Because WHO's wide-awake Production Department originates so many live-talent shows (often as many as 25 to 30 per day), we felt the need of some reliable method for testing studio-audience reaction.

So WHO's alert Engineering Department got to work seven years ago—invented a remarkable little gadget called the WHO Audience Reactograph—designed and then built it in our own research laboratory. On its dial are six familiar words: "Excellent," "Good," "Fair," "Poor," "Bad," and (pardon us) "Lousy."

Groups of from twenty-five to one hundred audience members are given individual Reactograph dials, asked to register their secret opinion of the performance from minute to minute throughout the program. The manner in which they individually set their electrically-operated dials forms an instantly-printed graph of the entire group's average opinion!

Poor performers succumb quickly to such a jury—and good ones get top encouragement. This is a sample of the trouble WHO takes to keep its programs fresh and enjoyable. It's one of the ways in which we prove to Iowa people that their hard-won friendship is something we value and mean to keep! So again—Iowa Prefers WHO!

Des Moines . . . 50,000 Watts
B. J. Palmer, President  J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
More than just an announcing voice, Jack Holden is an old friend to the people of our four states, because they have been hearing him, buying at his suggestion, getting needed information from him ever since 1931. Many of Grace Wilson's listeners can recall the first night she sang to them over WLS—the night the station went on the air, April 12, 1924. Bill O'Connor carries this same stamp of friendliness, based on years of radio-visiting in WLS-Midwest homes.

With singers, announcers, farm editors, musicians, newsmen on WLS, it is the same. They are accepted as old friends. Friends have confidence in each other; confidence brings response. And it is this response which shows in the form of solid results for advertisers who use WLS—the Voice of a Friend in Midwest America.
Like being introduced by the Mayor

A WARM, friendly introduction means quick, friendly acceptance. It's the door opener to more dealers and their customers.

The hometown station that serves the local merchants, the banks, the gas company and other hometown business can give you an introduction that has the advantage of direct contact with your market.

It enables you to meet and tell your story to more people at one time. Nobody gets bypassed by accident. You reach them all.

Yankee's 21 hometown stations will take you into every downtown and neighborhood shopping center in New England. That's the most inclusive selling job that can be done for you in New England by radio.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

Upcoming

WCHS Charleston, W. Va. license renewal hearing before FCC examiner 10 a.m. April 8.
WGBF Evansville, Ind. license renewal hearing (duopoly) before FCC examiner 10 a.m. April 10.

Bulletins

WKBW, Chicago television station, in the usual Wednesday 12:30-1 p.m. off-air period, is now presenting a Treasury War Finance variety series on War Bonds expected to run through the Seventh Loan.

CAPT. E. M. WEBSTER, chief of communications of U. S. Coast Guard, last week was elected chairman of the Interdepartment Radio Advisory Committee (IRAC), which handles frequency allocations for Government agencies and which precipitated controversy over its operation in the postwar spectrum of FM and television. Col. A. G. Simson, in charge of liaison branch, Army Signal Corps, becomes vice-president, and M. H. Woodward, chief, International Division, FCC, was reelected secretary.

AS A RESULT of inquiries, George Ludlam, chief of the OWI Domestic Radio Bureau, will send a letter to all advertisers, networks and stations urging them to stick to regular allocations when V-E Day comes. If additional messages are desired they should be written from the fact sheet on the Job Ahead in Japan, reminding listeners of the war in the Pacific still to be won.

FIVE radio program directors will go on an observation tour of the Mediterranean theatre as soon as arrangements can be completed. The trip is to acquaint program directors with actual battle conditions so that they may make war programs more realistic. Expected to go are Frank Telford, Young & Rubicam; Robert Shayon and William Robson, CBS; Anthony Leader, NBC; and perhaps Peter Lyon, national president of the Radio Writers Guild, whose work schedule may interfere.

SHORTAGE?

MANPOWER shortage notwithstanding, when the greatest forest fire hazard in years developed in Michigan over 300 men were netted in an hour by an appeal over WKZ, according to conservation authorities. Shortly after the first appeal it was found necessary to issue a second—this one to shut off the supply of volunteers who were rapidly overcrowding the area.

Business Briefly

EXPANDING SPOTS • Wildroot Co. Buffalo, expanding spot radio for Cream Oil Formula to 226 stations through BBDO, New York. April 10 starts one-minute transmitted spot on a network of 64 Keystone Broadcasting System stations. Firm is adding spots on WMIN KEW WHBF KXYZ KOB WFAA WBAP WMNR, programs and participations on WEEL and WHAS.

NO MIDDLE COMMERCIALS • Revere Copper & Brass Inc., New York, metal products, will have no middle commercials in its first radio show The Human Adventure, a dramatization of scientific progress. Produced by Chicago U., half-hour show will be Wed. 10 p.m. beginning July 1. St. George & Keyes, New York, is agency.

BASEBALL HOOKUP • Griesedieck Bros. Brewery, St. Louis, has signed seven stations for its hookup of broadcasts on the Cardinal and Brown baseball games. Stations are WIL St. Louis, KXMO Hannibal, KFPR Columbia, KDRO Sedalia, KPVS Cape Girardeau, Missouri; WJPI Herrin, WKRO Cairo, Ill. Agencys, Ruthrauff & Ryan.

COFFEE QUIZ • M. J. B. Co., San Francisco, for coffee has signed 52-week contract for Meet the Muses, quarter-hour quiz Friday 2:45-3 p.m. on CBS network of seven Pacific Coast stations, through BBDO, San Francisco.

TOBACCO CO. RENEWS • Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes, Sir Walter Raleigh tobacco), on April 27 for 52 weeks renew People Are Praying on 135 NBC stations. Friday 9:30-10 p.m. Agency, Rusek M. Seeds Co., Chicago.

CIRCUS PARTY • Annual circus party for servicemen's children given by Fitch Broadcasters, NBC 7:30 p.m. will be held April 15 at the Ringling Bros. Barnum & Bailey Circus, at Madison Square Garden, with F. W. Fitch Co., Des Moines, the sponsor, as host.

20TH CENTURY LEASES WIXG

TWENTIETH CENTURY FOX FILM Corp., New York, has leased from General Television Corp., Boston, video station WIXG, which "will actually be a station operating as a public service." Policy and programming plans have not been determined. Company will apply to the FCC for an experimental license for the station, which has been inactive. Arrangements are being made to renovate equipment.

BEAL NAMED V-P

RALPH R. BEAL, assistant to the vice-president in charge of RCA Labs., and for nine years research director of RCA, was elected vice-president of RCA Communications in charge of engineering at a board meeting Friday. Joseph V. Heffner, who was appointed general attorney of RCA in January, was elected vice-president and general attorney of RCA.

BROADCASTING • Broadcast Advertising
in the country's BIGGEST community...

WMCA is THE community station!

"Too many stations adopted the convenient ostrich technique . . . but from New York . . . came a strong and hopeful voice, and the voice belongs to WMCA."

So said Variety when it singled out WMCA as the only New York station to receive a 1944 Showmanagement Plaque Award. Fourth award in a three-month span.

Through such continued public recognition, WMCA occupies a unique place in New York radio. It has won authoritative acceptance for its community efforts.


Like WMCA's new program, "New Yorkers at War," heard Monday, Wednesday and Friday at 6:30-6:45 PM. This show has the same importance—for the Metropolitan community—as "Mail Call" for servicemen!

"New Yorkers at War" enables families and friends of New York, New Jersey and Connecticut men overseas to hear actual front-line interviews with those men. Plus last-minute news of their assignments . . . their deeds and medals . . . and in the case of the wounded, their current hospital records.

"New Yorkers at War" will enable an advertiser to win the unparalleled loyalty of the people in the Metropolitan area. An area in which WMCA is the community-accepted community station.
To get the latest news first—in New Orleans...

Or in Jackson County, Florida

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.
A fast climber... built to last... a safe investment for now and the future — that's WSIX. Let's take a look at the record! For the two year period ending in January, our over-all Hooper average rose 81.5%. NOW, WSIX has more daytime listeners than any other Nashville station — and BLUE AND MUTUAL listeners are spenders! If you are looking for a booming market with over a million people who are potential customers for your product, don't overlook Nashville. And if you want to make this powerful trade area yours quicker and for less money — then buy WSIX.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City

5000 WATTS
980 KILOCYCLES

NASHVILLE TENNESSEE
The 1944 George Foster Peabody Radio Award for outstanding meritorious Public Service by a Local Station of One thousand watts, or less, was given to

WIBX
UTICA, NEW YORK

for

"Cross-Rhoads"

A weekly program dramatizing the actual battle experiences of returned veterans. Originating at Rhoads General Hospital, Utica, N.Y. — all personnel appearing on the program, including the announcer, are patients at the Hospital.

WIBX is proud of this recognition and our heartfelt thanks go to the entire Hospital Staff at Rhoads and especially the returned veterans for their devoted service and co-operation.
YOU can sponsor this great network radio show—locally

"HEADLINE EDITION"
WITH THE DAY’S HEADLINERS IN PERSON!

HERE ARE OTHER NETWORK PROGRAMS YOU CAN SPONSOR LOCALLY

RAYMOND GRAM SWING: World-famous news analyst, broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

JOHN B. KENNEDY: Famed writer, newreel commentator and radio analyst, direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday.

CORRESPONDENTS AROUND THE WORLD: Direct from all the history-making hot spots of the globe, 14 Blue Network correspondents bring the news right from where it’s happening! Mornings, Sun.-Fri., 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet, Congress. Midday, Mon.-Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst who has broadcast from all over the world. Early A.M., Mon.-Sat., 15 min.

KIERNAN’S NEWS CORNER: Walter Kiernan direct from New York. One of the outstanding human interest reporters of our time. Mon.-Fri., early evening, 15 min. Available East only.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

LIVE Broadcasts
You pay only for your own area

HEADLINE EDITION presents the day’s news in a dramatic new way—brings the men and women IN PERSON who make the news. Many world-famous personalities appear on this show. They broadcast right from where the news happens.

HEADLINE EDITION can be your show, can help sell your products or services right in your territory! Here’s how it works...

The program is broadcast LIVE over the coast-to-coast Blue Network at a popular early evening period (7 P.M. Eastern War Time), Monday through Friday. Your local Blue station announcer gives your commercials during the broadcast—and identifies this great show as yours.

Your sales message, linked with this big network program, will have added appeal—build more sales and prestige for you. The cost is low because you pay only your area’s share of the program’s national cost. Consult your local Blue Network station or contact the Cooperative Program Department of the American Broadcasting Co., Inc., 33 West 42nd St., New York, or Merchandise Mart, Chicago.

AMERICAN BROADCASTING COMPANY, INC.
THE BLUE NETWORK
**KFOR ON THE AIR**

**Represented by Edward Petry Co., Inc.**

**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.

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**

**Feature of the Week**

Bright spot on the muddy horizon of the Italian Front is the 5th Army's Mobile American Expeditionary Station, still whirling entertainment and news to the 5th's fighting men as they drive up "The Boot." It is now one year old, earning a higher "GI Hooper" every day it operates.

The station went on the air as a factor of the Army, operating from the gatehouse of a Fascist estate overlooking the Bay of Naples. The 5th was soon out of reach of the broadcast waves. Lt. Vern Carstensen, station manager, and an ex-announcer of KROS Clinton, la., decided to dismantle the station and mount it on a truck. Maj. Francis L. McAlon, then assistant Special Service Officer with the 5th, secured much of the equipment and the O.K. for the project.

**Close to Front**

The unit rolled through Volturno, Caserta, Sparanese. The boys at Anzio weren't hearing the signal. The unit moved to the thin signal and range of the big guns. The men turned in from their foxholes with whatever receivers they could scrape together.

Many of them used mess kits as receivers, together with ear phones they had "requisitioned" from combat engineers who used them to find German mines.

During the year the station has rolled more than 500 miles across rugged Italian mountain country. It has moved nine times—each time remaining in the air within 24 hours or less. When the 250 w station was inadequate for reaching the extreme northern positions of the Army, the boys boosted the tired transmitter to 1000 w. Broadcasts hit their objective.

They broadcast 16 hours a day, seven days a week. Much of the material is written and produced by the staff, some programs are furnished by the Armed Forces Radio Service, Information & Education Division, Army Military Forces. There are 15 news periods.

Station Cited

Lt. Gen. Mark Clark, 5th Army's Commanding General, presented the station with a citation and awarded the 5th Army Plaque and Clasp for "meritorious service. Often in the face of serious obstacles," the citation continues, "this organization has established an outstanding record in the performance of services invaluable to the 5th Army."

Each man at the Station is trained to "double in brass" and in an emergency is capable of stepping into any one of the jobs. At present the staff consists of: Lt. Carstensen; T/5 Warren J. Ostrom, editor and assistant station manager; T/4 Harold Tucker, T/5 Lloyd Murray, code interceptors; T/4 William T. Griskey, former Philadelphia announcer, T/5 Russell W. Sheppard, T/5 Harold Klein, announcers; Pfc Johnson, on-air announcer for the Eddie Cantor show; continuity and production; S/Sgt. Walter C. Kirk, T/3 George T. Piro, T/3 Leroy J. Hanan, Pfc Chopin, technical engineers; Pfc Charles L. Range, sound engineer, all engineers; T/4 Edward E. Reicher, chief clerk.

**Sellers of Sales**

Approximately 1 1/2 million dollars worth of time a year is the responsibility of vivacious Frances Vaithys, time buyer for Sherman K. Ellis & Co., Chicago.

A native Chicagoan, Frances attended the Chicago City College where she majored in English. She intended to teach the subject but in 1933—during the depression years—she switched to a business course.

She became secretary to J. L. McKee, president of the Mendenhall Club, Chicago. Two years later (1936) she joined the Toth Agency to handle the Pabst Beer account and act as the secretary to the media director, Morris Schenker. She remained with the agency until February 1939 when she joined the Pabst Co. as secretary to the merchandising director. In September 1939 she became assistant media director to Caroline Bonnensen at Sherman & Marquette, Chicago, where she first came into contact with radio time buying. She was associated with the agency until Nov., 1943 when she joined Sherman K. Ellis.

As space and time buyer for the latter agency, Frances handles Quaker Oats, Aunt Jemima, McLaughlin Manner House Coffee and Penn Salt Co.

Frances lives with her parents on the North side. Her hobbies are music, dancing and making her own hair. She likes detective stories and serious non-fiction as well as a philosophy. Swimming and walking are her favorite sports.

One of her chief dislikes is the mis-spelling and mispronunciation of her name. She says she had a "lot of requests to change it but no offers."
Magnolias Are No Myth

Perhaps you’ve thought magnolias couldn’t be as lovely as the songs and stories would have you believe, but here they are, in bloom throughout the South, as you can see for yourself.

Some things just seem too good to be true—such as WAGA’S new importance in the Atlanta market. Investigate and see for yourself how WAGA, during the past two years, has made more progress than any other Atlanta station.

WAGA

5000 Watts on 590 Kilocycles - Blue Network - Represented by Headley-Reed
This U.S. Navy photo shows Howard Handleman, INS correspondent, making a transfer at sea by breeches buoy from the flagship of Vice-Admiral Barbey to the flagship of Rear Admiral Fechteler. The caption is the Navy photographer's, an unofficial recognition of a well-known fact — "Where There's News INS Goes After It." And appropriate for a slogan, by the way.

Handleman is one of the top-notch reporters on INS' round-the-world staff. His accounts of the recapture of Attu, of the Marshall Islands operations, of the landing in Leyte, of the campaign on Luzon and the storming of Corregidor made front pages everywhere. He is author of the best-seller, "Bridge To Victory," a stirring narrative of the recapture of Attu.

In a recent letter, Handleman writes, "Corregidor for me was the toughest beach so far and I have covered eight landings. That afternoon is only a memory of machine gun bullets killing men in our barge."

More and more, editors are using the graphic, eye-witness stories for which INS reporters are conspicuous. Replete with human interest, they bring the war home to us with all its drama. In national and local interest news, too, INS gives thorough and accurate coverage.

INTERNATIONAL NEWS SERVICE
235 EAST 45TH STREET, NEW YORK 17, N.Y.
Little Elmer says: "You're always on terra firma when you use WGN in the Chicago market where WGN's leadership in local and national spot advertising continues dominant among the major stations."

A Clear Channel Station

WGN
MUTUAL BROADCASTING SYSTEM

CHICAGO 11
50,000 WATTS

ILLINOIS
720 Kilocycles

EASTERN SALES OFFICE: 220 EAST 42nd STREET,
NEW YORK 17, N. Y. • WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
"He looks silly, but he’s the one who first recommended spot broadcasting!"

- Looking back over the thousands of agency and advertiser “contacts” we’ve had since 1932, it’s interesting to ponder on the kind of men who have battled hardest for spot broadcasting. 99 times out of 100, they’ve been the hard hitters, the men interested in nothing but results.

Maybe that’s why spot broadcasting has grown so enormously—and will continue to grow.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Clear Channel Parley May Alter All Radio

FCC Order Hints Band-Wide Probe Of Broadcasting

By SOL TAISHOFF

SOMETHING akin to a full-scale reallocation of standard broadcast facilities, rather than a restricted reappraisal of clear channels, can be expected to stem from the so-called “clear channel” hearings scheduled to get under way May 9 before the FCC. This is evident not only from the FCC’s order setting forth the issues for the proceedings—which conceivably could last several months—but also from recent conferences of attorneys and engineers with FCC department heads.

Basic Data First

That the proceedings will embrace more than a technical physical reallocation and will go into the whole underlying philosophy of broadcast allocations and service seems certain. The hearings probably will be the most comprehensive ever conducted by the FCC.

Practically every issue raised over standard broadcast station operation—power, program duplication and network service—and new ones in the offing, such as the effect upon the national service pattern of FM and television—will fall within the purview of the inquiry. Existing engineering standards, admittedly outmoded, also will be up for review and basic testimony in connection with those standards and service requirements will be adduced.

As things stand now, the Commission plan is to get the hearings under way on the scheduled date May 9, at which preliminary data will be covered. Then, if necessary, the Commission proposes to recess to give the various groups time in which to prepare technical exhibits, many of which must be based on new engineering surveys. Availability of manpower and equipment also will be factors. Wartime restrictions may augur even greater delays than FCC attorneys and engineers now anticipate.

Whereas existing allocations were premised wholly upon technical limitations, advancement of the art since the present standards were established in 1926, it is generally felt, makes it incumbent upon the Commission to reach a determination on such matters as program distribution (as distinguished from context) before it can shape a structure that would best conduce to equitable nationwide standard service.

Another fundamental which must be established before any scientific distribution method can be devised, program-wise, is that of whether FM stations will provide identical or different program service from stations in the standard broadcast band. The Commission has made no statement of policy on this. Nor has it stated whether eventually it will construe ownership of FM and AM stations in the same area as “duopoly”. The fact that the Commission, prior to wartime freezes, licensed FM stations to AM operators in the same community is not regarded as adequate assurance, particularly where substantial investments are involved which could not be amortized for a number of years. Where FM will fit into the overall structure is far as coverage pattern is concerned also constitutes a fundamental question.

Major Change Possible

From the comprehensive hearings may evolve the first basic change in allocation principles since 1928, when the present clear-channel-local structure was developed. The 1941 NARBA reallocation (Havana Treaty) was based on the technical fundamentals established by the former Radio Commission in 1928, which were reaffirmed after the extensive broadcast-allocations hearings in 1938. It was at the 1939 hearings that the existing engineering standards first were adopted.

It is evident that the Commission plans extensive testimony on economic aspects of station operation, along with its inquiry into program duplication. Even in the early days of the Radio Commission, whose functions were taken over in 1944 by the FCC, the question of duplication of network programs was at issue.

It is likely too, that before positive action is taken, the FCC will make legislative recommendations to Congress designed to revamp the law to make possible the changes in regulatory policy which would be entailed in developing a new broadcast structure. Implicit in the hearing procedure will be revision of the Havana Treaty, because of the clear-channel breakdown factors. This will entail clearness ofation and negotiations by the State Department.

Open Mind Policy

The allocation proceedings are being approached on the basic technical certainty that even if all of the 106 channels in the standard band were distributed on an optimum basis geographically, it would be impossible to provide primary broadcast service throughout the country and also supply sufficient duplicated facilities in centers of population to afford a competitive program service of, say, four major networks. It is recognised, therefore, that a substantial portion of the remote areas of the nation will be forced to rely upon the secondary signals of clear channel stations.

It must be assumed, of course, that the FCC goes into these epoch-making proceedings with an open mind. This has been emphasized in the only public statement from the Commission—the address on March 12 of Chairman Paul A. Porter, who emphasized that no conclusions had been reached and that the FCC proposes to get all of the facts before it undertakes to draw up revised allocations or regulations.

Nevertheless, there has evolved, at least on the part of some members of the FCC, the attitude that clear channels place too much strength in the hands of too few and that increased wattage would tend to aggravate that condition. Giving incentive to this view and...
Donald Withycomb Is Named To Blue Washington Office

APPOINTMENT: Donald Withycomb, veteran broadcast executive, as Washington representative of American Broadcasting Co. (Blue) became effective today (April 9). Mr. Withycomb, who will continue to direct Assignments to the International Division, will be associated with K. W. Berkeley, Blue's Washington representative.

In his new capacity, Mr. Withycomb will report to Robert E. Kintner, American vice-president in charge of news and public service activities. Mr. Kintner will continue to divide his time between New York and Washington.

Mr. Berkeley, Mr. Kintner announced, will remain as head of the Washington office, in addition to his duties as general manager of WMAL, American Washington outlet owned by the Evening Star. In announcing the appointment, Mr. Kintner said Mr. Whitcomb will be responsible for liaison between the company and the Government. The appointment is the "first step" in the Blue plan to expand Washington facilities, he said.

A pioneer in commercial radio, Mr. Withycomb began his career as executive assistant to Mr. H. Aylesworth, first president of NBC in the late 20's, afterward becoming station relations manager for both the Red and the Blue, then owned by RCA. In 1926 he became general manager of WFLR Phila-delphia, a consolidation he was instrumental in working out between WFI and WJIT, time-sharing department store stations. He left that post in 1939 and became identified with the Coordinator of Inter-American Affairs, heading the Brazilian section.

Just a year ago Mr. Withycomb returned to network operations as manager of the Blue's International Division, a newly created post. While the network maintains no shortwave stations, it contemplates entering the field and has been utilizing point-to-point circuits to transmit programs to foreign countries.

Mark Woods, American president, declared coincident with Mr. Withycomb's appointment that he will be in a good position to carry on the international activities, destined to be of increased importance following the war, from his Washington headquarters.

Disount Discussed

OPEN forum discussion of the continuing discount took place at the Chicago Radio Management Club last Wednesday. Most members objected to the discontinuing of continuing discounts. It was pointed out the agency rate should not have to be earned each 13 week period and that the continuing discount-eliminated some of the bookkeeping problems. Committee of timebuyers will be appointed by president Harlow Roberts to study the matter.

