bureau of Public Relations, told members that “the demand . . . more and more coverage of the war at home and at the front. To provide this,” he continued, “is the war mission of radio, the joint responsibility of the Army, the American broadcaster, and the advertiser.”

In reviewing radio coverage of Normandy D-Day operations, Col. Kirby stated, “WAVE could carry only 300,000 words daily, but through additional Signal Corps facilities, a record 400,000 words were delivered on D-Day. Signal Corps erected its own transmitter and on June 6 sent 67 still pictures at the rate of seven pictures a minute.

As “an outstanding example of wartime operation,” Col. Kirby cited a former public relations director of the NAB, cited NBC’s public service work in presenting the “Army Hour,” NBC reports for lines, facilities, overseas circuits, orchestras and chorus. Also taking part in the Board was radio night were NBC commentators Morgan Beatty, Richard Harkness and Leif Eid.

Davis Succeeds Vinson As Economic Stabilizer

WILLIAM H. DAVIS, chairman of the War Labor Board, was named last week to succeed Fred M. Vinson as director of the Office of Economic Stabilization. Mr. Davis has been appointed Federal Loan Administrator, the position formerly held by Ex-Secretary of Commerce Jesse Jones.

Named to head the WLB was Dr. George W. Taylor, formerly vice-chairman of the Board. Dr. Taylor has been an active participant in several cases before the Board involving the American Federation of Musicians and on occasion has severely reprimanded the musicians’ union for defiance of the Board’s directives. In his new post, Mr. Davis will be responsible directly to Mr. Vinson and to the Office of War Mobilization & Conversion.

WCAM Trouble

POLICE had to be called to maintain order at a municipally-owned WCAM Camden, N. J. when more than 150 followers in the studio audience of Rev. Charles A. Gilmore protested vehemently because the reverend’s weekly program, Old Fashioned Gospel Hour, was cut off the air for the second time for deviation from the submitted script. The station substituted recorded music instead of the regular program but was unable to make its station identification announcement. According to station manager William H. Markwood, Rev. Gilmore was refused permission directly before broadcast time to include a joke by a colleague not mentioned in the approved script. After the program was on for six minutes the station was ordered to introduce the guest speaker and the studio engineer intervened.
the commercial that blooms for a day

Success in advertising is more a matter of repetition than perfection. The "one perfect announcement", heard once, obviously will not produce the volume of sales provided by a workmanlike consistent schedule.

With this in mind, WDRC's rate policy has been and is to encourage consistent and successful advertising in The Hartford Market.

There is only one rate on WDRC.

It's the same rate for national, regional and local advertisers. It's a low rate for coverage of the entire Hartford Trading Area.

It's a rate purposely made still more attractive by worthwhile discounts for frequency.

WDRC invites inquiries from the advertiser who knows that frequent, consistent advertising will make his message stick and merchandise move.

Write Wm. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut.
WHO Newsmen Shift

WAR correspondents of WHO Des Moines received shifts in assignment last week. Jack Shelley, manager of the news department, returned from five months in the European Theatre March 6. He is booked for a speaking tour of Iowa, Minnesota and Nebraska. Herb Plamebeck, on his second trip abroad, arrived in Paris last week and started regular broadcasts on arrival. Maj. Frank F. Miles, on the Italian front since last September, has been transferred to the western front in Germany. WHO carries a daily schedule of several direct rebroadcasts or transcribed interviews by its own staff from the various fronts.

OTIS PARKER, former vocational agriculture teacher in Oklahoma, has been appointed Welsh-Plains sales director of WJNO, the company's Farm Service station in Schenectady, N.Y., the father of two boys.

ANDREW COWAN, CBC war correspondent, has resumed his duties at the CBC Toronto office and will coordinate rehabilitation programs. He has been overseas since last July.

FRED BRIGGS, announcer with WJAY, Cleveland, Feb. 29 married BETTY O'CROTTY, formerly in production and public relations for the Cincinnati CBS Hollywood, and now in the SPARK.

CAREY SMITH has joined WOOS Co- Smith in the Cincinnati station relations department.

HARRINGTON E. CRISSEY, program manager of WOFP, General Electric FM station in Schenectady, is the father of three children.

UP Sport Service

UNITED PRESS is giving special attention to sports events news for its radio clients with the introduction of a new plan providing for coverage by special "radio correspondents." Plan will be confined to the Madison Square Garden fights, and major track and basketball meets in New York and Chicago, but after the war the system will be set up on a national basis. These events, here-tofore covered by regular UP sportsmen, and the copy rewritten and slanted for radio service at the desk, are now being covered by radio reporters, who select special features appropriate for broadcasting, and file their stories by telegraph wires from the event, using radio style and language.

Race Relations

RADIO'S record in the field of race relations is not good but is better than that of the movies, according to Dr. Lawrence D. Reddick, curator of the Schomburg Collection of Negro Literature of the New York Public Library. In a statement accompanying the presentation of an award to Nathan Straus, president, WMCA New York, and another to the Negro newspaper, Dr. Reddick noted a trend towards improvement in the attitude towards the Negro and notably fewer instances of derogatory treatment.
Available...

DUG-OUT INTERVIEWS - 7 Quarter-Hours Wkly. - 24 Wks.
SCOREBOARD - 7 Quarter-Hours Wkly. - 24 Wks. ...

BEFORE and AFTER

Exclusive

WHITE SOX BASEBALL BROADCASTS

over

WJJD

20,000 WATTS

Chicago's Largest Independent Station

WALGREEN DRUG CO. again sponsors games for 7th consecutive year.
OLD GOLD again co-sponsors games for the 2nd consecutive year.

WJJD Inc.,
230 N. Michigan Ave.,
Chicago 1, Illinois.
STATE 5466

PAUL H. RAYMER,
366 Madison Ave.,
New York City
MURRAY HILL 2-8689

A Marshall Field STATION
OFFICES OF
Station KGY
ROCKWAY-ELAND BUILDING
OLYMPIA, WASHINGTON

August 31, 1944

Mr. M. Marquardt
West Coast Manager
World Broadcasting System
1000 North Seward St.
Hollywood 38, Calif.

Dear Mark:

It might be interesting for you to know that we are now using 122 World shows each month. Many of them we use "as is" merely writing commercials. Two or three we write each day complete, using World music.

I don't remember using a single record since you were here except E.T.'s, for commercials. All in all, we're sure going for World in a big way and take it from me

with the World Library ...

Yours very truly,

J. Harris Dorr
Sales Manager
TIME-SALES TIP!

anybody can go out and sell his head off!

This letter from a Northwest broadcasting station is typical of the mail we get—day after day.

No wonder it's enthusiastic! The 3900 selections in the World Library give stations material to cover every program requirement! Then World continues to send them up-to-the-minute entertainment—big-name artists and orchestras, latest hits, the kind of programs that attract and hold radio audiences.

World presents this high-quality talent at its very best. World's famous Vertical-Cut Wide Range Transcriptions, developed by the Bell Laboratories and Western Electric, are famous for fidelity.

Notice that last sentence in the letter above? It shows the profitable use stations are making of World's Continuity Service. This gives them seventy-eight expertly-written shows each week—ready to go on the air as sustaining or sponsored programs.

If you'd like to know more about the help World is giving to over three hundred leading stations, just drop us a line. World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS • HOLLYWOOD • WASHINGTON
The Chassis that Started a Trend

No one ever saw a broadcast transmitter built like this until Western Electric introduced its now widely used 1KW in 1939.

For the first time, all electrical apparatus — with the exception of three door switches — was assembled on a central structure. Providing accessibility never before attained, this revolutionary idea made an immediate hit with broadcast engineers.

The kind of thinking by Bell Labs men that led to this outstanding improvement — and to many other innovations which have become almost standard practice in the industry — is your assurance of still finer Western Electric equipment after the war.

Agencies

LAWRENCE HUBBARD, research director of Duane James Co., New York, has been appointed chairman of the monthly Radio in Wartime luncheons of the New York chapter of the American Marketing Assn., succeeding George Allen, manager of the Cooperative Analysis of Broadcasting.

THOMAS F. BRENNAN and Alfred Echter, copywriters at Rothrauff & Ryan, New York, have been appointed associate copy directors.

HARRY DODSWORTH, copywriter, formerly with Kenyon & Eckhardt, New York, has joined Arthur Kudner, New York.

E. L. DORCH, formerly in new product development, merchandising and research division of Vick Chemical Co., has joined the plans—merchandising department of N. W. Ayer & Son, Philadelphia.

J. P. McKINNEY & SON, station representative, have moved their Hollywood offices to 1611 Cosmo St.

LYLE JOHNSON has joined Lewis & Gillman, Philadelphia agency, as account executive.

LOUIS DEAN, former radio director of Arthur Kudner Inc., New York, has returned to the agency in an executive capacity and will work on the General Motors account. Mr. Dean left the agency in 1941 to help establish the domestic radio set-up for the Coordinator of Inter-American Affairs, Don Francisco, radio head. A year later he joined the William Morris Agency, New York, as an executive in the radio department.

FREDERICK KAMMANN, manager of the Cincinnati office of Roy S. Durestine Inc., New York, and William E. Dimpster, creative head of the New York office, have been elected vice-presidents.

JANE GLENN, formerly of the CBS Hollywood press information staff, has joined N. W. Ayer & Son as assistant to Jean McFarland, West Coast radio publicity director.

BUCHANAN & CO., to service film company accounts, will establish Hollywood offices with Arthur Menken, former war correspondent, as manager.

LUNCHEON AND LIVE DISCUSSION went hand in hand when Garfield & Guild, San Francisco agency, staged a recent get-together of all media representatives to promote better understanding of the firm's principles underlying current campaigns. Representing radio corner are (1 to r): Ken Craig and Dave Green, production manager and spot sales assistant respectively of KQW; David Olin, Northern California manager of Paul Raymer Co.; Dave McKay, spot sales account executive of KJBS; Frank Samuel, Blue western division sales manager; Morton Sidely, commercial sales manager of KSPQ.

FRANK B. McELMOY resigns March 15 as assistant manager of the sales promotion and merchandising department of McGann-Frierson, New York, to join F. J. Low Co., New York, as vice-president in charge of merchandising, sales promotion and public relations. Mr. McElmoyle was associated at one time with RCA Mfg. Co., Camden, where he created sales promotion and merchandising ideas for radio sets and electronic devices.

ESSCO, Los Angeles and Chicago, is setting up a department to service baking industry accounts under management of J. Franklin Dorsey, and is opening a New York office, temporarily located at 122 E. 42nd St. Mr. Dorsey, now in New York to set up the new branch, goes to Ennig from Midprint Inc., where he has directed baking industry activities.

JEFFERSON PARKER, former copy chief and account executive of Geiser-Gailey & Co., Los Angeles, has joined the Meyers Co., Los Angeles agency.

GEORGE IRWIN, writer-producer-announcer of Glasser-Galley & Co., Los Angeles, has resigned to freelance.

LUCIANNE HOWELL, former division manager of Carson Pirie Scott Co., Chicago, has joined Gibb Adv. Co., Chicago, as account executive and copywriter.

BOB SIMPSON, formerly of Ral Purdy Productions Ltd., Toronto, has joined Young & Rubicam, Toronto, as radio director.

