KOY Serves Them All, So

They Listen to KOY

FROM governor to school child, KOY serves them all—all the vital regional, state, and civic interests. The pictures on this page give you just a beginning of an idea of how KOY supplements CBS entertainment with local color—with broadcasts that support the progress of all Arizonans.

Naturally, this local interest draws its return in enthusiastic listenership, for Phoenix knows tuning 550 brings not only superb entertainment but what's going on in their state and city through the voices of people they know. KOY's advertising results flow from this listener-attention built by KOY's policy of serving them all, all the time.

KOY broadcasts a forum in connection with the Western Governor's conference with (from left) Governor John J. Dempsey of New Mexico; Moderator Roy Busey of KOY, Nevada's Governor E. P. Carville; Sam C. Ford, Governor of Montana; Arizona's Governor Osborn; and Utah Governor Herbert B. Mow.

Governor Edgley P. Osborn speaks to his people through KOY and the Arizona Network.

KOY broadcasts a forum in connection with the Western Governor's conference, January 1, 2, and 3.

Arizona's attractive state capital building, whence KOY started off 1945.

Phoenix future leaders take part in a Youth Forum discussing whether the voting age should be reduced to 18 years.

KOY FROM governor to school child, KOY serves them all—all the vital regional, state, and civic interests. The pictures on this page give you just a beginning of an idea of how KOY supplements CBS entertainment with local color—with broadcasts that support the progress of all Arizonans.

Naturally, this local interest draws its return in enthusiastic listenership, for Phoenix knows tuning 550 brings not only superb entertainment but what's going on in their state and city through the voices of people they know. KOY's advertising results flow from this listener-attention built by KOY's policy of serving them all, all the time.

KOY serves them all, so they listen to KOY.

KOY broadcasts a forum in connection with the Western Governor's conference with (from left) Governor John J. Dempsey of New Mexico; Moderator Roy Busey of KOY, Nevada's Governor E. P. Carville; Sam C. Ford, Governor of Montana; Arizona's Governor Osborn; and Utah Governor Herbert B. Mow.

Governor Edgley P. Osborn speaks to his people through KOY and The Arizona Network.

Arizona's attractive state capitol building, whence KOY started off 1945 with three important broadcasts January 1, 2, and 3.

KOY broadcasts a forum in connection with the Western Governor's conference with (from left) Governor John J. Dempsey of New Mexico; Moderator Roy Busey of KOY, Nevada's Governor E. P. Carville; Sam C. Ford, Governor of Montana; Arizona's Governor Osborn; and Utah Governor Herbert B. Mow.

Governor Edgley P. Osborn speaks to his people through KOY and The Arizona Network.

KOY FROM governor to school child, KOY serves them all—all the vital regional, state, and civic interests. The pictures on this page give you just a beginning of an idea of how KOY supplements CBS entertainment with local color—with broadcasts that support the progress of all Arizonans.

Naturally, this local interest draws its return in enthusiastic listenership, for Phoenix knows tuning 550 brings not only superb entertainment but what's going on in their state and city through the voices of people they know. KOY's advertising results flow from this listener-attention built by KOY's policy of serving them all, all the time.

KOY Serves Them All, So

They Listen to KOY

FROM governor to school child, KOY serves them all—all the vital regional, state, and civic interests. The pictures on this page give you just a beginning of an idea of how KOY supplements CBS entertainment with local color—with broadcasts that support the progress of all Arizonans.

Naturally, this local interest draws its return in enthusiastic listenership, for Phoenix knows tuning 550 brings not only superb entertainment but what's going on in their state and city through the voices of people they know. KOY's advertising results flow from this listener-attention built by KOY's policy of serving them all, all the time.
IT takes far more than a wire-report and a Spalding Guide to make a real sportscaster. What it does take, Jon Hackett's got.

Jon gets around. He meets the people . . . so he knows not only his sports, but the sporticipants as well. On the daily reviews, he supplants ticker-tripe with meaty eye-witness sports-fare, served hot every afternoon and evening.

In Des Moines and its extensive trade area, fans say "This boy's the McCoy." Sponsors agree, as the folding money-piles up.

Jon Hackett is typical of the listenable personalities that put plenty of friendly "sock" into KRNT's schedule from morn till midnight . . . and bring their full share of the "gate" to KRNT advertisers.

FLASH!

GENE EMERALD SHOW

Hits 6.9 Rating

Starting from scratch in January, it's already hit a 6.9 rating against day-time's strongest soap-operas. Time—3:30 to 5 P.M. daily. Quarter-hour and announcement availabilities now limited, but get the whole story from Katz.
Wholesale Grocer To Continue Advertising On WSIX For Sixth Year

E. B. Franklin, treasurer of Robert Orr & Company, distributors of famous Hermitage Coffee throughout Middle Tennessee and sections of many neighboring states, signs another WSIX contract.

Here is what Mr. Franklin had to say about the results his company has received: "We have now been advertising Hermitage Coffee over station WSIX for more than five years and during this time our coffee sales have substantially increased every year. It is also interesting to know, that in spite of rationing our coffee sales have continued to increase: although the year preceding rationing was largest of any year.

Since we are distributors, we naturally want to do a job in increasing acceptance and demands for our products, by both retailers and consumers, throughout our entire territory. WSIX has done this job very satisfactorily and we shall continue to appropriate a large portion of our advertising funds in purchasing time on your station."

THANK YOU MR. FRANKLIN for these fine statements and for giving us the opportunity to be of further service.

THE KATZ AGENCY, INC., National Representatives
LOOK FOR GREATER Congressional interest in station ownership. Last week John C. Wheeler, son of the Montana Senator, was reported acquiring one-third interest in KFPY Spokane. With financial aid coming from his father. Now Sen. Warren G. Magnuson (D-Wash.) is understood to be looking into broadcasting for investment purposes.

WORD THAT WBT CHARLOTTE will be put on the block by CBS [BROADCASTING, March 19] has precipitated a scramble among the bidders. In addition to a local group headed by A. D. (Jess) Willard, WBT manager [see story page 43], John E. Fetzer, owner of WKZO Kalamaooz and WJEF Grand Rapids, has talked purchase with CBS executives. Understood an important North Carolina newspaper, officials of an insurance company and another prominent midwestern licensee are in the bidding. Price talk: $750,000 up. Best bet: Manager Willard will head up stand regardless of purchaser.

YOU CAN EXPECT announcement that Harry Burke, assistant general manager, WOW Omaha, is new manager of KFAB Lincoln, succeeding Hugh Feltis, who resigned to become RMB president.

NOW THAT SPOT commissioning of William S. Paley, CBS president, as colonel on Gen. Eisenhower's staff, has been confirmed [CLOSED CIRCUIT, March 19], next step is being awaited. Best judgment here is that Col. Paley shortly will be nominated by President Roosevelt for brigadier generalship, which will be subject to Senate confirmation. Under regulations, spot commissioning as colonel was highest grade possible. (Aside: Col. Paley, of equal rank but junior to butler, must at this writing salute Capt. Harry C. Butcher, USNR, Eisenhower staffer. Capt. Butcher, before the war, was CBS vice-president.)

WHILE WE'RE ON THE SUBJECT of military personnel, many will want to know that Capt. Charles W. Horn, an assistant to the Director of Naval Communications, does not plan to return to his NBC post as director of research and development after the war. He recently turned down top executive post with RCA subsidiary. He may enter Latin American radio field when he returns to cívies.

IN THE FUTURE BOOK, MBS has been selected by Treasury Dept. to provide closed circuit network April 5 (12:30-1 p.m. EWT) to permit bond-selling officials to prep their regional sales offices for Seventh War Loan Drive. Prep sessions were held "on location" previous to Byrnes' travel ban. Full MBS network and supplemental stations will be tied in. Watch for announcement that MBS scores a scoop with a pre-San Francisco conference address by Secretary Stettinius.

AS A SEQUEL to its recent order eliminating middle commercials in news programs, NBC shortly will require announcer's voice to handle insert and commercials on newscasts on its M & O stations. Extra cost to the six M & O stations for this may run into six figures.

NAB District 7 meeting, Cincinnati, Hotel Gibson, March 26-27; District 9, Chicago, Palmer House, March 29-30; District 8, Detroit, Book-Cadillac, April 2-3. International Communications Merger hearings, 337 Senate Office Bldg., 10 a.m., March 27.

OWI meeting of regional chiefs, Washington, March 27-28; another with Network Advisory Committee and net officials, New York, March 29.

NAB Board of Directors, Omaha, in early May [dates to be set]. On agenda—selection of J. Harold Ryan's successor.

**BULLETINS**

ELMER DAVIS, director of OWI, and Wallace L. Carroll, deputy director of the Overseas Branch, in charge of European operations, have left the U.S. for London to confer with top military officials to plan final stages of psychological warfare operations in the European Theatre and the information organization to be set up in Germany.

BLUE NETWORK has leased from Wacker Corp., Chicago, 4320 square feet in Civic Opera Bldg. to house network sales, local sales, co-op sales, service and promotion departments of Central Division. Other departments will remain in Merchandise Mart Bldg. Lease signed by E. R. Borroff, Blue vice-president.

BMB SIGNED 60% of stations registered for NAB district meeting held in Jacksonville Friday. With Frank King, general manager, WMBR Jacksonville, NAB director-at-large, managing meeting and soliciting support for plan, following signed: WPDQ WXAX WMBR WIOD WFTL WQAM WBDO WWPG WFOY WSUN WSPB WLOF WTL WTSF WJNO WMFJ WNWF. (See earlier story, page 49.)

**SENATE confirmation of Charles R. Denny Jr., as FCC Commissioner is expected early this week, following unanimous approval of his nomination by the Senate Interstate Commerce Committee at a 10-minute session Friday.** Chairman Burton K. Wheeler (D-Mont.) reported out the nomination Friday afternoon.

**Gopher Hour**

A CURIOUS gopher (now deceased) nibbled way through main power line into transmitter of KFAC Los Angeles last week, knocked station off air from 8:04 a.m. to 9:56 a.m.

**BUSINESS BRIEFLY**

SHELL BOOBY-TRAP • Local Shell Oil Co. radio programs will use a new Shell lubrication campaign, tied in with OWI and Petroleum Industry War Council campaigns. Idea conveyed is that the civilian version of a booby-trap is a car made dangerous through lack of care. List of stations carrying 5, 10 and 15-minute spots and news programs has been expanded to 23, including Yankee and Arrowhead Networks.

BENSON & HEDGES SPONSORS • Benson & Hedges, N. Y. is sponsoring Symphony Hall twice-weekly on WQXR New York for Havana Cigars. Contract is for five years, also on WQXR FM affiliate. Agency, Arthur Rudner Inc., N. Y.

CITRUS SPOTS • Citrus Products Co., Chicago, has sent recorded announcements to bottlers for local use. Producer is L. W. Ramsey Adv., Chicago.

ALLEN PROMOTION • United Artists is spending largest radio appropriation in three years for spot campaign, nationwide, for Fred Allen picture "It's in the Bag." Agency, Buchanan & Co., N. Y.

INTERNATIONAL APPOINTED • Word of Life Hour (religious) has appointed International Advertisers, Grand Rapids, as agency. Broadcasts begin May 6, 8:30-9 p.m. (EWT) on 40 stations, using regional nets, transcriptions and shortwave outlets.

WHITE NAMES SEEDS • Bob White Co., Chicago, food sales consultant, has appointed Russell M. Seeds Co., Chicago, to handle ad campaign. Account executive, Norman E. Kraff, Seed's new products division director.

ERTA PROMOTES • Serta Assoc., Chicago (mattresses) plans extensive air campaign in the fall. Agency, Weiss & Geller, Chicago.

ZONITE SPRING CLEANING • Annual spring campaign for Larvex mothproofing by Zonite Products Corp. will start early April with one-minute transmitted Kent-Johnson jingles for 13 weeks in several markets including WJZ New York and WBBM Chicago. Agency is McCann-Erickson, New York.

CANTONEE CONTINUES • Stage Door Cantee will stay on air with new format, according to Helen Menken, radio chief, American Theatre Wing. Sponsor, network not decided, following discontinuation of sponsorship by Corn Products Refining Co., N.Y. on CBS, effective April 20. Agency, C. L. Miller Co., N. Y.

YOUNG FOR WQXR • WQXR New York has appointed Adam J. Young Jr. Inc. exclusive representative in the Chicago area, effective April 1.

FORD MUSICAL SERIES • April & Ford Motor Co. starts a musical series on 143 NBC stations, Sunday, 2-2:30 p.m. Those We Love, (Continued on page 56)
KOA LEADS THE WAY
IN PROGRAMS!

In addition to carrying all top-flight NBC shows, KOA presents many popular locally-produced programs. They’re built to give listeners what they want to hear; not what KOA thinks they should hear.

All the ingenuity, ability and experience at the command of KOA’s program, continuity and production personnel are called upon to make each program a standard for those which follow.

That KOA leads the way in Denver in programs, is evidenced in a tremendous mail response from listeners, and in the many thousands who visit KOA each month to see broadcasts of KOA programs.

You stand to make sales for your product or service, and to gain prestige for your company with a program—conceived, written and produced at KOA, and featuring personalities who are as near and dear to KOA listeners as an old friend.

Ask your nearest NBC Spot Sales representative for complete details on programs currently available on KOA.
In the newest suburb of New Orleans...

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

Folks turn first to—WWL

NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH’S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
Gentlemen will please remove their hats

Can the lid . . . Doff the derby . . . skip the skimmer! Whatever your style of lingo, you've got to take off your hat to the little lady known as Miss 580 at WCHS in Charleston, W. Va. How do we get that way? Listen to this one! Remember when Howard Chernoff went to the ETO last summer and contacted West Virginia boys in the service? Well, when those boys get back, they look Howard up. The other day, PFC Kendall Walker stopped in at WCHS and had a talk with Mr. Chernoff. During the conversation, Howard asked Kendall if there was anything he could do toward making his furlough more pleasant. Did he need any money? No. There wasn't a thing he needed. . . . BUT, just as he was leaving, PFC Walker said, "You know Howard, there IS something you can do for me. It's been on my mind, but I just hated to ask you. Do you suppose I could meet Miss 580? My sis listens to her every afternoon and used to write me every night and tell me what Miss 580 had to say."

Gentlemen will please remove their hats, and tip them in the direction of Miss 580 . . . not a glamour girl, not a movie star . . . just another woman who knows how to talk to them as well as to their sisters and mothers. Miss 580's Women's Club of the Air has been broadcast over WCHS for over five years . . . one half hour every afternoon Monday thru Friday.
Our thanks to . . .

29 local, national spot and Mutual advertisers—and their agencies, who in the past 24 weeks have added, in new business,

87 commercial quarter hours* to the weekly schedule of

WOL

"The Voice of Washington"

37 commercial quarter hours of this new business have been placed by local advertisers and their agencies, who know the real "Washington story." These advertisers are joining the WOL "old timers," 14 of which have the following renewal record:

8 have been on WOL 5 years or longer
6 have been on WOL 10 years or longer

There is a reason for this swing to the Washington market and to WOL. Write us for your copy of "The Washington Story," now in production. Meanwhile, earn while you learn, by sponsoring one of the programs listed below:

AVAILABLE!

"So the Story Goes" with Johnny Neblett
Monday through Friday, 7:15 P.M.
following Fulton Lewis, Jr.

AVAILABLE!

"The Texas Rangers" Monday through Friday, 12:30 P.M.
following Morton Downey

AVAILABLE!

"Background for News" with Walter Compton, Mutual news commentator
Monday through Friday, 4:00 P.M.

* New business (not renewals) now on the regular weekly schedule, evenly distributed over morning, afternoon and night hours. Does not include participation periods for which Washington is so famous.

Represented Nationally by The Katz Agency, Inc.

KEY STATION MUTUAL BROADCASTING SYSTEM
Lexington's Bluegrass Loose Leaf Burley Tobacco Sales...SET AN ALL-TIME RECORD...$90,000,000

This golden Burley (typical scene on one of Lexington's 24 huge warehouse sales floors, is shown above) won't be cigarettes until 1946 or 1947—but growers have already "gotten theirs" in cash (90 millions)—and they're ready to spend it now!

- Represented Nationally By The John E. Pearson Co.

- Only WLAP... fully and exclusively serves this rich Bluegrass area

Lexington, Kentucky

(50% above last year) has been paid to Bluegrass Tobacco Growers in the past 90 days. This is cash and spendable—for your clients products.

THE BLUEGRASS IS KENTUCKY'S 2nd MARKET

WLAP A NUNN STATION

J. E. WILLIS, Manager
- BLUE
- MUTUAL

March 26, 1945 • Page 9
IF YOU'RE jaded and worn by all this confusing talk about sporadic ionospheric elements, that's all right. There are other frequency turbelows, perhaps you will find the following definition of radio comforting.

It is taken verbatim from the Fibber McGee & Molly program as broadcast at 9:30 p.m. last Tuesday over NBC. Dialogue is between Fibber and "Teeny," the little girl character portrayed by Molly.

TEENY ... Hey, what makes a radio work, Mister? It always leaves the man! What does it then?

FIBBER ... Why, Teeny, do you mean to sit there with your pigtail on the wrong end of the little pig and tell me you don't comprehend the nature of the wireless?

TEENY ... (Ogglies No.)

FIBBER ... Well sir, close your mouth and open your eyes and I'll tell you something to make you wise. Now then ... What happens when you take your radio "Off"?

TEENY ... It makes a kind of a click and a little light turns on.

FIBBER ... Exactly ... and away out in the ether, Mother Nature hears that little click, and quick as a flash she calls in all her little kites and megacycles, "radio" turned on at 14th and Oak. Waistful Vista. And all the little kites hop on their kilocycles, and all the little megacycles hop onto their megacycles and race away as fast as the little fat wave-lengths will carry em.

TEENY ... Awww.

FIBBER ... You know what a wave-length is, ah?

TEENY ... Sure I do, I betcha. Five feet two.

FIBBER ... How do you figure that?

TEENY ... My sister is a WAVE. And that is her length.

FIBBER ... Oh, Ahem. Well sir, all them little kites and megacycles ride along on their kilocycles and megacycles till they see that little light that shines in your radio ... then they hop off, into the back of the radio ... tell them why they were the back part of a radio open ... and quick as a wink they decide who's gonna be music and who's gonna be dialog and who's gonna be announcement. And if any little meg or little kilo has got a bad cold, they let him be the static. Well sir ... then you hear the music and the dialog and the commercial, which is when everybody turns the radio down and rushes into the kitchen for a bottle of root-beer before the music comes on again.

TEENY ... Poor Mr. Marcus! To think he spent his whole life laboring under the delusion that radio was based upon the utilisation of electro-magnetic waves converted into radio impulses, known as audio-frequency currents and amplified by means of the d. a. m. tube to a dynamic radio loud speaker. Gee if he'd only known.

Feature of the Week

ACK-of-all-trades and master of them too, is a thumbnail sketch of Russell Willard Tolz, radio director of BBDO, Chicago.

Russ was born March 2, 1908 in Waukesha, Wis. He attended Carroll College and U. of Wisconsin. His first job was in the copy service and promotion department of the Milwaukee Journal (1928). Three years later he transferred to the newspaper's station WTMJ Milwaukee, to handle continuity. There he wrote and produced his first radio show, "Judge Baxter," a quarter-hour dramatic series, five times weekly. A number of full-length rehearsals were held just before that first broadcast. Even the sound man fervently practiced his chores, one of which was to produce the sound of a boy falling into a creek, simulated by tossing sponges into a tub of water.

When the show took the air, however, the sound man, who, incidentally, is now a Chicago radio executive, developed a twist in his toes. The misaimed sponge connected with a nearby mike, resulting in a temporarily defunct WTMJ.

When Russ left the station in the spring of 1942 he was supervising the writing of 50 shows a week in addition to his other duties as sales manager in charge of continuity and publicity. He then joined the continuity department of the Blue Network, Chicago. October, the same year, he was with BBDO, Chicago.

Russ handles all the timebuying for the Chicago office, buying for Murine Co., Household Finance, Chamberland Aircraft, and Hart Schaffner & Marx.

He believes that too many sponsors sell their products exclusively, instead of selling themselves as an institution at the same time. He says, "There is a great opportunity for sponsors to use radio at its utmost advantage in selling ideas as well as products."

Right now, Russ is more interested in television programming than any other phase of the business.

He is a member of the Chicago Radio Management Club and holds a firm racket on the tennis court.

His principal hobby is photography.

Russ married Bernice Taylor, of Milwaukee, Feb. 10, 1934. They have a four-year-old son, Tommy.

JACK

"Nebraska's Capital City Station"

Lincoln, Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Sellers of Sales

Welcome to THE THROUGH THESE PANELS feature of this edition. As we have so often said, the radio business is at its broadest a panel of people involved in one manner or another with the selling of advertising services. The people in these panels are, for the most part, the key men who are instrumental in your station's sales efforts. They are the men you may not know, but whose work is vital to your station's success.

Each week we present a few of these individuals and their activities; their ideas, their experience, and the jobs they do. Here's one of them.

In Lincoln, and its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a.m. to 6 p.m. Shows:

KFOR.......46.25
Station "A".....29.4
Station "B".....19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

Lincoln, Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

In this feature, salesmen are seen as a vital and necessary link in the advertising picture. It is the purpose of this feature to acquaint the broadcasting industry with the men who are in the advertising business and who are working toward the success of radio. Each week a new sales man is introduced. The feature will give the reader an opportunity to look at radio from a new point of view—through the eyes of the sales man. The feature will cover the complete sales picture, from the range of a local station to the buying of coast-to-coast programs. It will cover selling area, selling technique, the importance of the sales department, and other related topics. It will be a valuable aid to both broadcasters and salesmen.
In fact, it is hard to think of anything this rollicking soul has not sold, in his
more than fourteen years before a WOWO mike. Happy Herb is a well-known
figure among musicians and radio entertainers from coast to coast... and to highly
gratified sponsors too numerous to mention.