Lorillard Baseball

P. LORILLARD Co., New York (Old Golds), for the third successive year will sponsor games of the Washington Senators. WOL will carry day games and WWDC night games. Russ Hodges will announce. For the first time Sunday and holiday games will be broadcast. Recorded versions will be shortwave to servicemen. Agency is Lennon & Mitchell, New York.

Waltham to Sponsor All WABD For Blue During V-E Day

WALTHAM WATCH Co., Boston, will sponsor all time breaks on the time to be taken over V-E Day by Blue-ABC on WABD New York, the DuMont station. Watch firm will be the first commercial video sponsor signed by Blue-ABC since the network entered television. There is no charge on WABD, but Waltham will pay production costs.

Number of time signals will total about eight, depending however on the length of time to be used by the Blue for its special V-E Day presentation, which may run from three to five hours. Commercials placed through N. W. Ayer & Son, New York, will probably be limited to straight credits for the sponsor.

Blue-ABC has arranged for the time a presentation tentatively set to include films of major World War II battles, live broadcasts by commentators, and special films taken in the Blue newsmom on V-E Day and telecast as soon as processed. The whole plan is contingent however on whether or not the Government officially approves the V-E celebration idea.

Doans on Coast

FOSTER-MILBURN Co., Buffalo, in addition to its national spot radio schedule for Doans' pills, this week starts sponsorship of a quarter-hour news program by Gil Martyn thrice-weekly on 12 Blue-ABC Pacific Coast stations. Business placed through Spot Broadcasting, New York.

Ward Child Show

WARD BAKING Co., N. Y., maker of Tip-Top bread, has started a quarter-hour children's show, Tennessee Jed, five times weekly on WGN Chicago and stations in other Ward markets. Created and produced by J. Walter Thompson Co., New York, the program is on 52 week contract.

Medit-Sweet Test

CHILDREN'S PHARMACAL Co. (Medit-Sweet, proprietaries for children), on March 19 began a test spot announcement campaign of two to five spots weekly on four Indianapolis stations, WIRE WFSM WISH WIBC. Contract for 26 weeks was placed with Wade Adv. Agency, Chicago.

First Farm Census Data in Fortnight Survey Now Half Completed; Stations Thanked for Aid

ENUMERATION work for the 1945 quinquennial agricultural census is about half complete, J. C. Capt, director of the Census Bureau, Dept. of Commerce, announced last week. He declared that every facility of the Bureau is being utilized to hasten publication of preliminary tabulations, which are being urgently awaited by agricultural, industrial, business, governmental agencies in wartime and postwar planning.

Radio Data Later

Radio is being used extensively in furthering the five-year census, both for recruiting enumerators and for enlisting cooperation of farmers in filling out schedules, said William F. Callander, chief of the Bureau's Agriculture Division. He expressed appreciation for the cooperation of all stations in making time available for Census field men and Dept. of Agriculture agents who have been cooperating with the Bureau.

First returns will be issued in a week or two, Mr. Callander said, but will be confined to data on crops, livestock, acreage and number of farms. Tabulations on ownership of radios, electric and telephone facilities, automobiles, tractors, etc., will be available about four to six weeks later. State totals will begin to appear in the fall and national totals should be available by next winter.

Releases on Request

Preliminary releases on county totals, covering basic agricultural information, will be obtainable upon request from the Census Bureau, Washington 25, D. C., as long as limited supplies last. As returns from all counties in a state are compiled, a series of state bulletins will be issued and will be available by purchase from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

$50,000 for Flit

ANTI-MOSQUITO spot radio campaign for Flit insecticide starts the last of this month on 14 stations throughout the South and Southwest, and will continue until September. With radio budget of about $50,000 Stanco Inc., New York, maker of Flit, plans to use dramatized one-minute announcements featuring sound effects from the hum of a giant mosquito to swatting noises. Stanco also plans to revive for this campaign its famous slogan, "Quick, Henry, the Flit!". After a year's absence, Henry will reappear on the radio, in newspapers and magazines. Agency is McCann-Erickson, New York.

"He's Not Very Accurate—For a Sharpshooter!"

Drawn for Broadcasting by Sid Hix

BROADCASTING • Broadcast Advertising
V-E Day to Clear Way for New Stations

Transmitters May Be Made Available This Year

WITH FLEXIBILITY as the basic policy for civilian production to insure sufficient manpower and materials to prosecute the war in the Pacific, the War Production Board indicated last week that broadcast transmitters and receiver equipment in good supply should be rolling off the assembly lines within a year after V-E Day.

Explaining procedures to carry out the reconversion program submitted to the President and Congress by James F. Byrnes, former director of the Office of War Mobilization & Reconversion, WPB Chairman J. A. Krug told a news conference he expected that within the first year after organized resistance is declared ended in Germany “there will be a substantial release on production of most everything.” Asked specifically if that included radio, he answered “yes.”

Big Backlog

With a backlog of 666 applications pending before the FCC last week for new FM, television and standard broadcast stations, it immediately became apparent that 1945 will start a record period for new station construction. Unlike receivers, which can be put into production on short notice, it will require six to nine months for transmitters to be available in volume. Transmitter tubes, amplifiers, microphones, turntables, and other broadcast equipment can be turned out in shorter time and may be expected by fall while transmitter units will be reaching completion in winter. By 1946 there should be in excess supplies for new stations.

Several factors will affect the volume of receivers which can be put on the market in 1945. Perhaps the most important is tubes. There will be a continuing demand for this item from the military, although reduced in volume as compared to current requirements. Industry will likely allot part of the civilian margin for much needed FCC of existing sets. How much will be left over for civilian use will be determined by the quantity of surplus tubes which can be recovered for assembly will pretty much determine this year’s war surplus output. Of course, an earlier end to the Japanese war than is now anticipated would solve the tube problem.

Types of Sets

Another factor, and one which would affect the availability of quality sets, is the determination by FCC of FM and television allocations. With the possibility that the war in Europe may end at any moment, manufacturers are faced with the necessity of gearing their facilities for the new frequency assignments. Any delay beyond the May 1 date indicated by the commission for final allocations might result in manufacturers engaging in a competitive race to dump thousands of “cigar box” AM receivers on the market at bargain basement prices. Such a development is regarded as by no means unlikely should V-E Day come before the allocations are announced.

A third factor which may play an important part in receiver sales involves manufacturers’ policies regarding second-hand AM sets. Orders signed after V-E Day. Some of the larger producers—those who will continue to carry the brunt of military requirements for the war with Japan—will probably continue advertising appeals to induce consumers to wait for their products, emphasizing the new developments of FM and television in postwar. In the meantime the FCC will traditionally be a large number of small producers eager to capture a waiting market for small AM sets to replace defective and unrepairable receiver-transmitter sets of the time. FM and television programs are more commonplace.

Put FCC

A fourth factor in the receiver picture concerns the prices. Unless OPA permits margins to cover increased costs from manpower and production, set head and labor, manufacturers will be inclined to withhold sets from the market. Conferences are now being held to discuss this situation.

The FCC is prepared to process station applications just as soon as controls on construction and materials are relaxed. Chairman Paul Porter told the NAB District 4 meeting in Washington last month that “on the very day the WPB gives the green light for civilian station construction the Commission will be besieged for prompt action on some 500 FM applications [389 now on file], almost 100 television applications now on file and many more to come in these and other services.”

Pointing out that additional appropriations will be needed by the FCC for expanding its facilities to handle applications worked on, Chairman Porter said the Commission’s goal is to give 30-day service on all applications which can be granted without hearing and 90-day service where hearing is necessary. “If we achieve this goal,” he asserted, “the development of post-war broadcasting will be expedited, employment opportunities created for returning veterans and others and when final victory over our enemies is achieved we should be ready to move forward without undue delay.”

It is expected that WPB will grant partial release to the several large transmitter manufacturers now engaged in war work, permitting them to gradually increasing portion of their production to be devoted to civilian transmitters as military needs taper off. The Board plans to withdraw its controls on communication equipment broadcasting, which will follow as soon as critical communication needs are satisfied.

Wasmer Sells KHQ for $850,000 plus

Bankers Buy Outlet Subject to FCC-SEC Approval

IN A UNIQUE transaction which will entail action both by the FCC and the Securities & Exchange Commission, Louis Wasmer, Spokane, has sold KHQ, Spokane regional and NBC outlet, to Straus & Blosser, Chicago investment bankers, for a net figure of $850,000. The sale was executed, Arthur L. Bright, former manager and part-owner of KKNP, Spokane, will become president and general manager of the new KHQ Inc., and will purchase a 15% interest.

Other owners, who would acquire their interests through the Chicago investment firm, are undisclosed, presumably until such time as the transaction is approved by the FCC and the SEC.

The sale—several months in the making—is in accordance with the original agreement, since Mr. Wasmer also owns KGA in Spokane. He will continue operation of that station, a Blue outlet. Mr. Wasmer recently was placed on inactive duty after having served for some two years in the Army Air Forces as a major.

The sales contract provides for an $850,000 sales figure, plus liquid assets, which are estimated to amount to approximately $445,000. Since KHQ Inc., the new company, would acquire Louis Wasmer Inc., as a corporate entity, the entire transaction, and with the possible second-hand, will entail $1,295,000.

Mr. Bright, for many years associated with KPPY, CBS outlet, recently contracted for the sale of his KHQ-LC interest in exchange for an option to the Queen City Broadcasting Co., operating KHQ Seattle, of which Saul Haas, collector of customs in Seattle, is the majority stockholder and president, for a reported figure of $150,000. It is understood he is reinvesting that sum, plus additional funds, to acquire the 15% interest in KHQ, and to become its active operating head.

The balance of the stock, according to the sales agreement, already has been allocated to private parties by Straus and Blosser. Their identities, however, will not be divulged until after FCC action, and issuance by SEC of the requisite registration certificate. The transaction, however, will probably be closely held. Probably a small syndicate will assume control. Pending FCC action, the Chicago investment house will guarantee the transaction and the financial stability of the prospective owners. Earnings of the station will accrue to Mr. Wasmer until the closing date.

The contract has been in negotiation for some weeks, both in Chicago and Spokane. The agreement was completed by Judge John C. Kendall, of Portland, attorney for Mr. Wasmer and by the firm of Gottlieb & Schwartz, of Chicago, representing Straus & Blosser. Franklin G. Schmick, partner in the investment firm, was the principal legal advisor.

Upon approval of the sale, KHQ will be separated immediately from KGA. They now have separate studios and offices, but dual transmitter operation probably will continue until wartime freezes on technical equipment are thawed. The staffs likewise will be separated.

Applications for the transfer, it is expected, will be filed with the FCC this week, through the Washington law offices of Fisher & Wayland.

WKAT to Mutual

WKAT Miami, operating with 1,000 w on 1360 kc, will become a Mutual affiliate June 15, 1945, the Mutual radio network announced today, a week before the station’s shift to MBS from its present network, Blue-ABC, was anticipated last week. The frequency has been tentative, according to the mutual’s Miami affiliate, would join Blue-ABC [BROADCASTING, Dec. 18] WKAT is owned and operated by A. Frank Katzenbine. Application has been entered with the FCC for a boost in power to 50,000 w.
CONGRESS keeps hands off FM Allocation

McDonald's Pressure Campaign Scored By Porter

By BILL BAILEY

CONGRESS will adhere to a strictly "hands-off" policy with reference to allocating FM in the spectrum, despite efforts by Comdr. McDonald, Congress and FCC Chairman Paul A. Porter.

The Commission is expected to release its allocations above 25 mc in the next fortnight.

Commission Is Capable

"We plan no investigation into the location of FM or any other technical phase of broadcasting," Chairman Wheeler (D-Mont.) told Broadcasting. "That's a job for the Commission. We have a capable Commission and I have confidence in its judgment. The allocation of FM is not a matter for legislation. It's an administrative function."

Sen. Clyde M. Reed (R-Kan.), member of the Committee, took a similar view. Sen. Chan Gurney (R-S.D.), former broadcaster, likewise felt that allocating the spectrum is a duty of the FCC and not of Congress.

Comdr. McDonald on March 29 addressed telegrams to members of the Senate Committee, the House Interstate & Foreign Commerce Committee and the House Merchant Marine & Fishery Committee, which used to handle radio, protesting the move to FM by the I&B Committee, and recommended the FM band begin at 46 mc. At the same time, Sen. Wheeler was informed Comdr. McDonald sent copies to other manufacturers and to owners of Zenith sets.

Meantime other developments occurred in the proposed allocations above 25 mc. Dr. W. E. G. Baker, General Electric vice-president and chairman of the Radio Technical Planning Board, filed a letter last week with the Commission requesting that the FM plant of the Nielsen Committee be secret sessions March 12 and 13 be declassified. His request followed a letter from C. J. Mansky Jr., Washington consulting engineer and chairman of RTTPB Panel 6 on FM, declaring that "it is the opinion of a number who attended the two-day classified hearing that not only does the issue still remain, but the possibilities of the potential FM broadcasting, has been justified to even greater extent than previously.

"I didn't go far enough"

Along with the McDonald telegram, Members of Congress received letters from Dr. B. G. Baker, and R. H. Manson, vice-president of Stromberg-Carlson, Rochester, N. Y., Frank Freeman, Magnavox Co., Fort Wayne, Ind., concerning Comdr. McDonald's opposition to moving FM.

Sen. Reed wrote Comdr. McDonald as follows: "The modulation matter is one that is left entirely in the discretion and control of the FCC. It is not a question for legislation. It is a highly technical subject which properly comes under the administrative powers of the FCC."

Chairman Porter, in his reply to a telegram from Comdr. McDonald, scored him for not appearing during public hearings and presenting his views. He advised the Zenith head that the Commission's conclusions "will reflect our determinations of the requirements of the public interest as distinguished from the immediate short-range interest of any group, including private manufacturers."

In lengthy letters to Sens. Wheel- er and Reed Mr. Porter asserted that the industry was generally in agreement with all of the Commission's proposals relating to FM, except location in the spectrum.

"Mr. McDonald states that General Electric, Stromberg-Carlson and Zenith oppose the proposed FM move," he continued. "He fails to note that Philco, Crosley, Halli- crafters, Motorola and other manu- facturers favor the change."

In a letter to Sen. Reed Chairman Porter said: "Let me say that I have not reached any conclusions in my own mind. I will be guided largely by the recommendations of the Commission. I do not believe to be competent, disinterested and without any private axe to grind."

Mutual Launches Energetic Drive for Better Programs

WITH A GOOD budget at his command, Phillips Carlin, Mutual vice- president in charge of programs, has launched an energetic campaign for the overall strengthening of the network's program structure. This will entail both the addition of two new programs, one of commercial caliber and a rearrangement of the program schedule, he said last week.

Among the new series which started last week—Arch Oboler's Plays, Thursday, 10-10:30 p.m., and Calling All Detectives, Saturday, 8:30-10 p.m.—as examples of the quality of program he expects to bring to Mutual, Mr. Carlin announced that a half-hour show will start April 29 at 2 p.m., with Dorothy Arner, the network's director, as mistress of ceremonies. Essentially advice on domestic problems, the program will be presented in a novel dramatic form.

Vocabulary Program

This program will probably be moved to an evening period when time can be arranged, Mr. Carlin explained. At that time, What's the Good Word, vocabulary lesson sugar-coated with comedy, which starts April 15 in the Sundays, 10:45-11 p.m., spot, probably will be extended to a half-hour and shifted into the Sunday afternoon schedule where it can reach a larger family audience, he said. A series based on G. K. Chesterton's Father Brown stories, now in the preparation stage, may also be added to the Sunday afternoon schedule.

Another program being auditioned at Mutual is Roundtable of Romance, a comedy-quiz show with a different type of character, according to Mr. Carlin. Budget questions submitted by listeners and being beacked by a masculine objector to their feminine logic. The network program which is being auditioned, Mr. Carlin stated, is due to start April 30. 11:15-11:30, five days a week, replacing June Porthorfield, which has been available for local sponsorship. Another co-op program The Handy Man, 4:45-5 p.m. is also being dropped, Mr. Carlin says. Mutual is seeking to sell the future only programs which can be sold by a reasonable number of Mutual affiliates will be kept in the network's co-op line-up.

Henry Gladstone's new report, broadcast on New York, 10-10:15 a.m. six mornings weekly, sponsored alternately by Hudson Pulp & Paper Co. and Serutan, will be revised and edited to the width, Mr. Carlin said. He also reported that he is looking for a commentator to open the program at 9 a.m. and that a half-hour audience participation feature will be published on a national basis for the 10:30-11 a.m. period.
Size doesn't mean a thing!

That's a 155 mm. gun ... "Long Tom" the troops call it. But that type gun was silent for four days during one of the German counter-attacks. No ammunition.

So size ... and being on the spot ... don't mean a thing in guns or radio stations.

Radio stations need ammunition too. That's why in this five-station, network town an independent is the big buy. It's the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore ... America's 6th largest market.

W I T H
Baltimore, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed

April 9, 1945  *  Page 19
Silen to Build New Station in Manila

Former Head of KZRH Tells Experience As Prisoner
By DOROTHY WILLIAMS

BERT SILEN, NBC's Manila correspondent who built four radio stations in the Philippines capital and later blew them to bits, now wants to buy a new one.

Back in the States after more than three years in the Jap prison camp of Santo Tomas, Mr. Silen last week told the story of how he and some fellow radio men, on Dec. 31, 1941, immediately prior to the Japs' entry into the open city, set off five cases of dynamite, completely leveling Manila's four radio outlets, all of which Mr. Silen had originally established.

Acused of Sabotage

"When the Japs took over, I was accused of sabotage, according to international law," said Mr. Silen who, besides his NBC correspondent's duties, was station manager of both KZRH and KZRC, NBC affiliates.

They held me prisoner and questioned me for seven days. The only thing that saved my life was a scrawled receipt on the back of an old envelope which one of the Army officers gave me before our troops pulled out for Corregidor. He acknowledged receipt by the Army of our stations and all equipment so the theory was that Army demolition squads had blown up the buildings. But convincing the Japs took three days of fast talking.

After the initial questioning period, Mr. Silen, his wife, Margie, and their three daughters were taken to Santo Tomas where he began publication of two camp newspapers.

About life in the prison camp and the treatment of prisoners, Mr. Silen told a far less cheerful story.

"Our guards on the whole were pretty decent and let us run our internal affairs through an elective council," he said. "The cruelest touch was the systematic starvation of prisoners. They gave us food in bulk but almost entirely lacking in calories. During the last six or eight months, we were losing seven or eight people a day from slow starvation."

Japs Seize Gifts

Last December after the U. S. occupation of Mindoro Island just south of Manila, Mr. Silen said, the Japs cut prisoners down to a minimum existence diet of 140 grams a day, or less than four and one-half ounces of ground pig corn and soya bean rice. There was no food shortage on the island, he said. Jap guards had meat each day and more than a pound of rice at every meal. At Christmas, the Catholic Women's League, an organization of Filipinas in Manila, packaged 4000 two-pound boxes of food for distribution among the 3750 interns—or prisoners of war as they were by then classified—in Santo Tomas.

"The Japs confiscated the packages and passed them out to their wounded soldiers," Mr. Silen said. "And then they had the gall to run an article in the Jap-controlled press saying that the Women's League had collected these boxes for their troops in appreciation of benefits received under the Jap occupation."

Other aspects of prison camp life Mr. Silen discussed only briefly. The filth, the flies, dysentery, the lack of medical supplies and clothing—those things became routine, he said, and eventually were almost accepted as normal.

The worst came when American troops began their campaign to free us, he explained. "There were two large buildings in the camp, one of which our soldiers took right away. The Japs were in the other one with about 200 of us as hostages."

"Actually they used us as shields, firing from the third story windows at American soldiers as they advanced, trying to liberate us. That was worse then anything that happened in the whole three years."

After a 36-hour parley between the commanders and a safe conduct guarantee for Jap troops, Mr. Silen and the others were released on Monday, Feb. 5. On Feb. 7, he delivered his now famous broadcast to the States over the Army shortwave station:

"Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago...."

Mother Faints

His mother, listening to her radio in San Francisco, fainted.

Already accredited to Gen. MacArthur's headquarters as a war correspondent, Mr. Silen went forward with the Army to help free his wife and family in Los Banos, a camp outside Manila to which they had been transferred in December along with about 150 other Santo Tomas inmates.

As there— at the end of three long years of horror and suspense and courage that Mr. Silen's oldest daughter, Betty, 20, was shot and seriously wounded. "We thought we had killed all the Japs around the camp," Mr. Silen said, "but just as Betty stepped out of the barracks door, with a Catholic nun on each side of her, a Jap who had been hiding closely in a ditch jumped up and fired at her. An American soldier promptly blew her head off."

Betty was rushed to the nearest Army field hospital, a trip which required four long hours, Mr. Silen said. Although she is now almost fully recovered from her wound, another operation is necessary, he explained, and she will be flown from Manila to Letterman General Hospital in San Francisco as soon as possible.

Mrs. Silen and two other daughters, Shirley, 19, and Joan, 11, are due to arrive by boat about the first of April, Mr. Silen said.

Mr. Silen, who appeared on Sheaffer Pen Co's World Parade at 3 p.m. Sunday on NBC, will spend this week in Washington conferring with various Government officials. After that, his plans are not yet definite but the first thing on the schedule, he says, is to buy himself a new radio station for that day in the future when he goes back to Manila.

"Manila is my home. I lived there 8 years unless you count the three in Santo Tomas and me, I don't."

Fund for BMB Survey 72% Subscribed

First Phase of Drive Complete With 490 Stations Signed

CONCLUDING the first phase of its membership drive—the Broadcast Measurement Bureau last week was assured 72% of the necessary funds to make its first biennial survey as 56% of potential station members had signed up, Hugh Feltis, BMB president, announced.

A telegram from Col. Harry C. Wilder to Broadcasting on Thursday, announcing that his four stations had signed BMB contracts in the interests of a united industry, brought to 490 the standard stations now members of the new measurement organization. The Wilder stations are WSNY Syracuse, WTRY Troy, N. Y., WNNE Keene, N. H., WELI New Haven, Conn.

As of April 5, a tabulation of BMB subscriptions disclosed that 490 standard U. S. commercial stations, four FM stations and a Canadian border outlet had subscribed $380,285 annually to the BMB. Since the survey will be conducted every two years, the first to start about March 1946, the trip which required five 30 minutes field survey aggregate $720,570. It is estimated that the biennial measurement will cost $1,000,000.

Going into the home stretch of the NAB district meetings, Paul Morency's District 1 meeting in Boston held the record of signing 91% of stations attending the meeting, but in Detroit last Monday and Tuesday, District 8, of which John Fetzer of WKZO-WJEF is district director, capped the district director's prize, when 29 of 30 stations attending, or 97%, subscribed.

"The first part of our battle is won, now comes some hard, intensive work contacting stations not yet members," said President Fel tis on his return to Washington from Detroit. "We have not contacted any stations except through the district meetings. Because of travel restrictions, many broadcasters remained at home. Consequently we hope to increase our membership and reach our goal of $1,000,000 within a relatively short time." Mr. Feltis left Washington

(Continued on page 67)
WKY Covers The Biggest Part of Oklahoma's General Merchandise Sales

WKY Covers 37% MORE Than Oklahoma's Second Station!