Canadian Loan Drive

PLANS are nearing completion for radio publicity for the Eighth Victory Loan campaign in Canada which starts April 23 for a three-week period to raise $1,500,000,000. The National Radio Committee of the Advertising Agencies of Canada, has planned 5 one-hour Victory Star Shows, with leading screen, stage and radio stars, war correspondents and other overseas personnel. These start April 18 and will be carried on all Canadian stations for four Wednesday evenings and one Sunday evening. Five half-hour evening programs will be carried on all stations. There will be about 25 five-minute recorded programs. These will be at various times of the day on all stations.

Battle Area Service

PRESS WIRELESS Inc. is now transmitting radiophotos from the European battle area over one of its 400 mobile transmitters, which also carries radio telegraph and radiotelephone service, it was announced last week. According to Press Wireless, this is the first time transatlantic radiophoto service has been available from a battle area over a commercial 400 w transmitter.

Today's Best Buys

A full page of them in the April 2 issue of Broadcasting on stations.

Western Electric

Page 54 • March 12, 1945
The confidence of the public in WIBC, and in advertising offerings over this station, is shown everyday in the week by the high quality and generous quantity of listener response. Engendered principally by the strict censorship which the station exercises over advertisers and products for the protection of its listeners, this confidence is further supported by the close affiliation of the station with The Indianapolis News—Indiana's leading newspaper. WIBC has the coverage, and the influence, to do a complete merchandising job in Central Indiana, Eastern Illinois and Western Ohio.

Represented Nationally by John Blair & Co.
AFRA Fundfest held Feb. 17 to raise funds for returning service men to supplement provisions of the GI bill brought in $5,000 to the Washington, D.C., local of the union, Gunman Back, CBS announcer and president of the local, announced last week. The fund will be made available to all Washington AFRA members upon their return from the service.

Meet WHB's John Wahlstedt — "The Cook Tenor"... and our Program Director

Do not mistake this stern-visaged gentleman for a Federal Judge or a member of the U.S. Senate. He's 237 pounds of Swedish tenor who has been a fixture at WHB since 1932. He began, and continues, as "The Cook Tenor", and in more than a decade has appeared on some 600 half-hour programs sponsored by the Cook Paint & Varnish Company. In 1942, when Dick Smith became WHB's Program Manager for the duration, John took over Dick's former duties as Program Director.

As background, he has a Bachelor's degree in engineering from the University of Kansas; a Master's degree in education; and fifteen years' teaching experience. He left his position as Vice-Principal of Kansas City's East High School to devote his full time to WHB. He's a Shiner: the worst golfer in the state (his claim); and he loves to hunt and fish, and fish and hunt. Meanwhile, he no longer continues to sing daily on WHB for Cook's, but he's proud to sing in WHB's praise as the result of a Kansas City radio-station program survey just completed by the Merchants' Association. Tabulated, here are the facts:

**Radio Advertisers**

**BOOK-OF-THE-MONTH CLUB**
New York, which previously went off the air at the conclusion of the program, will continue the series with the addition of a weekly 25-minute program over the Beech Street Quaker. Series started March 11 and will run 13 weeks. Club last month started AuthorMeets Critic on WHB New York. Agency is Schwab & Neubert, New York.

**HOLLYWOOD CRITIC**

**S. C. JOHNSON & SON**

**SPEARY FLOUR CO.**
San Francisco (French dressing), replacing a famous western program. Series started March 5 for six weeks. Series is approval of the weekly Blue program. Private Lives of Ebel & Alston, on K274A, Los Angeles. Agency is Garfield & Guild Adv., Los Angeles.

**KUMA FABRICS**
Chicago (French dressing), on Monday night, Miami through Friday 4-4:15 p.m. (PWT). Agency: Knox Reeves Adv., Los Angeles.

**HUNSDAY BAY CO.**
Toronto, department stores, on March 12 started and一名子deleteries on 15 western CBS Trans-Canada stations Mon. 8:45-9:15 p.m. Agency: Cookfield Brown & Co., Winnipeg.

**HASS BARCHU & Co., Los Angeles**
Chicago (French dressing), replacing a weekly program on KNX Los Angeles. Contracts are for 52 weeks. Robert Smith Adv., Los Angeles, has account. Publicity weekly.

**SOUTHERN PACIFIC CO., San Francisco**
Railroad, in a campaign to recruit new employees. Series started March 12 a schedule of 16 spot announcements, 30 minutes. RMF Hollywood. Contracts are for 52 weeks. Agency is Poole, Cone & Belting, Los Angeles.

**AMERICAN HOME PRODUCTS Corp.**
New York, effective March 6, will begin sponsorship of a quarter-hour news program on WMAQ Chicago, Sat.-Sun. 10 a.m. to 9 p.m. On March 1, the half-hour contract for 52 weeks was placed by Dailer-Fengler-Sample, Chicago.

**CONSOLIDATED Royal Chemical Corp.**
Chicago (Krank's Shave Cream), has announced a five-week radio campaign to handle its advertising. Account was formerly handled by Campbell-Bissel Co., Chicago.

**STERLING Drug Inc.**
New York, has leased a 13-story building at 150 Broadway to house offices now at 170 West 34th Street. Building is located in other parts of the city. Some divisions will move immediately.

**THIERRY Drug Co.**
Los Angeles (Southern Cal. chain), complying with new FCC regulations, moved KPI Los Angeles March 1 replaced five-weekly quarter-hour commentary, sponsored by Mr. Rodriguez and Sidney Sutherland with Carlwell Wells, news analyst. Firm also sponsors five-weekly quarter-hour Hollywood Spotlight and Bookshelf Talk as well as The Green Hornet and a new weekly program on KECA Los Angeles. Agency is Hillman-Shane-Breyer, Los Angeles.

**KENU PRODUCTS Co., Los Angeles**
Agency (in a campaign sponsored by friends of the program) is KFRC Los Angeles and a weekly quarter-hour program, directed to San Francisco, is scheduled for 55 weeks. Latter, Los Angeles, is account.

**BROWN'S BREAD Ltd., Toronto**
Has started scheduled announcements on CKEY and CFRK Toronto and CHML Hamilton. Account was placed by McConnell, Eastman & Co., Toronto.

**CROWN BRAND PAINT Co., Toronto**
Has started scheduled announcements on a number of Toronto stations. Account was placed by McConnell, Eastman & Co., Toronto.

**B. C. TREE FRUITS Ltd., Vancouver**
Has started quarter-hour programs weekly on a number of Ontario stations. Account was placed by Ellis Adv. Co., Vancouver.

**EX-LAX Ltd., Toronto**
Has moved to a new studio and a new program. Account was placed by Field & Guild Adv., Toronto.

**MACY JEWELRY Co., Hollywood**
Has started a new daily program for 14 weeks. Agency is Arthur W. Ryans, Los Angeles.

**PETER DOLORETTI Malt Products Corp.,**
Harrington, N.J., is adding participation in a new program to a number of Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.

**REPUBLIC PICTURES Corp.,**

**SUNSET OIL Co., Pacific Coast Independent Petroleum company**, after a long campaign, is planning use of radio in the West Coast advertising. Agency is Brunscher, Van Norden & Staff, Los Angeles.

**BLUE NETWORK**
28th U. S. METROPOLITAN DIST.
MORE ESTABLISHED
LISTENERS PER DOLLAR
Ask HEADLEY-REED
Here's one of the secrets of the higher fidelity in Westinghouse 5 and 10kw transmitters: it's called equalized audio feedback (see drawing) and it's an outstanding contribution to higher signal fidelity.

Equalized audio feedback strengthens the already high fidelity of the audio and modulation circuits in Westinghouse transmitters, and reduces audio distortion to even lower limits. The system is independent of any variation in rectified antenna output.

Control-simplicity, economy and high fidelity are natural partners of the solid dependability you find in the complete line of Westinghouse transmitters... 5, 10 and 50kw AM and 1, 3, 10 and 50kw FM. Your nearest Westinghouse office has all the facts on these newest achievements in faithful transmitter operation designed by Westinghouse... the oldest name in broadcasting. Westinghouse Electric & Manufacturing Company, P. O. Box 868, Pittsburgh 30, Pa. J-08110

XXV—RADIO'S 25TH ANNIVERSARY—KDKA
In Kansas' Biggest and Richest Market, they depend for the facts, on,

KFH-WICHITA

CBS 5000 WATTS DAY & NITE CALL A PETRY OFFICE

Wrong Impression

EDITOR.Broadcasting:

In your issue of March 6, in reporting the proceedings before the Commission concerning FM allocations, on page 72 you make this statement:

"Maj. Armstrong, again taking the stand, corrected his testimony of Wednesday * * *"

This statement, as you phrase it, gives the impression that there was something wrong with my testimony which had to be modified. The fact is that the corrections which were made by me dealt with the correction of stenographic errors in the recording of my previous testimony, and I so stated before taking the stand.

The reason it was necessary to make those corrections immediately and on the stand, instead of making them in the usual informal way, was that the corrections were necessary as a foundation for subsequent testimony.

The only statement of mine which was questioned, and with which I felt called upon to modify, was the following. Mr. Allen questioned my testimony that a certain area, under certain conditions of interference, would be served perfectly 100% of the time. Mr. Allen was quite right and I admitted the error. It would be only 98 and 99/100% perfect, and I stated that I did not know how to figure these matters any more accurately than that.

I trust you will give this matter equal prominence to that of the article calling attention to the corrections.

Maj. Edwin H. Armstrong

News From Home

EDITOR.Broadcasting:

After being here in France some little time, an issue of Broadcasting caught me and I naturally was to express my appreciation for it. News from home is always wonderful and news of the industry is no less enjoyed.

Thank heavens the industry is going along with its plans for FM, television, facsimile, etc. It will be an even greater game to come back to. Like all other free-thinking Americans, I am incensed over the actions of Pettrillo-men in service do not like people who act and think along his lines. We are trusting those still at home to keep the house in order for our return.

I'd like to put in my word for the grand job done by all overseas units representing American radio, the shortwave stuff and the cooperation of the BBC. The work is held in high respect by all men overseas. Just the other day we managed to buy a German-made radio for five times its value. Even so, we're like kids on Christmas morning with it and it will go constantly until worn out like everything else German.

After three years with WSKB, KXOX and WSLI, I now have about two years in the Merchant Marine, Army Transport Service, and the Army and am in a Transportation Corps unit taking the stuff off the Libertys and sending it along to the boys at the front. I am really proud of our work but am working like hell to speed the day when I can return to the work I actually have a love for.

Every wish for continued success and free American radio.

Roy Weinekel
2d Lt. TC
Somedihere in France

We 'Get Around'

EDITOR.Broadcasting:

Today's mail brought me three copies of August editions of Broadcasting—sent to me by a Mr. Phil Wood, sales manager at WFMJ Youngstown.

As I was formerly a writer-producer at WNIB, I naturally was most happy to obtain Broadcasting—even though they did take seven months to reach me.

So for 60 minutes I was out of Army life—back into radio life. Reading the familiar pages of your magazine helped to make the day a bit brighter. Some of the old names are still there—yet there were many new ones which I did not recognize. I imagine three years is apt to do just that, however.

There isn't any specific reason for my writing, but I did want you to know that Broadcasting really gets around!

At present I'm a communications officer—the procedure is different but the idea is the same!

Robert C. Harnack
Lt. Infantry
The Philippines

"ORDERING 104 MORE SHOWS" advises Fred Cannon—ALL-CANADA RADIO LTD.