Happy-go-lucky Herb Hayworth sings the novelty-tunes, jests with the emcee and an-
nouncer, and occasionally unburdens himself of a bit of homespun philosophy. He is
clever at parodies, and unusually effective lead-ins to commercials.

On one offer, he pulled over 100,000 soap-wrappers, with dimes, for a pocket
handkerchief. On another, he sold shirts to customers in more than 100 cities in the
WOWO area. At present, with a "Rise and Shine" routine, he sells shoe-polish at
7:15 A.M. across the board.

Herb, aided and abetted by the "Griffin Gang"—four instrumentalists—is available for
sponsorship on a noon or evening period. Ask NBC Spot Sales to break-out the figures,
and an audition-record.

WESTINGHOUSE RADIO STATIONS Inc

KDKA  •  WBZ  •  WBZA  •  KEX  •  KYW  •  WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
"Mr. Blunk, I insist on spot broadcasting for this campaign!"

- Spot broadcasting is the most flexible medium in advertising. It goes exactly where you want it, with exactly the right message for each market, at exactly the right time. It reaches more people at less cost. It is selective among sexes, age groups and, to a certain extent, among income groups. It alone can give you the kind of audience you want, where you want it, when you want it. It is radio advertising at its top efficiency.

Why don't you insist on spot broadcasting?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Inventors Claim New Broadcasting System

Frequency Saving Seen in Dynamic Range Control

By JACK LEVY

OPENING VAST possibilities for greater utilization of available space in the radio spectrum, a new system of broadcasting, called Dynamic Range Control, which permits the use of a much narrower channel in transmission of signals, has been discovered by two Government officials.

If the claims of its inventors are substantiated by developmental work now under way, the system will, among other things, make possible two to five times as many FM stations as are now obtainable in the present assigned band width of 200 kc.

In behalf of its inventors—Shannon Allen, chief of the Radio & Television Section of the Department of the Interior, and Sgt. Henry Peter Meisenger, Chief Engineer for the Section, now serving with the U. S. Marine Corps in the South Pacific—an application for a patent has been filed with the Patent Office, reserving certain rights in the use of the invention to the U. S. Government. Royalties from broadcast and receiving equipment and other devices adopting Dynamic Range Control are to go to the inventors.

The Government's interest in the invention is being handled by J. Y. Houghton, an attorney in the Claims Division, Dept. of Justice, under the direction of Asst. Atty.-General Francis M. Shea.

Development Undertaken

BROADCASTING has learned that one of the largest manufacturers of broadcast and receiver equipment has undertaken developmental work to design and perfect the Allen-Meisenger invention. It is expected that research will be carried on by other organizations to further the introduction of perfected Dynamic Range Control.

According to the claims of its inventors, the application of DRC would bring about substantial improvements in both FM and AM broadcasting, television, facsimile, recordings and transcriptions, magnetic recordings, sound films, network transmission, and practically any communication system or mechanical carrier of sound.

The invention embraces a new theory which makes it unnecessary to keep soft and loud passages of sound within the limitations of the transmitter to carry a signal without distortion or over-modulation, a danger which is averted by "riding gain" at the transmitter, i.e., building up soft tones and holding the dynamic level of loud tones. With DRC, according to the application of the inventors, "gain is preferably imparted to all soft passages and suppression to all loud passages to bring them all as near as possible to the common ideal level for transmission or recording, and provision is made to restore at the receiver, or in the translating system, the true dynamic range of the original rendition."

High Ratio of Signal

"In this way a very high ratio of signal to noise level is maintained in all times in the transmitted or recorded signal, and in restoring the true dynamic range to the signal in the translating circuits, the dynamic level of noise is correspondingly suppressed for all soft passages with consequent improvement not only in dynamic range but in quality of the reproduction. At the same time the very loudest passages perceptible within the dynamic range of the human ear may be reproduced without distortion from overmodulation and with as good a ratio of signal to noise level as is possible with the best systems in use today."

The original in "dynamic level", according to the inventors, is restored "by reflecting in a second signal, whether on a carrier frequency or on a separate recording, the alterations in gain imparted either manually or automatically and various passages of the original rendition to reduce them to an ideal dynamic level greatly exceeding the dynamic level of the extraneous factors producing noise and the like."

This second signal, termed by the inventors the "gain control channel", is then used to restore in the translating circuits of the receiver or recording reproducer "the original true dynamic level of the original rendition".

Wide Deviation Ratio Unneeded

In the case of FM transmission, the application states: "it is unnecessary to maintain a wide deviation ratio (as the currently favored 5-to-1 ratio) to keep soft passages above the noise level and provide even an approximation of true dynamic range for passages of widely different dynamic level. Further, since the present invention suppresses noise with respect to signals of low dynamic level the deviation ratio by this invention may be materially reduced. Accordingly, the width of frequency band necessary for proper transmission of full orchestrations and the like by this new method may be greatly reduced compared to present standard practice."

In diagrams illustrating the principles of the invention, which accompany the application, an "amplitude leveler" is used to both impart gain to low passages and to act as a "limiter", suppressing passages of "excessive amplitude" to hold the dynamic range of the

May 9 Is Definite Clear Channel Date

Second Conference With Lawyers, Engineers To Be Held

DEFINITE assurance that the FCC will begin the clear channel hearings on May 9, if necessary, "adjourn for a month or two", was given a group of radio attorneys at an informal conference with the FCC legal department by Harry M. Plotkin, assistant general counsel and chief of litigation.

A Second Conference

His statement came after most of the lawyers protested that they could not be ready until after three engineering committees set up on March 16 had completed their studies [BROADCASTING, March 12].

"The Commission will take what evidence it can and will adjourn for a month or two," said Mr. Plotkin. He likewise held firm when Paul M. Segal, of Segal, Smith & Hennessey, asked that the filing date of April 2 be postponed. Mr. Segal contended that no lawyers would know by that date who was to appear.

Requests for appearances at the May 9 hearing have been filed by the Crosley Corp., Cincinnati, licensee of WLW, 50-kw Class I-A station, and Fisher's Blend Station Inc., licensee of KOMO Seattle, Class I-B station, now operating with 5 kw on 1,000 kc and which has an application pending for 50 kw.

A second conference with lawyers and perhaps engineers will be held within the next two or three weeks and is expected to call some attorneys in drawing up an agenda. A public notice will be issued sufficiently in advance to permit all interested counsel to attend, according to Mr. Plotkin.

Last week's meeting, called at the request of Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, and Paul D. P. (Continued on page 55)

Paper Rationing

THIS ISSUE of BROADCASTING is thinner than usual—by some 20 pages. That's because of War Production Board paper-rationing requirements and the desire to balance our consumption this quarter. News content, however, equals that of normal issues. To meet the rationing requirements, we have reduced weight of our paper, trimmed size and effected all possible economies without, however, disturbing our news budget. We wish to express our thanks to those advertisers who, when called upon, have cooperated so wholeheartedly in the necessary readjustment of schedules.
Radio Prepares Peace Conference Coverage

Four Major Nets, 29 Independents Represented

APPLICATIONS of 29 independent stations, the four major networks, three organizations serving radio and two foreign networks last week were approved for accreditation to the United Nations Conference in San Francisco, beginning April 25.

All applications were checked by the executive committee of the Radio Correspondents Assn., of which Richard Harkness, NBC commentator, is president. The committee met with Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, and Mr. McDermott's assistant, Lincoln White, to make its recommendations. Three applications were deferred for further information.

Hotel Facilities Limited

The State Dept. called on the standing committee of the Congressional Press Gallery and the executive committee of the Periodical Correspondents Assn. to clean the newspaper and periodical correspondents. Meetings also were held with those groups last week.

Facing the State Dept. is a authorization on hotel facilities as well as travel accommodations. Correspondents are asked to share hotel rooms, since the hotel reserved for news gatherers consists mostly of large rooms.

In San Francisco a host committee, set up a few weeks ago to lay the groundwork for radio's coverage, will continue to function throughout the conference. Coordinated by William Pabst, general manager of KFRC San Francisco, the committee is assisting the State Dept. and news agencies in the hotel, news and programming setup.

Summer Welles, former U. S. Under Secretary of State, has been appointed Blue Network advisor on the coverage of the San Francisco Conference and on subsequent problems of peace and international affairs, Chester J. LaRoche, vice-chairman of American Broadcasting Co., announced on Friday. Mr. Welles will broadcast a Monday evening pre-conference series on the Blue, 10:30-11 p.m., April 2, 9, 16 and 23, and during the conference will discuss the events of the session and their significance in a series of 15-minute programs, time for which has not been set.

Mr. Welles will work closely with Blue executives, both in the planning and presentation of his programs, the announcement stated. The pre-conference series, it said, "designed to present a clear-cut and authoritative analysis of the issues and problems facing the United Nations at the San Francisco conference, will serve Mr. Welles as the central figure in the presentation of varied views by some of America's leading statesmen, historians and experts in the field of foreign affairs." Mr. Welles has broadcast a weekly series of news analyses on Mutual, Oct. 144 to Jan. 1946, sponsored by Waltham Watch Co.

Although stations last week still were formulating plans for covering the historical conference, with Baltimore already has announced that Ian Ross MacFarlane, its top commentator and veteran war correspondent, will cut daily transcriptions, to be sent air express or airmail to WTH for broadcast on his regularly scheduled newscasts as well as special programs. Mr. MacFarlane also will cover for WWDC Washington.

When Mr. MacFarlane returns to Baltimore he will lecture at a local theatre, WTH to issue tickets without charge to listeners who write in. The time and theatre are indefinite, dependent upon the length of the conference, which has been estimated at from 6-10 weeks.

S. S. Fox, president and general manager of KDYL Salt Lake City, announced that the station's news editor, John N. Page, would cover the conference.

Sessions Open

All sessions, except committee meetings, will be open to radio and the press, according to Mr. McDermott. Committee meetings will be held to iron out differences between delegates, whereas all official business will be presented at open sessions.

The four major networks plan complete coverage, including the opening session and all important meetings. Interviews with delegates also will be aired.

In addition to the American network and broadcasters, the British Broadcasting Corp. and Canadian Broadcasting Corp. will cover the conference. Following are the stations and organizations formally accredited last week:

KFPP Victoria, Kan.; KFPR Fresno, Cal.; KFPP Los Angeles; KGBR Long Beach, Cal.; KOVO Missoula, Mont.; KJBS San Francisco; KKLX Oakland, Cal.; KMA Shenandoah, Ia.; KMTA Los Angeles; KYMR Denver; KPMG Bakersfield, Calif.; KRDJ Laxo, Calif.; KRCD El Paso, Tex.; KROW Oakland, Cal.; KMBT Des Moines; KBSE San Francisco; KSD St. Louis; KSPD San Francisco; KSWF St. Paul-Minneapolis; KTMS Santa Barbara, Cal.; KROQ Simi, Calif.; KJRK Kansas City, Mo.; KSBW Monterey, Calif.; KSBW Waltham; KTOX Salt Lake City; KUDY Denver; KXRX Yakima; WZSS Washington; KWMK Kokomo, Ind.; WLYC Cleveland; WLBW Chicago; WOW Omaha; KIRO Seattle; American Broadcasting Co. (Blue), NBC, CBC, CBS, Mutual, National Armed Forces Network, Los Angeles; Transradio Press.

CBS to Use Full Facilities to Explain West Coast Meet to American People

BY PAUL W. KESTEN
Executive Vice-President, CBS

THE BIGGEST single news development since D-Day is the meeting of the United Nations in conference at San Francisco starting on April 25th. Here the draftsmen of peace will develop the first blueprints for a peaceful world.

To give America a better understanding of the objectives of the conference and the fullest news of its progress is the immediate task of radio. Those objectives can be realized only if the whole American people are informed honestly and impartially about them and if, in the light of full knowledge, they decide to support them. There is no more efficient instrumentality for reaching the American people than radio.

CBS will bring listeners of all political persuasion and all economic levels the hour-by-hour de-

dvelopments of the United Nations Conference. Every vehicle known to the other means of broadcasting will be utilized in reporting, explaining and analyzing the great drama which is being staged on our West Coast.

Every Means Used

Columbia Broadcasting System, through the medium of its news, discussion, talks, drama, special events and educational programs, is planning to bring to the thirty million American homes the outstanding developments of the conference. No effort will be spared to present to every facet of the listening audience an understanding of the purposes and potential effects of this important international meeting.

CBS World News, under the direction of Paul White, will take to the air in San Francisco by veteran correspondents, reporters and analysts. All of these men are veterans of the CBS worldwide gathering organizations. They have served in the capitals of the world before and since the outbreak of the war and on all of its battlefronts. They bring to radio reporting the immediate and permanent service through intimate contact with foreign affairs. But more important, they understand the little peoples of the world—their hopes and aspirations and desire for peace and security. They know how to give America its news. It is hoped that the State Department and the conference will permit these men to utilize their recognized talents to the full, and that the conference will be a model of free and unabridged news and radio coverage that will inspire future emulation throughout the world.

Clariﬁcation Talks

Lyman Bryson, CBS Director of Education, has planned discussions of the outstanding problems facing the conference by its leading delegates. They will be heard in a series of talks aimed primarily at clarification of the issues at stake.

Norman Corwin has been assigned the task of presenting a full hour dramatized documentary program entitled "Memo to the Future."

School of the Air and Columbia's farm program, under Chuck Worchester, will present speakers on other phases of the conference to reach other segments of Columbia's nationwide audience. Special programs will be presented as the conference develops and, from its opening to closing sessions, the United Nations will receive special attention from Columbia's entire staff.
Full Reporting of Security Session Will Be Provided by Large NBC Staff

By FRANK E. MULLEN
Vice-President, General Manager, NBC

THE UNITED Nations security conference opening in San Francisco April 25 holds the promise of being a major step toward ending world conflict at last. So, in the public service and interest NBC has made plans to report fully the important developments of the lengthy international meeting.

A seasoned staff of newsmen and commentators, selected with an emphasis on experience and ability rather than number, assures NBC's affiliates an adequate account of events from the opening of the sessions until announcements of decisions reached are made. However, the amount of air time devoted to the conference will be based solely on the news merit of public information made available.

NBC probably will originate many sustaining programs to report special developments at the conference but the regular commentators of newsmen and analysts assigned, heard throughout the broadcast day, will be the backbone of the NBC coverage.

NBC's staff will be under the supervision of William F. Brooks, director of news and special events. Under his direction the broadcast report of the conference will be kept in proper proportion to the current war news. We know that spot news of the war may often transcend in importance the running story of the conference so we feel the necessity of not letting news of the sessions make us lose our perspective.

During the lengthy conference it may sometimes be necessary to cancel other programs to give results of meetings and decisions of the delegates. This will be done when we feel that the news story has enough appeal and actual importance.

NBC's broadcast report of the international convention will follow its policy of keeping the public accurately informed within the bounds of objectivity and military security.

Mutual to Provide Extensive Facilities To Cover Conference of United Nations

By EDGAR KOBAK
President, MBS

THE COMING conference of the United Nations at San Francisco in April may well prove to be one of the most decisive gatherings in recent history. What comes out of that conference could very well affect the peace for decades to come.

What the delegates say and do in San Francisco will be of the utmost importance: It will be just as important that the deliberations and decisions shall be made known to all the world so that people everywhere will have a chance of knowing the things that are being done affecting their own future.

If a policy of "free and open discussion" is not followed at the conference, radio, together with the other communications media, will be greatly handicapped and the result, I am sure, will be public misunderstanding of the problems of the peace.

News and Comments

Intelligent coverage of the San Francisco conference by radio will require careful and accurate news coverage supplemented by competent interpretation from skilled commentators supplemented by broadcasts both of the proceedings of the conference and the news of the delegates. The Blue Network will make every attempt to provide this type of coverage. Such well-informed commentators as Raymond Swing, Vincent Sheean, Baurkage, Edward Tomlinson, William Hillman, Ray Henle and David Wills will be at the scene. Regularly sponsored shows, carried on the Blue Network, will originate in San Francisco whenever appropriate.

In connection with the coverage of this conference, I should like to repeat a statement of news policy made to our affiliated stations last week: "The Blue Network, as its sole editorial prerogative, reserves the right to keep the public accurately informed on as many sides of as many issues as possible."
Wheeler Hints at Government Control

Suggests Radio Should Be Common Carrier at Merger Hearing

BY BILL BAILEY

HINTS that Congress may be thinking of radio as a common carrier subject to regulation and control, were dropped last week by Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, at subcommittee hearings on the proposed merger of international communications.

During testimony of FCC Chairman Paul A. Porter, who advocated a "unified" international telecommunications system, Sen. Wheeler remarked that broadcasting "probably should be a common carrier." Mr. Porter had testified that the FCC could require that Western Union establish service in areas not served.

Not Common Carrier

Sen. Wheeler interjected that radio would not go into "unprofitable" areas. "Radio is not a common carrier under the statute," said Mr. Porter and Sen. Wheeler replied it "probably should be".

Again on Thursday Sen. Wheeler, who testified last year to ban commercial sponsorship of news on the air, made his feelings known in debate over the same subject of serving unprofitable areas.

"It seems to me a company ought to serve the public generally and take the less profitable business, too," he said. "We could, say, to radio broadcasters—Congress could say, 'you've got to serve the smaller towns'. They claim they're not common carriers. Congress has agreed to that, temporarily.'

Says merger rescissed Thursday noon, after Mr. Porter completed two days of testimony, until 10 a.m. Tuesday (March 27), when the

THE SWING was to Swing, when the British Broadcasting Corp. presented to the Blue Network commentator this handsome silver cigarette case (loaded with a popular brand) at a testimonial luncheon in Washington. Here are (1 to r): Bob Kintner, Blue vice-president; Raymond Swing; John Salt, BBC North American director, who made the presentation; Lord Halifax, British Ambassador, and Paul A. Porter, FCC general counsel. "Presented to Raymond Swing by the BBC in recognition of his unique contribution to Anglo-American understanding during the years 1935-1944 in interpreting the United States of America to the people of Great Britain," Mr. Swing was awarded a George Foster Peabody citation last week (see page 45).

White "Overcome"

SEN. WHITE (R-Me.). Minority Leader and co-author of the White-Hooper Bill to amend the Communications Act, which died in the last session of Congress, was "overcome" by FCC Chairman Paul A. Porter's continual deference to Congressional authority. During hearings last week on the proposed international communications merger, Mr. Porter referred to questions as within the province of Congress and the FCC, but only Sen. White commented: "I'm quite overcome by this new deference shown to Congressional wishes." Mr. Porter's predecessor, James Lawrence Fly, was at odds with Congress most of his stormy five years at the Commission helm.

Sen. Wheeler remarked that the corporation should be either owned outright by the Government or the Government should remain at "arm's length."

To Await Testimony

Chairman Porter offered no concrete plan, but told the Committee the Commission preferred to wait until all testimony has been submitted a recommendation based on the evidence. He said the FCC had considered public hearings, but since the Senate Committee was conducting hearings, such action would be duplication of effort.

Mr. Porter listed several reasons why international communications should be merged. Among them was scarcity of frequencies. He also told the Senators many parts of the world are without service because it is economically unfeasible. He said the FCC had a record for consolidation, and to that extent supports the Navy Department's position," said Mr. Porter. "I believe it would be unfortunate at this time if the Committee's thinking crystallized upon any particular form of organization. I have serious reservations about the structure proposed by Adm. Redman and I think the Committee should give detailed consideration to what I believe are basic principles of public administration, which are involved."

The type of organization suggested by the Navy would, said Mr. (Continued on page 42)

Adam Hat on 30

ABOUT 30 stations throughout the nation are now carrying the quarter-hour Adam Hat Stores mystery thriller, The Strange Dr. Weird, under sponsorship of local dealers, according to the agency. Buchanan & Co., New York. The show, which recently received a Hooper rating of 6.1, is available to Adam Hat dealers in transcription form, the agency said, and no charge will be made for its use.

Downeys Proposes Speech Broadcast

No Action Can Be Taken on 10-12 a.m. Session Daily

NO FORMAL action can be taken by the Joint Committee on the Organization of Congress on recommendations of Sen. Downey (D-Cal.) that a two-hour session be set aside each day for Senatorial speeches to be broadcast to the nation, according to Committee members.

Testifying before the Committee, of which Sen. La Follette (D-Wis.) is chairman and Rep. A. S. (Mike) Monrowee (D-Okl.) is vice-chairman, Sen. Downey on March 16 criticized radio commentators, suggested that the period from 10 a.m. to 11 a.m. could be set aside for speeches and debates and that the proceedings could be broadcast that the people might be given first-hand, uncolored facts.

Lauds Press

"Now I have no complaint at all to make against the press of the United States," said Sen. Downey. "I think our reporters do an exacting, precise and very comprehensive job. I do feel, however, that many of our radio commentators and columnists are much looser and inaccurate in their reports and are inclined to give exaggerated or distorted views on the Senators or on what happens in the Congress."

FRED SHAW NAMED MENSER'S ASSISTANT

FRED SHAW, program manager of WRC-owned station, has been appointed administrative assistant to C. L. Menser, NBC vice-president in charge of programs, and will take up his new duties in New York April 19.

George Y. White, formerly assistant to Carlton D. Smith, general manager, WRC, will succeed Mr. Shaw as program manager. Eugene Juster, WRC continuity editor, will become Mr. Wheeler's assistant in charge of a newly-created program service division.

In radio for 13 years, Mr. Shaw started as an announcer at WLW in Cincinnati. He joined NBC in Washington in 1933 as an announcer-producer and was subsequently named assistant to Kenneth H. Hooper, NBC's program manager of WRC and WMAL Washington. Following the separation of the two station operations, he became program manager of WRC. He is credited with originating the Mile O' Dimes campaign.

OTT. BILL COYLE, USNR, on leave as radio director of the Washington Navy Yard for Naval Aircraft Mission, was in Washington last week on a furlough following 14 months with a Pacific Naval task force as a line officer. LT. Coyle has been on active duty since World War II and recently graduated from the Naval War College and Marine Staff Command School before joining Rear Adm. Connolly's amphibian operations.

