in December and January, more people listened to WOR during 80% more periods of the day than listened to the next highest ranking major New York station.

In fact, during 75% of the time between 8:00 A.M. and 6:00 P.M. every WOR program stood either first or second in audience popularity.

WOR — that power-ful station, at 1440 Broadway, in New York

NOTE: The figures above are a satisfying reflection of that peculiar vitality which WOR's skilled showmen, who are also skilled salesmen, inject into all WOR programming. And, may we add ... advertising time on WOR is remarkably reasonable in price, by every plain and fancy measure.
WHEN Howard Black talks to Midwest America about your product: when Jennie Lou Carson sings her own ballads and chats with her listeners; when Ted Morse as "Otto" or "Little Genevieve" amuses children from 5 to 95—it's all on a friendly basis, because these folks are old friends of their audience. Ted Morse has been making fun for the WLS audience on the air and on the stage since 1931; Howard Black and Jennie Lou Carson have both been "One of the Family in Midwest America" since 1932. It is quite natural that people should listen a little more attentively—should respond a little more quickly to these air-neighbors than to strangers.

Practically all WLS personalities—newsmen, announcers, singers, comedians—are accepted as friends. So WLS itself becomes The Voice of a Friend. Friendship rests on mutual confidence. Confidence generates response. Response equals results for advertisers who use WLS—The Voice of a Friend in Midwest America.

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We are proud to receive the duPont Award for 1944.

In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves.

Radio Station OTAG
Worcester, Massachusetts
Has been presented a Radio Station Award of One Thousand Dollars for the year 1944 by The Committee of Awards of the Alfred I. duPont Radio Awards Foundation.

for..."outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community . . ."

WTAG WORCESTER, MASS.
BASIC CBS
Represented by RAYMER
The war
William S. Paley, CBS president, on leave now as top man in OWI's Psychological Warfare Branch attached to SHAPE, may don an Army uniform. Officers returning from overseas report that he has been offered a commission—a colonelcy or brigadier generalship—to handle psychological warfare on the Eisenhower staff after Allied occupation of Germany. David Sarnoff, RCA president, it will be recalled, served his term overseas as an Army colonel, but became a brigadier general before assuming inactive status.

Lt. Col. Jack Harris, who has just returned from a three-month tour of Pacific Theatre radio installations, is expected to set up a new Army radio public relations organization in San Francisco. The move is designed to step up broadcast activity which had suffered with the accelerated action against Japan.

It has been reported reliably, by the way, that the War Dept. is calling in Pacific Theatre PRO's for briefing in the near future, anticipating increase in news breaks from that front. Radio looks big in coverage plans.

Nearly all Army hospitals and convalescent homes soon may be equipped with closed-circuit broadcast units. Some percentage of circuit traffic may be tailored to speed convalescence; much probably will be drawn from the air or from AFPRS reservoirs. Some such stations have been operated with great success already.

The government
While the FCC is thinking in terms of merit promotions under the chairmanship of Paul A. Porter (Charlie Denny moves up to a Commissionership), it may have in mind also staff transfers to bolster its organization for the hectic days ahead.

Capt. Asst. Gen. Counsel Rosel H. Hyde moves into the general counselship, it would not be a surprise to see Benedict P. (Benny) Cottone switched from the common carrier assistant general counselship to the Hyde post. Other promotions are indicated.

Engineers sitting in on a secret allocations session with the military last week were reported preparing to petition the Commission, Army and Navy to make the allocations record public. They say nothing was presented which would give aid to the enemy, but that much was said to substantiate RTRP recommendations that FM remain put and much to discredit K. A. Norton, the Army expert. Failing in this approach, they may appeal to Congress.

The battle of nerves facing President Roosevelt may be no more. The White House looks favorably upon a single mike to be tied onto all networks and stations which pick up Presidential broadcasts. There also may be a single mike for the networks.

The multi-mike pickup, while it pleases the networks and stations, is said to disturb uniformity of quality. This may revise plan of one (Continued on page 86)

Late Bulletins

Wheeler's Son in KFPY?

John Wheeler, Los Angeles attorney and eldest son of the Senator from Montana, long identified with legislative end of radio, may go into the broadcasting business. Sen. Wheeler, it is reported, last Friday that his son was contemplating acquiring a one-third interest in KFPY Spokane cable outlet, and that he probably would lend him some of the money.

Equal shareholders, it is reported, would be Ed Crane, operator of KGIR Butte and half-owner of KXL Portland, who purchased a one-third interest from Mrs. T. W. Symons; Mr. Wheeler, who would purchase another one-third interest from Mrs. Symons, and Saul Haas, president and principal stockholder.

KIRO Seattle, who is said to have acquired remaining one-third from Arthur L. Bright, former vice-president and general manager.

Mr. Crane is close friend and confidant of Sen. Wheeler and partner with Mrs. Symons in KXL Transaction, which would be subject to FCC approval, is said to involve $450,000 for all of stock. (See earlier story Broadcasting, Feb. 19.)

WPB to Certify Defenders

War Production Board has designated, as the certifying agency for the entire communications industry on deferment requests, including domestic and international broadcasting.

Under plan, domestic station is virtually classified as smaller war plant. Percentage of deferments for men under 30 will be granted under the certification plan in specified areas throughout the country. It is understood that this figure will be 90%. Possibility is, of course, that entire percentage will be absorbed in manufacturing plants, with radio getting none. On the other hand, it may be possible for each station to retain under deferment one man under 30 if his essentiality to the war effort can be sustained. Meanwhile, it is understood, reclassification of men in 30-33 age group is going forward.

Crosley Seeks FM in D.C.

Crosley Corp., licensee of WLW Cincinnati, has filed application for a new FM station in Washington, D. C., to operate on 45.5 mc with coverage of 10,800 sq. mi. Estimated cost: $175,000-$200,000.

The News

Denny Nominated for Craven Post 15

Downs to Parachute Into Berlin 15

NBC Bans News Middle Plugs 16

Porter Hints Closer Program Check 17

Shift of FM Upward Seen 18

Business Briefs

Two Sign For Baseball

P. Lorillard Co., New York, and Gillette Safety Razor Corp., Boston—regular sponsorship of baseball broadcasts are set to return to the air with the coming season's games on both New York and Chicago stations.

For fourth consecutive year Lorillard, for Old Golds, has signed for the entire day and night schedule of the Brooklyn Dodgers on WIN New York. Agency: Lennen & Mitchell, New York.


Basket—But No Eggs

M. Louis Products, New York, is ready to go on a national spot campaign in 60-70 markets. It is said at the FCC that sufficient market size can be obtained for the egg-shaped container for Egg-Nogg Shampoo. Agency: Hrshon-Garfield, New York.

'Sweetheart Time'

Gum Labs. new Mutual show for Ivoryne Gum, developed by Sweetheart Time, winning title suggested by Bill Juenget, radio editor of the Brooklyn Eagle.

Hope Springs Eternal


Atlantic Baseball Plans

Plans for Atlantic Refining Co.'s annual sponsorship of baseball games, now being shaped at N. W. Ayer & Son, New York, include to date broadcasts of the home games of the Philadelphia Athletics and Phillies on WIBG and a special Eastern Pennsylvania network; home games of the Pittsburgh Pirates on WWNO Pittsburgh and a regional network; home games of the Boston Braves, the Red Sox on Yankee; home and away games of the Baltimore Orioles on WTHB Baltimore.

CBS Seeks Buyer for WBT

Formal notification was given the FCC last week by CBS that it would sell its 50,000 w WBT Charlotte, as soon as an acceptable buyer develops, thereby complying with the FCC network monopoly regulations which did more than frown upon network ownership of a station in a market which it dominated.

Broadcasting...at deadline...
Spring Cleaning

Before long, housewives will be sweeping out the winter's dirt, rearranging things—getting a fresh start for the new season ahead. Advertisers, too, should freshen up on radio markets, which change like the seasons.

In the Atlanta market, the change has favored WAGA which, during the past two years, has made more progress than any other Atlanta station.
Mr. Gordon Gray,  
Radio Station KOIL,  
Omaha, Nebr.  

Dear Mr. Gray:  
This year of 1945 marks the Crystal Anniversary of our association with your radio station. Fifteen years ago we placed our first radio schedule on KOIL.  
KOIL produced from the start and our schedule with your station has been continuous ever since. Our business has grown and prospered during those years and today we do a very fine optical business.  
We intend to continue our schedule of thirty-two announcements per week on KOIL indefinitely, because we know that your listeners are our customers.  

Sincerely yours,  
GORDON OPTICAL CO.  
Dr. N. H. Greenberg, O. D.
Ingenious application of POWER — plus efficient performance — is a potent factor in determining the success or failure of a specific job. In the Ark-La-Tex area, KWKH — with its 50,000 watts — is the No. 1 medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
they’re on the network now!

Take the best of a big station’s finest talent... talent that, year after year, has been building jumbo-sized audiences and performing masterful selling feats for its sponsors... bind it all up in a fast-stepping half hour... fling it coast-to-coast on the CBS network—and you have WBT’s Carolina Hayride.

Here’s 50,000-watt entertainment from out of the South... big names from the roster of Southern radio... rating-building, mail-pulling names like:

The Briarhoppers, git-tar and a-cor-deen specialists who’ve had the same smiling sponsor over WBT for the past 11 years.

Larry Walker and the Rangers Quartet favored by 31.6% of all radio homes in the WBT area (CBS Listener Diary studies).

The Johnson Family, whose six mellow voices sing the South’s fine spirituals and hymns—and captivate (so says the Diary) 27.8% of those same families every week.

The Tennessee Ramblers, vocalists with a following of 45.0% each week (the CBS Listener Diary, again).

The Southland Jubilee Singers—newcomers to WBT and one of the most promising negro vocal groups you’ve ever heard.

This is talent that spot time-buyers can tell you about. They know that locally each of these groups packs a selling wallop echoing far beyond the borders of WBT’s 107 primary counties—a wallop that will sell network audiences just as surely as it does Southern listeners. Mail, already coming in from Utah, Texas, Maine, Ohio and other places where CBS stations present Carolina Hayride, is sure-proof that this lively show from out of the South is on its way to nationwide popularity.

Catch this something-new-on-CBS program next Saturday afternoon at 2:30, EWT. Listen to the style of showmanship that has made WBT “The South’s Best Salesman” for 25 years. It’s the kind of hay-wagon any advertiser could most profitably travel places on.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Feature of the Week

THE FOLLOWING, we are told, needs no introductory explanation to any engineer on a broadcasting station in the United States. It is the sign which hangs on the door of the Transcription Department at WOJW Omaha.

DUBBING DEPARTMENT—Dubbing done at all hours—day or night—by cheerful recording operators to your convenience.

TAKE EXTRA COPIES TO ALL RELATIVES—Never mind the Expense—WOW will pay for the blanks. Think nothing of it; forget thanks; WOW maintains these operators for your benefit. If you aren’t satisfied, we’ll pay you.

Don’t bother to come at 12:46 for the program, come at 12:01 and we’ll record the show. Why not do it at 78 rpm? We’ll record it any speed to match your turntable—if your turntable doesn’t work, bring that in, we might as well fix that for you, too. (We’ll furnish an operator to wind your old phonograph for you.)

If it is inconvenient, come some other time. Don’t get up early for that talent show, have us transcribe it—no cost. There’s never any charge here.

Pay no attention to our quotations of prices! See the front office and get a reduced price. If you know the right people, you can get the plant. Also radios serviced free.

Never mind about tubes and parts, we furnish them.

After we have cut a record, why not let us play it back for you? We have nothing but time.

390 15 MINUTE PROGRAMS ON WWDC!

A year and a half ago The Kretol Company, Inc. had no retail business. It was a tiny hole in the wall, one-man operation. Then they decided to get some retail business via radio and WWDC.

Since that time Kretol has used some 390—15-minute programs and almost countless spots and station-breaks on WWDC exclusively.

Today Kretol is housed in a new and modern plant. They maintain a big sales force. Today they sell through drug stores, hardware, department stores, independent groceries and super-markets. Today they are moving into new markets.

Our only point is this: Radio advertising was at stake for a new advertiser and WWDC delivered the goods, handsomely.

When the big fight starts for post-war markets, keep WWDC in your mind. Availability now, send on request.

WWDC

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

Represented nationally by weed company

BROADCASTING • Broadcast Advertising
Takes Both To Carry The Load...

THE great metropolitan New York markets that listen to WOV, complement and support each other to give this important station a “double capacity” and an around-the-clock audience that means satisfied sponsors anytime of the night or day. In the daytime, WOV overwhelmingly dominates metropolitan New York’s tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
MAKING TRANSCRIPTION HISTORY
A BRILLIANT NEW MUSICAL SHOW!
"Pleasure Parade"

KAY LORRAINE
OF "HI-PARADE" FAME, BEAUTIFUL
BALLAD SINGER

BOB KENNEDY
ROMANTIC SINGING STAR FROM THE
ORIGINAL CAST OF "OKLAHOMA"

JIMMY WALLINGTON
AND MILTON CROSS
CO-EMCEES OF PLEASURE PARADE

BRIILLIANT ARRANGEMENTS
FEATURED BY IRVING MILLER AND HIS
GREAT RECORDING ORCHESTRA

MOST BRILLIANT MUSICAL
SHOW EVER PACKAGED
NOW READY FOR SPONSORSHIP

It's radio's grandest musical show! A galaxy of Stars supported
by the brilliant arrangements of Irving Miller and his great re-
cording orchestra, emceed by Jimmy Wallington. 78 thrilling
quarter hours transcribed and now available for local and re-
gional sponsorship.

Frederic W. ZIV Company
2436 READING ROAD • CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
BROADCASTING • Broadcast Advertising
“Sh-h! Things are going pretty bad for your mother in the ‘soap operas’ this morning.”

OPEN LETTER TO THE SOB SISTER IN ESQUIRE:

Those tears would be cheers . . . you’d be in the mood to buy, not to cry, if the dial were turned to 1360.

Mornings are cheerful on the Blue Network and

WSAI
A MARSHALL FIELD STATION
CINCINNATI, 2
"Bless his heart—he's still pioneering in spot broadcasting!"

- It's naturally a source of pride to us that we were old-timers in this business long before most other station representatives had ever even thought of it.

But principally we're proud that, as station-representation becomes more and more a real profession, F&P still sets the standard of service and the pace of performance.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Denny Nominated for Craven Post on FCC

Hyde Is Expected To Be General Counsel

CONFIRMATION of Charles R. Denny Jr. as a member of the FCC—expected before Congress recesses for the Easter holidays—will give the Commission its full strength for the first time in nearly a year to enable it to tackle the most arduous and important work load ever to confront it.

After confirmation of the 32-year old FCC general counsel (he'll be 33 April 11), the Commission is expected to elevate Rosel H. Hyde, seasoned assistant general counsel for broadcasting, to the Denny vacancy. Mr. Hyde, a Republican, was strongly endorsed for the commissionership but his political faith probably balanced the scales in Mr. Denny's favor.

Events Move Swiftly

FCC events moved swiftly last week. The President, only recently returned from his epoch-making Yalta conferences, had Paul A. Porter, FCC chairman, in for a conference last Tuesday. The Denny nomination went to the Senate on Wednesday and Chairman Wheeler of the Senate Interstate Commerce Committee promptly announced a Friday confirmation hearing. This was postponed a week, however, on request of Sen. White (R-Me.), Minority Leader.

While Chairman Porter made no commitments, it was obvious that he supported Mr. Denny's nomination as against a number of others, on strictly a merit basis. It likewise was evident that Mr. Porter moved to have confirmation expedited, so the Commission can whip into the ponderous accumulation of work ahead, tied into spectrumwide allocations, the standard broadcast realignment which may well follow the clear channel allocation proceedings scheduled to begin in May, the international merger in the common carrier field and the drafting of rules and regulations to cover such new operations as FM, television and facsimile. Mr. Porter wants the FCC's toposide fully organized. He has already formulated plans to seek supplemental appropriations from Congress to enlarge substantially the FCC's staff.

Mr. Denny, youngest man ever to sit on the Commission, gives that agency its sixth lawyer. It was generally felt, however, that the Commission membership represents the best balance in its tortuous history. The 150-lb., 5 ft. 8 Denny is just nine years out of law school. He graduated from Amherst in 1933 and from Harvard in 1936. He has served as general counsel since October 1942, having joined the Commission in February of the same year as assistant general counsel.

Hyde Successor Uncertain

Who will succeed Mr. Hyde as assistant general counsel—assuming his prompt elevation to the general-chairmanship—is uncertain. It is known that Mr. Porter, in his efforts to bolster the Commission staff, also has been thinking about enlargement of the legal department, now comprising about 60 attorneys. Presumably there would be additional assistant general counsels, to supplant the present three, but that would require statutory authority.

That President Roosevelt is placing emphasis on youth in his fourth term administration is reflected in recent FCC appointments. Mr. Porter, at 40, is the youngest chairman the Commission has ever had. Prior to Mr. Denny's naming, the youngest man to serve on the FCC since its creation in 1934 was Dr. Irvin Stewart, an original mem-

(Continued on page 78)
Middle Commercial Is Ordered Deleted from NBC Newscasts

Sponsors Must Confine Messages to Opening Two And Closing Three Minutes of Quarter-Hour

ELIMINATION of all middle commercials from news programs originated by NBC and its owned and operated stations was announced last Thursday by Niles Trammell, NBC president. NBC is the first of the four major networks to ban placement of announcements in other than the opening or closing portions of news broadcasts.

All news sponsors have been asked to cooperate in making the revision immediately, confining their commercials to the opening two-minutes and the closing three-minutes of all quarter-hour news programs.

Greater Public Service

The move is made in order "to render a greater public service by more rapid presentation of vital news," Mr. Trammell explained, and is in line with the network's already established policy to eliminate middle commercials, and in some cases all commercials, in news programs reporting events of supreme interest. "During the past three years," the executive explained, "the network has been exercised in both the wording and placing of commercial announcements which occur during news broadcasts so that there might be no interference with the main portion of news, with proper emphasis always given to the principal news events," he explained. The network's latest step is taken to improve news representation "in the vital days to come."

A major change in the maximum time allowed for commercials on 5, 10 and 15 minute news programs of NBC network and NBC M and O stations goes into effect at the same time, it was disclosed. Daytime allowance was heretofore more liberal than nighttime allotment for all three program lengths. Nighttime limit has now been applied to daytime broadcasts, giving a uniform length for commercials on news programs as follows: 5-minute programs—1 minute, 20 seconds; 10-minute programs—1 min. 45 sec.; 15-minute programs—2 min. 15 seconds.

Time Cut

Since NBC has no 5 or 10-minute sponsored news programs on network, only commercial affected on the current network news schedule are those on the daytime quarter-hour broadcasts which have been allowed a total of three minutes, losing 20 seconds. Commercials on daily "news" programs drop to 1 minute from 1 minute 20 time-10 minute. 1 minute 45 seconds.

After the important news has been presented, reiterated its stand in a statement issued by Paul Kesten, executive vice-president, the same day the NBC announcement was made. All opening plugs were eliminated from the CBS newscasts at the outbreak of the war. Mr. Kesten said that it would be unfortunate to endanger good taste in favor of strict rules on the placement of commercials "particularly if listeners should feel that they are being 'put off' from the news by longer opening commercials."

Edgar Kobak, MBS president, asked to comment on the move, issued the following statement: "We are still studying the program policies of the network. We are working on these plans and should be ready for a release in about a month. News programs and their structure are a part of the plans now under consideration."

Spearheaded in St. Louis

Drive to improve newscasts, spearheaded by George M. Burbach, general manager of KSD St. Louis, was stepped up last January by an editorial in the St. Louis Post-Dispatch, KSD owner. [Broadcasting, Jan. 22] Editorial appealed to the four networks to clean up newscasts by eliminating the middle announcements, and to exert special care in the selection of news sponsors, in the interests of good taste. KSD banned middle commercials a year ago—WJR Detroit took a similar stand some months ago, and the drive has since been gaining momentum with various stations falling in line, among them WMPS Memphis [Broadcasting, Feb. 19]. The National Assn. of Broadcasters News Committee in recommendation for the handling of sponsored news programs [Broadcasting, March 12] while taking no stand against middle commercials as such, cited the increasing number of stations which have adopted the policy.

Two network news programs affected by the ban on middle commercials, according to NBC are Miltie Labs' News of the World with Robert St. John, Mon., through Fri., 10:10-15 a.m., and Morgan Beatty, Mon., through Fri., 1:45-2 p.m., presented as a local cooperative series. Miltie Labs' News of the World with John Vandercook, Mon., through Fri., 7:15-7:30 P.M., by reason of its format, may have to make some adjustment to keep commercials within the first two minutes and last three minutes of the quarter-hour period. Program leads off with news before the first commercial and inserts news commentary between the last plug and end of the program. This is typical of the important change in policy that has been enacted on every network.

Local Periods Affected

Virtually all of the local news periods on WEAF, NBC's New York O and O stations are affected, totaling over 30 periods.

John W. Vandercook, NBC news analyst and retiring president of the Assn. of Radio News Analysts, commented on NBC's move: "We are thoroughly well pleased with it and only hope that the other networks will follow suit."

ARNA's code of ethics, adopted last year, contains a declaration against middle commercials. Analysts are not barred from membership for permitting such announcements on their programs, as they are, for example, for delivering the commercials themselves. According to H. V. Kaltenborn, chairman of the ARNA executive committee, and veteran NBC commentator, several ARNA members already have persuaded their sponsors to abandon the practice.

MBS to Overhaul Rate Card Setup

Kobak's Letter Outlines Network Study of Problem

MUTUAL rate structure is due for an overhauling, Edgar Kobak, MBS president, states in a five-page letter sent last week to advertisers, agencies and stations as a 'quarterly report on operations'. "We're looking into the whole subject of rates very closely," Mr. Kobak writes. "We believe there is a new way of approaching the question so as to make time-buying easier. We're working on this thoroughly...with an open mind and plenty of questions and soul-searching. We think we're on the track of something substantially better than current methods. We'll give you the whole story as soon as we have our plans worked out and checked and tested. Incidentally (and we think it's much more significant than incidentally, would indicate) stations are showing us their price schedules, opening up in agreeing to downward rate revisions before the expiration of present contracts."

In a detailed report of the network's rates, by department, Mr. Kobak points to developments that have occurred since he became president and discusses plans for the future. These include expansion of Radio News, the new sales office in Detroit and maybe in other cities, enlargement of program production facilities and personnel and concentration on program quality, citing Poitrot and the new Oboler series as examples, more personnel for station relations work to 'be missionary men, selling the idea and the progress of the new' MUTUAL to broadcasters.

Reviewing Policies

"We are reviewing all our policies in the light of the 'new' MUTUAL we're trying to build," Mr. Kobak states. "Old policies which cannot be reconciled to our new plans will be discarded, others will be revised, where needed, new ones will be established. These policies will cover all our operations. And we're going to put them down on paper for all to see. Our aim is to have a sound body of standards on program quality, sales and station relations—open to public inspection."

A score sheet of programs added or lost by MBS, December 1944 through February 1945, appended to the letter, shows a plus of 12 new programs totaling 84 hours a week and a loss of five programs totaling 3 hours a week, for a net gain of 4 hours weekly.

Field in Video

Kobak writes, "BROADCASTING" as it begins sponsorship of quarter-hour television program on WBBK Chicago every other Wednesday 3:15-3:30 p.m. (CWT), for 13 weeks effective March 21. Account placed direct.

BROADCASTING • Broadcast Advertising
Porter Hints Closer Check on Programs

FCC Head Favors Pioneers Developing New Fields; Decrees Speculation

(Text of Porter Speech Herewith)

HINTING that the FCC is preparing to "strengthen renewal procedures" by viewing program operations much closer in the future, Chairman Robert W. Porter has declared that "there seems to be a growing body of responsible opinion that believes that the public functions of broadcasting may become submerged by commercialism".

Addressing the West Virginia, Virginia and District of Columbia segment of NAB District 4 at the Statler Hotel, Washington, Mr. Porter embraced virtually every topic of the broadcast industry and to broadcasters in his talk titled "Broadcasting of Tomorrow".

Looks to Pioneers

He went on record for a "sound licensing policy" which would welcome and encourage the "true homesteader" in FM and television fields. He opposed "Wall Street" speculation in any phase of broadcasting and declared: "I am looking to broadcasters—the proven pioneers—as the ones who will take the lead in the great developments that lie ahead."

Chairman Porter touched on the forthcoming hearings, called for all available constructive information from all parties concerned and told the broadcasters the Commission "faces the major near-challenges with no advance conclusions."

He called on Congress for a "much larger appropriation" and suggested that broadcasters could help in that respect. Mr. Porter said the FCC goal in handling applications is 30 days without hearing and 90 days where a hearing is necessary. With the present restricted staff of engineers—only three in the non-broadcast section—a goal cannot be attained. He envisioned expert technical personnel returning from Army and Navy service as potential FCC employees, but he told broadcasters they wouldn't get 30 to 90-day action "unless the Commission has the opportunity to expand its facilities and personnel to give this service."