A advertiser who wants to promote a product sold in department, variety, dry goods or general merchandise stores in Oklahoma can do it most effectively and economically over WKY.

WKY covers that portion of Oklahoma in which 58.3% of the state's $150,886,000 in general merchandise sales are made.

WKY, by itself, covers more listeners in Oklahoma than any other station, but what is more important, it covers the biggest-buying part of Oklahoma. WKY's morning primary coverage of 1,079,500 population, representing 53.5% of the state's total, rings up 58.4% of Oklahoma's retail sales, 57.4% of its food sales, and 60.1% of its drug sales. The people of this area possess 58.0% of the state's effective buying income and the farmers of this area, furthermore, receive 65.2% of Oklahoma's annual $407,805,000 cash farm income.

When you choose WKY to carry your selling messages, you choose the station that reaches more people in Oklahoma, more of its buying power, more actual listeners and MORE CUSTOMERS FOR YOUR PRODUCT OR SERVICE than any other station can deliver, and at the lowest unit selling cost.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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Monte Randall is moderator of "CHICAGO SPEAKS" FORUM

CHICAGO’S OUTSTANDING PUBLIC SERVICE FEATURE

Chicago's foremost symposium of expression, featuring prominent Chicago personalities, dignitaries, civic leaders and citizens in all walks of life... who give... from their own standpoints... their views on vital Chicago topics about which the public is anxious to hear.

"Chicago Speaks" Forum is one of WJJD's many audience-compelling public service programs which constitute 18% of WJJD's time on the air.

SATURDAYS
2:30 - 3:00 OVER WJJD

CHICAGO 1, ILLINOIS

PAUL M. RAYMER
366 Madison Avenue New York City
KGW Orders All Commercials Eliminated on Its Newscasts

WLW Limits Opening Announcements; WOR Refuses To Accept `Exaggerated' Advertisements

WHILE the St. Louis Post-Dispatch last week continued its campaign against middle commercials in newscasts, KGW Portland threw the campaign for a slight loop by announcing that it has never allowed any middle commercial in newscasts—front, middle, and rear. WKY Oklahoma joined the campaign by announcing that it has never allowed any middle commercial in newscasts.

`Public Service'

WLW Cincinnati limited opening announcements to sponsor and product identification and WOR New York planned to accept no advertising that is ``exaggerated, untruthful, or objectionable'' as defined by the FCC. An investigation conducted by Crosley for the WOR found two women listeners answered ``no'' to every ``yes'' to the question ``Do you object to advertising on network programs?'' Men were about equally divided.

Ardell X. Pangborn, KGW managing director, said his station has gone a step farther than NBC in elimination of middle commercials from newscasts and all news will come to listeners purely as a KGW feature. ``We believe that news broadcasting is more than a public service or commercial,'' he said.

At WKY the current activity rekindled station executives that the question of middle commercials was settled there 2½ years ago when news service was first offered for sponsorship after 6½ hours without any commercial tie-in.

Robert E. Dunville, WLW general manager and vice-president of Crosley Corp., said the commercial tie-ins will be continued as the two stations have been completely covered. After the commercial, feature items, international, national or local news will be given. Length of the commercial tie-ins will be limited to one minute and thirty seconds.

Will Bar ``Flash''

Mr. Dunville said the station will continue to prohibit such introductions to commercials as ``Flash'' and ``Bulldozer'' and there is some good news''. WLW was the winner of the George Foster Peabody award for ``outstanding reporting of the news''.

The Crosley survey in New York indicated 8,485 men and women of all economic levels in New York City, northern New Jersey, Westchester and Nassau counties. Of the 4,514 women polled 67% had no objections and advertising on radio news shows; 32% did object and 1% had no opinion. Of the 933 men queried 48.4% voiced no objections, 48.7% said they objected and 2.9% had no opinion. T. C. Streibert, president of WOR, pointed out the question was deliberately phrased to prompt the greatest amount of negative reaction and cited the extremely small percentage of ``no opinion'' answers in the hope that the objections of those listeners hold on this controversial subject.

In a statement WOR officials pointed out that they believe radio advertising, when properly conceived and executed, constitutes a benefit to the radio audience. The application of their policy of not accepting objectionable advertising, does not forecast indiscriminate elimination of any practice, such as middle commercials in news, recorded spot announcements or singing jingles.

Federal Agencies Act to Halt XELO From Alleged Conspiracies to Defraud

REACHING across the border the Federal Communications Commission last week took preliminary action in an attempt to crack down on XELO Juarez, Mexico badlands station which, reaching a vast U. S. audience with its 180,000 watt beam, has been getting away with a program service long taboo on U. S. stations.

W. E. Branch, engineer and concessionaire of the station; his wife; "Margo", psychanalyst and fortune teller, and her assistant Jean Nichols were charged by postal inspectors and the U. S. Attorney's office with using the mails to defraud and conspiracy to defraud.

Four Arrested in El Paso

The four were arrested in El Paso, the U. S. headquarters of XELO and mailing address. The complaint is that Margo offered to send a 10-cent booklet and the annual to three persons for $1 but it is held no such booklet exists. The Government's case rests in the determination of how far its Jurisdiction may go in controlling the operation of stations playing tag across the border.

Branch was released on $5,000 bond and his 24-year-old wife, Lois, on $2,500 but Margo is wanted on other counts. She was also an independent from the Dallas County Grand Jury in connection with $800 in cash missing from the safe deposit box of a confidant.

A telegram from the Dallas sheriff requested the arrest of "Margaret Porter, alias Margo Porter, alias Margo Merritt, alias Sheila Wright, alias Mrs. Jack A. Marjorie A. Hailburton, fortune teller," Margo denied the names and the charges but the Dallas assistant district attorney said more charges may be filed against her and that she has posed as a psychoanalyst for a long time, advising citizens on their personal affairs.

Both Margo and her assistant fall under mail bond. They were in the middle of a six-week run on XELO when arrested. Margo's predecessor, Irene Noble, whose fan mail and dollar bills far outweighed her's, had signed an affidavit agreeing never to sell her services over the radio as a psychologist or fortune teller.

Arraigned before the U. S. Commissioner, Branch refused to comment. His wife, though, was "confident we have done nothing wrong." Branch's dour attitude changed, however, and a local paper describes him as gaily thumbing his nose at his photographer who came out first in fisticuffs later on with some bodyguards or friends who tried to stop the picture-taking. The photographer finally got a picture but the 47-year-old, 298-pound subject had effectively hidden himself behind his slim daughter who accompanied him.

Last of the border stations, XELO has been the source of considerable State Dept. inquiry and has been charged by stations in Texas with violating the Havana Treaty. Branch is the principal owner under a Mexican corporation. The station originally was located in Tijuana but its 800 ke wavelength was shifted to Sonora, under the Havana Treaty. He, however, managed to get a temporary special authorization from the Mexican Ministry of Communications to operate in Juarez. He is still operating under that grant.

Time is sold for novelty, trinkets, life insurance, advice to the lovelorn and for other questionable practices definitely not sanctioned by the FCC. By moving from its assigned area the station is causing adjacent channel interference with Texas stations.

Builder of many stations in the States, including being in Fort Worth, Memphis, Chicago, and Los Angeles, Branch later had a hand in several of the border stations including the construction of the new KPHO High Point outlet. He is a member of the James E. Lambeth family. Corporation is owned by James E. and Helen M. Lambeth.

In the Phoenix transaction, Mr. Scheppe purchased 216% shares controlling interest for $333,33 from Central Newspapers Inc., owner of WIRE Indianapolis and WABD, Des Moines, Iowa, desires to withdraw its interest, as the station is located outside of Indiana. Mr. and Mrs. Lambeth, president of station. Helen M. is also part owner and secretary-treasurer.

Transfers Granted

CONSENT has been granted by the FCC to voluntary transfer of control of McDowell Service Co., licensees of WDBX and WYLD, to C. R. Johnson, W. Va., and D. V. Noble, W. Va. 

Desiring to retire from broadcasting, according to application, the transferors sell all 150 shares outstanding stock for $67,390 to Mezzra. Frey and Greer (25 sh each), J. A. Hunt (25 sh) and a wholesale beverage distributor; R. Keyser (25 sh), editor of the Welch Daily News and general publisher of Standard Pub. Co., and Ellis Lundreth (25 sh), business manager of Welch Co. and assistant publisher of the Logan Banner. The Commission granted KTBC Austin.

TARA solved indictments and wife of Rep. Johnson (D-Tex.).

KPHO, WMFR SHIFTS ARE FILED AT FCC

APPLICATIONS have been filed with the FCC for a license to operate a television station in Phoenix, Ariz., KPHO, and a license to operate a television station in St. Petersburg, Fla., WMFR.

The proposed stations are to operate at Channel 15 and Channel 6 respectively. The applications were filed by Ray Z. Scheppe, president of Phoenix Peninsular Broadcasting Co. Inc., and Managing Editor of the Phoenix Banner-Herald.

Also, at the time the most powerful in the world.

BROADCASTING • Broadcast Advertising

April 9, 1945 • Page 23
Senate Group Told State Dept. Opposes International Communications Merger

COMPLETELY reversing the stand expected of it, the State Dept. went on record Tuesday before a subcommittee of the Senate Interstate Commerce Committee as opposed to a merger of international communications and dubious about the value of even a partial merger.

W. L. Clayton, Assistant Secretary of State, giving the department's viewpoint, stated: "If any merger is undertaken, it hopes that it will be so limited as to permit competition between the different kinds of service, including competition between the cables and radiotelegraph, and that such exceptions may be made, even to this rule, as to provide for special cases."

Based on Trade Interests

Surprised by the State Dept.'s apparently changed viewpoint, Chairman Wheeler (D-Mont.) remarked it is embarrassing and confusing to Congress to have the various departments vacillate so. Sen. McFarland (D-Ariz.) interrupted Mr. Clayton's testimony frequently, demanding some scientific backing for the Department's suggestions. Mr. Clayton replied they are not based on such knowledge but merely on an interest in trade and international relations. Rather than give reasons for the department's opinion Mr. Clayton placed the onus upon others. He said, "It is surely not too much to say that the burden of proof must be on those who would substitute monopoly for traditional competitive system in any field."

Specifically the department suggests that in dealing with foreign interests and the technical problems involved in the efficient utilization of frequencies and coordination of radio and cable services, the remedy lies in unified control of policy at the Government level, rather than in unifying competitive operations.

In the Department's opinion the most that should be considered at present is merger within each type of service that would retain competition between the wire service, radiotelegraphy and radiotelephone, according to Mr. Clayton.

The "high degree of specialization" maintained by Press Wireless Inc. in the field of press communications, Mr. Clayton said, makes it desirable to leave the company out of any merger. Sen. Wheeler concurred with the sole reservation that the frequency problem might make this impractical. The State Dept. also assumed that broadcasting would be left out of the setup and although it is studying the problem, has reached no conclusion on frequencies for international shortwave broadcasting.

Sen. Wheeler, after being told that the State Dept. spoke only for itself, as it was assumed other departments did, said that he had spoken to Judge Samuel Rosenman, White House advisor, and gathered that the President is in favor of consolidation.

Brig. Gen. H. M. McClelland, air communications officer appearing on behalf of the Army Air Forces, said "there should be specifically excepted from any merger, permissive or mandatory, air traffic control communications, and safety devices as they pertain to aircraft." This is in agreement with the position taken by the CAA.

The general mentioned that the nature of the service will continue to require allocation of frequencies exclusively for aircraft control.

A closed executive session was held Wednesday with FCC Chairman Paul Porter, Mr. Clayton, and Army and Navy representatives. Industry witnesses are supposed to be heard when the next session convenes and Sen. Wheeler stated that Adm. Stanford C. Hooper, retired naval communications chief, has decided to appear as a witness.

OWI has started a Sunday series of broadcasts beamed to Portugal to answer questions of Portuguese natives about the United States. OWI broadcasts similar programs to France, Italy and Spain.

Universal Broadcasting Net Formed in California

WITH linking of KSFO San Francisco and KPAS Pasadena, formation of a new California network to be known as Universal Broadcasting Co. effective April 15, was announced by Wesley I. Dunn, president of Associated Broadcasters Inc., and Pacific Coast Broadcasting Co. Witl Gunzendorfer, manager of KSFO in addition to his station duties, has been appointed manager of UBC. He will coordinate the activities of the Universal System, Mr. Dunn said. Loyal King continues as manager of KPAS. With start of the new Universal Broadcasting Co. Mr. Dunn said a definite allocation of network time will be devoted to public service programs.

WNYC Service Series

A PROGRAM of recorded interviews with New York servicemen and women on fighting fronts, New Yorkers Overseas, is heard twice weekly over WNYC New York, which began its interviews in 1940 with New Yorkers going into the armed services. After broadcasts, records are presented to the families of service people interviewed.

"SURE, WE'VE BUILT UP A LOT OF BUSINESSES, BUT ISN'T THIS GOING A LITTLE TOO FAR?"

TO BE OCCUPIED BY LANNCPEILNMT CO.
BUILT BY KS0O MERCHANDISING DEPT.

SIOUX FALLS, SD. DAKOTA
1140 K C - 5000 WATTS

National Representatives
HOWARD H. WILSON CO.
AUSPICIOUS SPIRAL  The spiraling growth of the Pacific Northwest, under constant acceleration since Covered-Wagon Days, has transformed this region into one of the nation's great consuming areas. The war has served to emphasize its tremendous natural resources.

To those who desire comprehensive coverage of Portland, Oregon, and environs, the choice of Westinghouse Station KEX is indicated. Through KEX, Portland's Blue Network affiliate, advertisers may beam their sales-messages directly to an area embracing more than 175,000 prosperous radio homes.

The roster of clients served by the six Westinghouse stations includes 200 of the nation's leading advertisers... some with a record of more than 15 years' continuous scheduling... evidence that Westinghouse Response-Ability should be linked to the distribution of your product.

Hooper-wise, it's wise to buy KEX... and availabilities will be furnished by the KEX Sales Department, Portland, or through the Paul H. Raymer Company.

WESTINGHOUSE RADIO STATIONS Inc

KYW • WBZ • WBZA • KDKA • WOWO • KEX

PORTLAND OREGON
5,000 WATTS
on the completion of your twentieth year of broadcasting. We are proud to have been your national representatives through so many years of your successful career...and we join you in looking forward to the greater scope and opportunities of radio in the future.
On the occasion of this, our twentieth consecutive year of broadcasting, we at WDOD, extend thanks to our many friends, clients and co-workers who have made this anniversary possible...
Newsman Touring European Fronts

Seven Radio Correspondents Are On Air Forces Trip

SEVEN radio correspondents are taking a three-week tour of the battle fronts, inspecting 8th and 9th Air Force installations in England, the European and Mediterranean theatres. They are Lowell Thomas, John Vandercock, Carl R. Peters, for NBC; Joseph Harsh and Quincy Howe for CBS; George Hamilton Combs Jr. and Johannes Steel for WHN New York. Also included is Howard H. Jackson, former correspondent for the New York Herald Tribune, who is doing special broadcasts for WOR New York.

Maj. William Hodapp, AAF public relations officer and former NBC Chicago producer, and writer with Schwimmer & Scott, is conducting the tour. Flying in ATC planes, the group is visiting military bases in England, France, Italy, and Sicily. Some will broadcast where studios are available; others will do transcripts and gather background material.

Gibson Takes Thomas Spot

Lowell Thomas’ spot on NBC, Monday through Friday, 6:45 p.m., is being taken by Hugh Gibson, former member of the U. S. Diplomatic Corps. Sponsor is Sun Oil Co.; agency is Roche, Williams & Clark, New York. Gibson is taking over John Vandercock’s period 7:15-7:30 p.m., Monday through Friday. Miles Labs. is sponsor, with Wade Adv. Agency, Chicago as agency.

Cedar Searcinger, heard every Sunday on NBC, 11:15 p.m., plans to do his sustaining broadcasts from overseas. Quayle and Joseph C. Harsh will also be heard from overseas in special broadcasts, with "stand-ins" heard in their regular time on the network.

Quayle and Howard Howe, 6:6-15 p.m., daily except Thursday and Sunday. In Mr. Howe’s Tuesday and Friday 11-11:30 a.m. slot, BILL HENRY is taking over. Bob Triss will report for Joseph Harsh 6:45-7:15 p.m. Monday through Friday.

Both correspondents from WHN, Johannes Steel and George Hamilton Combs Jr. are continuing their regular time while overseas. Mr. Combs is heard 7-7:15 p.m., with Mr. Steel on the air 7:45-8 p.m., 44th week. Correspondents are Tho., Mr. S. & Co., New York clothing firm, sponsors Mr. Combs. Mr. Steel is sponsored by Parker Watch Co., New York.

Bickford Back

LELAND C. BICKFORD, 41, former Coast Guard chief warrant officer, has returned to his post as editor of the Yankee Network News. After 24 months in the Pacific as a combat correspondent and on submarine patrol in the Atlantic, he established the news service in 1934.

Commentator Ban Explained by KFI

General Manager Ryan Says Plan Has Been Attacked

DENYING a free speech issue is involved, and answering criticism of 10 California congressmen as well as various local organizations, William B. Ryan, general manager of KFI, has been quoted as being on reasons for discontinuance of local sponsored commentators on that station. Policy, adopted as of March 1, has been target of an or- der in conformance with various local organizations and groups. Statement in full follows:

A radio station has a definite responsibility and duty to the public. KFI has always endeavored to fulfill this responsibility by maintaining a high standard of broadcasting. The Supreme Court of the United States in a recent decision stated that a station is obliged to reserve to itself "the final decision as to what programs will best serve the public interest." Many commentators dealing with controversial issues either go out of news broadcasts. There is an important place in radio broadcasting for discussion of controversial issues, but when such issues are aired, they should be done fairly, factually and as impartially as possible. That is our aim.

As a station of the network group, the policy of discharging or allowing the firing of a forum or round table type of program may be followed. This is only in the past to provide time for the discussion of the time, the time for the forum, the time for the program, or other impartial manner. There is a risk in maintaining a standard and impartial sponsorship of all local commentators was discontinued. This policy applies only to KFI. KFI will continue to carry the name of the network group in the Pacific as the ABC network.

For the issue,稀缺iss is involved in the discontinuance of sponsored program. KFI says that this policy applies only to the ABC network. No preference is given to sponsored programs and that the station does not have any editorial policy. The only new broadcast over the air is the one that is received through the world-wide network. The new broadcast on the American Broadcasting Company.

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The new program is not selected and arranged in logical sequence. The new program in fact, KFI listeners are assured that they will get as possible.

Radio Handbook

AMERICAN Radio Relay League's Radio Amateurs' Handbook, 1945 edition, has been published by the Rumford Press, Concord, N. H. The first ten chapters constitute a textbook on principles of radio while the second part of the book deals with the various pieces of radio apparatus. Most of the specialists on the League's headquarters staff participated in the preparation of this handbook. Publishers explain in the foreword.

Hypo Humus Test

HYPO HUMUS Co., Newton, N. J., the first of April started a test camp of 250 men on was a small test of Paterson, N. J., using three-weekly announcements, which various uses for the product. Distri- butor, Mr. E. E. Hitchcock, Boston, and spot radio schedule might be expanded accordingly if test is, suc-ceed. Agent is Lee Stockman, New York.

GRUEN WATCH CO.
PLAN TELEVISION

GRUEN Watch Co., Cincinnati, will enter television on July 1 with a 30 minute program produced to be the new Bond-Charters Enterprises, producer of motion pictures for television, stations have not yet been decided, according to Anton Bond who, together with Writer Leslie Bickford, heads the production company.

Gruen shows will feature George Pall, the "Leading for Palm Pictures" short subject, Mr. Bond said, and the first television show, which goes into production May 1. Bond-Charters has obtained exclusive rights to Kent-Johnson films. The "selling commercials" team will write other musical rhymes for Gruen shows. The first Gruen television short is to be shown at the National Jeweler Exhibition in the Waldorf-Astoria, New York, in July. Agency is McCann-Erickson, New York.

Louis Wasmer Elected

As Regional President of Gruen, Spokane station owner and one-time radio owner of Pacific Broadcasting Co., Regional network group affiliated with Don Lee-Mutual, as president of the region, was elected. Mr. Wasmer, who recently went on inactive duty after nearly two years as an Army Air Forces officer, has been in the radio field for 10 years. The sales organization is Archie Taft, operator of KOL Seattle, who was elected one of two regional vice-presidents. Mr. Taft was appointed by Mr. Wasmer.

Mr. Haymond had been president of the group since 1937. It comprises 21 stations from Vancouver to Klamath Falls, Ore., and operates not only as a selling organization but as the bargaining agent with Don Lee-Mutual. There is no other network in the Pacific Northwest.

Mr. Wasmer was elected unanimously by the board of directors meeting March 29.
IN BOWLING A "WELL PLACED" BALL MEANS A STRIKE
IN RADIO A "WELL PLACED" AD MEANS SALE RESULTS

Advertising is Well Placed when it's aired over WSPD—the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area—the home of over a million and a half prosperous prospects.

For 24 Years
The Voice of Toledo

Just Ask Katz
Nets Expected to Invite Court Action on Platter Turner Fight

Likely to Advise NLRB They Will Not Observe Order to Bargain With 

UNANIMOUSLY affirming the recommendations of its trial examiner, Howard Myers [BROADCASTING, Feb. 12], the Board:

1. Noted a concession by AFM counsel at oral arguments before it that unless the Board were to reverse its determination of the appropriate unit in the representation proceeding, the contentsions of the AFM would constitute no valid defense to the respondents' networks' refusal to bargain with NABET and reaffirmed its unit determination.

2. Found that the letters of Jan. 27 and 28, 1944 from NBC and Blue, respectively, agreeing to Mr. Petrillo's platter turner demands were admittedly subject to NLRB unit determinations and “do not constitute a valid defense to the respondents' refusal to bargain.”

3. Decided that the AFM threat of economic reprisals if the national Board were to bargain with NABET “neither as a matter of law... nor in the exercise of our discretion” constitutes a defense to the failure to bargain or can be regarded as a “valid justification for such refusals.”

The Board ordered both NBC and the Blue to “cease and desist” from refusing to bargain with NABET as the exclusive representative of their technical employees with respect to wages, hours and other conditions of employment or from engaging in any acts to interfere with its employees joining NABET or any other union for the purpose of collective bargaining.

The networks were further directed to take affirmative actions to bargain with NABET as the representative of technical employees for “on the air playback” except in Chicago and to post notices for 60 days in conspicuous places in their various studios declaring they will carry out the policies of the Board in recognizing NABET's jurisdiction.

To Notify Board

Concurring in the decision and order were Chairman Harry A. Mills and Gerard D. Reilly and John M. Houston, members.