Page 16 • March 26, 1945

BROADCASTING • Broadcast Advertising
This is a PT boat

You've heard a lot about those babies. Plenty of speed and firepower. They're maneuverable and seaworthy. And they pack a terrific wallop. It can be summed up in the phrase "A small, but mighty independent unit."

We like to think of W-I-T-H in terms of the PT boat. A small but mighty independent radio unit.

Because in this five-station town... W-I-T-H, the successful independent, produces more listeners per-dollar-spent than any other Baltimore station.

We have the facts to prove that W-I-T-H packs a big wallop too. A lot of radio advertisers have looked them over... and decided that W-I-T-H belongs at the top of any budget list.

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Regional WLB Reverses WOV Finding

Denies Order Reducing Musicians’ Quota; Review Sought

REVERSING recommendations of its senior hearing officer, the Regional War Labor Board in New York last week denied the request of WOV in Chicago to reduce the quota of musicians it must hire according to its contract with Local 802 of the American Federation of Musicians, with the industry members of the board dissenting.

WOV will file an application with the NWLB in Washington asking for a review of the Regional Board’s decision, Sanford H. Cohen, attorney for the station, said. Declaring that “the WLB is permitting the musicians to fiddle while our boys burn,” Mr. Cohen termed the majority opinion “inconsistent with matters as they are.” It is “tragic,” he said “in view of the efforts of the War and Navy Departments, the manpower Commission and the War Production Board for a work-or-fight bill because of the lack of manpower, that unessential musicians should be permitted to continue to be hired while services could be used in the war effort.”

Public Members’ Opinion

Board also unanimously ordered the station to pay a 15% increase in wage provisions it employs, retroactive to April 1, 1944, in accordance with the Little Steel formula, since they have had no increases since Jan. 1, 1941. Herbert R. Northrup, senior hearing officer, following hearing of the dispute last November, had recommended that the WOV quota be reduced from 22 men to 15 musicians and that the 15% increase in wages be granted only to the five men retained by the station [Broadcasting, Jan. 22].

An opinion of the public members of the board, written by Thomas L. Norton, chairman, and Walter Gellhorn, vice-chairman, points out that since July 11, 1941, the WOV-802 contract has required the station to employ a minimum of 12 musicians, an obligation for which WOV desires to be relieved. Excluding references to James C. Petrillo, AFM president, as “irrelevant” because “the problems which the present case illustrates are not created by the Petrillo,” the opinion declares: “Bluntly stated, the issue before us is whether or not we shall destroy or diminish privileges won by a long history of collective bargaining privileges which, it may be assumed, the employer, unaided, could not now withdraw.”

Stating that the War Labor Disputes Act directs the board “to provide by order the wages and hours and all other terms and conditions (customarily included in collective bargaining agreements) governing the relations between the parties” and gives the board “no roving commission to reform or innovate,” the opinion declares that the WLB “has resisted pressures to create new.”

The opinion discusses “featherbedding” at some length, citing numerous authorities, and states: “It is not our purpose here to justify or advocate featherbedding. We do not condone waste in manpower, especially during this critical period of the nation’s history. It is important to rehabilitate, however, that devices to increase the number of employees required to complete a given volume of work have not always been unqualifiedly denounced.”

Voluntary Action

“It may well be true,” the public members declare, “that terms like the one now being discussed should be suspended or modified as a war measure. The resolve to do so must, however, be reflected in voluntary action of the affected parties or in legislation on rather than adjudication which touches only on the fringes of the problem.”

A dissenting opinion, written by two industry members, Stephen B. Mambert and Herbert M. Torrey, declares: “The industry members are convinced that the WLB has erred in ordering that the provision in question be included in the contract. It is their opinion that the interests of the parties, of labor and of industry, as well as the welfare of the country, would be best served by its elimination.”

Pointing out that the issue is “clear-cut” that WOV “was compelled” to accept the 12-man quota following a union strike and that the station “has consistently opposed the inclusion of a minimum quota provision in its contracts with the union,” the industry opinion continues: “It is willing to employ the closed shop arrangement and to provide for eight weeks’ notice of dismissal, but it opposes any requirement compelling it to pay a fixed weekly wage to musicians whom it does not need and who do no work.”

“The hearing officer who heard the testimony and had the opportunity of observing the witnesses,” the industry members state, “has found as a fact that Radio Station WOV has no need for and cannot use 12 musicians. He has stated, ‘No principle of law or economics or ethics warrants the preservation of unionism’s power to deal unfairly with employers by obsolete and uneconomic featherbedding pay-without-work rules.’”

Dissenting Opinion

Calling attention to the fact that “the activities of this union have aroused the indignation of the public and the press,” the dissenting opinion declares: “The union in question has . . . come to public notoriety by reason of its policy and its actions. It has seemed to many people to favor anything which immediately helps it, regardless of the ultimate effect of its policies on the union, on the public, on the war effort and on the country. A continuation of this policy and particularly the adoption of the position that it has the right to control manpower even during a critical period in our nation’s history will not fail to bring disastrous results to this union and necessarily will harm the cause of unionism in the entire country.”

GATHERED at the Treasury Dept. in Washington to consider plans and broadcasting policies for the Seventh War Loan in May and June were these representatives of the NAB program managers committee and the Council of Free Press: WSPD, San Francisco; WOR, Newark; WSB, Seattle; WCBS, New York; WBBM, Chicago; WOR was in Washington for a three-day meeting March 14-16 on various industry and government problems. First row (l to r): Henry W. Slavick, WMC Members; Irvin W. Abeloff, WRVA Richmond; Ray Shannon, WHAS Louisville; Lillie Tavenner, Do Argo and Lynden, WTOP Washington; E. L. Kerns, WGAR Finance Division. Second row: Homer Welch, KEX Portland, Ore.; Carl Vangardt, WOWO Pt. Wayne; W. L. Glessen, KPRO Riverside, Cal.; Bill Bryan, KOMA Oklahoma City, WHA Portland; L. W. Tabor, Kansas City; Bob Ford; Wayne Latham, WSPI Springfield, Mass.; USMC Sgt. J. A. O’Leary, WFD; Ed Lally, WBAP Pt. Worth. Third row: Robert Evans, WKEH, Florida; E. A. Williams, WLW Cincinnati; John Delehanty, Eugene Carr (on leave from WJR-WGAR-KMPC); William R. Cline (on leave from WLS), all of WFD Washington.

Apache Operation Told by Feldman

Radio Ship Now in Manila Bay Still Serves Correspondents

THE RADIO ship Apache, floating 10 kw transmitter which became the first voice accounts of the landing of American troops on Leyte and Luzon, now lies in Manila Bay, still sending out short wave bulletins to correspondents who operate from an office building in Manila, Arthur Feldman, Blue Network correspondent, reported last week on his return to New York after seven months in the Pacific.

The ship had been outfitted in Australia and arrived only the day before the convoy sailed for Leyte. It set out with only the most superficial tests. Other radio correspondents aboard were George Folster of NBC and Gordon Walker of Mutual. Messrs. Feldman and Folster were leaving the Mariana, and got permission to broadcast from Gen. MacArthur. To insure the signal getting through, the Signal Corps, which had been trained, had arranged for a triple communications route to the U.S.

The Apache stayed at Leyte until early in January, when the convoy set out for Luzon. First Apache broadcast after the landing on Luzon was on Jan. 11, but by the 15th a small transmitter had been set up in a building which worked so well the correspondents did not have to return to the ship for the broadcasts. As the Luzon invasion progressed, the correspondents followed the troops to a spot near Tarlac, about 60 miles from Manila and the same distance from the Apache, using land lines to get their broadcasts back to Dagupan and thence to the Apache.

When the American troops first entered Manila the correspondents were sent back and forth between there and the transmitter near Tarlac, he said, to get broadcasts out, but within 10 days the regular wave was operating fairly well between Manila and Dagupan. When he left Manila on Feb. 11, the Apache had moved into Manila Bay and to all practical purposes was a regular land transmitter, he said.

Mr. Feldman also revealed that a second communications ship, EP4, was sent to the islands to take over the convoy responsibilities. It carried code transmission of press copy and service messages. From Leyte these were relayed to New Guinea and thence to San Francisco or New York. When the FP4 sent its copy to Press Wireless at Tlacabon where it was relayed to Los Angeles.

Page 18 • March 26, 1945
WOR is proud to present...
...another promotion job that can be used by everyone who buys or sells radio time

* For more than a decade WOR has periodically released unbiased studies that have, either directly or indirectly, aided in the increasing acceptance of radio as an advertising and public service medium. These studies include “Hand to Mouth,” a study of the food market; “WOR Continuing Study of Radio Listening,” the most advanced form of local audience analysis being conducted for any station; “How Department Stores Use Radio to Sell”; “A Study of FM Listening,” and many others.
THE STORY we are about to tell grew out of a chance remark made by a WOR sponsor during the latter part of December, 1944. He is a nationally-known drug manufacturer, and a buyer of time on stations from Maine to Mexico.

"Look," he said, "sales are excellent and my WOR rating ranks with the best of 'em. But I'd like to know what New York's druggists think about radio anyway."

We suggested that his salesmen ought to have a pretty good idea from talking to hundreds of druggists day after day.

"Sure. They talk about it and they get no kicks, but in a market like New York where there are 3700 drug stores and drug sales are more than $120,000,000 a year, I'd like to have something a little sort of . . . well, scientific, if you know what I mean."

WOR knew what this sponsor meant all right. And WOR turned to the crack marketing research department of The Reuben H. Donnelley Corp. to get a reliable, unbiased and accurate report.

"Five hundred good personal interviews with 500 druggists in New York's five boroughs will give you a true cross-section," reported the Donnelley people.

Into the field went the Donnelley sleuths during the first two weeks in January, 1945. Eventually, came the report of their talks with all kinds of druggists in all kinds of stores in all kinds of neighborhoods:

radio is a 10 to 1 favorite with druggists!

question:

"Which type of advertising (more than any other) do you believe most effective for a well-established line of drug products?"

<table>
<thead>
<tr>
<th>ANSWERS:</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIO</td>
<td>431</td>
</tr>
<tr>
<td>NEWSPAPER</td>
<td>45</td>
</tr>
<tr>
<td>MAGAZINE</td>
<td>9</td>
</tr>
<tr>
<td>OTHER</td>
<td>3</td>
</tr>
<tr>
<td>Combinations of above,</td>
<td>10</td>
</tr>
<tr>
<td>including radio</td>
<td></td>
</tr>
<tr>
<td>Combinations of above,</td>
<td>1</td>
</tr>
<tr>
<td>not including radio</td>
<td></td>
</tr>
<tr>
<td>No preference</td>
<td>1</td>
</tr>
</tbody>
</table>

500
8 out of 10 druggists say full-length sponsored program sells best!

question:

"If such an advertiser were to go on the radio, which do you think would be more effective—

a. Several "spot" announcements (commercial messages between programs), or

b. A sponsored program 15-minutes or more in length?"

ANSWERS:

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>A SPONSORED PROGRAM</td>
<td>398</td>
</tr>
<tr>
<td>SEVERAL &quot;SPOTS&quot;</td>
<td>93</td>
</tr>
<tr>
<td>No preference</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>500</td>
</tr>
</tbody>
</table>

There was a third question, too. It differed from the others in that it was a bit on the ulterior side. It was:

Question: "If the advertiser were to use a news commentator, which of these men should he choose for best results in your store?"

(Note—The druggist was shown a list containing the names of 8 outstanding news commentators on New York stations. He was asked to check the names in order of preference.)

FOR OBVIOUS REASONS, WOR CANNOT REVEAL THE RANKINGS OF THE COMMENTATORS LISTED. But WOR can say this . . .

WOR'S GABRIEL HEATTER WAS FIRST CHOICE OF MOST DRUGGISTS AS A SELLER OF GOODS.

In fact, Gabriel Heatter outranked the second most popular commentator by 67%.
whether your product is a drug or a dishpan, we believe that WOR should rank high, if not first, in your thoughts as the fastest, most economical and effective means of bringing your message to the attention of millions of people in one of the greatest listening territories on the Eastern Seaboard.

WOR

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

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
Harris Predicts an Increased Radio, Press Coverage of War Against Japs

WIDER coverage of the war against Japan by both radio and the press is foreseen by Lt. Col. Jack W. Harris, executive officer of the Radio Branch, War Dept. Bureau of Public Relations, who returned to Washington headquarters after a two-month special communications mission in the Central and Southwest Pacific areas.

Detailed by Maj. Gen. Alexander D. Surles, Director, BPR, Col. Harris laid the foundation for increased radio activity in the Pacific theatres. During his tour, which took him over 40,000 miles by air, Col. Harris consulted with both Army and Navy officers.

‘Army Hour’ Plans

He arranged for future Army Hour (NBC Sundays, 3:30-4:30 p.m.) coverage from the Pacific, looking to the time when the European war ends and the Pacific becomes the only theatre of operations.


Col. Harris discussed future coverage with Lt. Gen. C. L. Diller, Gen. MacArthur’s public relations officer. There he worked with Lt. Col. A. A. Schechter, former NBC announcer of news and special events, in setting up the historic MacArthur broadcast when American and Filipino troops recaptured Corregidor.

Independent Correspondents

Although few independent stations have correspondents in the Pacific theatres, it is expected that several will make application for accreditation when the European war ends. Col. Harris said arrangements have been made to handle radio correspondents in the Pacific on a basis similar to the European theatres.

Former director of news and special events of WSM Nashville, Col. Harris reported that radio is a boon to thousands of men on scores of missions in the Pacific. In many places he found the men listening to radio while they worked. The Army Ex- periment Station rebroadcast news direct from San Francisco and transcripts of the top network shows, such as Jack Benny, Bob Hope, Victory Parade of Spot-

light Bands, Lux Radio Theatre and others.

The AES are operated by former radio personnel and follow closely the American pattern. For instance, the Jack Benny Show is aired Sunday nights and the others are spotted in times as nearly as possible those of the original broadcasts.

“The radio is the one thing of America that goes right with our men,” said Col. Harris. Movies are presented nightly and in virtually every instance news broadcasts direct from the States are fed through the theatre public address systems.

Col. Harris spent 200 hours in the air, traveling in a large Army transport. He visited Pearl Harbor, Kwajalein, Guam, Tarawa, Saipan, Leye, Luzon, Biak, Finch Haven, Hollandia, Australia, New Cale- donia and Guadalcanal.

Lowell Thomas Elected

LOWELL THOMAS, NBC has been elected president of the Assn. of Radio News Analysts, succeeding John W. Vandercook, NBC, elected a vice-president. Other officers elected were: Max Hill, NBC, treasurer; W. W. Chap- lin, NBC, secretary; Johannes Steed, WBN, New York, assistant secretary. H. V. Kaltenborn, NBC, was re-elected chairman of the ex- ecutive committee.

‘Charlie Chan’ a Co-Op

BLUE Network will present the Chick Vinent mystery series, Charlie Chan, as a local co-operative show Monday-Friday, 6:45-7 p.m. beginning May 14. Another mystery, Man From G-2, makes its blue debut April 12, Thursday 7:30-8 p.m.

Calls Doctor

ONE OF TWO emergency announcements broadcast over WNNC Asheville located a doctor for Announcer Norman Young. Mr. Young had been rushed to his post as pital during the morning but by early evening a local doc- tor was consulted. A radio appeal brought the doctor within 10 minutes and an emergency appendectomy was performed. Young’s condition was satisfac-

70% REFUSE ALL HARD LIQUOR ADS

FIRST RETURNS from radio stations in 47 states show more than 19% refuse time for any adver- tising of alcoholic beverages. 70% will not accept hard liquor adver- tising and one 5% accept any such advertising that is offered according to the American Business Men’s Research Foundation’s sur- vey on the subject.

Of stations replying 81% say definitely they do not regard acceptance of liquor advertisement as financially necessary while less than 5% regard such revenue as essen- tial. It can be said the founda- tion of such advertising is bene- ficial, according to the foundation.

A tendency was noted to decline acceptance of any educational ad- vertising on the effects of alcohol as “too controversial”. Many stations expressed willingness to con- sider such programs, if authentic and dispassionately presented.

MBS Adds WNEX

WNEX Macon, Ga., now under construction, will be affiliated with Mutual April 15, bringing total MBS stations to 254. Station op- erates with 250 w on 1400 kc under the management of Al Lowe, for- merly business manager of WBML Macon.

Keystone Suggests Changes for BMB

Refinements Urged Following Survey in Huntsville, Tex.

NEED for refinements in the method presently contemplated by Broadcast Measurement Bureau is indicated by results of a survey made by the coordinates System, transcription network, to test the BMB plan in the field.

Reporting on a survey made in Huntsville, Tex., where Ross Fed- eral Referee, interviewed stations covered 24.7% of the town’s radio families, with all income groups and all sections of the city represented, KBS said everyone interviewed mentioned KSAM, the local sta- tion, in answer to the question, “What are the call letters of all radio stations which you or someone in your family listens to in your home at night?” but that two other stations, one 900 miles away, received 50% or more mentions and so, under the BMB method, would include Huntsville as a primary coverage.

What They Listen To

Responding to a question inter- polated by the KBS staff at the suggestion of the local station—“What stations can you receive without interference winter or sum- mer?" 26% mentioned KSAM, with only 7½% naming another sta- tion. To another interpolated ques-
tion—“What is your reason for listening to the station you listen to most?—“Clear reception,” 46½% said “better programs,” 26% said “news.”

The question on reception, if ad- ded to the BMB questionnaire, would be of value to buyers in presenting a clearer picture of cir- culation, KBS suggested, proposing that letters be used to indicate recep- tion without interference, sta- tions with more than 75% refusing advertisement to stations with less than 75% reception. To another interpolated ques-
tion—“What is your reason for listening to the station you listen to most?—“Clear reception,” 46½% said “better programs,” 26% said “news.”

The question on reception, if added to the BMB questionnaire, would be of value to buyers in presenting a clearer picture of circulation, KBS suggested, proposing that letters be used to indicate reception without interference, stations with more than 75% refusing advertisement to stations with less than 75% reception. To another interpolated ques-
tion—“What is your reason for listening to the station you listen to most?—“Clear reception,” 46½% said “better programs,” 26% said “news.”

AAF Branch

RADIO Coordination branch of Army Air Forces Personnel Distribution Command has been established in Hollywood with the purpose of using the film industry to lure men into the service. Radio employees have been actively working on a campaign to interest the film industry in the war effort.

WESTERN ELECTRIC Co. has declared a dividend of 50 cents per share on common stock, payable March 30 on stock of record March 23.
Art Baker's Notebook, heard Monday through Friday on KFI from 4:30 to 5:00 P.M., is now in its sixth year. This popular participating feature has the highest daytime operating of any local non-news program.

Here is another example of the high quality of local programming that has long identified KFI, and another of the reasons for KFI's undisputed leadership in Los Angeles.

*Check with KFI or Edward C. Petry and Company, Inc., for rates and availabilities.

1 A well-known Salt Maker seeking distribution in Southern California wanted radio listeners to submit grocers' names in return for samples of his product. A single announcement made on Art Baker's Notebook brought him 1,722 replies.

2 Art Baker's Notebook was among top programs in the nation for giving away a canning booklet—led all others in volume, and was among the top three in "low cost per inquiry."

3 A Yogurt (cultured milk) processor, using Art Baker's program exclusively, built sales from 3,000 bottles to 49,000 bottles per month in a thirteen week period.
Quebec Provincial Radio Authorized
Would Offset and Answer Views Expressed by NBC

A QUEBEC provincial broadcasting service has been authorized with the passing of the Radio Quebec Act at Quebec March 16. Opposition motions of the provincial government stated the provincialization of radio broadcasting is the first step towards nationalization of the press and the dictatorial centralization of public expression.

Greatest opposition was towards the clauses in the bill which give the provincial government control over news gathering and broadcasting. Supporters of the bill, but not members of the government party, favored the bill because "Quebec is a sovereign state and should be granted the same rights as Ottawa," and that a Canadian Broadcasting Corp. "preached British imperialism, was dominated by the English-speaking and Protestant majority, and is broadcasting certain pro-American Communist tendencies. Those facts justify the establishment of Radio Quebec where opposite views and opinions will be allowed to be heard."

CBC Must Approve
While the bill stated that "it would become effective as soon as possible," it is expected to be some time before any expropriation proceedings will be started to take over existing station. The provisons of the bill, as the province has not yet set up a broadcasting service. Changes of licenses as expropriations must be approved by the board of governors of the Canadian Broadcasting Corp. and the Radio Branch, Dept. of Transport. While it is likely that privately owned stations will be legally expropriated, court actions will postpone this for some time. CBC-owned stations, property of the government of Canada as trustee for the Canadian Broadcasting Corp., will not likely be expropriated, nor is the bill likely to supersede the federal regulations under which the CBC stations are operated in Quebec province.

Program Contest
CASH awards of $600 for two best station programs, based on the theme 'The Progress of Radio During the War', will be given by Packard-Bell Co., Los Angeles radio set and equipment manufacturers. Approved by the NAB and open to writers and producers of all stations in California, Washington, and Oregon, the broadcast must be aired between April 15 and May 15. Entries are to be judged 50% on originality, 30% on script, and 20% on production. Programs must be 15 or 30 minutes and will be judged in local markets, under 5000 w and stations of 5000 w and over. Winner in each division will receive $300, with station also being awarded a silver plaque.

Recalling Early Days on WGY Schenectady while celebrating the 23d anniversary of the GE station (1 to r) Bernard Cruger, acting for W. J. Purcell, chief engineer; Edward A. Rice, musical director; A. O. Coggeshall, program manager; Kolin Hager, station manager; Capt. John Foulke, Town program; W. T. Meenan, news editor; C. D. Waggoner, GE news bureau.