THE SHADOW

Available locally on transcription—see C. MICHELMAN 67 W. 44 St., N.Y.C.
Modern as tomorrow. Gone are the "Pick and Shovel" Days in Inland Empire mines. Modern machines and equipment like this sprinkler on rails, which keeps down coal dust, supplant them. This modern trend insures healthful, prosperous conditions extending into the post-war era.

Tomorrow, as it does today, will find KHQ abreast of the times—adding improvements as they develop to further extend its service and add even greater value to its present complete coverage of America's Number 2 market.*

*Per Capita Income $2,252—second highest in the nation.

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.
Mr. Harkness

Mr. Harkness succeeded Earl Godwin, Blue Network commentator, who became an ex officio member of the executive committee. Other officers chosen were: Rex Goad, Washington bureau manager of Transradio Press, vice-president; William Costello, CBS Washington commentator, secretary; Walter Compton, WOL-Mutual commentator, treasurer.

Protest to White House

Immediately after election the executive committee was instructed by the membership to file a protest with the White House because radio correspondents were barred from the recent Big Three conference at Yalta. Representatives of the AP, INS and UP were permitted to join the President at the conference, but no provision was made for radio.

The association executive committee plans to await the return to this country of Stephen T. Early, Presidential secretary, before making representations, as much as Mr. Early was charged with handling news representatives.

The executive committee was authorized to draft a proposed amendment to the association's constitution to give representation on the committee to independent stations. Mr. Harkness pointed out that under the original setup only the networks and Transradio had radio correspondents in Washington and consequently no provision was made for independent stations or regional networks. He suggested the amendment.

Five Years' Growth

In his president's address, Mr. Godwin reported that the association, which started five years ago with a membership of 20 representing the major networks and Transradio, has grown to embrace 21 or

Australian Video

FRANK GOLDBERG, founder and governing director of Goldberg Advertising Ltd., Australian advertising agency, has signed a priority contract with the Allen B. DuMont Laboratories for the first television transmitter to be installed in Australia, Herbert E. Taylor, director of transmitter equipment sales for DuMont, announced last week.
Give Now!

Thanks from the Boys

Drew Pearson
Gloria Jean
Three Suns
Paul Brenner
Mills Brothers
Phil Brito
Anita Ellis
Tommy Dorsey
The Sentimentalists
Bill Darnell
The Modernaires
Johnny Morgan
Monica Boyar
Louis Prima and Orchestra
Lily Ann Carroll
Justine DuVal
Fred Sayles
Elton Britt
Gus Steck and Orchestra
Steck's Bad Boys

IT WAS A GREAT SHOW FOR A GREAT CAUSE! We feel pretty sure that every service man and gal would thank you entertainers for appearing in person on WAAT's big two hour Red Cross broadcast on February 28th (8-10 PM). You sure did your part toward helping the 1945 Red Cross War Fund Drive get off to a grand start. Your efforts—and those of many, many others in the entertainment world—will mean vitally important comfort to plenty of fighting men and their families when they need the Red Cross.

Army Dramatization by
   Members of Army Air Force
   Red Cross Women
   North Jersey G. I.'s from
   European Theatre of Operations
   Nat Brusiloff and his Orchestra
   Earl Wilson
   Jerry Roberts

And not forgetting...

William N. Robson and Bourne Ruthrauff of the American Red Cross; A. A. Adams, B.B.C.; and Local 802 American Federation of Musicians. Plus extra special thanks to Frank Dailey. Show written and produced by Lee Stewart of WAAT.

Give more ... Give now ... to your Red Cross!

WAAT

NEW JERSEY'S FIRST RADIO STATION

March 12, 1945 • Page 61
TWO new programs have been announced by WHER, Philadelphia to its Studio Schoolhouse series, placing the educational feature on a Monday through Friday schedule.

One of the new programs, Radio Express, at the request of school authorities is planned for kindergarten, first and second grade listeners and is patterned somewhat after a children's book story. Second addition to the educational series is Dunker City Scrappers, a citizenship-training feature consisting of an exemplary story and an effort to dramatize instructions given in Dunker City Scrappers, a civic group.

Topics for the program are supplied by the Radio Committee of the Board of Education. All programs are designed for elementary school children and are presented in classrooms throughout the Philadelphia area.

Canadian Culture

TO BRING the culture of new Canadians to local listeners, CJCA Edmonton, Alta. is starting a weekly half-hour program Promotions of Canadianism. Groups of Canadians of foreign extraction in Alberta province have been contacted for the program to give musical, dramatic, folklore and other broadcasts in the series, with a studio orchestra available. Short talks, interviews, demonstrations or dramatics will be interspersed with a development of series, the improvement of Canadian culture.

Reading Plugged

DESIGNED to encourage children to read better is a new feature Books Bring Adventure has started on WQOJ Fort Wayne, Ind. Classes in the school district will read, listen to the program, sponsored by the Junior League, and then obtain books in school and public libraries.

Bank Program Idea

SEEKING methods of departing from the regular type of spot advertising, an article in Bulletin, official publication of the Financial Advertisers Assn., points as an example to the quarter-hour program developed some time ago by J. H. Newberger, vice-president of the Seattle First National Bank. Program started on station KOMO, Portland, Ore., and has been repeated on stations in other cities of the Northwest. The idea was to promote the activities of the bank.

High School Series

HALF-HOUR period each Saturday morning on WIOD Miami has been designated for the high schools of the community to promote the activities of the respective schools. The 15-week series Our High Schools, produced by Robert Fidler, WIOD program director, has been approved by the county school supervisor.

Auto Problems

WINX WASHINGTON and the AAA present a new idea in public service programs in Auto Answers aired at 5:15 a.m. Tuesdays. "The AAA Panel of Experts," Director W. A. Van Dusen, Dept. of Vehicles and Traffic; Dr. H. O. Dickinson, head of the Bureau of Standards heat and power section, and Charles Davies, of OPA, answer automobile questions. If they can't answer a query in 20 seconds, the caller wins a gift of war stamps. Johnny Waters is AAA professor.

New By Candidy

RELATING first hand experiences of his six-month assignment on the western front, James Candidy, WLW Cincinnati war correspondent, is heard Monday through Saturday on a five-minute morning Candidy Reports program.

KRNT Farm Aid

FACILITIES of KRNT Des Moines have been extended to the Farm Bureau, Triple A and Iowa State College Extension Service for special broadcasts in conjunction with Farm Food Alert Week.
YOU MAY BE ABLE TO HIGH JUMP 6 FEET 11 INCHES *

BUT—YOU CAN'T GET OVER THAT WALL OF "FAADING" INTO WESTERN MICHIGAN!

Those harnessed-lightning 50,000-watters in Chicago or Detroit should reach Western Michigan very easily, sure! But they don't. A queer local condition fades-out their signals. To reach this area adequately broadcasts must come from inside-the-wall.

So listeners here very naturally tune to near-by stations—and, as in all other markets, the best-programmed stations get the audience.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving eighteen counties with a daytime population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230 KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer complete coverage of Western Michigan.

Let us send you the whole story—or just ask Free & Peters!

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

WJEF
CBS — FOR GRAND RAPIDS AND KENT COUNTY

* Record set by Lester Stiers in U.S.A., June 17, 1941.
Our Respects to
(Continued from page 16)

headquartering in New York.

He was transferred to Washington as business manager and secretary of CPA. He converted the entire circuit from Morse wires to printers. After the market collapse in 1929 CPA's specialized financial service hit the downgrade.

Mr. Lawrence had been broadcasting and he saw a new field for a news wire in radio, so Al Harrison took the ball once more. In 1930 he pointed with pride to 14 radio clients for the CPA wire including the Westinghouse stations, WBZ Boston and KDKA Pittsburgh, Stanley Hubbard of KSTP St. Paul, Minneapolis; Harry Stone of WSM Nashville; Carl Haverin, then of KFI Los Angeles, and Gene O'Fallon of KFEL Denver were among Al's first clients, he recalled.

"Nobody could see news on the radio in those days," remarked the veteran press association man. "We struggled along but we had to bow to the inevitable, after a start."

In 1933 Hugh Baillie, then executive vice-president of UP, and Karl A. Bickel, president, called Al Harrison back as sales manager of United Features. Al could visualize a future in radio, so with the title of assistant to the president, he went to Washington and established the Washington City News Service, a telephone tip wire for Government agencies, radio and newspaper correspondents.

A Small Start

WCNS started with five clients, among them the late Secretary of the Navy Frank Knox, publisher of the Chicago Daily News, for his Washington bureau. Paul Wooten, head of McGraw-Hill Publications and the New Orleans Times-Picayune Washington office also subscribed. Today WCNS serves 108 clients and if facilities were available could more than double that figure, according to Al.

In May 1935 United Press—prod by the far-sighted Al Harrison—opened its service to radio and on July 1 that year the UP radio wire was born.

Al's ambition was to install the radio wire in every state of the Union. That was accomplished not long ago when Arizona stations came into the fold. Once more his ledger read: "Mission accomplished."

Early this year President Baillie called Al into his office, suggested that UP needed a man "in the know" as special representative in Washington. Would Al be interested? His smile spoke volumes. Here was another opportunity to help UP expand into the postwar world and Washington would be the hub of activity for years to come. Besides Washington was "home" to Al Harrison.

On March 1 he set up offices in the National Press building as special representative of UP. He'll handle radio, newspapers and other affairs. Al has a couple of ideas up his sleeve, too, but he declined to show his hand. "I'm here to keep in touch with new developments," he remarked, a twinkle in his eye.

Al is married, has two daughters and four grandchildren. His hobbies are professional sports and he seldom misses a baseball or football game. That stems from his early newspaper days when he covered sports, he says.

His most serious problem—in fact Al says it's the toughest one of his career—is finding a home in the nation's crowded capital. Until then he's commuting to New York.

Dubonnet Adding

DUBONNET Corp., New York, has added KQW WJW WCAE WDSU WLIF to its spot schedule for Dubonnet Wines; also participations on the Yankee Kitelegs on Yankee Network stations. WIND will be added next week. Schedule initiated last October already includes WXSR WILD WWDC WINX. News and record shows are used from Three to five-times weekly with both live spots, and a transcribed singing Jingle. Agency is BBDO, New York.
“My Make-Believe Ballroom Needs Transcription Equipment That’s Really Rugged!”

“That’s why our installation is PRESTO”

“Our PRESTO transcription turntables get a real workout here at WNEW,” says Martin Block, popular announcer and director of the Make-Believe Ballroom program. “We keep them running almost continuously throughout the day. And they’re giving the same fine, clear reproduction today that they gave when we installed them years ago. As an announcer, that means a lot to me. It’s a nice feeling to know that my transcribed show is getting out ‘in good voice!’”

From users of PRESTO equipment all over the country, comes the same story: “It’s rugged, it’s dependable, it stands the gaff!” The increased use of transcribed material in wartime broadcasting has placed a heavy burden on all recording and playback equipment. PRESTO users—including many of the major broadcasting stations—have found that their equipment is handling the job with ease. That’s because PRESTO devices are products of integrity—built to do more than will ever be expected of them.

WORLD’S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

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

REDESIGNATION of the program and broadcast school as
Armed Forces Radio Service School, has been announced by Col. Thomas
H. A. Lewis, commanding officer, AFRS, Hollywood. Setup was es-

A täglich

ship by AIR

DAYS AND DOLLARS! Save both by Air Express.
Hundreds of companies are constantly saving
thousands of dollars by gaining days en route for
emergency shipments. True, war traffic comes first,
but with more planes being put into Airline serv-

SHIP EARLY IN DAY for fastest delivery. Same-day
delivery between many airport towns and cities.
Overnight from coast-to-coast. Direct service to
scores of foreign countries. Rapid air-rail sched-
ules to 23,000 off-airlines points in the U. S.