In a final note of caution he said: "Speed of service is only one aspect of the problem in which broadcasters should be interested. There is also the question of quality of services."

NAB President J. Harold Ryan introduced Chairman Porter as a "brilliant lawyer and outstanding Government administrator."

Text of Chairman Porter's address March 18 follows:

1. I was at a recent meeting with broadcasters and their guests that I am completely aware of the obvious fact that appointment to important public office does not of itself contribute to the wisdom of the appointee. To the contrary some of you, no doubt believe—and I have had some expression of that point of view—that the acceptance of this particular job at this particular time, far from constituting any evidence of infallibility or competent judgment, is proof positive of the exact opposite. Three months' tenure would incline me to support that view and, I am assured day by day, that the worst is yet to come.

2. These preliminary observations are made solely for the purpose of seeming to avoid creating the impression that I think the three FCC members who haven't yet caught up with the questions. One thing I wish to emphasize: in spite of some very general doubts as to the sanity of anybody assuming these duties, I have attempted to bring to this job a sense of public responsibility, a deep feeling as to the importance and scope of the problems ahead, to the Commission and the industry always will be based upon the solid ground of mutual understanding that will permit the Commission to discharge its functions competently and honestly and the industry to perform its important public responsibilities, in an atmosphere free from suspicion or mistrust either on the part of the regulatory agency or on any part of those affected by its rules and regulations.

Should Express Views

Now I do not want to give the impression that I am predicting an era of tranquility or the dawn of a new age of sweetness and light. There just aren't enough frequencies to go around for that—or may be in the not too distant future there will be too many frequencies. What I am trying to say is this—that the Commission and its members should feel free as public officials to express frankly all views and opinions upon problems of mutual concern without being subject to the charge of attempting to prejudice, reform or to abolish the American system of broadcasting. There are a number of problems, of which we are all conscious, that can only be met rationally by free and open discussion and for my part I propose to do just that when I conceive it to be my responsibility to express an opinion or to advocate some policy, although it is my aim to do as little talking as possible. Tonight seems an appropriate occasion for us to discuss candidly a few of the problems we face together.

Again, in all humility, I emphasize that my views insofar as they may have matured upon the questions I propose to discuss are worth listening to only because I happen to occupy this position at a time when the communications industry is on the threshold of such vast and significant developments.

I have tried and will continue to strive, insofar as my own responsibilities are concerned, to maintain an open mind, to decide questions or policies, insofar as I can influence them, only after accumulating all the facts I can absorb and to act on specific matters only after consulting with the Commission whose public responsibilities are identical to mine.

No Back-Door

I have never thought there was any back-door to this Commission. But if there ever was I want to assert that as far as I am concerned that door is locked and the key thrown away. The front door is wide open to all who have business before the agency and your views and advice are solicited and welcomed in assisting us in the discharge of our duties.

I consented tonight to talk about "Broadcasting of Tomorrow". The topic is not a limited one even if I felt competent to discuss it. It involves prophecy of the sort that I would not like to undertake. It's dangerous business as well. There is the stern voice of experience to prove just how far wrong can be those who essay to stake out the future. For example, not too many years ago, as time is measured, one oracle spoke thus about the future of broadcasting, and he said this:

"It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter."

These were not the words of an irresponsible crack-pot or reckless reformer. This was an utterance of Herbert Hoover at the first radio conference in 1922. Two years later...
FCC Gadget Easily Converts Sets To Band

By BILL BAILEY

FM will move upward in the spectrum if surprise developments, disclosed last week by the FCC, are any criterion.

Commission engineers built a converter for $8.85, whereby present FM sets may be tuned to the proposed 84-108 mc band. And on Wednesday the FCC called in Washington reporters to give a demonstration after a similar exhibit had been presented in a last-minute public hearing late Monday.

At the open session called at 5:20 p.m. Monday following an all-day secret meeting of industry engineers with military experts, another startling development was placed in the record. G. Grammar of the American Radio Relay League read into the record a portion of a letter from Edward P. Tilton, nonresident VHF editor of QST, in which he advocated moving FM upward to avoid Sporadic E interference. Mr. Tilton was identified as radar field engineer for the Submarine Signal Co., on duty in Hawaii.

Really a Blessing

"As for FM's plight, I feel that moving FM out of the range of prevalence of Sporadic E skip is the best thing that could happen to FM broadcasting," Mr. Grammar read. "Service area coverage will be fully as good at the new frequencies and intersectional interference will be practically nonexistent. And though it does mean obsolescence of some equipment, perhaps, that, too, is a blessing in disguise. Nothing but good can come to FM from junking present equipment, particularly if manufacturers can be held strictly to the quality line after the war."

Then came the "surprise" for the Commission. General Counsel Charles R. Denny presented George Turner, chief of the FCC field division, engineering department, who testified that his department purchased for $8.85 "over the counter" at retail stores materials to build a converter. He demonstrated the home-made converter on a Stromberg-Carlson FM receiver, first tuning in the Jansky & Bailey FM experimental station, W3XO, Washington, which operates on 43.2 mc.

Cost of Materials

Then he turned on the converter and tuned in another part of the building, operating on approximately 97 mc. The transmitter, he explained, was a low-powered, homemade converter built by FCC engineers. Mr. Turner submitted a letter dated March 10 from the Hallicrafters Co., explaining that materials for building converters would cost manufacturers about $5.43 for a three-tube, power-included device, or about $4.26 without power.

In a later telegram to the Commission, Hallicrafters said it could furnish "reasonably large quantities" a tunable three-stage converter at $11 each or a single-tube, fixed wide band converter at $5.90. The latter would be without power supply.

Commissioner E. K. Jett evinced considerable interest in the degree of selectivity and stability of the proposed converter. Mr. Turner first surmised there might be "some difficulty" but a serviceman probably could make necessary adjustments.

Prevents Obsolescence

"I, as far as I understand we have in mind what may assign every other channel within the same city?" asked Commissioner Jett. "The converter has got to be good enough to give interference-free service on that basis of operation," Mr. Turner replied he didn't believe there would be any difficulty in that regard.

At the demonstration for news personnel Wednesday, presided over by Mr. Turner and attended also by George F. Adair, FCC chief engineer, a transmitter in one room, operating on 47 mc, was tuned in on the Stromberg-Carlson set. Then the frequency was boosted to 94 mc. He plugged in the FCC band-made converter and a model turned out by Hallicrafters (the $11 variety).

"This device is proposed to prevent obsolescence of present converters," said Mr. Turner. He explained that the Commission felt FM broadcasters would be interested in providing the converters to listeners at cost so that FM could be enjoyed on both the "standard band" and the "new one." He explained he meant the 42.5-50 mc band when he referred to "standard."

"If the Commission should act on the proposal that FM should be shifted," said the chief field engineer, "popular radio magazines would publish instructions to build converters. I further feel that manufacturers would have available converters."

"If FM broadcasters continue in the present band while they're getting ready to operate in the proposed band, with converters available they can serve listeners in the standard band until they are ready to operate in the new band."

Norton Data Expanded

Meanwhile the chief topic of conversation in Washington engineering circles was the two-day secret session. The military clamped a strict censorship on the proceedings, impounded the records and declined all comment. Commissioners and Commission staff alike were noncommittal. Even a list of witnesses was not obtainable.

However, it is known that the industry's top engineers pitched their scientific knowledge and opinions against Government experts. The secret conferences were held over the weekend. Mr. Norton, former FCC technical information division expert now on duty with the Army Air Forces, to expand on his theory that FM can serve better in the higher frequencies.

Reports were that such outstanding propagation experts as Maj. Edwin H. Armstrong, FM inventor; Dr. H. H. Knudsen, associate professor of RCA Labs; Dr. G. W. Pickard, widely-recognized authority in electrical engineering; Dr. H. T. Stetson, astronomer, geophysicist and railroad engineer; Dr. C. R. Burrows; Stuart Bailey and Dr. J. H. Dellingher, chief of the radio division, Bureau of Standards, were in agreement with proposals of the Research Technical Division of the Bureau of Standards for FM, in harmonization of FM broadcasting with the radio navigation service, as was reported in a recent CWRD (the Casualty Wire Reports Department) from Troutman, N.C.

FM Transmitters Approved by WPB

Five Authorizations Provide For Experimental Work

IMPETUS to experimental work in FM broadcasting was given last week with disclosure by the WPB that authorization had been approved for purchase of five FM transmitters as part of the FCC's overall preparations for FM development. Two experimental transmitters will soon be released under the experimental program, accounting for seven 1 kw Western Electric units which had been built prior to the war but could not be released because of WPB restrictions.

The authorizations were granted to licensees in various parts of the country who have agreed to cooperate with the FCC in testing FM transmission at frequencies in the present and the proposed band under different topographical conditions and with new types of antennas (Broadcasting, Feb. 8).

Asigned the five transmitters were:

- WAPF, Birmingham which has already built and tested both the present and proposed bands. The licensees will be in a position to test FM under conditions in both bands.

- KDLZ Denver which will conduct experiments for the FCC. Transmitters will be placed out on the edge of the service area of its FM experimental station, WEXLA. Nature of the terrain in the area will lend considerable interest to the tests.

- WWHL Boston which has been assigned frequencies in the present and proposed bands for its FM experimental station, WEXMB. The licensees will test out a 2-kw horn radiator antenna developed by A. Earl Cullum Jr. of the Office of Scientific Research and Development.

- WTHI Terre Haute which will broadcast simultaneously on W3XO and the FM station, WEXMB. In Washington to determine co-channel interference.

- WQST Atlanta, operated by the Georgia School of Technology, which requires a sonic projection unit for developmental FM station.

The remaining transmitters will be assigned to Asheville, N.C., by the Air Force in cooperation with the W3XEV station, to a license obtained by W3XEV on the Air Line, licensee of W3XEV on the line, in cooperation with the FCC and the Bowles Broadcasting Co., which will be given a construction permit for an experimental FM station in New York.
WHEN Don Radda of Iowa nursed along a stalk of corn until it measured 26 feet 10 inches, he naturally entered it in the Tall Corn Sweepstakes conducted by station WHO.

This vegetable skyscraper illustrates the manner in which WHO both reports and makes farm news. The Tall Corn Sweepstakes is a big event in Iowa. It's one of the popular features of the Iowa State Fair. Even midwesterners accustomed to the sight of tall corn stand before the display in gaping wonder.

26-foot corn is unusual—even in the Tall Corn State. Raising it is a novelty stunt that interests Iowa farmers who produce one-fifth of all the corn in the U. S. A. So why do Iowa farmers compete for the Tall Corn Championship?

WHO is largely responsible. WHO has fostered their sense of pride in their rich, black earth, has stressed the importance of their place in the national economy, has shown them the need of publicizing themselves and their abilities. WHO has helped the farmers of Iowa attain their present prosperous, modernized condition.

That's another reason why Iowa prefers WHO. If you want the actual statistics on this preference, among city and town people as well as farmers, we'll be happy to furnish details. Or ask Free & Peters.
Postwar Television Shown by RCA

New Projection Model Reveals Improved Quality

A GLIMPSE of postwar television reception was given last Thursday when a video program produced by NBC was received on an RCA laboratory demonstration model of a projection-type receiver. The picture was received by a 5-inch tube and produced an image filling a screen 16 by 21 1/3 inches, compared to the largest RCA receiver set which produced an image of approximately 7 x 11 inches, from a 12-inch tube. Image on the projection model was of greatly improved quality over that of prewar sets.

Program was viewed by New York radio editors. It featured Russell Patterson sketching Conover models, Bill Robinson in one of his dance routines, a dramatic playlet and Signal Corps motion pictures of the battle of Corregidor. The outstanding element that television programs must be filmed because viewers are accustomed to the perfection of the motion which cannot be conveyed in a live studio show was to some extent answered at the demonstration, when one spectator asked if the playlet was a motion picture and several other members of the audience admitted they had also been fooled, so good was the quality of production.

Ready Year After War

Questions about production technique were answered by John F. Royal, NBC vice-president in charge of television.

Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, said that the improvements were primarily due to prewar developments of RCA engineers and scientists. Some were demonstrated in 1941, when RCA showed a large-screen theatre television receiver at a New Yorker theater, New York, Dr. Jolliffe said, but the entry of the United States into the war blocked their commercial development in home receivers.

Frank M. Folsom, vice-president in charge of the RCA Victor Division, has previously announced that RCA expects to have large-screen home receivers on the market about a year after the resumption of civilian production. Console models, including both AM and FM receivers as well as the projection-type video, will retail for approximately $395, he said, with the RCA line also including direct-viewing models, with a 40 1/4 table model priced at about $150.

The four main technical developments embodied in the large-screen receiver, Dr. Jolliffe said, are a special high-voltage type of cathode ray tube, producing a much brighter image than could be obtained from lower voltages formerly used; a translucent plastic viewing screen designed to provide even distribution of light over the image and proper distribution of transmitted light within the normal viewing angle; an automatic frequency control designed to eliminate distortion caused by "noise" interference and a special optical system which is really the basis of the large-size reproduction.

Bowl-Shaped Mirror

This optical system, Dr. Jolliffe said, is made up of a bowl-shaped mirror and specially designed molded plastic lens which delivers to the back of the viewing screen about six times as much light as could be secured from a conventional F.2 motion picture projection lens. System was developed by a group of scientists under the supervision of Ioury G. Maloff of the RCA Victor Division and David W. Epstein of RCA laboratories.

The cathode ray tube in the demonstration model was mounted face downward at the bottom of the cabinet. The bowl-shaped mirror, below the tube and facing upward, reflected light from the face of the tube up through the plastic lens to a flat-inclined mirror near the top of the set, whence it was thrown onto the back of the viewing screen.

LARGE-SCREEN television for the home providing high-definition pictures 16 by 21 1/3 inches was demonstrated for the first time by RCA Victor Division of the Radio Corporation of America in NBC studios last week. This receiver projects the image on a built-in screen through a lens projection system with molded plastic lenses. An automatic control virtually eliminates picture distortion.

At left the ingenious optical system developed by RCA Laboratories is illustrated. Broken lines indicate the path of light beams from a single picture element on the face of the cathode ray receiving tube to a corresponding point on the screen. A plastic lens is used to bring these light beams to a sharp focus on the screen. The combination of spherical mirror and correcting lens delivers to the screen about six times as much light as could be obtained if a conventional F.2 movie projection lens were used. The company expects to market the set for about $895.

Wide BBC Video System Is Planned

N EWS and Entertainment Pooling Scheme Drafted

COMMONWEALTH Broadcasting Conference, concluded in London March 9, drafted the rough outlines for postwar pooling of news and entertainment program and other facilities between the components of the Empire, as an outgrowth of the benefits of cooperation demonstrated during the war.

A television system linking the Empire was envisioned by Sir Allen Powell, chairman of the BBC, indicating that broadcasting and television will be regarded as a Commonwealth unit rather than as a purely British development.

To ensure the flow of news and information throughout the Commonwealth, the widest possible measures have been taken by the conference, William J. Haley, BBC director general stated. This will be accomplished without supplanting regular news agencies, he said. Among the means used are the necessity and international courtesy in broadcasting, the conference felt that by establishing "true standards of activity" the nature of international understanding and good will can be promoted.

Technical Studies

The technical subcommittee, Mr. Haley reported, has done valuable work in studying the problems of improved coverage and transmission particularly on short wave-lengths, sound recording and reproduction, the use of ionosphere, studio acoustics, frequency, modulated transmission and other matters.

Delegates are to report to their respective authorities the decisions and results of the Commonwealth conference which does not override the authority of the organizations represented. Hope was expressed that at least a partial meeting may be arranged, possibly in 1947.

Sir Allen, speaking at a dinner for guests and delegates, referred to the television inquiry conducted by Lord Hanks and stressed that the Government will decide what is to be done with television but "from our point of view they cannot say it too soon. He mentioned the BBC's enthusiasm for television and displayed similar sentiments, even envisioning a cable linking the entire Empire. Technicians, he said, deluge him with explanations why it will be necessary to wait a long time for television but nevertheless he expressed optimism.

The Television Committee, appointed in 1943 to prepare plans for reinstatement and development of television after the war, a fortnight ago made its report, which arrived here last week. Among its conclusions and recommendations on the administrative side are that the Ministry of Broadcasting should also function for video; that

(Continued on page 70)
Identification, please

You don’t board a ship in the harbor these days . . . unless you belong on it! The United States Coast Guard sees to that.

And the day is coming when a radio station won’t go on a list . . . unless it can sell goods at a low cost. Smart advertisers will see to that.

We’re looking forward to that day.

W-I-T-H didn’t become the successful independent in a five-station town because it had glamour identification letters.

W-I-T-H was founded when a station was judged by its results. You’ll find it true again tomorrow that W-I-T-H is the big buy in Baltimore, when the race to sell goods in this sixth largest market really gets under way.

W-I-T-H
Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
FCC Head in Favor Of Pioneering New Fields

(Continued from page 17)

at the conference in 1924, the distinguished Secretary of Commerce and future President had another try at predicting the future of this dynamic industry when he said:

"I believe the quickest way to kill broadcasting would be to use it for direct advertising. Please don't misunderstand me. The only point I am trying to make is that prophecy is a dangerous undertaking. But Mr. Hoover, as is well known, is a very persistent individual. Again in 1925 he had his final fling at this pastime when he said:

Advertising in the intrusive sense, will dull the interest of the listener and will thus defeat the industry. Furthermore it can bring disaster to the very purpose of advertising if it creates resentment toward the advertiser. And this particular prophecy was made, mind you, before the days of the singling commercial.

Now I sincerely hope I do not subject myself to the charge that I have made an attack on advertising, free enterprise or private initiative, because I have quoted Herbert Hoover. His early forecasts on the future pattern of broadcasting as he saw it 20 years ago have not come to pass. Today, however, many influential and responsible broadcasters have expressed their deep concern over what they themselves describe as an alarming trend toward "excessive commercialism." They see, as do many of us who have studied the great progress of this industry, developments which unless checked may lead to real difficulty in the future. I have been told, as I am sure many of you have, that somehow there must be a determination whether broadcasting is simply going to operate as an advertising and entertainment media or whether it will continue to perform in increasing measure public service functions in addition. As far as I am concerned I want broadcasters themselves to provide the answer to that question. It seems to me the cloud on the horizon is bigger than a man's hand. I know that responsible broadcasters see it and are concerned about it."

BMM Names Marlin

ALBERT W. MARLIN has been named midwest field representative of Broadcast Music Inc., New York, replacing John Allers, who has joined KDAL Duluth as program director. Mr. Marlin was formerly program director of WIAS Louisville, and for 10 years served as general manager of WMAS Springfield, Mass. He is now Missouri, Kansas City. Mr. Marlin will serve stations in Ohio, Illinois, Indiana, Minnesota, Michigan, Kentucky, Tennessee, Missouri, Iowa.

New Public Service Methods

I have no present views as to what further steps should be taken when it appears from the record in a specific case that an applicant has completely disregarded the representations upon which he obtained his original grant. Obviously no one would advocate that the representations made in the original application constitute a rigid blueprint for the future. Experience will dictate new and superior methods of performing public service. But in cases where commercial opportunities cause a complete abandonment of all other services which he has agreed to perform a different question is raised. I am not charging obviously that broadcasting generally has tossed public service out the window. We all know that is not true. What I am saying is that there seems to be a growing body of responsible opinion that believes that the public functions of broadcasting may become submerged by commercialism.

Under these conditions, I submit to you that in a case such as I have described, the Commission is confronted with a real problem. As far as the Commission is concerned, it must be assumed that the statutory standard of public interest becomes a mere negative presumption and that so long as an applicant makes none of the specific prohibitions, against obscenity, immorality and the like, the regulatory authority has no right or motive to inquire further into the licensee's general performance. If I do not believe the Congress is intended—or at least some individual members of the present Congress are looking to the Commission for some clarification of this respect.

We all recognize the important part played by WINS in the war program. None should seek to detract from WINS' achievements, for much has been made by the networks and a great many of the individual stations. However, in the nature of things, I have become sensitive to what seems to me an increasingly critical atmosphere where I have only recently returned from Europe, believing as I do in the great potentials of this industry. It is my personal view that broadcasting can never be content to become merely adequate. It can and must continue to seek new and more engaging methods to win and maintain public approval. And in evaluating public approval, it seems to me, the tastes and interests of the public must be taken into account.

Above all, it seems to me that it does no good to merely recent criticism. The nature of broadcasting is such that most listeners feel a proprietary interest in its operations and recognize too, that it is often true that the sins of a few are charged against the industry as a whole. Thus, the course we seek to remove the cause of justifiable criticism.

That is my personal position, as I have indicated, but it is far better for broadcasters themselves to take whatever action may be necessary to eliminate the causes of general public dissatisfaction. I would view with great reluctance attempts to legislate more detailed standards in the field of the public service obligations of broadcasting. I have grave doubts not only as a
Forerunner of a Greater Fast-Growing Southern Market

This airport . . . even now one of America's finest . . . will, when completed, be one of the largest and most magnificent ever planned . . . further indication of the continuous expansion of the profitable market served by WLAC.

Tell your story to the hundreds of thousands of industrious families whose prosperity today is but a forerunner of tomorrow's greatly increased buying power.

Take a tip . . . follow the airlanes to the ever-growing Nashville market area.

50,000 WATTS

Represented by the Paul H. Raymer Co.

"Gateway to the Rich Tennessee Valley"
Want Free Broadcasting

The question of freedom of broadcasting is involved and those of us who feel deeply about this subject want broadcasting to remain free because it deserves to and not simply because it may under our system be entitled to claim some kind of special immunity from the standards of conduct.

What I have said lacks specificity. And I have been general on purpose. But I think responsible broadcasters are aware of the nature of the problems which to which we have alluded. I have attempted to call attention to considerations which I know are of concern to you, to increasing segments of public opinion, to the Congress and the Commission. I have no suggestions as to any general remedy. I think the answer rests primarily with the broadcasting industry and it is my hope that there will be honest public discussion on basic questions of policies and procedures and that action will follow which will make it apparent to all that broadcasting can and will perform those functions which Congress intended it to perform and which its licensees require of it.

There is one basic conception I would like to emphasize. Broadcasting has come of age. I think you gentlemen as leaders of the industry know that it can stand on its own feet now and need not rely upon heavy aggregations of outside capital for future development. Those of you now in this field, plus independent newcomers who propose to bring to broadcasting their skills and experience, and those who have already made their way into broadcasting with their accumulative funds, can I think carry broadcasting to the new heights which Nominations Are Sought

For Bernans Radio Prize

NOMINATIONS blanks for naming programs to be considered for the $1,000 Edward L. Bernans Radio Award went to 550 radio editors throughout the nation this week. Under sponsorship of the Ohio State University Institute for Education by Radio the award will be made in May.

Editors are asked to name the individual they believe responsible for the program or series doing the most to further democracy in America during the year ending March 1, 1946.

Judges are Norman Corwin, H. V. Kaltenborn and Raymond Swing, the engineers and technicians have mapped out.

To be more specific, sound public policy would, in my judgment, oppose large sums of Wall Street money or any other funds coming into broadcasting as a purely speculative venture. A new empire of the ether—the spectrum space for FM and Television—is about to open up. The way applicants are lining up at the barrier waiting to go is somewhat reminiscent of the Oklahoma

BLANKET BUFFALO WITH
WEBR
AND YOU COVER THE
WESTERN NEW YORK MARKET AT
Lowest Cost!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight county area in Western New York are concentrated in metropolitan Buffalo . . . . well within WEBR's primary service area.

BUFFALO Courier-Express Station
Nationally Represented by Weed & Co.

BLANKET BUFFALO WITH WEBS AND YOU COVER THE WESTERN NEW YORK MARKET AT Lowest Cost!

BETTER INFORMED CONGRESS

Fortunately, both for the Commission and for the industry as for the past three months, if we today a Congress which is perhaps the most astute and respectful with regard to broadcasting than its predecessors were. A long succession of hearings, first on the White House Resolution, then on the Sanders Bill and then on the Wheeler-White Bill and then the Select Committee to investigate the FCC, interpered with annual sessions before the House and Senate Appropriations Committees and of course the perennial Pat Robinson hearings—these sessions have certainly made the Congress expert in the problems which we face today. It is unfortunately too much to hope that during the critical period of planning ahead the industry, the Commission, and the Congress can each in its own sphere work towards a sound broadcasting structure for the future.

I mentioned how much harder it is to understand the industry as for the past than to build right from the beginning. An example are the hearings which the Commission has announced on the clear channel proposals for May of this year. The need for this hearing can be clearly stated. According to the best data currently available to the Commission, approxi-mately 30% of the area of the continental United States lies outside

PROTECTION AGAINST MONOPOLY

The reasons of public policy against pure speculative finance on broadcasting from any source are clear. Congress when it wrote the Communications Bill of 1934 with diversification of control over a great new instrument for molding the thought and habits of the nation, Congress didn't want control in the hands of any federal agency, and it didn't want control concentrated in the hands of any private monopoly. So it wrote anti-monopoly provisions throughout the Act and those provisions are still in force and are being scrupulously enforced by the Federal Communications Commission in the past efforts of the Commission to create competitive conditions in a field limited by physical facts of allocation. This protection against monopoly, it seems to me, while primarily for the benefit of the public, also protects the independent broadcasting station operators who compose the chief membership of this association and who have contributed so much to the development of standard broadcasting as we know it today. There is a corresponding responsibility, accordingly, on the present broadcasters, to move forward with the advance of the art and to bring to the public the fullest possible service on the new bands which will soon be opened up for FM, television, facsimile, and the other new services.