On-the-Spot Coverage Featured
In AAF Show Starting on Blue

Maj. Frederick Brisson in Charge of Show Which Will Be Carried Over Entire Chain

AUTHORIZED as a "military operation" of the Army Air Forces, the Fighting AAF, new combat program, started on the full Blue network at 24, 1:30-2:30 p.m. (EWT). On the war's most active fronts, combat radio reporting teams formed in the theatre, will fly regular missions with the troops on the ground and fighters over enemy territory and give on-the-spot coverage of the battle action.

Maj. Frederick Brisson, just appointed by Gen. Arnold to head the new AAF office of radio production, is in charge of setting up the series. Edward Noble, chairman, and Chester LaRoche, vice-chairman of the Blue network, have agreed to carry the Fighting AAF over the entire chain. Previously, Maj. Brisson was partner in charge of radio in the Frank N. Vincent Agency, London, Paris and Hollywood.

Lafferty Producer
Capt. Perry Lafferty, former NBC script writer, and director, will produce the show for the Army, with Maj./Sgt. Warren Lewis, who will also write for the program. Hubbell Robinson, Blue vice-president, in charge of programming and Adrian Samiah, national production manager are supervising the program for the Blue.

Ten radio correspondent teams, comprised of a recording engineer, writer-producer and announcer will handle the combat portion of the show, from planes in action. Material which will be shortwaved direct or recorded and sent by courier plane to be edited to fit into the pattern of the half-hour program. Actual production will take place in Los Angeles, New York, Washington and overseas headquarters.

Fighting AAF will also feature a weekly report by high ranking AAF officers, with Gen. H. H. Arnold, Commanding General AAF, as the first speaker. Musical portion will be by the 60-piece AAF orchestra and soldier chorus under the direction of Lt. Col. Edward J. Dunster, picked up from Santa Ana.

The Radio Branch, Army Bureau of Public Relations under Col. Edward M. Kirby, former NAB publicity head, is setting up equipment and facilities on the West Coast.


Decca Sales

DECCA RECORDS, New York, has reported (EWT) that the company's Army-Navy logo which celebrates the one-year anniversary of World War II, has been seen by an estimated 100,000,000 people in this country.

BRN, which broadcasts on the DECCA station, KBV, Los Angeles, has doubled its advertising with the new logo.

Sylvania Record

ALTHOUGH only 12% of its 1944 production was available to civilians, Sylvania Electric Products, with its subsidiary, Colonial Radio Corporation, reports record sales volume of $101,527,015, an increase of 67% over Sylvania's 1943 mark. Consolidated net income, after taxes, for the year, after postwar adjustments and other contingent losses, $2,053,235, equal to $2.55 per share on the same number of outstanding shares. Current assets totalled $4,707,977, and current liabilities $3,079,410. History of the company from its start in 1934 is traced by Jack Kapp, president, in a letter to stockholders.

IT&T. to Sell Spanish Stock

INTERNATIONAL Telephone and Telegraph Corp., which controls about 80% of the common stock of the Spanish Telephone Co., has agreed to sell its interests to the Spanish Telephone Co., for approximately $2,053,235.

The sale has been agreed to by both parties, and the contract is still to be executed and must be authorized by the Spanish Cortes and a license for the sale must be obtained from the U. S. Treasury Dept.

STUDENTS NAME CORRECT SPONSOR

A GOOD percentage of the students were able to give the correct sponsor identification for the General Electric Co. news programs on 13 Intercollegiate Broadcasting System stations, according to a "college radio survey" just released by IBS. An average of 88.5% of the students gave correct answers at several stations covered by the study. G-E started last November as sole sponsor of the news periods. Survey interviewed 591 students from the two stations broadcasting six hours daily. Cornell and Harvard's Williams and Yale students placed their campus outlets ahead of local stations.

An average of one hour a day was heard by the students, while an average of 1.15 hours per day to his station, which carries the news programs broadcast six hours daily, Cornell reports an average 1.83 hours of listening and Yale an average of 1.09 hours.

An average of more than 73% has a radio in the room and an average of 94% has access to a radio, according to the survey.

General Electric Net Income Up 13% in 1944

NET INCOME of GE for 1944 was $50,800,000, an increase of 13% over 1943, the company's 53rd annual report shows. Five million dollars, $5,000,000 to $1,000,000, of outstanding dividends of 234,732 stockholders amounted to $40,300,000 of this sum. By the end of the year, GE's war surplus stood at $171,946,145.

Main reason for the firm's high volume production were the inventions and developments achieved by GE engineers and scientists, the report states, and among these the radar devices which link all branches of the armed services everywhere.
When an advertiser talks over WKY, he talks to the people who do just about three-fifths of all the retail buying in Oklahoma. He talks to an audience with a 38% bigger buying record than the audience of the state's second station. The people in WKY's morning primary service area spent $471,335,000 in retail stores in 1943; the Oklahoma people in the morning primary service area of the second station spent $238,990,000.

WKY is the kind of station which does the biggest and best possible job for an advertiser at the lowest unit cost.

It does this kind of job, first, by reaching more people than any other station in the state; secondly, by reaching the people who do the most buying; and thirdly, by holding their attention and interest more of the time than any other station.

Morning, afternoon and evening, according to the statewide survey of listening made by Dr. F. L. Whan of the University of Wichita, WKY does this kind of coverage job in Oklahoma, does this kind of selling job in the state's biggest market for food, drugs, apparel, merchandise and services of every kind.

WKY is the FIRST station in Oklahoma's FIRST market and the FIRST choice of advertisers.
Frankly frilly in the daylight hours, WSAI programs are aimed straight at the purse strings of the Lady of the House ... with success attested by Hooper reports and the ever-increasing number of program-minutes sponsored by Cincinnati department stores (835 minutes a week right now!). But woman-wise WSAI has a talent the leopard lacks ... for ...
...at 6 o'clock the distaff flavor changes... presto... into a deft mixture of music, mystery, news, views, comedy and conversation pieces for the Master of the House as well as his lady. Blue Network programming, teamed with a WSAI talent for "slanting" air-fare to the audience of the moment, makes WSAI as much a family favorite by night as it is a ladies' love by day.
Caesar's Memoirs

MEMORANDUM
TO: JAMES C. PETRILLO
RE: Ban on Royalties
FROM: Broadcasters (who told you so, too).

NOW LOOK what you've done! Senator Josiah W. Bailey (D-N. C.) has introduced a bill which would outlaw royalty payments to all unions. That's because of your ingenious plan to tax record and transcription manufacturers for your cozy little private WFA.

John L. Lewis thought it was a swell idea and went you one better. Instead of a measly $40,000,000 you estimate you will get in tribute from the recording field, Big John is out after $60,000,000 from the coal folks, at the rate of 10 cents per ton.

Now, neither of you will get anything. Congress knows that the public will pay in the end. And even Congress understands that there just isn't any unemployment among musicians or miners in these days of war shortages and the tightest manpower situation in history. They're not being taken in by the unemployment relief hoax.

You know, Jimmy, if we metaphrase history, even Caesar met his Waterloo. And even you'll admit you're really not as great as Caesar. You might as well start writing your memoirs now. And when you get to that chapter dealing with your great radio conquest, you'd better eliminate those passages dealing with the recording coup d' etat of 1944. Our guess is that it'll be expunged from the records in 1945 by Congressional mandate and the righteous indignation of an aroused public.

FM for GI's

WITHOUT going into the merits of the battle over FM's niche in the high-frequency spectrum, there's one suggestion made to the FCC that seems both apt and timely.

In the brief filed for FM Broadcasters Inc. by its counsel, Philip G. Loucks, on the FCC's proposed allocations, it is proposed that the 20 FM commercial channels which would be withheld from assignment be restricted for future assignment to members of the armed forces. The brief brings out that these men are "not now in a position to prepare and file FM applications" and some might desire to include construction and operation of FM stations in their postwar plans.

We know from the correspondence we have maintained with a sizable number of radio men now in foreign theatres (and quite a few in this country) that they are looking at that postwar era when they might be able to get into business for themselves. Most of them won't be able to fulfill their cherished ambitions. But the way should be open for them to have that opportunity. They shouldn't be penalized because they have taken up arms for their country.

Precisely why the FCC had in mind in "reserving" 50 of the commercial channels we don't know. The Commission didn't express its thought in its proposed report. There's been no new light since.

If there are to be reserved channels, certainly the veterans of World War II should get first preference, gilt-edged priorities and less rigorous prerequisites as to financial and technical qualifications.

Our Respects To

HARRY STEPHEN ACKERMAN

NINE years ago Harry Ackerman, just out of college, got a call from Sigurd Larson, now Young & Rubicam president. Mr. Larson said the agency was organizing a radio department and later there might be a place for Harry, if he was interested.

He was interested. But months went by and nothing happened. Both parties forgot the offer. But Young & Rubicam finally got together. Since last October he has been the agency's executive vice-president and program director.

What happened in the meantime is an unusual account of how a young man—he’s 32—rose to the top.

During Harry Ackerman’s last two years at Dartmouth he wrote, directed and acted in his own radio programs for the school’s station. In his senior year he managed and wrote the pageant of the Dartmouth, Winter Carnival. Raymond Knight, who was then doing the Cuckoo Hour on the air, heard about Harry and asked him to do a spot.

He wrote the five-minute script on the train from Dartmouth to New York the day after graduation. After the program Mr. Knight offered the young grad the lead in a Knight play now running at the Buck Hill Playhouse in Pennsylvania. At the end of the play’s run, Ackerman became business manager for Ray Knight, then promotion director, and finally announcer for the Cuckoo Hour, also doing some of the writing. He began doing free-lance writing spots for several other radio shows.

When the Cuckoo Hour went off the air, Harry went up to the Y&R office and jogged their memory about the job offer. "Nothing open right now," they told him. But he was interested and landed a job as messenger boy at $25 a week. After a few months he wheeled a place in merchandising research, where he constantly harped on the idea of a transfer to the radio department.

He finally made it and became an assistant director on the Phil Baker and Helen Hayes programs, and was in charge of auditioning for the Fred Allen show.

His first full-time directing was for the Broadway Melody Hour starring C. J. Flippens. The agency later sent him to Detroit to do the Lone Ranger, then to Los Angeles to do five shows a week, writing, directing, and flying to San Francisco once a week as account contact for the client. To complete the week, on Saturdays and Sundays he assisted Tom Lewis on the Screen Guild shows.

Although he says he had a wonderful time with this hectic schedule, it landed him in a hospital for two months with a breakdown.

When he returned during the spring (Continued on page 52)
The next time you hear Schubert's immortal Unfinished Symphony remember it laid in oblivion on a dusty shelf for over forty years.

Then one day it was discovered and played before an audience. Immediately it was recognized as a masterpiece.

Which indicates that even genius must be heard before it can be appreciated.

This same thought applies to radio. The most compelling "commercial" spoken into a microphone would be a waste of breath if there were no listeners at the receiving end.

Your selling story, spoken into a WCBM microphone is certain to reach a profitable proportion of the Baltimore market, for listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit
of 1939, he was made director of the Al Pearce program. He married Mary Shipp. The couple returned east where he directed the Kate Smith Hour and The Aldrich Family programs.

Even bigger opportunities opened up when he went back to the Coast in the fall of 1940, when he was in charge of the Screen Guild shows. His eagerness to try new ideas, to insist on the best from every one concerned with the program, brought him kudos from film and radio industries.

"He was full of that terrific kind of courage—the kind of boldness which would have gotten him in plenty of hot water if he hadn't the red-hot force of personality to carry through his ideas," Tom Harrington, former head of radio for Y&R, says referring to his work on the Coast.

Back to Gotham

Ackerman says he was never so happy as in this assignment. But New York demanded he come back to supervise all radio shows for the agency. For the first time Harry Ackerman refused a promotion. Tom Harrington had to fly to the Coast and practically drag him to a plane for New York.

In December 1942 he was appointed head of radio production, and in January 1944 he became associate manager in charge of production and television activities. By October of '44 he was top man of a division consisting of production, talent, station relations and commercials.

Now and then, "just to keep his hand in," he writes a spot for the Kate Smith show. Another job he enjoys is a weekly radio column for a small newspaper in Nantucket.

In Manhattan and in Hollywood the same day hopes to settle down on the Pacific Coast, surrounded by cameras, an airplane or two—and of course several radios.

West Coast Crosley Office

CROSLEY Corp. has opened a new West Coast sales office in Hol- lywood's First National Building with Tracy Moore in charge, Robert E. Dunville, WLW general manager, has just announced Mr. Moore will also represent KGBR Butte and the Bar-Z network. For three years he was west coast sales manager for the Blue Network.

Heads WFIL Promotion

ROGER W. CLIFFE, president of WCL, Philadelphia, has appointed Malcolm MacPherson, former public relations director of the Ralph H. Jones Agency, Cincinnati, as promotion director. Mr. MacPherson served as chief press advisor to Governor John Bricker during the 1944 Presidential campaign. He succeeded Ted Oberfelder, now Coordinator of Audience Promotion for the Blue Network.

SEARS & AYER has been named representative for KONP Port An- geles, Wash.
KATHLEEN NORRIS, Washington chief announcer, has rejoined station program director. STATION chiefs have joined WIRY.

DOUGLAS MUSHINSO, formerly of WLW Cincinnati, has been named continuity director of KOMA Oklahoma City.

WILLIAM F. BEATTIE, known as BILL, formerly station manager of WJSW New York, has resigned from WINP Louisville to join the announcing staff of WSBF Greenville, S.C.

DELORES SWANBERG has resigned from KGO Missoula, Mont. continuity department.

FRANCES FARMER WILDER, CBS New York chief announcer, has joined WSBF Greenville, S.C.

RAT BERGMAN has joined the KSL Salt Lake City continuity staff.

WALTER ROBINSON, former production manager at WDBO Orlando, Fla., and previously with WJR Cincinnati and WJKY Detroit, has been appointed radio director of public information at eastern area headquarters of the American Red Cross. Miss David- wood was one of the first women to go overseas for ARC.

ROBERT MOORE, former program director of KANS Wichita, is now an ensign attached to the communications staff of Adm. Nimitz in Guam. He was transferred from the BCAP, has also joined CKY.

MARTIN HILBURG, formerly of CKSN Rouyn, has joined the announcing staff of CKEY Toronto, HAL KELLY, released from the BCAP, has also joined CKEY.

FRED WIETING is assistant continuity manager. He has been named former studio manager.

WALTER STONE, 53, KBUR Burlington, Iowa, has been named manager of the program service dept. Bright has been named art director. Eleanor Bal is setting up a new motion picture department at WABD. Scott Belt and Otis Freeman have been assigned as supervising engineers to WABD's two studios.

WABD Names Lowther Its Executive Producer

GEORGE LOUTHER, veteran radio writer and producer, has been appointed executive producer of WABD, DuMont television station in New York, Samuel H. Cuff, general manager has announced. Mr. Lowther will supervise all programs on WABD. He is author-producer of an original series presented by the "DuMont Players" each Sunday evening.

Other personnel changes include the appointment of Louis Sposa as manager of the program service dept. Bright has been named art director. Eleanor Bal is setting up a new motion picture department at WABD. Scott Belt and Otis Freeman have been assigned as supervising engineers to WABD's two studios.

Walter Stone

WALTER STONE, 53, KBF Burlington, Iowa, has resigned from the News Service. He has written many plays and comedies, coached student plays at Northwestern U. and for seven years wrote and directed for the John B. Rodgers Producing Company. He was well known in musical circles.

More than one million of the listeners in WMT's vast potential listening audience (3,500,000) are "City Folks." These are the same people you meet in any city—doctors, lawyers, engineers, factory workers, clerks. They contribute their share toward Iowa's $1,500,000,000 (plus) yearly income. Don't think Iowa begins and ends with farming—sell both the farmers and the city folks with WMT. WMT's 5,000 watts at 600 kw. can't miss when you're spelling your sales message at Iowa.

BROADCASTING • Broadcast Advertising

March 26, 1945 • Page 33
NEW YORKERS EARLY RISERS

WOR Survey Shows Four Out of Five Families

As of by 9 a.m. Sundays

By RAY LYON
Assistant Research Director, WOR New York.

WHAT WAS the earliest time last Sunday morning that a member of your family was up? What time did the family have breakfast?

You could jog your memory for the answer—but why bother? It's scarcely an epochal subject for small talk. Like, say, the weather.

The weather at least is ubiquitous. And you're just one family.

Multiply your family by two-and-a-half million, and you've got an opinion for Eisenhower. Two-and-a-half million is the number of families who, squeezed into New York City and its four congested adjacent counties, rub their eyes each Sunday morning, hop, squirm or fall out of bed and—by direct or detour routes—make for the breakfast table.

Aggrandized by such sheer weight of numbers, every minute matutinal move of John Smith or Joe Zilch is thus lifted out of the commonplace, endowed with prime significance as a Merchandising Fact. Enormous quantities of advertising and public service may hinge on that fact.

Significant Activities

Will the little Smiths brush their teeth this Sunday morning? How much Infeco Mouth Wash will Smith sluice around his collective tonsils? Does Mrs. Zilch brew her coffee strong or weak and does Jasper gobble for Wheaties? Does the family fight for the Sunday concert or tune in a radio program?

Always intensely interested in the living habits of their listeners, WOR New York needed to know—how and more especially when—New York gets up on Sunday. So Crosley Inc. was called in, questioned 6,705 representative families, came up with the answer.

Boiled down the answer is: On Sunday the Smiths (New York's most representative family) toss aside the first coverlet at precisely 8:05 a.m. and foregather at the breakfast board at exactly 8:46.

That's a good deal sharper than had been predicted by night-owl radio executives. They were surprised to learn, for example, that by 8:30 on Sunday morning two-thirds of all New York families are aslir and that by 8:00 two-thirds have sat down to Sunday breakfast.

Here are the Crosley figures:

<table>
<thead>
<tr>
<th>Time</th>
<th>First Breakfast</th>
<th>Second Breakfast</th>
<th>Third Breakfast</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-20 A.M.</td>
<td>50%</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>2-4 A.M.</td>
<td>30%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>4-6 A.M.</td>
<td>20%</td>
<td>20%</td>
<td>60%</td>
</tr>
<tr>
<td>6-8 A.M.</td>
<td>10%</td>
<td>10%</td>
<td>80%</td>
</tr>
<tr>
<td>8-10 A.M.</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

CUMULATIVE PERCENT

5:30 a.m. & Earlier  54  0  1.0  0.0
6:00  166  48  10.3  2.3
6:30  242  49  16.8  4.6
7:00  469  219  37.1 15.3
7:30  853  490  56.9 35.5
8:00  1,087  490 69.3 46.9
8:30  1,920  655 80.9 66.5
9:00  2,370 1,099 84.2 71.2
9:30  2,907 1,310 91.9 85.2
10:00  3,757 1,483 96.4 89.0
10:30  4,383 1,563 98.7 91.7
11:00  4,621 1,563 97.5 91.3
11:30  4,542 1,563 97.5 91.3
12:00 Noon  74  59 99.7 99.4
12:30-Midday  0  0 100.0 100.0

TOTAL.

INTERVIEW views 3,207 3,048 100.0 100.0

Medium: 8:30 a.m. 8:45 a.m.

Crosley interviewers asked,

"What was the earliest time last Sunday that a member of your family was up?" during October 1944. The second question, "What time did the family have breakfast last Sunday?" was asked of an entirely different group during November.

Both surveys were made in connection with the WOR-Crosley continuing study of radio listening in the area.

Breakfast Lag

The chart below shows breakfasts lagging behind the get-up period by about a half-hour until after 9:30 a.m. when the two curves start closing in.

Peak period for rising is between the hours of seven and nine during which time nearly three-quarters of all WOR families are up. Nearly three-quarters of all Sunday breakfasts occur between 8 and 10 o'clock.

In the light of these findings, some WOR programming policies may need revision. For example, a popular commercial carrier now occupying the half-hour from 11:30 to 12 noon and featuring the Sunday morning breakfast, might fare better much earlier—perhaps at 8 or 9 o'clock.

GAG—WRITERS PROTECTIVE ASSOCIATION

As an example of instigation, George Lewis, WBN New York public relations director, has tabbed jokes about Mrs. Franklin D. Roosevelt on the grounds that they are offending on the air, and are too often disrespectful.

"What was the earliest time last Sunday that a member of your family was up?" during October 1944. The second question, "What time did the family have breakfast last Sunday?" was asked of an entirely different group during November. Both surveys were made in connection with the WOR-Crosley continuing study of radio listening in the area.

Breakfast Lag

The chart below shows breakfasts lagging behind the get-up period by about a half-hour until after 9:30 a.m. when the two curves start closing in.

Peak period for rising is between the hours of seven and nine during which time nearly three-quarters of all WOR families are up. Nearly three-quarters of all Sunday breakfasts occur between 8 and 10 o'clock.

In the light of these findings, some WOR programming policies may need revision. For example, a popular commercial carrier now occupying the half-hour from 11:30 to 12 noon and featuring the Sunday morning breakfast, might fare better much earlier—perhaps at 8 or 9 o'clock.

GAG—WRITERS PROTECTIVE ASSOCIATION

Asan, formed at the instigation of George Lewis, WBN New York publicity director, has tabbed jokes about Mrs. Franklin D. Roosevelt on the grounds that they are offensive on the air, and are too often disrespectful.

"What was the earliest time last Sunday that a member of your family was up?" during October 1944. The second question, "What time did the family have breakfast last Sunday?" was asked of an entirely different group during November. Both surveys were made in connection with the WOR-Crosley continuing study of radio listening in the area.

Breakfast Lag

The chart below shows breakfasts lagging behind the get-up period by about a half-hour until after 9:30 a.m. when the two curves start closing in.

Peak period for rising is between the hours of seven and nine during which time nearly three-quarters of all WOR families are up. Nearly three-quarters of all Sunday breakfasts occur between 8 and 10 o'clock.

In the light of these findings, some WOR programming policies may need revision. For example, a popular commercial carrier now occupying the half-hour from 11:30 to 12 noon and featuring the Sunday morning breakfast, might fare better much earlier—perhaps at 8 or 9 o'clock.