It is expected that after being advised that the nets will not observe the order, the New York regional Board will notify the national Board of failure of compliance. Authority will then be given for filing a petition with Second Circuit Court of Appeals in New York. Parties to the case will be given 20 to 30 days to file briefs with the Court after which limited arguments will be heard. It appeared likely the Court would hear the case about a month after filing.

In issuing its order, the Board brought to a conclusion proceedings started before it last August after the War Labor Board averted a strike by NABET at both networks as a result of the Petrillo move to invade its jurisdiction. The NLRB has since certified NABET's jurisdiction on platter turners, issued a complaint against the nets for refusal to bargain and thrown out a charge by AFM that NABET is company dominated. Enforcement of NLRB orders will now rest with the Court.

**BBC V-E Plans**

BBC is ready to go with the break of the war's biggest story, victory in Europe, according to John Salt, North American BBC director, who recently returned from London. The Board expects its newsgroups by its correspondents from major world capitals, on-the-spot broadcasts with Allied soldiers; London interviews, including talks with U. S. servicemen, talks by military and political leaders and also "Victory Anthems" written by Britain's master laureate, Dr. Ralph Vaughan Williams, especially for V-E Day. Washington correspondents of BBC will report America's reactions, Mr. Salt said.

In Kansas alone, 1944 farm crops totaled over $540,000,000*. Farms and agricultural communities in our five state area make up the greatest part of WIBW's audience.

We're farm minded...always have been. And we're proud of it.

That's why we get such immediate and gratifying response for advertisers who want to reach and sell this market the quickest and most economical way. Let us prove it in YOUR case.

* U.S.D.A. figures
Unheard is unappreciated

On November 19, 1863, a group of people gathered at Gettysburg to honor men who had fallen in battle several months before. Abraham Lincoln arose to deliver his speech. It lasted less than four minutes. Lincoln returned to his seat sad and disheartened. There was very little applause. Yet Lincoln had delivered one of the greatest speeches of all times—267 words that were to live forever, translated into almost every language on earth.

The truth of the matter was, Lincoln had spoken in such low tones very few people could hear him.

From this it is evident that what cannot be heard cannot be appreciated.

If you are using radio in Baltimore and want to assure yourself of being "appreciated" by a profitable proportion of the market, WCBM is your station. Listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit

John Elmer
President
Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager
Two AM, Five TV, 23 FM CPs Asked
In New Applications Filed With FCC

AMONG more than a score of new
applications filed with the FCC and
including those not previously
reported are requests for 23
new FM stations, five commercial
television (TV) stations, two
standard local outlets, two new
developmental outlets and a new
international station for the West
Coast.

Request Local CPs

New local outlet on 1450 kc
operating unlimited time with 250 w
is sought in Orangeburg, S. C. by
Orangeburg Broadcasting Corp.,
secretary-treasurer and a third-
owner of which is J. B. Fuqua,
executive vice-president and gen-
eral manager of WGAC Augusta,
Ga. Remaining majority interest is
held by J. I. Sims, president, who
is general manager and half-owner
of Orangeburg Theatres Inc. Mr.
Fuqua is also part-owner of Ten-
nessee Broadcasters, Nashville, ap-
plicant for a new standard station
in that city.

The Corinth Broadcasting Co.,
Corinth, Miss., is applicant for a
new local on 1230 kc with power
of 250 w and unlimited time. New
company is owned by a group of
local businessmen.

Scrivs-Howard Radio Inc. has
added Pittsburgh to its list of areas
to receive new services [BROAD-
CASTING, March 19] with filing of
petitions for FM facilities of 46.9
mc and 8,400 sq. mi. coverage, and
TV assignment on proposed Chan-
nel 3 (60-66 mc) with effective
signal radiated 1230. Estimated
cost for the FM outlet is $100,000.

Crosley Corp., licensee of WLW
Cincinnati and also applicant in
several areas for new services, has
requested a new commercial video
station for Dayton, O. on Channel
4 (78-84 mc) with ESR of 1920.
Channel 3 TV facilities (150-156
mc) and ESR of 770.7 are sought
for Philadelphia by the Philadel-
phia Daily News Inc.

Iowa State College, licensee of
the noncommercial standard sta-
tion WOI Ames, has filed applica-
tion for a commercial television
station to operate on Channel 3 with
ESR of 1227 and 1902.

The Kansas City Star Co., li-
icensee of WDAF Kansas City, has
filed for a new commercial tele-
vision outlet on Channel 1 (44-50
mc) as proposed by the FCC, with
ESR of 9465.

FM Applicants

New FM applicants, facilities
sought and locations follow:

<table>
<thead>
<tr>
<th>FM Stations</th>
<th>Coverage</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRVA Richmond, Va.</td>
<td>43.5 mc, 17,898 sq. mi. coverage and $124,600 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>KTPF Twin Falls, Ida.</td>
<td>48.9 mc, 2,640 sq. mi. coverage and $110,600 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WRBL Columbus, Ga.</td>
<td>42.7 mc, 20,792 sq. mi. coverage and $68,550 estimated cost.</td>
<td></td>
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<tr>
<td>WMBD Findlay, O.</td>
<td>47.3 mc, 30,650 sq. mi. coverage and $110,600 estimated cost.</td>
<td></td>
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<tr>
<td>WRMD Ypsilanti, Mich.</td>
<td>45.7 mc, 6,900 sq. mi. coverage and $25,500 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>WRMS Santa Barbara, Cal.</td>
<td>44.3 mc, 17,773 sq. mi. coverage and $55,385 estimated cost.</td>
<td></td>
</tr>
<tr>
<td>KDRH Lacombe, La.</td>
<td>44.1 mc, 15,864 sq. mi. coverage and $59,200 estimated cost.</td>
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</tbody>
</table>

For the answer to all your recording problems
Follow the crowd to...

U.S. RECORDING CO.
1121 VERMONT AVE.-WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

LOYALTY... in Philadelphia

WDAF Audiences Have Been LOYAL
For More Than Twenty Years

All because Philadelphia's Outstanding
Independent radio station has been
giving Philadelphians what they
want since 1922... a variety
of popular programs...
the latest news on the hour every hour... and three hours of
classical music every day.

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

Page 32 • April 9, 1945

BROADCASTING • Broadcast Advertising
IT'S the WNAX Sunday Get-Together — and it smacks the jackpot every week. How the mail rolls in — MONEY MAIL — over 16,000 orders in the first eight weeks of 1945.

It's a Sunday treat for nearly five million folks in five states, and a picnic for advertisers. Sure, it's corn, but it's SWEET corn.

To speed sales in Minnesota, Iowa, Nebraska, North or South Dakota — or to pull direct orders for anything farmers buy — get in line for a quarter-hour on the Sunday Get-Together. Ask Katz about future availabilities.

IT'S CORN! BUT IT'S SWEET CORN

WNAX
A Cowles Station
SIoux CITY • YANkTon
Represented Nationally by the Katz Agency
Cleveland’s afternoon seekers of entertaining patter and the best tunes on platters are turning their dials to 850 every afternoon at 4:05, Monday thru Friday. This is the “Bandstand” forty minute “participant” program that recently pulled 1625 pieces of mail in two days. A live spot for one minute live or transcribed commercials—and there’s still room for a few more.

Lund’s growing popularity on the air in Cleveland may be gauged further by the success of his “Midnight Varieties” for late-shifters and “curfewed” night owls—A solid hour—sold to Barbasol—and selling Barbasol—six nights a week—for a solid year.

It’s another example of WJW’s talent for placing the right talent in the right place.
Waiting for the GREEN LIGHT of VICTORY

THE Day of Victory will herald the start of a new distribution era. New products must move swiftly to waiting markets throughout the nation. Advertising will be the "road-bed" for the "Distribution Special". Advertising must, and will, create a consumers demand for new products in order that they may move smoothly and steadily. We feel that such a test will be met successfully by the advertising world. The Nunn stations have built substantial broadcasting foundations so that they, too, will be in a position to meet tomorrow's demands, efficiently and aggressively. Sound programming, intelligent and alert supervision and continuous promotion have built a loyal listenership for the Nunn stations.

NUNN STATIONS

WLAP
LEXINGTON, KENTUCKY
WBIR
KNOXVILLE, TENNESSEE
WCMI
ASHLAND, KENTUCKY
KFDA
HUNTINGTON, W. VA.

NUNN STATIONS

AMARILLO, TEXAS

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY

THE NUNN STATIONS

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

BROADCASTING • Broadcast Advertising

April 9, 1945 • Page 35
All of us at WIP are very proud of having received Variety's 1944 Plaque Award for "fostering racial good will and understanding"... and it was a particularly nice birthday present for Philadelphia's oldest radio station on its twenty-third anniversary.
there's more than just CORN in Iowa

As an industrial market Iowa ranks high—reach it with WMT

"... think of Iowa—think of Corn." And rightly enough, for Iowa ranks first in the country in the value of corn production. But as an industrial market Iowa is booming—here is the home of the Maytag Washing Machine, Sheaffer Pens, Cudahy and Armour Meats, Quaker Oats and many others. Although Iowa's soil produces more wealth in one year than ALL the gold mines in the world, don't think that this rich market begins and ends with farming.

IOWA is rich! Iowa boasts a per capita wealth of $4,617—more than 60% above the national average.

REACH this market with WMT

Represented by the KATZ AGENCY.
Top-notch crooner, enjoys the WBAL Star Parade! Turn to page 3 and see how your favorite stars feel about WBAL's newest hit-mag!

1945—Radio's 25th Anniversary—Pledged to Victory
ION LIKE THIS HAS BUILT AND MAINTAINED WBAL'S
OVERWHELMING DOMINANCE IN THE BALTIMORE MARKET

THE WBAL STAR PARADE

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

AND IT'S READ IN HOLLYWOOD, TOO!

WBAL

50,000 WATTS - - BASIC NBC NETWORK
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Howdy, Pardner!

WE SEE WHERE more and more of our Federal legislators are being wooed into station ownership, directly or through family ties.

In the House there are at least a half-dozen station owners. There are several Congressmen who won their political spurs by virtue of their radio identities; others who used the microphone to win.

In the Senate, there are such figures as Capper of Kansas, a pioneer station owner and a publisher; La Follette of Wisconsin, who last year acquired an interest in WEMP Milwaukee; Taft of Ohio, whose family is in both the newspaper and radio fields. Senator Wheeler of Montana has a son who is purchasing a one-third interest in KFPY Spokane. Senator Williams of Washington, we hear, is negotiating for station purchase. Ex-Senator D. Worth Clark last year bought an interest in KFJB San Francisco.

This is healthy. There's no more reason why elected members of Congress (or others in public life) shouldn't hold such ownership interests than there is for them to refrain from engaging in any other legitimate pursuit. Take newspapers, for example. Many a Senator and Congressman came up through the journalistic and publishing route.

From another standpoint we think it's wholesome to have the men who write the laws familiar with private enterprise and business. Let them meet payrolls or negotiate with labor unions or bang against competition. Let them take a whirl at Government questionnaires, or cope with demands from irate Congressmen for equal networks and equivalent time. Congress can't be expected to become expert about everything upon which it legislates. Radio always has been particularly tough for legislators to comprehend. But those legislators who get into the art and craft for investment or otherwise will soon learn that the life and habits of the typical broadcaster do not even remotely resemble those of King Midas. To all those legislators who are ogling radio, we greet: "Come in, the hot water's fine."

Jimmy's Dilemma

TO: JAMES C. PETRILLO
RE: "What, Again?"
FROM: WEARY BROADCASTERS

YOU'RE certainly a guiltion for punishment. Here you are, konked again by NLRB on the platter-turner business. You should know by now, as an expert triple-tongued cornetist yourself, that it doesn't take an ear for music or even long hair to turn a record. NABET's got you there Jimmy.

But that's only part of it. Have you been reading about the folks up in Congress who are out after all labor because of your private WPA invention? You know they talk to their folks back home—they don't function like AFM. Well, looks like the body politic doesn't care for that recording agreement of a few cents per record up for "unemployment relief" or whatever it is.

Frankly, Jimmy, they think your plan is a racket. That's why you're getting so much attention in Congress. We have known, over the years, what you've been up to. The public is just catching up with it.

Jimmy, you've just about ridden a good horse to death. Don't you think it's time to give up?
with **SPOT BROADCASTING**

**WILDROOT CREAM-OIL**

makes two sales grow where one grew before

A tonic for scalps finds Spot Broadcasting a tonic for sales. So Wildroot Cream-Oil applies Spot Broadcasting generously, using everything from chain breaks to half-hour programs, saturating each selected market thoroughly!

Wildroot’s success is founded on a knowledge of Spot Broadcasting technique—by which *any* good product can reach the largest audiences on the finest stations.

Spot Broadcasting is probably today’s most adaptable medium in advertising, offering a choice of the best times on the preferred stations in any market you choose. You are not confined to one network, one program, one time of day or one copy appeal. You can buy an hour in Spottsville or 20 seconds in Spottstown, depending on the state of the market, or the pressure you wish to apply.

A John Blair man knows Spot Broadcasting. He also knows merchandising. His knowledge, plus your own, will put radio to work for you on a basis that will stretch your advertising budget measurably!

**JOHN BLAIR & COMPANY**

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

This advertisement, appearing also in FORTUNE Magazine for April, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.
Joan Davis Signs 4-Year Contract With Lever Bros.

LEVER BROS., Cambridge, Mass., in a deal with William Morris Inc. representing Joan Davis, has acquired services of the comedienne for four-year period. Scheduled to move in late September into CBS half-hour period now occupied by Burns & Allen Show, new series built around Joan Davis will take over Swan soap, Monday, 8:30-8:55 p.m. (EWT), with West Coast repeat, 8:30-8:55 p.m. (PWT). Miss Davis has complete control of the radio package, at $17,000 per week for first two years and $1,000 increases for succeeding years. A reported $100,000 will be spent each year on exploitation. Deal involves only Miss Davis.

Reported as refusing offer by Lever Bros. of NBC time for Lipton’s Tea, Burns and Allen have requested release from their contract which still has three years to run, it was said.

WFBL Syracuse is erecting the highest single wood structure flag pole and antenna combined—110 feet—in Central New York at its transmitter.

THEM MUST have reminisced about that fateful Democratic National Convention, but Glen Randau (c), business manager of the Chicago Sun and WJJD Chicago and WSAI Cincinnati, reports: “Here is a picture of Mayor Kelly (c) pointing me out to the Vice-President Truman (l) as a most undesirable character.”

NEW lifeboat radio equipment that automatically transmits SOS and radio direction finder signals on two frequencies with a range of 1,000 miles or more, has been developed by Radio- marine Corp. of America. A 300-foot antenna is carried aloft by kite or balloon. Handpowered, the transmitter delivers 5 w power to the antenna on frequencies of 500 and 8250 kc.

Our Respects to

(Continued from page 40)

experienced an earthquake of tragic proportions. Two tremors had already shaken the land when Ed took his mike to a street corner in downtown Helena. He plugged the lines into the telephone company switchboard and, going out into the street, began broadcasting.

“Right in the middle of the description,” Ed tells, “there was a third tremor, the heaviest of all. Then with a roar, the building right across from where I was collapsed into the street.

“It was a great news break, but the trouble was,” he says, “people kept writing in saying it must have been a frame-up. They thought we arranged the quake along with the building’s destruction, I suppose.”

For his work in raising $3,000 in Kalispell for earthquake victims—more than any other city had raised—Ed received hearty congratulations from the Governor of Montana.

Another special event that he was famous for in the West was the broadcasting of the capture and killing of the “Tarzan of the Tetons,” a Wyoming bad man. The station had been carrying a running story for five or six days on the chase of the criminal when a druggist in Powell, Wyo., called KGII and said that the man was across the street holding up the local bank. Ed got an announcer to the phone and put a mike beside him.

Over 90 miles of wire, the druggist described the drama as it progressed, with the posse surrounding the bank. The announcer relayed the story to the listening audience, from the beginning to the end when the man left the bank and was shot on the spot. It was a high point in special events reporting.

Bowed His Best

Life in Washington may seem dull after such western dramas.

He is making his home there with his wife and daughter, Nancy, 15. He married a Fargo girl, Virginia Wright in August 1928. Their favorite pastime is bowling together.

“In fact,” he says, “I had to win the North Dakota state bowling championship to get out of town in 1935. The banks were closed—remember?—and I was broke, but there was a job waiting for me in Montana. So I bowed my best and won enough to buy train fare.”

In 1938 and ’39 he competed in the national tournaments in Chicago and Detroit.

For brief vital statistics, he was born in Grand Ridge, Ill., on April 21, 1905. He attended N. D. State College and is a graduate of the U. of N. D., with a post-graduate degree from the U. of Minnesota School of Journalism.

Stimson Praises NBC

SECRETARY OF WAR Henry L. Stimson, in a letter to NBC president Niles Trammell on the fortieth anniversary of Army Hour, April 8, said the program has brought into American homes the sounds of war and the voices of our troops, thus bringing for an hour each week, the vast distances separating us at home from those distant battlefields.”

YOU MUST have reminiscences about that fateful Democratic National Convention, but Glen Randau (c), business manager of the Chicago Sun and WJJD Chicago and WSAI Cincinnati, reports: “Here is a picture of Mayor Kelly (c) pointing me out to the Vice-President Truman (l) as a most undesirable character.”

NEW lifeboat radio equipment that automatically transmits SOS and radio direction finder signals on two frequencies with a range of 1,000 miles or more, has been developed by Radio marine Corp. of America. A 300-foot antenna is carried aloft by kite or balloon. Handpowered, the transmitter delivers 5 w power to the antenna on frequencies of 500 and 8250 kc.

You can get better results with WBG.

There’s no magic about results in “The Magic Circle.” It’s as simple as WBG. Just take the richest community of One Million People who are part of the listening radius of “The Prestige Station of the Carolinas” and you are bound to obtain results.

EDNEY RIDGE, DIRECTOR

WBIG

MAGIC CIRCLE OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

3000 Watts Day and Night

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

available through

AP

WPDQ, Jacksonville, Florida

“Today’s a good broadcast! . . . already sold.”

Robert R. Feagin,
General Manager
...Picture a single Community with 978 hardware stores where in one year $22,413,000 worth of nuts, bolts, nails, screws, and all the other articles necessary to keep the home and business running smoothly are purchased.

That's the picture of the hardware business in the WGY COMMUNITY*—that section of central and eastern New York and western New England served by WGY.

And WGY is the ONLY medium you can use to combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population

[Insert map of WGY's coverage area]

WGY 50,000 watts—23 years of service—NBC
SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES
Three Now Commodores

Three Navy communications officers were promoted last week from their rank of captain to the temporary rank of commodore. Capt. (John V.) Murphy is to become a commodore while serving as Deputy Director of Naval Communications awaiting permanent duty. Capt. (Thomas B.) Inglis, who had been Deputy Director of Naval Communications, and is now Deputy Director of Naval Intelligence, has been promoted to commodore. Third new to be promoted to that rank is Capt. (Earl E.) Stone, former Assistant Director of Naval Communications in charge of security operations and Eastern Sea Frontier communications officer, now communications officer on the staff of Fleet Adm. Nimitz at CINCPAC.

ROBERT E. WING, sales research supervisor of the Blue-ABC central division, has resigned to become NBC central division local and spot news department account executive. He replaces (Lou T. X.) Dragon, who succeeded a new executive.

EDWIN E. YANNEKIN, Blue western division sales promotion manager, has resigned.

BOB BYRNE, Blue western division sales promotion manager, has resigned.

ROBERT E. WING, sales research supervisor of the Blue-ABC central division, has resigned to become NBC central division local and spot news department account executive. He replaces (Lou T. X.) Dragon, who succeeded a new executive.

GEORGE BELL, formerly with Harry E. Foster Agency, Toronto, has joined the sales staff of CKY Toronto.

BRYAN BISHOY, formerly with RCA-Victor, Toronto, and CKY Winnipeg, has been appointed sales representative for CKY Toronto.

EVERETT L. THOMPSON, formerly with WBGN, has joined the sales staff of WCPB Boston.

BRIAN M. J. DUFFY, WINS, New York salesman, is the father of a boy.

C. E. WHITEKART, a new member of the sales staff of WHLN Harlan, Ky.
BLAW-KNOX and the voice of radio

Blaw-Knox Towers have played an important part in radio since the early days of Marconi. Most Radio Towers, here and abroad, are of Blaw-Knox design or manufacture. Blaw-Knox's importance in military electronic development cannot now be denied.

What Blaw-Knox means to radio, it means to many other industries. If you are concerned with modern methods for converting raw materials to usable products by chemical or mechanical means, or solvent recovery...or any ramifications of industrial processing, Blaw-Knox can carry on from pilot plant to full scale production.

Blaw-Knox can serve in other ways: with prefabricated piping, equipment for the steel industry and a broad line of construction equipment, to name a few. Let us discuss your problems with you—at your convenience.

"The Tower is an essential part of the voice of radio. Blaw-Knox Towers (some over 1000' high) are used for broadcasting, communications, navigation, television, locomotive, police work...as well as for industrial electronic purposes."
WELL-DRESSED IOWA FARMER—
(IN A PIG’S EYE!)

Farmer Bill’s porkers might approve of this get-up... but any rural Iowan would know it’s kinda queer.

Folks out here can spot a phony “farm station” just as quickly as they’d recognize a play-boy farmer. When a station gives them perhaps one farm program a day, read in a suave Eastern accent, they don’t tune in often.

But a full-time farm station gives out with farm news, information, and real live-talent—not jive-records. That’s something different—that’s what they get from KMA... and that’s why KMA gets from them twice as much listener-mail as any other station in this great rural area.

Send for the story of the No. 1 Farm Station in the No. 1 Farm Market where the average farm income in 1943 was $7,672 (with 1944 estimated to have been 20% higher!)

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IA.

JERRY LAWRENCE, announcer for the Seven-Up “Fresh-Up Show” on Mutual, has been signed to a long-term contract covering services for this sponsor only and including television as well as another new contract, by J. Walter Thompson Co., New York, agency for Seven-Up.

MARIAN CASEY succeeds DELORES SWANBERG in the continuity department of the WNOX Mutual.

BILL MILLER, former WEW St. Louis announcer, has joined KSKK St. Louis. ALLAN FREY, released from the Army, is also a new member of KSKK.

CHARLIE STOOKEY, KSKK St. Louis farm editor, has received word that his son Pfc. John D. Stookey, reported missing, is a POW in Germany.

EDGAR (Cookie) FAIRCHILD, musical director of the NBC “Johnny Presents Gunny Simms Show”, is the father of a boy.

HARRIET O’BRIEN, former English instructor at Harvard U., has joined CBS in the program analysis division of the research department.

ROSIE E. MOHNEY, one of the original announcers at WCMR Duluth, and later with WLWA Lyndhurst, Va., before entering the Navy, has been in the Pacific area for ten months and has participated in several major invasions.

KLAUS LANDSBERG, television director for the NFTZ Hollywood, and Eastern Ashwil of Rio de Janeiro were married on Dec. 2, Los Angeles.

LY. COL. CHARLES VANDA, released from the Army, has returned to CBS as assistant producer.