I don't mean to suggest, of course, that existing broadcasters are to be protected against all newcomers in FM television, or other new fields, and I don't think broadcasters want any such protection. The proposal of the FM Broadcasting that the FM band be widened to 80 or 100 channels and that educational broadcasting be provided for is a clear indication that the basic philosophy of the free competitive field of broadcasting is not only the policy of Congress and of the Commission, but of forward-looking broadcasters as well. The possibilities of diversification of control and individual-licenses responsibility now as well understood and widely accepted that we have the opportunity for giving those bands sounds as a sound from the beginning if we have the wisdom to profit by experience.

In the days of standard broadcasting, these policies were not as well understood and so various concessions and limitations of control arose which, as you know, we eliminated only with some difficulty. Unscrambling that situation seems to become easier in this case than in the past. The better informed Congress, the better informed broadcasting, the better informed public will help us make the process right.

Page 24 • March 19, 1945
For a complete coordination of selling effort in the Oklahoma City market, the four lane approach of The Oklahoma Publishing Company delivers a punch unparalleled in modern merchandising history. Each a powerful factor for moving goods in its own right, the combined weight of The Oklahoman and Times, The Farmer-Stockman, radio station WKY and Mistletoe Express gives any campaign a follow through that sells and sells and sells.
the daytime service area of any stand- 
and broadcast station in this area live 
more than 10,000,000, who are thus 
without daytime radio service. At 
night nearly 51 percent of the area of 
the country lies outside the primary 
service area of the station; and hence 
the 21,000,000 people residing in 
this area would be left with a 
relatively inferior secondary service. 

This is an intolerable situation for 
the country with our great resources 
and capabilities. The commission is 
particularly enraged when you con- 
sider that the resources which have 
no service or only inferior service are 
precisely those isolated rural families 
which of necessity must rely the most 
upon radio for their entertainment 
outside world. I want to emphasize 
that the decision to require the 
clear-channel, side band service, was 
a unanimous decision. I know of no 
one in the commission who does not 
recognize the need for a reappraisal 
of this problem.

If I look back from the beginning 
in standard broadcasting, as we are 
in television, for example, the com- 
mision's engineers and the industry 
engineers could sit down and draw a 
master plan of allocation which would 
theoretically meet the service require- 
ments of the entire country, both 
rural and urban. But of course we all 
recognize the difference between 
starting all over and doing the best 
we can within the limits set by the existing 
situation. Just because an engineer's 
chart shows that wider coverage could be obtained by moving a 
clear-channel station located on the 
county's inland site, does not mean that 
all things considered public interest 
would require such a shift. But I hope 
we will have the opportunity to look at many 
possibilities and I want to assure you that the commission is determined 
to consider all relevant factors, social, 
economic, and nationwide coverage, rural 
and urban, considerations of the 
characteristics of distribution of facilities 
and similar considerations even before 
it reaches tentative conclusions.

No Advance Commitments 

What I am asking is full and comple- 
ted cooperation of all interested ele- 
ments in building a record from which 
valid conclusions can be drawn. The 
allocation hearings just closed were 
am a great many persons who went 
into the spectrum and said, "We can 
do this." These conclusions may be 
put too much emphasis on the fact 
that there were, of course, some exceptions in the 
allocations hearings, which makes it 
likely to achieve agreement even on the 
facts. But, in reviewing the spectrum 
from 10 kilocycles to 30,000 kilo- 
cycles, the amount of agreement that has 
been reached is amazing—thanks principally to 
industry cooperation in building up 
the picture of现行的 networks, the 
commission had to consider the 
delay of days, and from the way we are started I think 

I want to say to you further and with 
all seriousness that the commission 
faces the clear channel problem with 
no advance commitments or understandings. 
So far as I know, we are completely open 
without any particular orientation. 
We can determine what the national-wide 
spectrum is, but we have to take into 
account the situation that subject already seven years 
and will not have the opportunity to 
even when it was made. We want a picture 
that is technically possible from an 
engineering point of view. And we want 
all the other facts in addition to all 
our current knowledge, and then we 
will have the right to determine the 
best solution. With such a record, it should 
be possible to define the commission's 
function in the clearinghouse of 
conclusions which would bring service 
to the public, the public without 
delaying the development of the American 
system of broadcasting for the 
interests of any particular broadcaster.

FM Effect Uncertain 

The clear-channel group of broad- 
casters, the four networks and all other 
interested parties who have something 
to do with the clear-channel problem, 
are meeting to try to come up with an 
idea on how to solve the problem, and 
are meeting to try to work out some 
proposal for the present situation. 
Such proposals might involve 
the reallocating of some facilities, 
changes in call letters, or a change 
in the channel selection process, or 
the establishment of a new channel 
by using some other method. 
It is my belief that we will come 
out with a much better solution if 
we have constructive proposals from the 
industry to consider, rather than hav- 
ing a record filled with attempts to 
explain the reasons of the channels 
which were cleared with such great dif- 
munity in the late 1920's are now ren- 
dering their services to the resi-

GENTLEMEN

WHEN FCC CHAIRMAN Paul A. 
Porter was given a rising ovation 
following his introduction to the 
NAB convention in Washington last 
Tuesday night, he quickly waved 
the question down, and commented: 
"I thought that the FCC had abolished 
their own duties." 

Just about his first official act, 
after taking over the Chairmanship 
three months ago, came the decision 
to drop the current use of 
"standing rule" when the FCC 
enters—whether at Commission 
meetings or at hearings.

At the head table were Commis- 
sioners E. K. Jett and Paul 
A. Walker; Eliott Lovett, president 
Federal Communications 
Board; Senator Reed (R-Kans.); 
Senator Tunnell (D-De.); 
NAB President J. Harvey 
Kane; Chairman 
WATF Norfolk. 
Fourth District director; 
Chairman 
Porter; Speaker 
Sam Rayburn; 
Rep. Les 
Chairman 
the House Interstate 
Commerce; Commission- 
Novman S. 
Commerce; Commission- 
C. ] Dur- 
More than a score of members 
the Senate and House Interstate 
Commerce Committees were dinner 
guests.

Would Do Better Job 

Mr. Speaker, I hasten to point out to 
the gentlemen of Congress that I have 
read Section 201 of Title 18 of 
the United States Code which makes it a 

The clear-channel group of broad- 
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which were cleared with such great dif- 

WPTF (CARRYING N. B.C. 
WITH 50.000 WATTS 
AT 680 K C) 

IS NORTH CAROLINA'S 
No. 1 SALESMAN 

WPTF • RALEIGH 

FREE & PETERS, INC. 
NATIONAL REPRESENTATIVES 

Page 26 • March 19, 1945
In KGW's unique "Now Take My Case" program the public gets the answers to wartime problems direct from representatives of government agencies involved. A lady, stumped by her income tax, gets help from an Internal Revenue expert. A war worker calls on the WHA man for help in finding a home and so on... another fine example of public service... a national FIRST for KGW!

In Peace!

Back in 1925 KGW broadcast a debate... set the pattern for the radio forums of today. An Oregon team argued the affirmative from the KGW studios, a Stanford team gave the negative from an Oakland, California station. It was the first broadcast of a debate, first program on the coast to originate from widely separated stations. Thus KGW blazed the trail for a better understanding of the problems of government by the American people.

in Audience Influence

Case after case can be cited of KGW's leadership year in and year out for 23 years. KGW is ever alert to the needs of its vast listening audience throughout the Pacific Northwest. This consistent policy has established unusual listener loyalty. In KGW the timebuyer selects the Portland station selected by the people.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.
IRE Seeks Funds

BROADCASTERS are being asked to contribute in accordance with the power of their stations to the $500,000 building fund of the Institute of Radio Engineers. J. R. Popple, chief engineer, WOR New York, chairman of the broadcast division of the initial gifts committee of the fund, has written all stations regarding the campaign, asking stations with power of less than 700 w to contribute 10 cents a watt, and stations of more than 700 w to contribute five cents a watt.

The campaign urgently needs more personnel to process broadcasting applications. On the very day the War Production Board gives the green light for civilian station construction, the Commission will be besieged for prompt action on some 500 applications for new FM stations (more than 350 of these are now on file), almost 100 television applications now on file and many, many more to come in these and other services. We estimate that when manpower and materials become available our licensing work will be increased 10-fold over the rate that prevailed before the war.

Even if procedures are drastically revised and every effort made to simplify and streamline, the mere administrative burden of discharging our statutory functions in determining the legal, technical, financial and other qualifications of applicants will be enormous.

Many of you broadcasters here have applications pending. Perhaps you have been consulting with Members of Congress with a view of expediting them. I hope you have. There are many others in the industry who have been waiting for a termination of the war in order to improve existing facilities or build new stations. Considerable sums have been invested in preliminary engineering and legal work, money has been expended on sites and other preparatory and development expenses have been incurred. After months of waiting and planning you and other broadcasters will want and expect and deserve prompt service from the Commission.

Frankly, you are not going to get it unless the Commission has the opportunity to expand its facilities and personnel to give this service. All of you are familiar with the amount of work necessary to bring even an unencumbered application to final decision. This is not the place to debate whether all the procedures in effect are essential but I think there will be agreement at least on the necessity of the Commission making an adequate review of the proposals it receives. Then think about the 100 FM and 100 television applications, with many more to come when the green light flashes. Then I will ask you to make a mental estimate of the number of engineers we now have on hand to process them. The Non-Standard Broadcast Section of our Engineering Department is responsible for processing these applications. But, in addition to radio and television, this section also has responsibility for international broadcasting, facsimile, studio-transmitter link and other miscellaneous categories. And the section which has all these duties is composed of present of precisely three engineers.

We are reviewing our work-load, present and anticipated, with a view of asking Congress for a supplemental appropriation in order that those who have post-war plans about communications, including broadcasting, will not be held up by the Commission. Our goal in broadcast matters is to give the industry and the public a 30-day speed of service on all applications which can be granted without a hearing and a 90-day speed when there is a hearing. If we achieve this, the development of post-war broadcasting will be expedited, employment opportunities expanded for returning veterans and others and when final victory over our enemies is achieved we should be ready to move forward without undue delay.

REUNION in France was a happy affair for (1 to r): William F. Brooks, NBC director of news and special events; Gen. Hans Nuasbaum, PRO for radio 12th Army Group and former NBC producer; John N. Morrissey, NBC radio engineer who was sent abroad for D-Day and is now attached to NBC's Paris headquarters; Brooks; "Commander Omar"—Lt. Gen. Omar N. Bradley, commander, U. S. 12th Army Group—with B. L. mother told him to be sure to look up when he got to Europe.

Yes, in San Antonio, WOAI's nighttime voice is heard by 27.1% more listeners than the average for NBC stations in 1077 cities, as established by NBC's 1944 Nationwide Survey of Listening Habits!

Contrasted with WOAI's immense popularity among hometown listeners, all other San Antonio network stations fell far below their own network nighttime averages for the same 1077 cities.

This outstanding listener preference helps explain why — year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!
"Neither snow, nor rain, nor heat, nor gloom of night shall stay these couriers from the swift completion of their appointed rounds."

You remember Roddy, surely. New York remembered him for his tribute to the runners of Marathon, Thermopylae, and Salamis, circa 430 B.C., by graving it upon the architrave of the mid-city post office.

"Swift completion of their appointed rounds," eh? That may have been fast in the fifth century B.C., but radio now makes the rounds of the earth in one-seventh of a second. In less time, in fact, than it took a courier to lace the latchets on his sandals. Instantaneous!

Radio is the fastest means of putting messages before vast numbers of the population. Messages from the world's battle-fronts. Messages about the need for buying war bonds and more bonds. Messages from advertisers about the goods and services they have to offer. Radio advertising is so flexible that its messages can be made to conform, where need be, even with the changing weather!

"Vast numbers of the population" is no exaggeration. In the primary areas of the stations of Westinghouse alone, there are 18,000,000 folks with fat purses, and the normal, human impulse to open them . . . with proper urging. Consult our National Representatives, listed below, for availabilities or other information you may wish.

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - WOWO - KEX - KYW - KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today’s new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners ... and the listeners have the money to spend for the things they want.

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

Copyright Music Costs
In Canada $159,381
CANADIAN RADIO STATIONS will pay $159,381 in 1945 for use of copyrighted music, according to a ruling at Ottawa, March 12, by the Canadian Copyright Appeal Board. This is an increase of nearly $4,000 over last year. Fees are based on 8 cents per licensed set to Canadian Performing Rights Society (Canadian ASCAP) and 1 cent per licensed set to BMI (Canada).

CPRS this year will receive $141,672 as against $125,310 in 1944, and Broadcast (Canada) will receive $17,709 as against $17,288 last year. CPRS had filed a schedule asking for $184,664, based on 14 cents per set, but the wartime rate was upheld by the Copyright Appeal Board following presentations of the Canadian Association of Broadcasters and Canadian Broadcasting Corp., before the board in January.

Blue Outgrows Space
FOUR BLUE network departments have been moved from the RCA Bldg. in New York to the Aeolian Bldg. 33 W. 42d St., original home 23 years ago of WJZ, the Blue’s New York outlet. Move is attributed to expanding personnel and activities at the Blue. Departments and their chiefs, now installed with their staffs at the new address are cooperative program department, Stanley Florshem; spot sales, Ralph Dennis; television, Paul Mowrey; and comptroller’s office, A. D. Nicol. Telephone is Wisconsin 7-1737.

MORE agencies and advertisers joined the Cooperatives of Broadcasting in January than in any previous month in CAB history. A. W. Lehman, president, announced. Present membership totals 144, he said, of whom 74 joined within the last 16 months.
For the past three months, Mutual’s use of white space in the trade press has been devoted mostly to a plain exposition of new operating policies. We bragged not; neither did we promise miracles. We ventured to interpret nary a single rating trend. Except for noting a couple of rather spectacular newsbeats from the warfronts, our ads spoke simply of the easy, deliberate pace to which we’ve geared our progress.

Comes now, we believe, a proper time to report the state of the network and how it has changed during these three months. Some top advertisers and agencies have moved their business to Mutual. A few have departed. And some exceptional new program material has been signed.

**1,042 NEW STATION-HOURS***

Look at the ledger first. Nine commercial programs were added, December through February, putting 1,042 more station-hours to work every week. Five sponsored shows, occupying 223 station-hours a week, were dropped during that period. And within the past few days we’ve signed 133 more station-hours a week in new business scheduled to start on Mutual soon.

Among Mutual’s new (or returning) sponsors since December 1 are Carter Products, Chesapeake & Ohio, Coca-Cola, Kellogg, Textron, Seven-Up. Former shows have been lately replaced here by General Cigar, Semler, Van Camp. The agencies in charge of this expanded activity include Ted Bates; Calkins & Holden; D’Arcy; Erwin, Wasey; Kenyon & Eckhardt; J. Walter Thompson.

**AGATHA, ARCH & COMPANY**

Program talent coups comparable to the newsbeats mentioned above have been scored by Mutual’s newly strengthened Program Department. Agatha Christie’s best-selling mystery fiction came to life, exclusively on these airlanes February 22, in the person of Hercule Poirot. Mutual also acquired the script and direction skills of that master craftsman, Arch Oboler, whose original dramas for radio will tingle spines and tickle funnybones when his new series begins April 5. Add, also, to the popular music sky Mutual’s two new singing stars, Curt Massey and Anita Ellis.

Don’t let our recent reticence fool you; this network is on its way...UP. And, as we promised three months ago, we’ll keep you posted from time to time on our progress.

**This...is MUTUAL**
February 3, 1945

Mr. William C. Hutchings
World Broadcasting System, Inc.
301 E. Erie St.
Chicago, Ill.

Dear Hutch:

I thought you would like to know how pleased we are that we bought the "Songs of Praise" program for WGN. As you know, we had been looking for a program of this type for about two years but had been unable to find one with which we were completely satisfied. The program we finally chose was that our program schedule should include a program about religion. Even though we have been broadcasting it for just a short time, we have received something over 100 letters from our listeners expressing enthusiasm for the program and expressing the hope that we will keep it on the air permanently.

Not once have we asked, suggested, or prompted mail from listeners. Every letter received has been entirely voluntary. We have not made any energetic attempt to sell the program, because we wanted to put it on the air without any advance notice or publicity to see what kind of a reaction we would get. Judging from this mail indication, we will have no trouble whatsoever in selling the program and I thought you would like to know how pleased we are.

Enclosed are a few samples of the letters received.

Sincerely,

WGN, Inc.

Bill McGuiness
Commercial Manager
HERE'S WHAT WGN SAYS ABOUT THIS NEW WORLD FEATURE...

"we had been looking for a program of this type for about two years..."

THIS letter is typical of the reports we're getting on the new WORLD FEATURES.

No wonder they're enthusiastic! These radio shows are right out of the top drawer—star talent, top notch writers, directors, producers. Above all, WORLD FEATURES bear the stamp of great showmanship—the skill and imagination that know how to create shows that listening audiences want to hear!

The cost? These Features are priced to fit even the limited budget—each one is truly "a show for your money!"

WORLD FEATURES are available in two types: Open end and "Audi-Flex"—World's flexible new form that combines expertly-written scripts with music recorded on bands on each disc.

Eleven WORLD FEATURES are ready now. The shows include, in addition to "Songs of Praise": Casa Cugat, Jam Session, Mandrake the Magician, Rhythm Range, Irene Wicker —The Singing Lady, Strange as It Seems, Sagebrush Serenade...all 15 minute programs. Also these 5 minute programs: Footprints on the Sands of Time, Fireside Tales and Once Upon a Time (Maureen O'Sullivan).

Local stations will be glad to quote prices and audition these shows for advertisers and agencies. If your local station doesn't have WORLD FEATURES, write direct to: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.
A Subsidiary of Decca Records, Inc.

New York • Chicago • Hollywood • Washington
Sale of Sam Pickard Interest In WOKO Proposed by Ernst

Station Counsel Offers Plan as 'Punishment'
For Alleged Concealment of Ownership

PROPOSAL that Sam Pickard, former FCC Commissioner and onetime CBS vice-president in charge of station relations, be permitted to withdraw from ownership of WOKO Albany, and that he be required to sell his 24% interest for 20% over depreciation as "punishment," was submitted to the Commission last week by Morris L. Ernst, New York attorney representing WOKO Inc. He also is counsel for the American Civil Liberties Union. Mr. Ernst appeared at oral arguments before the FCC en banc on the proposed decision of the FCC to delete WOKO because of the "hidden ownership" aspect [Broadcasting, Nov. 13, March 12].

Suggests Net Study
At the same time the Press Co., publishers of the Albany Knickerbocker News, and 25% owner of WOKO Inc., proposed to sell its interests to other WOKO owners and in turn purchase their interests in WABY Albany as a means of solving the duopoly problem involving the two stations.

Mr. Ernst admitted failure to disclose Mr. Pickard's interest in the station. He alleged that William S. Paley, CBS president, cautioned Mr. Pickard in 1929 not to reveal that he owned an interest in a station. "Networks of that day in general were not desirous of having known the interrelationship of network officials with affiliates," he said.

He suggested the Commission might look into networks today to ascertain whether any interests are held by employees, directors or officials in any station.

Mr. Ernst deplored newspaper ownership of radio as "monopolistic" and declared: "I believe sooner or later we must divorce ownership of press and radio in this country." He hastened to point out, however, that in its years of affiliation with WOKO the Knickerbocker News exercised no control over programs; nor has it attempted to dictate to the station.

With the "full knowledge" of Mr. Pickard, Mr. Ernst said, "In this instance Pickard was the originator of the causes which caused failure to disclose" his ownership in the station. Commissioner Case interposed, however, that Harold E. Smith, station general manager and 25% owner, "were responsible" also.

Chairman Porter commented that under Mr. Ernst's proposal that Mr. Pickard sell his interests to Mr. Smith for 20% above depreciation, "Mr. Smith would be rewarded by getting Pickard's interests under market price." The attorney had estimated his figure would be about half market price.

Available to All
Mr. Ernst pleaded that WOKO had made its facilities available to all comers, including the CIO, AFL, the Communist Party and he remarked: "I know they had the same disdain for Communists that I have." He contended that no complaint had been made about the station's operations and that it should be continued with Mr. Pickard and the Knickerbocker News out of the picture.

"It seems to me the sanction of decapitation is too cruel," he declared.

On behalf of the Press Co., Louis G. Caldwell and Reed T. Rollo, Washington attorneys, filed a letter in which their client agreed, contingent upon license renewal of WOKO, to sell its 25% interest in WOKO to Messrs. Smith and Curtis for $75,000. In turn Smith and Curtis would sell their interests in WABY for $62,500. The Press Co. owns 15% of WABY.

Duane Jones for Clark
CLARK BROS. Chewing Gum Co., Pittsburgh, makers of Teaberry and Tentermint Gum, has appointed Duane Jones Co., New York as agency. Major portion of production is going to the armed forces but there is a limited civilian supply available. Promotion plans call for radio, newspapers and magazines. Former agency is Walker & Downing, Pittsburgh.

Savarin Coffee on WJZ
These Railway Yards Are Only 4 Miles FROM ASHLAND, KENTUCKY

AN installation of this kind necessitates the maintenance of a large personnel, thereby creating vast industrial payrolls. Many Chesapeake and Ohio employees reside in Ashland, making this railway an outstanding contributor to the city’s industrial growth. The Chesapeake and Ohio Railway, American Rolling Mills, and scores of other important industries make Ashland and the Tri-State Area a top-ranking industrial market.

Ashland, Kentucky; Huntington, West Virginia and Ironton, Ohio are three busy cities that constitute the heart of the Tri-State region. All are within WCMI’s primary coverage.

- Let WCMI be your medium in reaching the sales
  Responsive Audience in this rich market.

STUDIOS: ASHLAND, KENTUCKY,
HUNTINGTON, W. VA.

... A MUTUAL AFFILIATE ...

L. D. Newman, Mgr.

-- REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.--
PACIFIC NETWORK LISTENING IS UP

"PACIFIC" Network Hooper ratings for January-February released by C. E. Hooper Inc., show that in general listening increased for both daytime and nighttime hours over the previous report, and last year's record.

Average Evening Audience Rating of 10.3 is up 0.8 from the last report, up 0.1 from last year, while the nighttime rating is 4.2, up 0.1 from the last report, down 0.1 from a year ago, the only decrease in the January-February report.

Average evening sets-in-use, at 35.9 showed an increase of 1.3 over the previous report, and over last year. The comparable daytime figure is 15.7, up 0.9 from last report, up 0.8 from a year ago. An increase of 0.1 from the last report, and of 0.5 from a year ago is reported for average evening available audience, bringing the figure to 75.3. The increase is greater for the available daytime audience of 68.3, up 0.9 from the last report, up 1.0 from a year ago.

Bob Hope, Fibber McGee and Molly and Charlie McCarthy lead in that order in the list of "First Fifteen," followed by Scrieens Guild Players, Hildegarde, Fannie Brice, Abbott and Costello, Can You Top This? Great Gildersleeve, People Are Funny, Radio Theater, Ray Kyser, Take It or Leave It, Walter Winchell, and Bing Crosby.

Cleric Cancelled

WILLIAM H. MARKWARD, managing director of WCAM, Camden, N. J. municipal station, has announced that the Sunday afternoon Gospel program of the Rev. Charles Gilmore has been cancelled. In a letter to Aaron Heine, president of Mack Radio Sales, Camden, Mr. Markward said the action had been taken because of Gilmore's violation of the Code of Wartime Practices for American Broadcasters. Mr. Heine has a contract for 26 hours weekly time on the station. Rev. Gilmore, president of the Glen Loch Park Camp Meeting Assn., Glen Loch, N. J., is one of his clients. Mr. Markward recalled that on March 5 it was necessary to cut Rev. Gilmore from the air after six minutes of broadcasting because he refused to follow script, inciting a near-riot.

Interchemical Test

INTERCHEMICAL Corp., New York, has appointed Fuller & Smith & Ross, New York, as agency for all divisions except Trade Sales, manufacturers of Set-Fast and Mild-Rid. Test spot campaign is now being conducted for latter product through Sherman K. Ellis & Co., New York. Interchemical comprises various divisions manufacturing paints, dyes, and oil cloths. Future advertising plans are being formulated, and may include consumer campaigns for Standard Coated Products, and Murphy Finishes Corp.

Falstaff Discs

FALSTAFF BREWING Corp., St. Louis, in mid-April begins sponsorship of a quarter-hour transcribed series, "Bourbon & the Westerners," produced and packaged by Neblett Radio Productions, Chicago, a twice-weekly for 52 weeks, through Dancer-Fitzgerald-Sample, Chicago, on the following stations: KTSU KTRH KELO WDSU, New Orleans; KARK KOMA KTUL KARK KSD KOIL.