GAG—WRITERS PROTECTIVE ASSOCIATION

Asan, formed at the instigation of George Lewis, WBN New York public relations director, has tabbed jokes about Mrs. Franklin D. Roosevelt on the grounds that they are offensive on the air, and are too often disrespectful.

"What was the earliest time last Sunday that a member of your family was up?" during October 1944. The second question, "What time did the family have breakfast last Sunday?" was asked of an entirely different group during November. Both surveys were made in connection with the WOR-Crosley continuing study of radio listening in the area.

Breakfast Lag

The chart below shows breakfasts lagging behind the get-up period by about a half-hour until after 9:30 a.m. when the two curves start closing in.

Peak period for rising is between the hours of seven and nine during which time nearly three-quarters of all WOR families are up. Nearly three-quarters of all Sunday breakfasts occur between 8 and 10 o'clock.

In the light of these findings, some WOR programming policies may need revision. For example, a popular commercial carrier now occupying the half-hour from 11:30 to 12 noon and featuring the Sunday morning breakfast, might fare better much earlier—perhaps at 8 or 9 o'clock.
Contest Completed

WITH completion on March 15 of Los Angeles Philharmonic Young Artists competition, local sponsors—Southern California Symphony Assn., KFI and Los Angeles Daily News—presented a $250 War Bond to the winner, 13-year-old pianist, wins first place, a $250 War Bond, and one of $50 War Bond prizes. Drawings were held locally for CBS News, KFI and the local stations. The winner was named Rosemary Davis.

Broadcast Advertising

Merger

GENERAL PETROLEUM Corp. of Cal., Los Angeles, in a two-week campaign to announce consolidation of that firm and Gilmore Oil Co., on March 26 began using a heavy daily schedule of spot announcements on 78 Pacific Coast stations. Agency is Smith & Drum, Los Angeles.

FESTIVAL NEWS

KROW - KROW, the CBS Radio Network station in Salt Lake City, has joined the festival campaign. The station will be heard in the Salt Lake area over the next several weeks with a series of announcements featuring Festival news and information.

SCHMIT NAMED TOP VICTOR ENGINEER

D. F. SCHMITT, formerly assistant chief engineer of RCA Victor Division, RCA, has been appointed director of engineering, succeeding Dr. J. E. Holle, recently elected president of RCA in charge of RCA Labs. George B. Beers, formerly on the engineering administrative staff, has been appointed assistant chief engineer in charge of advance development.

Active in engineering for the past 15 years, Mr. Schmitt joined RCA Radiotron Co., Harrison, N. J. in 1930, later was transferred to RCA, served as chief engineer and was named manager of the new products division in 1939 and advanced to his present post in 1943.

Sweden's only 50,000 watt station

WKBW - The only 50,000 watt station in Buffalo, N. Y., WKBW, has been in operation since 1941. The station was founded by the late Richard B. Rockefeller, who served as president of the station until his death in 1960. The station has since been owned by the Rockefeller family.

Radio Institute

THIRD ANNUAL radio institute sponsored jointly by NBC and the University of California at Los Angeles will begin July 2, with all but two of the eight courses being held at NBC's Hollywood studios. Open to selected students, radio industry personnel, with practical experience in radio as one of the requisites, the course is one of a group established by NBC in 1927 to 1930, and as assistant professor and since 1932.

Radio Institute

Radio Institute

Radio Institute

Radio Institute
Poll Gives Four WTMJ Staff Members, Two Programs High Popularity Rating

FIFTEENTH annual poll of the Milwaukee Journal placed four WTMJ Milwaukee staff members and two station-produced programs high in popularity.

The Grenadiers, 13-year-old WTMJ noon music and variety program won first in the day show classification with a third of the votes cast, Play 'Em or Pay 'Em, another local show placed fifth with Breakfast at Sardi's, The Breakfast Club and Finder's Keepers in second, third and fourth places.

Bob Heiss, chief WTMJ announcer, placed first in listener preference with Don Ameche, Harry Von Zell, Bill Goodwin, Harlow Wilcox and Donald Wilson following in that order. Two other WTMJ announcers, Paul Skinner and Gordon Thomas, placed seventh and eighth.

Wisconsin listeners placed Mr. Skinner third in the news commentator field just behind Gabriel Heatter and Walter Winchell, Robert St. John, H. V. Kaltenborn were fourth and fifth with Bob Heiss, of WTMJ sixth.

Bing Crosby was most popular male singer and Frank Sinatra second. Mr. Skinner placed third in this division. He was followed by Dick Haymes and Perry Como. Russ Winnie, of the Milwaukee station, was most popular sports announcer followed by Bill Stern and Bob Heiss of the WTMJ staff and Ted Husting, Mickey Heath, and Jack Brickhouse.

Other results showed Bing Crosby's show first in the favorite program division followed by Bob Hope, Fibber McGee and Frank Sinatra. Dinah Shore was tops among girl popular singers, Harry James the most popular dance orchestra; Truth or Consequences headed quiz programs and Lux Radio Theatre dramatic shows.

LATCHING ON to a congratulatory handshake from Ed Kohak, president of MBS, is Mrs. Myrtle Goulert, mutual traffic manager of Mutual, who recently completed her tenth year with the network. Ade Hult, newly appointed Mutual vice-president in charge of midwest operation, smiles on.

Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of ... $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for “Distinguished Service.”

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.

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

---

NBC POLICY SHORT OF PAPER'S PLAN

NBC's new advertising policy will not bar entirely interruptions of news broadcasts by commercial announcements, said the network's New York-Washington office. The new policy bars interruptions of news casts it still permits them within the first two minutes and the last three minutes of 15-minute programs and does not comply with the Post-Dispatch editorial suggestions for improvements in newscast advertising, a story in that paper declares.

"What is likely," Eiges explained, "is that the sponsors will begin the new year on a 'bulletin board,' following that with one-minute commercial announcements. Then there would be 10 minutes of uninterrupted newscasts, followed by a commercial 'spot' with possibly some final bulletins or sports and weather reports at the end."

Eiges pointed out the network limits total advertising time to two minutes and one second. The Post-Dispatch has suggested broadcasters should "quit interrupting the news with commercial plugs." It also suggested that they do away with "plug-uglies" or commercials submitted by advertisers who deal in palliatives for "bodily aches and pains, stomach acidity and gas, body odors, enlarged pores, bad breath and a thousand and one equally revolting subjects." The Post-Dispatch story denied NBC had done anything to comply with this suggestion.

Snapp Award Entries Will Close April 5

COMPETITION for the Josephine Snapp Award for the woman who has made the most outstanding contribution to advertising closes Thursday, April 5, the Women's Advertising Club of Chicago, sponsors, have announced.

Responses this year reflect the varied part women are playing in the advertising field during the war period. Four of the judges are Charles Luckman, president, Advertising Federation of America; Helen Holby, advertising club contact department Advertising Federation of America and Donald D. Davis, vice-president, Minnesota-Ontario Paper Co., Minneapolis, Minn. A fifth judge will be announced later.

Walgreen Renews

WALGREEN DRUG Co., Chicago, has renewed its spot announcement campaign in 38 markets effective April 1 for 39 weeks. Agency: Schwimmer & Bitt will alternate baseball sponsorship in Chicago with Lorillard. Alternate schedule under plan is: Walgreen to sponsor on WIND one day with Lorillard on WJJD; following day schedule is reversed. WJJD will cover White Sox, WIND, Cubs.
"ALL MY WISHES END..."

... where I hope my days will end ... at Monticello." Author of the Declaration of Independence, of the Statute of Virginia for Religious Freedom, and Father of the University of Virginia.

Thomas Jefferson had two great romances. One, his charming young wife, Martha; the other his "Little Mountain", the noble house built on a favorite hilltop where he used to sit and dream as a boy. Monticello is not only the inspiration of the purest American architecture, reflected in many other famous buildings including the State Capitol at Richmond (directly across the street from WRVA's Richmond Studios), but it is also revered as the Shrine of Democracy. The Sage of Monticello epitomized the fact that character is a blend of many qualities. In WRVA ... a blend of the modern miracle of radio with the charm and graciousness of the Old South.

50,000 WATTS ... NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK
Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
"I've changed my mind — I'm staying home to hear the Lone Ranger on WDFN Flint."

Coast Monitor Unit

KQW San Francisco and CBS have completed an elaborate overseas Pacific and Far Eastern motion and broadcast unit, first of its kind in the West. It is an improved version of CBS New York equipment consisting of dual control panels for monitoring and broadcast of overseas circuits, soundproof studio and complete recording facilities. Electrical tie-ups permit CBS to monitor and broadcast simultaneous overseas points. Designed by Ken Owen, KQW chief engineer, it was constructed under the supervision of Charles CBS western director of news and special events.

CABLE MESSAGES to Finland, discontinued since 1937, have been restored, the Commercial Cable Co., affiliate of TAT, has announced.

MAZO FURNITURE Co. and Stewart Motor Oils of Cincinnati, Ohio, have announced they will share the Monday-Thursday-3:15 p.m. local sponsorship on WOL Washington of Fulton J. H. Co., effective this week. For sponsorship of repeat broadcasts of the program "11, 686" for two weeks, these promotions will bring new business to WOL during a 24-week period to 87 quarter-hour assignments.

ACME BREWING Co. San Francisco (beer), and Youngs & Co., London, have appointed a representative in Los Angeles. During these periods, the representatives for Los Angeles include the Los Angeles Home Base station in the West.

ADVERTISEMENTS on CBS radio in New York, have been placed under the supervision of Young's Market placing department.

MAY Co., Los Angeles (department store), for the sixth consecutive year on March 19 renewed five-week cut-in program "My Time" on KFWB Hollywood. Account placed is in San Francisco, with Young's Market placing department.

NEBRASKA POWER CO. of Omaha, has appointed Allen H. R. Adams, of 117 9th St., Chicago, as advertising agency. Extensive traveling salesman is now in charge of the accounts.

KUNGSHOLM BAKING Co., Chicago (cookies), has appointed H. B. W. Watson Adv., Chicago, as advertising agency. Radio is considered.

S. HUROK, New York, the end of the month, announces the 25 legions of the Metropolitan Opera in New York for the concert in London, with the concert and great events takes place three times on WOR WBOY WABC-WABC and in Cincinnati. The program is broadcast from the Kalamazoo, Michigan, studios. A program scheduled for this week was placed by the management of the corporation.

AMERICAN HEALTHLINE Co., Newark, has appointed G. H. Brown Adv., New York, to handle advertising of all products effective May 15. Radio will be used.

JULIUS KAYSER & Co., New York, manufacturers of hosiery, lingerie and gloves, and Naugahyde Co., has added to its advertising schedule with the New York Herald-Tribune, have appointed Cecile Pressley, New York, as advertising agency. July 1.

SENSATION BLUES, New York, last week, made its radio debut, participating in the sponsorship of "For Women Only" on WNYC New York, promoting a new line of women's shoes. An announcementuly Blues, Contract for 52 weeks was placed by Moselle & Edel Adv., New York.

E. L. BRUCK Co., Memphis (floor finishes), has announced that the company will be sponsoring on WDAF Kansas City of Alumni five-weekly show, "My Hero," dramatizing experiences of a hero from the Kansas City territory. Contract for 24 weeks was placed by Charles C. Adv., Chicago.

ABT PRODUCTS, Chicago, will sponsor one-minute spot announcements, from 30-April 10 on WWB, Denver, and April 13-24 on WSB and WSB-TO, Denver. Account is placed by S. J. Abt, Co., Chicago.
Tom Olsen Appointed To New Treasury WFD Post

TOM OLSEN, owner and operator of KGY Olympia, Wash., is to join the War Finance Division of the Treasury Dept. about April 1, according to an announcement by Eugene Carr, chief of the WFD Radio Section. Mr. Olsen will have charge of a new post involving coordination and reporting of the activities of local stations in the promotion of the Seventh War Loan Drive for $14,000,000,000 of May 14-20. He will serve with Treasury as a dollar-a-year man.

Long active in the newspaper reporting and theatre advertising fields, Mr. Olsen became interested in radio through his close friend, Harry Spence, owner of KXRO Aberdeen, Wash. He purchased an interest in KGY, becoming general manager of the station in 1935. The 250 w outlet since then has gone to full-time operation with 250 w on 1240 kc as a Mutual affiliate. Mr. Olsen is president of the Washington State Assn. of Broadcasters and is secretary-treasurer of the Northwest Broadcasters Assn.

Barrerre Made Assistant Promotion Manager

CLAUDE BARRERE, formerly manager of syndicated sales of NBC Radio Recording Division, has been named assistant to Charles Vail, promotion manager of WEAF, NBC's New York outlet. Mr. Barrerre joined NBC in August 1940 as a salesman, was placed in charge of syndicated program sales in 1942 and became manager last year. His replacement has not been announced.

One of several new appointments in the recording division is that of Helen Bernard as commercial sales representative, replacing Ray D. Seufield, who left the network last January, and has now been appointed to WCP Boston. With NBC for the past six years, Miss Bernard has been named as assistant to the syndicated sales manager.

Addison C. Amor has been named sales manager for NBC's Thaurus, and Daniel Denny Jr., has joined syndicated programs in a similar capacity. A graduate of Duke U., Mr. Denny has just discharged from the Army Air Corps, as a captain in special services. Mr. Amor has produced such programs as Lower Basin Street, and Boston Symph ony, Blue, and is a songwriter, with two compositions on the Thaurus list.

Shift to New York

DEAL has been completed whereby weekly Eight-Track program on Blue stations will shift from Hollywood to New York for four weeks, with stations originating from Paramount Theatre starting June 6. Besides the Andrew Sisters, personal appearance will include George (Gables) Hayes, Dewey (Pigmeat) Markham and Marvin Miller, announcer. Deal was consummated at price of $30,000. Nash-Kelvinator Corp. sponsors the program.
KENYON & ECKHARDT, New York, last Thursday formally opened to the press a test kitchen set up in an old town house at 111 E. 78th St. Agency has taken over the entire ground floor of the building for a kitchen and furnished apartment complete with reception room, powder room and dinette for entertaining the press. Kitchen will be used for displaying and experimenting with household appliances as well as for recipe features. - D. S. Lockwood.

CHARLES TODD LEE, for four years with the Coordinator of Inter-American Affairs, has joined the international division of Young & Rubicam, New York, as contact man. He was assistant to DON FRANCISCO, former CIAA radio chief, serving in both Washington and South America. Previously he was with the International Telephone & Telegraph Corp. in Brazil and Cuba, and in market research and sales work with Cushman's Sons, New York.

DOUGLAS J. MURPHY, former supervisor of advertising for Metropolitan Life Insurance, has joined Wartick & Legler, New York, as account executive, assigned to Equitable Life Assurance Society of U. S. Company starts "This Is Your FBI" on the Blue April 6. PAUL FIELD, former feature writer of the Associated Press and at one time writer of commercial and printed copy at Lord & Thomas, has joined the radio copy staff of Compton Adv., New York.

DAVID C. GIBSON, former vice-president and advertising director of Maryland Casualty Co., has joined J. M. Mathes Inc., New York, as account executive.

EDWARD FOLA has joined Doherty, Clifford & Shenfield, New York, as program director assigned to Bristol-Myers "Allan Young Show" on the Blue. Mr. Fola for eight years was a writer with the BBC London and served on the production staff of J. Walter Thompson Co. and Lord & Thomas here in that city. He joined NBC's production staff when he returned to the country in 1940. Recently he has been freelancing.

KEN WEBB, BBDO producer, has been transferred from New York to Hollywood where he is supervising duPont "Cavalcade of America" on NBC and Creta Bianca "This Is My Best" on CBS.

DWANE STEWART, formerly on the sales staff of World Broadcasting System and as one time head of the music section of shortwave at NBC's international division, has joined the publicity staff of Doherty, Clifford & Shenfield, New York. He was released from the Army as sergeant.

EDWARD B. BEDFORD, with Geyer, Cornell & Newell, New York, since June 1944, has returned to Oneida Ltd., Oneida, N. Y., as coordinator of advertising and market research.

C. MERRITT TROTTL, account executive of Courtauld & F. Pearson (Washington), has been appointed manager of the Baltimore office of the agency. He is succeeded in Washington by FERGUSON, K. ENTERPRISES, formerly of the Washington Post advertising staff.

COAST WESTERN ADV., AGENCY, Los Angeles, has moved to 227 Lafayette Place.

H. B. FINNELL, formerly of Bayard & Eccleston Adv., Los Angeles, has joined Lockwood-Shackelford Adv., as account executive.

HOWARD T. WORDEN, manager of the film division of Foote, Cone & Belding, New York, has been elected a vice-president. Motion picture accounts coming under his supervision include RKO Radio Pictures, RKO theatres in the New York metropolitan area, Vanguard Films, Walt Disney Productions and Pathe News.

ROBERT KAHN, owner of Robert Kahn & Assoc., is the father of a girl.

CURRY W. STOUP, former advertising manager for Harry Ferguson Inc., Detroit, a subsidiary of Ford Motor Co., has joined Foote, Cone & Belding, Chicago, as contact man on the Prudigare account.

GORDON CATES, vice-president and radio director of Young & Rubicam, New York, and JEAN CRUMP, Y&R commercial writer, were married March 17.

D. WINKLER has been transferred from the Vancouver headquarters of Stewart-Lovick to the recently opened Toronto office of the agency.

BECAUSE of difference in opinions, Mann Holiner, producer, and Rudy Vallee, star of the weekly NBC Rudy Vallee show, have amiably agreed to sever association. Vallee has taken over production of the program, sponsored by Procter & Gamble Co. (Drene).

Underwood Resigns

CECIL P. UNDERWOOD, Hollywood vice-president and manager of Needham, Louis & Brady and for eight years producer of NBC Fibber McGee & Molly Show, has resigned effective June 1 to establish his own firm for packaging programs and independent production. Plans call for a Hollywood headquarters with a New York office. He will continue present agency duties until successor to dual post of network producer and Hollywood manager has been appointed.

Underwood is director of NBC's Great Gildersleeve. Frank Pittman will continue as producer of that series.

ROBERT MAGIDOFF, NBC Moscow correspondent, has arrived in Bucharest, Romania, to cover political developments. NBC reported last week, Daniel DeLuce, AP correspondent, will cover Soviet capital for NBC during Mr. Magidoff's absence.

Whether it's JUGGLING or RADIO

You have to KNOW HOW for smooth performance...

Our years of experience in covering and dominating "The Magic Circle" offers BIG RESULTS at SMALL COST. We'll gladly give you more details on this station . . . serving the South's Number One Market.

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

MAGIC CIRCLE
OF 50 MILES

THE PRESTIGE STATION
OF THE CAROLINAS

BROADCASTING • Broadcast Advertising

March 26, 1945 • Page 41
Porter, tend to divide Government regulatory authority "and thus create confusion." The relationship of a regulatory agency to a private monopoly "should be one of arm's length and the limited participation of Government directors in the affairs of the company would destroy that relationship," he said.

Further the public might "tend to be misled in the purchase of securities of the new carrier because of this limited Government participation on its board of directors."

When the hearings opened Monday, Secretary Forrestal, the first witness, advocated merger of all international communications facilities as "essential to the protection of the national interest." He said the consolidation must be mandatory. It must be total, embracing all commercial international communication facilities by cable and radio, "including radiotelegraph and radiotelephone).

He suggested a new privately-owned corporate body be established on a national basis, "representing the national interest in international communication negotiations," this group to have no Government participation "but with full Government support and guidance." He would exclude any alien or alien interest from participating in ownership or management.

Safeguard Labor

The new corporation should not hold any domestic communication facilities, said Secretary Forrestal; neither should it manufacture equipment, "except to the extent that it may manufacture equipment incidentally in support of its own operations." It shouldn't participate in business or activity in any foreign country, other than that immediately incidental to its operation of the foreign end of any circuit.

Preliminary must be made, he continued, to safeguard the interests of labor, by protecting the rights of all employees affected by any reorganization incident to the consolidation.

"The time for action is now," he said, "that we may be assured of a firm legislative foundation for a united communications policy in those international negotiations which must attend and follow the end of the war."

Adm. Redman, who followed the Secretary, detailed the Navy's plan for consolidation of international communications. He denied that the plan would put the Government in the communications business, but emphasized it provided for the efficient operation of such facilities. Although the "total, consistent emphasis is upon private ownership, private management, and absence of any Governmental participation in its daily operations."

Adm. Redman suggested a board of directors of 20, of whom five should be the Secretary of the Navy, State, Navy and Commerce and the Postmaster General. The corporation would be "privately capitalized by stock subscriptions."

Complete Statement

Returning to the stand Tuesday he completed a 94-page prepared statement, introduced showing the radio spectrum and the portion involving international communications. Sen. Wheeler vigorously opposed including press services in the merger, declaring: "I can't see how any of the arguments you advance would apply to radio press service. That would mean censorship. I think that would be one of the worst possible things that could happen to this country. If I were running a newspaper I certainly wouldn't want somebody at the State Department to tell me I couldn't send it."

Adm. Redman contended that the monopoly would bring more efficiency to international communications. Sen. Wheeler retorted: "The larger the monopolies get, the more inefficient they get. It's the same way with Government. God knows you've got more inefficiency in Government than ever before." Sen. Wheeler asserted he couldn't find any radio people involved in the proposed merger who agree with it.

Sen. Copehart commented: "My impression is that your Government control is almost equivalent to Government ownership. Don't you feel that the present system is going along with the wishes of Government?" Adm. Redman said he didn't think so.

Stock Characters Aiding Intolerance, Says Report

WRITERS WAR BOARD, New York, in a pamphlet "How Writers Perpetuate Stereotypes," summarizes the findings of a study of the treatment accorded white, Protestant Anglo-Saxons in mass media, as against the treatment accorded other elements of the population. Radio, one of eight fields covered in the summary, ranges in its handling of colored and other racial and religious groups from "insoucious to sympathetic, despite some invidious stereotypes."