HELEN B. WILSON, former KIDO Boise, Ida., copy writer, has resigned as public relations manager for LIEB. A. VAUGHAN.

MAXWELL CROFT, previously with WCBM Baltimore, is now script writer with WYBO Cumberland, Md.

GERMAN WILLS, announcer of KGQ San Francisco, is the father of a girl.

STEVE ALLEN, formerly with the Art... (signed) press, has joined KMTR Hollywood as writer-m.c.

BOB JAMES, formerly with KKKI and KFRC Los Angeles, has rejoined KGQ San Francisco as announcer.

HAL LANSING, WGN Chicago staff announcer, is the father of a boy.

RUTH THORSON, announcer of KPO San Francisco, has resigned to freelance.

VERNON WHITE has left his announcer post at KPO San Francisco to freelance.

BILL BROWN, news and sports editor of KYA St. Louis, has taken over as program director of the station following resignation of DICK WYNN to freelance.

ERIK BARNOWU, former NBC talent script director now with Armed Forces Radio Service, is to compile an anthology of radio plays published by FARR & Rinehart, New York.

ED JURIST, freelance script writer, has been appointed writer-editor in the NBC script department.

HAROLD THOMPSON, drummer in the WCKY Cincinnati orchestra, and LOTTE TULL of the WCKY sales department, have been married.

ALAN KEYES has resigned as announcer at KGO San Francisco.

These three video pioneers held a reunion in San Francisco to celebrate the 15th year of what is claimed to have been the first completely sponsored television show, even though experimental. Left to right, Walter Preston, CBS Chicago program manager, Sara Ann McCabe of the “Follies” and A. E. (Al) Nelson, head of a San Francisco public relations firm, recalled the program, telecast over WIBO Chicago and WIXAO, formerly owned by Mr. Nelson. Brown & William- son Tobacco Co. was sponsor.

JACK W. DAUB, announcer at WWC Asheville, N. C., prior to induction in the AAF, has received his commission as second lieutenant.

W. CHARLES ROE, formerly of WNOX Knoxville and now a field director in the overseas service of the American Red Cross, is home on sick leave. He reported to Washington for reassign- ment April 2.

BETTY TALIENT is now music librarian of WWB Pittsburgh.

THOMAS S. GAUSE, formerly with WMPD Milwaukee, N. C., has joined WPIT Raleigh as announcer.

FRED KIA, former WMLT Duluth program director, has joined the WMAZ Macon, Ga., announcing staff.

LAWRENCE BLAINE, who conducts the daily “Listen Ladies” on WOL Washing- ton, is back on the air following a streetcar accident in January in which she suffered a brain concussion and broken shoulder.

MIKE CONNER, CBS staff producer in New York, has resigned to freelance.

ANDY POTTER, producer of KFI Los Angeles, is the father of a girl.

JERRY PERRIN and now in his three years staff producer-announcer of WOR New York, is to enter the Army April 12.

SAM COMER, WYCA Reading, Va., production manager, is the father of a baby boy.

ENS. JAMES MCNEAR, U.S.N., former WBAL Baltimore announcer, has mar- ried SHIRLEY BROWN at an ROM.

HERMINA GIBSON, former KGVO Min- nesota announcer, has joined the New Orleans office of the American Red Cross, has arrived in New Orleans for reassignment.

Don Lee Net Buys Site In Hollywood

NBC, Blue-ABC Plan Post-War
Construction on Radio Row

With overall investment reported around $750,000, Don Lee Broadcasting System, Hollywood, has purchased a 90,000-square-foot Vine St. site for proposed new two- story studio and executive building, according to Thomas S. Lee, president. Lewis Allen Weisz, vice- president and general manager, with Willet Brown, vice-president and assistant general manager, handling negotiations. The site, property is located in Hollywood’s “radio row,” three blocks south of Sunset Blvd, between Homewood and Fountain Ave.

Lease May Be Extended

Anticipating needs of television and FM, proposed two-story structure would house four audience studios featuring between 300 and 400 persons each, with seven additional non-audience studios. Stages would be larger. Production and program-writing workrooms would be on first floor with administrative and executive offices on second. Mr. Weiss was hopeful of an early fall ground breaking.

Beane on present site of Don Lee Broadcasting System, at 5515 Melrose Ave., owned by KRO Kadio Pictures Inc. expires at year’s end, but will be extended until new structure is completed.

Height-limit office buildings with space restricted to networks and allied crafts are also being blue- printed for post-war construction in Hollywood by NBC and American Broadcasting Co. NBC structure will be in addition to its present studio and executive building at 1500 N. Vine St. It will be at the corner of Vine St. and Selma Ave., location owned by the network, but now occupied by Otto K. Olesen Blvd.

If negotiations are completed, KGJF Los Angeles independent, will also shift operations to Holly- wood.
THE 4:03 TRAIN

Every afternoon for more than 12 years we have let our listeners hear the 4:03 train go by, interrupting any program which conflicts. If you can think of a more fundamental American urge which may be satisfied over the radio, we will do that, too. Our job is to bring listeners what they want, so they’ll want to listen.

We do and they do over an area of five million population.

THE STATION THAT CREATES GOOD COMPANY FOR ITS COMMERCIALS.

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
The WSLB (Mohawk)

Former Milks: 250,000 Cows
Twice Daily Pulling: $30,000,000 Annuity

His Cash Pay is: $2,500,000 Monthly

The WSLB Former Has Money To Spend Every Month Not ONCE-A-YEAR

The Walker Co.—Representatives Ogdenburg, N. Y.

CHARLES L. ROTHCHILD, former account executive of Frank Bruck Adv., New York, and previously president and sales director of the former Consolidated Adv., New York, has joined Emill Morgan Co., New York, as executive vice-president. He retains four accounts, including two radio advertisers, Kno-Seek Mfg. Co., Brooklyn, shoe polishers, and Adler Shoes, New York. MCL BROMBY, vice-president of Nechem, Louis & Bromby, Chicago, will assume the chairman of the advertising committee for Build for Peace, group effort to help the people of Chicago about the issues and problems of world peace. When complete committee will include 20 executives of all branches of advertising and will coordinate activities with the War Ad. Council.

MARION CONNOLLY, formerly assistant to WALTER CRAIG, Benton & Bowles, New York, radio chief, has been named personnel director of women. Before joining the agency in 1940 she was assistant to the sales manager of Columbia Record Corp.

Frank BERGNER, formerly with ILKA CHASE and "Lunchon at the West End" and other networks, has joined Compton Adv., New York, as publicity writer.

J. M. HICKERSON Inc., New York, has opened a branch office in Atlanta at 1071 Peachtree St., under the direction of HARVEY CLOPTON.

HARRY B. COHEN, for 15 years with H. W. Kastor & Sons Adv., Chicago, has joined the New York office of Dancer-Fitzgerald-Sample, where he will work on the American Home Products account.

RICHARD L. SIEGERT, formerly of Western Electric Co. and International News Service, has been named associate director of public relations of J. M. Mathes Inc., New York.

ARTHUR HURD, director of research of J. B. Thompson Co., New York, is in Puerto Rico to supervise a media survey in that area. He returns April 23.

LUCILLE RUSSEL, former script and commercial writer for NBC, and WIL- LISTON P. MUNGER Jr. of Arthur Kud- ner Inc. of Chicago, have joined the copy staff of Benton & Bowles, New York.

DEE HASSLER, former public relations and special events chief of WFN Phil- adelphia, has joined Beament, Heller & Sperling Adv., Reading, Pa.

W. A. DUNLKE has been promoted to advertising manager of Koolaid Adv., Los Angeles office. Agency has moved to larger quarters on ninth floor of 530 W. 6th St. location.

MARTIN B. JONES Jr. has been named national sales manager of Kudner Adv., New York. He has been with the agency since 1937 and most recently was chief of enter- tainment in the European and African theatres. He returns from a trip previously to London.


UNITED BROADCASTING Co., Chicago, has moved to larger quarters at 34 E. Lake St. Telephone is Franklin 6001.

HARRY ACKERMANN, vice-president and head of program operations, Young & Rubicam and LEWIS TITTSSEN, vice-president in charge of radio pro- duction, have added to the Agency Radio Advisory Com- mittee of the War Ad. Council.

WOLFE-HICKNER & CONKEY, Detroit, is a new firm name of Ralph L. Wolfe and Lewis Tittslen. All of present offices continue. More is readoption and amendment of former name to more represent present ownership and manage- ment.

DANIEL M. EBBERTS, former advertising manager of Madsen Iron Works, Huntington Park, Calif., having joined Stella-Miller Adv., Los Angeles, firm name has been changed to Stella-Mill-er-ebbets.

WALTER LURIE, eastern production chief, Bow Co., New York, for six months, has resigned effective April 15. Mr. Lurie will leave for the West Coast April 20 to attend a new show and will return to New York about May 5.

H. E. Cassidy Chairman Of AAAA Pacific Council

H. E. CASSIDY, of Los Angeles, has been elected board chairman of the Pacific Council of the American Assn. of Advertising Agen- cies, Inc., March 17. Cassidy is vice-president of the McCarty Co., former Board of Governors chairman of the A-A's Southern California Chapter and Mr. Cassidy is chief of the Advertising and Sales Control Committee. He has been prominent in Coast agency opera- tions for 17 years.

Several with the board are Warren Kraft, Erwin, Wasey & Co., Seattle; C. L. Baum, Short & Co., West Port; H. F. McMilland, Bobolink, Young & Rubicam, San Francisco; Dana Jones, Dana Jones Co., Los Angeles.


DORATHEA HASLLER, former director of promotion and publicity for New York Philharmonic, has joined Beament, Heller & Sperling Adv., Reading, Pa.

LOU JACOBSEN has joined Greenfield Lippman Adv., Buffalo, as art director and account executive.

HARRY COHEN, vice-president and account executive of Kaiser Adv., Chicago, has joined Dancer-Fitzgerald-Sample, New York, as account executive.

WILLISTON P. MUNGER Jr., for eight years with Arthur Kudner Inc., of Chicago, has joined LUCILLE RUSSEL, script writer for NBC, has joined the copy staff of Benton & Bowles, New York.

A. T. McCALL, former director of Cock- field Brown & Co., Montreal, has been appointed managing director and vice-president of Young & Rubicam, Montreal and Toronto. He was a former general manager of Intermedia, now E. R. R. I. in Montreal, and as president of McCarty, St. Louis. STUART B. SMITH, managing director of the Y & R Co., has been appointed a vice-president of the Canadian company.

CHARLES SCHIECKERT heads Technographics Inc., new agency which opened April 2 at 1457 Diversey Parkw. Chicago. Personnel includes ROLAND FULTON, vice-president; CARL E. MUNGER, secretary-treasurer; KENNETH HAFER, art director; FLORENCE WOLFE, space buyer.

JAMES KEECK, advertising manager on staff of DON McNEILL, m.c. of Blue "Breakfast Club", has been made office manager of Geltz-Pacific Adv., Los Angeles.

MABORIE ORMAN has been appointed publicity director of Millman-Shane- Breyer, Los Angeles. She succeeds EMMA LOUIE CAMPBELL, resigned.

MCKEE & ALBRIGHT, Philadelphia, have announced their resignation as advertising agency for The Beacon Chemical Corp. (Zero and "33" Bleach) effective about May 1.

Not dollars, and certainly not radio stations! If you’re looking for either of those, Ken- tucky, seems as though the most likely place to find ’em would be WAVE’s red-hot Louisville Trading Area—where folks spend more money than in any other state in the U.S. One thousand dollars wouldn’t equal a market for what ever you’re selling! WAVE gives you both marketability and Louisville-Area listeners per dollar and more dollars per listener. Want the statistics?
national 'names' sponsored LOCALLY ... make WXYZ a great station!

A national figure among women in Radio for years, EDYTHE EDEAN MELROSE ("The Lady of Charm") justifiably is proud to see her live WXYZ program broadcast by transcription on stations from the Atlantic to the Pacific. Likewise, WXYZ is proud that Detroit drug and department store buyers faithfully swear by Edythe Melrose and WXYZ in appreciation of our combined effectiveness.
OK for FM

Going strong in '45!

Nine years ago, Western Electric brought out the 23A speech input console. Complete, compact, giving greater flexibility, ease of operation and high fidelity, it marked a new idea in speech input equipment, and another Western Electric first!

The 23B—differing only in arrangement of controls—followed in 1937. In 1941 came the 23C—with frequency range extended to meet FM requirements.

Many of these old timers are going strong today—proving once more that Bell Labs advanced design is right for years of service.

Western Electric

P. O. Box 900

Buy War Bonds—and hold them!
Fastest-moving team in the league

Guess everybody knows we have a lot of new folks. We've augmented the veterans, men who know the network business inside and out, with a group that knows how to sell goods...knows the client's basic problems...knows how to think in terms of cutting distribution costs and getting more for the advertiser's dollar.

We've been in hot pursuit of a pretty clear-cut objective, although it might not look that way from the outside. And we've been making some real progress. A new kind of network is being born. All that's sound about the old network (and by and large, networks are a pretty sound operation) has been preserved. But from this new team you can expect some fundamental improvements that will appeal to you as an advertiser, and to you as a part of the great American public.

You might bear that in mind when you are thinking about where to invest your radio dollars. Especially since you save $3,500 when you buy a nighttime half-hour on the Blue.

THE VETERANS (only some of them are in the picture): Standing at the left is...you're right, Mark Woods, our prez. If you don't know Mark, you know of him because he's one of radio's real pioneers. Next there's Keith Kiggins, who's our v.p. in Charge of Station Relations, an ex-cow puncher who has been with the network since '33. Then there's Johnny Norton, who's Station Relations Manager and one of the youngest execs in the business. Next to John comes Ed Boroff, our v.p. for the Central Division; Ed has an 18-year background in the radio business. And now for the seated team members, left to right: Don Searle, who's General Manager of our Western Division, a man with years of know-how including station management. Next to Don is Charles Rynd, an NBC grad who's a v.p. and formerly our company treasurer. And last but not least is Pete Jaeger, our General Sales Manager, a v.p. too, who came to us from Transamerican.

NEW TEAM-MATES (not all of them by a long shot) also reading from left to right: Ed Noble, our Chairman of the Board, founder and chairman of the Life Savers Corp., formerly owner of WMCA and an outstanding business leader. And our Vice Chairman of the Board—yes, it's Chet La Roche, whom you remember as Chairman of the Board at Y & R, a man who did so much to build their radio department. Chet headed the War Advertising Council too. Next to Hub Robinson, another Y & R grad, where Hub was in charge of their radio department, built talent and program departments...so it's logical that Hub is our v.p. in Charge of Programs. Then comes Fred Smith, an advertising publicity expert of long standing (had his own shop, was a BBDO and Y & R man and for the past two years Henry Morgenthau's right-hand man); Fred is our v.p. in Charge of Advertising Promotion and Public Relations. The man with the catcher's mitt is Bob Kintner, well-known writer and columnist (with Asop, remember?), our v.p. heading up news and special events, and helping us put into practice a new kind of news policy. As for the last fellow seated, it's Adrian Samish, our National Production Manager, who has eighteen years of active production experience in stage, screen and radio...and backing up both the old and the new members are these folks, who've had many years in both the advertising and selling fields: Mike Huber, Ben Bodec, Carol Erwin, Ted Oberfelder, Ivor Kenway.

AMERICAN BROADCASTING COMPANY, INC.
The Blue Network
NAILED
CARPETING N.B.C.
WITH 50,000 WATTS
AT 680 K C J)
IS NORTH CAROLINA'S
No. 1 SALESMAN

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

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(Continued from page 50)

the Air” is also an audience participation show broad- cast from the store itself with shoppers participating in treasure hunts and other games. Business is placed direct.

INDEPENDENT COAL & COKE Co.
Salt Lake City, has signed for sponsorship Mon.-Wed.-Fri. on KSL. Salt Lake City of H. V. Kaletenbom, NBC commentator. Auerbach Dept. Store has signed for Mon.-Mon. through Fri. Pacific War commentaries by Larry Smith.

MASSACHUSETTS State Republican Committee through John W. Queen Agency, Boston has signed for 7-9 p.m. period for 52 weeks effective April 6 on WMCA New York.

GERTZ DEPT. STORE, Jamaica, N. Y., is sponsoring 52 weeks Linda Gray in five-week quarter-hour women's entertainment program on WMCA New York. Agency is Allied Adv., New York.

LEWIS Ltd., Truro, Nova Scotia, will use four Canadian markets starting this week in its radio advertising campaign for Empire Brand men's hats, according to agency, Birmingham, Castlemere & Pierce, New York. Markets to be used are Montreal, Ottawa, Toronto and Windsor.

ADMIR SHOES, New York, has shifted its account to Emil Mogul Co., New York. Firm uses some 100 commercials weekly on WHN and WMCA New York.

KNO-MARK Mfg. Co., Brooklyn, has signed for shoe polish campaign. Firm is agency for shoe polishers. Firm has signed for weekly sponsorship of Ed Healy's quarter-hour news cast on WMCA New York for Empire Brand men's hats, according to agency, Birmingham, Castlemere & Pierce, New York. Markets to be used are Montreal, Ottawa, Toronto and Windsor. Type of radio advertising has been non-committed.

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The Most Powerful High-Frequency Tube

200 Kilowatts—developed especially for high-power, high-frequency broadcast and industrial applications.

Into this development has gone all the knowledge and experience of the tube-building art that make the name Federal stand for dependability—a reputation earned by more than 35 years of service in the electronics field.

Federal tubes are built for long life...produced with all the care and precision of fine craftsmanship.

Federal always has made better tubes.
Miss Friedel to WFD
MARYL FRIEDEL, formerly in charge of exploitation for WLW Cincinnati, has joined the Treasury War Finance Radio Unit as head of the radio information section. succeeding Barney Molohon, now with the programs division of the War Food Adm. In radio since 1929 when she presented a women's program on WOW Omaha, Miss Friedel successively was publicity director of WBBM Chicago, general manager of WLAP (Louisville) Lexington and WJKS (WINDI) Gary. She also was publicity director for KMOX St. Louis and for several years ran her own Chicago office.

Bendix Sales Up
BENDIX AVIATION Corp. ended the fiscal year Sept. 30, 1944 with consolidated net income of $15,290,000, equal to $7.22 a share of capital stock after all operating costs and provisions for taxes. Net income for previous year was $14,722,704 or $8.96 a share. Gross sales in 1944 were $914,110,895.

IF YOU SELL

(OR BEER OR BRUSHES)

Ask your distributor about KDAL, Duluth
Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. You figure out how much gasoline and grease that means! Thanks to its favorable 610 frequency, KDAL’s 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincidental daytime survey made in Virgin-ia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don’t take our word for it. Ask your local distributor. He knows—and ten to one he’ll say “KDAL!”

Larus Contest
LARUS & BROS., Richmond, sponsors of the “Champ Loomis Show” on the Blue Network, will give $1,500 in War Bond prizes to listeners and publicity managers of Blue stations for the best promotion of the program April 15-June 15 Limited to the 150 stations carrying the series, awards will be chosen on the basis of originality of ideas and extent of coverage. Trade press editors will serve as judges. First prize is $500, second $250, third $100, and 20 $25. Agency is Warsaw & Lesler, New York.

Retail Radio Treatise
TREATISE on the use of radio by retailers by Aaron Bloom, director of the national department of Kasper-Gordon Inc., Boston, is included in a packed program presentation being distributed to department stores across the country.

Information Booklet
JO RANSOM, publicity head of WNEW New York, will prepare for Vocational Guidance Manuals Inc. a guide for the use of servicemen interested in a radio career. Booklet will cover publicity, sales, promotions, advertising, engineering and other phases of broadcasting.

COLUMBUS was the first to land on the Western Hemisphere

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

THE

Alfred I. duPont Award
"The Pulitzer Prize of Radio"

Quoted from the presentation made by the Alfred I. duPont Award Committee to Station WJR at the St. Regis Hotel, New York City, Saturday, March 10, 1945.
Regions in 1000-2500 w Group Show Average Sales of $151,254 for Year

REGIONAL broadcast stations in the 1,000 to 2,500 w category realized average net time sales of $151,254 during 1944—an increase of 141% over average figures for the preceding year, according to the third of five compilations on 1944 business prepared by the FCC's broadcast accounting department.

The statistics revealed that 137 commercial stations of the 152 in that power category had total net time sales of $20,721,794, an increase of $5,081,160 over the preceding year. In 1943 these stations realized $14,740,634 in net time sales.

Actually, there are 162 stations of 1,000-2,500 w but 10 are non-commercial. All but two of the 137 commercial stations reported increases in net time sales. One reported a decrease of $1,087 and the other a decrease of $1,324. Seven of the remaining 135 stations reported increases of $50,000 to $250,000; 51 of $600 to $1,000; 54 of $25,000 to $50,000; 35 of $5,000 to $25,000; and 8 of $9 to $5,000.

Above Other Groups

The gain of 141% compares with that of 28% shown by 191 regional stations in the 5,000 to 20,000 w group [Broadcasting, April 2]. The 52 stations operating in the 50,000 w category showed a 20% increase [Broadcasting, Feb. 26].

The FCC's April 3 release on 1,000-2,500 w stations continued:
Ninety-nine of the 152 commercial stations serve as outlets for the four major networks, an increase of six stations over the year 1943, as follows: Blue, 25 stations; CBB, 31; Mutual, 27; NBC, 18; Blue and Mutual, 4; Blue and NBC, 1; and Mutual and NBC, 3.

One of these stations is owned by a regional network (Don Lee) and the licensees of 108 stations, or the companies owning or controlling them, are engaged in other business as follows: Publishing, 48; Manufacturing, 10; Brokers, 15; Educational, 8; Banking, etc., 7; Religious, 4; and various other businesses, 16.

Three of these stations are located in Alaska and one each in Hawaii, Puerto Rico and the District of Columbia. There are no stations operating with this power in the States of Delaware, Kentucky, Maryland, South Dakota and Utah. The other 156 are located in the States as follows: Alabama, 1; Arizona, 2; Arkansas, 1; California, 26; Colorado, 5; Connecticut, 4; Florida, 3; Georgia, 1; Idaho, 3; Illinois, 4; Indiana, 1; Iowa, 2; Kansas, 5; Louisiana, 1; Maine, 1; Massachusetts, 4; Michigan, 3; Minnesota, 2; Mississippi, 2; Missouri, 2; Montana, 1; Nebraska, 2; Nevada, 1; New Hampshire, 1; New Jersey, 5; New Mexico, 1; New York, 11; North Carolina, 6; North Dakota, 3; Ohio, 3; Oklahoma, 2; Oregon, 3; Pennsylvania, 1; Rhode Island, 1; South Carolina, 2; Tennessee, 4; Texas, 12; Vermont, 4; Virginia, 1; Washington, 7; West Virginia, 2; Wisconsin, 2; and Wyoming, 1.