Adm. Hooper Gets Cressen Citation

Naval Radio Pioneer Given Honor for Discoveries

ELLIOTT CRESSON Gold Medals in 1945 go to Stanford Caldwell Hooper, Rear Admiral USN (re-tired) and Lewis F. Moody, of Princeton U., Dr. Henry Butler Allen, secretary and director of The Franklin Institute, Philadelphia, has announced.

Adm. Hooper receives the award "in consideration of his pioneering leadership and practical utilization of discovery in the field of radio for the Navy."
The medals, which are awarded for "discovery or original research adding to the sum of human knowledge, irrespective of commercial value," will be presented April 18 at the Franklin Institute.

Born in Colton, Cal., in 1884, Adm. Hooper was graduated from Annapolis in 1905 and spent five years on sea duty, then became an instructor at Annapolis so that he could keep in touch with "wireless" by working at the Labor Bureau of Standards on week-ends.

With Former FRC

He was appointed fleet radio officer in 1912 and in 1915 was made head of the Radio Division of the Bureau of Ships. He commanded a destroyer in 1918 but returned to the radio division post where he served several tours of duty until 1928.

In 1925 he was fleet radio officer again and on the cruise to Australia carried out the Navy's pioneer tests with high frequency waves. In 1927-28 he was chief engineer of the Federal Radio Commission, now FCC. In 1928 he became Director of Naval Communications and in 1924 chairman, Naval Research Committee and director, Technical Division, Naval Operations. Since 1940 until his recent retirement he has been director of the Radio Liaison Division.

Coast Transfer

CANCELLED off Don Lee California stations before actual starting date because it did not conform to that regional network's program policy, Chemicals Inc., Oakland, Cal. (Van0), on March 14 shifted its weekly quarter-hour radio commentary with Evelyn Bigsby to 16 Blue California stations, Wednesday 9-9:15 p.m. (PWT). Contract for the weekly program was raised to mention of other network's talent on program. Under present set-up with Blue, Miss Bigsby will be given free rein to discuss opposition shows and interview their stars. Agency is Garfield & Guild Adv., San Francisco.
LET US Consider TOGETHER

What is the real meaning of radio's Charter from the People, our license grant, which requires that we operate "in the public interest, convenience and necessity"? We believe these simple words mean:

1. Service for the greatest good for the greatest number. In other words, radio "of the people, by the people, for the people".
2. That the station, being a single entity and licensed for operation in but a single definite service area, must accept the citizenship responsibilities of that area.
3. That, therefore, in matters of importance to the station service area, the station shall not be neutral, but must take a positive stand while also permitting the opposition to be heard, for this is a fundamental obligation of American citizenship.
4. That, where network or other outside commitments may conflict with the station's service area obligations it is the duty of the station to serve the area need.
5. That, station management must have the highest consciousness of personal integrity and civic responsibility.

Wm. B. Way, General Manager
Vast Postwar Receiver Market Shown

65% of Radio Families Will Buy New Sets, Sylvania Finds

A VAST RADIO receiver market in which 65% of the present radio families in America will buy new sets, will open up after the war, it is revealed in a study conducted by an independent research firm, Stewart, Brown & Assoc., for the Sylvania Electric Products Inc.

Announcing results at a special conference in New York Thursday, Frank Mansfield, Sylvania's Director of Sales Research said that the study was part of the Sylvania Continuing Surveys; that neither the researchers nor the people interviewed knew who was financing the study.

American families will buy 100,000,000 radios including automobile sets.” Mr. Mansfield said that for a period of over four months interviewers travelled to homes of all economic groups in large cities, small cities, country towns and farms from Maine to California.

Age Classifications

Of the total number of sets now in the United States (48,298,000), the study showed that receivers fell into these age-classifications as of October, 1944:

- Two years old: 8.7%
- Three Years old: 12.3%
- Four Years old: 18.0%
- 5 to 7 Years old: 31.8%
- 8 to 11 Years old: 16.8%
- 11 or More Years old: 12.4%

Of those interviewed in the survey, Mr. Mansfield said, 77.5% said "tone" and "reception" on their sets were "good" and "clear.

Nevertheless, it was discovered that 91.3% stated that they would want FM on their sets after the war. Only 7.3% said they did not want FM.

To obtain FM, 70.1% of those wanting the service indicated their willingness to pay $5.00 extra per set to get it; 48.3% said they would pay $1.00 extra; 27.5% will pay $15 and 16.5% are willing to pay $30 extra.

As asked their opinions on television, 49.5% said they want it and will pay extra for it, 23.3% said they do not want television; 21.2% were undecided. Asked what extra amount they would pay for video, respondents said: 49.5% will pay $75 extra; 20.4% $125; 7.2% $200; 3.2% $300.

These figures were broken down by Stewart, Brown and Assoc. to the following results:

At $300 over usual set cost, 1,000,000 sets can be sold; at $200 over usual set cost, 2,200,000 sets can be sold; at $125 over usual set cost, 6,100,000 can be sold; at $75 over usual set cost, 15,000,000 can be sold. This with the proviso that telecasting stations are within range and program quality is acceptable.

83% Have Radios

Further figures released coincidentally:

There are 36,000,000 families in the United States. Of these, 31,000,000, or 83.3%, have home radios.

Of these families, 58.5% or 18,350,000 have one set accounting for 18,350,000 sets; 31.7% or 9,827,000 have two sets (total: 19,683,000); 0.9% or 2,139,000 have three sets (total: 6,417,000); 2.1% or 651,000 have four sets (total: 2,004,000); 8% or 248,000 have five or more sets (total: 1,488,000).

These figures, it was pointed out, do not include 8,000,000 auto radio receivers or those in restaurants and public and commercial locations of that nature. Here, according to the survey, are the types of set models now in use:

Table models: 42.2%; Consoles: 34.9%; Midgets: 16.6%; Combination-Consoles: 5.4%; Combination-Table Models: 1.7%. Unclassified were 5.2%. (These figures do not include auto radios.)

Deciding factors in the purchase of sets most recently acquired, surveyors discovered, were these:

- Better tone: 25%;
- Better reception: 24%;
- Better Looking: 21.5%;
- Short Wave Band: 17%;
- Push Button Tuning: 15%;
- Record Player Attachment: 12%;
- Smaller (Portable) Model: 10%;
- Larger Model: 7.5%;
- More Tubes: 5%;
- Miscellaneous: 33%. Total adds to more than 100%. Use of interviewee gave more than one answer.

What Set-Owners Think

Here is what set owners think about “features” of home radio, according to the study: 52% have shortwave; 48% do not have. Of those who have shortwave, 9.9%
POWER isn't everything; it's what it produces that counts. Here, in the Inland Empire, huge dams like this 175 footer produce cheap power to keep effective Buying Income at double the national average of $1,031; and Farm Income 72% above the U. S. Average.

POWER isn't everything. 5,000 watts of power, together with an ideal wave length (590kc), Completely blankets the Spokane Trade Area. That's why KHQ is the only single medium that gives complete coverage of this rich area at the cost of just one medium.
use it frequently; 16.9% use it occasionally; 73.2% seldom or never use it. Only about 5% of U. S. families listen to shortwave regularly, it is deduced.

Of push button tuning, it was learned: 31% have it; 69% don't have it. Of those having it, 78% reported it worked satisfactorily; 22% said it did not.

Surveyors reported that those interviewed noted these as their objections to present receivers: Static, too noisy - 21.5%; model isn't right (ugly, too big, too small) - 20.8%; tone or reception not clear - 15.5%; some part of it does not work well (record changer, short wave, etc.) - 12.6%; range ("Can't get distant stations") - 11.6%; volume ("Not powerful enough - not constant") - 8.8%; features missing - 8.2%. Other complaints accounted for 24.1%.

It was pointed out that even when listeners were urged by questioners to think of complaints, only 47% could think of ANYTHING wrong with their present sets.

Here, the survey shows, is what radio set owners like about their receivers: tone and reception good - 77.5%; model and style good - 51%; like features - 27.1%; tunes easily - 8.5%; good distance reception - 8%; well made - 64%; good volume - 5.6%; no static - 4.5%; like particular brand or manufacturer - 3%; other reasons - 19.6%.

Of all those interviewed, it was stated, 78% have no criticism of their latest set; 20% said latest set performed fairly well; 5% expressed real dissatisfaction.

The postwar market, model-wise, for new sets will break down in this fashion according to the survey: 36.5% will want Radio-Phonograph Consoles; 27% will want consoles; 20.7%, table models; 8.7% Radio-Phonograph table models; 4.1%, midgets; 3.4% miscellaneous.

Peak Family Listening Found to Be 6-6:15 p.m.

PEAK period of family listening is 6-6:15 p.m. (EWT) Monday through Friday, when there are 25 listeners in every ten listening homes, according to a report of audience composition released last week by the Cooperative Analysis of Broadcasting. Highest over-all level of family listening occurs on weekends (Saturday and Sunday, with the peak at 9-9:30 p.m. (EWT), when there are 27 listeners in every ten homes. Report, a 43-page book issued four times a year, is based on CAB surveys of listening in 81 cities and shows the composition of the family audience for quarter-hour periods throughout the day and evening, with the adult audience divided by age groups.

RADIOMARINE Corp. of America has been awarded a fourth star for its Army-Navy E Flag for continued excellence in production.

WANAMAKER STORE BUYS TIME ON WIBG

JOHN WANAMAKER store is going on the air 108-1030 Monday through Saturday over WIBG Philadelphia featuring the John Wanamaker Great Organ, reputedly the largest in the world. The store, early operators of WOO Philadelphia which was one of the country's pioneer noncommercial stations, has not used radio as an advertising medium in spite of constant solicitations from every station in the area.

A sizable spot-announcement schedule supplements the 25-minute program which will be broadcast from the grand court of the store.

Built under the supervision of the late Rodman Wanamaker, son of the founder, the great console has been played by world famous organists on many occasions. It is noted for clarity and fullness of tone and accuracy of sound reproductions.

Cross Sponsor Referral Is Forbidden by CBS

SPONSORS of CBS programs are being notified that as of May 1 they will not be permitted to refer to programs on other networks during their CBS broadcasts. Notification is being done informally and by phone or personal call, not by written announcements as in the case of NBC, which some weeks ago [Broadcasting, Feb. 26] announced the abolition of cross-network references as part of a revision of commercial program policies. CBS admits that once NBC had taken this step it had no choice but to follow suit.

The networks have no cross references on at present, but it has no blanket rule against them, it was said, and any request from an advertiser will be considered on an individual case on its own merits. Mutual is contemplating no change in its policy, which permits cross-references.

Griffin on 68


CORRIDOR CONFAB on Seventh War Loan radio plans following preliminary meeting at Treasury of War. Fine and media representatives includes (1 to r): Thomas H. Lane, WFD director of radio, press and advertising; LeRoy F. H. Avery, NAB director of broadcast advertising, and Eugene Carr, on loan from the (ANK) Richards stations to Treasury as chief of the WFD Radio Section.

KCKN has eyes for only one...

24 HOURS A DAY
KCKN is the only Kansas City station broadcasting day and night--all night.

“THIS IS MUTUAL”
At 6 P.M., KCKN becomes a BASIC station of the Mutual Broadcasting System.

The Voice of Greater Kansas City

The Voice of Greater Kansas City

KCKN Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY...WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE
SAN FRANCISCO 4: 1207 RUSH BUILDING
CHICAGO 1: 150 NORTH MICHIGAN AVENUE
KANSAS CITY 6: 300 WALTOWER BUILDING

Page 40 • March 19, 1945

BROADCASTING • Broadcast Advertising
The village church spire, towering over the green; small boys poking small toes into green lawns fronting spacious homes; hydro-electric powered factories humming tunes of merchandise-in-the-making; farmers, drawing almost leisurely furrows; philosophers in the village square. That's Spartanburg in the Piedmont area of South Carolina . . . New England with a Southern accent.

Rich in history, industry, agriculture, the Piedmont is "one of the best-balanced sections in the entire country."

WSPA swings the balance your way.

WSPA

SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night, 950 kilocycles • Represented by Hollingbery
Scripps Plans FM, Video Operations

Estimated Investment in New Fields is $850,000

E. W. SCRIPPS Co. newspaper-radio interests, through its subsidiary, Scripps-Howard Radio Inc., and affiliated operations, proposes to invest more than $850,000 in FM and television stations with filing at the FCC last week of new applications requesting construction permits for commercial FM and TV (television) facilities in Cleveland.

Applications already are pending at the FCC for FM stations in Cincinnati, Indianapolis and Memphis and for video facilities in Cleveland.

The Cleveland FM station would operate on 88.5 mc with coverage of 8,500 sq. mi. and would cost approximately $100,000. Television facilities sought are assignment on Channel 2 (69-86 mc) with 170 effective signal radiation. Cost is $175,000.

Licensee of WCPO Cincinnati and WNOX Knoxville and operator of WMC Memphis, Scripps-Howard estimates to date an FM investment of more than $500,000 and TV expenditures of $300,000. These new services also may be sought in Pittsburgh and other locations, but plans are incomplete.

Channel 1 (69-86 mc) assignment and ESR of 1600 is asked for the Washington video outlet, also to cost an approximate $175,000.

Other FM assignments asked for: Cincinnati—49 mc, 11,000 sq. mi., coverage, $200,000 estimated cost; Indianapolis—49 mc, 1,400 sq. mi., $100,000 estimated cost; Memphis—48.1 mc, 19,040 sq. mi., $117,500 estimated cost.

Changes at WSAR

WSAR Fall River, Mass., has a new staff under the newly formed Fall River Broadcasting Co., successors to Doughty and Welsh Electric Co. Melvin Lahr, formerly manager of WKOK Sunbury, Pa., heads the sales and commercial department; Cliff Holman, formerly with WECA Boston, is program manager while John T. Crowley continues to head publicity and John F. Lyons production. Continuity is headed by Linwood Miller and Josephine Panariello, formerly with WEEI Boston, is in charge of traffic. New announcers are Lee Vincent from WWJ Detroit, Jack Kleber from CBS Boston. Betty Blair, announcer, will have charge of women's features. Philomena Mauretti continues as bookkeeper. Edith Gauthier is clerk while Eddie Burke, veteran WSAR figure, and Frank Keavy, announcer, remain with the new organization. Angus Bailey continues as news editor.

Teheran Wedding

AEF RADIO personnel played prominent parts recently in the wedding of Sergeant W. E. Cross, later transferred to Egypt, with Miss Abadjian, of Teheran. The wedding took place in a Persian Mission Church at Teheran. Sgt. McDonald is chief announcer at Teheran, where programs are broadcast daily to U. S. troops. Before the war he was employed by WOR, Boston and WILH, Lowell, Tech. Fifth Grade Edwin (Larry) Brown, Forest Hills, N.Y., and also connected with the station, was best man. Miss Abadjian is native of Aleppo, Lebanon (Syria), and was educated at Teheran French Mission School.

Doubts Heard, Answered Of Video's Use by Stores

DOUBTS THAT department stores will rush into television as the solution to postwar advertising problems are expressed by B. Lewis Posen, publicity and sales director, Hochschild, Kohn & Co., Baltimore, in an article in the March issue of Promotion Exchange, issued by the National Retail Dry Goods Assn.

"I have just seen a motion picture on television," Mr. Posen writes, "and that's what raises the doubts in my mind."

Citing the "complicated control-boards," the "several cameras," the "hollywoodian dolls," the "make-up men and engineers and several sets of two other guys busily and dizzyly running in and out," and the writers, directors and scenarists and sets and rehearsals, Mr. Posen states: "From my limited knowledge of retail stores, I simply cannot see the average store paying for all that talent and equipment for a broadcast of any kind, even video."

A partial answer is supplied by Dan D. Halpin, assistant to the vice-president, RCA Victor Division, RCA, who in the same issue cites steps Bloomingdales, Macy's and other stores have taken to prepare for reaching video set owners with their sales story. He states that ten years after the production of television receivers is resumed the video public should include about 10,000,000 people, or 82% of the nation's buying power.

Jones With Buchanan

MARTIN JONES has been named radio director of Buchanan & Co., New York, succeeding Jack Wyatt, now on leave abroad with the Merchant Marine. Mr. Jones served until recently with the American Red Cross as chief of the entertainment activities in southern Europe, and before joining the Red Cross was with NBC first as producer-director of announcer programs, later transferring to network public service shows. He is a well-known producer, and owns the Vanderbilt Theater, now leased by the Blue Network, as a studio.

TO ATTAIN more rapid transmission of world news to the midwest, WGN Chicago has added regular service to its new facilities. Service supplements AP, UP, and the Chicago Tribune Press Service.

Back Door Stuff

Watcha Know Joe

Lunceford Special

Strictly Instrumental

Well, All Right Then

East Street

Battle Axe

Dec. 18594
Col. 25625
Voc. 5326
Dec. 18463
Voc. 4887
Dec. 18534
Dec. 3807

For the complete list of BMI-licensed titles recorded by Lunceford see your BMI DISC DATA or write for your copy of this special service.

BMI
NEW YORK CHICAGO HOLLYWOOD

Page 42 • March 19, 1945

Broadcasting • Broadcast Advertising
A City with a Main Street 65 Miles Long!

The Magic Empire of the Rio Grande -is One Big City dominated by KRGV . . .

The "VALLEY," Mr. Time Buyer, is that rich, highly productive area down near the border where much of the nation's finest citrus fruits and fresh vegetables are produced. The "VALLEY" is 65 miles long, each community blending into the other. The income per capita is over $650.00, totaling 165 million dollars effective buying income in KRGV's primary area. This is a PERMANENT MARKET — one of the top ringers in America!

How can you attract those magic dollars to your client? Why, through KRGV — the only network station heard at all times throughout the "VALLEY."

Affiliated with N. B. C. and the LONE STAR CHAIN
We Never
Give A Young Man A Chance

Sometimes it would be much easier to help a young man along and give him an opportunity to try his hand, but there is no place here for beginners. There is no chance for a young man to "make good." He must be already good.

We have always considered this representative business "post graduate." It is an advanced responsibility for the skilled and experienced only.

When a man comes here for a job it has been our consistent practice to require a minimum of ten years' previous successful experience in advertising and selling, and in most cases all of this experience has been in the market where he is to be employed. This policy may seem pretty stiff but it has resulted not only in more business but in better business for the stations we represent. Their welfare and the orders we get for them are far too important to be left in youthful hands--however ambitious.
**Blueprint, by Porter**

**AFTER THREE months' exposure to radio**
as chairman of the FCC—a new side to him—
Paul A. Porter last week unburdened himself.
It was a diagnosis and a prognosis. It
covered the turbulent past, the sensitive present
and the unpredictable future. To the 160
deleagtes and Congressional guests at the NAB
district meeting in Washington it was the most
candid and forthright appraisal of radio they had
yet heard. We publish it in full text (despite paper
rationing) as *must* reading.

It wasn't the sort of speech broadcasters
particularly wanted to hear. But after they
heard it, they got a new perspective. Some
of their conceptions were confirmed; others dis-
pelled. No one got the notion that there's a
complete change in regulatory philosophy and
that it's all going to be different from here on.

Mr. Porter knows the business side of radio,
because he was on it before Uncle Sam beck-
oned just prior to Pearl Harbor. He practiced
before the Commission. Last week he demon-
strated, too, that he knows the regulatory side;
that he wants art and Government to work
together harmoniously. Yet there isn't going
to be any trifling or favoritism in the process.
Big things are ahead in radio, and he wants
to see them accomplished "without doing vio-
ence to the American system of broadcasting."

Mr. Porter covered a lot of ground in his
maiden speech. He diagnosed the ills, but didn't
assertive enough to prescribe the cures. He wants
radio to do that and by self-regulation.

There's the current talk of "excessive com-
mercialism," which now has reached crusade
proportions. It's not our contention that it's
a synthetic issue, although we feel much of it
is being fed by those who would put commer-
cial radio in a strait-jacket.

On that score, we think the records will
show that commercialism is just as rampant in
other advertising. Magazines and newspapers
certainly are running a far greater proportion
of advertising space in ratio to editorial con-
tent than ever before. More time and space
are being bought.

Paul Porter's pointed comments will excite
swifter action. We liked his comments because
he had no veiled threats and he didn't talk
down to broadcasters.

It can be expected that some stations will
be cited on renewal under the revised FCC
procedure. When the FCC gets more man-
power, scrutiny of past operations will be closer.
All this depends on how the FCC proposes to
enforce renewal procedures, and whether it
will deign to go into programs per se.

Mr. Porter shed considerable light on the
radio
the clear channel proceedings coming up. He wants
more appropriations to expedite handling of
applications in the new fields, once the freeze
is thawed. This looks toward 30-day processing
of untested applications in 90 days for
those going to hearing. Sounds like the
millennium. We hope he achieves it. And there's
no gainsaying that more engineers are sorely
needed on the FCC.

On one additional count, Mr. Porter deserves
praise. Nothing could undermine future broad-
cast services as swiftly as a Wall Street or
speculative invasion. He said he looked to
broadcasters—the homesteaders—to take the
lead in these new radio arts.

Some things had to be said. The FCC Chair-
man said them intelligently and honestly.

---

**7th Man: A Natural**

**PRESIDENT** Roosevelt's nomination of
Charles R. Denny, Jr. to fill the remaining
vacancy on the FCC has up the ablest and best-
balanced membership since the Commission
was created more than a decade ago.

For some time it has been evident that Chair-
man Paul A. Porter wanted the young general
counsel because of a genuine wish to use his
demonstrated talents. It was Mr. Porter who
sold the President on the nomination on a merit
basis. Wise beyond his 33 years, he has tre-
mendous capacity for work, amply displayed
during his three years with the Commission—
first as assistant general counsel and since
October 1942 as general counsel.

Charlie Denny piloted the Commission
through the House Select Committee investiga-
tion. The fact that the inquiry fizzled is largely
ascribable to his diligence and courage. His
performance of the allocations proceeding
added new laurels.

Under the former FCC chairmanship, he was
a vigorous advocate of the reforms decreed
from the front office. As legal spokesman, he
had advocated restraints which have not hewed
to the legislative line. His support of a uniform
system of accounting for broadcasting, which
would be the opening wedge for rate regula-
tion, is a shining example. That is repugnant
to the law and to broadcasters because it fol-
lows the common carrier concept. Was Mr.
Denny pleading only the views of the then
FCC majority—or his own? As a Commissioner
he will sit as a judge, not an advocate. In that
capacity, the question soon should be answered.

It is logical to expect elevation of Rosel H.
Hyde, assistant general counsel in charge of
broadcasting, to the general counselship. Him-
self strongly supported and well-qualified for
the FCC vacancy, Mr. Hyde, by training, expe-
rience and background is ideally equipped for
the Denny successorship. It likewise would be
a source of encouragement to the FCC staff.
In a field as specialized and sensitive as radio,
the men and women who have served their steward-
ship in the ranks are deserving of merit
promotions. Charlie Denny is of these.

---

**Our Respects To—**

THOMAS JAMES SLOWIE

**IF** Radio had such a personage as a "Great
Privy Seal", that man would be Thomas J.
Slowie. As secretary of the FCC, his
bold Spencerian appears on literally hun-
dreds of thousands of documents, because every
official action of the Commission—from public
notice to license—must bear his signature.

Countless hundreds in radio he is a sort of
great unknown, as far as physical features are
concerned. He's like Jimmy Durante's "Um-
briago" of radio renown, or Frank Fay's in-
visible "Harvey".

Tact is Tom Slowie's stock in trade; a sort of
intuitive understanding of political vagaries
his college degree.

Since his appointment as secretary of the
FCC in April 1937, Tom Slowie has built for
himself a reputation of being a square-shooting
Government official—one who has won the re-
spect of industry and Government alike.

He took the job nearly eight years ago with
the proverbial two strikes on him. It was
shortly after the 1936 election. The Com-
mision secretariat had been vacant for some
months. Robert J. Berger, radio director of the
1936 Democratic campaign, was mentioned as
the new secretary. He was understood to have
the backing of James A. Farley, then Demo-
cratic National Chairman.

Up popped the name of Thomas J. Slowie,
who had served as secretary to an Iowa Rep-
resentative. There was political bickering.
Berger had the backing of New Deal stalwarts.
Slowie's supporters were the "seceders" of the
Democratic party.

Consequently, when he was elected by the
Commission, he was eyed furtively in some
quarters on Capitol Hill. But it didn't take
long for Tom to convince the opposition that
he meant to do a job, regardless of political
lines; that he took his oath of office seriously.

Tom's political career began in 1920 when
his home town of Clinton, Ia. elected him city
auditor-clerk. He was born in Lyons (now a
part of Clinton) Sept. 24, 1899, and attended
Parochial schools as a boy.

At the outbreak of the first World War
Tommy enlisted as a buck private, was assigned
to a transport corps and promoted to sergeant.
He never got overseas, but he spent many a
long hour helping thousands of other soldiers
get on the move.