Columbia U. Bureau of Applied Social Research was commissioned to conduct the survey. Findings which may be published in full were presented last January to a group of broadcasters, advertisers and others. They show that constant repetition of racial stereotypes was fostering and perpetuating the false and mischievous generalization that Coloured is a white, Protestant Anglo-Saxon country in which all other racial stocks and religious faiths are of lesser dignity."

V-E Day Telecast

ON V-E DAY, activities in the WJZ-Blue network newsroom in New York will be filmed by RKO and pictures of the newscasters at work will be shown to the New York television audience through DuMont station WABD, it was announced Wednesday by Paul D. Mowrey, manager of Blue's television division. A special fast processing method will be used, Mowrey said, so that owners of television sets will see films of newsroom activity within two or three hours of the time of its actual occurrence.

Safeguard Labor

Adm. Redman's statement, introduced showing the radio spectrum and the portion involving international communications, was delivered Tuesday morning. Sen. Wheeler severely criticized the proposed merger, declaring: "I can't see how any of the arguments you advance would apply to radio press service. That would mean censorship. I think that would be one of the worst possible things that could happen to this country. If I were running a newspaper I certainly wouldn't want somebody at the State Department to tell me I couldn't send it."

Adm. Redman contended that the monopoly would bring more efficiency to international communications. Sen. Wheeler retorted: "The larger the monopolies get, the more inefficient they get. It's the same way with Government. God knows you've got more inefficiency in Government than ever before." Sen. Wheeler asserted he couldn't find any radio people involved in the proposed merger who agree with it.

Sen. Copehart commented: "My impression is that your Government control is almost equivalent to Government ownership. Don't you feel that the present system is going along with the wishes of Government?" Adm. Redman said he didn't think so.

Stock Characters Aiding Intolerance, Says Report

WRITERS WAR BOARD, New York, in a pamphlet "How Writers Perpetuate Stereotypes," summarizes the findings of a study of the treatment accorded white, Protestant Anglo-Saxons in mass media, as against the treatment accorded other elements of the population. Radio, one of eight fields covered in the summary, ranges in its handling of colored and other racial and religious groups from "insoucious to sympathetic, despite some invidious stereotypes."

Columbia U. Bureau of Applied Social Research was commissioned to conduct the survey. Findings which may be published in full were presented last January to a group of broadcasters, advertisers and others. They show that constant repetition of racial stereotypes was fostering and perpetuating the false and mischievous generalization that Coloured is a white, Protestant Anglo-Saxon country in which all other racial stocks and religious faiths are of lesser dignity."

V-E Day Telecast

ON V-E DAY, activities in the WJZ-Blue network newsroom in New York will be filmed by RKO and pictures of the newscasters at work will be shown to the New York television audience through DuMont station WABD, it was announced Wednesday by Paul D. Mowrey, manager of Blue's television division. A special fast processing method will be used, Mowrey said, so that owners of television sets will see films of newsroom activity within two or three hours of the time of its actual occurrence.
CBS Negotiating For Sale of WBT
North Carolina Group Among First to Approach Network
NEGOTIATIONS for acquisition of WBT by a group of North Carolinians got under way in New York last week where A. D. (Jess) Willard, WBT general manager, conferred with CBS officials. The conversations followed formal notification given the FCC last week that it would sell the 50,000 w outlet as soon as an acceptable buyer is presented, complying with the FCC regulations, which would bar network ownership of stations in other than key program originating points [BROADCASTING, March 19]. Mr. Willard was in New York Tuesday and Wednesday.

Other Offers
Presumably WBT will be sold to the highest qualified bidder. In addition to the North Carolina group, it is understood conversations have been initiated by other interests, but their identities have not been divulged. No mention of price was made by CBS. Mr. Willard, a veteran CBS employee and former manager of WJSV (now WTOP) Washington, had been approached some time ago by local citizens with a view toward purchase of the station. The transaction, however, did not crystallize.

Last year a plan whereby WBT would have been sold by CBS for approximately one-half million dollars, plus other considerations, to KFAB Broadcasting Co., Lincoln, with CBS in turn acquiring a 45% interest in the KFAB company, was dropped because of FCC opposition. The Commission previously had granted technical approval of this plan whereby KFAB moved from its 780 kc channel to 1110 kc, on which WBT operates, thereby making 780 kc a clear wave for WBFM Chicago, with which KFAB previously had synchronized. Under this proposal, CBS would have become a 45% partner in WBT as well as in KFAB. The KFAB company would have operated both stations.

Poultry Spots
FRIESE & SONS, Chicago (poultry, eggs), has extended its advertising campaign by adding a twice-weekly news program on WHO Des Moines; three-weekly ten-minute show Harmony Trail, on KGGF Coffeyville, Kan., and a series of spot announcements on WNAX Yankton. Contracts are for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

JEAN WRIGHT, Blue Hollywood senior news writer, has been appointed news features editor and currently handles cut-ins from Pacific war theatre as well as other Asiatic points.

John Randall, former writer for "Fitch Bandwagon" and freelance Chicago announcer, has joined KMOX St. Louis as newscaster and writer.

Jim Vinson, released from the Army Signal Corps, is now on the news staff of WRAP-KGKO Fort Worth, Tex. He was formerly a reporter for INS in New Orleans and for several Texas newspapers.

H. N. Cowan and E. B. Brack have joined the newssroom staff of CBL Toronto.

Evelyn Van Berum has joined the news staff of the CBC international service at Montreal.

WELCOME HOME is extended to Jack Stapp (1), program director of WSM Nashville who has been a year in London as director of special events for the OWI Overseas Branch, by WSM General Manager Harry Stone. Mr. Stapp flew from New York to Nashville for a short visit with his family while awaiting reassignment abroad.

Estey to Mc Cord
F. Clifford Estey, former vice-president of Burton Browne Adv., Chicago, has joined Mc Cord Co., Minneapolis, as general manager in charge of Chicago activities.
MORNING?

REPRESENTING

IN

44
&
LEADING RADIO STATIONS
COMPANIES:

IN
THE
MAN
exclusive
to which McCann
tails
briefly
in
Edward
president
networks.
executives of
at
radio research
MARION
W.
with dinner at
of news
lister,
western
Boston
SET FOR APRIL 9
Agency's
be
of
the Armed Forces Radio
Stanton program analyzer,
made
through
research, including the
rights are
the research, including the
Paul White
St.
annual spring
181
confer-
ment.

Agency's Luncheons
MARION HARPER JR., research
director of McCann-Erickson, re-
ported on some of the results of
radio research at a series of lun-
cheon meetings given by the agency
at the Stork Club, New York, for
executives of the four nationwide
networks. Lloyd O. Coulter, vice-
president in charge of radio, and
Edward D. Madden, vice-president
in charge of new business, spoke
briefly at the meetings. Full de-
tails of the research, including the
results of extensive use of the
La-
zasfeld-Stanton program analyzer
to which McCann-Erickson has ex-
clusive rights are expected to be
published in the near future.

FIRST LEG of his journey to the
Philippines was over when this pic-
ture of Carl E. George, assistant
manager of WGAN Cleveland was
taken in San Francisco. Mr. George
will serve as special correspondent
for WGAR to get interviews and
stories of Cleveland and Northern
Ohio servicemen. He is WGAR's
second war correspondent, Program
Director Dave Bayler having been
sent to the ETO last summer. De-
corative background smile compli-
ments of United Air Lines.

Mueller to Pacific
MERRILL MUELLER, NBC for-
eign correspondent who has cover-
ed every front of the European
war except the Russian, is on his way
to the Philippines to act as field
director of Pacific Operations
for NBC, William F. Brooks, di-
rector of news and special events,
announced last week. He will re-
ceive George Thomas Folster, who
has covered the war in the South
Pacific almost since Pearl Harbor
and is returning to the United
States for rest and reassignment.
Mr. Mueller came home two months
ago from SHAEB in Paris.

Code Revisions Drafted
NAB Code Committee, with all
members present except Edgar Bill,
WMBD Peoria, met Wednesday
and Thursday in New York in executive
session to review the code provi-
sions with a view of preparing rec-
ommendations to be submitted to
the NAB board, whose liaison com-
mittee also attended the two-day
meeting, at the board's next meet-
ing in May in Omaha. Code Com-
mittee accepted the resignation of
Felix Hinkle, who is severing his
connection with WHBC Canton,
where he has been general manager.

WJZ Moves
WJZ, the Blue's New York outlet,
last Thursday moved from the 2nd
door of the RCA building to new
and larger quarters on the 14th
door. The space vacated on the sec-
ond floor has been retained by the
Blue for several departments, to
be moved sometime next month.
In addition to space on the mezz-
nine, acquired a month ago, the
Blue has space on the 2nd, 3rd,
14th and 30th floors and recently
moved four departments to new
quarters in the Aeolian Bldg.

Conti Expands
CONTI PRODUCTS Corp., New
York, which has planned to expand
Treasure Hour of Song on MBS to
a larger network, as soon as mer-
chandising conditions and adver-
tsizing budget would allow, on April
5 will add 81 MBS stations, making
a total of 113 stations Sun. 9:30-
10 p.m. Agency is Birmingham.
Castelman and Pierce, New York.

Hooker Glass News
HOOKER GLASS & PAINT Co.,
Chicago, began sponsorship March
12 of a participating show Marshall
Dane on WOC Davenport and con-
tacted spot announcements on
WZKO Mankato and WJEF
Grand Rapids for 13 weeks. Agency
is Goodkind, Joice & Morgan, Chi-
ago.

Hartz Sponsors
HARTZ MOUNTAIN PRODUCTS,
New York City, will start sponsor-
ship March 25 of the Canary Pet
Show, quarter-hour transcribed
program for seven weeks through
George H. Hartman Co., Chicago,
on WOR WJW KRNT WDGY
KPEL and Don Lee Network.

Block Drug Places
BLOCK DRUG Co., Jersey City,
which has made only limited use of
radio for Polident, on April 1 starts a campaign on WIBW WWL
WBAL KSTP KTHS WOAI, using
three-weeks' sales and musical
programs. Agency is Cecil & Pres-
brey, New York.

WIBX Transfer Asked
TRANSFER of control of WIBX
Utica, N. Y. from Scott Howe
Bowen, deceased, to his estate with
Margaret P. Bowen as executrix
is sought in an application filed
with the FCC last week. Transfer
involves 51% interest.

WJLD to MBS
WJLD Bessemer, Ala., on April 22
becomes a full-time Mutual affiliate,
making a total of 255 MBS stations.
George Johnston Jr. owns and oper-
ates the station with 250 w. on
1400 kc.

WILLIAM F. LAWBS has resigned from
the staff of RCA tube and equipment
department, where he has handled dis-
tributor contacts since 1942, to become
sales manager of Thrurow Radio Di-
tribution, Tampa, Fla.

WBNZ DAILY PROGRAMS IN
Italian Polish
English
German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
American Leading
Foreign Language Station

Page 44 • March 26, 1945

BROADCASTING • Broadcast Advertising
Other Fellow's Viewpoint

EDITOR, Broadcasting:

In relation to the St. Louis Post-Dispatch campaign against middle commercials in news broadcasts, you have so far not published any comments by that forgotten man, the advertiser.

You said, editorially, in your March 5 issue, “Let’s not go overboard.” This is timely advice to broadcasters, I think. I can recall the days when newspapers were riding high, and when many of us who dealt with them felt that their publishers too often lived in a vacuum. In the Great Depression, for example, when advertisers were pointing out that everything was being deflated except newspaper advertising rate structures, many publishers were inclined to ignore the advertisers’ problems, and to reply in a high moral tone that, in effect, the newspapers were trustees and bulwarks of the American way, etc., etc., and, by implication, should not be expected to concern themselves with anything so mundane as money.

Broadcasters Also Guilty?

Is a similar attitude beginning to infect broadcasters, now that they are drenched in prosperity? If so, they might well reflect that the days of these carefree 20c advertising dollars will not last forever. Moreover, the time will come again when newspaper advertising space will no longer be tightly rationed, and advertisers will again have a full and free choice of media to consider on their respective merits.

I might add here that newspapers had a hard fight to regain the business lost during the depression due in part to their unsympathetic attitude toward advertisers, and in fighting to re-establish their position they found it necessary for a number of years to go to the other extreme and to deliver sizable circulation bonuses to attract business (the foregoing relates to local advertising not network).

At this point, one pause to wonder why only news broadcasts are involved in the present dither. Is not an objectionable commercial objectionable no matter with what type of program it is broadcast? Does not the same thing apply to an objectionable sponsor? And where is any proof based on objective fact, that a middle commercial in a news broadcast is objectionable to the public even though it does not disrupt continuity in an annoying way, or is not improperly juxtaposed to important news? Mr. Paul White, at least, thinks that there is no such public objection, as he outlined, in a letter which the Post-Dispatch published Jan. 27.

We also have heard nothing from WWJ nor from KSD about a reduction in rates (a 40% reduction would be about right) to compensate the advertiser for his lost middle commercial. Perhaps we should not bring this up until radio’s easy money days are past. Still, all of us know, even if we sometimes forget it, that advertisers pay the freight only so long as it pays them to pay it.

J. Brent Wells
Publicity Director
Melville Shoe Corp.

WPVA HOPES TO GO ON AIR APRIL 1

AUTHORITY from the WPB to install equipment and adapt the building purchased at 112 Tabb Street has been granted the South-

Mr. Peterson | Mr. Weiland

side Virginia Broadcasting Corp. which will operate WPVA Petersburg.

The station is expected to go on the air April 1 if the FCC gives its approval, according to Jonas Weiland, who is interested in the new station and owner of WFTC Kinston, N. C. Louis H. Peterson, owner of the Bowman Outdoor Advertising Co., Petersburg, is the president and manager of the new company. Station personnel is being lined up. Mr. Weiland is from New York City and opened WFTC February 28, 1937. He lives in Kinston. Mr. Peterson was formerly with the D’Arcy Adv Co. in St. Louis.

R. H. Albert Adv. Co., of Los Angeles, has bought time from 6 to 7 a.m. Sundays for Gospel Broadcasting Co. Local newspaper advertising has announced a contest to select a name for the new station.

Dorothy Thompson arrived in England and gave her first broadcast on Mutual for Trimout Clothing Co. from London last Sunday, 9:45-10 p.m. In a closed circuit broadcast to Trimout salesmen before leaving she said she planned to go to Paris and hoped to broadcast from Berlin before her return. Agency is Emil Mogul Co., New York.

Statistics are nice, we think, and serve a very useful purpose. And the decimal point, we believe, is certainly here to stay. But let’s lay the slide rule gently aside for a moment . . . to measure something which mathematics cannot.

The above note is from one of CKLW’s young friends, in thanks for the entertainment given last Christmas by our s’aff for the Protestant Children’s Home. Young Billy Schmitz’s thank-you is one of countless such expressions CKLW receives regularly. We treasure all of them, as ample reward for the many public services this radio station gladly performs as a daily routine.

CKLW thinks not only of building shows and selling radio time . . . but knows that there are other important qualities a station must possess to make its wave-length attractive to a majority of the 2,250,000 radio homes in this area.

THAT’S WHY, if we were an advertiser or an agent looking for a radio station to sell a product, or influence good will, we’d give plenty of thought to these qualities which have made CKLW outstandingly successful.

Union Guardian Bldg., Detroit 26
J. E. Campeau, Managing Director

Adam J. Young, Jr., Inc.
National Representative
Peabody Public Service Award
Given WTAG, duPont Winner

Adaptation of Radio to Requirements of Armed Forces Brings Citation to Col. Kirby

WINNER of the duPont award [Broadcasting, March 12], WTAG Worcester has also won the George Foster Peabody Radio Award for public service by a regional station of more than 1000 w on the merits of its community educational program on the United Nations, Worchester and the World, it was announced Tuesday. Medals will be presented to the station and other 1944 winners April 10 at a dinner in New York.

Directed by Dave Harris, Worcester and the World featured one particular Allied nation each week. Outstanding speakers were invited to represent the featured country, shop windows were devoted to displays on it and open forums were used to foster citywide interest and knowledge.

Other winners were:
- Col. Edward M. Kirby
- Raymond Swing
- WLW Cincinnati
- "Cavalcade of America" and Fred Allen (Double Award)
- The Telephone Hour
- "Human Adventure"
- "Philharmonic Young Artists Series"
- WNYO New York and Mayor La Guardia
- WULX Utica (Double Award)
- KOMU Portland, KVOS Tulsa, WPBL Syracuse, KMOX St. Louis (Special Citation)

Col. Kirby, chief of the War Dept. Radio Branch, was voted a special award "for his brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale." Col. Kirby, former NAB publicity head, went to the War Dept. in 1940 as civilian advisor to the Secretary of War on radio matters. In March 1941 he was named chief of the Radio Branch, still as a civilian and in May 1942 was commissioned a lieutenant colonel. The following year he was moved up to full colonel.

On temporary assignment to SHAPE London, Col. Kirby arranged for radio coverage of the Normandy invasion and helped set up the Armed Forces Network for broadcasts to troops in that theatre. The Army Hour, repeated winner of radio awards for the best government program on the air, was originated by Col. Kirby and is still under his supervision.

Raymond Swing, Blue newscaster, will receive the outstanding news commentary award for his "fearless and courageous" handling of the news. He was described as the "national favorite" newscaster.

WLW Cincinnati was awarded for outstanding news coverage by a station. The committee commend- ed its thoroughness in day-to-day news presentation and its "determina- tion" to do a complete and adequate job for the community.

Cavalcade of America, NBC, and Fred Allen, formerly on CBS, will be the recipients of a double award for outstanding entertainment in the field of drama—the former because of its "wide variety offered, with the best actors and its outstanding entertainment" after several years of broadcasting and the latter for comedy unexcelled over a period of 12 years". Cavalcade is sponsored by the E. I. du Pont de Nemours Co. Fred Allen was sponsored by the Texas Co.

Excellent Standard

The Telephone Hour, NBC, was voted to be outstanding entertainment in music because it "sets an excellent standard...with the greatest living artists." Special appreciation was expressed for the five broadcasts by Fritz Kreisler who made his first radio appearance on the program.

Human Adventure, Mutual, was declared the outstanding educational program during 1944. The four chief branches of man's learning—biological, social, physical sciences and the humanities—were dramatized in an "interesting and understandable" manner the committee declared. The series was con-
Philharmonic Young Artists Series, KFI Los Angeles, was considered the outstanding program for youth. The series presents talented young artists each week and seasonal winners, chosen by a group of outstanding musicians, appear with the Philharmonic Orchestra on a broadcast at the conclusion of the series.

WNYC, New York City municipally owned station, and Mayor Fiorello LaGuardia were named in a double award for public service by a local station of 1000 w or less. They shared honors with WIBX Utica for its program Cross Rhoads, a dramatization of the actual battle experiences of returned veterans, originating from the Rhoads General Hospital. Directed by Michael Carlo, WIBX production manager, all personalities appearing on the program, including the announcer, are patients at the hospital. WNYC and Mayor LaGuardia were cited for a "fearless approach to civic problems".

Four special citations were awarded to the following stations for their outstanding local programs: KGO Portland for Song of Columbia which describes the war activities and postwar possibilities in the Northwest.

KVOO Tulsa for Southwest Forum which concerns the war activities, and postwar possibilities in the Northwest.

KYW Philadelphia for its series on the War, sponsored by the United States War Department, which gives a glimpse of the war activities of the United States in World War II.

KDKA Pittsburgh for its series on the War, sponsored by the U.S. Office of War Information, which gives a glimpse of the war activities of the United States in World War II.

Preliminary stage of a study being made by Crowell-Collier Publishing Co., of the relative merits of radio and magazines as advertising media and the most effective use of each by advertisers, separately or together, were outlined by E. P. Seymour, advertising manager, Woman's Home Companion, and George Keibler, Boston representative of the magazine, at a closed dinner meeting of the Media Men's Assn. of New York last Wednesday. Results will be available when the study is completed, Mr. Seymour said, emphasizing the fact that it is not an attack on radio but an attempt to determine best use of both media.

HARVEST HOARD as painted by Jack Gibney, announcer, is presented to his boss, William Kephart, NBC central division announcing head, who is an impatient gardener and can hardly wait to start digging in the garden again.

Publishing Co. Study

Taylor How - Snowden, Chicago, radio representatives, has moved to larger quarters at 300 W. Michigan Ave. United Broadcasting Co., Chicago, has moved its recording studios and offices to 64 E. Lake St. Telephone is Franklin 6001.

James S. Keenan, former account executive with WIBC Indianapolis and WBBM Chicago, is now a salesman with the Chicago office of Joseph Hershey McGillevray Inc.

D. B. Spence, for 20 years associated with Fostoria Tire & Rubber Co., Akron and Los Angeles, has been appointed public relations manager of Hoffman Radio Corp. Los Angeles (radio set manufacturers), and currently is assigned to edit new edition of employer's handbook.

Stromberg Carlson Co., has appointed Electrical Distributors of Honolulu as Island representative of the company's "after-victory" FM and television receivers.

Leary Inc., radio manufacturer, has purchased a seven-story building in Grand Rapids, Mich., for the postwar home radio production department. To handle present increased production schedules and other postwar radio plans, Leary has leased half of the manufacturer's plant.

Bendix Aviation Corp., radio sales division, has appointed Leib Dezendorf, New York, to handle Bendix AM and FM radios and phonograph combinations in greater New York.

Irving D. Robbins and Philip W. Barber, of the Institute of Public Relations, New York, will open their public relations firm April 2 at 270 Madison Ave., New York, under name of Robbins & Barber. Telephone will be Lexington 2-1100.
Radar Experiments Are Traced To 1924 by British Physicist

'Wireless World' Article Tells of Pioneering by Scientists of Both America and Great Britain

IN A FOLLOW-UP article on Radio-location (Radar), the British publication, Wireless World, March issue, traces the development of the art in an apparent effort to record historic steps which marked its origin.