The 152 stations in this category may be classified by power and time of operation as follows: 1 station operating with 200 kilowatts, limited time; 1 with 1 kilowatt night; 4 with 1 kilowatt night, unlimited; 4 with 1 kilowatt night, unlimited; 7 with 1 kilowatt; limited; 5 with 1 kilowatt, day; unlimited; 22 with 1 kilowatt, day; unlimited; 2 with 1 kilowatt, day; unlimited; 2 with 500 watts; unlimited; unlimited; 2 with 500 watts; unlimited; unlimited.

KXOA to Join Don Lee
KXOA Sacramento, Calif., now under construction, will become affiliated with Don Lee Broadcasting System, Hollywood, about May 1. Making 39 stations in the network, coast outlet of Mutual. Station will operate with 250 w on 1490 kc, under management of Lincoln Dellar, owner. He is vice-president and general manager of Associated Broadcasters Inc., San Francisco.

SALES

**SPORTS**

**Exclusive**

Pac. Coast League

**BASEBALL**

Entire 1945 Season

**KPMC**

L.A.'s West Side's

**BASEBALL**

Entire 1945 Season

**Broadcasting** • Broadcast Advertising
"The following is electrically transcribed..."

SUPER SUDS, SUPER SUDS, LOTS MORE SUDS...

To any modern youngster or her Mommy, the Super Suds jingle is as familiar as the works of Mother Goose. In two years, this merry snatch of song has proved itself a commercial with "super-do"—lilting its way into the musical memory of America, and, incidentally, selling a whacking big heap of suds.

Super Suds "spots" are cut on PRESTO discs.

Most important transcriptions are. For recording engineers know that PRESTO discs give finer results with less margin for error—actually perform better than most of the recording equipment on which they are used. That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

- Less Surface Noise
- No Distortion
- Easier on Cutting Needle
- No Fussy Needle Adjustments

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

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

TERMINATING two years of service at the White House as assistant to "Assistant President" James F. Byrnes, Walter J. Brown, vice-president and general manager of WSPA Spartanburg, last week left his post at the Office of Economic Stabilization and Reconversion to return to active direction of WSPA. Mr. Brown will pick up where he left off two years ago on plans to build an FM station atop Hog Back Mountain, a high point near Tryon, N. C. He also will look after substantial farm interests in Georgia.

Donald Russell, Spartanburg attorney and legal advisor to Justice Byrnes, who also is a director of WSPA, plans to remain in Washington temporarily as an assistant to Justice Vinson, successor to Justice Byrnes.

HICKSVILLE, Long Island, N. Y. plant of Press Wireless Inc. has received its third Army-Navy Award for excellence in war production, entitling the plant to another star in its "E" flag won two years ago.

CONGRATULATIONS were for F. J. Smalley (left), newly appointed New York resident manager for Smith, Bull & McCrery Adv., Los Angeles, when he left to open east coast office. Well-wishers (to r) are Walter P. McCrery, agency co-partner, and Mel Roach, production director. Mr. Smalley was formerly commercial manager of KFVD Los Angeles.

Drug Co. Resumes Radio on Network

Extensive Tie-in Promotion Planned by United Drug

UNITED DRUG Inc., Boston, as sponsors of the Moore-Durante Show on CBS Friday 10:10-10:30 p.m., resumed network radio last week after ten years. During that period United has sponsored large-scale, short-run campaigns semi-annually for Rexall one-cent sales. N. W. Ayer & Son, New York, the agency, and client were working last week on the next four-day campaign on 24 stations to eliminate double coverage in markets now covered by the CBS program.

Program Cost $1,500,000

Continuing Gary Moore and Jimmy Durante, both signed to five- and a half-year contracts, with other stations of the former R. J. Reynolds show continuing, program will be carried at an estimated cost of $1,500,000 yearly, with the most extensive dealer promotion outlets set-up controlled by any network advertiser. In line with all-out emphasis on Rexall drug stores, title has been changed to Rexall Radio Show with Jimmy Durante and Gary Moore. Commercials feature the stores, and Pure-test Aspirin. Network is being expanded from 133 to 146 stations. There will be a summer replacement July-August while the comedy team goes on a USO overseas tour.

Outlining merchandising plans last week, A. C. Bond, vice-president and general merchandising director, pointed out there was a total of 8,500 Rexall stores, representing "8 miles of window display". United is using house organs, window cut-outs, and posters, inside banners, life-size talent blow-ups, counter displays, ads in 11,000 country newspapers, Rexall club meetings, club circulars, 30,000,000 throw-aways, box inserts in regular magazine advertising, spot announcements, publicity in 900,000 monthly issues of Rexall magazine, a consumer organ, and package inserts. Rexall dealers are being encouraged to place ads locally, and national newspaper advertising is being used.

"Ye said over WFDF Flint we should be workin', didn't ye?"
Crystal gateways for your voice

Four hundred and eighty telephone conversations over a coaxial cable was one of the last peacetime achievements of communication research in Bell Telephone Laboratories. In this multi-channel telephone system, each conversation is transported by its own high-frequency carrier current. At each end of the line are crystal gateways; each opens in response to its own particular "carrier" with the message it transports. In telephone terminology, these gateways are filters.

The ultra-selective characteristic of these filters is made possible by piezo-electric quartz plates, cut in a special manner from the mother crystal, and mounted in vacuum. Each set of plates is precisely adjusted so that the filter responds only to the frequency of its assigned channel, rejecting all others. In the coaxial terminal equipment, such crystal gates sort out messages for delivery to their four hundred and eighty individual destinations.

In recent years, Bell Telephone Laboratories' research has provided the Armed Forces with many types of electrical equipment in which frequency is controlled by quartz crystals. Notable is the tank radio set which enables a tank crew to communicate over any one of 80 different transmission frequency channels by simply plugging in the appropriate crystal. The future holds rich possibilities for the use of quartz crystals in Bell System telephone service.
VAST ELECTRONICS PROGRAM FOR NAVY

AS INSURANCE against unpreparedness in years to come, Capt. Jennings B. Dow, USN, Director of Electronics for the Bureau of Ships, recently said that "It is the earnest hope of those who have had the responsibility for supplying the Navy with modern electronic equipment that when peace comes, our people will not fail to strongly support an adequate research and development program."

"It has been estimated," he continued, "that a minimum of $25,000,000 per year would be required by the Navy to carry out an adequate program in the fields of radio, radar and sonar. The expenditure of this sum would insure the technical 'lead' over other nations which has proved to be so essential to victory."

He predicted that television, at the end of the war, would emerge as "a reality for the use and entertainment of our people," and that it would spread to new fields of usefulness.

Mr. Time Buyer...
HERE'S THE ORGANIZATION WHO KNOWS THIS RICH MIDDLE AND SOUTHERN MARKET

THE MARKET
The great Middle West and Southwest radio stations and markets are the specialty of T.H.S. organization. WE KNOW from firsthand experience and on-the-spot operations the facts which will help make your schedule click. Let us assist YOU—NOW!

THE AFFILIATES
TEXAS
KFDM—Beaumont
KFYO—Lubbock
KNC—Amarillo

LOUISIANA
KRMD—Shreveport

OKLAHOMA
KADA—Ada
KBIX—Muskogee
KCRG—Enid
KGGF—Shawnee
KOME—Tulsa

NEW MEXICO
KGGM—Albuquerque

Clear Channel Parley
(Continued from page 15)

thatched throughout the tortuous history of clear channels has been the resolute opposition of Chairman Wheeler, of the Senate Interstate Commerce Committee, to clear channels or to power beyond 50 kw. He induced the Senate in 1938 to adopt a resolution inveighing against power of more than 50,000 w. While this resolution has no real legislative standing, it nevertheless has influenced at least certain members of the Commission. Flanking Sen. Wheeler in his stubborn opposition always has been Ed Crenney, Montana broadcaster, who is identified with the regional station committee which will urge the clear channel breakdown at the forthcoming hearing.

If current FCC thinking is a criterion, there will be duplication of clear channels now located in the major centers of population. That is accepted to mean there will be east-west coast clear channel duplication. And in the larger markets, stations presently on clear channels probably would be permitted to use power of the order of 50,000 watts or greater, for intensive coverage of their areas, but they would be reduced to 1-B or duplicated channel service, which normally would curtail secondary coverage, particularly at night.

Those clear channels which would be preserved, following this manner of thought, would be located in non-urban areas serving sparsely populated contiguous territories where a secondary signal would provide the best available, and perhaps the only acceptable broadcast service.

In some quarters it is felt that, irrespective of the procedure which the FCC now proposes to follow, it cannot determine the nature of the physical structure of the broadcast band, or establish the number of clear channels that should be preserved until it has determined at least two basic program service factors. These are (1) the number of competitive network services which would be accommodated in major markets (the existing view appears to be four) and for secondary coverage, and (2) the kind of program service to be afforded in cities and remote areas.

Drawn into the formulation of such a policy might be such factors as the network affiliation of particular stations, and whether a facility would be allocated unless the station would commit itself to affiliation with a particular network, or possibly to no network at all. This is an integral part of the program duplication aspect, particularly when powers of a higher order are taken into account.

"Circle Method" Seen

It would not surprise observers here to see the FCC introduce at the May 9 hearings a plan proposing utilization of the so-called "circle method" of allocation. This would entail arbitrary location of clear channel stations geographically to provide maximum service.

The thought also is that under such a plan the Commission would be disposed to authorize power in excess of 50,000 w. for such Class I-A stations.

While there has been no inkling as to how the FCC would propose to relocate clear channels, there is substantial agreement on the Commission that such facilities should not be concentrated in centers of population. The proposal might be one wherein the FCC arbitrarily would specify location of channels for maximum coverage. Stations now using those facilities might be given first option to operate the stations at the proposed new locations. In the alternate, the clear channel licensee might be offered a regional assignment in the metropolitan area, with the relocated clear channel available for new assignment.

Number Undetermined

It is doubted whether there has been even a tentative determination as to the number of Class I-A channels (unduplicated at night) that would be retained. Under the 1928 broadcast allocation, 40 clear channels were set aside. The num-

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mission engineering executives and industry engineers. Additions to the
committees since the memberships were published in the March 26
BROADCASTING follow:

COMMITTEE 1, Determination of What Constitutes a Satisfactory Signal
—Frank Marx, American Broadcasting Co.; V. L. Hogan, WLW, represent-
ing independent stations.
COMMITTEE 2, Determination of What Constitutes Objectiveal Inter-
ference—Frank Marx, American Broadcasting Co.; W. S. Duttens, NBC; John
V. L. Hogan, WQXR-WWXR, representing independent stations.
COMMITTEE 3, Determination of Distances to Which and Areas Over
Which Various Signal Strengths are De-

divered—Benjamin Adler, American
Broadcasting Co.; John V. L. Hogan for independents.
COMMITTEE 4, Postcard or Similar Surveys—Paul F. Peter, WAB, withdrawals; new
members: Edward F. Evans, American
Broadcasting Co.; Hugh Petts, Broadcast Measurement Bureau; Grant
Wright, independent stations; C. Maurice Walter, National Council of
Farmer Cooperatives.

Evidence to be presented will cover the purported necessity for
power in excess of 50 kw to ade-

The meager distribution of
high power facilities in the West is
ascribable to the original law
itself, it is recalled. Under the
1927 act, there was the so-called
Davis Amendment, which provided
for an equal distribution of facili-
ties among the five radio zones into
which the country then was di-
vided. Thus, the sprawling fifth
zone covering practically the West-
ern third of the country, could
have no more facilities than the
very compact first zone, compris-
ing only the New England states
and New York. The Davis Amend-
ment, because of the virtual
impossibility of enforcement, was
repealed in June 1936.

It is presumed also that in de-
vailing new standards of allocation,
the FCC will take into account the
fact that propagation generally is
far better in the Western areas
where man-made noise is at a mini-
mum and where state or other
meteorological deterrents to con-
ductivity are not nearly as intense
as in the Southern and Eastern
areas.

Pinaud Buys Time

PINAUD Inc., New York, manu-
facturer of a new perfume, Lilac-
nelle, starts on WJZ New York
April 22, 4-4:30 p.m. EWT, with
a 26-week musical set. This
heard transcribed a week later over
five other Blue-ABC stations.
WEND KGO KECA KJR KEX.
Agency is New York International.
Pettingell & Fenton, New York.

* * *

Stations Plan for Hearings
(Continued from page 15)

there are only three clear channels west of the Missis-
sippi and that the bulk of those in the East are concentrated in the
larger markets. An ideal situation, it is contended, would be where
in stations of substantial power on preferred frequencies would be so
located as to provide as nearly equal service as possible every-
where, with a minimum of over-
lapping of signals and of pro-
grams.

These are but a few of the many BMI-
licensed titles recorded by The King
Cole Trio. See your BMI DISC DATA
for the complete listing or write for
your copy of this special service.

THERE I'VE SAID IT AGAIN* Cap.
SLOW DOWN Dec. 8556
THIS'LL MAKE YOU LAUGH Dec. 8571
STOP! THE RED LIGHT'S ON Dec. 8592
I LIKE TO RIFF F.S.T.
ALL FOR YOU My Lips Remember
EX. 8114, Cap. 139
I REALIZE NOW Cap. 169
F.S.T. Pr. 100

Soon to be released.

ONE OF THE GREAT STATIONS OF THE NATION

ONE OF THE GREAT STATIONS OF THE NATION

KING COLE

The debonair and multi-talented leader of the
famous King Cole Trio is about as well known
as the nursery rhyme character. With Oscar
Moore on the guitar, and Bass Fiddler Johnny
Miller now in the spot formerly held by Wesley
Prince (who's in the Army), the Trio is winning
plaudits everywhere.
to underserved areas in New England; secondary service concepts of regional networks of meeting needs of rural and suburban listeners of New England for improved standard broadcast service. John Shepherd 3d and Linus Travers on program service of Yankee particularly suited to needs of New England rural and suburban listeners; program preferences of rural and suburban residents of New England.

WNEW St. Louis—Frank H. McIntosh. WSGN Birmingham—Everett L. Dillard; plans to introduce evidence to show that breakdown of clear channels will provide more primary service.

KFAR Fairbanks, Alaska—August G. Hiebert, chief engineer; plans to testify on need for permanent clear channel assignment for Alaska.

KELO Sioux Falls, S. D.—Witness undetermined.

KSL Salt Lake City (supplemental filing)—Voor Sharp, general manager, on "Station Policies;" Ralph Hardy, program director, on "Programs;" Paul F. Dixon on "Economics." C. Richard Evang, chief engineer, and E. T. Pack on "Engineering."

WCAE Pittsburgh—Witness undetermined; plans to testify on testimony involving difficulty of affording, under present allocation, adequate service in areas adjacent to Pittsburgh.

WBEN Portsmouth, N. H.—Bert George, general manager; plans to testify that present allocation of frequencies denies night service to heavily populated southeastern New Hampshire, a section which now receives no nighttime service.

NEW YORK State Farm Bureau Federation and New York State Conference of Farm Organizations—S. S. Foster, general secretary; plans to testify on farm radio service.

KTA San Francisco—Witness undetermined.

KTA New York—Morris S. Novik, director of communications, New York, and station manager; John D. J. Moore, counsel; plan to testify on (a) effect of program service rendered by WNYC; (3) necessity for program service rendered by WNYC.

WJZ Washington—Paul A. Loyet; plans testimony on minimum and maximum extent to which there is overlapping of clear channel service, duplication of program service and general technical matters pertinent to clear channel operation.

NATIONAL COUNCIL, of Farmer Cooperatives—John R. Davis, executive secretary; plans to testify on program service suitable to rural listeners.

WBPG Charlotte, N. C.—Witness undetermined; plans evidence to testify that present allocation of service to Charlotte is difficult.

WTDO Cumberland, Md.—Witness undetermined; plans to testify as to difficulty of affording service to Cumberland area under present allocation.

WING-TRENDLE Broadcasting Co. (WNYT Detroit; WOOD Grand Rapids)—Witness undetermined; plans to present evidence tending to show difficulty, under present allocation, of affording service to Michigan.

WVHP Cheyenne, Wyo.—Witness undetermined; plans testimony on difficulty of serving Minnesota and Wisconsin under present allocation.

WIBG Green Bay, Wis.—Witness undetermined; will testify on difficulty of serving Green Bay and vicinity under present allocation.

WAO San Antonio—Ralph Mait, general manager, and Elsie Mayhew on general program policies and commercial practices of WOAI; history of station's operation; A. B. Rine on engineering questions. Mr. Schmitt on technical operation of WOAI and technical questions.

WLW Cincinnati (supplemental filing)—James V. Dennis, Vice-President in charge of broadcasting, The Crosley Corp., on general and program policies and history of station operation; Robert E. Hemmert and WLW general manager, on commercial and program practices. Mr. Hemmert on economic results of WLW operation with power in excess of 50 kw and economic factors involved in such operation; R. J. Rockwell, chief engineer; O. P. Leyard and Anthony on engineering and technical phases.

KFVD Los Angeles—Frank Burke, principal owner, on economic effects of clear channel rule and present policy of station on KFVD and the public interest involved in use of Pacific Coast viewpoint; an engineer, yet unnamed, on engineering aspects of Pacific Coast standard broadcasting on clear channels in which the dominant station is located on the West Coast.

JOHN D. KEATING, Portland, Ore., one of group contemplating filing for 50 kw, fulltime station in Portland on clear channel, plans to testify on East Coast on 110 basis; will testify on economic and other factors involved in establishment of a 30-kw station in community such as Portland; engineer, yet unnamed, to testify concerning use of clear channel service that Portland can expect to get and that a more efficient use of the channel can be made by allocating it for use on the West Coast.

KTBS Shreveport—John C. McCormack, manager, on economic factors and other factors involved in establishment of a station in Shreveport with 5 kw power or more; A. Earl Culver Jr. on engineering and service areas (KTBS now applicant for 5 kw on 640 kci).

KOL Seattle—Archie O. Taft, principal owner, on economic and related factors in establishment of an additional 50-kw station in community such as Seattle; Russell P. May on engineering and service areas.

LOUIS WASKER, Spokane, Wash.—Wash. RGA—on economic and related factors involved in establishment of a 50-kw station in community such as Spokane; A. Earl Culver Jr. on engineering and service areas.

KFBC Cheyenne, Wyo.—Grant B. Wooten, presenting evidence on amount of primary service and secondary service available to listeners of Wyoming area; amount available from affiliates of four major networks; possibility of providing primary AM service in future areas now without such servi-
Grin Arranges Series

SPECIAL religious series short-wave from Vatican City to WHOI New York, and transcribed for the other Cowles stations (WOL WCOF WNAX KRNT), is expected to start within the next week, or as soon as Correspondent George Grim, who left for Italy over Easter weekend, can make technical arrangements. Besides the religious programs, Grim will take representative GPs into Vatican City and let them air their own descriptions of it. After several weeks in Italy, Grim will broadcast from Switzerland and regions of Germany under Allied control, going on from there if possible to Moscow where he was a newspaper correspondent in 1938. His trip will take at least six months.

Sgt. Gene W. Haulotte

SGT. GENE W. HAULOTTE, formerly head of the transcription department of CBS Hollywood, was killed in action over Germany on Jan. 14, according to information received through the German Red Cross. Attached to the Eighth Air Force, he was a turret gunner on a B-17. His parents, Mr. and Mrs. William H. Haulotte, live in Green Bay, Wis.

Maj. William Jonas

PAUL JONAS, MBS assistant director of special features and sports, received word last Wednesday of the death of his son Maj. William Jonas, pilot, in a plane crash in the Pacific area.
San Francisco Radio Coverage
To Cost $15,000; Facilities Set

Personnel Expected to Begin Arriving April 15;
Stations, Networks Consider Coverage Plans

COST TO RADIO of covering the
forthcoming United Nations Security
Conference in San Francisco will be approximately $15,000;
that amount to be prorated among the
networks and independents on
the basis of space assigned, it was
disclosed last week following a
meeting between State Dept. and
broadcasting officials in San Francisco.

NBC drew first choice of location
as a result of lot drawing among
the four major networks in New
York. NBC has been assigned
space for two studios and a con-
control room near the main entrance
of the building housing the con-
ference. Blue-ABC will have simi-
lar space adjoining NBC.

Facilities Designated
CBS and Mutual will have fa-
cilities adjoining toward the rear
of the building. Comparable space
has been allotted to the British
Broadcasting Corp., the Canadian
Broadcasting Corp. and the Aus-
trian Broadcasting Corp. For
the independent stations 10 smaller
rooms have been assigned.

Commentators and newsmen
who will cover the conference for radio
are expected to begin arriving in
San Francisco about April 15, ac-
cording to officials of the Palace
Hotel, in which all news personnel
will be housed. The San Francisco
Press Club will maintain open
house for visiting radio newsmen
and the city of San Francisco has
set aside appropriations to enter-
tain the broadcasters and press
during their stay.

In Toronto on Thursday CBC
and the Canadian Assn. of Broad-
casters announced their respective
staffs assigned to the conference as
follows: D. C. McArthur, chief
news editor; Neil Morrison, To-
ronto; Douglas Nixon, Elmore
Philpott, Vancouver; Wilson Wood-
side, Toronto; Rene Garneau,
Montreal, for CBC. Dorwin Baird,
CFOR Vancouver; John Colling-
wood-Reade, CFRB Toronto; Jim
Allard, All Canadian Radio Fa-
cilities, Toronto; newscasters for
the CAB.

KYA San Francisco, under aus-
piices of the San Francisco Chroni-
cle, has begun a series of pro-
grams featuring members of the
San Francisco Counselor Corps.
Tuesday and Thursday nights pre-
liminary to the Conference.

Lee & Losh Named
The State Dept. and City of San
Francisco have retained Lee &
Losh, a national publicity service,
to handle radio and press relations
during the Conference. The firm
will coordinate hotel accommoda-
tions, telephones, wire and other
services needed by working news
personnel.

Mutual announced last week that
Elsa Maxwell, columnist and en-
tertainment writer, has been added to its
staff of commentators and writers
assigned to the conference. Among
Mutual’s staff will be Royal Arch
Gunnison, Gabriel Heather, Fulton
Lewis Jr., Leo Cherne, Alexander
Griffin, Frank Singiser, Upton
Close, Tom Slater and others.

World Wide Broadcasting Foun-
dation has prepared a series of scripts under the title Beyond Vic-
tory to be aired on 95 stations in
connection with the Conference.
Seven more stations have been
credacciated by the State Dept.
[BROADCASTING, March 26]. The stations and their representatives
follow: KOL Seattle, Jerry Mor-
gra, program director; KMPC Los
Angeles, Vance Graham; KTHT
Houston, Roy Hoffeins; WCAU
Philadelphia, Dorothy Lewis;
WPRB Mayaguez, Puerto Rico;
Andres Camara; WDSU New Or-
ableans, Hilda Phelps or Shirley Kil-
gore. Further station plans follow:
KSNK San Francisco—Plans direct
quarter-hour commentary daily by Lee
Giroix, KSNK program director. pro-
grams sponsored by Merrill’s Drug
Centers.
KFRF Fresno, Cal.—Plans incomplete,
but hopes to do live broadcasts weekly
or twice weekly from the Conference,
said Paul H. Bartlett, general manager.