FOR 3-MILE A-MINUTE speed, cost of Air Express is
low, indeed. 25 lbs., for instance, goes more
than 500 miles for $4.38, more than 1,000 miles
for $8.75 — with cost including special pick-up
and delivery in major U. S. towns and cities.

WRITE TODAY for “Quizical Quiz,” a booklet
packed with facts that will help you solve many a
shipping problem. Railway Express Agency, Air
Express Division, 230 Park Avenue, New York 17.
Or ask for it at any local office.

GOLD RECORD is given to Martin
Block (right) for his contribution to the recording industry by Wes-
ley Edson, sales promotion man-
ger of World Broadcasting Sys-
tem. Presented as part of 10th
anniversary celebration of Make Be-
lieve Ballroom, WNEW New York.

Army Praise for KSL

OGDEN Technical Air Service
Command’s production, Twenty-
Eight Candles for Captain Alley
has been awarded a special War
Dept. commendation as performing
“a sound public relations mission.”
Program was broadcast over KSL
Salt Lake City, as part of the KSL
series, Armed Forces Hour, twice
commended by the War Dept., in
recent weeks. Written and pro-
duced by personnel of the OTASC
at Hill Field, Utah, the production
was based on the life of Capt.
John Alley, pilot of a B-29, who
was killed while flying the “Hump”
to China.

OWI Acclaims Radio

CHICAGO office of the Domestic
Radio Bureau, OWI, last week ac-
claimed radio as aiding successful
results of war campaigns, and cited
the 7-week period from Jan. 1 to
Feb. 18 when the OWI Regional
office requested the 104 stations in
Illinois, Wisconsin, Indiana and
Iowa, to schedule KSL spot an-
nouncements urging young women
to join the U. S. Public Health
Service’s Cadet Nurse Corps. Open-
ings in hospitals were reduced con-
siderably.

Hicks in Europe

GEORGE HICKS, Blue war corre-
spondent, has returned to the Euro-
pean Theatre after a brief visit in
this country, and is with the First
Army in Belgium. He will continue
to be heard regularly Sunday 1:15-1:30
p.m. although his last commercial
broadcast for Scripto Mfg. Co., At-
lanta, was March 5. Agency is Tucker
Wayne & Co., Atlanta.

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Wayne & Co., Atlanta.
For the "Newspaper of the Air"

SELF SYNCHRONIZING

finch facsimile

DELIVERS PICTURES AND TEXT BY RADIO OR WIRE

FINCH TELECOMMUNICATIONS, INC. • PASSAIC, N. J.
Auditory Characteristics of Personnel Important, Gates KSL Survey Finds

HEARING ability varies so greatly even among normal people that an accurate knowledge of the auditory characteristics of radio personnel is invaluable in the broadcasting business, according to results of a study recently completed by Franklin Y. Gates, acoustical consultant of KSL Salt Lake City.

Using a standard 6B Western Electric audiometer, Mr. Gates studied the hearing characteristics of 44 members of KSL's production and engineering staff, recording the variations from normal as an audiogram.

The results were startling. Of the 44 tested, only 23 had normal hearing in both ears. Six were subnormal in both ears; six were subnormal in one ear. Eight were abnormal (in the sense of having more acute hearing than average) in one ear; and one was abnormal in both ears. This was based on an acuity not in excess of 20 decibels from normal average.

These differences in hearing have a direct and marked effect in radio production. The person whose hearing was abnormal in both ears, for example, was a stenographer, noted for friendly but persistent "beefing" about the station's sound effects. They didn't sound "real" to her, she maintained. Her audiogram showed that her acuity was unusually high, making her a natural for a technician. Today she works in KSL's sound effects department, doing a bang-up job because she has much "finer ears" than the average person.

One of the station's producers frequently clashed with a control operator over the placement of microphones in regard to the violin section of the orchestra. Their audiograms showed that the producer was subnormal in hearing in the higher frequencies, whereas the operator's hearing was abnormal in the higher frequencies. Thus, when the E string of the violin was barely audible to the producer, it was unbearably harsh to the operator. Shown their audiograms, the pair were able to adjust to their known strengths and weaknesses in hearing.

Another producer was shown to have decidedly subnormal hearing in certain frequencies. Knowing this helps him do better work—he now defers to an assistant in achieving microphone balance.

All in all, the members of the KSL staff were transferred to entirely new duties as a result of Mr. Gates' study, while five key men improved their work by learning to compensate for auditory irregularities.

It's how you hear that counts around a radio station, Mr. Gates concludes.

Cosmetic Test

RAYMOND LABS., St. Paul, to promote Rayve Creme shampoo will use radio along with other media in an extensive 90-day Pacific Coast test campaign. Agency is Milton Weinberg Adv. Co., Los Angeles.

4,955,144 spindles spinning VICTORY

daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

Spartanburg South Carolina Home of Camo Cloth

5000 watts Day, 1000 watts Night

950 kilowatts, Rep. by Hollingbery
A vital link in a long chain of equipment ... from microphone to antenna ... the lead-in cable plays an important part in dependability of operation.

Federal's Intelin Cables are dependable. They've proved that in broadcast and military installations all over the world ... standing up under severe operating conditions ... in all kinds of climate.

And that's typical of all Federal broadcast equipment. From lead-in cable to complete station, it has earned a reputation for performance because it's built to stay on the air.

Amplitude Modulation, Frequency Modulation, and Television ... for quality, efficiency, dependability ... look to Federal for the finest in broadcast equipment.
**IT IS BETTER TO GIVE**

To GIVE a beautiful reproduction of high quality sound from a low bass response of 40 cycles up to a high frequency range of 15,000 cycles plus, will pay broadcasters and manufacturers of home radio, FM and Television receiving sets. The American public is willing to give in proportion to what it RECEIVES. That's why the Duplex, the SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION, was perfected.

**SEND FOR BULLETINS**

**IT IS BETTER TO GIVE**

**ALTEC LANSING CORPORATION**

1210 TAFT BLDG. • HOLLYWOOD 28, CALIF.

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**OWI PACKET, WEEK APRIL 2**

Check the list below to find the war message announcements you will broadcast during the week beginning April 2. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

**WAR MESSAGE**

<table>
<thead>
<tr>
<th>Message</th>
<th>Net Work Plan</th>
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<tbody>
<tr>
<td>Army Nurse</td>
<td>X</td>
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<tr>
<td>War Bonds</td>
<td>X</td>
</tr>
<tr>
<td>The Job Ahead—Japan</td>
<td>X</td>
</tr>
<tr>
<td>Support Rationing and Ceiling Prices</td>
<td>X</td>
</tr>
<tr>
<td>Paper Salvage</td>
<td>X</td>
</tr>
<tr>
<td>Merchant Marine Recruitment</td>
<td>X</td>
</tr>
<tr>
<td>Conserve Cars</td>
<td>X</td>
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</table>

**STATION ANNOUNCEMENTS**

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Group</th>
<th>Nat Spot Plan</th>
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<tr>
<td>X</td>
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</tbody>
</table>

See OWI Schedule of War Message 124 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

**Cancer Drive on Air**

RADIO will play a major role in enlisting public support for the $500,000,000 campaign of the American Cancer Society to be conducted in April, according to Robert Berger, public relations counsel for the Society. Eric Johnston, president, U. S. Chamber of Commerce, is chairman. Transcriptions featuring well-known artists, spot announcements and other material will be supplied to stations. Norman Winter, formerly radio director, Lynn Baker Co., and radio writer and director for CIAA is producer. Columbia Recording Corp. is recording transcriptions.

**Oboler's New Series**

ARCH OBOLE, who abandoned radio several years ago to concentrate on film work, will be back on the air beginning April 5 as writer-producer of a 26-week series on Mutual, Thursday 10-10:30 p.m., Phillips H. Carlin, MBS producer, chief, announced last week. Titled Arch Oboler's Plays, program will originate from WNY New York for the first four broadcasts, from WGN Chicago for two, the balance coming from Hollywood. One of his mutual plays, "Mr. Ten Cents a Day," scheduled for May 24, will be based on his observations of the film colony.

**Big Warner Drive**

WARNER BROS. PICTURES Inc., New York, is building up to local premiers of "Hotel Berlin," with two to three one-minute spot announcement drives, the overall schedule to cover about 200 stations. Leading up to New York opening last week, campaign of 120 spots per week ran for two weeks on WEAOW WOR WMCA WINS WHN WOXM WQXR WLIR WNEW, the drive to continue for the next month or so in New York at the rate of 93 spots a week. Discs were cut by Columbia Recording Corp. Agency is Blaine-Thompson Co., New York.

**Manila Broadcast**

ROYAL ARCH GUNNISON'S first eyewitness reports of the liberation of Manila on Feb. 4, as broadcast by MBS, have been published in booklet form. A note from MBS President Edgar Kobak says, "We think it makes noteworthy comment on an event all America will be everlastingly proud of."

**SEENING HOW MUCH** more life is left, James Schultz, chief engineer of WCAE Pittsburgh, uses a doctor's stethoscope to "test" the RCA cathode ray tube which is still functioning normally after establishing a record of more than 50,000 hours in program monitoring.

**UNIVERSAL MICROPHONE Co., Inglewood, Cal., has published catalog bulletin on its new D-20 series of dynamic microphones to be made with 50 to 6000 cycles and in 50, 200, 500 and 40,000 ohms.**

**"It seems queer to me, Honey, that WDFD Flint has never mentioned your Brigadier General Smith."**

**Page 70 • March 12, 1945**

**BROADCASTING • Broadcast Advertising**
Remote Pick-Up Amplifiers

This famous pair are truly "Jacks of all trades" . . . for they have been "Aces" in doing an outstanding job of remote broadcasting from Maine to Pango Pango—from Macy's windows to Montana's mountains—from Sandlot ball games to World Series—from Presidents to Prime Ministers. For more than a decade Gates Remote Amplifiers have served broadcasters for every need and purpose. From year to year they have been modernized, but in efficient performance they still remain the same in name, type number and service.

Here's what one broadcaster writes about his Gates DYNAMOTE:
"... My Gates Dynamote is so much superior to my studio speech system quality, that I have discarded my studio equipment until new equipment can be obtained."

Another wrote: "... I am using my Gates Dynamote as standard for overall frequency response for the entire transmitting plant."

This, plus the fact that Gates Remote Conditioners are used in nearly every U. S. broadcast station for single mike pick-ups, is proof that this famous pair has been engineered for efficiency and economy. This is why Gates Remote Amplifiers are now in use in every theatre of war, bringing to America's loud speakers the war events from the place where history's biggest news is taking place!

Ask About Our Priority Plan for Prompt Delivery
When Gates Equipment Is Again Available.

Wartime restrictions do not allow the sale of new broadcasting equipment without priority. This equipment is presented merely to acquaint you with Gates' developments.

RADIO COMPANY, Quincy, Illinois, U. S. A.
May 1 Allocations Goal
(Continued from page 15)

resident of the Drive Yourself Assn., opposed the FCC proposals for mobile services as inadequate to care for anticipated needs. Peter Beard- sley, arguing for the American Trucking Assn., likewise asked for reconsideration of frequencies for trucking firms.

T. Brookeman Price and F. M. Ryan, appearing for the AT&T, urged a single 6-mc band be allocated for common carriers to help provide for rural radiotelephone service.