Early Experiments

Wireless World first broke the story of Radio-location in February [BROADCASTING, Feb. 19]. It then published, under the authorship of Dr. R. L. Smith-Rose, a graphic account describing the application of radio location and detecting devices in the present war, noting in published drawings the relationship of television, through use of the cathode ray tube, to the science. Dr. Smith-Rose is superintendent of the Radio Dept. of England's National Physical Laboratory and can be assumed to speak with the approval, and indeed express the policy of the British government.

In his current review, Dr. Smith-Rose notes an early experiment in the use of radio waves for exploring the ionosphere. This experiment, he writes, was conducted in England by Sir Edward Appleton and M. A. F. Barnett during 1924 and 1925.

The experiment, conducted in cooperation with the BBC, Dr. Smith-Rose reports, "was the first example of the use of frequency-modulated radio waves for determining the existence and location of a reflecting layer which had hitherto remained undetected by any direct experiment."

It was after these measurements were made, the British author continues, that G. Breit and M. A. Tuve in the United States conducted similar explorations which served to confirm British findings.

Figuring prominently in pioneer experiments which led to perfection of radio location were these British scientists, Dr. Smith-Rose relates: R. A. Watson Watt and J. F. Herd. They, he records, employed an oscillator in reflector tests which "gave a linear time base for cathode-ray oscillographic delineation of wave form."

American Contribution

Dr. Smith-Rose ascribes to J. O. Bentley, an American, earliest work in applying the principles of wave-reflection for measuring plane altitudes. The system developed by Mr. Bentley, he points out, later was improved upon by the Bell Telephone Labs.

Sub-headed, "The True Origin of Radar", one section of the Wireless World article notes, "It is interesting and important to record that in December, 1931, the British Post Office observed the effect of reflection from an aircraft in the course of some radio communication tests being conducted on a wavelength of five metres over a..."

path 12 miles long. Experience of these British scientists, Dr. Smith-Rose writes, was confirmed subsequently by Bell Telephone Labs in the United States.

"It now remained," Dr. Smith-Rose observes, "to be seen whether this principle could be applied to the development of a technique for the detection and location of aircraft at ranges and under conditions of practical utility as an aid to navigation in peacetime and as a defensive weapon in war. This important, and by no means easy, step was accomplished by a small group of British scientists working under the direction of Mr. (now Sir Robert) Watson Watt, who was at the time superintendent of the Radio Dept. of the National Physical Laboratory." (The job now held by Dr. Smith-Rose.)

First Image

Explaining that several British scientists established, on the East Coast of England, an "ionospheric" exploring station, Dr. Rose-Smith writes: "Thus it was that in the early days of 1935-36, the technique of radio-location of artificial objects was born in this country."

He continues, "...the members of that small band of scientists and technical assistants will well remember the thrill of seeing for the first time a clear image on the cathode-ray tube due to an aircraft which was so far away as to be invisible to the naked eye."

Primary Purpose

Commenting editorially on the Smith-Rose article, Wireless World's editors say: "An article published elsewhere in this issue will, it is hoped, serve something more than its primary purpose of giving a simple account of the historical development of radio-location. It should serve to emphasize the futility—or worse—of indulging in undignified wrangling over national priority in matters of scientific development and invention."

Having stated this premise, the editors conclude in their commentary: "As Dr. Smith-Rose points out in his article in this issue, practical radio-location came into being as a result of a carefully planned programme of research devised by the Radio Research Board (England) rather than as the invention of any one or more individuals."

Snow in September...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
3000 watts Day. 1000 watts Night
950 kilocycles, 1ep. by Hollingbery

St. Louis
HOTEL
MAYFAIR
DOWNTOWN ST. LOUIS
AT YOUR DOORSTEP

Page 48 · March 26, 1945
Inventors Claim
(Continued from page 18)

signal. The amplitude leveler is thus employed “to provide a signal of varying frequency indication but of substantially constant amplitude”. Conventional manual gain control circuits, automatic gain control circuits and other existing components are combined to effect the leveling process.

The inventors assert that when frequency-modulated radio-frequency carriers are applied to improve the dynamic range, frequency band needed to transmit the audio information is extremely high dynamic level is transmitted. It will correspondingly be apparent that as no passages of extremely low-dynamic level are transmitted, there is no need to provide a high deviation ratio to keep the transmitted intelligence above the noise level at all times.

“Both of these advantageous features of the present invention contribute to the narrowing of the band width necessary for FM transmission. It will also be appreciated that in such transmission the amplitude control signal may be modified by the same FM channel, as a frequency variation of a supersonic audio-frequency, or as a variation of audio frequency in a narrow band eliminated from the signal to be controlled by it.”

Improve Dynamic Range

Messrs. Allen and Meissinger claim that their invention may be applied to improve the dynamic range of the reproduction of recorders, transcriptions, wire line transmissions, radio transmissions and the like, irrespective of the type of modulation employed. They declare their invention will also permit the operator of a radio receiver to control the range of the reproduction from the transmitted signal to obtain “either a restful program of reduced dynamic range or a colorful, attention-compelling rendition.”

In addition, say the inventors, “it will be appreciated that in

79% Sign for BMB
At Atlanta Meeting

BROADCASTING Measurement Bureau accepted subscriptions from 74 broadcasters at the NAB district meeting in Atlanta, signing 79% of those present and bringing its total to 415 stations signed.

Broadcasters attending the parley were urged to lend the new measurement plan their support by Jack Williams, operator of WAYX Waycross and member of the research committee which originally devised the plan; by John M. Butler Jr., general manager, WSB Atlanta; and by Linda Nelson, chief timebuyer, Walter Thompson Co., who visited the Atlanta meeting as a representative of the AAA, co-backers of the plan with NAB and ANA.

Stations signing with BMB in Georgia: WALB Albany; WAGA, WSB, WGST Atlanta; WRDW Augusta; WGAA Cedartown; WDAK Columbus; WBLJ Dalton; WGGA Gainesville; WBML, WNEX Macon; WBGA Rome; WRLC Toccoa; WAYX Waycross; WRLD West Point, Alabama: WJLD Bessemer; WAPI, WSGN Birmingham; WALA Mobile; WCOV Montgomery.

Following stations in the area had signed before the Atlanta meeting: WBRC Birmingham and WJHO Opelika, Ala.; WMAZ Macon and WPAX Thomasville, Ga.

Mr. Allen Sgt. Meissinger

Mr. Allen and Sgt. Meissinger

phonograph and transcription recordings where two separate recordings are made of the frequency reflecting and the amplitude varying modulations, the physical support and driving of the double tone arm may be affected by the amplitude varying groove, leaving the frequency pickup free to ‘float’ in its groove for better response to the recorded modulation and to minimize wear therein.

“Again, when the amplitude control modulation is recorded as a variation in frequency, or otherwise in a manner separable from the amplitude variations due to needle scratch and the like, it will be apparent that by careful selection of the amplitude control frequency range... the amplitude control may be rendered substantially free from effect by needle scratch or the like. Thus these provisions separately and in combination contribute to prolongation of record life by such application of the present invention.”

79% Sign for BMB
At Atlanta Meeting

BROADCASTING Measurement Bureau accepted subscriptions from 74 broadcasters at the NAB district meeting in Atlanta, signing 79% of those present and bringing its total to 415 stations signed.

Broadcasters attending the parley were urged to lend the new measurement plan their support by Jack Williams, operator of WAYX Waycross and member of the research committee which originally devised the plan; by John M. Butler Jr., general manager, WSB Atlanta; and by Linda Nelson, chief timebuyer, Walter Thompson Co., who visited the Atlanta meeting as a representative of the AAA, co-backers of the plan with NAB and ANA.

Stations signing with BMB in Georgia: WALB Albany; WAGA, WSB, WGST Atlanta; WRDW Augusta; WGAA Cedartown; WDAK Columbus; WBLJ Dalton; WGGA Gainesville; WBML, WNEX Macon; WBGA Rome; WRLC Toccoa; WAYX Waycross; WRLD West Point, Alabama: WJLD Bessemer; WAPI, WSGN Birmingham; WALA Mobile; WCOV Montgomery.

Following stations in the area had signed before the Atlanta meeting: WBRC Birmingham and WJHO Opelika, Ala.; WMAZ Macon and WPAX Thomasville, Ga.

Mr. Allen Sgt. Meissinger

Mr. Allen and Sgt. Meissinger

phonograph and transcription recordings where two separate recordings are made of the frequency reflecting and the amplitude varying modulations, the physical support and driving of the double tone arm may be affected by the amplitude varying groove, leaving the frequency pickup free to ‘float’ in its groove for better response to the recorded modulation and to minimize wear therein.

“Again, when the amplitude control modulation is recorded as a variation in frequency, or otherwise in a manner separable from the amplitude variations due to needle scratch and the like, it will be apparent that by careful selection of the amplitude control frequency range... the amplitude control may be rendered substantially free from effect by needle scratch or the like. Thus these provisions separately and in combination contribute to prolongation of record life by such application of the present invention.”

79% Sign for BMB
At Atlanta Meeting

BROADCASTING Measurement Bureau accepted subscriptions from 74 broadcasters at the NAB district meeting in Atlanta, signing 79% of those present and bringing its total to 415 stations signed.

Broadcasters attending the parley were urged to lend the new measurement plan their support by Jack Williams, operator of WAYX Waycross and member of the research committee which originally devised the plan; by John M. Butler Jr., general manager, WSB Atlanta; and by Linda Nelson, chief timebuyer, Walter Thompson Co., who visited the Atlanta meeting as a representative of the AAA, co-backers of the plan with NAB and ANA.

Stations signing with BMB in Georgia: WALB Albany; WAGA, WSB, WGST Atlanta; WRDW Augusta; WGAA Cedartown; WDAK Columbus; WBLJ Dalton; WGGA Gainesville; WBML, WNEX Macon; WBGA Rome; WRLC Toccoa; WAYX Waycross; WRLD West Point, Alabama: WJLD Bessemer; WAPI, WSGN Birmingham; WALA Mobile; WCOV Montgomery.

Following stations in the area had signed before the Atlanta meeting: WBRC Birmingham and WJHO Opelika, Ala.; WMAZ Macon and WPAX Thomasville, Ga.

Mr. Allen Sgt. Meissinger

Mr. Allen and Sgt. Meissinger

phonograph and transcription recordings where two separate recordings are made of the frequency reflecting and the amplitude varying modulations, the physical support and driving of the double tone arm may be affected by the amplitude varying groove, leaving the frequency pickup free to ‘float’ in its groove for better response to the recorded modulation and to minimize wear therein.

“Again, when the amplitude control modulation is recorded as a variation in frequency, or otherwise in a manner separable from the amplitude variations due to needle scratch and the like, it will be apparent that by careful selection of the amplitude control frequency range... the amplitude control may be rendered substantially free from effect by needle scratch or the like. Thus these provisions separately and in combination contribute to prolongation of record life by such application of the present invention.”

79% Sign for BMB
At Atlanta Meeting

BROADCASTING Measurement Bureau accepted subscriptions from 74 broadcasters at the NAB district meeting in Atlanta, signing 79% of those present and bringing its total to 415 stations signed.

Broadcasters attending the parley were urged to lend the new measurement plan their support by Jack Williams, operator of WAYX Waycross and member of the research committee which originally devised the plan; by John M. Butler Jr., general manager, WSB Atlanta; and by Linda Nelson, chief timebuyer, Walter Thompson Co., who visited the Atlanta meeting as a representative of the AAA, co-backers of the plan with NAB and ANA.

Stations signing with BMB in Georgia: WALB Albany; WAGA, WSB, WGST Atlanta; WRDW Augusta; WGAA Cedartown; WDAK Columbus; WBLJ Dalton; WGGA Gainesville; WBML, WNEX Macon; WBGA Rome; WRLC Toccoa; WAYX Waycross; WRLD West Point, Alabama: WJLD Bessemer; WAPI, WSGN Birmingham; WALA Mobile; WCOV Montgomery.

Following stations in the area had signed before the Atlanta meeting: WBRC Birmingham and WJHO Opelika, Ala.; WMAZ Macon and WPAX Thomasville, Ga.

Mr. Allen Sgt. Meissinger

Mr. Allen and Sgt. Meissinger

phonograph and transcription recordings where two separate recordings are made of the frequency reflecting and the amplitude varying modulations, the physical support and driving of the double tone arm may be affected by the amplitude varying groove, leaving the frequency pickup free to ‘float’ in its groove for better response to the recorded modulation and to minimize wear therein.

“Again, when the amplitude control modulation is recorded as a variation in frequency, or otherwise in a manner separable from the amplitude variations due to needle scratch and the like, it will be apparent that by careful selection of the amplitude control frequency range... the amplitude control may be rendered substantially free from effect by needle scratch or the like. Thus these provisions separately and in combination contribute to prolongation of record life by such application of the present invention.”

79% Sign for BMB
At Atlanta Meeting

BROADCASTING Measurement Bureau accepted subscriptions from 74 broadcasters at the NAB district meeting in Atlanta, signing 79% of those present and bringing its total to 415 stations signed.

Broadcasters attending the parley were urged to lend the new measurement plan their support by Jack Williams, operator of WAYX Waycross and member of the research committee which originally devised the plan; by John M. Butler Jr., general manager, WSB Atlanta; and by Linda Nelson, chief timebuyer, Walter Thompson Co., who visited the Atlanta meeting as a representative of the AAA, co-backers of the plan with NAB and ANA.

Stations signing with BMB in Georgia: WALB Albany; WAGA, WSB, WGST Atlanta; WRDW Augusta; WGAA Cedartown; WDAK Columbus; WBLJ Dalton; WGGA Gainesville; WBML, WNEX Macon; WBGA Rome; WRLC Toccoa; WAYX Waycross; WRLD West Point, Alabama: WJLD Bessemer; WAPI, WSGN Birmingham; WALA Mobile; WCOV Montgomery.

Following stations in the area had signed before the Atlanta meeting: WBRC Birmingham and WJHO Opelika, Ala.; WMAZ Macon and WPAX Thomasville, Ga.
Radio Sells Drug Products Fastest, N.Y. Survey Shows

Newspapers Almost Out of Picture in Check Of 500 Druggists by Agency for WOR

RADIO ADVERTISING got the official nod from the men behind the drug counters when, in a recent survey, 431 out of 500 New York City druggists reported that nothing sells their merchandise faster than the air waves.

Not only did the druggists go all out in the praise of radio as an advertising medium, leaving newspapers almost out of the picture, but they named Gabriel Heatter by a vote of nearly two to one, as the "dean of the commentators" when it comes to selling drugstore products.

WOR Sponsored Survey

Conducted by the Reuben H. Donnelly Corp., the survey of druggists was sponsored by WOR New York, which carries Heatter's newscasts. Survey results showed Drug Salesman Heatter out in front with a total of 154 votes, leading his nearest competitor, Raymond Swing, by 62 votes.

The druggists gave newspaper advertising only 45 votes but had ideas about how radio advertising should be used. Spot commercials between programs drew only 93 supporters, with 70.6% in favor of sponsored radio programs of 15 minutes or longer. Seventeen druggists advised against middle commercials and also came out against commercials which are too long.

Current radio programs are satisfactory to 13 druggists, and one complained, "The only trouble with radio—the druggist has to stock a lot of stuff he never handled before." Eight of those interviewed warned advertisers to be sure of their distribution before starting a radio advertising campaign and four druggists said a higher profit margin would be necessary on radio-advertised products before they push such items.

"Make sure the product justifies your claims," druggists warned advertisers. Five claimed Kremi sells only through the efforts of News caster Heatter. "Customers ask for brands by the commentator's name" was one response. Another was, "When a product goes off the air, sales drop."

The survey covered a cross section of New York's 3,700 druggists whose annual sales volume is above $120,000. It indicated New York's druggists have been doing some serious thinking about ways and means to move products off their shelves.

Their collective conclusion: "Radio sells about 85% of the products in my store."

Egg-Nogg Campaign

M. LOUIS PRODUCTS, New York, started its nationwide spot campaign for Egg-Nogg Shampoo this week by signing 12-week contracts with four stations, WNEW New York, KOL Seattle, KFJ Los Angeles, and KFRC San Francisco. Contracts, handled by Hirshon-Garfield, New York, call for two spot announcements weekly. More stations will be added as the company can be sure of sufficient material for the plastic containers used for Egg-Nogg Shampoo.
Bailey Offers Bill
To Ban Royalties

Senate Measure Would Stop
AFM Fees on Records

DECLARING his intention of preventing "the sort of practices referred to in the newspapers as the Petrillo practices", Sen. Josiah W. Bailey (D-N. C.) has introduced a bill (S-754) to outlaw the payment of royalties by employers to labor unions or representatives of employees. The measure has been referred to the Judiciary Committee.

Sen. Bailey's bill, if enacted, would put an end to the fee system now in force between the recording and transcription industry and the American Federation of Musicians, under which royalties are paid on all musical records to the union's "employment fund". James C. Petrillo, AFM president, has estimated that the royalties will bring in $4,000,000 annually to the union.

Tax on Consumers

Recent demand of John L. Lewis, president of the United Mine Workers, for a 10c per ton royalty on all coal produced at bituminous mines prompted Sen. Bailey to offer his measure. "John Lewis saw Petrillo getting away with it," he said, "so he asis 10 cents on every ton of coal. I want to stop it now, before it becomes a general tax on consumers.

Sen. Bailey contends that the royalties are equivalent to a tax on consumers in that any increase in production costs is almost certain to be translated into higher prices. If the practice is not checked, he declares, there will be nothing to prevent a union from demanding a percentage of a merchant's sales or of a transportation company's profits.

In an editorial last Monday in the Washington Post, the Bailey measure was endorsed as "a frontal attack on a practice that is thoroughly indefensible". While declaring that more comprehensive legislation "that would not only put a stop to holdups of this type but compel every union official to render a strict public accounting of the purposes for which dues are collected" is needed, the Post feels that "the next best thing would be passage of legislation to prevent the spread of this potentially dangerous abuse that is just coming into use."

Lowell Mellett, writing in the Washington Star, thought that Sen. Bailey "is taking on a real battle, but it is not certain that he realizes what the battle is about. He does not if he thinks that what Petrillo is getting away with is something peculiar to labor." Mr. Mellett suggests that if Mr. Bailey is anxious to "attack the evil at its roots" he can obtain much valuable information from the Anti-Trust Division of the Dept. of Justice which "could show him abuses of the royal prerogative that would shock him, abuses that cost American consumers more than any royalty the miners could possibly attach to the coal we burn."

Sen. Bailey's bill provides:

It shall be unlawful for any employer to pay or deliver, or to agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are engaged in commerce or in the production of goods for commerce, or in the production of goods for commerce to demand, receive, or accept, or to agree to receive or accept, from the employer of such employees any money or other thing of value, for the use of any representative, to the other representative or to trust otherwise.

The provisions of this section shall not be applicable with respect to any money, or other thing of value payable to any employer to an employee in compensation for services as an employee of such employer, and shall not be applicable with respect to money, or other thing of value, paid by such employer to such labor organization.

Any person who willfully violates any of the provisions of this Act shall be liable for a fine of not more than $10,000 or to imprisonment for not more than six months, or both.

The district courts of the United States and the United States courts of the Territories and possessions shall have jurisdiction, for cause shown, and subject to the provisions of section 29 (relating to notice to opposite party of the Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes", approved October 15, 1914, as amended (U. S. C., 1940 edition, title 28, sec. 261), to restrain violations of this Act.
Decisions...

**ACTIONS BY COMMISSION**

**MARCH 20**


1430 kc WHEB, Portsmouth, N. H.—Denied application for CP change of WHEB from 2100 kc to 1200 kc and 1 kw to 15 kw.

1240 kc WFTC, Kinston, N. C.—Denied application for CP change of WFTC from 1240 kc to 1450 kc and 5 kw to 30 kw.


KIDT, Denton, Texas.—Denied petition for temporary consideration under FCC Rule 16-145 of application for CP to FCC for new station, without prejudice to later determination; case may be retained in pending file.

WACO, Waco, Texas.—Same.

**ACTIONS BY ADM BROAD**

**MARCH 19**

Raytheon Mfg. Co., Chicago.—Placed in pending status the application for new Philadelphia TV station.


Iowa State College, Ames.—Same.

The Crosby Corp., Dayton, Ohio.—Same.

**ACTIONS ON MOTIONS**

**MARCH 17**

1280 kc WGBF, Evansville, Ind.—On Commission's own motion, postponed hearing on re license renewal application set 3-19-45 to 4-10-45.

**Applications...**

**MARCH 19**

NEW-45.9 mc Mids-Central Broadcasting Co., Washington, D. C.—CP new FM station, 10,800 sq. mi. $80,000 estimated cost.

NEW-Channel 1 Scripps-Howard Radio Inc., Pittsburgh—CP new commercial TV station.

NEW-49.2 mc WSON, Henderson, Ky.—CP new FM station, 7,600 sq. mi. $27,430 estimated cost.

NEW-49.9 mc Scripps-Howard Radio Inc., Pittsburgh—CP new FM station, 8,400 sq. mi. $90,000 estimated cost.

NEW-49.9 mc Waco, Texas.—CP new FM station, 1,080 sq. mi. $11,480 estimated cost.

NEW-49.9 mc Milwaukee Broadcasting Co., Milwaukee.—CP new FM station, 7,600 sq. mi. $16,000 estimated cost. Amended to include names of Genevieve S. Hall, Charles F. Hall and W. Wade Boardman in partnership.

NEW-49.9 mc KOMO Seattle—CP new FM station, 15,250 sq. mi. $154,800 estimated cost.

**MARCH 20**

1230 kc WWIN Utica, N. Y.—Transfer control from Scott Howe Bowen, deceased, to Estate of Scott Howe Bowen with Margaret P. Bowen as executrix.

NEW-49.5 mc James A. Hardman, Norwood, Mass.—CP new FM station, 7,752 sq. mi. $42,800 estimated cost.

NEW-46.5 mc WPAD Paducah, Ky.—CP new FM station, 7,375 sq. mi. $44,700 estimated cost.