UNIVERSAL BROADCASTING Co.
(KSFO San Francisco, KFAS Pasaden
a)—Plans comprehensive coverage, feed-
ing also to KQW-KXW, International
shortwave stations licensed to Assoc.
cated Broadcasts Inc., San Francisco,
according to Witt Guenandorfer, man-
ger. Staff includes Austin Fenger;
Mary Watenevart, Sidney Roger, Stuart
R. Ward, Bob Hansen, Wally King.
Originations at Opera House, Civic
Auditorium and Veterans Building.

KGOY Missoula, Mont.—A. J. Mosby,
general manager, plans to overlook
interviews and highlights. Original plans
for the network were scrapped and
Abandoned, because of delayed delivery.
Station will stress human interest angle,
depending on CBS for general coverage.

KIRK Seattle—Plans no special pro-
grams, other than regular CBS cover-
age. Paul H. Appleby, general man-
ger, will sit in at Conference for back-
ground.

KQW San Francisco-San Jose—Station
will originate CBS Pacific Network programs from Conference, featuring
Harry W. Fleetner, Chet Romance and
Dr. Wallace Sterling, in addition to
CBS commentators from New York and
Washington. Covering for KQW and
assisting CBS staff will be Grant Hull-
comb, KQW production chief; Walfred
Johnson, Oscar Baan, newsmen.

Club Nominations
A NOMINATING committee of the
Radio Executives Club an-
nounced at a meeting last Thursday
the following slate of officers for
the summer season: Arthur Hull
Hayes, WABC, president; Craig
Lawrence, WHOM, vice-president;
Chuade Barrere, WEAF, treas-
urer; Helen Wood, secretary. Nom-
inations will be closed after the
next meeting, April 19. Meanwhile,
additional nominations can be placed
on the slate by a petition of seven
or more members. The nominating
committee consisted of Ralph Wel-
ly, chairman; Beth Black, Joseph
Katz Co.; John Hines, WNEC; Pierce
Romaines, Paul H. Bartlett Co.; Fred
Kenkel, C. E. Hooper Inc.

5,200 MINUTES

... 5 SOLID BROADCAST DAYS

SOUTH BEND Men’s Clothing Stores used that much program
time, PLUS 1,192 spot announcements, on
WSBT in 1944. Like department stores, time purchases
by such accounts are exceptionally high—because South
Bend KNOWS what Hooper SHOWS: that South Bend’s
preference for WSBT is overwhelming—among men,
women and children!

WSBT SOUTH BEND
P A U L  H. R A Y M E R  C O M P A N Y
N a t i o n a l  R e p r e s e n t a t i v e s

Page 64 • April 9, 1945

BROADCASTING • Broadcast Advertising
Policy on Renewals Hits WCHS, KFNF

Hidden Interests, Policies On Programs Among Issues

IN LINE with its policy of scrutinizing renewals, the FCC last week designated for hearing two more applications for renewal. These are WCHS Charleston, W. Va., owned principally by Capt. John A. Kennedy, now on active Navy duty, and KFNF Shenandoah, Ill., with which the KFNF license renewal hearing, now designated for May 16, the FCC also set for consolidated hearing application for transfer of control from Henry Field to the Midwest Broadcasting Co.

The WCHS license renewal was to be heard at 10 a.m. April 9 on five issues as follows:
1. To obtain full information as to what interest, direct or indirect, if any, the stockholders, or any of them, of the applicant (Charleston Broadcasting Co.) now have or have held in the Kanawha Valley Broadcasting Co., licensee of WCHS Charleston.
2. To determine whether false and misleading statements have been made to the Commission as to ownership and control of stock with reference to WCHS.
3. To determine whether contracts, options or understandings have been entered into by the owner with reference to acquisition, ownership or control of stock in WCHS.
4. To determine whether statements filed with the Commission have fully and accurately reflected the facts.
5. To determine, whether in view of the facts, public interest, convenience and necessity would be served by existing renewal.

During hearings of the House Select Committee to Investigate the FCC, a former secretary of WCHS testified that Capt. Kennedy owned an interest in WGVK.

Issues in the transfer of KFNF are these:
1. To determine the qualifications of the proposed transferee.
2. To obtain full information concerning arrangements, contracts and understandings under which transferee companies propose to acquire stock and finance the proposed transfer and continued operation of the station if the application is granted, including the terms of sale or purchase of any interest in the station, if acquired, in the event the application is not granted, and the time the transfer shall be effective.
3. To determine whether statements filed with the Commission have been made fully, accurately and truthfully.
4. To determine whether the provisions of the proposed transfer are in the public interest, convenience and necessity.
5. To determine whether the transfer would be of public interest, convenience and necessity.

J. H. Louchheim, Early CBS Stockholder, Dead

JEROME H. LOUCHHEIM, 71, Philadelphia contractor and horse breeder, a pioneer in radio through substantial stock ownership in CBS during its earliest days, died in Philadelphia April 4 of a heart ailment.

Mr. Louchheim was part owner of CBS prior to 1927, when it was formed in the Columbia Phonograph Broadcasting System. He held his interest to William S. Paley who, through acquisition of other interests, became president and owner of CBS.

Louchheim, however, continued in a directing capacity and for years afterward served as a member of the board.

M. M. COLE, Chicago music publisher, has entered the transcription field, according to Broadcast Music Inc., which reported the Cole transcription library contains more than 200 titles of American folk tunes, novelty songs and hillbilly numbers.

BLUE-ABC PRESS IS REORGANIZED

A REORGANIZATION of the Blue-ABC press department to conform to the present promotional setup of the network has been charted by Fred Smith, vice-president in charge of advertising, promotion, publicity and public relations, and will be put into full effect when the department moves to its new offices on the second floor of the RCA Bldg., one flight down from its present quarters.

Stan Warren has been assigned to news, Bert Schwartz to programs, Don Rich to WJZ and George Schirer to co-op publicity to concentrate on the publicizing of those departments. Other members of the publicity department will be assigned to various fields.

Earl Mullin, manager of the publicity department, will set as coordinator for the activities of the individual members of his staff.

Meet WHB's Lindsey Riddle

Our Studio Supervisor . . . FM, Facsimile, Tele Enthusiast!

When we need an alert engineer to do a job that hasn't been done yet—and, especially, those jobs that apparently can't be done—Riddle's our man! At 35, he's old enough to be a seasoned operator—yet young enough to tackle enthusiastically problems requiring vision and imagination.

Riddle designed and constructed WHB's high frequency transmitters, and his (and (our) special pet is the "WHB Magic Carpet"—our shortwave truck for remote pick-ups beyond telephone lines. To inaugurate "Last War Loan in Kansas City," Riddle and WHB's Dick Smith flashed the "Magic Carpet" to a landing hungry about to be launched at the Derby shipyards—and rode down the streets into the Missouri River with it, while Dick Smith gave a "wave-by-wave" description. That's typical of WHB's ingenious "special event" broadcasts.

Riddle's hobby is to ride railroad engines. He's a "swing band" fan—a record collector . . . and cuts very fine E.T.'s from the Mutual Network line, for "playback" broadcasts on WHB. He's enthusiastic about three fine new shows on WHB, too:

"SONG AND DANCE PARADE"—with RUSSELL RUSSELL HUGHES. A full hour of pop music by a top recording artist, broadcast Mondays through Saturdays at 2 p.m. with popular Russell Hughes of KWK as Master of Ceremonies. This program took over KWK from a 1.5 to 4.9 Hooper report in St. Louis—and it has already won a 4.2 in Kansas City! Quarter-hour participation sponsorships available, 10 days weekly.

"THE FIRST FIVE" —with RUSSELL HUGHES. Kansas City's "best <i>seller</i>" records, as reported daily by leading retailers—taken <i>weekly</i> and the voice of Russell Hughes! Forty-five minutes nightly, Monday through Saturday, at 6:15 p.m. Ask Don Davis for participation availability.

"KANSAS CITY HOT CLUB"—with JAMES DAVIES. A nightly half-hour of rare "hot jazz" recordings, featuring all-time great names in jazz music . . . with intelligent and interesting commentary by James Davies. A sure-fire 1/2 p.m. feature available for sponsorship now.

If you want to sell the Kansas City market, WHB is your happy medium!
Tuesday 9-9:30 p.m
Heads Hooper Poll

Hope and Fibber Are Leaders
In Oct.-Feb. Figures

TUESDAY 9-9:30 p.m. with a Hooperating of 83 has the highest available combined audience for all geographical areas, according to the Industry's "sectional" Hooperatings released to subscribers by C. E. Hooper Inc., New York Report covers the period from October 1944 to February 1945.

M. E. Hooper has the highest Hooperating in any section—36 rating in the Mountain area—with Fibber McGee and Molly second—34.5 for the same section. Hope was consistently first and Fibber second in each of the five major areas.

Highest available evening audience for any geographic area is 86.2 in the North Central section for Tuesday 7-7:30 p.m. (CWT). Same area also achieved the highest daytime available audience for any section, with 81.2 reported for Monday through Friday 5-5:15 p.m. (CWT). Highest daytime available audience for all sections was 74.4 during the 6:45-6 p.m. (EWT) period.

Monday 9-9:30 p.m. (EWT) shows the highest sets-in-use figures for all combined sections with 44.6 and also for any single geographic area, with 49.2% reported listening in the North Central section. Ed Wynn was heard on Blue ABC at this time, Radio Theatre on CBS, Gabriel Heatter on MBS and Napoleonic Hour on NBC.

The 12:12-15 p.m. period (EWT) achieved the highest percentage of daytime sets-in-use for all combined sections, with 18.9. Highest daytime sets-in-use figure for any single area occurred in the Mountain area, with 9:15-9:30 a.m. (MWT) period attained 22.6.

The same section achieved the top daytime Hooperating for any geographic area in the 9:15-9:30 a.m. period, with a rating of 15 for Breakfast in Hollywood Blue ABC. Highest all-section daytime Hooperating (18.8) went to When a Girl Marries, 5-6:15 p.m. (EWT) on NBC.

FCC Given Application
For Transfer of WQAM

APPLICATION for sale of WQAM Miami to John S. Knight, owner of the Miami Herald and other newspapers in the Knight chain, was filed last Tuesday with the FCC. Price of $500,000 [BROADCASTING, Feb. 12] is to be paid to sellers Fred W. Boston and W. W. Luce in different manners; the former receiving payment before five years on demand, and the latter being paid on sale.

Mr. Boston, president and manager of the station, would retain voting power on his outstanding stock and would remain for five years to manage and direct operations at a salary of $20,000 a year. Also at his option, payments could be made in installments over a period of ten years.

It's Now WGBS
Initials of Fort Industry's
President Perpetuated

INITIALS of Comdr. George B. Storer, president of the Fort Industry Co., owner of WFTL Miami, will be perpetuated in call letters because of cooperation of a former Coast Guardman. For months Fort Industry sought new call letters. Then, it was learned the yacht Marbob, owned by Capt. J. Fred Carpenter, to which the call letters WGBS were assigned, had been decommissioned and returned to service after a long tour of the Atlantic patrol with the Coast Guard.

Capt. Carpenter relinquished the call letters to Fort Industry officials who last week apprised their president, now on active Navy duty in Washington. The FCC on Tuesday approved a request to change WFTL to WGBS. At the same time, the University of Michigan was granted call letters KUOM in place of WLB. The call letters WGBS first were assigned to Gimbel Bros., New York, the station later being sold to General Broadcasting System. In 1932 it was sold to Hearst and call letters changed to WINS.

Proprietary Copy Board Suggested

A PROPOSAL that a committee be formed to discuss "problems of mutual interest to members of the Advertising Acceptance Departments of the various types of media and the Advertising Committee of the Proprietary Assn. of America" for the guidance of advertising agencies in the preparation of copy for medical products was advanced Thursday by Dr. Frederick J. Cullen, FAA executive vice-president and medical director, in an address before the Radio Executives Club of New York.

The admittance that some proprietary manufacturers, advertising does not meet Proprietary Assn. standards but keeps just inside these limitations of the law, Dr. Cullen cautioned his audience "that this group represents the minority, but this advertising is as a rule quite conspicuous." He asked whether certain advertisers, especially radio and magazine copy, "who have indicated that it is not their desire to accept proprietary medicine copy" are justified in their position, and indicated that all should not suffer for the transgressions of a few.

INGENIOUS USE of this heart-of-club bulletin board is made by WSPA Montgomery, Ala., to give latest news bulletins and feature important projects. Situated on top of the bus stop on Court Square the news bulletins are changed three times daily.

Lt. Joseph C. Doherty

LT. JOSEPH C. DOHERTY, 25, son of Frank P. Doherty, attorney, civic leader and owner of KRKD Los Angeles, was killed in action during the current Allied smash into Germany, according to notification from the War Department. He was attached to the Third Infantry Division of the American Seventy Seventh Army. A younger son, Capt. John Doherty, 24, was killed in the Italian campaign late in 1943. Lt. Joseph Doherty at the time asked to be transferred to his late brother's battalion. Upon transfer he fought through the Italian drive, landed with invasion forces in Southern France and battled on up into Germany. Two more of Frank Doherty's boys are in the armed forces, one now serving overseas and the other at West Point Military Academy.

Hunt Club Video

Hunt Club Video MARTIME MILLING Co., Buffalo, will present a quarter-hour test television program on DuMont-W WABD New York April 17 for Hunt Club dog feed. Program will take form of a mother goose fan- tasy. WABD has aired two previous dog food shows. Agency is Baldwin & Strachan, Buffalo.
Fund for BMB
(Continued from page 20)
Thursday for New York to view prospective offices.

J. Harold Ryan, NAB president, expressed gratification at the "splendid response" accorded the BMB at the district meetings.

"I am gratified at the keen interest displayed in a standard method of measuring audiences," he said. "The fact that 56% of our potential membership already has signed up indicates that BMB is just what the doctor ordered for a standard broadcasting measurement service."

Detroit Presentation

Scores of stations have telegraphed their subscriptions to the BMB. Others have subscribed by mail. Nearly 64% of the NAB member-stations in the 17 districts that have subscribed to the BMB, while more than 36% of the non-member outlets in the same districts have become members.

At the Detroit Book-Cadillac hotel last week Mr. Feltis was assisted in his presentation by Otto Stadelman, media director, Needham, Louis & Brophy, Chicago; Joe Neebe, vice-president, Campbell-Ewald Co.; Detroit; M. A. Hillebrand, radio director, Campbell-Ewald; Robert Mason, WMRN; Marion, O., chairman of the NAB Small Market Stations Committee and member of the BMB board.

Guests were Horace Stovin, Toronto, and Walter Elliott, director of the Bureau of Broadcast Measurement, Canada. The following District 8 stations signed BMB contracts prior to the Detroit meeting: Indiana—WGBF Evansville; WFPM WIBC Indianapolis; WLBQ Muncie; WSKY South Bend; Michigan—WKZK Kalamazoo.

Signing during the meeting were: Indiana—WHBU Anderson; WGL WOWO Fort Wayne; WPEW Hammond; WISH Indianapolis; WKKO Kokomo; WISK Lafayette; WHBT South Bend; WBOB Terre Haute, Michigan—WPAQ Ann Arbor; WELW Battle Creek; WBCB East Grand Rapids; WDFL Flint; WJEF WLAV Grand Rapids; WKLW Ludington; WDMJ Marquette; WKEZ Muskegon; WHLS Port Huron; WSAM Saginaw; WSOO Sault Ste. Marie; WTCM Travers City.

J. J. Campeau, general manager of CKLW Windsor-Detroit, director and member of the Canadian BMB, signed a contract subject to acceptance by the BMB board, thus becoming the first major station in the Detroit area to subscribe, according to Mr. Feltis.

Frank Webb, general manager of WGL Fort Wayne and member of the NAB sales managers executive committee, arose to speak in behalf of the BMB at the Detroit meeting and at the conclusion of his remarks he handed a check for one of the years subscription to President Feltis.

The four FM stations now members of the BMB are WMFM Milwaukee; WITC-FM Hartford, Conn., WGTW WRMW Boston. Although the BMB has not made any effort to enlist the memberships of FM and noncommercial educational stations, it is understood the board plans to discuss those phases at a meeting in the near future.

While 18 district meetings have been held this year and the bulk of memberships obtained through those sessions, District 12, Kansas and Oklahoma, held no meeting. Of the 27 NAB member stations in District 12, 11 have subscribed to BMB and one of the four non-member outlets has taken membership. Districts 4 and 5 were split into two sessions each, making a total of 18 meetings.

As soon as Mr. Feltis lines up his office staff in New York, he plans a concertized nationwide campaign to interest stations not yet subscribers.

U. S. Rubber Renews
U. S. RUBBER Co., New York, has renewed its sponsorship of the New York Philharmonic Symphony Sunday afternoon broadcasts on CBS for another year, effective May 13. With the season for the concerts at Carnegie Hall concluding April 15, disposal of 2,740 admission tickets weekly reverts for the spring and summer to the sponsor and CBS. Negotiations are in process for conductors. Bruno Walter, George Szell and Igor Stravinsky have been engaged as guest conductors for the 1945-46 subscription season opening in October, with Mr. Rodzinski set to return for his third season as musical director, Agencys is Campbell-Ewald, New York.

WGBF Hearing

WHETHER TWO stations in the same community under single ownership violate the Commission's duopoly regulation (Sec. 3.35) will be determined when WGBF Evansville, Ind., licensed to Evansville on the Air Inc., is given a hearing at 10 a.m. April 16. Evansville on the Air, who licensee of WEOA, contended that the duopoly rule was not applicable in view of the public service rendered by both stations and because of the diversified ownership. The licensees submitted scores of affidavits from civic, business, church and educational leaders and organizations of Evansville asking the Commission to permit the continued operation of the two stations under present ownership status.

**STATUS OF BMB PLAN**

<table>
<thead>
<tr>
<th>NAB Districts</th>
<th>NAB Member Stations</th>
<th>NON-NAB Station Signed</th>
<th>Commercial Stations</th>
<th>Annual Subscription Signed</th>
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<tr>
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<td>Total Signed BMB</td>
<td>%</td>
<td>Signed BMB</td>
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<td>ONE CANADIAN AND 4 FM STATIONS</td>
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<td>TOTAL SUBSCRIBERS</td>
<td>495</td>
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</table>

*Total Stations 945: less 22 CP stations not yet licensed; less 35 noncommercial stations; less 14 territorial stations previously signed as immediate BMB prospects.

1District which has not held a meeting.

NATIONAL CONCERT & ARTISTS Corp. filed suit in Chicago circuit court last week against Alex Dreier, NBC commentator sponsored by Stanley Oil Co., to recover commissions allegedly due on his $656-weekly salary from Dec. 11, 1944, when NCAC took over his contract from NBC to March 17, 1945, and to determine whether he owes 10% commissions from March 17-Dec. 8, 1945.

**FLOATING UP ON A CLOUD**

**HOOPER ALL-DAY AVERAGE**

**SEPT.-OCT. 1944-1943**

<table>
<thead>
<tr>
<th></th>
<th>STATION</th>
<th>A</th>
<th>B</th>
<th>WSGN</th>
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<tbody>
<tr>
<td>1944</td>
<td>25.0</td>
<td>35.5</td>
<td>36.4</td>
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<tr>
<td>1943</td>
<td>26.8</td>
<td>42.3</td>
<td>26.6</td>
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<tr>
<td>CHANGE</td>
<td>-6%</td>
<td>16.4%</td>
<td>43.5%</td>
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</table>

**THE BIRMINGHAM NEWS-AGE HERALD STATION**

Represented by Headley-Reed

**REASONS WHY WE SAY:** "WSGN is Alabama’s Best BUY Far!" (1) Top coverage of the State; (2) 7 out of 10 top-rated day-time shows; (3) the 38.5% gain given WSGN by the latest Hooper comparison shown below:

<table>
<thead>
<tr>
<th>STATION</th>
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<th>WSGN</th>
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<td>26.6</td>
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<tr>
<td>CHANGE</td>
<td>-6%</td>
<td>16.4%</td>
<td>43.5%</td>
</tr>
</tbody>
</table>
FCC Action Held Unlikely on WPEN

Interference on Church Issue Banned by Radio Law

FCC ACTION on a complaint of a Fundamentalist Church group in Philadelphia against cancellation of considerable religious commercial time by WPEN appeared unlikely last week in view of the Communications Act which precludes the Commission from exercising any jurisdiction over programs or business practices.

On March 26 the churches, which had purchased time on WPEN before the station was bought by the Philadelphia Bulletin, filed protest with the FCC, asking the Commission to set aside its action transferring control from Arde Bulova to the Bulletin. WPEN, under new management, notified all church groups that religious commercial programs would be cancelled as of April 2.

Time Survey

In answer to the complaint, Pierson & Ball, Washington counsel for WPEN, pointed out that a survey disclosed the station had devoted 211.1% of its time to religious broadcasting and most of that time was commercial. The entire Sunday period between 7:30 a.m. and 11:00 p.m. was devoted to religious programs, most of which were sold to the Fundamentalist group, excluding other "Protestant, Catholic or Jewish denominations" from buying time.

WPEN proposes to sell three hours on Sunday and a quarter and half-hour Monday through Saturday for religious programs. In addition the station is giving three hours without charge to all denominations on Sunday evening and a quarter-hour daily for religious broadcasts.

Disclosure by the Commission last week of the complaint and answer led to the revelation that the Philadelphia Gospel Broadcasters, an organization of Fundamentalist churches, used the chain letter method to bring pressure on WPEN. A postcard was sent to all members with the admonition to write letter of protest to WPEN and send copies to the FCC, the protest to be "similar but not exactly like" a suggestion set forth. Each recipient was advised to "get at least 10 of your friends to do likewise."

Although there was no formal commitment from the Commission, it was understood no action would be taken inasmuch as the complaint involves programming and business practices. The Philadelphia Federation of Churches, representing 26 denominations, on March 6 went on record supporting the new policy of WPEN.

NYU Radio Course

SUMMER Radio Workshop of New York U. opens July 2 and will run through Aug. 9, under the direction of Robert J. Landry, CBS director of program writing. In addition to six regular radio courses, there will be a series of weekly lectures by guest speakers, and a 4½-hour studio production session every afternoon to give students practical experience, all conducted mainly by radio people.
New Business

UNITED DBIO Inc., Boston (Retail stores, Publisher's apothecary), on April 6 for 52 weeks started Retail Radio Show with Jimmy Durante and Gary Moore on 141 CBS stations Fri., 7-7:15 p.m. Agency: N. W. Ayer & Son, N. Y.

BEST FOODS Inc., N. Y. (Nacho margarita and Shindos store polishes), on April 31 starts John W. Vandercook Sat., 5:30-5:45 p.m. on 144 NBC stations. Agency: Benton & Bowles, N. Y.

SAFEWAY STORES Inc., Oakland, Cal. (French ice cream), on April 30 renewed for 39 weeks through May 28. Agency: Benton & Bowles, N. Y.


MARS INC., New York (Milk chocolate bars), on May 6-8 replaced Pay Day on 114 NBC stations Mon. thru Fri., 7-7:15 p.m. Agency: Compton & Co., Montreal.