After the war he returned to Clinton, tossed
his youthful hat into the political ring and
came out city auditor, a job which carried with
it the honor of being city clerk. Following his
two-year term Tom went into the insurance
and bond business. He remained in that field
until 1926, but through it all the political
winds blew across his brow. As a good
(Continued on page 48)
Nobody wants anyone in the United States to be unreached by radio. Nobody cares to accept the responsibility for depriving anyone of the opportunity to listen. Yet, 82% of the area of the United States is outside the range of urban broadcast stations.

The only way these people can hear a reliable day and night radio service is through clear channel broadcasting.

This is the purpose of clear channel broadcasting.

Without such a service, our farmers would have to go back to the horse and buggy days of getting their news through the weekly county paper; of getting weather reports from a look at the sky and the feel of their bones; of getting stock and grain reports only after long trips to market. There would be no news, no diversion to fill up the long afternoons and evenings, without clear channel broadcasting. Our farmers would be the new American unreachables.

That is why we have programmed our station so carefully for the past twenty years. To help bring this area of 82% in reach of the news and service they need.

Over 5,000,000 in rural and small-town America go to bed each night confident that WSM's strong signal will be there to wake and serve them on the morrow. This is WSM.

650 KILOCYCLES NBC Affiliate
National Life and Accident Insurance Co. Nashville, Tenn.
**Management**

GLENN R. SNYDER, vice-president and general manager of WLB Chicago, and GEORGE COOK, treasurer, are in Phoenix to confer with BURRIDGE D. BUTLER, owner of WLS.

EDWIN M. SPENCE, former manager of WBCP in Atlantic City, later manager of WBAL Baltimore and then part-owner of WOR, Washington, and Mrs. Adah Toppin Hinkle were married March 9 in Miami Beach.

JOHN COWLES and GARDNER COWLES Jr. are to be in Boston March 20 to attend the Boston Ad Club luncheon on both newspapers and radio. The COWLES interests operate WOOF Boston. Other COWLES executives to attend will be GLENN LAWRENCE and JAMES MILLOY, vice-presidents; TED ERNS, general sales manager, and A. K. ARMSTRONG Jr., general manager of WOOF.

PAUL R. DIXON, former vice-president of the Equity Conservation Corp., New York, has been appointed comptroller of the National Radio Service Co. of Utah, operator of KSL Salt Lake City.

REGINALD M. BROWN, former NBC vice-president and president of sales of Canadian Marconi Co., Montreal, has resigned to become president and director of Rogers Majestic Ltd., Rogers Electronic Tubes Ltd., Toronto, and subsidiary companies. He is also president of the Radio Mfrs. Assn. of Canada, Canadian Radio Patents Ltd., Canadian Radio Technical Board, and Sealandair Patents Ltd., and is a director of Thermionics Ltd., all with head offices at Toronto.

HUMBERTO D. GONZALES, U. S. representative of R. W. Cadena of Cuban Network, has returned from a three-week business trip to Havana where he conferred with network officials. He left New York last week on another three-week business trip to the West Coast.

J. M. REID, owner of CKFI Fort Frances, Ont., has taken over active management of the station succeeding JERRY TONKIN, who resigned to go into business for himself.

**Commercial**

JOSEPH CREAMER, promotion director of WOR New York, and BILL HOFFMAN, the station's former sound effects director, are co-authors or "How to Make Good Sound Effects," scheduled for fall publication by Eliz. Davis Pub. Co.

RALPH W. HARKER, west coast publishing and sales director of the Formy advertising director of the Seattle Times, Mr. Harker also served for a number of years with O'Mara & Ormsbee, newspaper representative.

THOMAS ABBOTT, on the advertising staff of WOR New York, has joined the sales staff of Headley Reed Co., New York station representative.

CHARLES GODWIN, assistant director of station relations at Mutual, left New York last week for a three-week business trip to the MBS southern affiliates.

DAVID M. SIMMONS, salesman of KPO San Francisco, has entered the armed forces.

MARY COATES, former member of the traffic department of WFSB Syracuse, is now with the OWI in San Francisco.

BILL TUCKER has been named national sales manager of KIRO Seattle.

**Our Respects to**

(Continued from page 46)

Democrat belonging to the old school, and a convincing speaker, Tom Slowie was chosen as campaign manager by the late D. M. Jacobsen of Clinton, who ran for Congress on the Democratic ticket. With a successful campaign behind him, Tom Slowie went to Washington to serve the new Representative from Iowa as secretary. That was in 1930.

In 1936, following his nomination for the fourth time, Rep. Jacobsen died. The Democratic bosses of Iowa wanted Tom Slowie to run. He was virtually assured of election, but Tom declined in favor of young William S. Jacobsen, son of the late Congressman.

Once more Tom Slowie managed the campaign and won. He returned to Washington as secretary to young Rep. Jacobsen. Then came the FCC appointment. Tom resigned in May 1937 to enter the new field.

Letters Bear His Signature

All FCC correspondence is routed through his office. Tom hasn't kept a check, but thousands of pieces of mail are handled daily. Applications go first to the secretary's office, then are routed to their proper places. The name "T. J. Slowie" is appended to the majority of letters going from the Commission. All public notices, with rare exceptions, bear his signature. In other words, he's the official letter-writer and spokesman for the FCC.

Of all his duties, however, Tom relishes one—that of liaison between the Commission and Capitol Hill. Almost daily he has occasion to call on various Congressmen. And he looks forward to those trips, because in the trips, he has been in Washington, he thinks of Capitol Hill as "home".

When the House Select Committee to Investigate the FCC was created two years ago, Tom Slowie was appointed liaison between the FCC and Committee. He maintained an even tenor through two chairmen and four general counsels. He was consulted both by Commissioners and Congressmen.

Tom is married, lives in McLean Gardens, Washington, and has two daughters, Joanne, now a member of the Cadet Nurse Corps in training at Mt. Carmel, Columbus, Ohio, and Lois, student at Pennsylvania State College.

He swears he has no hobbies as such, but he'll tell you about a host of friends—how he enjoys talking to them, listening to their views on current trends. Of all his possessions Tom prizes most highly a little statue of the three famous monkeys, one covering its eyes, the other its mouth and the third its ears signifying: "See no evil, speak no evil and hear no evil." It was presented to him in 1940 by fellow employees of the FCC at a Christmas party.

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**Durham**

North Carolina's third largest city (1940 U. S. Census). City and county are compact and easily sold as one unit. Present estimated Durham County population is...

100,000

**market**

...busy, high earning people. For example, famed Duke University is in Durham Also, Durham makes 25% of the nation's entire cigarettes. Best of all this...

---

**WDNC**

OWNED BY DURHAM HERALD-SUN PAPERS

Represented by Howard H. Wilson Co.
In May, 1944, Sears Roebuck & Company's San Antonio store enlarged their special Catalog Order Department where customers select merchandise direct from catalogs. The increased space and enlarged staff necessitated an aggressive and extensive advertising program. To avoid confusion it was decided to divorce this department's advertising from that of the rest of the store. Radio advertising was chosen to promote the department, backed by the distribution of mail order circulars mailed once-a-month direct to a list of "active" customers.

Radio advertising consisted of 15 minutes each weekday at 8:45 A.M. KTSA was chosen to carry this quarter hour program because of its ability to deliver in this 64-county sales area. Here is 22.11% of Texas' effective buying income; 22.06% of Texas' retail sales; and 24.35% of Texas' population. How well KTSA reached the people the station was designed and built to serve is best shown by the results in terms of Sears' Catalog Department sales.

In October this department won first prize for largest percentage of increase in store. And was third in the Sears' system in Catalog Order business among unattached "A" stores.

KTSA can write a success story for you, too. Let us send you complete facts about specific job it is doing for sales NOW and in the postwar era.
SOUTH'S INVENTOR

WHBQ 50

School's out for summer. And

Mr. W. H. BRADLEY is back again.

Walt Walrath, program director of

WBCA Ashatuba, O., is the father of a boy.

JIM BARNETT, now in radio, is a member

of the announcing staff of WBCA Ashatuba, O.

ED PALIN, WJW Cleveland program di-

rector, will serve as a member-at-large of

the executive committee of the sixth

annual Green Cross Campaign for Indi-

vidual associate membership in the

Greater Cleveland Safety Council, cam-

paign to run through May.

JESSE H. BURFORD, agricultural direct-

or of WHEI Boston, is to give a series of

lectures on adventure before the

Senior Explorers Club of the Boston

Natural History Museum. His subjects

will be his own travels and explora-

tions.

LOUIS RIGGSBERG, former program di-

rector and production manager of

WXYL Buffalo, N. Y., is now an an-

nouncer at WHIG Greensboro.

HELEN TROY, former active in the

newspaper and advertising field, has

been named director of women's activi-

ties of WAVY Charlotte, N. C.

JOHN GAMBLING, who celebrated his

fiftieth anniversary on WOR New York

City, has been made a member of the

Twenty Year Club.

HERBERT WIDMARK, formerly with

WJW Cleveland, is now an announcer at

KIRO Seattle, Washington.

NOHAN RUDKIN, formerly announcer

at KIRO Seattle, has joined the

announcing staff of WMID Pittsburgh, Pa.

BOB SPENCE is now program director of

the station.

EVELYN MARSHALL, continuity

director; BRICE CALHOUN, production

manager; FRANCES BRAID, operations

director.

JOHN CORY, graduate of the American

Radio Academy, Indianapolis, has joined

WJFQ Hermit, Ill., as announcer.

BOB LAWS, promotion and publicity

manager of KGW Portland, Ore., is the

father of a boy.

BARBARA HOLT, former classification

analyst with the War Dept., has joined

the continuity staff of KGO San

Francisco.

LUTHER NEWBY, former announcer of

KFAO Los Angeles, has shifted to

KXKW Pasaden, Cal.

BARBARA HOLTON, new to radio and for-

merly in the SPAR B, has joined KKEA

Los Angeles as assistant to VIRGINIA

WEST, publicity director.

LARRY SMITH NBC San Francisco Far

East commentator, has helped organize

American prisoners now in Japanese

hands with more than 100 cases of food

and supplies through two appearances

before Billings, Mont., police chiefs.

Through series of fines against his audi-

ence, he raised over $500 and trans-

ferred the American Red Cross prisoners war fund.

NORMAN RUSSELL, formerly with

CHEX Philadelphia, is now a member of the

announcing staff of KSFR Wednesday, Ont.

BERNARD FELLOWS, new to radio, has

joined the CKSF French announcing

team.

LEN DAWSON, announcer, is now with

WBCA Louisville.

CLAYTE KLEIN, former assistant to

the vice-president in charge of adver-

tising for the T-Town, St. Louis, has

joined KIRO Seattle as writer.

GEORGE SOUTH has left the KIRO sales depart-

ment to become a director in the

motion picture department of Boeing Air-

craft Co.

BEN PARKS has resigned from the an-

nouncing staff of KYW Philadelphia.

HAL FIMBERG is now producer of the

NRC "Comedy Theater," continuing as writer of the

weekly CBS program.

SHARON PARKINSON, formerly of

KLS Berkeley, Cal., has joined KYA San

Francisco as continuity writer.

L. ROBERT FRANKLIN, with KQW, KGB, and KZSB San Francisco, has

entered the service, is now with the

Army's psychological warfare branch in

London.

DALE SMITH, formerly of KOMO Seattle, has joined KYA San Francisco as

announcer.

CHESWICK WASHINGTON, production manager of KGW Portland, Ore., and

MILDRED WARM, traffic manager of

KQW and KEX Portland, have been

named.

ELLA PERALTA is new traffic

director.

ED PEIRSON, CBS staff announcer, and

ESTELLE SHIVNIS, traffic manager of

WFCI Providence, have announced their

engagement. Wedding will be in May.

MICHAIL GAYON, who produces

"New World A-Coming" on WMCA New

York, has taken on additional duties as

a member of the Blue production staff.

HENRY SILVER is leaving WINS New

York as musical director.

JACK GOLDSTONE has joined Associat-

ed Independent Productions, New

York, as radio copy chief. He has been

associated with Associated Broadc.

Act and Kd. Prager Adv., both in

New York.

MICHAEL J. BOSCA, formerly on the

CBS press information department, has

been assigned to supervise publicity of

WABC New York.

HARRY DXPALIS has been named play

reader in the script department of

NBC, replacing JAY WARD, who has

joined Town Hall Inc. to work on "Town Reading of the Week" program. Miss

Phillips has had setting and directing

experience with WOR-CBS, New York.

TOM SLATER, director of special fea-

tures and programs of MBC, and his

brother Bill Slatter, sports announcer

since 1938 who was discharged from the

Army last year with the rank of

lieutenant colonel, are co-starred on a video sports show telecast Tuesday evening on

WABD New York. DuMont television

network.

RICHARD BARBER, formerly with KID

KSL Salt Lake City, now an associate

director of WABC New York, has

announced the addition of a new member

to the station's announcing staff.

CHRISTOS S. MONHO, an editor in

the WABC press information division, is

the father of a girl.

WAYNE KING, band leader, and CARL

WYATT, tenor, of WABC New York, are

organizing a production firm to be

known as "Wayne-Wyatt Enter-

prises," which will present package shows to

 network. Mr. Wyatt is now

located at 210 N. Michigan. Half

hour show is "Jeep Mother" is now

available. Present activities of both men

will continue.

JOE FOGG, Chicago freelance radio

writer, has received his commission as

Second Lieutenant in the Army.

GENE HERNDON, former staff

announcer of KGW San Jose, has joined

WATT Chicago.

PAULINE HOPKINS and OWEN VIN- 

STOCK, writer and producer respectively

of "That Brewster Boy," formerly spon-

sored by Quaker Oats at CBS, left Chi-

cago March 17 to headquartered in Los

Angeles.

SUE MULROE, former WMAL Washing-

ton, is now music librarian of

WABC New York.

HELEN JOYCE, co-conductor of "Fea-

tures Parade," Monday through Saturday

on WLS Chicago, has returned to her

home recuperating from a tonsillectomy.

BOB BALLIN, producer of the Jack

Benny Show, has joined WOR New

York as publicist. He formerly worked for

American Tobacco Co., Feb. 25 in Denver, Colorado, was married in the chambers of

Governor John C. Viola.

BROADCASTING • Broadcast Advertising
Smashing frozen barriers, the United States Coast Guard icebreaker "Mackinaw" opened Great Lakes waters for passage of vital new lakes-built minesweepers and cargo vessels, on their way to combat zones. WGAR's audience went along with Commander Edwin J. Roland and Announcer Arthur Hannes via a special broadcast, heard another timely, exclusive and inspiring WGAR wartime service program.

"Morrie" Pierce, popular chief engineer of WGAR, was awarded the Marconi Medal for his aid in the surrender of the Italian fleet and capture of Radio Luxembourg.

Homes for veterans were encouraged by C. W. Grove, President, Second Federal Savings & Loan Ass'n and Brig. Gen. W. L. Marlin in a WGAR program sponsored by Second Federal.
**HILDRED (Billy) SANDERS**, radio director of Mitchell Faust Adv., Chicago, has been named vice-president in charge of radio. Miss Sanders has been with the agency for three years. LT. COLDR. HOLMAN FAUST, soon to be released from the Navy on inactive duty, will return to the agency as vice-president and member of the executive board.

**WILLIAM BROOKINGS**, radio director of J. Walter Thompson Co., San Francisco, is in Denver to establish offices for the agency and develop radio service.

W. J. (Bill) TRADER, former account executive of KXAS Pasadena, has joined Scholto Adv. Service, Los Angeles, in a similar capacity.

**ELIANOR (Mickey) MULLIGAN**, account executive of Garfield & Guild, San Francisco, has joined the American Red Cross as staff assistant in the promotional division for overseas duty. LDL. BLINDSBURY, formerly with Garfield & Guild, has returned to the agency to take over Miss Mulligan’s accounts.

**CRAIG E. DENNISON ADV. AGENCY**, Chicago, has opened a Buffalo office with WILLIAM B. TANNER, general manager, and JOHN J. FOY, account executive.

**ELOTT W. BOGERT**, who has been accounts executive with Poole, Cone & Belding, San Francisco, has joined Breitweiser, Van Norden & Staff, Los Angeles, as staff executive.

**LENNE & MITCHELL**, New York, has adopted a retirement pension plan for all employees within the eligible limits. Plan provides pension benefits of one-third of the employee’s salary at retirement. In addition to life insurance ranging from $1,000 to $50,000.

**GRANT ADV.** last week moved its New York office, including the agency’s international division, from the RCA Bldg. to the Empire State Bldg., 350 Fifth Ave., New Telephone number is 585-9400.

**TED ESTABROOK**, left Geyer, Cornell & Newell, New York, as television director last week to establish for the American Film Center, New York, the American Film Center Previews, project to enable professional film people to see selected films ranging from shorts to features, educational and commercial films. Mr. Estabrook will also do freelance television production, with offices at 11 W. 44th St., New York.

**RONALD T. JACKSON**, in advertising work in Vancouver, Los Angeles and London, has taken Stuart-Lovick Ltd., Los Angeles, as vice-president.

Mr. WEAVS, released from the RCAF, has joined the Toronto office of Walsh Adv. Co. Before joining the RCAF he had been with McKim Adv., Toronto.

**JOHN LECHNER**, director of media for outdoor and car card advertising for Poole, Cone & Belding, has been elected a vice-president. Mr. Lechner headquarters in Chicago.

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**Butcher Heads Drive**

**JESSE BUTCHER**, radio director of the National War Fund and USO, has been appointed national radio director of the United Nations National Clothing Collection, working with Lawrence Beller, public relations chief. Robert Mason, formerly of WHN New York and the Red Cross, will handle network contacts and Joan MacDonald will serve as New York radio director. Julius Berens, public relations counsel, is consultant on the national drive and public relations director for New York. Campaign has been given a special OWI assignment under the allocation plan for five weeks, beginning March 26. Plans call for two major projects—personal appearance of Henry J. Kaiser, chairman, on network programs, and overseas pickups from network correspondents giving descriptions of clothing needs in stricken countries. Mr. Kaiser will participate on We the People, CBS March 25, in a special NBC broadcast 10:45-11 p.m. March 30 and on Report to the Nation, CBS March 31. The two network heads have pledged full cooperation.

**WICK CRIDER**, publicity chief of J. Walter Thompson New York, left New York last week for Hollywood to line up promotion for Texaco’s Helen Hayes show on Mutual.

**MAL WINTERS**, secretary and media director of Raymond Specter Co., New York, has left the agency.

**KARL REID**, formerly of KMTR Hollywood, has joined Allied Adv. Agencies, Los Angeles, as account executive.

**LOUIS QUINN**, former Hollywood writer on the Oracle Fielders show on Blue stations, has rejoined J. Walter Thompson Co., New York, as writer under supervision of JOSE BIEGEL.

**MARION HARPER**, 1933-1939 owner and partner of Compton Adv., New York, is operating a research organization under the name of Marion Harper Assoc., at 201 Madison Ave., New York. Firm specializes in personal marketing work for manufacturers. MARION HARPER Jr. is manager of copy and radio research at McCann-Erickson, New York.

**EDWARD MAZZUCCHI** of Export Adv. Agency, New York, has been appointed vice-president of the Assn. of Spanish-American copy writers, a group of New York export copywriters. LUIS E. NUNEZ of Westinghouse Electric International was appointed vice-president and DULCES GARCIA RUIZ, of La Hacienda, secretary.

**Frank Kiernan**

**FRANK KIERNAN**, 75, directing head of Frank Kiernan Adv., New York, died March 14 in Brooklyn. He had been associated with the agency since the turn of the century. Firm was founded by his father, the late John J. Kiernan, New York State Senator. A son and two sisters survive.

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**Know-How shows how in Western North Carolina**

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company, WIVC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary and roughly the night-time primary and secondary areas.

**On Top with 136**

Throughout the week WWNC has 136 quarter hour periods with ratings higher than the top rating produced by any other station with any fraction of the Western North Carolina listening audience.

More Western North Carolina listeners are yours at less cost per thousand on WWNC.

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Everyone has an ear for news

What's the latest news? In Europe? In the Pacific?
What's doing in Washington?
How did the Red Sox make out?
These are but a few of the scores of questions people ask every day— for everyone has an ear for news.
And in Boston, you'll find attentive ears for the vital newscasts carried by WCOP.
WCOP broadcasts **21 newscasts per day**.
**138 per week.**

It's complete, authentic and accurate news, edited from AP, UP and INS. What's more, WCOP is the **only radio station** in Boston using all three of these major news services.

If you are looking for ways to bring Boston news about your company, why not reach for your buzzer and dictate a letter to get the facts about the people who reach for their radio dials, and lend an ear to the news from WCOP.

7 newscasts per day are still available... but they won't be for long. Sponsors are bound to hop aboard this bandwagon... but FAST.

Why don't you get there first?

NEW TO THE **BLUE** JUNE 15th

WCOP Boston

A COWLES STATION
Represented nationally by the **Katz Agency**
TEN YEARS BEHIND THE INDUSTRY IN AGE ... BUT OUT IN FRONT WHEN IT COMES TO PERFORMANCE AND POPULARITY! Consult any survey you prefer and the answer's the same—down here in our neck of the woods the station "MOST PEOPLE LISTEN TO MOST" is—

...in 800 B.C., they called it the "imbubu." Early cane oboes were used in Hebrew ceremonial and social occasions. It was the usual instrument of the highest and the overtones. The pitch of the oboe is higher than the bassoon, and the overtones which form harmonics with the pitch are louder than the fundamentals themselves. It is this characteristic of the oboe which gives it its peculiar piercing quality.

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The earliest European form of the modern oboe made its appearance in France in the last half of the 17th century. The French called it the "hautbois," which means high or loud wood. It was the pronunciation of this word that the Italians derived the current name "oboe." The "ear carils," or English horn, was developed by adding a pear shaped bell to the oboe in 1720.
For the first time...

Labor, Agriculture, Business—
talk war and the waging of peace on the
new NBC program "AMERICA UNITED"

- For the first time in history, the facilities of a national radio network have been made available at a regular period each week to major labor, agricultural and business organizations for co-operative programs—discussions of important objectives under the war and post-war economy.

Result: throughout 1945, leaders representing the Big Three of the home-front participate in a significant NBC public service program, America United.

Leaders of the American Federation of Labor, the Congress of Industrial Organizations, the American Farm Bureau Federation, the National Grange and the United States Chamber of Commerce choose subjects and programs broadcast every week.

Each of these groups carries tremendous responsibility for supplying the war effort. Each sponsors vital economic plans and philosophies. Once again NBC pioneers in service to its listeners.

America United is a distinguished addition to the long list of outstanding public service programs which help to make NBC The Network Most People Listen to Most.

Supervisors and Advisory Committee of "America United"

Seated, left to right: Edward A. O’Neal, President, American Farm Bureau Federation; William Green, President, A. F. of L.; Phillip Murray, President, C. I. O.; Albert S. Goss, Master of National Grange. Standing: Frank E. Mullen, Vice President and General Manager, NBC; Eric Johnston, President, U. S. Chamber of Commerce; Niles Trammell, President, NBC; Dr. James Rowland Angell, Public Service Counsellor, NBC.

National Broadcasting Company
America's Number 1 Network

Broadcasting • Broadcast Advertising
March 19, 1945 • Page 55
Fulton Lewis, jr. — "America's Most Listened To" News Reporter — is currently heard on 24 stations from coast-to-coast with more than 130 sponsors. His program formula is proved... boasting an audience that rates him 10 or better in each of the 50 markets available at this time.

In these days with good programs at good times hard to find... DON'T OVERLOOK THIS BUY!... Remember, Fulton Lewis, jr., is heard on more stations by more people with more sponsors than any other News Reporter.

For Further Details — Phone, Wire or Write WILLIAM B. DOLPH, Barr Building, Washington, D. C.
With singular pride, Station WIBG welcomes JOHN WANAMAKER to its family of sponsors. The selection of WIBG by this world famous business institution serves to demonstrate again how highly regarded this station is among businessmen who are on the Philadelphia Scene — and can adequately judge the reputation of WIBG with its listeners.

As the majestic tones of The Wanamaker Great Organ go out over the airlanes and into the homes of the great Philadelphia audience, they carry with them the real significance of this important "success story," that is added to the many others being told every day by Philadelphia's Largest Independent Station — WIBG.
JACK FREUND has resigned from the information division of the Petroleum Admin. for War, to join the NBC news desk in New York. He was formerly with the Washington Times-Herald and the New York Daily News.

HUNTER L. SCOTT has been named manager of navy radio in San Francisco. Formerly in the navy signal corps, he has been added to that department.

BIL SAUNDERS, formerly of WJZ Kalamazoo, is with the news department of WOR Fort Wayne.

PVT. BRUCE MCANDREW, former WJW Cleveland news editor, is now stationed with the Signal Service Battalion in Kunming, China.

JACK SHELLY, manager of the WHO Des Moines news department and war correspondent, has returned to the U. S. after five months in ETO with the First and Ninth Armies. He will make a speaking tour of Iowa, Minnesota and Missouri.

LEIGHT MATTESON, formerly with INB New York and Washington, has joined the NBC Hollywood news bureau. He takes over from VANCE ELLIOTT, resigned.

LYNN THOMAS, CBS Hollywood news bureau writer, has been appointed network war correspondent in the Pacific naval area.