Diathermy Request
Howard A. Carter, secretary of the Council on Physical Medicine, American Medical Assn., said that while the Council would not oppose the FCC proposals, it felt that three channels instead of one should be allocated to diathermy. A wide band would encourage manufacture of home diathermy apparatus, he said, and estimated that 56% of the medical profession employs diathermy.

When Saturday hearings opened, A. W. Mathis, vice-president of the H. G. Fisher Co., diathermy manufacturers, opposed the FCC proposals as totally inadequate. He said the industry wanted nine times the space the Commission proposes, asserted that manufacturers are taking steps to help the FCC and public by eliminating interference where possible.

Mr. Carter, returning to the stand, asked the Commission to set a time limit for discarding or replacing present diathermy in favor of equipment which will not interfere with communications services.

Dr. William H. Schmidt, associate professor of physical medicine, Jefferson Medical College, Philadelphia, took issue with the Council on Physical Medicine and said its views did not represent the majority of practicing physicians who use diathermy. He advocated at least three bands.

Dr. Alexander Seneauke, professor of electrical engineering, New York U. and executive of Amperex Electronics Productions, testified that in his opinion a plus or minus band width of .5% would be sufficient for diathermy, but suggested that the 27-mc band would be ideal, with a band width of plus or minus 1%. He testified as an engineer.

Wide Bands Needed
Then he appeared as chairman of the industrial heating committee of RTPB Panel 12, and said the objection to shielding equipment, as the Commission had proposed, was not economic but that shielding was not likely to prove permanently effective. Experience proves the need for wide bands, he said. It was brought out that tests made by the Commission with so-called “non radiating” machines showed radiations from great distances.

Paul D. Zottu, of the Girdler Corp., speaking for the plastics industry, opposed the proposed allocation for industrial services as falling short of the needs of the plastics manufacturers. He told the Commission that high frequency heating has assumed tremendous importance and will continue to expand postwar.

Mr. Zottu declared that radio frequencies are not “the special preserve of communications which happened to have developed earlier” and urged that the needs of industry be given greater consideration than in the past.

Mr. Zottu disagreed with Dr. Seneauke’s belief that a .5% band width would be adequate and suggested that the Commission appoint an engineer to conduct a study in cooperation with industry. He urged that additional channels be allocated for the industry and that a band at least 27 mc wide be set aside.

Would Like Freedom
Although admitting the “ideal” allocation would be “ridiculous”, he said the industry would like complete freedom “including the broadcast band”.

William Cruze, executive vice-president, Society of the Plastics Industry, New York, reaffirmed Mr. Zottu’s testimony, declaring the industry is only beginning to explore the possibilities of plastics molding. He estimated that 600 to 700 companies are potential users of high frequencies for pre-heating and said that 60 to 70 companies now employ radio for industrial purposes.

Maj. Armstrong returned to the stand to say that he and Commission experts are in agreement with regard to Sporadic E and that the data presented is as near to the facts as he can reach.

China, Canada, England, Russia, India, South Africa, South America and Australia have participated in WTAG’s “Worcester and the World”, with special short wave broadcasts beamed directly to the Central New England audience. In fact world attention focuses on this celebrated series of broadcasts, highlighted by United Nations representatives in attendance, week after week, at the famous Clark University Forum — by OWI rebroadcasts of the many activities this program has developed in Worcester — by countless nationwide editorials and press releases — by printed and spoken acknowledgments that a deep understanding of future United Nations co-operation has been created by WTAG.

Central New England recognizes this radio station leadership, within its own boundaries, with an overwhelming listening preference for WTAG.
A MODERN SYLLOGISM

MAJOR PREMISE:
Bell Telephone System serves the American Public.

MINOR PREMISE:
Bell Telephone Laboratories develop the facilities of the Bell System.

CONCLUSION:
Therefore, Bell Laboratories serve the American Public.

And that is the raison d'être of the Laboratories. For the Bell Telephone System, the Laboratories carry on research studies in all the sciences and development work in all the engineering arts that relate to electrical communication.

For the Western Electric Company, the manufacturing unit of the System, the Laboratories develop equipment, prepare specifications for its construction, and engage in various engineering activities.

For the Armed Forces of the United States, under contracts of the Western Electric, the Laboratories have undertaken more than a thousand development projects — many with spectacular effect upon our enemies.
Leberman Lauded
For War Job Done

Forrestal Commends KRSC
President for Production

OFFICIAL commendation of Comdr. Palmer K. Leberman, USNR, president and principal owner of KRSC Seattle, for his accomplishments in providing the Navy with essential quantities of critical radar, radio and other electronics equipment, was announced by Secretary of the Navy Forrestal.

Comdr. Leberman last week.

The commendation was presented by Rear Adm. E. L. Cochran, chief of the Bureau of Ships, in the name of Secretary Forrestal. Equipment running in the hundreds of millions of dollars was delivered to the Navy under Comdr. Leberman’s direction, as officer in charge of the Equipment Branch, Bureau of Ships Electronics Division, from March 1942 to the present. Comdr. Leberman is a graduate of the Naval Academy, class of 1922, and, in addition to his presidency and majority ownership of KRSC, also was an executive vice-president of Family Circle Magazine, promotional publication distributed through food stores.

Along with Robert E. Friebe, general manager, he founded KRSC in 1927. From 1930 to 1936, however, he was employed in the San Francisco offices of NBC.

Col. Lewis Heads AFRS

Col. THOMAS H. A. LEWIS has been named commandant of Armed Forces Radio Service by the War Dept. with concurrence of the Navy. Title is in recognition of his post of command over a combined operation utilizing Army, Navy, Marine Corps and Coast Guard personnel. Command authority remains vested in the Army. Before entering AFRS Col. Lewis was vice-president in charge of radio for Young & Rubicam.

A BLUE NETWORK AFFILIATE

Hey! Better Look At Our Record Before You Place Your Next Schedule

KMMJ

Grand Island, Nebraska

Headley-Reed Company • Representatives

Broadcasting • Broadcast Advertising
In Shakespeare’s day, women were not allowed to attend the theatre. Thus his dramas played to audiences consisting of men only.

As a result, for many years Shakespeare was looked upon as a hack writer of popular plays. But, as time passed and customs changed, women began attending the theatre and Shakespeare was soon regarded as the master writer of them all.

Which indicates that it takes a complete audience to pass sound judgment.

In radio this same rule applies. If you’re advertising your product over the air, you need a complete audience to pass judgment in terms of increased sales. WCBM can offer you this advantage, because listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit
MILITARY HONOR AWARDED PIERCE

ROBERT MORRIS PIERCE was named last week as one of six civilians assigned by the OWI to the Psychological Warfare Branch of the 12th Army Group who have won military commendations for their work on the Continent since D-Day. The commendation for Mr. Pierce, who has returned to his old post as chief engineer for the Richards-Fitzpatrick stations (WGAR WJR KMPF), was endorsed by Gen. Robert A. McClure, chief of Psychological Warfare for Gen. Eisenhower.

Morrie's outstanding feat on the Continent was the capture of Radio Luxembourg's powerful transmitter at Junglinster last September shortly after the American forces reached the city of Luxembourg, where the station's studios are located. For his ingenuity in getting the station intact for the Allies he had been commended by Col. C. R. Powell of the 12th Army Group for "efficient, prompt and vigorous action" and "foresight in procuring adequate armed assistance... for the capture and protection of this very important station" [BROADCASTING, Oct. 22].

Earlier, Morrie had distinguished himself while in charge of engineering operations for OWI in the Mediterranean Theatre.

Radio Flood Aid

(Continued from page 18) wall at Portsmouth by nine .p.pgs with a crest of 50 feet expected.

WPAY went on 24-hour schedule to present reports and service bulletins as the emergency developed. Station had been airing announcement programs since March 2 when heavy rains poured into the already swollen river.

With its city well protected by system of levees, WIKR Cairo, Ill. in presenting information talks and programs for surrounding farm areas, large portions of which are under water.creat 5 ft., only 3 1/2 ft. under crest high, is predicted March 15. Business and industry would not be affected, according to reports.

Net Coverage

Direct pickups from Cincinnati, Louisville and other Midwest and Southern cities were included in the networks' scheduled news periods last week to bring listeners first-hand accounts of the flood. In response to queries to eight affiliates in the stricken areas CBS received reports of continuing normal operations, WPAR Parkersburg reporting that it was acting as clearing house for evacuation work. Early stages of flood postponed air debut of WJXN Jackson, Miss., as a Mutual affiliate from March 1 to March 11.

CBS put on a report by Rex Davis, chief announcer, of WCKY, 6:45 p.m. Tuesday, and on Wednesday day devoted its feature story program to pickups from Mr. Davis, Peter Flench of WHAS and Fred Rollinson, WEOA Evansville, and from WRRC Memphis.

Howard Chamberlain of WLW was on NBC Wednesday at 12:02 p.m. with eyewitness description of scene at Portsmouth. He broadcast direct from the town at 7:15 p.m.

The present mayor of Cincinnati compared notes with the mayor in office during 1937 flood in a special pickup from WKRC on Mutual, 11 p.m. Tuesday. Reports from WKRC WGRC WCAE were carried Wednesday 7:45-8 p.m. Austin Williams reported from WSAI on the Blue Tuesday 7 p.m.

Information Asked On AFM Practices

ADVISED by Chairman Clarence F. Lea (D-Cal.) of the House Committee on Interstate & Foreign Commerce that further hearings will be held to consider legislation to curb Petrillo practices affecting broadcasting, the NAB last week called upon all stations to submit information on their relations with AFM to assist the Committee in writing a bill to protect the freedom of the air.

In a special bulletin to stations, NAB reproduced a letter sent by Chairman Lea to about 30 organizations, agencies and broadcasters declaring that the Committee is interested in broadening the scope of the Vandenberg Bill (S-63) and its House counterpart, the Dondore Bill (HR-1648), which are confined to prohibiting interference by the AFM with broadcasting of non-commercial cultural and educational programs.

Shock Aspects

Chairman Lea's letter points out that during the course of hearings Feb. 22, 23 on these bills testimony was presented which showed the need for taking up other aspects of the problem affecting broadcasting. "Some of the practices which have come to our attention," the Chairman wrote, "include the ban which was recently in effect upon the making of records and transcriptions, the quota system for the employment of musicians, the employment of 'standby' musicians, restrictions on the appearance of members of the AFM on television broadcasts, restrictions on the use of service bands on the air, and the dispute between AFM and NABET concerning platter turners."

... and Wednesday 3 p.m., and Harry McTigue from Louisville 8:30 a.m. Wednesday.

Through the local chapters of the American Red Cross, special scripts and information for programs on disaster preparedness and operation can be obtained. Script numbers are 286-382. The NAB Service Unlimited series now carried by more than 200 stations features quarter-hour disaster programs the weeks of March 4-11, April 1-8 and 8-15. Programs may be ordered through local chapters.

Speak to the Dollars IN PROSPEROUS DAYTON AND MIAMI VALLEY through

WHIO

For Your Sales Message

WHIO has more listeners than any other local Station.

NEWS: UP, INS, PA, plus CBS' BEST

5000 Watts • 1290 on the dial

BASIC

C. P. Hollingbery Co., Representatives

CBS

Harry S. Cummings, Southeastern Representative

WFPG ATLANTIC CITY, N. J.

WSTV WFPG WJPA WKNY

STEVENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., Kinston, N. Y.