INDEX BAKING CO., Chicago (Baking powder), on April 14 replaced Dugan on 110 NBC stations Mon. thru Fri., 7-7:15 p.m. Agency: Compton & Co., Montreal.

RENEWAL ACCOUNTS

MILES Labs Inc., Elkhart, Ind. (Alex-Seller, One-All Stain remover), on Apr. 14 renewed for 64 weeks beginning May 8. Agency: Smith & N. Y.


BEKINS VAN & STORAGE Co., Los Angeles, on April 15 renewed for 32 weeks thru May 13. Agency: Chas. F. Brumell, Chicago.

In the Ark-La-Tex area, KWKH—with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
TENTATIVE CALENDAR... 

MARCH 30 TO APRIL 6 INCLUSIVE.

Decisions...

ACTIONS BY COMMISSION

APRIL 3

250 kc KJXT Shreveport, La.—Designated for hearing application for transfer control from Henry Field to Midwest Broadcasting Co. Designated for further hearing in consolidated proceeding with transfer application, license renewal application.

710 kc WFTL, Miami.—Granted request to change call to WGBS.

710 kc WBL Minneapolis.—Granted request to change call to KUOM.

NEW-439 kc Henderson Radio Corp., Henderson, N. C.—Transfer control from L. W. Anderson to Ben S. Sanders through transfer 309 sh (97%) common, 120 sh (97%) preferred for $19,000.

ACTIONS BY ADM. BOARD

APRIL 2

Croswell Corp., Washington.—Placed in pending file for application for new FM station.

WKBW LaCrosse, Wis.—Same.

Mobile Dailies Publication, Mobile, Ala.—Same.

Hopkinsville Broadcasting Co., Hopkinsville, Ky.—Same.

Henderson Broadcasting Co., Henderson, Ky.—Same.

UAW-11, Detroit, Los Angeles, Cleveland, Flint, Newark, Chicago.—Same.

Findlay Radio Co., Findlay, Ohio.—Same.

Scriptap-Howard Radio Inc., Cleveland.—Placed in pending file for application for new commercial TV station.

Sacramento City Unified School District, Sacramento.—Placed in pending file for application for new noncommercial educational station.

ACTIONS ON MOTIONS

APRIL 4

Midstate Radio Corp., Utica, N. Y.—Passed on interference in hearing on application of Copper City Broadcasting Co., Utica, N. Y.—Same.

UTICA Broadcasting Co., Utica, N. Y.—Same.

WMFF Plattsburgh, N. Y.—Granted petition to intervene in hearing on application of The Broadway Co. for new station Massena, N. Y.

Copper City Broadcasting Co., Rome, N. Y.—Commission on its own motion postponed hearing new case re application new station.

Applications...

APRIL 3

NEW-435.5 mc WRVA Richmond, Va.—CP new FM station, 17,600 sq. mi., $124,600 estimated cost.

NEW-481 mc William Henry Alford Broadcasting Co., N. C.—CP new developmental station, 106.7 w a3 and FM emission.

NEW-1450 kc Herald Pub. Co., Klamath Falls, Ore.—CP application for new station for changes in antenna and change trans. and studio site (KQLW).

NEW-489.9 mc KTFI Twin Falls, Idaho.—CP new FM station, 2,680 sq. mi., $16,400 estimated cost.

APRIL 4


NEW-495 mc WTSIP St. Petersburg, Fla.—CP new FM station, 5,940 sq. mi., $57,500 estimated cost.

NEW-499 mc KGRR Shawnee, Okla.—CP new FM station, 2,676 sq. mi., $15,708 estimated cost.

NEW-475 mc WMFD Wilmington, N. C.—CP new FM station, 4,800 sq. mi., $30,000 estimated cost.

APRIL 5

NEW-1340 mc Martinsburg Broadcasting Co., Martinsburg, W. Va.—CP new FM station.


NEW-477 mc WCCO Minneapolis.—CP new FM station, 12,140 sq. mi., $91,700 estimated cost.

810 kc KPPV Spokane.—Transfer control from Frances S. Symons, Arthur L. Bright and Frances H. Symons, E. B. Crainey and Spokane & Eastern Branch of Seattle First National Bank, trustees under will of Thomas W. Symons Jr., to E. B. Crainey, Spokane City Broadcasting Co., and John W. Wheeler.

770 kc WOUB Albuquerque, N. M.—Extension special for authorization 770 kc 25 kw N 50 kw D unlimited.

APRIL 6

NEW-414-50 mc William H. Block Co., Indianapolis.—CP new commercial TV station.

COPIES

BY DIRECT CUTTING
OF YOUR RECORDINGS

33 1/3 RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped from Chicago.

Aluminum based material available for broadcast use.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

MORE FOR YOUR
MONEY

TWIN FALLS - IDAHO

CHNS

The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WOOD
350 Madison Ave.
New York

IN BOSTON IT'S

WHDH

5000 WATTS

National Sales Representatives - SPOT SALES, INC., New York - Chicago - San Francisco

CHNS

The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WOOD
350 Madison Ave.
New York
Okinawa Covered
From Radio Plane

Blue’s Larry Tighe Makes Live Broadcast Over Beachhead

FROM THE NOSE of a B-29, Blue-ABC Correspondent Larry Tighe on April 1 made radio his- tory with his eye-witness account of the American invasion of Okinawa. While previous “plane- views” of battle scenes have been recorded on the spot and rebroadcast, Mr. Tighe’s pool broadcast was heard in the United States live direct from the plane, in what is believed to be the first radio report of its kind. Clarke Sanders, Blue engineer, was at controls.

The photo reconnaissance plane’s signal was picked up and amplified by the Navy station in Guam for instantaneous relay to America about 8,500 miles away and retransmitted from the West Coast over the Blue Philco’s Radio Hall of Fame Sunday 6:20 p.m. was interrupted at 6:30 p.m. for the five-six minute broadcast, and Mutual cut into Upton Close’s program for Lumberman’s Mutual Casualty Co., while CBS carried the rest of the time.

High point of Mr. Tighe’s broadcast was his description of an attack on his plane by a Jap Zero. Against a background of gunfire, his smooth description of the enemy plane’s approach was interrupted by an explosive sound, some reporting to have heard Mr. Tighe murmur “We got him,” and heave a sigh of relief.

Lt. Comdr. Jack Hartley, officer in charge of Navy Radio Public Relations Section, now on temporary duty as radio public relation officer, CINPAC, and Webley Edwards of CBS are credited with conceiving the idea of news coverage from the beachhead. Comdr. Hartley is now placing the director of news and special events with NBC before joining the Navy.

CBS Don Pryor, at 10:35:30 a.m. the same morning had given the first eyewitness account of the invasion, speaking from a flagship. The Blue’s Norman Paige came in at 12:22:30 p.m., NBC’s first eyewitness account on the Army Hour.

Pryor Lindsay Watts

Pryor LINDSAY WATTS, an RCA theatre service engineer being near the crash site, recently an airborne radar specialist in the Government Group of the RCA Service Co., was killed March 9 in a plane crash at the Army Air Base at Orlando. He had been preparing for an overseas assignment. A graduate of Virginia Polytechnic Institute in 1929, Mr. Watts joined RCA in 1935 after a year as a Hydra Real engineer in the Army Air Corps and several years on the research staff of Western Union. He was assigned to the Government Group and had served in Greenland, Iceland and the United Kingdom and at most of the naval stations in the U.S., receiving many official Navy commendations for his work.

Arnold Molloy has joined the engineering head of WVBF, Falmouth, Mass.

Allan C. Tripp, WPFT Raleigh con- sidered supervisor, is the father of a boy.

Postwar radio expansion plans are in the making throughout Latin America according to F. J. Robinson, Latin American sales manager for Syvian Electric Products Inc., New York, who recently returned from an extensive tour of the American Republics. Establishment of new stations as well as increasing power of existent stations is widely discussed. Mr. Robinson said that all plans for new availability of equipment.

Zenith Radio, Chicago, reports an estimated consolidated operating profit for the first nine months ended Jan. 21, 1945 of its current fiscal year, amounting to $5,565,065, after deprecia- tion, excise taxes and reserves. This in- cludes reserves for voluntary price reduction and renegotiation on war contracts, before provision for federal income and excess profits taxes.

Lear Inc., New York, producer of aviation communications equipment, will press luncheon this Tuesday at the Waldorf-Astoria, New York, will demonstrate the Lear Wire recorder, showing how it can be used in the home, office, the entertainment and information fields. William F. Less, presi- dent, will be present. Public expansion of the equipment, herefore unpublished, will be the topic. The recently announced plans to enter the television and radio set market after the war.

Herbert W. Forster

HERBERT W. FORSTER, 47, Western Electric Co. advertising manager, died March 30 at Rochester General hospital from a heart attack. He was a resident of Rockville Centre, L. I., is survived by his wife, the former Greta Voeller, of New York City and two children, Virginia, 23, and Claire Ann, 14. Graduated from Columbia College, he worked as a chemist, then a newspaper reporter and began his career with Western Electric in 1924. He was active in civic and social organizations in his home community.

Marine Recruiting

AT the request of the War Shipping Administration the O.W.I. Dom- estic Radio Bureau has been con- ducting a continuing campaign on Merchant Marine recruiting. From July 1943 to December 1944 the programs carried these messages achieved 1,822,461,000 listener impressions, enough to reach every listener in the country more than 18 times. Estimated value of network and station contributions during the 35-week campaign is approximately $3,497,900.

Raymond K. Strong

RAYMOND K. STRONG, for 21 years WGY Schenectady technician, died April 1. He is survived by his wife and 12-year-old triplets, Raymond K., Joan and June.

PHILCO Service, world-wide appliance servicemen’s organization, has been formed to establish high standards in the profession. Robert F. Herr, vice-president in charge of Philco Corporation, announced that the ship of 25,000 qualified servicemen is predicted.
Help Wanted

Operator-anouncer, first class radio technician, NBC Indianapolis, Indiana, $2,500. Good post-war future. Box 392, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. Must be capable of performing particular and salary expected in first letter. Box 330, BROADCASTING.

Announcer-newscaster.—Wanted by major national affiliate in southern N. Y. Must be capable of performing important functions in the over-all management of Grant Advertising as well as the direction of activities in the Detroit area. Austin F. Bement, vice-president, is a major in the USAF, which he joined in the summer of 1942. Louise C. Grace, vice-president of Grace & Bement will continue as director of research and media in the Detroit office of Grant, and other department heads who are retaining their posts are J. R. Stuckey, sales manager, H. F. Burk, public relations manager, and H. P. Anderson, controller. Write to Box 502, BROADCASTING.

Mr. Grace is vice-president and J. R. Stuckey is sales manager of the company.

Situations Wanted (Cont’d)

Operator first class. At present working. Desires better and permanent position. Write salary and working schedule. Box 540, BROADCASTING.

Engineer-teacher.—32 and 4F, available immediately. Will provide first phonograph record and first record player licenses. Experienced operator-teacher familiar with set-up of broadcast station, some police or teaching or any combination of same. Experience references including present employer. Prefer southern cities. Box 501, BROADCASTING.

Humor is a salesman. Gag man with average living in all fields, including salary, benefits, and other details. Box 502, BROADCASTING.

Attention Washington area: Script-copy writer-writes first-class copy for network station or agency. Public service and educational work also open. Box 484, BROADCASTING.

Partner of national accounting firm seeks executive position with progressive firm. Young, has been in business for 20 years. Many references. Will provide information about future. Well-known professionally, and active member of accounting societies. Box 507, BROADCASTING.

Available new.—First class operator, thoroughly experienced with remotes, technical miscellanea, and second class license. Permanent position where you can get ac- cess to the public. Box 509, BROADCASTING.

Wanted.—Salesman or commercial manager for good regional station. Mar- ried with children. Must live in any the four station market of half million. Box 510, BROADCASTING.

Wanted.—Announcer-engineer. Progressive Ohio Blue Network Station, Box 474, BROADCASTING.

Outstanding 5 kw regional station with reputation of being a good place to work. A good location, and a position to equal one in a major city. Box 495, BROADCASTING.

Commercial man or woman to sell advertising for one of Florida’s oldest and most legitimate stations. This is a real opportunity for a salesman or saleswoman to become an active executive in Florida and build a real future for themselves. Position open for permanent man or woman. The will be interested in full particulars about age, salary, status and income requirements. Box 496, BROADCASTING.

Operator.—An experienced radio operator with first class ticket wanted by Florida regional 5 kw station. This is a permanent position for a well qualified man. Working conditions excellent in a good town to live in. Write giving experience, age, status and salary requirements. Box 10, BROADCASTING.

Cable another top announcer. Call or wire collect WSAW, Saginaw, Michigan.

Transmitter engineer, 1st or second class desired. Reasonable rates, not too high and too hot for some who work in hiding. Must list qualifications, experience. Box 490, BROADCASTING.

Southern regional station major metropolitan market, network affiliate, wants prominent engineer. Excellent local station. Write immediately. Box 505, BROADCASTING.

Assistant manager by North Carolina local. Desires permanent position with major network. Must have all-around radio and sales background. Requires definite references. Reply giving experience and salary expected in first letter. WAKR, Akron 8, OHIO.

Key man.—Desires experienced service engineer, RCA-Gates equipment. Dependable. Worried. No 554. Box 307, BROADCASTING.

Assist manager by North Carolina local. Desires permanent position with major network. Must have all-around radio and sales background. Requires definite references. Reply giving experience and salary expected in first letter. WAKR, Akron 8, OHIO.

Announcer.—Desires general studio work, also opportunities for prominent particulars in first letter. WAKR, Akron 8, OHIO.

Experienced staff announcer at WINK, Washington, D. C.
Two Assignments, Transfer Granted

Transfer of control of KICD, Springfield, Ill., and voluntary assignments of license of WMFR High Point, N.C., and WRB, Columbus, Ga., were granted by the FCC last week.

In the KICD transaction, Ben. B. Sanders, commercial representative of WNOX Knoxville, acquires 309 shares (64%) common and 120 shares (47%) preferred stock of Iowa Great Lakes Broadcasting Co., station licensee, from L. W. Andrews for a consideration of $19,000 less an amount by which accrued and current liabilities exceed accrued and current assets by more than $2,500 as at date of settlement. Mr. Andrews' health requires that he move to another climate, according to application.

WMFR High Point, N.C., was granted assignment of license from James E. and Helen M. Lambeth to a new partnership which includes four other members of the Lambeth family. No money was involved.

WRB was granted consent to shift from a corporate form to a partnership composed of the same persons and interests: J. W. Woodruff, 56%; J. W. Woodruff Jr., 49%, and E. B. Cardige, 5%. No money involved.
At Deadline...

NOMINATING PETITIONS FOR NAB DIRECTORS MAILED

NOMINATING petitions for NAB directors-at-large were mailed last week to all members.


Paul Morency, WTIM Hartford, who was nominated as director-at-large, was reelected District 1 director, thus withdrew from the large station race. Franklin M. Doolittle, WDRB Hartford, has withdrawn as candidate for medium director-at-large.

NEW 'DEX' SERVICE

TRANSRADIO Press Service, New York, has added a special service called DEX, news of particular interest to editors and executives. Service provides specialized Washington bureau coverage for full-subscriber stations and also offers three other new services: (1) a new form of interpretative dispatch called "Commentaire" consisting of about 300 words approximately once an hour; (2) a radio intelligence news letter of spot business news sent twice daily; and (3) a special feature type of news service stressing women's news and by-line sports articles.

SEeks TV OUTLET

WILLIAM H. BLOCK Co., Indianapolis department store, last week filed with the FCC an application for a new commercial television station on 44-50 mc, Channel 1 of proposed allocation. Outlet would have effective signal radiation of 1045. Firm has pending application for a new FM station on 43.7 mc with coverage of 9,316 sq. mi.

N. Y. MUSICIAN EARNING

NEW YORK union musicians collected approximately $27,000,000 during 1944, it is estimated by Harry A. Suber, treasurer of AFM Local 802.

WCPO'S FOUR BAGGER

WCPO CINCINNATI has asked other four Queen City outlets—WLW WSAI WCKY WKRC—for spot announcement availability April 10-18. Spots, if granted, will be used by WCPO to promote its baseball broadcasts. They will be 30 second CBS and ABC play-by-play April 17. Action recaps use of spots by KGW Portland on WQXR New York.

SHUPERT NOMINATED FOR PRESIDENCY OF ATS

GEORGE T. SHUPERT, assistant to the president, Television Productions Inc., has been nominated for president of American Televisi

n Society for the 1945-46 season, heading the slate of candidates whose selection by the ATS nominating committee is tantamount to election. Other nominees include: Vice-president, David Hale Halpern, Henry Souvaine Inc.; Director-at-large, W. A. Ayer & Son; secretary, Alice Pentlarge, WQXR New York; Dan D. Halpin, RCA Victor; Prof. Edmund C. Cole, Yale U.; Evelyn Pierce, Compton Adv.; Theodore Huston, Rutrauff & Ryan; John Florey, Grant, Florey & Willams; Charles H. Kleinman, RCA; Hubert E. Taylor Jr., Allen B. Dunont Labs. Election will be held at May meeting.

WILLIAM HILLMAN JOINS MUTUAL IN WASHINGTON

WILLIAM HILLMAN, veteran foreign correspondent and former European manager of International News Service, becomes a Washington correspondent for MBS April 15 (CLOSED CIRCUIT, April 2).

Announcing the new arrangement with Mr. Hillman last Thursday, Chur. Herl, MBS Capital representative, said that Mr. Hillman would continue as Washington manager for Crowell-Collier Publications and as an associate editor of Collier's Magazine. Mr. Hillman has for several months been featured in a world commentary on the Blue Network.

BEACH WEATHER

BEACH FANS in Southern California can time their sunnings to official "every hour, on the hour" weather reports to be started on KECA Los Angeles on May 12 and 13. In cooperation with weather bureau, station will present hourly readings on temperature of beach air and water, as well as fog conditions during 7 a.m. to 1 p.m. period on Saturdays and Sundays throughout the summer.

NBC AIRS CANCER TALK

NBC IN COOPERATION with the month-long campaign of the American Cancer Society will present a talk April 13, 10:45 p.m., by Eric A. Johnston, executive council chairman of the society and president of the U. S. Chamber of Commerce, on "Cancer is Bad Business." Society has sent dramatic, musical and spot announcement recordings to 914 stations this month. Recordings handled by Blue-ABC.

PICKARD TO RED CROSS

SAM PICKARD, former member of the old Radio Commission (1927-1929) and afterward CBS station relations vice-president (1929-1936), has joined the American Red Cross as an assistant New York, and southern district director. Cleared for overseas duty on March 31 after training in Washington and at Fort McClellan, Ala., he now may be en route to a war theatre. Mr. Pickard still holds minority station interests, one of which (WOKO Albany) is in dispute.

CLOSED CIRCUIT

(Continued from page 4)

tieup between KIRO and KFFX and perhaps other stations in area on a Northwest "quality group" basis.

ABOUT MID-APRIL, WBT Charlotte will be knocked down by CBS to the highest qualified bidder, subject to FCC approval. More than a dozen different groups now have made inquiries, but only few have made offers. Most of these in neighborhood of $1,000,000.

WATCH FOR EXPEDITIOUS action by FCC on cases which have been pending for more than two years. Reason for delay: files pertinent to cases were impounded by House Select Committee to Investigate the FCC and not returned until January. Aim at Commission is to clean up old business before construction restrictions are lifted.

People

BURTON BRIDGENS, WRC Washington producer, has been appointed continuity acceptance editor succeeding Eugene Juster who was previously named assistant program manager in charge of public service.

DON COOKE, account executive of O'Neill, Larson & McMahon, Chicago, for the past two months and previously assistant to his brother, Jack, owner of CKEY Toronto, has joined William G. Rambau Co., Chicago, as sales representative.

PALMER CLARK, radio director of Sherman K. Ellis Co., Chicago, has resigned effective April 15. No replacement has been named.

E. L. BUSHNELL, director-general of programs, Canadian Broadcasting Corp., Toronto, has returned to Canada after visiting Canadian troops in Europe following the British Commonwealth broadcasting conference at London.

LYNN THOMAS, former writer on Pacific War Map on CBS Pacific stations, has been assigned network correspondent in the South Pacific area.

FRANK PRENDERGAST, sales manager of WTMV E. St. Louis, is one of the team captains of the St. Louis Advertising Club War Activities Committee drive for War Loan promotion campaign funds.

JOSEPH R. HAINLINE, Army lieutenant on inactive duty, has been added to NBC's Pacific staff. Now in Iwo Jima, Mr. Hainline was one of two officers who drew up the civil affairs plan for censorship and communications in the Japanese islands.

HAL CARLOCK, publicity director of KFI Los Angeles, has resigned to join Blue Hollywood publicity staff. Kay Greenenbaum and Eugenie Christopherson have been added to network's Hollywood traffic department replacing Mary Simpson and Sherrill Mason.

JOHN J. LOUIS, New York vice-president of Needham, Louis & Brophy, is in Hollywood to discuss summer replacement show on NBC for Fibber McGee & Molly.

BROADCASTING * Broadcast Advertising

Page 74 • April 9, 1945
“...to WLW for outstanding reporting of the news”

In History’s Year of Decision!

The Nation’s Station is proud to receive, this week, one of radio’s most coveted citations—the 1944 George Foster Peabody Radio Award for Outstanding Reporting of the News.

It is gratifying testimony that we have administered well our self-appointed task of making the millions who dial 700 in the four-state area of WLW-land “the best informed radio audience in the world”.

It is an inspiration to continue to use our best efforts to improve this “outstanding reporting of the news” in 1945...and thereafter, so long as news shall retain its urgent importance to the nation and to the people we serve.

WLW
The Nation’s Station
DIVISION OF THE CROSLEY CORPORATION
Why modern transmitters use beam-power tubes

M Broadcasting
Beam-power transmitting tubes provide high output with low driving power. They make possible more compact, simpler, more economical broadcast transmitters than other types of tubes.

Transmitters using beam-power tubes are more compact because fewer stages are required and because neutralizing circuits are eliminated; they are more simple because the transmitter does not have to be neutralized each time tubes are replaced; they are more economical because fewer stages and fewer tubes can be used for a given power output — and because tube replacement costs are lower.

In FM Broadcasting
The self-shielding property of beam-power tubes provides a simple, efficient means of obtaining stable operation in wide-band FM circuits without complex neutralizing circuits and adjustments.

In Television Broadcasting
The high-gain and self-shielding features of beam-power tubes make possible stable, more efficient wide-band video and r-f amplifiers with a minimum of tubes and without neutralizing circuits.

Look To RCA For Replacement Tubes
In beam-power transmitting tubes RCA has developed a whole family of high-performance champions, such as the RCA-807, 813, 814, 815, 827-R, 828, 829-B, and 832-A — the most complete line offered by any manufacturer.

When you need replacement tubes for your transmitter, specify RCA Tubes. There is an RCA Broadcast Specialist available when needed. Call him for prompt delivery and efficient service.