PAUL MORTON, Canadian war correspondent, has returned to Canada and has been on a number of Canadian network programs to relate his experiences, including a series of dramaticizations on his unofficial observer role in the guerilla territory of northern Italy where he landed by parachute.

TAYLOR ARTHUR DAVIS, Canadian sugar resident for the CBC and Mutual, has returned to Russia via Cairo after several months leave in Canada.

CKCO Ottawa has appointed Adam Young Jr. Inc., New York, as exclusive U. S. representative effective April 1.

WAR NEWS REPORT
BY COL. WARNER
FOR A BETTER understanding of the war and events in Washington relating to the war’s progress, the War Dept. is now broadcasting to troops overseas a weekly War Department Report, based on Secretary Stimson’s weekly review. The 18-minute report comprises a factual account of the action in the war theatres together with a military interpretation of events during the week.

Col. Albert L. Warner, former CBS news analyst and head of the CBS Washington news bureau, now chief of the War Intelligence Division, delivers the report, which is sent out to every theatre except India where reception is poor. Col. Warner also gives the War Dept’s. official war news summary of the week on the Army Hour.

Going over 20 shortwave facilities provided by the OWI and re-broadcast by 50 Army overseas stations, and aired also in South and Central America, the war review is under the auspices of the Information & Education Division, Army Service Forces. It is broadcast every Thursday, timed to break after the Secretary has held his weekly news conference.

4 BLUE NETWORK DEPARTMENTS
MOVE TO NEW ADDRESS

Because of the increased operations of the BLUE Network and the expansion of the staff, the Spot Sales, Television and Co-operative Program departments, and the office of A. D. Nicoll, controller, have moved to the 4th floor, Aeolian Building, 33 West 42nd Street.

The new offices have a separate switchboard and telephone number, Wisconsin 7-1737. (It will be impossible to reach the four departments by calling the BLUE Network.)

JAMES F. KYLER has joined BESAC as eastern representative, taking over territory formerly covered by BURT SQUIRE, who now handles all states west of the Rocky Mountains. Mr. Kyler goes to BESAC from WMWD Pleis, Ill., where he was merchandising and promotion manager.

WALTER C. JOHNSON, midwest regional manager of Admiral Corp., Chicago, has been appointed manager of field activities for the O. S. & M. Admiralty products. JOSEPH E. DEMPSEY, partner of Dempsey & Co., investment bankers, has been elected a member of the Admiral board of directors. He succeeds J. H. CLIPPER, resigned.

N. F. SHOPE, acting design engineer of the West Lynn, Mass. branch of OES electronics department, has been appointed designing engineer of the receivers division of OES electronics department.

FRANKLIN O. PEASE has joined Reu- ben B. Donnelly Corp., Philadel- phia, as work co-ordinator for Signal Corp. Div. He was formerly general manager of Video & Sound Enterprises Omaha and Kansas City and more recently national supervisor with Boss Federal Service. He was former- ly with BROADCAST SALES, Chicago, radio representative, and, on April 1 will move to larger quarters at 300 North Michigan Ave.

JOHN V. BRACH, with International Telephone & Telegraph Corp., 16 years, has been named general manager of Mackay Radio & Telegraph Corp., TWT affairs.

Circus Radio Plans
RINGLING BROS. and Barnum & Bailey Combined Shows Inc., Sarasota, Fla., has appointed Seidel Adv., New York, to place its radio advertising. Building up to New York opening April 4 in Madison Square Garden, the circus will sponsor spot announcements, station breaks and programs on virtually all New York stations beginning March 19 and continuing probably through May 10. National plans are tentative, pending outcome of trials in connection with the last year’s Hartford fire, and which might curtail road tour. Seidel agency, formerly located in Washington, moved to New York last February and is now located in the Times Bldg. Mr. Seidel sold out the Washington agency and accounts and is building a new business.

Si Feldstein
SI FELDSTEIN, 57, director of Jewish programs at WNAS Phila- delphia for nine years, died March 4 at his home in that city.

Whatta Personality!
After all, radio is a very personal medium, and when almost every listener puts on OKEY on every program and product, there must be character down under and personality on top. Ready to share with you this profitable asset is—

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company
YOU would be happy too if you were Francis McGrath shown here leaving the hospital restored to health. Francis is one of 42 victims out of the 70 new cases of Poliomyelitis reported during 1944 in Hartford County already sent home without any apparent trace of residual paralysis.

Since 1941 WTIC and the Hartford Courant have conducted an annual Mile O' Dimes campaign for the benefit of Polio sufferers. Each year this joint promotional drive for funds has resulted in the highest per capita response of any section of the country.

The recently completed 1945 Mile O' Dimes campaign topped all records. More than seven miles of dimes totalling over $63,000 were given by a generous citizenry to help others like Francis McGrath on the road to happiness when they fall victims of this dread disease.

We at WTIC are proud of our five-year record in promoting this important work, one of the many in the public interest to which the station dedicates itself. But the liberal response with which the people answered our appeal is cause for even greater pride.
Cummer Switches From Y&R to DFS
Appointment Covers Energene Products; Radio Resumed
CUMMER Co., Brattleboro, Vt., division of Sterling Drug Inc., New York, has shifted its advertising from Young & Rubicam, New York, to Dancer-Fitzgerald-Sample, New York, the appointment covering all Energene products, including cleaning and lighter fluids and shoe white. Radio was resumed immediately last Monday on several network serials handled for Sterling divisions by D-F-S, which described the move as a "starter," indicating that further radio plans might be in the works.

Backstage Wife, sponsored by R. I. Watkins Co. on NBC, with primary promotion for Dr. Lyons Toothpowder Monday through Friday, now features Energene products instead. Thursday and Friday, five trailers have been added on other Sterling-NBC shows. Cummer products are featured Wednesday on Amanda of Honeymoon Hill on CBS with Phillips Tablets and Toothpaste continuing the other four days.

Other Accounts
Cummer's last network show My Best Girls went off the Blue last January. Y & R, which has handled the account since 1940, continues as agency for Fletcher's Custard, Moline Brushless Shaving Cream and Kling (all Centaur Co.). D-F-S handles radio only for other Sterling accounts—R. L. Watkins Co., Chas. H. Phillips Chemical Co., Bayer Co. and Sterling Products Division. Pedler & Ryan, New York, is the agency for Z.B.T. powder and Ironized Yeast, and Sherman & Marquette, Chicago, for Dr. W. B. Caldwell Division of Sterling Drug.

Canadian Show Ratings
Canadian and American daytime programs hold equal place in popularity for February, according to the latest Elliott-Haynes national radio ratings report. Sallie's Wife, Canadian originating program, leads with a 21.5 rating followed by Big Sister with 19. Third place is held by Canadian program Miss America, and the remainder of the ten leading daytime programs are in order of Life, My Perkins, Claire Wallace (Canadian program), Lucy Linton (Canadian program), Pepper Young's Family, Woman of America and Right to Happiness.


CROSLEY'S PROFIT
$6.04 PER SHARE
CROSLEY Corp. made a net profit after taxes of $3,989,762 and total sales of $61,684,558 according to the annual statement just sent to stockholders.

In 1943 total sales were $80,447,762 and net profit was $2,694,159. With 55% of stock outstanding, the profit was $6.04 a share in 1944 compared with $4.83 a share in 1943.

The 1944 total amounted to $17,000,000 more than 1943 but the actual increase in production was much greater because the company made substantial reduction in costs and consequent reduction in price, the statement pointed out.

Sales of the company's broadcasting division increased but the major increase was in war production by the manufacturing division. A total of $10,914,729 was provided in 1944 for payment of federal income and excess profits taxes as compared with $8,436,862 in 1943. Earned surplus on Dec. 31 amounted to $6,063,150 in 1944. While in 1943 it was $6,305,521. War production orders on the company's books total more than $40,000,000.

During the year the company sold WSAI Cincinnati to comply with FCC regulations and the money will be applied on the purchase of WINS New York City if this is given FCC approval. "The broadcasting division is maintaining its policy of keeping abreast of technical developments and proper steps have been taken to protect its position in the fields of frequency modulation and television," the statement says.

Hooper in Chicago
PLAN to open new offices in Chicago March 16 was announced by C. E. Hooper, of C. E. Hooper Inc., at the Radio Management Club last Wednesday. Janet Widney, of the New York office, will be office manager and Harriet Clemenson, formerly personnel director, and secretary to Mr. Hooper will transfer to the Chicago office as assistant manager.

JACK GAVER, Broadway columnist, and Dave Stanley, press agent, have compiled a number of radio's top comedy scripts, representing some of the best broadcasts of Fred Allen, Jack Benny, Bob Hope, Edgar Bergan, Fibber McGee & Molly and other programs into a volume titled There's Laughter in the Air (Greenberg, New York, 82).
In the production of Amperex tubes every construction step is carefully watched to ensure greater operating efficiency and lower operating costs. Welding, for instance, is done in an inert or reducing atmosphere in specially designed apparatus. This "Amperextra" means that there is no oxidation of metal parts. As a consequence, there is much less liberation of gas later on in the life of the tube, and a more consistent hard vacuum is maintained.

More than 70% of all electro-medical apparatus in this country is equipped with Amperex tubes. More than 40% of the nation's broadcasting stations also specify our products as standard components. There's an Amperex type for every application in every field using transmitting and rectifying tubes. Your inquiries, for present or peacetime assignments, receive prompt attention.

NOTE: Many of our standard tube types are now available through leading radio equipment distributors.
O'Daniel Case Sent to Justice Dept.; Taft Cleared by Expenditures Report

The Justice Dept. was asked to examine the facts disclosed on Sen. O'Daniel in relation to the sections of the Corrupt Practices Act prohibiting contributions made by corporations; defining the term political committee and requiring filing accounts of receipts and expenditures.

The Committee voted unanimously to refer its record on the O'Daniel investigation to the Dept. of Justice [Broadcasting, Feb. 12] and decided to close the case on Sen. Taft although it found that he had "raised many difficulties."

Without batting an eye, we'll tell you candidly that Fargo boasts only a population of about 35,000 souls! Why, then, is Fargo such a "big-business" city—one of the best and busiest of its size in the nation? The answer is that Fargo is the shopping center of over a million other prosperous people who live throughout this fertile Red River Valley! . . . And WDAY, by the way, is the ONLY station that covers the Valley! For the proof, write WDAY!

WDAY, INC.

N. B. C.
FARGO, N. D.
Affiliated with the Fargo Forum
970 Kilocycles . . . 5000 Watts
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Page 62 • March 19, 1945
Our family tunes in all Philadelphia Radio Stations at times, but most of the time we tune in WCAU. Why? Well, tuning in WCAU has been a Philadelphia Tradition ever since we owned a crystal set. You see, WCAU has always had wonderful programs. I remember when WCAU brought us the first Columbia Network program ever broadcast. Then too, WCAU has always been Philadelphia's 'strongest' station. It was our first 50,000 Watt station, and though there are other high-powered stations in Philadelphia now, I notice WCAU comes in clearest and strongest.

Mr. Girard Franklin Pennmore is typical of millions of long-established Philadelphians whose roots go deep in Philadelphia Traditions. As Survey Experts know, WCAU leads in total listening audience in Philadelphia, but even more important is the fact that WCAU has always been Philadelphia's Prestige Station.

WCAU
CBS AFFILIATE

50,000 "FREE WATTS" SURGING OUT IN A GREAT TIDAL WAVE OF POWER IN ALL DIRECTIONS, GIVING "UMBRELLA COVERAGE" OVER A CLEAR NATIONAL CHANNEL

PHILADELPHIA'S LEADING RADIO INSTITUTION
In effect, WMMN results might well arise from the boiling of some magic radio potion. But in reality they spring from solid, fundamental broadcasting practice with a strong personal touch.

That's why we are able to deliver to advertisers one of America's Greatest Direct Response Audiences.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

FAIRMONT, W. VA.

MAGIC!

In effect, WMMN results might well arise from the boiling of some magic radio potion. But in reality they spring from solid, fundamental broadcasting practice with a strong personal touch.

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That's why we are able to deliver to advertisers one of America's Greatest Direct Response Audiences.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

FAIRMONT, W. VA.

MAGIC!
That compelling force—the demand for quality—has spurred Audio-discs to ever greater production. Each month we manufacture a larger number of these superior recording blanks, but most of this increase must be devoted to radio programs for the armed forces. Yes, we travel far to aid the war effort—and we have traveled far in quality that means better recordings both now and in the years to come.

AUDIO DEVICES, INC., 444 Madison Ave., New York
Mrs. June Rollinson Jackson
Rusell M. Seeds Company
Chicago, Illinois

Dear June:

Here I am leaning on my broom again. Leaning and Peelin'. Not really leaning, you understand, but—well, it's a long story. The kind of weather we had here this winter I kept dreamin' of warm sun and sand and pretty little things in pretty little batkin' suits, and I told the Missus I had a yen for Florida. Well, Junie, she really fixed me. "Florida", she says. "Sun", she says. "Hmph", she says. And what does she do, but get me a sun lamp for Christmas. That's why I'm peelin'. I'd lay under that sun lamp and look at that Christmas card you and Hub sent me, and I kept dreamin'. Well, (I told you it was a long story) we had a fellow out to the house last week-end. A Army fellow. And don't you know he took that card of yours with all those pretty little things back to camp with him. Now all I can do is lean on my broom and dream. Lean, and peel, that is.

Yrs,
Alay

WCHS
Charleston, W. Va.
FM calls for not only the finest in music but the finest in reproduction of that music.

On both scores ASSOCIATED ranks first among all libraries! That's why it leads all libraries in FM subscribers.

It takes ASSOCIATED'S wider range, vertically-cut transcriptions to do full justice to FM equipment. And every test proves it—proves that nowhere can you find transcriptions with more freedom from surface noise... lower distortion... more natural, lifelike tone.

In quality of reproduction as well as programming material, ASSOCIATED is the library that gives you most hours of the best radio music!

No wonder so many of America's successful stations are discovering that ASSOCIATED is a plus for AM, a must for FM.

Want the facts, without obligation? Write today for the ASSOCIATED LIBRARY booklet.

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... Represented by Loren Watson, 400 Madison Ave., N. Y. C.
License Fee for Broadcasters Is Proposed by Sen. McKellar

Acting Chairman of Appropriation Committee

Voices Opposition

A LICENSE fee to be paid by broadcasters was advocated by Sen. McKellar (D-Tenn.), acting chairman of the Senate Appropriations Committee, during hearings on the Independent Offices Appropriations Bill for the 1946 fiscal year (HR-1984), it was disclosed last week upon reporting of the measure. FCC Chairman Paul A. Porter, opposed the idea.

The Senate by voice vote cut a mere $4,000 from the budget request which had been asked for the purchase of five new cars. Otherwise the House-passed measure as it affects the FCC was unchanged, with the Senate voting the Commission $5,001,400 as follows:

For regular activities, $2,550,400 (reduction of $4,000); for printing and binding, $21,000; for national defense, $2,430,000.

Monopoly Fears

Declaring that radio is "an enormously profitable business," Sen. McKellar requested of Chairman Porter that the Commission consider a license fee project to help the Government pay its billion dollar debt. Sen. McKellar said it appeared to him that "three-quarters" of radio time is devoted "not to news and educational proposals, but to advertising" and added: "It does seem to me instead of it [radio] being an art that we have just turned this great advertising agency over to the people who are advertising this way. I hope the Commission will take the lead in undertaking and issuing licenses and provide that the Government not only reimburse itself for its gift to this marvelous advertising agency to the nation but that it receive some benefit from it."

Sen. McKellar also objected to newspaper ownership of stations, cautioning Chairman Porter about issuing licenses "too rapidly" after the war. "I have some doubts about whether the competitive news service and also the service of broadcasting stations—if you put them together, that tends to a monopoly in one of the greatest services that the Government has put forth," he said.

"For instance, you take a great newspaper and let it broadcast in that city or locality, and it seems to me that leads to monopoly very rapidly." Chairman Porter assured him the Commission's continued emphasis would be on the "widest possible diversification".

Chairman Porter, who appeared before the Senate subcommittee on appropriations on March 1, opposed a license fee system, contending that radio already pays more Federal taxes than other industries by comparison; that of the two-billion-dollar advertising expenditures radio gets 200 or 250 million; that a license fee system would stifle competition.

Sen. Wallace H. White Jr. (R-Me.), member of the Interstate Commerce Committee, also opposed a licensing fee. Earlier Sen. White said: "I have been out of sorts with the FCC in the past year or so, but I am in sympathy with them now."

Sen. McKellar proposed that the FCC take an arbitrary cut of 10% from its national defense budget, in addition to the reductions made by the Budget Bureau and $201,600 by the House. In a subsequent letter, after taking it up with the Commission, Chairman Porter wrote that to reduce the national defense appropriation by 10% more would mean abolition of necessary monitoring and other services now being performed in the war interest.

He pointed out, however, that monitoring of European and South American stations will cease as of Dec. 31 this year. The FCC proposed to the Budget Bureau that the "state of war permitting, we would discontinue intercepting and recording radiotelegraphic traffic to and from Germany, as of July 1, 1945, at a saving of $99,650." Mr. Porter wrote Sen. McKellar.

Listening Habits

in Philadelphia

Nearly everybody listens to

WDAS ON THE HOUR • EVERY HOUR

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

With "Listening Habits" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Warner Appointed

SAM BASS WARNER, formerly head attorney for compliance of the War Production Board and Harvard Law School professor of law, has been appointed Register of Copyrights of the United States, Luther H. Evans, Acting Librarian of Congress has announced. Mr. Warner replaces the late Col. Clement L. Bouve.
Hoopratings Show KXOK
Daytime Audience up 29.7%

1944 compared with 1943 shows a daytime increase in listeners to KXOK of almost 30%. All other network-affiliated stations in St. Louis showed an average audience loss in the daytime.

KXOK advertisers, on the average, enjoyed a plus audience of 29.7% at no increase in cost.

For the 40 quarter hour periods between 8:00 A.M. and 6:00 P.M.—a total of 200 Hooper checked periods Monday through Friday—KXOK increased its average audience almost 30% for the year 1944 compared with 1943. This over-all measurement is the first annual composite station listening index ever produced by C. E. Hooper, Inc.

This spectacular daytime increase in listener audience, without any increase in rates, means that KXOK advertisers received an average bonus measured in extra homes reached per dollar invested of almost 30%.

It is profitable to place your business on a station zooming to the top. It is satisfying to be among the many alert advertisers now enjoying a plus audience. No wonder KXOK's advertising volume has grown pace with the station's listening audience.
British Video
(Continued from page 70)

the BBC should operate the service; that an advisory committee should be appointed.
It is the opinion of the Committee that television should not be delayed but should be opened in London immediately after the war using the old 405-line definition with future plans providing for extension to the six most populous provincial centers and program relay to those provincial centers. The aim should be to toward improved service, the report continues, with definition approaching that of the cinema and perhaps color and stereoscopic effects. The system, however, should not embody any patented devices “prejudicial to the general interests of British manufacturers.” Pooled patents are encouraged with an eye toward export.

Agreement Suggested

International standardization, it is stated, desirable but the British should not change immediately to the American 525-line definition. An international agreement on frequency bands is suggested at the earliest possible moment.

The immediate arrangements for financing television must depend on the BBC’s arrangements for financing sound broadcasting after the war, the report states, but the former service should be made self-supporting as soon as possible. This will be impossible in the early stages, however, as a starting point, the committee recommends a special receiving set license at the rate of one pound a year in addition to the present 10 shillings for radio listeners. A special cinema video also was suggested but details on the amount and inception date of the tax were left for later consideration.

Extension of service to the large centers outside London is expected to greatly increase the demand for receivers thus solving the problem of high price which should decrease when mass production is achieved.

It is estimated that 405-line operation can be resumed within nine to 12 months after release of the necessary staff from war duties.

WKBZ Starts Suit
On Fetzer Grant

Contests Right to Frequency On Public Service Issue
GOING before the U. S. Court of Appeals in Washington for the second time in contesting the FCC’s actions regarding the operation of a station at Grand Rapids, Mich. by John E. and Rhea Y. Fetzer, the Ashbacker Radio Corp. has filed an appeal from the grant of a license to the Fetzers. Mr. Fetzer now is serving as Assistant Director of Censorship for radio.

The dispute arises from the desire of both parties for assignment on 1230 kc, which is claimed is the only one available for use in the area. Ashbacker at present operates WKBZ Muskegon, Mich. which is less than 50 miles from Grand Rapids, on 1490 kc and wants to switch frequencies because of the alleged poor propagation qualities of its assignment which make it impossible to reach the larger area due it as the only station in Muskegon neighborhood.

Granted Permit

In June 1944 the FCC granted a construction permit, filed March 1944, to the Fetzers without hearing and designated for hearing a similar application filed April 1944 by the appellant. At that time Ashbacker protested to the Commission and later “sought relief” in the Court of Appeals. The decision, then as now, was that the proximity of the stations excludes mutual use of the same facilities and grant to the Fetzers of the construction permit then, is tantamount to refusal of the Ashbacker application without hearing. A separate hearing, such as designated by the Commission, is denied by the appellate court.

Violation Claimed

At such a hearing Ashbacker would attempt to prove that its application is, in the public interest, superior. WKBZ makes the contention that there is already adequate service in Grand Rapids from two existing stations. In addition it is pointed out the Fetzer-owned station WIZO Kalamazoo maintained studios at Grand Rapids and claimed coverage of that community.

It is argued that the grant thus violates Section 3.24 of the Rules and Regulations of the Commission by providing additional service where not needed and at expense of listeners in the Muskegon vicinity who do not now have a single primary service. Also brought up is a claimed violation of Section 3.35, in that the grant results in common ownership of two overlapping stations.
Frank Conniff, INS correspondent, earned the soubriquet “One-Man Beachhead” in as stirring an experience as any newspaper man wants to encounter. When Conniff was assigned to cover the operation against the island of Elba, he thought INS was handing him a vacation. He was soon to know better. Elba now has become legendary among newspaper men as the roughest, toughest landing in the Mediterranean theater.

With a landing party, Conniff started toward the historic island. From prepared positions in the hills, the Nazis opened a withering fire and Conniff was thrown into the water in the darkness. For three hours he struggled in the surf and finally, at dawn, was washed up on shore, alone. The intense German resistance having made the beach impassable, the Allied command had diverted the landing to an alternative beach. Thus, Conniff had become a one-man beachhead.

After the Elba invasion, Conniff returned to Rome, but soon took part in the invasion of the French Riviera, covering the U. S. Seventh Army on its drive northward. Later, he was assigned to the U. S. Ninth Army, now moving deep into Germany.

Conniff’s vivid, eye-witness accounts of the fighting in Belgium and Germany have been conspicuous for their excellence. His dramatic story, last December, of Yank courage at La Gleize, Belgium, long will be remembered by editors as one of the best to come out of this war.

Frank Conniff’s reporting is typically INS in quality. It is accurate, graphic, and replete with human interest. More and more, newspaper editors and news-conscious radio station managers are turning to INS.

From every sector in this global war, INS correspondents are distinguishing themselves by their capable and thorough coverage of our relentless march toward victory. In local and national news, too, INS continues to make front-page headlines.
Raytheon Applies For Relay Station For Mountain Top Test of 30-mc Band

SUPPLEMENTING earlier proposals filed last January, the Raytheon Mfg. Co., Waltham, Mass., filed application last Thursday with the FCC for a Class 2 experimental mountain-top relay station to conduct tests in the 30-mc band from the top of high mountains in the West in connection with Raytheon's proposed nationwide relay network [BROADCASTING, Nov. 6, Jan. 22].

Last week's application, filed by Louis G. Caldwell and Reed T. Rollo, Washington counsel for Raytheon, said the company plans experiments consisting of field strength measurements and determination of propagation data from the mountain tops under various conditions "with a view to the establishment of certain commercial services".

Public Services

Those public services would include an airwaves beacon system for guiding aircraft safely over some of the country's most mountainous terrain; television and FM broadcasting over large areas of the Pacific Coast and Western states; television and FM broadcast inter-station relays; television and FM relay pickup service; forestry and conservation radio service; state police services; weather bureau observations, automatically or manually relayed to information collecting points.

Raytheon requested authority to operate on 30,560 and 39,540 kc, pointing out that it now has available portable FM equipment for conducting tests on those frequencies "which will afford immediate investigation of that portion of the spectrum approximating the Commission's present assignments to FM and various other services such as police."

Later, applicant proposes to request authority to experiment with frequencies ranging from 90 to 26,000 mc as soon as equipment can be constructed. Raytheon desires to investigate propagation and service area characteristics of the 90, 200, 400 and 900 mc frequencies "with a view towards FM and television operation on the higher frequencies as proposed by the Commission." Experiments also are planned for frequencies of 1900, 4000, 6000, 10,000 and 10,000 mc "in the same operation" as well as for general relay services.

Raytheon is willing to undertake at once the experiments proposed and will supply the FCC with all information and data gained by such tests, the application said. Matters relating to mountain-top operation of stations, such as power, transportation, servicing and construction have been under investigation for some time and consultations have been held with the Forest Service, Dept. of Agriculture.