Page 76 • March 12, 1945

BROADCASTING • Broadcast Advertising
Laboratory tests measure a distortion freedom of less than 1% when a 400-cycle note is recorded . . . with a Fairchild No. 541 Magnetic Cutterhead . . . at a level of +18dB (reference .006 watts) to produce a stylus velocity of 2.5 inches per second.

Exceptional design and precision skill has produced a magnetic cutterhead that successfully damps the moving armature — through the use of unusually long cushion blocks and a positive means of adjusting and maintaining the armature in correct balance.

The result is the long sought correct bass response that remains free from distortion while producing the finest possible full volume recordings up to 8,000 cycles.

When mounted in a Fairchild adapter, the No. 541 Magnetic Cutterhead also provides a sapphire advance ball on a swivel mount that permits instant change from “in-out” to “out-in” cut direction . . . a micrometer-threaded screw control of cut depth . . . and an easily accessible screw adjustment of the cutting stylus angle.

Standard with the No. 539 Fairchild Recorder, the outstanding performance and operating qualities of the No. 541 Magnetic Cutterhead are now available to all owners of earlier Fairchild portable models and many other types of recorders.

Descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild Camera and Instrument Corporation

SOUND EQUIPMENT – precisionized—mechanically and electronically—for finer performance
60 kw Poised to Enter Berlin

(Continued from page 18)
dio contact with America pursue the policy established by SHAEF during the invasion of France. Then, it will be recalled, a 400 w transmitter, employed for voice and code relay, was set up on the beachhead within range of enemy shellfire. As soon as signal contact was made broadcasts directly to American pickup points were launched.

Hundreds Died Needlessly

It is not unlikely that the 60-000 w mobile transmitter—more powerful than any standard broadcast station operating in this nation—will carry to American audiences the voice of Gen. Eisenhower, supreme commander of the ETO. His present headquarters are in Paris. An air flight from Paris to Berlin takes less than an hour.

The part radio will play in the broadcast of Armistice news has been reported previously [Broadcasting, Sept. 18]. At 5 a.m. in 1918 the Armistice was signed in Paris. Six hours were allowed for word to reach the men in the field. In those tragic hours, hundreds died and were wounded needlessly.

In this conflict, War Dept. spokesmen believe, front line soldiers slugging their way forward will know of Armistice within minutes after terms are met. Radio will carry word to the rest of the world as rapidly as correspondents can reach established studio locations with communiques.

It is believed that Gen. Eisenhower will employ radio to announce any cessation of hostilities to our troops first, even before reporting to the War Dept. in Washington. The powerful Luxembourg station operated by SHAEF and by ABSIE, the OWI outlet in England, can be employed for this purpose and to inform German soldiers that they should lay down their arms. There is adequate evidence that both of these transmitters are monitored constantly by the Germans.

P&G RESHUFFLING NETWORK SCHEDULE

PROCTOR & GAMBLE CO., Cincinnati, is engaged in a reshuffling of its network schedule affecting daytime serials, with Rosemary definitely set to move from NBC to CBS, and a new time sought for Road of Life and Star Playhouse on NBC.

Trend is toward securing an earlier period on NBC than the current 45-minute block now occupied by P&G 11:15-4:45 a.m. across the board. First step is shift of Rosemary from 82 NBC stations 11:15-11:30 a.m. to 75 CBS stations 11:15-12:30 p.m. Serial will begin on CBS March 26 but will continue in duplicate on NBC through March 30. The 11:15 a.m. spot now occupied by General Foods Two on a Clue, will be vacated when G-F through Young & Rubicam shifts the mystery to 2-2:15 p.m. on 128 CBS stations March 25, replacing Joyce Jorden, which goes off the air.

Procter & Gamble is dropping the last-quarter-hour segment of its 11:15-4:45 p.m. sequence on NBC, filled by Star Playhouse for Crisco and Dreyfus. Plan is to move this serial and Road of Life (Duz) 11-12 a.m., into an earlier half-hour block, if West Coast stations can be cleared. Alternative will be to place Star Playhouse after Road of Life, giving P&G the 11:15-30 p.m. sequence.

Agencies for Rosemary are Benton & Bowles (White Laundry Soap), Compton Adv. (Ivory Flakes), and Pedlar & Ryan (Dash). Compton Adv. handles Road of Life, and shares Star Playhouse, for Crisco, with Dancer-Fitzgerald-Sample (Dreft).

Blue Names Lally

BLUE Network, which has been reorganizing the executive setup for its advertising and sales promotion activities, has appointed Thomas L. Lally as promotion manager. Announcement was made last week by Fred Smith, vice-president in charge of advertising, sales promotion and publicity. E. J. (Bill) Hanson’s executive assistant as advertising manager was announced the preceding week [Broadcasting, March 15], will bear the title of coordinator of advertising and sales promotion. Irvon Kenway handles advertising and promotion for M and O stations and Murray Grabhorn, assistant sales manager, handles Blue programs. Mr. Lally comes from Army service.

IF YOU SELL DRUGS

(OR DRILLS OR DYE)

Ask your DISTRIBUTOR about KDAL, DULUTH

Victor H. Hanson

VICTOR H. HANSON, widely known newspaper publisher and owner of WSGN Birmingham, who died March 7 in Birmingham following a short illness, in the early twenties gave to Alabama Polytechnic Institute, Auburn, Ala., Radio Station WAPI to promote education.

At that time the station was located at Auburn. In 1927 it was moved to Birmingham. In 1936, Mr. Hanson obtained control of WSGN which was a 100-250 w station. In 1937, Henry J. Johnston, Mr. Hanson's nephew-in-law, was put in charge of the station. He is still its directing head.

WSGN, operating on 610 kc, has been stepped up to 1,000 w night and 5,000 w day. In keeping with Mr. Hanson's desire to render the best possible radio service to the state, application for FM was filed with the FCC in 1944, and is pending.

Mr. Hanson was owner of The Huntsville Times, Huntsville, Ala., which in 1944 filed application for an FM station for Huntsville.

Mr. Hanson's title was chairman of the board of The Birmingham News Co. which operates WSGN.

AAF Readies Show

ARMY AIR Forces will produce a new program, Fighting AAF, on the Blue Network, 1:30-2 p.m. Saturdays, starting in late March or early April and featuring pickups from combat correspondents plus AAF band, a high-ranking officer and wire recordings of air bombings. Contract for sponsorship is expected momentarily. Blue reported, with provisions for standby fees for both musicians and actors. Program, to be coordinated by Maj. Fred Brisson, will be produced by Capt. Perry Lafferty and written by Sgt. Warren Lewis.

Cosmetic Spots

SPRING and summer spot radio for Elizabeth Arden's Velva leg film has started in the South, with over-all network schedule to include five-times weekly chainbreaks for 8 or 13 weeks in 37 cities. Blaier Adv. is agency.

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

Page 78 • March 12, 1945
Yep! By Cracky — —

“*I’m back on the air with my powerful little 5 Watter*”

Yes Siree...

The “*Old Jumpin’ Jenny Wren*” is again at the controls of Station E-Z-R-A, down in Rosedale! Uncle Ezra has answered the call of his many, many friends with his infectious chuckle, his philosophy, his thought “*fer the day*” and his, “*HOWDY EVVEBUDDY!*”

In this new series of transcribed five-minute broadcasts all programs have been planned to permit—

**ONE MINUTE AND THIRTY SECONDS FOR LIVE COMMERCIALS**

Exclusive to one Station in each City!

WRITE—WIRE or telephone for audition transcription.

**CO-OPERATIVE BROADCASTING SERVICE**

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING, BROADCASTING • Broadcast Advertising

CHICAGO 4, ILLINOIS

TELEPHONE WABASH 6243

March 12, 1945 • Page 79
December

New Business
CARTES PRODUCTS, New York (liver pills), on April 2 starts John J. Anthony's Goodwill Hour on 10 MBS stations Mon. thru Fri. 1-40-2 p.m. Agency: Ted Bates Inc., N. Y.

Renewal Accounts
B. F. GOODRICH Co., Akron (rubber goods), on March 12 renewes Joseph C. Harz. Meaning of the News on 123 CBS stations Mon. thru Fri. 9:30-7 p.m. Agency: BBDO, N. Y.

S. C. JOHNSON & SON, Racine, Wis. (wax, other products), on April 3 for 22 weeks renewes Fibber Magee & Molly on 139 NBC stations Tues. 9-10 p.m. Agency: Needham, Louis & Brody, Chicago.

NOXEMA CHEMICAL Co., Baltimore (beauty cream), on March 1 renewed The Mayor of the Town on 81 CBS stations Sat. 7-7:30 p.m. Satur. 6:15-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

Net Changes
GENERAL Foods Corp., New York, on March 28 shifts Two on a Clue (La-Priore) to Satin, 3:30 p.m. to 123 CBS stations Mon. thru Fri. 2:15-3:30 p.m., replacing Joyce Jordan (Graspern & Grapenuts Wheatmeal). Agency: Young & Rubicam, N. Y.

E. R. SQUIBB & Sons, New York, on March 26 replaces To Your Good Health with Jimmy Carroll Rings of Edward stations, Mon. 6:15-8:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

FRANK H. CO. Lee, Danbury, Conn. (men's hats), on March 25 shifts Little Kibbitz Facts About Well Known People from Wed. 10-10:15 p.m. to Sun. 2:15-3 p.m. at same time on 123 CBS stations making a total of 175 CBS stations. Agency: William H. Weintraub & Co., N. Y.

Network Accounts
All Line Eastern Wartime unless indicated

Networks

KOAM Joplin, Mo., to cover CP new station 300 w.

KIVI Boise, Idaho, to cover CP station 50,000 w.

KODI Anchorage, Ak., to cover CP new station 50,000 w.

KVOA Tucson, Ariz., to cover CP new station 50,000 w.

KVOO Tulsa, Okla., to cover CP station 50,000 w.

KIMA Yakima, Wash., to cover CP new station 50,000 w.

KXLY Spokane, Wash., to cover CP new station 50,000 w.

KZTV Las Vegas, Nev., to cover CP new station 50,000 w.

KOAM Joplin, Mo., to cover CP new station 50,000 w.

KBPQ Bismarck, N. D., to cover CP new station 50,000 w.

KPMG Northwest, Wash., to cover CP new station 50,000 w.

KXAN Austin, Tex., to cover CP new station 50,000 w.

KZDN Denver, Colo., to cover CP new station 50,000 w.

KGNU Topeka, Kans., to cover CP new station 50,000 w.

KVOO Tulsa, Okla., to cover CP new station 50,000 w.

KMGW Twin Falls, Idaho, to cover CP new station 50,000 w.

KZTV Las Vegas, Nev., to cover CP new station 50,000 w.

KOAM Joplin, Mo., to cover CP new station 50,000 w.

KKBQ Shreveport, La., to cover CP new station 50,000 w.

KVOO Tulsa, Okla., to cover CP new station 50,000 w.

KZTV Las Vegas, Nev., to cover CP new station 50,000 w.

KOAM Joplin, Mo., to cover CP new station 50,000 w.

KSBW Monterey, Calif., to cover CP new station 50,000 w.

KOMA Seattle, Wash., to cover CP new station 50,000 w.

KTVI Kansas City, Mo., to cover CP new station 50,000 w.

KBOO Portland, Ore., to cover CP new station 50,000 w.

KSTP St. Paul, Minn., to cover CP new station 50,000 w.