**MARCH 21**

Philo Radio & Television Corp., Area of Philadelphia—CP increase 15 w to 20 w, add A3 emission and change location for WZPX-AM-FM, also modify CP for new experimental TV station (WZPX0-FM) to increase 15 w to 20 w, add A3 emission and change location.

NEW-43.7 mc WHB, Columbus, Ga.—CP new FM station, 2,500 sq. mi. $60,550 estimated cost.

NEW-47.3 mc Donald W. Reynolds, Fort Smith, Ark.—CP new FM station, 30,650 sq. mi. $110,000 estimated cost.

**MARCH 22**

NEW-1340 kc Alabama Broadcasting Co., Sylacauga, Ala.—License to cover CP new station (WFBI).
ARMY COMMISSIONS PALEY AS COLONEL

WILLIAM S. PALEY, CBS president on leave, was commissioned a colonel in the Army on March 13 and assigned to the Psychological Warfare Division for duty in the Pacific, where he will serve as chief of the Public Relations Office.

Check the list below to find the war message announcements you will broadcast during the week beginning April 16. OWI transcriptions contain six announcements suitable for sponsorship and three 30-second chain breaks on each side of discs. Fill your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP SPOT</th>
<th>NET</th>
<th>AFF.</th>
<th>Ind.</th>
<th>AFF.</th>
<th>Ind.</th>
<th>LIVE TRANS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical WAC</td>
<td>--------------</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V-Mail</td>
<td>--------------</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Danger Zone</td>
<td>--------------</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop Wartime Accidents</td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Paper Salvage</td>
<td>--------------</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carbine Talk</td>
<td>--------------</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 156 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

John S. Daggett

JOHN S. (Uncle John) DAGGETT, 65, pioneer radio station manager, died March 14 at Doctor's Hospital, Los Angeles. Inactive in radio for some years, Mr. Daggett in the early 20's was a writer-producer, announcer and entertainer as well as manager of KFRA Los Angeles. He originated and broadcast a daily Children's Hour on that station using name of Uncle John, a name that became well known on the West Coast. Surviving is a son, John S. Daggett Jr., of Chicago.

Acme Changes

AFTER many years of cooperative sponsorship of both The Shadow and Nick Carter, Acme White Lead & Color Works of Detroit, effective April 22 will take over complete sponsorship of the Nick Carter show and place it on 113 Mutual stations Sundays, 5:30-6 p.m. EWT. Format is said to be strengthened and new writer is Edith Meler, who once wrote Sherlock Holmes scripts. Acme will drop participations in The Shadow. Contract for 52 weeks was placed by Henri, Hurst & McDonald, Chicago.

Acquires KCHI 10%

ACQUISITION of 10% interest by S. C. Vinsonhaler in the license partnership of KCHI Little Rock, Ark., for $12,000 from A. L. Chil and Leonore H. Chilton, was granted by the FCC last week. Mr. Vinsonhaler is general manager of KCHI and was a minor stockholder in KLRA prior to the duopoly severance of the two Little Rock stations.

Lambert on CBS

LAMBERT PHARMACAL Co., New York, resumes network advertising this week as sponsor of the Billie Burke Show on 146 CBS stations Sat., 11:30 a.m. to 12 noon.

Bradley Joins Grant

EVERETT BRADLEY, former account executive of Compton Adv., New York, has joined Grant Adv. as vice-president in charge of the Chicago office, effective March 31st. Howard Jones, former vice-president in charge of the Chicago office, has been promoted to vice-president in charge of the central staff of Grant Adv. Mr. Bradley was account executive on the Ivory Soap account at Compton. Previously he was vice-president of Pedlar & Ryan, New York. Mr. Bradley in his new capacity will handle Old Dutch Cleanser, Folger Coffee and Mars Milky Way.

Griesedieck Baseball

WIL St. Louis will broadcast home games of the Cardinals and Browns for the 1945 season under sponsorship of Griesedieck Brothers Brewery. Announcer Harry Caray and baseball veteran Gabby Street will describe both games and make regular tests. A special network comprising KFRO Columbia, Mo., KHMO Hannibal, KDRO Sedalia, KNPN Cape Girardeau, WJPF Herrin, Ill., and WKRO Cairo, Ill., will broadcast the games. Agency: Ruthrauff and Ryan.

Horn Promoted

CHARLES W. HORN, former director of research and development of NBC, has been promoted to a captnalcy in the Naval Reserve. He is an assistant to Rear Adm. Joseph R. Redman, director of the Office of Naval Communications. The promotion was pre-dated to 1942, the time Mr. Horn was selected for promotion.
Help Wanted

Operator-announcer. First class radio-telephone license. Must be capable of working night shifts. Apply WJZ, national NBC station in western city of 200,000. Good salary, references. Box 455, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive local 250 watt sta- tion. Well equipped studios. Good salary. References. Available at once. Box 456, BROADCASTING.

Translator engineer with first class li- cense and at least two years operating experience. 40 hour week; average earn- ings $44.00 to $46.00 per week depending on location. Must be able to work over SNOW-covered areas. Excellent opportunity. Box 457, BROADCASTING.

WANTED—Announcer for operation. Must be able to work both day and night stations, Utah. Box 458, BROADCASTING.

WANTED—Announcer for KONC, Iowa City, lowa. Must be able to work both day and night stations. Box 459, BROADCASTING.

WANTED—Announcer for WWVA, West Virginia. Must have experience in network work. Box 460, BROADCASTING.

WANTED—Announcer with experience in west coast operation. Must be able to work over networks. Box 461, BROADCASTING.

WANTED—Announcer for NBC network station. Must be able to work both day and night stations. Box 462, BROADCASTING.
Clear Channel
(Continued from page 18)
Spearman, counsel for the Regional Broadcasters Committee (successor to the National Assn. of Regional Broadcasting Service) developed these salient points:

The Commission plans to go ahead with the May 9 hearings, regardless of the state of preparation.

The FCC plans to inquire closely into clear channel programs.

Financial statements, heretofore filed with the Commission on a confidential basis, may be thrown open to all parties interested in the clear channel hearings.

The FCC feels the standards of clear channel broadcasting have been too lax.

Rosel H. Hyde, assistant general counsel for broadcasting, who presided, suggested that attorneys could go ahead with preparation for May 9 on Issue 6 and 9 on whether power in excess of 50 kw would unfavorably affect the economic ability of other stations to operate in the public interest; whether it is economically feasible to relocate clear channel stations to provide service to areas now without it; whether clear channel stations render a program service "particularly suited to the needs of listeners in rural areas".

Messrs. Caldwell and Spearman contended Issue 6 on relocation of clear-channel stations couldn't be determined until after three engineering committees report their findings and new standards are adopted. "If you're going to stick to present standards, there's no need of the hearings," said Mr. Spearman. "If you're going to change the standards, then we should have the benefit of the committee studies." Mr. Plotkin said the best data for Big Movie Fund

THE motion picture "Colonel Blimp" will make its bow to the U. S. March 29 supported by what is probably the largest radio advertising budget ever appropriated by Brandt's Gotham Theatre, according to Buchanan & Co., New York, agency handling radio promotion of the technicolor English film, a United Artists release. With more than $10,000 allotted for radio, the agency has contracted for two weeks of spot announcements over six New York stations, with commercials covering the period immediately before the March 29 premiere and one week thereafter. Stations handling Blimp spot announcements include WMCA WNEW WHN WIN WQXR WMAF.

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

on Issue 6 was the financial information filed by stations with the Commission. "The issue is whether the data should be made available to interested groups." That precipitated heated debate with virtually all of the lawyers insisting that the FCC obtained financial statements as confidential information and to make it available would be to breach a confidence with the industry.

On appearances, Mr. Hyde told the lawyers to "file the best you can." Mr. Spearman requested that any information the Commission has should be made available to all interested parties, to help them prepare their cases.

Nationwide interest has been manifest in the Regional Broadcasters' Committee and voluntary subscriptions have been pouring in to take care of expenses incidental to the clear-channel hearings, according to Mr. Spearman.

On the committee are Campbell Arnow, WTN Norfolk; Edgar L. Bill, WMWB Peoria; E. B. Craney, KGR Buto, Mont.; T. A. M. Craven, Cowles Broadcasting Co.; Walter J. Damm, WTMJ Milwaukee; John Sheaard 3d, Yankee Network; Hoyt B. Wooten, WREC Memphis. Members of the various committees set up March 16 [Broadcasting, March 19] and completed last week, are as follows:

COMMITTEE 1. Determination of what constitutes objectionable interference—Glenn W. Owen, FCC broadcast division, chairman; R. E. W. A., George Lang, WGN; R. E. Gardner, WJZ; M. R. Mitchell, WJS; George Reynolds, WRM; A. D. Ring, consulting engineer, NBC; William B. Lodge, CBS; Raymond Ouy, NBC; Charles F. Kocher, WXYZ; Grant A. Washall, consulting engineer, Independent, John B. Cox, WGN; G. A. Davis, G. F. Leydorf, Philip Merriman, RTBP Panel 4; Paul J. Godley, Regional Broadcasters Committee.

COMMITTEE 2. Determination of what constitutes objectionable interference—Glenn W. Owen, FCC broadcast division, chairman; R. E. W. A., George Lang, WGN; R. E. Gardner, WJZ; M. R. Mitchell, WJS; George Reynolds, WRM; A. D. Ring, consulting engineer, NBC; William B. Lodge, CBS; Raymond Ouy, NBC; Charles F. Kocher, WXYZ; Grant A. Washall, consulting engineer, Independent, John B. Cox, WGN; G. A. Davis, G. F. Leydorf, Philip Merriman, RTBP Panel 4; Paul J. Godley, Regional Broadcasters Committee.

COMMITTEE 3. Determination of what constitutes objectionable interference—Glenn W. Owen, FCC broadcast division, chairman; R. E. W. A., George Lang, WGN; R. E. Gardner, WJZ; M. R. Mitchell, WJS; George Reynolds, WRM; A. D. Ring, consulting engineer, NBC; William B. Lodge, CBS; Raymond Ouy, NBC; Charles F. Kocher, WXYZ; Grant A. Washall, consulting engineer, Independent, John B. Cox, WGN; G. A. Davis, G. F. Leydorf, Philip Merriman, RTBP Panel 4; Paul J. Godley, Regional Broadcasters Committee.

COMMITTEE 4. Determination of what constitutes objectionable interference—Glenn W. Owen, FCC broadcast division, chairman; R. E. W. A., George Lang, WGN; R. E. Gardner, WJZ; M. R. Mitchell, WJS; George Reynolds, WRM; A. D. Ring, consulting engineer, NBC; William B. Lodge, CBS; Raymond Ouy, NBC; Charles F. Kocher, WXYZ; Grant A. Washall, consulting engineer, Independent, John B. Cox, WGN; G. A. Davis, G. F. Leydorf, Philip Merriman, RTBP Panel 4; Paul J. Godley, Regional Broadcasters Committee.

LOHNER & CULVER
CONSULTING ENGINEERS

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W.
DISTRICT 4127

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W.
DISTRICT 4127

DUQUESNE BREWING
WON'T RELINQUISH FOR NETWORK CLIENT
Leonard Kapner, WCAE

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

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Nat'1 Press Bldg. Wash. 4, D. C.
Room 952 NA. 7846

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4100

March 26, 1945 • Page 55
M'DONALD DEMANDS SECRET DATA BE MADE PUBLIC

COMDR. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, Friday wired FCC Chairman Paul A. Porter, urging that unclassified testimony given by industry experts at a secret session with military officials March 12-13, be made public [BROADCASTING, March 19].

He included copy of a wire he sent to the Senate Interstate Commerce Committee, House Interstate & Foreign Commerce Committee and House Merchant Marine & Fisheries Committee, urging retention of FM in its present band and suggesting that Congress note the testimony of the secret sessions, particularly of Dr. J. H. Dellinger, Dr. H. H. Beverage and Dr. H. T. Stetson.

CBS ANNUAL REPORT STRESSES VIDEO STAND

SECRET electronic work performed by CBS television laboratories for the government since outbreak of the war has convinced the network that postwar television could emerge at a much higher level than its prewar freeze," Paul W. Kesten, executive vice-president, informed CBS stockholders in the company's annual report issued Saturday.

Consolidated income statement shows a net income after taxes of $4,878,361 for 1944 compared to $4,535,941 in 1943. The 1944 gross was $84,905,530; 1943 gross was $75,168,440.

WOR MEN CITED

TWO former WOR employees have been cited for outstanding performances in armed services, Lt. Jerry A. Danzig, USNR, ex-publicity director, was awarded bronze star and citation by Adm. Harold Stark, Commander, U. S. Naval Forces in Europe, for "meritorious performance" during invasion of France, June 6, 1944. S/Sgt. Robert Barkey, WOR engineer before entering service, won a certificate of merit from Gen. Ewart G. plank, for "conspicuously meritorious and outstanding performance of military duty in the European theatre" by "contributing to setting up a radio transmitter and antenna sights in connection with military operations against an enemy of the United States."

VETS TO TOUR FOR BONDS

TO PROMOTE the forthcoming Seventh War Loan Drive, the Treasury Dept. in conjunction with the Army Ground Forces has arranged for a nationwide tour of some 600 cities by groups of 24-29 infantrymen constituting an overall force of 1,100 combat veterans fresh from overseas service who will recreate and demonstrate actual battle conditions. Titled "Here's Your Infantry!", the groups will be available for presentation of programs over local stations.

ULMER WOULD OWN KGKB

JAMES G. ULMER, majority stockholder of East Texas Broadcasting Co., licensee of KGKB Tyler, Tex., would purchase stock of minority interests (38 shares) for $25 per share and become licensee as individual, under petition filed with FCC Friday for voluntary assignment of license.

PA, HUBBARD GIVE VIEWS ON STATE NEWS COVERAGE

PLANS of Stanley E. Hubbard, president, KSTP St. Paul, to revive Radio News Assn., precursor of wire service coverage for radio, have elicited from Oliver Gramling, PA assistant-general manager, statement that the St. Paul broadcaster does not understand PA operations.

Mr. Hubbard announced last week that RNA now is serving, through string correspondents, most stations in Minnesota "because we are unable to get complete coverage from Associated Press." PA is subsidiary of latter.

Mr. Gramling said Friday that Mr. Hubbard sought from AP specific item out of State Legislature which AP state house correspondent had not yet reported. "No question of facilities was involved," he added. Mr. Hubbard countered, "Radio today, in proportion, is paying more money for Associated Press than the papers themselves."

Mr. Hubbard had contended that newspapers were getting protection from wire service on exclusives developing in Capital and outstate areas.

WPB NEW STATIONS POLICY WILL HARMONIZE WITH FCC

NEW CRITERIA to be used by the WPB Radio & Radar Division for passing on applications for construction of new standard broadcast stations, harmonizing policy with the FCC freeze order of Jan. 15, 1945, were adopted over the weekend. Conflicts between Construction Bureau and R&R Division are intended to be resolved by new standards.

Henceforth WPB will consider only those applications (1) from locations not now receiving primary service from existing stations and (2) which can show that equipment has been or can be obtained without placing any load on production facilities. Requests for stations in military areas must be supported by the War or Navy Dept.

DEMILLE APPEALS DECISION UPHELD ON AFRA ACTION

CECIL B. DEMILLE is appealing to the State Supreme Court Los Angeles Superior Court's judgment for AFRA in his fight against paying a $1 union fee which he said was for political purposes. Judge Emmet H. Wilson last January upheld AFRA's right to suspend DeMille and prevent his appearing as director-producer of CBS Los Angeles Radio Theatre at a reported $2,050 weekly.

REICHOLD CHANGES FORMAT

AT THE conclusion of the regular Detroit Symphony Overture, Feb 4, Reichhold Chemicals, Detroit, will cut its Saturday night Mutual hour to a half-hour program featuring Detroit Symphony and guest artists from the American republic. Agency: Grant Adv.

TRUMAN NAMED IN CANADA

A. W. TRUMAN, superintendent of schools for New Brunswick, has been named to serve three years on nine-man Board of Governors of Canadian Broadcasting Corp.

PAGE 56 • MARCH 26, 1945

Business Briefly

(Continued from page 4)

General Foods program in that period, will be discontinued. Ford drops Stars of the Future on 180 Blue stations, Friday, 8-8:30 p.m.

NEW CAMPBELL SHOW • Sponsorship of Moore and Durante show on 133 CBS stations, Friday, 10-10:30 p.m. will be taken over April 6 by Campbell Soup Co., giving it three programs on CBS. No changes have been indicated on the other programs but Jack Carson show comes up for renewal in May.

FORM VIDEO UNIT • Leslie Charteris, author of "The Saint" mystery stories and radio scripts, and Amazon Bond, producer of training films for the armed services, have formed Bond-Charteris Enterprises, Hollywood, to produce movies for television.

P & G DROPS 'PLAYHOUSE'; SWEETHEART TAKES TIME

PROCTOR & GAMBLE Co., March 30 drops Star Playhouse for Drefn and Crisco on 74 NBC stations Mon.-Fri., 11:30-11:45 a.m. Two weeks later, beginning April 16, time has been reserved through Duane Jones Co., for new Manhattan Soap co. program (Sweetheart).

Procter & Gamble secured Mon.-Fri., 10:45-11 a.m. on 74 NBC stations, beginning April 2 for Joyce Jordan, second former General Foods serial recently acquired by soap firm. Crisco will be promoted in East through Crompton Adv.; Drefn in West through Dancer-Fitzgerald-Sample. With Road of Life shifting April 16 from 11-11:15 a.m. to 10:30-10:45 a.m. on NBC, P & G will have the elder continuous half-hour requested on NBC. Seven Pacific Coast and six Arizona NBC stations, unable to clear 10:30 a.m. spot, will record serial and broadcast locally 11-11:15 a.m. Agency is Compton Adv., product, Duz.

People

GWENDOLYN SCHRIVER, member of WJR Detroit sales department, has been named station commercial editor.

GEORGE GRIM leaves this week for Italy as war correspondent for five stations owned by Cowles brothers. He leaves post as radio promotion director of Cowles paper, Minneapolis Star-Journal, for assignment.

M/SGT. ALVIN JOSEPHY, USMC combat correspondent who participated in Iwo Jima action, and others, back in U.S. He is former special eventer for OWI and WOR Mutual.

ARTHUR SIMON, formerly general manager, WPEN Philadelphia, scheduled to join WIND Chicago as promotion chief.

LEO J. FITZPATRICK, general manager, WJR Detroit, named campaign chairman for the Detroit Catholic Archdiocesan Development Fund.

1ST. LT. GEORGE F. PUTNAM, USMC officer with Special Services of the Corps, back in U.S. after South Pacific tour.

CAPT. MELVIN MAGGIN, former chief announcer of WLW Cincinnati, where he was known as Peter Grant, broke a finger in a baseball game in Oahu, Hawaii.
Diogenes has smiled when, in 1911, farsighted advertising men endorsed the Model Statute framed by Printers’ Ink. Subsequently adopted by 25 states, this Statute led to the establishment of Better Business Bureaus throughout the country, and pioneered censorship from within the advertising business. More than this, by making Truth a selling standard, public confidence in advertising was established, and the upgrading of advertised products stimulated.

ANY PERSON, FIRM, CORPORATION OR ASSOCIATION WHO, WITH INTENT TO SELL OR IN ANYWISE DISPOSE OF MERCHANDISE, SECURITIES, SERVICE OR ANYTHING OFFERED BY SUCH PERSON, FIRM, CORPORATION OR ASSOCIATION ... MAKES, PUBLISHES, DISSEMINATES, CIRCULATES, OR PLACES BEFORE THE PUBLIC ... IN A NEWSPAPER OR OTHER PUBLICATION ... AN ADVERTISEMENT OF ANY SORT ... WHICH CONTAINS ANY ASSERTION, REPRESENTATION OR STATEMENT OF FACT WHICH IS UNTRUE, DECEPTIVE OR MISLEADING, SHALL BE GUILTY OF A MISDEMEANOR.

In the DISTRIBUTION DECADE Advertising Must Continue To Inspire Confidence!

Advertising has a man-sized job to do in the Distribution Decade! After peace, in order to prevent an economic depression, our nation must consume at least 40% more than in the pre-war era.

Money, manufacturing facilities, manpower and materials will be abundant. With Advertising functioning at its unhampered best, the big task of rapid, efficient, economical distribution can be done! But in the doing, Advertising must zealously guard its established standards of integrity, for to be effective, Advertising must inspire confidence!

At The Nation’s Station, we will be striving to elevate still further in the Distribution Decade, those high standards of honesty in advertising long advocated by WLW.
New Projection Television - Bob Hope's face "big as life"

Can you picture Bob Hope on television... seeing his face big as life—right in your own living room?
Well, you will—for now, thanks to RCA research, all limitations on the size of home television screens have been removed.
RCA Projection Television sets can have 18-by 24-inch pictures or, for that matter, pictures as large as the screen in a motion picture theater!
When you tune in an NBC television broadcast you'll almost think the actors are in the same room with you.
And trust NBC, America's No. 1 Network in sound broadcasting today, to bring you the best in home television entertainment tomorrow.

This revolutionary improvement in television was achieved in RCA Laboratories by development of an entirely new reflector and lens, shown in phantom above. This lens, made of inexpensive plastic, is eight times as efficient for the purpose as the finest optical lens.
When you buy an RCA radio, phonograph or television receiver—or any other RCA product—you receive the benefit of the latest research development of RCA Laboratories. It is this plus value which is your assurance of lasting satisfaction.
The public recognition of this plus value has given to RCA world leadership in the radio, phonographic, television and electronic art.

RADIO CORPORATION of AMERICA
PIONEERS IN PROGRESS

Dr. D. W. Epstein with a projection television tube, reflector and lens unit. Here the image on the end of the tube hits the reflector, is corrected by the lens, projected to the screen, then enlarged... making possible larger and clearer television than had ever existed before.