"The applicant's research and development have passed the stage of transmission and reception in the laboratory for military use and authority for transmission research and development separate from that now being carried on is the desire of the applicant," said a supplementary statement filed with the application. Raytheon pointed out that the program of research and experimentation will be conducted by a staff of engineers and administrators with many years of experience in electronics and super-high frequency transmission and in domestic and international radio communications.

Experimental test transmissions are proposed from and between the tops of Mt. Adams, Washington, 12,307 feet; Mt. Shasta, 16,161 feet; Mt. Tamalpais, 2,600 feet; Mt. Whitney, 14,496 feet; Mt. San Gorgonio, 11,488 feet, all in California; Wheeler Peak, Nev., 10,063 feet; King's Peak, Utah, 13,498 feet; Gray's Peak, Colo., 14,340 feet.

As for television and FM broadcast inter-station relays, Raytheon believes a satisfactory network can be developed extending from Seattle through San Francisco to Los Angeles, with a branch eastward via Wheeler Peak, which will reach King's Peak and thence to Gray's Peak, for serving the Salt Lake City and Denver areas.

Applications for experimental relay stations above 1900 mc in Boston and New York, as part of the eastern nationwide network, were filed by Raytheon last January.

Santa Fe Gets Stations

SANTA FE RAILWAY'S application for two new portable radio stations for experiments in construction of efficient antenna systems, control units and similar devices for railroad right-of-way and rolling stock was granted last week by the FCC. Stations are to be used between Chicago and Galveston and Chicago and the West Coast.
The

HAUNTING HOUR

In response to demands for "MYSTERY AT ITS BEST"

FROM the moment this program opens ... as the clock strikes and footsteps echo ... and a voice speaks the words quoted above ... this is "Mystery At Its Best."

THE HAUNTING HOUR presents original psychological mysteries, "whodunnit" thrillers, crime crusade themes and weaves exciting horror stories. It creates true-to-life characters, unrolls probable and possible situations, spots solution clues and ties up a complete story in each half-hour dramatization. Mood music and skillful sound effect set the scene. Top-flight writers furnish imaginative scripts which offer the fullest opportunity to cast of network stars. The unmatched facilities of NBC Radio-Recording, coupled with expert direction and production, mark each program with the stamp of master showmanship.

Offering sociological and psychological problems, THE HAUNTING HOUR gives listeners' imaginations free play ... makes them part of the human drama enacted ... provides an appeal equal to the finest network show.

Capitalize on the outstanding features of THE HAUNTING HOUR. The popularity of this series stimulates regular listener interest. The reality of the program leaves your audience attentive ... receptive to a sponsor's message. THE HAUNTING HOUR is an excellent vehicle for any advertiser interested in building increased sales, good-will and prestige.

26 Half-Hour Programs for 1-a-week Broadcast
Time Allowance for Commercials 3:00
COMPLETE PUBLICITY AND PROMOTION AIDS

TOP NETWORK TALENT, WRITING AND PRODUCTION

A prominent cast includes Berry Kroeger, Elspeth Eric, Eddie Nugent, Jean Gillespie; brings the biggest names of radio and stage to THE HAUNTING HOUR. Original stories are written by radio's top writers to introduce atmosphere and variety to each show.

Bert Wood, Staff Director NBC Radio-Recording, producer.
WORD Names Rambeau

WORD Spartanburg, S. C., will be represented by Wm. Rambeau & Co., effective Feb. 16. Station operates with 250 w on 1400 kc.

Committee, presided, Dr. Harrison B. Summers, director of public service of the Blue network, urged delegates to solicit the aid of public spirited civic groups in scheduling community programs.

Robert L. kennett, manager of the program relations division of CBS, spoke before the program meeting, which was presided over by irvin Abeloff.

**DRINKING SONG**

Good wine has probably inspired more lyrical outbursts throughout the ages than any other beverage. Good wine and the grapes from which it comes, produces another kind of well-being for the California farmer... whose table wine grapes brought him an all time high of $125 per ton last year... whose average gross farm income was slightly over $11,000 in 1944.*

*Based on figures obtained from State Statistician.

**WHAT IS**

**The Beeline**

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

*See McClatchy Beeline rates listing first under California in Standard Rate and Data.

**McClatchy Broadcasting Company**

Sacramento, California

The salesman with an "inside track" gets there first... then sells more successfully.

In busy Quincy, Hannibal, Keokuk and the 40 rich farm counties surrounding, WTAD holds the important "inside track" with the majority of radio listeners. Here's the station to sell your products successfully. Some good program and spot time still available.

Write or wire for details.

Use WTAD and KGLO Mason City, Iowa A Natural Combination

**WTAD**

**QUINCY, ILLINOIS**

930 K.C. 1,000 Watts
CBS Affiliate

**A Bee Station**

**Without this**

**No touchdown**

Unless the ball lands in the hands of the end, it's an Incompleted pass. In radio, unless an audience "catches" your sales story, it's another "incompleted pass."

Score a touchdown with your program. Use WCBM, Baltimore's listening habit.

The Blue Network Station

**WCBM**

**BALTIMORE**

JOHN ELMER GEORGE H. ROEDER
President General Manager
Engineers at Hallicrafters are continually striving for new heights of perfection in high frequency development work. The Model S-37 is one example of the progress they have made. This is the first and only set of its kind—covering both AM and FM and operating in the range of 130 to 210 Mc.

Two r.f. stages are used and in conjunction with an intermediate frequency of 18 Mc., assure an amazingly high ratio of image rejection. It is becoming a valuable instrument in the hands of all exploring the upper reaches of the high frequency ranges.

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
More Than 30 Stations File To Cover Allied Conference

Several Plan Direct Pickups; Others to Cut Records; NBC to Telecast Proceedings

APPLICATIONS from more than 30 stations, exclusive of the major networks, indicated last week that radio's coverage of the forthcoming United Nations Conference in San Francisco will be one of the most complete jobs seen since the national political conventions.

Final determination of policy on radio, press and moton picture coverage will be made by the Conference itself, Secretary of State Stettinius announced last week. The American government, he said, proposes that proceedings be conducted with the greatest possible consideration for the widespread interest of the world in its deliberations, and that plenary sessions and meetings of the principal commissions of the Conference be open to press and radio correspondents.

Many of the stations, particularly those Western stations, indicated they plan direct pickups from the conference. Others will make transmissions and still others will cover by overhead.

Television Coverage

Television coverage of the New York activities of the Conference will be provided by WNET, the NBC network television plan. Stations are to telex the conference through films specially made for and flown to New York for immediate air.

John F. Royal, NBC's vice-president in charge of television, told the San Francisco Advertising Club last week that station owners and New York station operators will watch conference sessions through television between 24 hours of each day's event.

Following are stations and organizations which filed at deadline Thursday application for accreditation to cover the conference, together with proposed personnel:

WITH: Baltimore—Jan Ross MacFarlane.
KOBG San Francisco—Charles Pendleton.
KPFW Hollywood—Harry Meizels, William Jay, Sam Baier, John J. Hughes, Harry Meyers, Mrs. Eleanor Willoughby, daughter of the late Senator Wilson; Mrs. Theodore Sanders (all from West Coast); David Krr, Washington.
WDRG Hartford, Conn.—George B. Armstrong.
KUOA Siooan Springs—Storm Whaley (also representing several other stations).
KPMC Bakerfield, Cal.—Art Meseon.
KODK El Paso, Tex.—Val Lawrence.
KWSB Clarkston, Ore.—Max Lott.
KMA Shenandoah, Ia.—Earl May, Gene Slaughter.
KSL St. Louis—Dr. Roland O. Usher.
KONG Long Beach, Cal.—Marvin Dobyns.
KIRO Seattle—Paul Appleby, West Virginia Network—Mrs. Marilyn Huk.
ASK Washington—Hugh Grauel.
WSBE Richmond, Va.—Floyd Minih.
WRN Portland, Oregon—Harold Sanders.
KRVF St. Paul—Paul Minneapolis—undetermined.
KOUG Missoula, Mont.—A. J. Moxby.
KRE Berkeley, Cal.—Arthur Westlund, Don Handley.

Tilden Appointed

LOU TILDEN, account executive of NBC central division local and spot sales department, succeeds John McCormick effective March 15 as network salesman. Mr. McCormick resigned to head the radio department of the Republican National Committee. Mr. Tilden joined NBC in January 1941 as Chicago representative of the international sales division and assumed his present position in Sept., 1942. No successor to Mr. Tilden has been named.

EWELL K. JETT, FCC commissioner, will be interviewed March 31 on post-war plans for the walkie-talkie on "Watch David Adventures in Science on CBS"

REPUBLICAN ACTIVITIES

RELIGIOUS TRANSCRIPTION LIBRARY

Instrumental, Vocal, All Types
Nationally Known Artists
16-inch 33 1/3 R. P. M.
WRITE FOR DETAILS:
CAMPUS CHRISTIANS
427 WEST 5TH STREET
LOS ANGELES 13, CALIFORNIA

Page 76 • March 19, 1945

KMYR Denver—Ben Bredt.
WEMO Richmond, Ind.—William Randolph.
KFRS Fresno, Cal.—Paul Richard Bartlett, Robert V. Clark.
KZAM San Francisco—Leo Gioux, Mary Collins, S. K. Patterson, Jerry Ahern.
WBBR Burlington, N. C.—Major E. Z. Jones.
KTH Wichita, Kan.—George J. Cow, Leona M. Gow (plPlate direct pickups).
KBOF Oakland, Cal.—John K. Chapek, Walker F. Elliott, Philip C. Lasky.
KLX Oakland, Cal.—Harlan Frederick.
KQV San Francisco—Grant Holcomb, Fred Ruegg, Ralph B. Brunton, C. L. McCarthy, Oscar Baas, Walford Johnson.
KTPS Santa Barbara, Cal.—Louis F. Knecke, Frank B. Weimer, Kenneth Peters.
KENT Des Moines—Stanley Dixon.
NAB Washington—Dorothy Lewis, coordinator of similar services.
KTRN Dallas—William H. Pickens.
British Broadcasting Corp.—John Salt, Anthony Wigen, Ali ala Moore, William Newton, Thomas Gale, Christopher Cross, Gerald Cook, Louise Ryerson.
UNIVERSAL'S NEW D-20 MICROPHONE

The stage was set for something new and here it is. Universal's new D-20 Microphone ... soon on your radio parts jobbers' shelves to fill your essential requirements ... uses Universal's "Dynoid" construction ... A dynamic microphone of conventional characteristics built to fill the utility requirements of war time plus advance styling of the many modern things to come. Orders placed now with your Radio Parts Jobbers will assure early delivery when priority regulations are relaxed.

Write for Bulletin 1458 covering this new microphone.

FREE - History of Communications Picture Portfolio. Contains over a dozen 11" x 14" pictures suitable for office, den or hobby room. Write factory for your Portfolio today.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 201 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Denny Nominated to FCC
(Continued from page 15)

ber of the Commission, who was 35.
Dr. Stewart resigned in 1937 to return to executive educational
pursuits and is now executive secre-
tary of the office of Research and
Scientific Developments.

Mr. Denny was not a candidate
for the commissionship and was
disposed to support Mr. Hyde. The
hard-hitting young general coun-
SEL, however, had won the respect
not only of members of the FCC
but of responsible personages in
Congress.

A Democrat and a Wash-
tionian, he is regarded as a New Dealer.
During the tenure of James Law-
rence Fly as chairman, Mr. Denny
operated on all legal and legisla-
tive fronts and demonstrated
marked ability in his defense of the
Commission during the rigorous
two years of proceedings before
the House Select Committee to In-
vestigate the FCC. His grasp of
technical aspects of radio in con-
nection with the network regula-
tions, the spectrumwide allocation
hearings and run-of-the-mill FCC
activity likewise won the esteem
of FCC members and particularly
Chairman Porter.

Replaces Craven

Mr. Denny will replace Comdr.
T. A. M. Craven, who was not a
candidate for reappointment when
his term expired last June 30. Even
before that, however, the FCC had
not functioned with its full
strength. The vacancy created by
the President's failure to renome-
licate the late George Henry Payne
in June 1943 remained open until
E. K. Jett, chief engineer, was con-
firmed the following February.

Mr. Jett is the only engineering
member of the FCC. Chairman
Porter, while an attorney, also has
a newspaper background and was
a Government wartime official be-
fore being called to the FCC chair-
manship. He had acquired an in-
timate knowledge of radio, how-
ever, by virtue of having served for
some five years as Washington
counsel for CBS.

Other lawyer members of the
Commission are Paul A. Walker,
formerly with the Oklahoma Publ-
ic Service Commission; Norman
S. Case, former governor of Rhode
Island; Ray C. Wakefield, former
president of the California Railroad
Commission, and Clifford J. Durr,
who was general counsel and head
of the Defense Plant Corp. before
coming to the Commission in 1941.

Charles Ruthven Denny Jr. was
born April 11, 1912, in Baltimore,
although his family at the time
was living in Washington, where
his father was in the wholesale wall-
paper business. Grandfather Denny
was in the same business in Bal-
timore. Reared in Washington, he
attended public schools, sold news-
papers and graduated from West-
ern High in 1929. After three
years at Amherst, where he re-
ceived an AB degree in 1933, he

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BROADCASTING • Broadcast Advertising
was a sort of jack-in-the-box. He would bob up any time he felt the urge and on more than one occasion was threatened with ejection from the hearing room. He displayed a rare coolness under fire.

On Committees
As general counsel, Mr. Denny served as chairman of the Law Committee of the Board of War Communications and also sat on a number of interdepartmental committees with legal aspects of communications. In 1937 he married Elizabeth Woolsey, of New York, a graduate of Smith College. They have two children, Allison Byrd, 5, and Christine, 2. He is an Episcopalian.

Rosal Herschel Hyde, the prospective general counsel, has been with the Commission since the old Radio Commission days in 1928. He was named assistant general counsel in October 1942, after having served as staff attorney, attorney examiner and senior attorney. Mr. Hyde was born in Idaho in 1900 and educated in its public schools, Utah Agricultural College and George Washington Law School, the latter while on the FCC administrative staff. He is married and has three children.

STEEL CO. SERIES SCHEDULES McNUFFT

PAUL V. McNUFFT, War Manpower Commission chairman, Sunday made the first of his regularly scheduled appearances on the Allegheny-Ludlum Steel Co.'s weekly public service program, Steel Horizons, Mutual, 9-9:30 p.m. He outlined the general manpower problem, its causes and effect. Arranged through the agency of the OWI Domestic Radio Bureau, Mr. McNutt's talks are to be for approximately four and a half minutes and henceforth probably will be confined to one particular manpower problem. When travelling or otherwise engaged a deputy may take over for him or pickups may be used. An up-to-the-minute job highlight follows the WMC chief, informing of areas in which critical shortages exist.

FM Shift Seen
(Continued from page 18)

Planning Board that FM is to be allocated in its present location. Still insisting that it should be moved upward, it is, said, was Dr. Norton. His opinions have been attacked as "theory" not based on fact but on his predictions of what the next sunspot cycle maximum will be.

Four Factors
In a public statement last week, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Co., called upon the Commission to apply its "public interest, convenience and necessity" yardstick to the controversy regarding FM's location. He cited four important factors which, he said, must be considered in making the final decision, as:

(1) A preponderance of evidence that FM operation in the higher spectrum will give marked improvements to the public; (2) that the increased cost to the public of receivers to operate on the higher frequencies will be justified by sufficient improvement in quality of performance; (3) that this improvement in performance will be of sufficient value so that present owners of FM sets can afford and be willing to scrap their remaining depreciated investment of over $50,000,000 in FM receivers; (4) that the improvement in performance in the higher frequencies also will be sufficient to warrant the delays in design and production of receivers and other FM equipment of equivalent quality to prewar designs.

Unless the preponderance of "factual evidence" presented at the secret meeting last Monday and Tuesday "gives marked improvements in FM operation" in the 100-mc region, "from the listeners standpoint, then the allocations should continue in the present place in the spectrum or in some compromise location overlapping the present FM channels," said Dr. Manson's statement.

Transfer KTUL Control Granted by Commission

CONSENT WAS granted by the FCC last week to involuntary transfer of control of KTUL Tulsa from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin. No money is involved in the action.

The Commission granted consent to involuntary transfer of control of WIAK San Juan, P. R. from Enrique Abarca Sanfeliz, deceased, to his wife as executrix of the estate. No monetary consideration is involved.

Voluntary assignment of the license of WBRB Knoxville, Tenn., was granted from American Broadcasting Co., a Kentucky corporation, to Radio Station WBBN, a new Tennessee firm under the same management and ownership. J. Lindsay Nunn and his son, Capt. Gilmore N. Nunn, on foreign duty with the Air Transport Command, are owners of the station.
BMB Signs 89% of Stations Attending 4th District Meet

RECOVERING its momentum, after a rabbit-punch from New York independents, BMB signed up 89% of the stations attending the NAB 4th District Conference in Washington. All West Virginia stations represented signed, the second state delegation to go 100%.

First station to pledge its support of the audience index plan at the Statler Hotel meeting in Washington Monday was WWVA Wheeling. George Smith, managing director of the Fort Industry Co. outlet and vice-president of the parent corporation, asked the station's pledge be recorded as a tribute to J. H. Ryan, president of NAB, on leave as vice-president and general manager of Fort Industry.

Stations Supporting

Others pledging their support of BMB were:

- District of Columbia—WMAL, WOL, WWDC; Virginia—WBTM Danville; WLVA Lyncburg; WWVA Martinsville; WHG Newport News; WSAP Portsmouth; WMBG Richmond; WLSL Roanoke; WINC Winchester; West Virginia—WJLS Beckley, WHIS Bluefield; WCHS Charleston; WBLK Clarksburg; WMMN Fairmont; WSAZ Huntington; WJIR Morgantown; WPAR Parkersburg; WWKK Wheeling; WWVA Wheeling; WBTH Williamson.

Other stations in the 4th District, which had signed before the meeting, included WTAR Norfolk; WRNL Richmond and WDBJ Roanoke. Texas is the only state, besides West Virginia, whose delegates to the NAB district meeting have subscribed 100% to BMB.

Support of the plan, at the rate of 89% of those present, in the District meeting, followed on the heels of the New York (1st District) meeting, in which only 33% pledged their support.

Asked to explain the cool reception given the plan in New York, Hugh Feltis, BMB president, told his audience that he ascribed it to the WNEW report on a "test" audience survey made last fall. Result of the survey by the New York independent, released prior to the New York meeting [BROADCASTING, March 12], led other independents in the New York market to believe that they would not receive equitable treatment under the terms of such a plan in a metropolitan area as large as Manhattan.

Mr. Feltis denied this, stating that the rebuttal to the WNEW report, released by the NAB Research Committee [BROADCASTING, March 13], "put the fallacies" in the WNEW procedure for testing the plan. He said for example, that the New York station failed to receive 50% return of ballots, which the BMB plan requires as a floor before results can be official. He and Paul P. Peter, Director of Research, NAB, thanked the management of the New York station for the cooperative plan and said it would contribute to the "store of knowledge required to make BMB successful."

Mr. Feltis emphasized that one large New York independent, WMCA, had subscribed to the plan. Frank Silvernail, chief time buyer, BBDG New York, representing the AAAA, co-sponsors of the BMB plan with the ANA and NAB, presented the agency reasons for wanting BMB to become a reality.

Mr. Feltis reminded delegates that all stations, whether or not they belonged to NAB, were eligible for participation in the BMB. He said that between 15% and 20% of those now pledged were not members of the NAB.

District Meetings

The two-day NAB meeting brought representatives of 28 stations from the northern section of the 4th District to Washington Monday and Tuesday. Southern section (N. and S. Carolina) met in Charlotte Thursday and Friday. The Washington meeting was headed by Campbell Arnoux, general manager of WSGN.
NLRB Dismisses AFM Charge; Order to Nets Expected Soon

Board Probably Will Seek Decree to Enforce Its Ruling in New York Circuit Court of Appeals

THE WAY was cleared last week to bring the NABET-network-Petrillo platter turner dispute to the courts when the National Labor Relations Board regional office in New York dismissed a charge filed by the AFM that NABET is a company-dominated union. It is expected the Board will issue an order next week directing the networks to bargain with NABET as recommended by its trial examiner, Howard Myers, who heard testimony Jan. 30 on the unfair labor practice charge against the nets.

Although the charge filed by NABET against the networks for refusing to recognize its jurisdiction on platter turners could be processed by the Board independently of any other proceeding, Chairman Millis has been disposed to await the determination by the regional Board of the company domination charge before issuing the order. It is considered unlikely that the national Board would review the regional Board's findings should the AFM appeal within the 10 days allotted. The AFM charge had been filed Jan. 27 and is understood to have been fully investigated.

Cease, Desist Order

The Board's order will direct the networks to "cease and desist" from its refusal to bargain with NABET and to commence negotiations to recognize the certification of the technicians' union as the appropriate unit for platter turner operations. Should Mr. Myers' recommendations be followed to the letter, the Board will order the networks to post notices at their studios for 60 days notifying their employees they will bargain with NABET "and if an understanding is reached, embodying such understanding in a signed agreement."

The networks, under usual procedure, will be given 10 days to notify the Board of steps taken toward compliance but it is likely they will allow the allotted period to expire as they have asserted on many occasions, in public statements and before the Board, that the dispute should be conclusively settled in the courts. The Board is expected to seek a decree to enforce its order in the Second Circuit Court of Appeals in New York.

Joseph A. Padway, AFM counsel, told the Board at oral arguments March 6 on the complaint case he would attempt to prevent such a decree from being issued.

Meanwhile, the House Committee on Interstate & Foreign Commerce was gathering information to form the basis for legislation to cover various Petrillo practices, including the platter turning dispute. In letters sent to about 30 broadcasters and organizations [BROADCASTING, March 12], Chairman Lee listed the recording ban, employment of standbys, the quota system for musicians, and the AFM-NABET controversy as among practices on which the Committee desires full data and "specific suggestions for legislation desired to cure these abuses."

Mr. Lee has asked broadcasters to testify at hearings to be held before the Committee on these practices "and any other practices of the AFM which may tend to interfere with stations operating to the best public interest." It is expected that the NABET will offer voluminous data which it has assembled over the past eight years. The Assn. recently circulated all stations to make available any data of interest to the Committee, pointing out that Petrillo's continued aggressions have aroused deep Congressional interest in the extent to which his unwarranted demands have placed restraints upon broadcasting in the public interest and served as a precedent for demands on other industries."

It is uncertain as to when the Committee will hold its hearings. Mr. Lee had been hopeful that sessions might begin at the conclusion of current deliberations on railroad retirement legislation which may be wound up this week. However, there is considerable sentiment in the House to begin its Easter recess this week-end to last until about April 10, in which case hearings could not be held earlier than the second week in April.

ITALIAN Cook Oil Corp., Brooklyn, marketers of San Gennaro, Bravo and Italian Cook oils brands, has appointed S. Duane Lyon Inc., New York, advertising agency. Radio will be used.

We said it in 1941! ... and We Say It Again in 1945*

\*IF YOU DON'T BELIEVE THAT . . .

WFBL IS THE LEADING STATION IN SYRACUSE, N. Y.

We'll prove it to you!

- Select any modern-type survey.
- Choose whom you want to make it.
- Choose when you want it made . . .
and we'll pay all the charges!

If you still don't believe that WFBL is the top station in Syracuse, New York, we'll gladly provide an accurate, modern survey . . . the way you want it . . . at our own expense! Absolved of obligation on your part. Write or wire, WFBL, Syracuse, N. Y., or Free and Peters, Inc., National Representatives.

WFBL SYRACUSE, N. Y.

Member Basic Network, Columbia Broadcasting System National Representatives. Free and Peters, Inc.

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Actions of the
FEDERAL COMMUNICATIONS COMMISSION

March 10 to March 16 inclusive

Decisions . . .

270 kc KXAA Seattle—Special service authorization operates unlimited time for period ending 11-14-46.

MARCH 13

NEW-Channel 13-14 Philco Radio & Television Corp., Area of Cen., and N.E. Md., S.F. N. S., and D.C.—CP new experimental television station, experimental, license sharing 58 kv at visual 50 kv, also for general area license and CP change power from 15 kw visual 10 kw to 45 kw visual 40 kw, cover area, type, trans., and antenna and extend commencement and completion dates.

NEW-47.1 mc Mobile Daily Newspapers Inc., Ypsilanti, new FM station, 6 kw, sq. ml., $7,250 estimated cost.

NEW-44.1 mc WBBY LaCross, Wis.—CP new FM station, 1,300 sq. ml., $50,000 estimated cost.

NEW-1250 kc Voice of Talladega, Ala.—Petition filed for continuance hearing and grant under FCC Power 1-18-46 on application for new station 25 kw unlimited.

MARCH 14

1490 kc WKBY Richmond, Ind.—License to operate is increased power and move trans. and studio.

NEW-44.5-47.1 mc Joseph F. Novy Riverside, Ill.—CP new development station, 1 kw A4 and special emission.

NEW-1400 kc Granite District Radio Broadcasting Co., Salt Lake City—License to cover CP new station (KJAK).

NEW-88 mc Report to Commission, Aviation, Meteorology, V. N. Y.—CP new FM station for period ending 2-12-47.

MARCH 15

NEW-45.5 mc The Crosby Corp., Waco, Tex.—License to operate is increased power for period ending 2-28-47.

NEW-44.1 mc WPIN Findlay, O.—CP new FM station, 8,800 kw, sq. ml., $20,000 estimated cost.

1340 kc WCLS Joliet, Ill.—Transfer 10 kw Scott E. Erwin Jr., Arthur G. Lilten, Chicago, Ill., to James D. Colby, Kansas City, Mo., for period ending 3-14-47.

National Broadcasting Co., Near Dixon, Cal.—CP change trans., and hours operation before FCC 11-12-46.

1400 kc WWVA Wheeling, W. Va.—License to carry CP new station.

MARCH 16

660 kc KFWA San Juan Islands, Alaska—Extension special service authorization operates unlimited time for period ending 2-11-47.

NEW-43.3 mc WAGA Atlanta, Ga.—CP new FM station, 2 kw, sq. ml., $8,000 estimated cost.

1400 mc WINS New York—License to operate is increased power and CP from Hearst Radio Inc. to Crosby Corp.

Tentative Calendar . . .

MARCH 22

Further Hearing

KFVD Los Angeles—License renewal.

RPAS Pasadena—dams.

WALTER Htowe, formerly of KOMO Seattle, has joined KTVW Yakima, Wash., as chief engineer and technical supervisor. Formerly he was with KBCA.

JOHN MICHAEIS, transmitter supervisor of KTW Philadelphia, has completed his 25 years with the station. He was also appointed to the military reserve.

JIMMIE JOHNTZ, KIDO Boise, Idaho, chief engineer, has married WILLA MAXEY.

HOMEY RAY JR., with the engineering department of WIL Cincinnati and former chief engineer of WHBO Canton, Ohio, is now assistant chief engineer of KIRO Seattle.

FRED DIAMOND, engineer of WPAT Paterson, N. J., is the father of a girl.

NELSON GARDNER, former operator of CKY Winnipeg, is now in Italy with the Canadian Army.

CLAIER SNIDER, released from the Canadian Army after overseas service, has been assigned to KXK Brandon, Man., as chief engineer.

JOHN GIBSON, new to radio, has joined the operating staff of CKY Winnipeg.

DICK SWAN, former WJJD Chicago engineer who has been in the Merchant Marine 19 months, has received his commission as ensign.

REX SMATHERS, released from the Army, has joined the engineering staff of KJCR Vancouver.

GORDON ENGLISH, chief engineer of CJOR Vancouver, is now in training at the Canadian Army's officer training camp at Gordon Head, B. C.

CURTIS BRINDON, an Army trained radio and radar maintenance man, was recently assigned to the engineering staff of WJNO West Palm Beach.

TBA Meeting

ALLEN B. DuMont Labs., New York, has invited all board members to attend Wednesdays' board meeting to board of directors of the Television Broadcasters Assn. Regular monthly meeting of the board will be held at the offices of WABD, New York, the DuMont station, with J. R. Popple, WOR chief engineer and TBA president, presiding. Directors will also be guests of Dr. Allen B. DuMont at a dinner at the 21 Club, to be followed by a visit to WABD studios. General Electric Co., Schenectady, was host for last month's meeting.

MARCH 19

WGBF Evansville, Ind.—License renewal.

MARCH 21

WDBU New Orleans—Hearing before Commission, Norman B. Case, to determine whether licensee has violated Sec. 315 of Communications Act.
Mutual Elects Swezey General Manager; Hult and Schmid Made Vice-Presidents

ELECTION of Adolph N. (Ade) Hult as MBS vice-president in charge of Midwest operations and of Robert A. Schmid as vice-president in charge of advertising, promotion and research was announced March 15 by Edgar Kobak, president of the network, following the Mutual board meeting held March 13-14 at the Ambassador Hotel, New York. Robert D. Swezey, vice-president and assistant general manager, was elected general manager of Mutual at the two-day meeting.

Elec Board

All members of the Mutual board were reelected with the exception of Hope H. Barroll Jr., WFFR Baltimore, and Leonard Kapner, WCAE Pittsburgh. These stations will sever their affiliation with Mutual as of June 15, when they both will join the Blue Network. Current Blue affiliates WCBM Baltimore and KQV Pittsburgh will become Mutual stations on the same date.

Mr. Barroll and Mr. Kapner both attended the annual shareholders meeting, which was part of the two-day session, as they will continue to be Mutual shareholders until June 15. What will happen to the shares they now hold after that date has not been determined. Situation is not covered in the network’s charter or bylaws and probably will be decided by the Mutual board at its next meeting in May. Shares may be divided among other holders or may be issued to new ones.

MBS board now includes: Alfred J. McCooker, WOR New York, chairman; Mr. Antrim; Willard H. Brown, Don Lee Broadcasting System; Chezzer Campbell, WGN; J. E. Campeau, CKLW Windsor-Detroit; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Mr. Kobak; John Shepard 3rd, Yankee Network; T. G. Streibert, WOR; Lewis Allen Weiss, Don Lee.

Following a routine business session Monday morning, the board heard the network’s department heads report on the activities of their respective departments. Most noteworthy was the recommendation of Phillips Carlin, vice-president in charge of programs, that the sign-off of network programs should eliminate the call letters of the originating station and mention only the city from which the program came, preceding the network sign-off, “This is the Mutual Broadcasting System.”

Recommendations of Mr. Kobak for a reorganization of the network’s operations, anticipated in some quarters at this time, were not forthcoming. Mr. Kobak, when questioned about this, said that his study of the network composition and operations is still in progress and will probably not be completed for several months.

Mr. Hult, who has been midwestern sales manager of Mutual since April 1941, joined the sales staff of WGN in 1929 and in 1938 switched to the MBS sales staff in Chicago. His headquarters remains in that city.

Mr. Schmid became MBS director of sales promotion in 1936, following associations with Young & Rubicam and CBS.

Ted for W. Va.

FOR THE FIRST time since Ted Husing joined CBS, he is to handle a sports broadcast for an independent group, the West Virginia Network, when he does the play-by-play account of the W. Va. U’s basketball team’s participation in the National Invitation Tournament at Madison Square Garden, starting March 19.

Jimmy Dolan, Husing’s radio partner, will participate in the broadcasts, along with Ernie Sanders, WCHS Charleston sportscaster, who will do the background and color angle. West Virginia net has cleared all commercials from the network for the broadcasts from New York.

Radio Newsmen Get More Room

Larger Senate Gallery Voted; Dedication Is Planned

EXPANSION of the Senate radio gallery offices to permit sufficient room for broadcast booths to be installed by the four major networks and to provide a workshop for the increasing membership of the Radio Correspondents Assn. was voted last week by the Senate Rules Committee Chairman Harry F. Byrd (D-Va.), announced Thursday.

A large room formerly occupied by Leslie L. Biffe, when he was clerk to the Majority, has been allocated to the radio gallery. The room adjoining the present gallery office, Mr. Biffe now is clerk of the Senate.

The Radio Correspondents Assn. plans a formal dedication of the new quarters with possible broadcasts by the major networks, according to Richard Harkness, newly-elected president. In last week’s BROADCASTING, announcing the election of Mr. Harkness, the following stations and organizations were omitted from the list of gallery members:

WBOW Terre Haute, Ind.; WEAN Providence, R. I.; West Virginia Network; WGBF WEOA Evansville, Ind.; WICC Bridgeport, Conn.; WINX Washington; WIRE Indianapolis; WITH Baltimore; WJW Cleveland; WLW Cincinnati; WNAc Boston; WTMJ Milwaukee; WBZZ Washington; WBNC Hartford, Conn.; WWDC Washington; Yankee Network; Yankee News Bureau.
Operator-announcer, First class radio-telephone license. Must be capable of handling personnel and technical tasks. Previous experience with regional NBC station in western city of New World-War future. Box 432, BROADCASTING.

Good combination man with first class license, to take over duties for 250 watt station. Local 250 watt sta- tion. Midwest. Good salary. Send qual- ification. Reply to Box 439, BROADCASTING.

Midwestern Blue Network desire services all-round announcer. Must be able to work in full-time equipment. Experience in operation. Starting salary 50-hour week in excess of $50 per month. Applicant must be prepared to submit voice trans- criptions upon request. Box 277, BROADCASTING.

Sales production manager with program production and sales experience desired by Cali- fornia regional network station. Give full infor- mation on training, previous experience, and salary desired. Answer Box 387, BROADCASTING.

Wanted—local color writer serves as salesmen- announcer by west coast regional net- work station. Previous radio experience essential. Has 5000 -watt experience. Must have a common -sense approach. Box 249, BROADCASTING.

Immediate and future openings for dis-patch operators in advertising prom- ination, and program departments. We are in search of a man with experience for postwar period. 5000-watt Mutual experience required. Must be capable of common -sense approach. Box 394, BROADCASTING.

Discharged servicemen wanted as radio salesman. Exceptional opportunity. Ex- perience in sales work. Also, opening for engineer. 5000 -watt Mutual station. Box 388, BROADCASTING.

Planning staff for new station in south- east independent city. Opportunities for all branches radio per- sonnel with no threat postwar replace- ment. Men, women, give full informa- tion on training, experience, or both. Good salary. Box 390, BROADCASTING.

Wanted—man who loves ocean bathing, trout fishing and fond of writing solid, intelli- gent commercial copy. You'll join the staff of a well established west coast sta- tion. Must love both the ocean and the wave. Write Box 449, BROADCASTING.

Advertising man with experience in selling for popular Kw network outlet in central New England. Are you listening, Ed, Walter of Jane? All replies confidential. Write your full name and experience to Box 418, BROADCASTING.

Studio recording man. Must be capable of handling for regional NBC affiliate, NABE scale. Reply Box 420, BROADCASTING.

Salesman wanted—Man-Tin-Smith with small market station operation and real understanding of radio sales. Send record of experience, references and photo first letter. Work station in center of richest farm area in west. Write Box 422, BROADCASTING.

BMB Mines, Inc., is utilizing MAHAN- INSING SMALL NEWS BUREAU as NUC- LEUS for a program that will be PRE- SPECTIVE BE MIGHTY IMPORTANT TO HAPPENS IN THIS CITY. WE ARE DOING THIS FOR THE IMPROVEMENT OF THE SLEEPS AND NEWS HAS THE ENERGY A ONE-MAN DEPARTMENT emission. We are trying to deliv- THE BUREAU IS TO UNIVER- SITY AND ABLE TO GO OUT IN COMMONS' SOURCES AND ESTABLISH HIMSELF AS A NEWSMAN. BOX 428, BROADCASTING.

Wanted—Salesman. Outstanding inde- pendence in sales is desired by the West Coast NBC station. Will consider salary, opportunity for advancement in regard to sales and account management.submitter, continuity writer, man. Send full infor- mation, specify salary desired. Box 395, BROADCASTING.

Wanted—Progressive regional indepen- dent station desires new commercial man for salary, opportunity for advancement in regard to sales and account manage- ment. Submit resume of past experience, salary desired. Box 10,000-$12,000 a year. Send complete de- tails, no replies, to Box 429, BROADCASTING.

Situation Wanted

Announcer—woman, 5 years staff ann- ounce in experience on 5 kw network station, male voice, music, women's, Box 36, BROADCASTING.

Experience operator-announcer. Col- lected and sented on a news network. Union musician, news. Wants perman- ent position, desires knowledge of thoroughly educated, continuity writ- er. Box 349, BROADCASTING.

Solutions Wanted

There's no substitute for experience—fifteen years of it! Announcing, news, special events, continuity, controls, supervision, responsibility, and restricted profit. Now managing local sta- tion. Good local, 250 watt sta- tion. Prefer west or northwest. Age 32, single, has talent. Experience甜甜- sters. References. If you need a manag- er who will understand and talk it over thoroughly. Write Box 350, BROADCASTING.

Discharged serviceman—second class ra- dio telephone, no experience. Will consider all offers. Box 419, BROADCASTING.

Manager of proven ability and capable of taking complete charge, is prepared to answer any opportunity. bubbles deal which offers real money and out- standing opportunity for future growth. Age 40. Solid background plus good record makes this man a natural selec- tion for a tough but promising position. All replies confidential. Interview can be arranged. Box 449, BROADCASTING.

Commercial manager with unusual record of achievement desires larger oppor- tunity. Ability, experience, or both. Will offer both permanence and top flight opportunity, a position of promise. Box 449, BROADCASTING.

Position wanted—Chief engineer, age 34, 13 years broadcast experience, 4 years of which as chief engineer. Sales, engineering, most difficult problems. Knowledge of most modern equipment. Box 419, BROADCASTING.

WANTED—Operator, two with first and second class license. Experience desired out. Must have knowledge of actuant network station. Give full de- tails, no replies, to Box 451, BROADCASTING.

Situation Wanted

Editor-newsreader. Long experience, de- presses, good voice, clean face. Good draft exempt, but healthy. Box 434, BROADCASTING. $3,000.00 available for outright purchase, Sale to qualified buyer on FCC approval. Replies kept con- fidential. Box 450, BROADCASTING.

Wanted—Late model Graflex with flash bulb attachment. Box 451, BROADCASTING.

250 watt composite transmitter, FCC approval, $2,600.00. Wife Bldg, 33 W. Wisconsin Ave, Milwaukee 3, Wisconsin.

$2,600.00, Regional Radio Sales, 33 W. Wisconsin Ave, Milwaukee 3, Wisconsin.

250 watt composite transmitter, just re- built, fine condition, ready for FCC ap- proval, $2,600.00. Regional Radio Sales, 33 W. Wisconsin Ave, Milwaukee 3, Wisconsin.

Inflation Messages

DANGER of inflation, classed as one of the nation's problem, is somewhat difficult to explain to the American people, was the subject of four OWI Do- mestic Information Service radio shows during 1944 which achieved an estimated total of 1,641,008,000 listen- ers. These programs were entitled—Wage-Pricing Stability, Food Inflation, Fuel Prices Down and Planned Savings—in more concrete and less complicated terms, to reach to the country's 100 million radio listeners more than 100 times during its four-week run.

The inflation control program has helped to establish a new market for the nation's radio audience. The growth of radio listening has been stimulated by the programs and受了指明，所以答案是$3,000.00 available for outright purchase, Sale to qualified buyer on FCC approval. Replies kept confident- ial. Box 450, BROADCASTING.
Francisco Urges Permanent OW

A permanent Government agency, working under the guidance of the State Dept., should be established to carry on after the war the activities of the Office of War Information and the Coordinator of InterAmerican affairs, in making “Uncle Sam better understood by the people of other countries,” Don Francisco stated in an address given March 9 before the NYU chapter of Alpha Delta Sigma in New York. Now a vice-president of J. Walter Thompson Co., Mr. Francisco was formerly radio chief of the CAA.

The agency, he said, should not compete, but cooperate with private industry, and should supplement commercial dissemination of information. On the other hand, Government should be willing to give financial support to activities which offer no profit incentive, such as international shortwave broadcasting, he said. With the cohesive force of common danger gone, it will be more important than ever to make an active effort to promote friendship and understanding among people of foreign nations.

Lt. Macauley Back

After two years as Maritime Service public relations officer throughout the Southwest and Central Pacific, L.t. John Macauley, USMS, has returned to Washington headquarters. Before entering the service in 1945, Lt. Macauley conducted interviews on the Voice Across program on KGO San Francisco. Working closely with broadcasters in the Leyte campaign, L.t. Macauley supplied radio news material on the Merchant Marine for radio correspondents.

Gruen College Spots

Gruen Watch Co., New York, has signed for all available time signals on 16 stations of the Intercollegiate Broadcasting System. Recorded signals, 22-seconds in length with musical motif, are heard on every hour station break. Contract for 53 weeks effective March 5 was placed through McCann-Erickson, New York.


CONTROL OF WBYN TO NEWARK NEWS

ACQUISITION of control of WBYN Brooklyn by the Newark Evening News subject to FCC approval was formally announced last week. It is understood the price agreed is approximately $250,000 for some 70% of the station, with negotiations still in progress for the balance, which would make the overall purchase price in the neighborhood of $300,000 [BROADCASTING, Feb. 12].

WBYN, a consolidation of the four Brooklyn stations which were involved in considerable FCC and court litigation several years ago, is owned by a partnership of the original operators of the four independent stations. Three of the stockholders, the estate of Rabbi Aaron Kronenberg, Salvatore D’Angelo and Peter and Millie Teston, holding approximately 75% of the common and an approximately equal amount of the preferred stock, have already approved the transaction. Samuel J. Gellard and Ruth B. Gellard, holding 25% of the common stock, according to reports, have not yet agreed. WBYN operates on 1430 kc with 1000 w but it is planned to increase power to 5000 w and eventually move to the Newark area. This would be done as soon as existing equipment freezes are ends.

ARRANGEMENTS have been completed by Richard Stark Productions, New York, and Nebbett Radio Productions, Chicago, for reciprocal representation in their respective cities.

GRUEN WATCH CO.

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Triangle 4100

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BLUE OUTLINES NEWS POLICY

SIX RULES for commercial credit on Blue network newscasts were included in a statement of news policies sent Friday night by Mark Woods, president, to all Blue affiliates (see NBC story page 16).

Rules call for a definite pause between news and a commercial inserted in the body of a program; use of news as a "springboard" for commercials is not permitted; the commercial must be preceded by a statement distinguishing it from the news; "teaser" items implying that important news is being withheld for commercials are forbidden; middle commercials are not permitted on 5-minute news shows; on shows of 10 minutes or longer, middle commercials may not break the continuity of thought, with the appropriate place of insertion of the commercial to be determined by the network.

DUPONT CITATIONS

HONORABLE citations for public interest programs were given WDSU New Orleans and KMA Shenandoah, Ia., in addition to the three major awards at the March 10 presentation of the Alfred I. du Pont awards [BROADCASTING, March 12]. Leo J. Fitzpatrick, general manager of WJR Detroit, turned over his $1,000 cash award to the Red Cross. H. V. Kaltenborn, NBC commentator, is giving his $1,000 award to the American Assn. of Radio News Analysts. Larry Hargrave, production manager of WTAG Worcester, was given the $1,000 award won by his station. Additional awards were made to Mitzi Kornetz, publicity director, and Virginia Gaskell, script editor of WTAG.

Shots

NOBLE FILES COUNTERCLAIMS

EDWARD J. NOBLE, chairman of the board, American Broadcasting Co. (Blue Network), has filed counterclaims for libel for $1,000,000 against Donald Flamm as part of an amended answer in the suit of Mr. Flamm against Mr. Noble for $2,925,000 damages in connection with the sale of WMCA New York to Mr. Flamm to Mr. Noble. Mr. Flamm charges coercion and illegal conspiracy between Mr. Noble and Mr. Flamm to force the sale. Mr. Noble's counterclaims are based on press releases allegedly issued by Mr. Flamm.

CARL E. GEORGE, assistant manager of WGAR Cleveland, is on duty to the Philippines as the station's war correspondent.

BILL SLOCUM Jr., CBS director of special events, and Douglas Edwards, news reporter for network, will leave shortly for Europe as CBS war correspondents. John Daly will replace Mr. Edwards on CBS news roundsup.

JOHN G. PAINE, general manager of ASCAP, is taking shots preparatory to trip to England, where he will confer on postwar performance rights with British Performing Rights Society, its ASCAP May visit France.

ARTHUR FELDMAN, Blue network correspondent in the Pacific for last eight months, arrived in New York Friday.

Wells (Ted) CHURCH, assistant radio director for the Republican National Committee in the last Presidential election, has been appointed assistant director of public affairs and news broadcasts of CBS, New York, replacing Everett Holles. Latter has resigned to become news editor of WBBM, CBS-owned Chicago affiliate.

FCC ASKS PROGRAM, ECONOMICS CONFERENCE

ECONOMIC and program phases to be covered in the clear channel hearings, designated for March 12, will be discussed at 11 a.m. Wednesday (March 21) at a meeting of radio lawyers with members of the FCC Law Dept.

That decision was reached Friday at a conference between Commission engineers and 48 representatives of industry, called by FCC Chairman Frank L. Joliet [BROADCASTING, March 12]. Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, and Harry M. Plotkin, chief of the litigation section, agreed to the conference after Louis G. Caldwell, representing the Clear Channel Broadcasting Service, and Paul D. Spearman, counsel for the Regional Broadcasters Committee, pressed for issues other than technical to be considered by the Commission.

Four joint Government-industry committees were set up to conduct investigations and report findings. They are:

Committee 1, to determine what constitutes a satisfactory signal—E. W. Allen Jr., FCC, chairman; John H. Davis, vice-chairman; C. H. Owen, FCC, member; W. H. Clevenger, vice-chairman; Paul D. Spearman, G. W. Pickard, Regional Broadcasters; Lynn Smeby, George C. Margulis, address.

Committee 2, to determine what constitutes objectionable interference—C. H. Owen, FCC, chairman; T. A. M. Craven, Paul D. Spearman, G. W. Pickard, Regional Broadcasters; Lynn Smeby, George C. Margulis, address.

Committee 3, to determine distances at which, and areas over which, various signal strengths are detected—R. L. Wheel, chairman; R. Edmund Vandervenne Jr., FCC, alternate; J. W. Wright, CBS; W. S. Dunlop, National Broadcasting.

Committee 4, to study population intensity and determine upon postcard surveys—D. W. Smythe, FCC; chairman; Paul D. Spearman, Regional Broadcasters; Philip Mergner, NBC; Paul J. Peter, National Broadcasting; Frank H. McIntosh, A. Earl Cullom Jr., RTBP Panel 4.

REPS. of the Clear Channel Broadcasting Service and others from the Regional group were to be named later. All committees met Friday afternoon to discuss potential agendas.

BMB SIGNS 77% AT CHARLOTTE

SEVENTEEN of the stations attending the NAB 4th District (Southern Section) conference in Charlotte, N.C., have signed for participation in BMB. Figure represented 77% of stations registered. These signed: WISE WBBB WAYS WSOC WDNC WNGC WBIG WBUR WMBR WYFB WYFF WMFD WGRD WTMA WWRF. WYFF and WYFR were WNNC WPTF WWSJ WJS. (See earlier story page 80.)

WCLS TRANSFER ASKED

APPLICATION was filed with the FCC last week for transfer of control of WCLS Joliet, Ill. from Walter Ashe, majority owner, through purchase of 40% of 50 shares (50 shares) in the local outlet to other individuals in the licensee corporation.

FALKNOR RETURNS TO KMOX

LT. COL. FRANK B. FALKNOR, just returned from 15 months active service in CBI area of operations, assumes his duties as general manager of KMOX, CBS-owned outlet in St. Louis, Mo. (March 10). He also is chief engineer of the CBS central division.

ROGER W. CLIPP, President of WFL Philadelphiа, has appointed Malcolm MacPherson, former Public Relations Director of the Ralph H. Jones Co., Cincinnati, as promotion head.

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"WHY advertise something the consumer can't buy?" asked advertising men in 1914 when The American Rolling Mill Co. began this famous campaign. Originally designed to convince consumers that products made of ARMCO Ingot Iron were of superior quality, the campaign had far-reaching effects. It gave consumers a deeper understanding of merchandise, and this stimulated the demand for better things. It killed the even then dying principle of "caveat emptor", and placed on manufacturers the burden of supplying superior goods. It helped make our America a better place in which to live—and a safer place in which to buy.

In the DISTRIBUTION DECADE

Advertising Must Again Stimulate Desires For Better Goods

To prevent economic depression, leading authorities agree that after Victory, we must consume, as a Nation, at least 40% more industrial production than in our greatest pre-war year. This means that we must establish higher living standards, and it will be Advertising's obligation to do this.

For production itself will be no problem. Manpower, money, materials and manufacturing facilities will be ample, DISTRIBUTION will be our "soft spot." That, too, presents an Advertising opportunity. Advertising must not only create desires for more and better merchandise, it must find ways to move merchandise quickly, economically, efficiently from factory to store to home.

In agencies everywhere, alert Advertising men are planning today to solve the problems of the Distribution Decade to come. Here at The Nation's Station we too are busy. When the time comes, we will have much of interest to show you about the great 4-State market that is WLW-land.

WLW

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FEW advertisers know their way around the Denver market as well as KLZ. The knowledge and experience which KLZ has gained over the past quarter century (KLZ celebrates its 25th birthday in June) is at the disposal of its advertisers.

KLZ maintains a full-time merchandising department with an experienced staff man in charge to render any reasonable service which an advertiser might request: Making surveys of sales or distribution; supplying route lists of food and drug outlets; distributing display material; making contacts with key jobbers and retailers; and many other services, especially in the way of program exploitation.

KLZ does a better job of merchandising, a better job of selling, and a better job of making radio dollars pay a profit in the Denver market.

NATIONAL RECOGNITION has come to KLZ frequently for its outstanding merchandising service and cooperation, and KLZ is known widely among national advertisers for the completeness and thoroughness of its service in this respect.

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