KCSI Casper, Wyo., to cover CP new station 50,000 w.

KMOJ Los Angeles, Calif., to cover CP new station 50,000 w.

KMLF Minot, N. D., to cover CP new station 50,000 w.

KTHZ Hugo, Okla., to cover CP new station 50,000 w.

KMOH Colorado Springs, Colo., to cover CP new station 50,000 w.

KXLY Spokane, Wash., to cover CP new station 50,000 w.

KQMJ Great Falls, Mont., to cover CP new station 50,000 w.

KZTV Las Vegas, Nev., to cover CP new station 50,000 w.

KOAM Joplin, Mo., to cover CP new station 50,000 w.

KBPQ Bismarck, N. D., to cover CP new station 50,000 w.

KZTV Las Vegas, Nev., to cover CP new station 50,000 w.

KOAM Joplin, Mo., to cover CP new station 50,000 w.

KBBQ Shreveport, La., to cover CP new station 50,000 w.

KZTV Las Vegas, Nev., to cover CP new station 50,000 w.

KOAM Joplin, Mo., to cover CP new station 50,000 w.

KBBQ Shreveport, La., to cover CP new station 50,000 w.
Your Coming New Zenith will be the World’s Finest Radio because

All Zenith’s Engineering Power is Concentrated on

"RADIONICS EXCLUSIVELY"

The vast new science of radionics is a jealous wife. She demands undivided devotion from him who would share her secrets and master their application. Many of these secrets are still so sensational that they cannot even be made public!

It is only natural that you can expect the world’s foremost radio values in the coming new Zenith Radionic models. For Zenith does not divide its engineering and manufacturing power among unrelated fields like refrigerators, washing machines, electric irons, cooking ranges and vacuum cleaners. Zenith has no intention of competing with lifelong specialists in those fields.

Radionics demands a degree of imagination in engineering and precision manufacture unknown in other mass production fields. That’s why every Zenith worker has always been, always will be, a highly trained specialist in "radionics exclusively."

Before the war, this policy made Zenith one of the largest radio manufacturers in the world... with an unrivaled record of top performance in millions of sets, at lower service expense to owners than any other make!

In the war, "radionics exclusively" has made Zenith Radionic military equipment famous in every branch of our armed forces! This has meant a wider, more intensive development by Zenith in High Frequency, the basis for all FM, Television and Short Wave advancements. It is a matter of record that years ago short wave communication was introduced into the U.S. Navy by Zenith!

No wonder Zenith—and only Zenith—is able to launch a radionic revolution!

Yes, your coming new Zenith Radionic Radios, Global Portables and Radio-Phonographs will bring miraculous tone of such clarity, brilliance and beauty as you’ve never heard before! They will combine advanced engineering, precision quality and low cost as never combined before!

The Zenith Radionic Revolution is on the way! Watch for it! Don’t risk your radio dollars—put them on a name you know will be a proven winner. Keep your eye on Zenith for the best in radio, and see Zenith first!

Zenith Radio Corporation, Chicago 39, Ill.
All Production Now for War or Rehabilitation

Copyright 1944, Zenith Radio Corp.

Keep Your Eye on Zenith for the Best in Radio!

Radio · FM · Television · Radar · Short Wave · Radio-Phonographs · Hearing Aids
The study covered 1400 homes in Manhattan. Of these, 200 were upper income; 460 were average income; 400 were below average income; 400 were Italian homes. The ballot was mailed and followed by a postcard reminder two days later. The ballot carried an inducement to answer in the form of a promise to pay 10 cents to the Red Cross for each completed return. After replies from the ballot and the followup postcard were tabulated, personal interviews were held with all families in each of the three income groups. A total of 300 personal interviews were conducted, half with families who had answered the ballot, half with families who had not.

Main findings were these:

(1) The economic level played a definite role in determining who answered the mailed ballot. The higher the level of the group, the greater the per cent who participated. The reverse was particularly true for those below average income, who were especially low in its replies.

(2) Economic level was related to the stations mentioned by the respondents. Stations were shown to have marked appeal for high income respondents. Others were favored by low income groups.

(3) The families who did not answer the ballot were less radio-minded than those who did; the study showed. They listened less to radio according to the study, and it is consequently concluded that the method of balloting inflates station circulation.

(4) Reasons for not answering differed markedly. High income group representatives who did not answer said they were indifferent. In contrast, low income individuals not answering said they did not understand the ballot.

(5) Network station ranking is sufficiently well identified by call letters, the study revealed. It was found that 90 per cent of both the mailed ballots and again in the followup interviews at Knowledgeable Independent stations, is concluded, is much less certain and reliable.

(6) When a checklist of programs was given to the respondents, it was discovered that programs regularly were noted which did not correspond with stations mentioned on original ballot.

(7) There was a longer list of stations heard by respondents than those to which they were subscribed, and it was the networks which appeared most to have missed those people.

The above findings were reported in a study of radio listening habits commissioned by the New York Independent.

NAB Program Session

STATION and network program men will come to Washington for a three-day meeting March 14-16, the NAB announced last Wednesday. Various activities from all 17 NAB districts will meet with the executive committee, the NAB district officials, and government officials for the session.

Survey Table

Distribution of station mentions by income group plus one Italian group — On Mailed Ballot —

<table>
<thead>
<tr>
<th>Income Group</th>
<th>High Income</th>
<th>Medium Income</th>
<th>Low Income</th>
<th>Italian</th>
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NAB Labor Plan

A BUDGET of approximately $500,000 to expand NAB labor relations activities was urged by the Labor Executive Committee at a meeting in New York March 6-7. Part of a four-point plan, the recommendation will be sent to members of the full labor committee for comment and vote. Action came following presentation of the expansion plan by John Morgan Davis, labor counsel. Present at the meeting in addition to President J. Har- old Ryan and Secretary-Treasurer C. E. Arney Jr., were Chairman Harry Leboiedevin, WJIN Racine; Frank K. White, CBS New York; Calvin J. Smith, KFAC Los An- geles; WJZC, and WAF Chicago; Campbell Arnoux, WTAR Norfolk; Stephen R. Rin- ton, WSRF Stamford.

BLUE COMMUNICATOR POLICY IS ADOPTED

RAYMOND MOLEY, who started a weekly commentary on the Blue last Sunday, was selected as a "conservative" in line with the network's new plan to establish a greater political balance in its overall news program schedule, Robert E. Kintner, vice-president of the Blue in charge of news and new features. Explained last Thursday at a press luncheon for Mr. Moley at the Waldorf-Astoria Hotel, New York.

Walter Williams and Drew Pear- son, by virtue of their predominant audience appeal, have weighted the Blue schedule a bit more on the "New Deal" side, Mr. Kintner explained, continuing "the public is entitled to an interpretation of the news which may be slightly different in political thinking from the so-called New Dealers."

WEBN DAILY PROGRAMS IN

**ITALIAN **

**POLISH**

**ENGLISH **

**GERMAN**

**JEWISH**

**WBNX**

5000 WATTS DIRECTIONAL OVER NEW YORK

AMERICANS LEADING FOREIGN LANGUAGE STATION

$40,000 Is Pledged to BMB

(Continued from page 16)

BLUE COMMUNICATOR POLICY IS ADOPTED
In a tight spot because radio spots are so tight? And the network shows are sold solid?

Mr. — we can get you out of that dilemma! You’ll see eye to eye with us on this solution. Because the people know a good thing when they see one.

The show of shows today is motion pictures. Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters.

That’s tops for licking the scarcity of space that currently exists in other media.

It all happens in one minute — but it opens the door to more new business than you ever dreamed of seeing in one spot.

For there’s nothing quite like this unique medium to reach all the audience and deliver all your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community.

So how can you miss with such an unusually powerful advertising program?

Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people’s hearts, open their purses. No other medium brings the story you have to tell closer home.

No other medium sells like moving pictures!

You’d expect an advertising effort of this calibre to be expensive! Not on your life! Actually it costs less than ordinary advertising.

Motion Picture Advertising Service and United Film Service handle all production, distribution and billing.

Get full facts NOW — they’ll pay you big dividends!
Help Wanted (Cont'd)

Writer who loves ocean bathing, trout fishing and fond of writing slick, in- telligent stories about the friendly, congenial staff of a popular midwestern newspaper, now desires to write for a British company in London, England. Are you listening, Ed, Walter or Wilbur? Write at your leisure. If you had a story to tell about your story briefly with salary requirements to Box 418, BROADCASTING.

Situations Wanted (Cont'd)

There's no substitute for experience—fifteen years of it! Announcing, news, special events, sales, on-air controls, supervision, responsibility, and right to sign a one-year contract for one position. Good reasons for desiring change, 300,000-watt network affiliation. Might invest one to four thousand dollars. Married, family, draft unlikely, no flat salary. Experience in expert, assistant or top announcer, let's talk over really. Write Box 388, BROADCASTING.

Commercial manager interested in launching small network and desires small network with production. Good references and record as advertiser and producer. Will go anywhere reliable station and agency. Write Box 356, BROADCASTING.

Network announcer—Smooth style, rich voice, handled network shows. I am currently doing four-hour-a-day transcription work. Seeking position with television or independent network station in New York and surrounding area. Prior experience in network work. Write Box 420, BROADCASTING.

Network announcer—Deferred. Will accept position anywhere, immediately. No attachments. Will send résumé on request. Box 421, BROADCASTING.

Wanted to Buy

Wanted to buy—Ground wire and WE 300A tube. Box 150, BROADCASTING. Wanting old-time recording equipment to use back. Bush Mumper, Box 26, Fairfield, Ala.
Wanted to Buy (Cont’d)

Wanted—FCC approved frequency and modulation monitor. Also, tower and other equipment for 250-watt station. Cash. Box 382, BROADCASTING.

Wanted—Contemplating interest in local or regional station. Box 383, BROADCASTING.

Wanted to buy—Local radio station. Box 384, BROADCASTING.

Wanted—FCC approved frequency monitor. Send complete information. Box 385, BROADCASTING.

Wanted to buy—one or two universal full-frequency tuning heads. Radio Station EFAB. Engineering Department, Lincoln, Nebraska.

Reward: $100 War Bond, to the guy or gal whose information regarding availability of recent model RCA I 8.5 watt transmitter leads to its purchase. (Has anybody here seen a good console or RCA dual speed turntable?) Box 418, BROADCASTING.

Bentley to Front

JULIAN BENTLEY, news editor and war correspondent of WLS Chicago, Prairie Farmer station, will leave soon for his second overseas assignment for the station and farm paper. He is accredited by the Navy. For security reasons, neither the nature of his trip nor his destination can be revealed now.

Doyle Promoted

J. E. (Dirty) Doyle, manager of press information of WABC New York for the past two years, has been named director of special events for the station and farm paper. He is accredited by the Navy. For security reasons, neither the nature of his trip nor his destination can be revealed now.

BBC ISN'T LIKELY TO GO COMMERCIAL

UNLESS PRESENT indications are completely wrong British radio will not go commercial after the war. John Salt, North American director of the BBC, said last week on his return from a month in London. The decision is to be made by Parliament, not by the BBC. Mr. Salt said there seems to be no great pressure for commercial radio operation.

The BBC charter expires in 1946, he said, and its renewal will be debated in Parliament, probably within the next six months. The appointment of a special Parliamentary commission to hold public hearings on it is likely, he said, although it is possible for a proposal to be introduced as a bill and debated without investigation.

If the non-commercial operation continues, the BBC will need additional revenue to carry on expanded home program service, and to support the resumption of television broadcasting. Mr. Salt stated. This might come through an increased tax on radio homes—or through a special tax on television receivers.

After the end of the war in Europe, the BBC's plans for an expanded home program service include more programs from America, he stated. Asked if hearing American programs has had any effect on English listening habits, Mr. Salt said that the BBC broadcast four American programs each week—Jack Benny, Charlie McCarthy, Command Performance and Mail Call—with Jack Benny the most popular with a rating of 18, compared with a rating of 46 for the top BBC "entertainment" program.

APPOINTMENT of James W. LeBaron as general manager of the Chicago office of Joseph Hershey McGil- lers Inc. station representative, was announced last week. Mr. LeBaron has been a sales executive in the New York office four years. He succeeds Jack Stewart, who resigned recently.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

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

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

PAUL GODLEY CO.

Consulting Radio Engineers

MONTCLAIR, N. J.

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg. District 8456

Washington, D. C.

FREQUENCY MEASURING SERVICE

Exact Measurements at any time

R. C. A. COMMUNICATIONS, INC.

64 Broad Street New York 4, N. Y.

JOHN BARRON

Consulting Radio Engineers

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington 4, D. C.

WOODWARD & KEEL

CONSULTING RADIO ENGINEERS

Earle Bldg. * National 6513

Washington 4, D. C.

LOHNES & CULVER

CONSULTING RADIO ENGINEERS

Munsey Bldg. * District 8215

Washington 4, D. C.

MAY, BOND & ROTHROCK

CONSULTING RADIO ENGINEERS

AM FM TELEVISION FACSIMILE

National Press Bldg. Wash. 4, D. C.

District 7362 * Globe 5880

HERBERT L. WILSON ASSOCIATES

Consulting Radio Engineers

AM FM TELEVISION FACSIMILE

FIELD OFFICE

Nat'l Press Bldg. Wash. 4, D. C.

Room 892 NA. 7846

WORTHINGTON C. LENT

Consulting Engineers

INTERNATIONAL BLDG.

 Wash. D. C.

1319 F STREET N. W.

DISTRICT 1127

GATO W. RAY

Consulting Radio Engineer

Hilltop Drive

Stratford, Conn.

ANDREW CO.

Consulting Radio Engineers

363 E. 75th St. CHICAGO 19

Triangle 4400

March 12, 1945 * Page 85
Reece Bill Would Curb Power of FTC To Require Warnings in Commercials

A PROPOSAL to amend the Federal Trade Commission Act to define more clearly the Commission's jurisdiction over false advertising, restricting the power of FTC to require the use of warnings in radio commercials and other media advertising, has been introduced in the House by Rep. R. Carroll Reece (R-Tenn.) and referred to the Committee on Interstate and Foreign Commerce.

In an explanation of his bill (HR 2939) in the Congressional Record last Tuesday, Mr. Reece lists three general purposes as follows: (1) to permit "effective judicial review" of cease and desist orders issued on charges of misrepresentation in advertising (2) to limit "aggregate" penalties which may be imposed for a "single" violation (3) to clarify the Commission's jurisdiction as to food, drugs, devices and cosmetics.

Limitations imposed by Mr. Reece's bill on penalties for violations of Commission orders would apparently apply to radio stations as well as newspaper.

Advertising Clause

Concerning the question of jurisdiction, Mr. Reece attempts to resolve conflicts between the Federal Food, Drug, and Cosmetics Act, which applies to composition, labeling, and distribution of food, drugs, cosmetics, and devices, and the FTC Act, which is designed to prevent false advertising of similar products.

Mr. Reece declares that conflict has developed largely over the administration of section 15 (a) of the FTC Act which expressly excludes "labeling" from the definition of the term "false advertisement." However, he finds the FTC Act does not define the word "labeling" and he proposes that the definition in the Food and Drug Act be incorporated in the FTC Act.

Confusion has also developed, he declares, over provisions regarding failure of advertisements to include warnings. "Those provisions," he points out, "were to reach advertisements which although not false by express statement, were misleading by direction, implication and ambiguity. They were not requirements for advertisements to contain directions for using the various warnings with respect to contraindications, which matters are expressly dealt with in the Federal Food, Drug and Cosmetic Act as to labeling—unless the affirmative and express portions of the advertisements are such as to make some disclosure of directions or warnings necessary to avoid an otherwise misleading representation.

"Likewise, those provisions were not to require in advertisements warnings against use of a product for purposes and in ways not pre-scribed in the advertisement or not customary or usual."

Mr. Reece declares that the Commission has invoked these provisions in its proceedings "to order inclusion in advertisements of warnings of various kinds, including warnings against excessive and un-recommended uses and in cases involving idiosyncrasies or allergic conditions. It has also been utilized by the Commission upon occasion to "curb" a product Sunday, seemingly amounts to indirect control of labeling."

Mr. Reece would overcome this confusion by inserting language in the Act which more expressly what was intended in the Wheel- ler-Lee Act of 1937.

MAX JORDAN in Europe On Assignment for NBC

DR. MAX JORDAN, NBC director of religious broadcasts, who at one time was NBC Continental-European manager, has arrived in Paris, where he will act as contact man for the NBC news and special events department. He will report to NBC's news chief, William F. Brooks, who returned to New York earlier in the week from a tour of the European battlefronts (see page 29).

Mr. Jordan, who retains his present title as religious director, is expected to remain overseas five to six weeks, depending on the progress of his special assignment. Main task will be to lay the groundwork for future broadcasting and reestablish former NBC contacts in foreign countries liberated from Nazi domination.

FIELD TRANSFERS GET FCC CONSENT

APPROVAL was granted by the FCC last week for voluntary assignment of license of WSAI Cincinnati from Marshall Field to Buckeye Broadcasting Co., owned by Field Enterprises Inc., along with voluntary transfer of WJJD Inc., licensee of WJJD Chicago, from Mr. Field to Field Enterprises Inc.

The WSAI transaction involves issuance to Mr. Field of 5,834 shares 6% non-cumulative preferred stock (par value $868,400) of Field Enterprises for all authorized capital stock (1,000 shares common) of Buckeye. In the WJJD transaction Mr. Field is issued 5,926 shares of the same preferred stock in Field Enterprises for 15,600 shares (100%) of par common stock of WJJD Inc.

At the same action the Commission consented to transfer of control of Plattsburg Broadcasting Corp., licensee of WMFF Plattsburg, from Edward H. Bragg and Leslie F. Bragg to George F. Bissell, president and manager, through sale of 169 shares (82%) to Mr. Bissell for $24,000. Mr. Bissell is also president and 95% owner of WENT Giovansville, N. Y. The transaction, which had been granted shift from a corporate to partnership status under same owners. No money was involved.

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GUNNISON GIVES MBS COMMENTARY

ROYAL ARCH GUNNISON, MBS correspondent, who returned to New York from Manila, where he starts a regular commentary on Mutual March 12, Monday through Friday, 11-11:30 p.m., replacing Ray Dady, who broadcasts at the time from KWK St. Louis.

Don Riggs, NBC correspondent, who with Bert Silen also NBC, were recruited from the Santa Barbara interment camp (Broadcasting, Feb. 12), has resigned as a Mutual correspondent.

Since Mr. Bell disappeared with the fall of Manila to the Japs three years ago, it has been variously reported as dead, escaped, or living in the camp under an assumed name. The facts have been closely guarded by the Japs by his fellow-prisoners, including Mr. Gunnison, who knew the story when he returned to America two years ago on the repatriation ship after a year in Jap prison camps.

I moved into "Tom's" a Don Bell dropped his "radio name" and made himself known by his real name, as an advertisement for the director of Haceous's Dept. Store in Manila. As Don Bell, he was known and hated by the Japs for vitriolic attacks on KZRH Manila.

Lt. Col. A. A. Schecter should get much of the credit for the news reports from the Philippines, Mr. Gunnison said. Lt. Schecter went to the Philippines as radio public relations officer, and Mr. Schecter, thru his headquarters and later took over as communications officer. "Of course he did, did we get anything through," Mr. Gunnison stated.

KXL Applies to FCC To Share 750 Channel

FIRST OF the applications for East-West Coast duplication on clear channel for the FCC's call for the May 9 clear-channel hearings was filed last Thursday by KXL Portland, Ore., owned by Miss Liberty and Miss Frances Symons. The application is for fulltime on the 750 kc clear channel, to be used in its most powerful and suitable to the dominant K-A station. KXL now operates on the frequency limited time with 10,000 watts.

Mr. Craney operates KGIR Butte and the 2-Bar Network in Montana, and recently acquired an interest in KBIW Spokans from Mr. Symons. This transaction, however, not yet finally negotiated, is subject to FCC approval [Broadcasting, Feb. 19].

Mr. Craney long has been an advocate of clear-channel duplication and is a member of the group seeking to revitalize an organization of regional stations (probably to be known as the Regional Group) to get the changes to FCC, and get more power at the scheduled May 9 proceedings [Broadcasting, March 6].

LT. COL. JOHN VASSOS, Army Engineer on leave status from RCA Victor Division, RCA
In 1922
a NEW MEDIUM
sold a NEW IDEA
... and made history!

In August, 1922, the late Mr. E. A. MacDougall, president of The Queensboro Corporation of New York, "sold" a new idea—the cooperatively-owned apartment building—in a new subdivision, Jackson Heights, Long Island. For $100, he bought 10 minutes of sponsored selling talk for Jackson Heights over WEAF, New York. Thus was born a new medium for selling—Radio—today's greatest molder of public opinion and most effective developer of Sales!

In the DISTRIBUTION DECADE

Advertising Must Again Find New Ways to Sell!

Advertising's job in the Distribution Decade after Victory will be no routine chore. For to avoid disastrous unemployment, we as a nation will have to consume at least 40% more than in pre-war years!

That means the product of industry will have to be moved more quickly, more efficiently and more economically—from manufacturer to consumer. Advertising will have to make new markets; "sell" new ideas; speed up consumption!

For production itself will be no problem. We will have the manpower, the materials, the machinery and the money to produce beyond anything the world has ever known. But we are going to need ideas to put this vast industrial might to work!

Smart, far-seeing advertising men are planning to meet the Distribution Decade challenge—now. Here at the Nation's Station, we are, too. When the time comes, we'll have many interesting facts to give you about the great 4-State market that is WLW-land.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION
For many years just one detail prevented the designing of successful 5- to 50-kw air-cooled transmitters — an effective means of air-cooling the tubes.

In the middle 1930's RCA engineers pioneered in designing an efficient radiator for large air-cooled tubes. The famous 5D series of RCA air-cooled transmitters utilized tubes with these new radiators. They set a new standard of performance for the broadcast industry, eliminating the necessity for complicated water-cooling systems and attendant maintenance problems.

Air-cooling features of these RCA transmitters have since been adopted by every American transmitter manufacturer. All of the modern 50,000-watt transmitters are now completely air-cooled — for air-cooled transmitters are cheaper, easier to install, surprisingly easy to operate and maintain. Come postwar, stations now using water-cooled equipment will be able to replace it with air-cooled equipment.

RCA tube designers have only one job — creating and building better tubes. In air-cooled tubes for broadcast transmitters, RCA offers such outstanding types as the RCA-827R, 891R, 892R, 893AR, and 9C22.

When you need replacement tubes for your transmitter, specify RCA. There is an RCA broadcast specialist available at need to give you quick, efficient service.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA