“It’s got to be delivered!”

War supplies can be produced and loaded on board ships... but they might as well not be made if they aren’t delivered.

It’s the same thing in radio.

You and your clients can load the soundest sales argument into a package... put it on the air...

But it’s got to be delivered to do you any good!

We know the sure way you can get your sales appeal across in the country’s 6th largest market... use W-I-T-H when you come into Baltimore.

This is the successful independent station that delivers more listeners-per dollar spent than any other station in this 5-station town. Facts to prove this are available for you to see.

WITH

BALTIMORE, MD.

Tom Tinsley, Pres.  *  Represented Nationally by Headley-Reed
The VOICE of a FRIEND

with the Confidence long-time Friendships give

When Al Tiffany or George Menard talk to Midwest American farmers, it is with the Voice of a Friend. For these two men, specialists in their fields, have both been WLS farm men since 1938. Listeners can recall hearing them on many special farm features in 1938, in 1940 and right on through the years.

In fact, you get a total of 30 years of farm service when you add up the time spent with the WLS audience by George Menard as Farm News Editor, Al Tiffany as Assistant Farm Program Director, and Arthur C. Page as Farm Program Director.

This is a familiar story on WLS. Farm editors, musicians, announcers, singers, newsmen—all are accepted as friends. Friendship rests on mutual confidence. Confidence generates response. Response equals results for the advertisers who use WLS—The Voice of a Friend in Midwest America.
In the Interest of Radio

Last Jan. 18, the Post-Dispatch printed an editorial whose first paragraph read as follows:

The time has come to urge the big radio networks to change some of their practices regarding newscasting. In particular, NBC, Columbia, Mutual and the Blue Network (1) should quit interrupting news broadcasts with commercial plugs and (2) should quit permitting these broadcasts to be sponsored by objectionable advertisers.

This editorial, and subsequent ones in which the idea was explained and developed, have received considerable attention in magazines and in the press, and they have received particular attention in publications whose primary concern is the radio and advertising industries. In the course of the discussion, the Post-Dispatch position has sometimes been misunderstood and misinterpreted. We should like to clear up some of these misunderstandings and misinterpretations.

Here are two typical instances: J. H. Ryan, head of the National Association of Broadcasters, in a speech at Cincinnati, saw in the Post-Dispatch attitude a threat to freedom of the radio. He argued against criticism of newscasts on the ground that it might invite Government intervention. At a recent meeting of radio and advertising executives in Chicago, the charge was made that, in essence, the Post-Dispatch suggestion of Jan. 18 represents an attack on the radio as a competing advertising medium. "Other misunderstandings and misinterpretations" may be cleared up by a restatement of this paper's position.

(1) To begin with, we repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper. New techniques, such as the roundups of world capitals and battlefronts, have brought the "war vividly to every American home." Too much praise cannot be given to the networks for devising these new techniques and for the general excellence of the newscasts themselves. By the very nature of its medium, radio's superiority over newspapers in the immediate transmission of important news has long been obvious. The newspaper "extra," once the fastest means of communicating news of extraordinary importance, is just about as dead as the dodo.

(2) We repeat that the Post-Dispatch is as jealous of freedom of the air as it is of freedom of the press. To imperil one is to jeopardize the other. In its 67 years, this newspaper has fought for every form of freedom of expression guaranteed in Article I of the Bill of Rights.

(3) Just as the Post-Dispatch is supported largely by advertising, so we believe that radio should and must be supported by advertising. We believe this because the alternative would be government ownership and control of radio. The idea is abhorrent.

(4) It was precisely for this reason that our suggestion of Jan. 18 was made. There are forces in the administration and Congress which have warned radio that Government might be compelled to act if radio standards do not measure up to "public interest, convenience and necessity," for which radio is licensed. The sure way to prevent Government interference, and to discourage demagogues who would seek to impair freedom of the air, is for radio itself to set its own high standards for public service.

(5) It is not doing this when its principal contribution to public service, namely, the broadcasting of news, is marred, tortured and made nauseating by those commercial announcements which have become known as plug-uglies. This is particularly true in time of war. As Leo J. Fitzpatrick of Station WJR, Detroit, aptly said: "We must remember that practically all listeners have relatives or close friends in the armed services, and that their interest in newscasts is quite personal, quite emotional and sometimes becomes terribly tragic, as they hear the names and stories of loved ones in the news."

(6) We are not criticizing the commercial sponsorship of news. We are criticizing two specific methods that have crept into the commercial sponsorship of news. One such method is the interruption of news for sales talks. The other is the use of news by advertisers who deal in palliatives for bodily aches and pains, stomach acidity and gas, body odors and a thousand and one equally revolting subjects.

(7) Of course, the advertiser who pays for the newscast is entitled to tell his reasonably-timed story both at the beginning and the end of the program. No one objects to that. Such newscasts, as a matter of fact, are on the air. Two examples—and others could be cited—are the Lowell Thomas and Kaltenborn programs. These open and close with commercial announcements, but there is no interruption once Thomas and Kaltenborn begin to speak.

(8) While the Post-Dispatch station, KSD, nearly a year ago eliminated interrupting commercials from newscasts originated by it, and has also barred newscast advertising which it considers inappropriate, it admits an inconsistency. KSD has continued to broadcast NBC news programs which do not conform to the station's own standards. We could correct this by ending our connection with NBC and diverting its service to some other outlet. Our position, however, is that not only would that be to our financial disadvantage—we admit this frankly—but we believe our listeners would lose more than they would gain by such divorce from the many excellent programs originated by a great network.

(9) NBC is the oldest national network—a pioneer in developing our American radio system. Its achievements in the fields of entertainment, of education, of newscasting, of cultural contributions in music and in the arts are a monument to the principle of free radio. In the subject under discussion, NBC was the first of the big chains to outlaw the middle commercial in newscasts, though it was not until 1942, after the networks were fighting for every American household.

(10) We recognize it is only natural for the networks to be disturbed by a proposal whose fulfillment would affect an intricate series of relationships with advertising agencies and advertisers themselves. The sponsorship of news is one of radio's chief sources of revenue.

(11) We believe, however, that the elimination of the newscast plug-ugly would be to the advantage of both the networks and of the advertisers. They have a common stake in maintaining the effectiveness of the radio appeal, now marred by the newscast plug-ugly. There is a large percentage of the listening public which does not willingly accept or which consciously resents bad taste and interruptions in newscasts.

(12) KSD's experience, and that of a growing list of other individual stations which have voluntarily barred the newscast plug-ugly, show that the advertiser, as well as the public, is pleased by the result. 'The latest advertiser to adopt this policy is the Standard Oil Co. of Indiana.'

(13) We repeat we are making no attempt and have not the slightest desire, 'to reform the radio industry.' The problem has held only one small phase of radio's activities. We think that middle interruptions in amusement programs are in quite a different category from newscast interruptions. We have no quarrel with radio except in the matter of the newscast plug-ugly. This is not a press attack upon radio. It is, we believe, a constructive suggestion offered in the interest of radio.

(14) Our position is a simple one. The plug-ugly, we hold, is neither good broadcasting nor good advertising. News is news and the public is entitled to hear it timely and with good taste. We hold that the radio industry whose function is to serve the "public interest, convenience and necessity" has far more to gain than to lose by eliminating the newscast plug-ugly—lock, stock and barrel.

If radio did so, it would fortify the great and fundamental principle of freedom of the air.
Closed Circuit

Upcoming

WCHS Charleston, W. Va., further hearing on license renewal before FCC examiner, April 17.

WMC Memphis, license renewal hearing before FCC examiner, April 20.

WGFB Evansville, Ind., license renewal hearing before FCC examiner, May 1 (postponed from April 10).

KHQ, KGA Spokane, Wash., license renewal hearing before FCC examiner, May 16 (duopoly).

KOMO, KJR Seattle, license renewal hearing before FCC examiner, May 18 (duopoly).

Representing the combined networks at final rites for Franklin D. Roosevelt conducted at the White House in Washington Saturday were Ray Henle, Blue-ABC commentator, and Carleton Smith, general manager, WRC Washington, and dean of Presidential announcers.

Traveling on the train which bore the late President to Hyde Park, and attending interment ceremonies there, were Mr. Smith for NBC; Tris Coffin, CBS; Tom Slater, Mutual; Bryson Rash, Blue-ABC.

FOR ONE MINUTE Saturday evening form of communications in the nation—broadcasting, the telephone and telegraph—ceased operation in silent tribute to the memory of President Roosevelt. All the major networks went off the air at 4 p.m. for that historic moment; stations did likewise; AT&T handled no telephone calls and Western Union halted all wire traffic, both domestically and internationally.

WROX Clarksdale, Miss., operating with 250 w on 1450 kc, on May 1 becomes a Mutual affiliate, boosting that network to 266 stations.

Business Briefly

UOPWA PROMOTES A nationwide radio spot campaign will be started in about three weeks by United Office & Professional Workers of America (CIO) to promote its newly-created salaried Information department, composed of experts on WLB procedure and designed to serve employees and management. Agency, Moss & Arnold Co., New York.


DIGEST RENEWS Readers Digest Assn., whose 9-week contract for Town Meeting, Blue-ABC, expires May 31, has renewed, through BBDO. At press time it could not be learned whether sponsor picked up option to continue through summer or signed for hiatus.

WALL PAPER CAMPAIGN Cincy Wall Paper Cleaner, Cincinnati, placing eight weeks spot announcement campaign on KDKA WJR KOMO WEOA WFBM WGL WMAQ WDL WOOD WROJ WTAM WTCN. Agency, Ralph H. Jones Co., Cincinnati.

LOUISE ADDS THREE Nebbett Radio Productions, Chicago, has sold the transmitted series Louise Mussey & the Westerners to three additional sponsors: Miller Drug Co., starting April 18 for 6 weeks thrice-weekly on WTMA Charleston, S. C.; Smith Warehouse, daily for 13 weeks on WQTM Wilson, N. C.; Falstaff Brewing Co., thrice-weekly, 52 weeks, on KTBC Austin, Tex., Dancer-Fitzgerald-Sample placing Falstaff.

WALB CASE CLOSED THE CASE of WALB Albany, Ga.—one of the most celebrated in radio annals—was wiped from the records last week with the adoption of an order granting the station a regular renewal. Involving alleged improper participation of Rep. E. E. Cox (D-Ga.) in the station's activities, WALB had been on temporary license for several years. It figured prominently in the House Select Committee investigation of the FCC. The grant followed consent in February to petitions requesting dismissal of applications for change of frequency and assignment of license from Albany Herald Publishing Co. to Albany Broadcasting Co.

ACCREDITATIONS FROZEN BECAUSE of crowded conditions in the European war theatre, Army Public Relations, following advice at headquarters at SHAEF, Paris, has frozen temporarily accreditation of radio or news correspondents. Replacements, however, will be made when the condition is alleviated, accreditations will be handled in customary fashion, it was stated at Army PRO headquarters.
FIVE FINE PROGRAMS WIN TOP HONORS

and Mutual salutes them all

In what the New York Times acknowledges as "the most satisfactory job yet done", the Peabody Radio Awards Committee has selected "radio's honor roll for 1944".

Five programs broadcast coast to coast were cited for distinguished service to the American listener, and so were the achievements of ten stations and individuals. These are the winning programs carried by nationwide networks:

Outstanding Educational Program: "The Human Adventure" (MBS)
Outstanding Entertainment in Drama: "Cavalcade of America" (NBC) and Fred Allen (CBS)
Outstanding Entertainment in Music: "The Telephone Hour" (NBC)
Outstanding News Commentary: Raymond Gram Swing (ABC)

The Mutual Broadcasting System sincerely congratulates the skilled men and women responsible for this stellar radio fare. Our nation is surely privileged above all others in its regular access to entertainment and enlightenment of this calibre. We extend equally sincere greetings to the stations whose programs were individually honored by the Peabody Committee for 1944; WLW, Cincinnati; WTAG, Worcester; WNYC, New York; WIBX, Utica; KOIN, Portland; WFBL, Syracuse; KVQO, Tulsa; KMOX, St. Louis; KFI, Los Angeles, and to Col. Edward M. Kirby of the War Department.

We are particularly pleased at the honors won by Sherman Dryer, producer-director of "The Human Adventure" for Mutual, and his able staff, working with WGN, the University of Chicago and the Encyclopaedia Britannica. That this is the only network-financed, network-presented program among all the Peabody winners is gratifying, too—but the creative personnel behind all fine radio on all networks and all stations merits a profound bow from all of us engaged in the business of broadcasting.

THE MUTUAL BROADCASTING SYSTEM
Mr. Gordon Gray, General Manager,
Radio Station KOIL,
Omaha, Nebraska.

Dear Mr. Gray:

I just want to tell you how well pleased we are with the results from our recent relatively short radio advertising campaign with your station.

The results exceeded our expectations, and we received inquiries and orders from a much wider territory than we had thought possible.

Ours was a new product, and we believe that the publicity through your station immediately stamped it in the minds of the public as a quality product, and one that could be bought with confidence.

Very truly yours,

Petroleum Specialty Company,
by DWIGHT E. SLATER

For Results in Omaha—It's KOIL

Represented by Edward Petry Co., Inc.

GORDON GRAY, General Manager

Page 6 • April 16, 1945
For best RESULTS, select the POWER designed for your job. In the rich Ark-La-Tex area, KWKH — with its 50,000 watts — is the one medium with the POWER designed for full coverage of this buying market.

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
Shreveport, Louisiana

Represented by The Branham Co.
Jack Carson is the comic on that coast-to-coast Campbell Soup funfest. Cottonseed Clark is head man of the stompin' Hollywood Barn Dance, musical hoe-down presented exclusively for the ears of Southern Californians.

Different shows, different personalities—but they have a lot in common. At KNX, all programs—network and local—must measure up to the same exacting CBS standards, for KNX is CBS-in-Hollywood. The same mastery in production, the same excellence of talent and wealth of facilities that send network programs
to the nation's millions, also create local shows especially seasoned to Southern Californian tastes. And Hollywood Barn Dance is doubly-slanted for local appeal.

Long a favorite of fun-loving Westerners, its popularity has soared with more than 656,000 newcomers* who have arrived in Los Angeles from other states during the past four years. Over 70% of them came from rural areas between the Mississippi and the Rockies. With a strong preference for old-fashioned fun, corn-fed humor and back-country barn dances, they've voted this Western style hillbilly show pleasure-perfect.

On Saturday nights, natives and newcomers alike pack a huge KNX studio, Barn Dance entertainers take over—and Hollywood goes hillbilly! With guest appearances by screen favorites, with top talent familiar to Western movie fans and radio listeners, Hollywood Barn Dance is a sales-sure program package just waiting for some sales-minded, on-his-toes advertiser.

Hollywood Barn Dance is now available. Run, don't walk, to us or the nearest Radio Sales office.

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*Bureau of the Census, Congested Population Area Report, April 1, 1944—covering Los Angeles and Orange Counties.
Feature of the Week

Romulo Gets Flag From Youths

A HAND-MADE FLAG was hoisted over Malacanan Palace in Manila after it was liberated. Twenty-seven months before the flag had been painstakingly finished and trustingly placed in the hands of Brig. Gen., then Col., Carlos P. Romulo for just such an eventualty.

Makers of the flag were the members of the WSYR Syracuse Youth Fourth Front, conducted by Ray Servatius for a local ice cream company. The program, participated in by various youth organizations, was originally the Juniorité Newspaper of the Air but was rechristened when war was declared.

One of the projects of the show was the making of an American flag. A big one, eight by ten feet, carefully stitched of silk which they made to keep for themselves. But in Dec. 1943 the "last man to leave Bataan", Col. Romulo, came to speak in Syracuse and the kids inveigled an introduction through H. R. Ekins, WSYR commentator, an old friend of Romulo.

They asked Romulo to take their flag to the Pacific with him and give it to Gen. MacArthur to fly over liberated Manila. Romulo consented and apparently so did the general but the children would have heard the denouement had it not been for a coincidence. The newsmen covering the liberation of Manila never paused to wonder about the large hand-made flag so the story didn't get out that way. But a public relations officer sent to GI papers in the Philippines a small release which announced: "A hand-made American flag presented to Brig. Gen. Carlos Romulo by Boy and Girl Scouts of Syracuse, Dec. 12, 1943, was hoisted in Manila recently."

A soldier from Syracuse working on a four-page GI newspaper noticed the squib and relayed it back home where it was signaled as the completion of the Youth Fourth Front's most important project.

Sellers of Sales

CHIEF TIME BUYER of Compton Adv., Frank Kemp is a serious-minded young man with a great fondness for facts and figures—a fondness intensified by his three years of electrical engineering study at MIT.

A great believer in research, Frank would like to see the sample of the coincidental survey, both local and national, enlarged to provide greater statistical reliability. He predicts a great future for the Nielsen audimeter especially when it's expanded to a national basis.

Frank is also a confirmed believer in BMB, as is the agency.

A native New Yorker, his first job was with the Chemical Bank & Trust Co., where he designed statistical cards used in IBM banking systems. After two years he joined Compton as a statistical clerk.

During his six years with the agency, Frank has seen all the angles of timebuying. First he bought spot time, then network and in his present position, supervises all Compton timebuying, both spot and network.

Agency radio accounts are Procter & Gamble (Crisco, Ivory Soap, Ivory Flakes, Duz, Barso-lou), Allia-Chalmers, Goodyear, Snell Coffee, Krueger Beer and Sveno Vacuum. Potential radio advertisers not currently active in that field include Wheatena, Kelly-Springfield, New York Life Insurance Co. and Pocketbooks.

Frank is single and lives in Brooklyn near Prospect Park. Within walking distance of Ebbets Field, Frank claims he can hear Lippy Droucher when the wind is in his direction.

His hobbies include photography, squash and hiking.

Romulo Gets Flag From Youths

3 SOLID YEARS ON WWDC!

Morton's have used 22,500 consecutive broadcasts—spots, 1/4 hours and on Sunday three 1/2 hour programs!

Three years is a long time. Long enough to prove that once a smart merchandiser—always a smart one. For Morton's has grown big!

Since they started on WWDC, Morton's has opened a new building and has added four new departments.

It's nuts-and-bolts facts like those behind Morton's success that give us the idea that if you have something to sell, WWDC can do the job for you. Availabilities sent upon request.

WWDC

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

Represented nationally by WEED & COMPANY
ONE COMPLEMENTS THE OTHER...

SALT and Pepper. Different as night and day. Yet, we think of them and use them together. The two great metropolitan New York markets that listen to WOV, also are individual and different. And they too, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience. In the daytime, WOV overwhelmingly dominates New York's Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., N. Y. Rep.
Television promises unprecedented profit and prestige to men of vision and energy. Television will be tomorrow's highroad to local and national leadership.

If you plan to toss your hat in the Television ring, arrange now to assure both early postwar delivery of your telecasting equipment and the proper training of your Television station's operating personnel. Both equipment and staff training are provided for in DuMont's Equipment Reservation Plan.

DuMont-engineered telecasting equipment has rugged dependability and practical flexibility; will be designed for economical operation and is realistically priced. These facts have been spectacularly demonstrated by more than 4 years' continuous operation in 3 of the nation's 9 Television stations.

Furthermore, a pattern for profitable station design, management and programming has been set at DuMont's pioneer station, WABD New York... a pattern and backlog of Television "know-how" which is available to prospective station owners. Call, write or telegraph today.
It's a fact that WIBC reaches out farther, and covers a larger area of the prosperous farms, towns and cities in Central Indiana, Western Ohio and Eastern Illinois, than any other Indianapolis station. Having the lowest frequency (1070 Kilocycles) with 5000 Watts power, WIBC provides a crystal clear signal that makes listening a pleasure. Let us tell you about our new and intensive merchandising program for advertisers.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC
“Could you come right over, Mr. F & P?—Why, hel-lo, Mr. F & P!”

Spot broadcasting is a fast business. Good availabilities and good program ideas get snapped up pretty quickly. We’re geared to that tempo, here at F&P, and when you give us the green light, we really move!

Not that we’re impetuous. We’re simply organized for fast service, and can therefore give it. Want some?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Radio Returns to Its Grim Wartime Task

Truman to Follow Present Radio Pattern

RADIO RETURNED to its wartime task today after a weekend in which its voices mingled with those of the world in bereavement for the departed “Chief”.

The great flood of tributes which flowed through American transmitters to listening millions was stemmed. From the first flash, which stunned the nation, radio cancelled normal commitments. Grief for the late President and the memory of him were put aside reluctantly by the 30,000 who make up the broadcasting industry, to all of whom the life of the “Radio President” had special significance.

Radio turned to the new President, Harry S. Truman. There were, of course, imponderable questions. It is known that President Truman is no novice in the art. He knows broadcasters. He likes and understands broadcasting.

His Radio Advisers

Paul A. Porter, FCC chairman, was his close advisor in campaign days following the nomination of the Roosevelt-Truman ticket. As publicity director of the Democratic Committee and the campaign, Mr. Porter was at his elbow.

The new President’s actual schooling in the art came from J. Leonard Reinsch, youthful and personable managing director of the James M. Cox radio stations (WSB Atlanta, WIOD Miami and WHO Dayton), who served as radio director of the Democratic Committee under Mr. Porter.

Mr. Reinsch reported at the White House Thursday evening after a rush trip from New York. He was to remain indefinitely, to perform whatever services he could.

On few occasions during recent months has President Truman fulfilled a radio engagement without calling into consultation Mr. Reinsch. Speculation is not unfounded that Mr. Reinsch, should he be able to relinquish present commitments, might end up in the new White House family of President Truman. This, should it ever come, would present an interesting coincidence; for Mr. Reinsch has risen to his present leadership in broadcasting as a satellite of Mr. Cox who, as candidate for President in 1920, had as his running mate Franklin D. Roosevelt.

Only last week, it was recalled, Mr. Reinsch presented to the White House a new microphone stand designed by engineers at WSB Atlanta. It was made especially for Mr. Roosevelt, to be employed by him first at the San Francisco conference. Probably it will be used by President Truman in his future broadcasts.

There is no reason to believe that President Truman’s philosophies about broadcasting and the manner in which it should be conducted differ from those of his predecessor.

First Broadcast

MR. TRUMAN’S first scheduled broadcast as President: 1 p.m., Monday, an address before joint session of Congress on all major networks. Doubtless the President will address the people directly on all networks soon after this broadcast. Certainly it can be expected that President Truman, himself a veteran of the last war, will communicate by some means with the fighting troops. His most logical medium will be radio.

More of a middle-roader than the late Chief Executive, he is nevertheless of liberal bent. It is certain that his relationship with Chairman Porter is amicable and that he places great faith in the man President Roosevelt selected to head the FCC.

Knows Radio

As a former member of the Senate Interstate Commerce Committee and as a lawyer of long experience, President Truman’s legislative knowledge of broadcasting probably is more extensive than most would assume. No upheavals—insofar as radio are concerned—are in sight.

Doubtless, in time, there will disappear from the White House such men as Robert Sherwood, the playwright, Sam Rosenman, David Niles and others among the late President’s advisors who assisted him in developing his masterful radio addresses. They will be replaced by men of President Truman’s own selection.

Gift of Oratory

It is doubtful—and few will challenge this—that President Truman, whose background and training are more grass-rootsy than that of his predecessor, ever will attain the oratorical heights which marked Mr. Roosevelt’s career. Rarely is one with such gifts for showmanship as those displayed by the personable, charming and irresistible Mr. Roosevelt born to the world. Even more rarely is the influence which his voice can exert felt so personally by so many.

President Truman cannot be expected to match his predecessor’s radio technique. In his radio appearances to date, President Truman’s microphone technique has been ordinary. It is true, certainly, that it has improved.

(Continued on next page)
THE GREATEST voice in the 25-year history of American broadcasting is still...

To every man and woman of the 30,000 whose talents are devoted to broadcasting, the loss of Franklin Delano Roosevelt left a heavy personal loss, and a grievous one in these times.

The only President of whom it can be truly said, "Radio elected him," Mr. Roosevelt had turned not once, but four times, to the microphone to appeal for votes in the face of a generally unsympathetic press. Tragically crip-plied, he found in radio a link with the people.

Mr. Roosevelt made nearly 300 major broadcasts to the nation during his lifetime. He died on the eve of another broadcast. He was to have spoken for four minutes on the combined American networks at 9:54 p.m. Friday, 29 hours after his death. His speech was to have climaxd a special hour-long Memorial Day program in which Robert Hannegan, James V. Forrestal and President Truman were to participate. Oddly, on this broadcast, for the first time in his four terms as President, Mr. Roosevelt had asked that another, Mr. Truman, deliver the main address.

To his great sorrow, this request will be heard. It would have come on that glorious day when he could have announced on the air to the world that the last enemy of the United Nations had laid down his arms. It would have been the report of a magnificent soldier that his armies had been victorious. That he, who spent his great energies so relentlessly, has been denied this is most tragic of all.

With his passing, many broadcasters whose contact with him had been intimate summoned memories of his respect for the power of the microphone. It was a ready instrument to him when he wished to talk, in a glibly intimate, a martyred, a mirth-shaking guip. Nor could others match his mastery of the barbed retort, which left his campaigning opponents bruised and bewildered. He was, on the air, a rare admixture of Disraeli and Barrymore, of Talleyrand and Lincoln, as keenly attuned as a Shakespearean actor, but by paradox if he willed, a "ham" in the theater.

Much of this which contributed so immeasurably to his stirring broadcasts was inherent in his naturally vibrant personality. But his knowledge of radio was not acquired accidentally. As Assistant Secretary of the Navy in the first World War, Mr. Roosevelt was in charge of naval communications. He encountered these radio then, studied it, foresaw the gigantic influence it would exert. When nominated for the Presidency in 1932, he turned to the medium, then relatively new, to convey his program to the voters.

As early as 1936, one incident illustrated his intimate knowledge of commercial broadcasting. Conversing then with Carleton Smith, general manager of WRC Washington, who had just produced a broadcast presentation, despite the man's innate friendliness, to lend to such informal discussions with the people the sense of intimacy of such occasions in the past.

But whatever the great radio strides he must take to match the footsteps of his predecessor, President Truman certainly recognizes them, for he is by reputation a modest and humane man and unafraid to place upon his new duties in that spirit. He has the sincere assurances of broadcasters, and of those officials who must dictate his radio regulatory policy, that they will stand by him faithfully in this hour of his greatest challenge. Added to hundreds of such assurances telegraphed and written to him from broadcasters across the land was this statement by J. H. Ryan: "At this critical time when you take up the great burden laid down by your magnificent predecessor, the broadcasters of America join with you and the nation in bereavement. Looking to the management problems before you, broadcasters place at your instant command the facilities of their stations which Franklin D. Roosevelt used so effectively.

President Truman's own disposition toward radio is well known. It was reflected in June 1944 when he said to his neighbor and friend, Arthur B. Church, president of KMBC Kansas City, "Too much cannot be said of radio and what it means to the American way of life." He added, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life.

Practically all broadcasters in his native Missouri know President well. Among his close advisors have been Tom L. Evans, president of the Crown Drug Co., and publisher and owner of KCNO Kansas City, and Lester E. Cox, also identified with KCNO ownership, and operating KWTO Springfield.

IN TRIBUTE

By PAUL A. PORTER
Chairman, FCC

THE DEATH of President Roosevelt leaves those of us who loved him and worked for him stunned and sad. The heavy heart of humanity feels consolation in the confidence that those principles for which President Roosevelt gave his life will triumph. There must be no compromise, no false adjustments, no betrayal of the tenets of human liberty and decency which our great and beloved leader and friend championed so publicly, and with the order and the opportunity which President Roosevelt's vision foresaw; and we pray that America's greatness is rededicated to that goal.

AT WHITE HOUSE

J. LEONARD REINSCH, managing director of the Cox radio stations, arrived at the White House Thursday evening to remain indefi-nitely and to render whatever services he could. He has been President Truman's radio and public relations advisor since the Democratic Committee during the fourth term campaign.
Roosevelt Was First Radio President
Placed His Main Reliance Upon Microphone

Roosevelt and radio were synonymous.

He was the first national figure in history to place main reliance upon the microphone to reach the electorate. He was the first Presidential candidate to wage a successful campaign by radio. That was in 1932. He remained in office until he "slept away" last Thursday.

Much as Franklin D. Roosevelt owed radio, the art owed him more. A perfectionist before the microphone, he was the nation's No. 1 radio personality throughout his 12 years in the highest office of the land. He gained his every public utterance to radio's tempo; his resonant voice, mastery of inflection and emphasis, placed him in a class by himself as a radio orator. For times he was swept into office, each time by a greater popular vote than before. Each time— even in the momentous campaign of last fall—his vote-getting power was reflected in his superior microphone presence.

Set the Pace

It was during the eventful last 12 years that radio achieved its greatest developments. The President's meteoric success in the use of the microphone led others to emulate him. Radio became the anchor political campaign medium. News releases were timed for radio deadlines as well as the press. Press conferences became "radio and press conferences" from the White House down. Radio galleries sprouted in Congress. Radio correspondents were accredited on the press level at home and in the war theatres.

That is not to say that broadcasters have not had anguished moments during the Roosevelt tenure. His affinity for radio caused him zealously to guard it against encroachment by interests which he felt might submerge its objectivity as a news medium. He once alluded to radio (in 1939) as an instrumentality that would overtake the "loudly proclaimed untruths or greatly exaggerated half-truths".

The Roosevelt antipathy toward the press generally inspired his respect for radio. One of his earlier press conferences remarked on the day of his passing that his success in public life was attributable "90% to his adept use of radio".

Shortly after his ascendency to the Presidency, the White House household assumed the sobriquet of "The Radio Roosevelts". Elliott Roosevelt, now a brigadier general with the Air Forces, became vice-president of a southwestern radio group which later was absorbed by Hearst. Subsequently he was president of Hearst Radio and prior to his entry in the service in 1942 he had assumed part ownership of KFJZ Fort Worth and the Texas State Network.

Mrs. Roosevelt took a fling at commercial network broadcasting for a couple of years but donated the proceeds to assorted charities. Jimmy Roosevelt, now a Marine Corps colonel, became identified with the Yankee Network in Boston as a news commentator in 1933. Brother Elliott also was a commentator over Mutual, via his Texas State affiliation, and on one occasion criticized the Administration's policies.

Some Trials, Too

On the regulatory side, broadcasters have had more than a few vexatious experiences. In the earlier days of the McNinch chairmanship of the FCC, they viewed with trepidation Government inroads into radio's freedom. When Judge McNinch's health broke in 1939 and Chairman James Lawrence Fly took over the FCC reins, there were even greater periods of anxiety. Mr. Fly's open sesame at the White House door and the stolid support he received from the Chief Executive more than once caused some broadcasters to think their radio properties and investments hung heavily.

But all this stemmed from the President's deep affection for radio and his desire to keep it in friendly hands with a maximum diversification of ownership. There is no gainsaying he wanted radio divorced from the press, but his FCC minions never could achieve that goal.

Early in his first Presidential term (in June 1934) the President first evidenced his impassioned desire to keep radio free.

"To permit radio to become a medium for selfish propaganda of any character would be to shamefully and wrongfully abuse a great agent of public service," he told a radio convention. "Radio broadcasting should be maintained on an equality of freedom similar to that freedom which has been and is the cornerstone of the American press.

The chronicity of the development of radio, as recorded by Broadcasting in its Yearbooks, is sprinkled with mentions of Roosevelt radio "firsts." On Nov. 9, 1932, as Governor of his native State of New York, he made his first radio address as President-elect, thanking the electorate.

On March 4, 1933, the Roosevelt (Continued on page 60)

BIRTH OF FIRESIDE CHATS
Term Created in 1933 by Capt. Harry Butcher, Then General Manager of WJSV

By GLADYS HALL

Secretary to Earl Gammons, CBS Washington vice-president, and to his predecessor, Capt. Harry Butcher, aide to Gen. Eisenhower.

HOW PRESIDENT Roosevelt's radio messages to the nation came to be called "fireside chats" was disclosed during a review of broadcasts on WTOP (then WJSV) when it increased its power to 50,000 watts in March, 1940.

Harry Butcher (vice-president of CBS on leave as Naval Aide to Gen. Dwight D. Eisenhower), who then general manager of WJSV, suggested the title during arrangements on the broadcast preceding President Roosevelt's address following the declaration of the bank holiday in March, 1933.

The following dialogue between Ted Church, special events director (now assistant director of news, CBS, New York) and Mr. Butcher at the time, was reproduced during the special dedicatory broadcast for the increased power, and broadcast on the Columbia network:

TED: I don't like this one, Harry. It made it a little too stiff. It's the usual formal thing. I think we ought to get something more human.

BUTCHER: Yes, Ted. The President says he isn't just making a speech. He wants to sit down and talk to people just as he would if they were here.

BUTCHER: Sure. Let's see. He's broadcasting from the Diplomatic Reception room—that sounds stuffy—oh—there's a fireplace there. Isn't there?

TED: Sort of a fireplace.

BUTCHER: Fireplace—friendly chat. Let's see. People listening to their President as if he were right at their own firesides.

TED: I know, I think I've got something. Let's call it a fireside chat.

BUTCHER: Fireside chat. That sounds exactly right to me, Harry.

The introduction, together with the more formal introduction, was taken to the White House for the broadcast. Later, Mr. Butcher was talking to Mr. Marvin McIntyre, one of the secretaries to the President.

McINTYRE: You, Mr. President, has read them both and he says this one about the fireside chat is a honey.

BUTCHER: Well, that's the one we'll use.

McINTYRE: Let's go ahead and call it that. Maybe we'll have a series of those fireside chats to the nation.

PS . . . Bob Trout was the announcer first to use the phrase. He did the broadcast that night.

April 16, 1945 • Page 17
Radio Handles Tragic News With Dignity

Medium Displays Its Maturity In Crisis

FACED WITH the unprecedented responsibility of announcing to a nation at war the passing of its leader, American radio proved its maturity by handling the tragic situation with all the dignity and restraint called for by the occasion.

From the moment of the announcement of Mr. Roosevelt's death at 5:47 p.m. Thursday regular schedules were scrapped by networks and independent stations alike. All commercial announcements were cancelled. The only programs on at their scheduled times were news broadcasts, sermons, musical programs and others which could be adapted to the solemnity of the situation. Tributes from leaders of church and state and public opinion; special requiem music and eulogy will echo and re-echo throughout the age in the interests of freedom and justice for all people.

J. HAROLD RYAN

President of the ABC's chairman, Edward J. Noble, broadcast his tribute to the chief executive, under whom he had served as Under-Secretary of Commerce, at 7 p.m. Thursday. Other notables on the Blue's Thursday evening schedule included James A. Farley, former Democratic National Chairman; Orson Welles, who dedicated a segment musical interlude from Hollywood; Basil O'Connor, former law partner of the President and chairman of the American Red Cross, to list only three.

NILES TRAMMELL

President, NBC

The broadcast audience mourns the passing of Franklin D. Roosevelt, one of the nation's great leaders. Among his accomplishments, he will long be remembered as one of the greatest orators of the modern age. It is fitting that we bring his messages directly into the homes of the people. The Americanized issues which were deep and complex in their day, have been cancelled by the successful prosecution of the war, and the restitution of the national and international problems.

TRIBUTES BY INDUSTRY LEADERS

BRIG. GEN. DAVID SARNOFF
President of the Radio Corporation of America

America has lost a great President in Franklin Delano Roosevelt. His magnetic personality lived on in the souls of a people who learned to love him; to respect him because they knew that he intended to give them a new lease on life, to keep his eye on the horizon of freedom and justice for all people.

JAMES LAWRENCE FLY
Former Chairman, FCC

AmericaBroadcasting has lost its greatest asset.

NILES TRAMMELL

President, NBC

The broadcast audience mourns the passing of Franklin D. Roosevelt, one of the nation's great leaders. Among his accomplishments, he will long be remembered as one of the greatest orators of the modern age. It is fitting that we bring his messages directly into the homes of the people. The Americanized issues which were deep and complex in their day, have been cancelled by the successful prosecution of the war, and the restitution of the national and international problems.
Every group of people has some one person to whom they turn in time of trouble—the proverbial friend in need who is a friend indeed.

In Iowa, WHO is such a friend. Dozens of letters pile up on WHO desks daily, requesting information and help of all kinds—they add up to thousands in a year’s time. Herb Plambeck’s Farm Service Department alone gets more inquiries each day than his big staff can easily handle.

Recently, for instance, a farmer wrote that he and neighbors suspected they were being badly gypped on the grading and pricing of eggs by a local produce buyer. WHO investigated—found the suspicions to be true—had the situation immediately corrected. Naturally, those farmers love WHO.

We’ve “settled bets” for soldiers in New Guinea, regarding how tall the corn grows in Iowa—put announcements on the air to help find missing people—advised school kids how to start and maintain their “school papers”—helped many farmers and war plants find desperately needed help, etc., etc., etc. We could continue this list for hours!

So what? So thousands of Iowa folks hear the voice of a friend when they hear WHO. Maybe that’s one reason why the 1944 Iowa Radio Audience Survey shows that more people “listen most” to WHO than “listen most” to all other stations heard in the State, combined.

WHO for Iowa PLUS

Des Moines ... 50,000 Watts
B. J. Palmer, President  J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
Porter Urges Radio to Promote Peace

Calls for Redoubling of Industry Service at Peabody Dinner

DISCLAIMING official interest in program content, but exhorting broadcasters to lend their full devotion to promoting a just and lasting peace by spreading understanding of the issues, Chairman Paul A. Porter of the FCC saluted 1944 winners of the Peabody Radio Awards at a celebration dinner in New York last week.

"I have a respect that is equivalent to reverence for that part of the statute which inhibits the Government from prescribing program content," Mr. Porter, main speaker at the annual G.A.O.D. dinner, said. He addressed an assembly of broadcasting notables and awards winners.

Praise for Swing

"For all of us who have to do with radio—station operators, broadcasters, program builders and especially we listeners—the, presentation of the George Foster Peabody Awards is a significant event," he said. "On this night, our great democratic system of radio turns to the world and says: 'These are my jewels!'

Mr. Porter saluted the award winners as a group, singling out Raymond Swing, who received the accolade for his 1944 commentaries, for special mention. Of Mr. Swing, he said in part: "As a listener, I certainly would like to hear more

Award Winners

FOLLOWING were winners of 1944 Peabody awards:

WTAG Worcester
Col. Edward M. Kirby
Raymond Swing
WLW Cincinnati
"Cavalcade of America" and Fred Allen (Discovery Award)
The "Telephone Hour"
"Human Nature"
"Philharmonic Young Artists Series"
WNYC New York and Mayor LaGuardia; WBIX Utica (Double Award)
KOIN Portland, KVOO Tulsa, at WFBW Rochester, KMOX St. Louis (Special Citations)

Prices From Chairman Porter

ON THIS NIGHT, our great democratic system of radio turns to the world and says: "These are my jewels."
The system by which these selections are made could well serve as an example for civic-minded people everywhere to develop a keener, more systematic scrutiny of their broadcasting fare and to become more articulate about their judgments upon the cultural values of radio programs.

Radio has many problems and will have more but the most urgent and continuing problem is the further improvement of program standards.

We want more of the fine musical, dramatic, educational and public service programs such as we are recognizing here tonight.

American radio in 1944 was replete with examples of enterprise above and beyond the call of duty.

It goes without saying that radio will bring us news from San Francisco, in overwhelming abundance. The effort will be made to bring to our firesides the detailed developments of this, humanity's greatest adventure.

The job of bringing to the American people an understanding of the processes by which civilization seeks to save itself will call for the highest abilities, for the highest devotion to public service. During the critical weeks and months that lie ahead, American radio will play the leading role in reaffirming our faith in free inquiry and full discussion as the surest road to a lasting peace in this tragic yet hopeful world.

Unity in this nation, Mr. Porter said that uniformity comes with the job of "finding a way now to reach lasting understanding with our neighbors of other nations.

Kirby's Acceptance

Accepting his special award "for brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale," Col. Edward M. Kirby, chief of the War Dept's. Radio Branch, said: "We need," he stressed, "to understand the complicated issues involved in taking these first steps toward building for a permanent peace. Broadcasters use a radio channel which is public property. Therefore, they are obligated to operate the channel for the public welfare—by including the obligation to present balanced discussions of controversial questions. But does anyone now contend that the need for some kind of international cooperation is still in the realm of controversy?"

Tracing the instratate conflicts that marked early development of broadcasting, Mr. Porter said that uniformity comes with the job of "finding a way now to reach lasting understanding with our neighbors of other nations.

Lambdin's Accent

CHAIRMAN Porter of the FCC, speaking at the Peabody Awards Dinner, described the origin of the awards in this manner: "These awards were originally conceived by one of radio's pioneers, Eddie Lambdin, Kay of Atlanta, Ga., whose dulcet voice ranged so far and so beguilingly in those early days that for a time he threatened to give the entire nation a Southern accent."

have earned the right to speak about it: the men doing the fighting. Here is American radio production at its finest—where no sound effects men are needed—where the hands of Fate replace the hands of the studio clock."

Fred Allen, who declined a place at the speakers' table to sit with a group of newspapermen and CBS program producers, in his speech of thanks pointed out that during his 12 years of broadcasting the Peabody Committee paid no attention to him, but gave him an award the minute he got off the air. Newbold Morris, president of the New York City Council, speaking for Mayor LaGuardia, who has re-covered his sacred weekly a day before as he had to be in Canada the night of the dinner, described a new method of measuring listening—by watching the rise and fall of the meter that registers the use of water in the city. When the Mayor broadcasts on Sunday, he said, "you can see housewives turning off their kitchen faucets. No one takes a bath; no one sprinkles his lawn; no one fights any fires."

WTAG's Third Award

Pointing out that the Peabody award was the third such honor received by WTAG Worcester for its work in the World, David Harris, program manager of the station, said that although the program was "conceived, planned, executed and financed" by WTAG, it could not have been successfully carried out without the wholehearted cooperation of the United Nations Information Office, the representatives of many for

(Continued on page 62)
Selling is a habit, not a problem, in the Oklahoma City market. The four-fold punch of the Oklahoma Publishing Company makes it that way. Cash registers ring louder when the Oklahoman and Times goes to work . . . sales charts soar upward when WKY goes on the job . . . new records are written when farm selling is put up to The Farmer-Stockman . . . distribution problems melt when Mistletoe Express takes over. And all because these big four of 1945 merchandising know the market they serve and know how to deliver it to advertisers.

1. Holder of the nation's outstanding safety award for big fleet operators, Oklahoma Publishing Company owned Mistletoe Express took to the state's highways in 1944 with the Mistletoe Mobile Safety clinic. More than 600 drivers a week were examined. A Mistletoe Safety award was announced for the Oklahoma city reporting the lowest accident record between July 1, 1944 and June 30, 1945.

2. In 1944, the Oklahoman and Times brought to Oklahoma City the Four Arts Forum. Memberships for the season cost but one dollar. Names like Ruth Draper, Channing Pollock and Leland Stowe were the attractions. The Milk and Ice Fund for the under-privileged children of the city was the beneficiary. More than 3,000 Oklahoma Cityans enrolled for the six-lecture series.

3. Last November WKY took its second Television Show on a tour of 19 Oklahoma towns, played 31 performances in 23 days to 41,000 persons who bought War Bonds to gain admission. Listeners have become accustomed to expect WKY to lead the way in improving service and in introducing new transmission techniques in Oklahoma.

4. When farmers can get together to discuss their troubles they can usually solve their most serious problems. The Farmer-Stockman has arranged just such an opportunity for Oklahoma and North Texas farmers. Through a series of Farmers' Forums Farmer-Stockman editors ask the questions. The farmers supply the answers. The result is a complete understanding between the Farmer-Stockman and its readers.
WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

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

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!
EMERGENCY RADIO FIELD BROADCASTED

SCOPE of civilian defense stations was broadened by the FCC this week to include operation in an emergency, which jeopardizes public safety. The Commission explained that the ability of widely separated municipalities to cope with emergencies created by fires, floods, disasters, and other public disasters is strengthened by the communications service provided by these stations.

The amendment was to part 15 of the broadcast rules and regulations governing stations in the War Emergency Radio Service and authorizes these stations to cooperate with police, fire, and civil defense when there is a need for emergency assistance.

WVO Business Up

WVO New York, bilingual English-Italian station, reports a business increase of 14 1/2% during the first three months of this year over the same period last year. English time, however, shows a slight decrease, according to records which indicate that during the first quarter of 1945 over last year and Italian daytime commercial broadcasts are up 10 1/2% for the same period.

Orange Crush Spots

ORANGE CRUSH Co., Chicago, is distributing five minute recordings to their bottlers to be placed on approximately 100 stations throughout the country. Production was handled by Aubrey, Moore & Wallace, Chicago.

DEFENDERS OF LUXEMBOURG

Accepting the congratulations of Lt. Col. Sam Rosenbaum, former manager of WFil Philadelphia, for defending Radio Luxembourg when German paratroopers came into a mile of the transmitter during the counteroffensive last December is Don V. Drenner, former engi. Taking off from WFil, now assigned by OWI to European stations, technical officer for the station. Others who assisted in the defense of the station are (1 to r): J. Weesly Wood, finance officer, OWI; Frederick Lewis Jr., formerly with Wtar Norfolk, Va., recordings officer, OWI; W. B. Dormant, Jr., formerly with CBS New York, program manager, OWI; Harold O. Wright, assistant; Cpl. Joseph C. Goularte, commander of the Fourth Mobile Radio Broadcasting Company, PWD, SHAEB; and John J. H. Pesurer, formerly with NBC television, New York, operations manager, OWI. Col. Rosenbaum is Commanding Officer of the Radio Luxembourg Detachment, PWD, SHAEB, under direction of Brig. Gen. McClure and Col. Paley.

HOPE FIRST AGAIN

In Latest Hooper

Pacific Area Listening Is Up From Last Year's Reports

LISTENING in the Pacific area for the February-March period, according to the Network Hooper Radio News for March, C. E. Hooper Inc., New York, was generally higher than last year, and below that shown in the last report.

Average Listening Audience rating was 10.2, down 0.1 from the last report, up 0.4 from a year ago, while the daytime figure dropped 0.1 from the last report to 4.1, the same figure reported last year.

Average daytime set-in-use of 15.9 was up 0.2 from the last report, and 1.6 from a year ago. Average evening set-in-use, 35.6, experienced a drop of 0.3 from the last report, an increase of 1.7 from last year. Average available audience for the daytime was 68.1, down 0.5 from the last report, up 1.7 from a year ago; for nighttime hours, 78.5, the same as the last report, 0.8 above last year.

Bob Hope is first, Fibber McGee & Molly, second, and Jack and Mary McCarthy, third in the list of "First Fifteen," programs on the Pacific Coast. Screen Guild Players placed fourth, followed by Pannie Bricke, Great Gildersleeve, Abbott and Costello, Radio Theatre, Aldrich Family, Walter Winchell, Thanks to Mother, Al Kimmel, Eddie Bracken Show, Bing Crosby, and Mr. District Attorney.

Raytheon Names Mathes To Handle Advertising

RAYTHEON PRODUCTION CORP., Newton, Mass., manufacturer of radio tubes, electrical and electronic products, has appointed J. M. Mathes Inc., New York, as agency. Mathes takes over July 14 from Burton Brown Adv., Chicago, Raytheon's Blue-ALCO program Meet Your Navy, which will come under the over-all supervision of Mathes' new radio director, John Bates. Richard K. Bellamy is being transferred from Mathes in New York to Chicago to handle public relations on the program.

Now engaged 100% in production for the military, Raytheon will be active after the war in the manufacture and distribution of transmitters, receiving and special vacuum tubes, home sets for AM, FM and television, and industrial electronic equipment.

Ask Martinsburg CB

APPLICATION has been filed with the FCC for a new standard local station on 1340 kc at Mar- thurnburg, West Virginia. Martinsburg Broadcasting Co., a new partnership composed of C. M. Zinn, Benjamin Creamer, salesman of York, Pa., and C. Leslie Golliday, announcer-operator of WING Winchester, Va., Unlimited hours and power of 250 w are asked.
DELIBERATING DETAILS of West Coast competition for best program dramatizing theme, "25 Years of Radio Broadcasting", this panel of contest judges met to map out rules and regulations. Packard-Bell Co., Los Angeles (radio set mfrs.), is offering $600 for winning programs specially produced and broadcast between May 1 and June 1. Silver plaques will also be presented. Awards will be divided into two groups, one to stations of 5,000 watts and over, and one to stations under 5,000 watts. Transcriptions of all entries will be judged first by regional committees of Pacific Advertising Assn. clubs. Final arbiters (clockwise) are Dan B. Miner, president of Dan B. Miner Co., Los Angeles agency servicing Packard-Bell account; Arch Oboler, Hollywood freelance writer-producer; William L. Lawrence, freelance producer; H. A. Bell, head of Packard-Bell Co.; Howard D. Thomas Jr., firm’s general manager; Irvin Bordets, president of Los Angeles Advertising Club; Fred R. Kerman, vice-president of Pacific Mutual Life Insurance Co.

Most CBC Shows Originate There
Report to Parliament Says
Commercial Spots Refused
OVER 60 PER cent of commercial programs carried on Canadian Broadcasting Corp. networks, originated in Canada, the 1944 annual report of the CBC reveals. Commercial programs averaged a daily 7.18 hours in the year, April 1, 1943-March 31, 1944. The report has just been released after presentation to Parliament.

In connection with commercial broadcasting the report says "considerable business was rejected, since commercial programs must meet with rigid acceptance requirements. Spot announcement business and most spot program business (except governmental) which would have represented thousands of dollars of additional revenue to the CBC was left almost entirely to privately-owned stations... Choice commercial features were again selected from the American networks... French language sponsored programs broadcast on the Quebec network were produced in the studios of the network and occupied 18.9 per cent of the CBC’s total broadcasting on the French network. Sponsored French programs generally received quite as high ratings as the popular commercial programs carried on other networks... Commercial programs proved to be a powerful medium for disseminating important information to listeners. CBC and network sponsors co-operated in sending to our troops in the war zones recordings of the popular national commercials."

Fourteen pages of the 33-page booklet were devoted to a report on the various programs carried during the year and the activities of CBC war correspondents. A detailed report is included on the publications issued by the CBC. The report of the station relations department deals with regulation of political broadcasts, new CBC regulations during the year, a statistical summary of CBC network programs, network operations, exchange programs with U.S. networks, log examination and clearance of food and drug copy for commercial broadcasts on privately-owned stations.

The CBC engineering report deals with new equipment and maintenance at various stations, establishment of relay transmitters, and the building of the short-wave transmitters at Sackville, N. B. The report places the permanent CBC staff at 815 employees.

Financial report [Broadcasting, June 26, 1944] shows income of $5,232,041, of which $3,787,386 was from receiving licenses ($2.50 annually per home) and $1,421,906 from commercial broadcasting. Expenditures were $5,142,865 of which the largest item was $2,712,997 for programs, $849,304 for wire lines, $390,249 for engineering, $206,177 for administration, $116,367 for the commercial department, $108,171 for the press and information section, and $217,223 for depreciation. Net operating surplus was $89,176.

Canadian Leaders
CANADIAN daytime programs led in popularity for March according to the national rating report of Elliott-Haynes, Toronto. First place went to Soldier’s Wife with a rating of 21.2, followed by Happy Gang with 18.9. An American originating daytime serial Big Sister was third, followed by Mr. Perkins, Road of Life, Pepper Young’s Family, Lucy Linton (Canadian origination), Claire Wallace (Canadian origination), Woman of America and Right to Happiness. The five leading French-language daytime programs for March were Jeunesse Dorée with a rating of 35.8, followed by Joyeux Troubadours, Quelles Nouvelles, Grande Soeur, and La Rue Principale.
The Pied Pipers of Radio

Listener-loyalty is not something that can be weighed in the scales, like a Spring pullet; nor yet something that can be measured, like lumber or dress-goods. It's something pretty tangible, however... tangible and terrific.

Not only do the music-makers of radio have their followings, but the men and women who headline radio's various programs do, too. When they mention a product, advise a listener to buy it and try it, that product is as good as sold.

Here is a plus which the radio advertiser gets for his money. In addition to what he says about his product or service, there is the endorsement of the man or woman who has come to be like a personal friend to vast numbers of the radio audience.

Tap this allegiance through the stations of Westinghouse, which have 18,000,000 potential listeners in primary areas alone. Give your product the plus that costs nothing extra. The call-letters of Westinghouse are letters of recommendation in many of America's strategic markets. Consult our national representatives listed below.

WESTINGHOUSE
RADIO STATIONS Inc

WOWO • KEX • KYW • KDKA • WBZ • WBZA

Represented Nationally by NBC Spot Sales—Except KEX
KEX Represented Nationally by Paul H. Reymer Co.
Navy Plans Wider Pacific Coverage Following Successful Iwo Reporting

WIDER RADIO coverage of future operations is planned by the Navy and Marine Corps following success of reporting the Okinawa and Iwo Jima invasions, in which the services worked in close cooperation with the networks.

The Navy is scheduling installation of more transmitters aboard ships with large units of the Fleet. There will also be mobile broadcasting equipment available for correspondents going in with landing forces, in addition to facilities for future broadcasts from planes over the beachheads. Live broadcasts were made direct from the airstrike Okinawa [BROADCASTING, April 9].

Plans are under way to replace the Navy’s 5 kw transmitter at Guam with a more powerful sender.

A second transmitter is in operation on the island for press copy, freeing one for radio broadcasts. The Navy radio studio’s have moved with Fleet Adm. Chester W. Nimitz’ headquarters from Pearl Harbor to Guam.

Began Plans in November


Comdr. Hartley, who was assistant special events director of NBC before he was commissioned, had set up the studios at Pearl Harbor before he and Lt. Marvin Royston, USNR, former Blue and NBC engineer, went on to Guam to start radio facilities there. The first voice broadcast was made from the Guam studios Oct. 26, Navy Day.

In November 1944, Lt. James Hurlbut, USMC, radio public relations officer, Marine Corps headquarters, and ex-publicity director. WTOP-CBS Washington, left for the Pacific for a three-month trip to coordinate Marine Corps radio facilities for the coverage of Iwo Jima and future invasions.

When the Iwo campaign began, in mid-February, the press and radio set-up was complete, with headquarters at Guam, and both network and Marine combat correspondents covering the operations from all angles.

Bud Foster, NBC, and his engineer, Fred Fruchey, were assigned to go in with the Marines as they secured the beach. They broadcast from Vice-Admiral Turner’s flagship, lying off the island, the team “commuting” from ship to shore. USMC Correspondents Sgt. Richard Mawson and Sgt. Alvin Josephy recorded on-the-scene action of the entire operation, using film. The recordings were flown to the States by Lt. Hurlbut and aired by the network the day they arrived [BROADCASTING, March 12]. Sgt. Mawson was production manager and director of special events for WBAX Wilkes-Barre. His engineer was Sgt. Harvey Williams, ex-announcer of KROC Rochester, Minn. Sgt. Josephy was former director of special events with WOR-Mutual, New York.

Ready for Broadcast

Assigned to cover the carrier strikes of Adm. Marc Mitscher’s task force operating against the Jap homeland, in preparation for Iwo, were Leslie Nichols, MBS, with Edmund Franke, engineer, and Blue correspondents, Norman Paige, and Clark Sanders, engineer. These teams were aboard battleships equipped with transmitters to be used for live broadcasts in the event radio silence could be broken.

As radio silence was kept, the teams did not broadcast, but made film recordings on Amer-type film machines loaned by the Navy.

Aboard Vice-Admiral Turner’s

(Continued on page 28)

Cover the Rich Lehigh Valley

the Katz Agency
INC.

5000 Watts - 980 K.C.

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Success Story

IN THE newly-formed Japanese cabinet, Domei reports, two of Japan’s top radio executives will be in charge of propaganda. Dr. Hiroshi Shimomura, president of the Japan Broadcasting Corp., was appointed Minister Without Portfolio and president of the Board of Information. Tadashi Hirotsu, managing director of the corporation, was made vice-president of the information board.

Represents Nationally

THE KATZ AGENCY
INC.

NEW YORK

BROADCASTING • Broadcast Advertising

WEST

EASTON, PENNA.

NBC Mutual
WHEN THE BELL SOUNDS "TIME!"
for the start of every business day,
Weed men come out of their cor-
ners from coast-to-coast, ready for
the kind of action that makes time
mean money for sales-able stations.

At the end of each round, Weed-
represented stations find themselves
with more solid sales punches
scored. For time is Weed's business,
and when handled through Weed,
"time will sell!"

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
Local Advertisers Know...

Utah's sheep, cattle and hogs brought $54,531,-000 of new wealth into this state last year, according to preliminary figures. That averages more than $1,000,000 a week—and livestock is just one of Utah's basic industries, just one of the reasons why business is good here.

To reach Utah's radio homes—and that means 970 homes in every 1000—local and national advertisers know they can depend on KDYL, the station that brings results. For example: Salt Lake's four largest department stores consistently use KDYL.

(Continued from page 28)

flagship off Iwo Jima, Don Pryor and Gene Rider, CBS correspondents, made numerous broadcasts, using the transmitter aboard the ship. The broadcasts were relayed to Guam and beamed to the States.

Broadcasting from Guam studios were Webley Edwards, CBS; Larry Tighe, Blue; Robert McCormick, NBC; and John Hooley, stationed at Guam to represent the four nets as a pool correspondent.

All broadcasts from the flagships and all communiques by Adm. Nimitz were pooled under the agreement signed with the Navy in December. There were approximately 125 broadcasts made either at the scene or from GINCPAC headquarters at Guam from D-Day until the conclusion of the operation. This is comparable to the network Normandy coverage.

The present staff at Guam includes: Lt. Comdr. Hartley; Lt. Royston; Lt. Condr. Don Thompson, ex-assistant director of news and special events, NBC West Coast; Lt. James Shuttuck, former commercial editor of CBS; Lt. Harold Mantell; Lt. (ig) George Zachary, ex-CBS producer; Lt. Richard L. Linkrum, of CBS Washington; Lt. (ig) Bruce Dennis, formerly of WGN Chicago; R/M 2d Class C. K. Chrismon.

BEDSIDE ACCOUNT of Iwo Jima is recorded by Capt. Loyal B. Hays, USMC combat correspondent, interviewing Lt. Pete Zurlinden, Marine Corps public relations officer, and one of the first casualties to arrive at the Central Pacific Hospital from Iwo. Capt. Hays was former manager of KSRO Vallejo, Cal. Lt. Zurlinden was head of the Annapolis, Md., AP bureau before he entered the corps.

Swift Spots

SWIFT & Co., Chicago (ice cream), will begin sponsorship April 30 of 8 to 15 transcribed spots weekly on: KGO KOY WCFL WSOY WHOT WMC WREC KERN KPMC KMJ KARM KFEL KOA WGH WTAH WSIX WLC WSBT KTAR WAPO WDDO WOOD WJEJ KANS KFBI WKZO WRFB WOC WINN WAVE KOIN KTUL WDSU WML WMAK KTVK WJKO WMOX KRNT WHO KSO, and live spots on WBBM WGN WMAQ. Decision of live or transcribed spots on WLS has not been made as yet. Contracts for 18 weeks were placed by Needham, Louis & Brorby, Chicago.

FOURTEEN radio scripts written by the late Stephen Vincent Benet have been published in book form [Farrar & Rinehart, New York, $2.50], under title 'We Stand United and Other Radio Scripts'.

Fish

MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer President
George N. Faeder General Manager

FREE & PETERS, INC.
Exclusive National Representatives

FOR UNUSUAL PERFORMANCE IN IDAHO?

KSEI

POCATELLO - IDAHO

Page 28 • April 16, 1945
WTAM’s Sohio Reporter Rates First with Cleveland Listeners

The most popular news programs in Cleveland. Four times daily, Clevelanders get their news the way they want it... brief, concise and without bias from the Sohio Reporter. A vital, four pronged newscast written and edited in the WTAM News Room. “Another Sohio Service” is another community service by WTAM... first in listening audience, day and night and first in all program popularity polls, year after year.

WAYNE JOHNSON... the "voice" of the Sohio Reporter gives facts, not opinions

The WTAM News Room in an all night "jam session"
The control room in the studios shared by FM station WSBF and AM station WSBT. Two RCA 76-B2 Consolettes handle the output of two studios. A master control console (center) provides monitoring and switching of outgoing lines to the two transmitters. The RCA 70-C Turntables may be seen in the foreground. In the studios RCA 44-BX Microphones are used.

Below—The FM-10-A Transmitter at WSBF is installed in the center of the operating room. This 10 KW Transmitter, presently operated at reduced power, will resume operation at full-power rating as soon as wartime restrictions are lifted. To the left and right of the FM transmitter are racks containing the AM and FM monitors; and beyond them, at either end, are the main and standby transmitters of WSBT.
WSBF, the FM station of the South Bend Tribune, uses RCA equipment throughout. In the studios are RCA 44-BX Microphones; in the control room are RCA 70-C Turntables, RCA 76-B Consolettes and a special RCA-built master control console. At the transmitter building are an RCA FM-10-A Transmitter and RCA frequency and modulation monitors. The antenna is an RCA-developed four-bay turnstile using concentric feeders.

WSBF is a sister station of WSBT, the AM station operated by the South Bend Tribune. It is interesting to note that WSBT, like hundreds of other AM stations is also completely RCA equipped. Operators of AM stations know the meaning of “RCA all the way.” And they know that in RCA FM equipment they will find the same dependability and the same advanced design features that they have come to expect in RCA AM equipment.

Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan write Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

BUY WAR BONDS

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Below—The transmitter building and antenna system of the South Bend Tribune's dual installation. This building houses the 10 KW FM Transmitter of WSBF, the 1 KW AM Transmitter of WSBT, an auxiliary AM transmitter, audio and monitoring equipment for both AM and FM systems and necessary maintenance facilities. The 4-bay turnstile of WSBF is mounted on the top of one of the towers of WSBT's 3-tower directional array.
No... WBIR doesn't cover all of East Tennessee and the Great Smoky Mountains to the South—it's true that we are crowded for time, but we are...

..Positive... that WBIR is in the nation's number one market from the standpoint of increase in population and buying power. We know that WBIR reaches 75% of the people who represent 90% of the buying power in the Knoxville market. We also know that we have good Blue availabilities and can figure a low cost per thousand listeners based on recent HOOPOERS. Ask a John E. Pearson man about us. Let us "Accentuate the Positive", too.

Julius Haber Promoted To RCA Advertising Post

Mr. Haber Mr. Desfor

JULIUS HABER, former publicity director of RCA Victor Division of RCA, has been named assistant director of the division's advertising and sales promotion department. Harold D. Desfor, formerly Mr. Haber's assistant, succeeds him as publicity director. Mr. Haber has been with RCA since 1923, except for a year with Lord & Thomas, New York. Mr. Desfor joined RCA in 1941 after working as a reporter and publicist.

Promotion Personnel

JOANNE MITCHELL has been appointed sales service manager of WNEW Chicago replacing FLORENCE WALLING who has joined the overseas division of the American Red Cross.

GEORGE L. KETCHAM, feature writer, is now director of publicity, promotion and merchandising for KTUL, Tulsa.

TOM RUCKER, WXY Oklahoma City publicity director, has returned from the shakedown cruise of the USS Oklahoma City. The light cruiser was named for the capital after Oklahoma City bought $40,000,000 of War Bonds in one day.

JOHN KELLY, formerly public relations head of WIP Philadelphia, has joined the American Red Cross in a similar capacity.

New Schedule Folio

MUTUAL'S program folio appears in a new form—a single green and white sheet with vertical columns for each day's programs. Horizontal sections designate the broadcast time. Some 1,400 copies will be distributed each week.

(Continued on page 84)
Fun is cooking, when Mildred Bailey gives her special brand of meal-making magic over WCOP.

"Food Is Fun" is a refreshingly new and different participation program. Mildred is setting it up at Boston's WCOP after five years of wowing the women of Worcester over WTAG and through her daily newspaper column.

The Bailey formula is sure-fire. Most women have to cook whether they like it or not. They want something to make them like it. They don't need recipes alone — most of them are knee-deep in recipes. Mildred's recipes are tops for taste and practical about point problems. Women love her gay music and pleasing patter.

"Food Is Fun" lures listeners because Mildred is no mere kitcheneer. She's a domestic scientist with plenty of background — and plenty of merchandising know-how, too — acquired at WTAG, and before that, with KPO and other top coast stations.

Do you know a sponsor's bandwagon when you see one? "Food Is Fun" runs on WCOP Monday through Saturday from 1:30 to 1:45. Hop on while there's room.

Costs and availabilities from any Katz office.
News Promotion
WHOM Jersey City has issued a folder on its news coverage. Inside are points out the news background of Ronald V. Cochran, news editor, and his value to prospective sponsors. Rates are included on back of folder.

WOL Promotes Market
WOL Washington, promoting the Washington market, in a new folder points out the Washington telephone directory is 90% thicker than those of such top radio markets as St. Louis, Cleveland, San Francisco and Baltimore and calls the book a "glit-edged directory of some of the highest-income people in the world." Letter accompanying piece says Embassy Dairy Co., Washington, has just bought new half-hour across the board bringing total time on WOL to 4½ hours a week plus 35 spots for the firm.

Postwar Seeds
TOMATO seeds in a small packet form theme for a promotion piece distributed by WWL, New Orleans. Accompanying card says "Plant your seeds now for postwar harvest in the deep South, use WWL.*

Personal Coverage
POSTCARD message of sports facts and tips was sent each day by Sam Molen, KMBC Kansas City sports director, to 125 local prominent sport fans while he was at the Blue's training camp.

Garland Heads Unit
CAPT. DAVID S. GARLAND, assistant public relations officer of Santa Monica, Calif., Air Army Forces Redistribution Station and onetime CBS sales promotion manager for WEAI Boston, has assumed command of Army Air Forces Radio Coordination Unit, Hollywood. He replaces Lt. Paul Langford who has been transferred. AAFRC unit handles placement of returned AAF combat veterans on station and network programs, with cooperation of War Dept., Bureau of Public Relations. Group has started a weekly series, "Revue in Uniform," on W6XYZ, Hollywood television station operated by Television Productions Inc., Paramount subsidiary.

New Business
LEVER Bros., Cambridge (Swan Soap), on Sept. 24, Oct. 1 or 2 starts Joan Davis on "St. Louis" at 11:30 a.m. Agency: Young & Rubicam, N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 16 starts "The Soldier Who Came Home" on 67 NBC stations Mon. thru Fri. 11:30-11:45 a.m. Agency: Dianco Jones Co., N. Y.


New Accounts
LIBBY, McNEILL & LIBBY, Chicago (food products), April 16 for 52 weeks renew My True Story Mon. thru Fri. 9:45-10 a.m. (PWT) on Blue-ABC Agency: J. Walter Thompson Co., Chicago.

SHELL OIL Co., New York, has renewed Shell Digest Thurs.-Fri.-Sat. 6:15-6:23 p.m. on Yankee Network and will add WHER for total of 10 stations. Agency: J. Walter Thompson Co., N. Y.

RAINIER BREWING Co., San Francisco, on May 1 for 52 weeks adds "Murder Will Out" on 7 Blue-ABC Pacific stations Tues. 9:20-10 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

Net Changes
BOURJOIS Inc., New York (Evening in Paris perfumes; cosmetics), on April 2 changes Here's to Romance to Romance, Rhythm & Ripley, adding Robert L. Staye as, m.c., on 123 CBS stations. Thurs. 10:30-11 p.m. Agency: Foote, Cone & Belding, N. Y.

Guy Rollston
GU Y ROLLSTON, 69, died last week on his way to his post as news service editor for the Foreign Broadcast Intelligence Service, FCC, Washington, D. C. Mr. Rollston had been with the FCC three years and before that spent 6 years with the New York City News Association, three years with the New York World-Telegram and 25 years with the New York Evening World. He started for 5 years as the managing editor of the Paducah Sun where he was an editorial rival of the late Irvin S. Cobb.

Network Accounts
All Time Eastern Time unless indicated

Guy Rollston
The members of the Red Cross Disaster Committee were tense, as they always are when the Ohio River signals a rampage. How best to notify an anxious public of official flood stage predictions, was the point being discussed.

A representative of WWVA suggested a definite time schedule for flood bulletins; whereupon a committee man interposed with this enthusiastic comment:

"Forget about the schedule—Just ring that bell! We'll be listening!"

"That Bell" is a WWVA institution reserved for flood service only. Its ringing has preceded official Ohio River flood bulletins down through the years. It is symbolic of a veteran friendly voice that is always of service in the public interest, convenience and necessity. And because of that, when WWVA speaks, people listen—hosts of them.

In the foreground of the above illustration is "That Bell" in company with its loyal co-worker, a WWVA microphone. On through the WWVA window from which the picture was taken can be seen the majestic Ohio River sweeping on its way to the sea. It is flanked by the friendly rolling hills of Ohio and West Virginia and sloping shores that proudly present smoke-dimmed steel mills and factories and a portion of the busy water-front business section of Wheeling. This dramatic setting welds into one magnificent study all that has made WWVA one of the world's better radio stations.

ASK A
JOHN BLAIR MAN

ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS WHEELING, WEST VA.

BROADCASTING • Broadcast Advertising
April 16, 1945 • Page 35
Studies Stock Handling

JOHN MERRIFIELD, WHAS Louisville agriculture commentator, traveled with stock trains to study methods of loading and unloading, bedding for care, to better advise listeners on his regular farm service broadcast. Tends down loss of livestock due to improper handling. Daily reports and transcriptions were made en route.

Service Series Schedule

THE NATIONAL GRANGE and the American Farm Bureau Federation alternate in presenting a series of ten programs on NBC April 8 through June 16 in the Sunday, 1:15-1:20 p.m. period set aside as a public service for labor and industry groups and titled "America United". U. S. Chamber of Commerce takes over June 17 with a series of forums. AFL-CIO conducted first 13 programs.

Overseas Farm News

FOR CANADIANS overseas a special agricultural report is broadcast each week on the Canadian Broadcasting Corp. shortwave station at Sackville, N. B., by Pagus Mutrie, CBC farm commentator, Toronto. Program is designed for farmers now serving with the Canadian armed forces, to keep them up to date on Canadian farm news and developments.

International Town Meeting

WBAI Cincinnati and the BBC will do a two-way transatlantic broadcast April 22 with teen-agers in London and Cincinnati discussing their hopes for post-war education, government responsibility for higher education and the place for vocational training. Four participants were chosen for the broadcast. Broadcasts are a product of the "Junior Town Meetings of the Air" which are now held over 24 stations weekly in U. S. after being started in Cincinnati in the spring of 1944.

New KWG Programs

KWG Stockton, Cal., has started two new programs: "Memo for This Morning," Monday through Friday 9:15 a.m., dealing with problems of the home-maker and work site; and "Your Date at 12:30," Monday through Friday 3 p.m., a column of the air with news and transcribed music.

Count on $100,000,000, over-the-counter

Everyone knows that the Wichita market is a standout today with millions in war industry payrolls. But when conditions become normal, you can count on solid retail sales over Wichita's up-to-the-minute selling counters.

The reason has always been apparent to solid-minded time buyers who know the great Southwest. They know some sections depend alone on oil; some alone on wheat; some on agriculture or cattle... but Wichita, that solid section of Kansas' biggest and richest market, is enriched and perpetuated by all four to which is added solid industrial growth.

Although Wichita's retail sales reached $103,162,086 in 1944, Wichita retailers predict new increases in 1945. Your share is waiting for you on that selling station for Kansas' richest market.

Programs

International Town Meeting

ARTHUR GODFREY will broadcast for a consecutive 3½ hours beginning April 30 when he starts a CBS series "Arthur Godfrey Time" Monday through Friday 8:15-4:15 am. Supported by orchestra, chorus and two vocalists, Mr. Godfrey will offer ad-lib comment in a show similar to his shows on CBS New York outlet, WABC. 6:30-7:45 am., and WTOP Washington, 7:45-9:15 am.

WJR Names Liberated Prisoners

WJR DETROIT has set aside its 8 a.m. newscast to keep listeners informed of the names of American service men liberated from German prison camps. Names are obtained from the War Dept.

BBC to Interview Iowans

IOWANS in London hospitals will be interviewed by the BBC for broadcast over KNT Des Moines.

Broadway Chatter

WHOM New York starts a new quarter-hour show tonight (April 16) featuring Broadway chapter by Mr. and Mrs. Alexander Kirkpatrick, husband and wife acting team. To be heard six-weekly, program will replace Lee Mortimer, Broadway columnist who is on the West Coast for four weeks. On his return show will be moved to another spot and will eventually be heard in "Brunch" interview format on Sunday from the Madison Hotel. Title is: "Mr. and Mrs. Broadway".

CIBC News Programs

PROGRAMS FOR WOMEN for the 1945 summer season have been lined up by the Canadian Broadcasting Corp. and include "CIBC Cooking School," a series of half-hour programs, "Mother's Business," series of practical techniques of building family life for both the husband and wife, mothers, to be heard Thursday; "Needle Pointers," a series of talks on home weaving on Friday, and "Your Next Job," a series of Tuesday talks from May to October, on various jobs for which women can prepare.

KFH Wichita

Count on $100,000,000, over-the-counter

Everyone knows that the Wichita market is a standout today with millions in war industry payrolls. But when conditions become normal, you can count on solid retail sales over Wichita's up-to-the-minute selling counters.

The reason has always been apparent to solid-minded time buyers who know the great Southwest. They know some sections depend alone on oil; some alone on wheat; some on agriculture or cattle... but Wichita, that solid section of Kansas' biggest and richest market, is enriched and perpetuated by all four to which is added solid industrial growth.

Although Wichita's retail sales reached $103,162,086 in 1944, Wichita retailers predict new increases in 1945. Your share is waiting for you on that selling station for Kansas' richest market.
In war or peace the fight to save Oregon's forests (greatest remaining stand of virgin timber in the U.S.) from fires, goes on. Forestry officials give much credit for 1944's record of a 45% decrease in fires to a series of KGW public service programs, "Forgotten Enemy." It's another example of KGW's progressiveness in the field of public service.

In the early 1930's KGW quite literally "pioneered" with "Covered Wagon Days", a dramatization of the pioneer period in Oregon history. KGW written and produced, the program was highly successful, set a record for longevity by remaining under one sponsorship for more than eight straight years!

Twenty-three years of anticipating and then meeting the desires of its audience has kept KGW FIRST with radio listeners of the Pacific Northwest. This established pattern of audience response works to the benefit of every KGW advertiser.
We Never Send
We like to think of this business of ours as post graduate. It is an advanced responsibility for the skilled and experienced—only. Certainly there is no place in it for beginners—or for a young man to “make good.” Before he comes here, he must be good.

The stations we represent know their affairs are in the hands of competent men, able to accept the many responsibilities of station representation. This policy has resulted in not only more business for them but better business. We never send a boy—this is a man’s errand.
**Burr, by Durr**

IT'S THE MOST natural thing in the world to expect reforms with each change in Administration. The FCC certainly has been no exception.

When Paul A. Porter alighted at 13th & Pennsylvania Avenue four months ago he found a reform movement well under way. It was that most tempting of all radio morales—programs. Clifford J. Durr for months had been needling his colleagues on over-commercialism. Last week the Commission yielded. Mr. Durr succeeded in selling his radio burr to his colleagues. The vote was unanimous.

Six stations were given temporary licenses because in their "original applications" for construction permits (which may have dated back many years) they made representations about the FCC's efforts to be devoted to sustaining programs and for educational, religious and other renditions. The fact that the stations were not set for hearing is significant. But even the relatively mild course pursued should cause broadcasters—and the FCC—to take pause. We think the procedure is of doubtful validity. The stations are called upon to furnish statements showing future ratios between sustaining and commercial, network and non-network, transcription and live.

What happens if they don't comply with the mathematical commitments? Obviously, they could be called to the carpet. The yardstick in the law is "public interest," not commercial vs. sustaining. The public is the judge—not a body of Washington bureaucrats whose radio predilections may be at odds with the law. The public hasn't complained.

Hark back to the controversies incited by the CIO on allocation of time for controversial issues and for membership campaigns. Recall the all-out attack on the NAB code. It doesn't take too much ingenuity to tie those developments into the new "renewal procedure".

On the very day the FCC announced its new policy, Chairman Porter told the Peabody Radio Awards dinner in New York: "I have a respect that is equivalent to reverence for that part of the statute which inhibits the Government from prescribing program content. That, as well as previous statements by the FCC chairman, tends to allay any fear of direct program control. Yet it is understandable why broadcasters view with some trepidation the present course of events.

If the Commission attempts to invoke a rigid program review policy, its law department probably would have time for nothing else. It's one thing to measure sustaining time against commercial, but it's quite another to determine whether a commercial is educational or religious or of local interest.

Are Cavalcade of America, or Town Meeting of the Air, or March of Time less educational because they are sponsored? Is Metropolitan Opera less inspiring because the time is sold?

There are the war effort programs. War messages carried on the air run into the heavy millions in time and talent. When Bob Hope tours the military bases, is he selling toothpaste or Americanism?

Turn back the radio ledger a couple of decades. In 1927 the old Radio Commission asked stations to set forth anticipated program service. Many stations, in filing renewals since then, simply have copied off the broad categories. In the 20's there were about 200 educational and religious stations—non-commercial. All save a score have gone—gone commercial, most of them. When they shifted, they were not required to make a showing against original representations.

Some stations have been slip-shod in handling their renewals. A minority have gone overboard on commercials. But all radio has gotten the black eye. Radio manages to adjust those tendencies toward extremes.

Take the middle commercial in news and the St. Louis Post-Dispatch's campaign. The results—by self-regulation—already are evident. We think the current FCC move will spend itself. We believe the Commission will find that which the public already knows—people like the radio good, whether commercial or sustaining.

Even the Government has learned, through OWI war campaigns, that the best commercial programs draw the biggest audiences.

A rule of thumb which might well be applied: "If it's not good enough to sell, it's not good enough to be on the air."

**Zenith to Nadir?**

IN A 3,000-word telegram to members of Congress, E. F. McDonald Jr., president of Zenith, has protested the FCC's tentative allocation of FM in the 100 mc band.

We hope all Congressmen can find time, in these trying days which find many message-bearers parading through their offices, to read Comr. McDonald's telegram carefully.

There are noticeable inconsistencies.

Mr. McDonald says: "... FM has come forward on its merits and IS ACCEPTED BY THE PUBLIC." A few sentences later: "... few cities today enjoy the benefits of FM." Where's that public acceptance?

Mr. McDonald says "This (proposed FCC allocation) would obviate all present FM broadcasting stations and destroy the FM value of many millions of dollars worth of radio sets in the hands of the public." And he follows this with: "FM because of the superior service it renders may even be destined to replace many of the present-day broadcast stations especially in the smaller towns." Is there not an investment threatened here, both on the part of broadcasters and on the part of the listeners?

Mr. McDonald's alarm seems undue. To accept one of his own illustrations—that of the railroad replacing the stagecoach—we do not believe that existing interests can, will or intend to stand in the way of better program service. If FM is superior, in any band, that will be, and the choice will be dictated finally by the listeners.

During his first summer vacation he acted as substitute cashier for the Webb City & Carterville Gas Co., Cities Service subsidiary. He has been with Cities Service ever since.

A short time after he began working for the company he was treasurer and acting secretary in charge of 15 branch offices. When he was 34 he was elected permanent chairman of Henry L. Doherty & Co., fiscal agents for Cities Service. A few years later he was made first vice-president of Cities Service, a director in hundreds of affiliated companies and right-hand man to Mr. Doherty. With this record his election to the presidency after Mr. Doherty's death in 1940 was almost automatic.

Always a hard worker, Mr. Jones has been even busier since the war began. He helped plan and build the Big Inch and Little Inch pipelines, is president and director of War Emergency Pipelines Inc., chairman of the general committee of District No. 1 of the PAW. He holds membership on six committees of the Petroleum Industry War Council and has played an important part in many other war activities.

In peace time Mr. Jones is an ardent golfer with scores in the lower brackets. Because of having to keep in touch with the far-flung plants of Cities Service he has become an aviation enthusiast and uses a twin-engined Beech (Continued on page 42)
FEW STATIONS IN THE NATION... CAN EQUAL KOA'S DOMINANCE!

SURE THEY'RE USING KOA!
IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN Power!

KOA is the dominating force in its "area of influence." This includes Colorado and adjoining states.

It's probably the only U.S. station with over three times the power of all competing stations in the city wherein it is located and with nearly double the power of all stations in the state it serves.

With its 50,000 watts, KOA carries your messages to more radio families at lower cost per listener than any other Denver station or combination of stations in Denver or Colorado.

KOA's big story is results for advertisers. Power is the big reason for KOA's results! When KOA listeners hear your message they respond!

IN DENVER-KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER 50,000 Watts
PROGRAMS Top NBC Shows
COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY* 59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE** 68%
*NBC Survey "1077 Cities" **Ross-Federal Survey

FIRST in DENVER
KOA 50,000 watts 850 KC
Represented by NBC SPOT SALES

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY
Our Respects to
(Continued from page 40)
craft plane to visit company plants.
In 1914 Mr. Jones married Nettie
Marie Marvin and the couple has
two daughters, Elizabeth Marie and
Patricia Jane. He is a member of
the Metropolitan, the Recose, Deep-
dale, Economics, Union League and
other New York Clubs, the Boho-
man Club of San Francisco, the
Burning Tree of Washington and
the Electric Club of Chicago.

Sweetheart Serial
MANHATTAN SOAP Co. is start-
ing a second daytime serial for
Sweetheart Soap, The Soldier Who
Came Home, on NBC. Program,
beginning today (April 16), is
broadcast at 11:30-11:45 a.m.
EWT, an hour later than Manhat-
tan's Strange Romance of Evelyn
Winters on CBS. Company also
sponsors news programs on about
76 stations. Advertising is handled
by Duane Jones Co., New York.

DESIGNER'S CONCEPTION of the postwar Federal Telephone & Radio
Corp. laboratories is this structure. When completed it will serve as
headquarters for the worldwide research activities of International Tele-
communication Laboratories Inc., newly-formed $2,000,000 scientific re-
search subsidiary of International Telephone & Telegraph Corp., also
parent company of Federal [Broadcasting, April 2]. First unit of the
project is now under construction on site at Nutley, N. J.

PROGRAM PROMOTION
WITH A
WALLOP!

Long an audience promotion leader
in this area (from actual newspaper
lineage records)...this FULL
PAGE in a recent Detroit news-
paper (560,000 circ.) is added
proof of our consistent efforts in
behalf of advertisers and agencies,
to maintain and increase our au-
dience. Naturally, advertising
pays US, just as it pays the
sponsors of our programs!

5,000 WATTS at 800 kc
DAY and NIGHT
Mutual Broadcasting System

in The DETROIT AREA, it's .

CKLW

WIBG

WLBG

in Philadelphia

Philadelphia's Most Powerful Independent

In SPORTS

10,000 WATTS

Leaders in MUSIC

Full Time!

Leaders in NEWS

Broadcast Advertising
"VIA RADIO NETWORK"... WITHOUT PAYING METROPOLITAN RATES—YOU CAN NOW BUY FOR THE FIRST TIME A SEVEN BILLION DOLLAR RURAL MARKET!

THREE-FOURTHS of all hogs, grain, cattle, and poultry produced each year in the United States is direct from the area served by MVN. "Mr. & Mrs. Farmer" have billions of dollars to invest, spend and speculate with... Mississippi Valley Network was established to blanket this area wherein our 79 affiliated stations reach... 1,600,000 farm radio families (urban families within this coverage are not counted).

Our programs will command the largest rural audience because of the factual information the farmer will receive as well as the entertainment.

To merchandise and sell your products most effectively to the exclusive rural audience consider one of the special farm features of MVN... (don't wait too long to do it—time is being optioned now for Sept. 1 starting date).

HIGHLIGHT PROGRAMS BEING MADE AVAILABLE FOR SPONSORSHIP ARE:

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 AM</td>
<td>Mississippi Valley Time (complete network)</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Agriculture and the News</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Features for &quot;Mrs. Farmer&quot;</td>
</tr>
<tr>
<td>12:15 PM</td>
<td>News and the Farmer's Views</td>
</tr>
</tbody>
</table>

For cost estimates and further details contact any NCBS office.
Well, He Paid

Maj. Edney Ridge, director of WBIG Greensboro, N. C., and U. S. Marshal, wants to know the worth of 25 million drachmai. Neville Miller, former NAB president and for the last year deputy administrator of the United Nations Relief & Rehabilitation Administration, sent that amount of Greek currency to pay for a year’s subscription to the WBIG Radio Sheet, special publication for the station’s men in service. [Note to Maj. Ridge: The drachma became worthless in April 1942.]

Robert G. Soule, vice-president and treasurer of WFBL Syracuse, has been elected to the board of directors of the Syracuse Chamber of Commerce.

Milton N. Samuel, promotion and publicity head of Blue’s western division in Hollywood, was in New York last week on a flight trip to line up handling of San Francisco peace conference.

Parade of Stars Campaign Studied

Results of NBC annual Parade of Stars promotion as well as plans for next year’s series were studied by network affiliated stations, representatives, agency executives and Hollywood talent, during two-day sessions at Beverly Hills (Cal.) Hotel and Biltmore Hotel, Los Angeles, on April 9-10. Attendance was:

James R. MacPherson and Charles Phillips, KOA Denver; Sid Fox and Frank Baker, KDFV Salt Lake City; Roy Chapman, KSTM El Paso; Frances Robinson, KCHL Billings; Rutha Fletcher and Olive Leeney, KFEL Pocatello; John Ewing and Helen Murray, KPO San Francisco; William B. Ryan and Gil Porter, KFRC Los Angeles; Arthur X. Pangborn, KGW Portland; William Stuitt, KOMO Seattle; Keith Collins, KMJ Reno; Tracy Moore represented KGB, Boise; KPAM Helena, KBBM Bozeman. Representing NBC were Sidney N. Snyder, NBC western division vice-president; Lewis S. Frost, assistant to vice-president and program director; Alex Robb, assistant program director; Fran Berardinelli, network sales manager; Frank Ford, sales promotion manager; Paul L. Gole, traffic manager; Jennings Pierce, manager of public service and station relations; Harold J. Bock, manager of information-press department.

“Now I Believe It,” said George Johnson (left), general manager of KTSA San Antonio, “but I don’t think it’s commercial,” he added cryptically. News Editor Pat White decided that if eggs could stand thus in Chungking, why not in San Antonio.
The new Amperex 233 is designed for use as a Class C oscillator or amplifier for generating radio frequency power at frequencies up to 30 megacycles. Two grid arms make neutralization more convenient in the amplifier connection, and also permit cooler operation of the grid when the tube is employed at higher frequencies either in a self-excited oscillator or power amplifier. As do all tubes designed and developed in our laboratory, the 233 incorporates well-known "Amperextras" which make for longer operating efficiency and lower operating costs. Write for engineering data.

AMPEREX... the high performance tube

AMPEREX ELECTRONIC CORPORATION
79 WASHINGTON STREET • • • • BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlob"

GIVE WHAT YOU'VE GOT... DONATE A PINT OF BLOOD TO THE RED CROSS
LARRY S. HATFIELD, former an- nouncer for WOLS Florence, Ala., now stationed at Eighth Air Force headquarters in England, has been pro- moted to captained. Capt. Hatfield, 24, communications officer, planning en- tire communication procedure for each Eighth Air Force bombing attack on Germany's targets. He has flown press missions to his credit, holding the Defense Air Medal with three Oak Leaf Clusters.

JACK MELLOY, formerly with WDAS Philadelphia, has joined WMJ LaCurtis, Mich.

EDWARD STOKES, radio actor and for- merly on the Coca-Cola "Spotlight Band" show on Blue-ABC, has joined the announcing staff of WNY New York.

RICHARD GILBERT, record m.c. on WRTN New York, has volunteered for overseas service with the USO-Camp Shows Organization.

ANNETTE EBER, former head of the BBC Washington office, has become WRTH New York, suc- ceeding EVYN GIBBS who is to pro- duce a special BBC educational series for members of the armed forces start- ing shortly after V-E Day. MRS. VIOLET HUBBLE, formerly in charge of BBC publications in New York, has been named to head the Washington office.

LOU COOK, former announcer of GHC-EGA Spokane, has joined KFJ-EGA Los Angeles as announcer.

ROBERT SCHOFTER, released from the Army, has joined KFAC Los Angeles as announcer.

SALLY CARLINGTON has joined the WBAY Milwaukee program department.

FRANK ALLAN, KMOX St. Louis annou- ncer, is the father of a girl.

FRANK DUNGAN, formerly of WJL Lowell, Mass., has joined the announcing staff of WRHD Boston.

MAXINE FUGA THIELEN, St. Louis newspaper woman, has joined the KNXST Los Angeles continuity staff.

BILL HAMILTON, formerly on the WIND Chicago announcing staff, has joined WOR Chicago.

HITOSU GRAY, former radio actor in New York, has joined the 650-AM Chicago station.

FRANCES SPENCER, announcer of WLW Cincinnati, has joined the announcing staff of WOR Chicago.

JIM WOOD, formerly of KROW Oak- land, has joined KGO San Francisco as announcer.

FRANCIS DILL has returned to WCBQ Columbus, Ohio.

KIBG (KEY) BALE, former WYTV Steubenville, O., announcer, is now pro- gram director for WJPX Washington, Pa.

JIM CHARNER, WOR staff announcer, has joined the 650-AM staff as general manager, is engaged to ALDEN DEYOE, producer cameraman at WRGB Schenectady, O., television station.

ROBERT GOULD, veteran producer cameraman at General Electric's television station, WRGB Schenectady, will enter the Navy April 6.

JACK MILLER, formerly of KQW San Francisco, and DON PHILLIPS, free- lance writer-announcer, have joined KUER Long Beach announcing staff.

FRED DRAKE, former WRB Buf- falo and WFWA Fredericksburg, Va., has joined WWDC Washington.

CHARLES SHOFFNER celebrates his 23rd year as farm broadcaster for WCAU Philadelphia, this month.

FRANK OLEN, a former writer, has been con- tributing scripts to NBC's Radio Re- cording Division while serving in the network's duplicating department, has added to the script department as staff writer.

JOHN EISENHARD, formerly with WBCA-WAN Allentown, Pa., is a member of the continuity and script staff of WOL Washington.

JO AN ARNOLD, member of the WOL Washington continuity staff, on April 5 was married to John Nevil Booth, staff announcer of the INS Washington Bureau.

LARRY COLTON, WDCR Hartford announcer, has been appointed chief an- nouncer.

STEVE ALLEN, formerly with the Ar-izona State Network, has joined KMTR Hollywood as announcer.

MEL HUNT, announcer of KFI Los An- geles, and MARY SIMPSON of Blue Hollywood traffic department, were mar- ried in Santa Barbara April 9.

BEN KRAMER, formerly of KYW Phila- delphia, has joined WNY New York as announcer.

BILL GRAHAM, former announcer for KIDO Boise and WDOY Minneapolis, has joined WLOL Minneapolis.

Ludens on 82

LUDEN'S Inc. Reading, Pa. (cough drops), will continue using spot announcements on 82 stations through the summer, dropping from winter schedule of 140 stations. Following stations will continue with commercials directed at summer cold sufferers: WJAS WSB KWKH WCHS WBAL WBZ WTAG WJR WWJ Woo WEDC WCCO WMBC WDFV KGBX KMOX KGBR KFPA WGW KARK KFI KFSD KPO KJMI KLZ WTC WDEL WRC WAJAX WSB WIAV WMWD WGBF WIRE WSBI WHO WIB WFBF WNB WEN WNBW WPH WGAL WCAS KDKA WABR WARE WJAC WIS WDOD WNOX WREC WS M WWFA WBAP KRPC KDIL KSTP WRVA WDBJ KBMO KFDF WMUZ. Agen- cy is J. M. Mathes Inc, New York.

JOHN MCKAY, manager of the adver- tising and promotion department of King Features Syndicate, has also been publisher of publicity for King Features, International News Service and International News Photos, with these publicity departments merged with advertising and promo- tion, Mr. McKay's duties have been given to the NBC press department before joining King Features last December. GENO COHN, publicity writer and magazine contributor, leaves a post with Central Press, a KFI affiliate, to become Mr. McKay's assistant.

ASSOCIATED MUSIC PUBLISHERS, New York, has completed new agree- ments with KFPL WOR WBAI KFBK EPTT. Total of 38 renewals have been made with following assignments: KDEE KDAM KCMC KDFB KFHP KFPM KBOF JGK KJGL KJH KIEM KMBC KMO KROM KRCB KRLH KTRC KFVV KVEE KEOE KXTC KKO KXOS WDSM WEL WIBF WLRD WLBD WDBJ WOR WBBF WFDT WITG WYTO WZAG.

BERT ALLENBERG, vice-president of Bag-Allenbergs, Inc., Beverly Hills, Cal., talent service, for six consecutive years has been reelected president of Artists Management Guild. In a consecutive service of serv- ices to AMG he was presented with a gold identification badge by the board of directors.

AFTER MONTHS of research, National Retail Dry Goods Assn. postwar com- mittee on better selling has issued a report, "Rethinking Management for Better Selling." Report stresses fact that "distribution rather than produc- tion must play the major role in the postwar economy."
IT'S THE STATION THAT GOT ME A GOOD JOB

Helping put our returning G.I. Joes into suitable jobs is a job now actually being undertaken by WGAR. We believe that any radio station to be valuable to its advertisers must render a vital service to its community.

CLEVELAND'S WGAR
THE FRIENDLY STATION

FREE SPEECH "MIKE"
RADIO'S XXV ANNIVERSARY
NEW ADVERTISING AGENCY IS STARTED BY MILLARD

J. W. MILLARD Adv. has been established at 681 Fifth Ave., New York, by J. W. Millard, formerly on the staff of the WPB’s requirements committee, and director of the office of materials and facilities of the War Food Administration. For seven years he had been research director of Arthur Kuder Inc., New York.

Mr. Millard’s partners are Hubert Mathieu, art director, formerly with J. Walter Thompson Co., and Graham Starr, formerly vice-president and account executive of Young & Rubicam, New York, on the General Foods account. Mr. Starr has received a medical discharge from the Army Air Corps, where he held the rank of major and served overseas as public relations officer of the Eighth Air Force. First account is California Growers Wineries, Cutler, Cal.

ROBERT R. DUNWOODY, office and director of S. S. Koppe & Co., has joined the office department of the McCann-Erickson New York office as media director, assisted by MORE HANS.

HARRISON ATWOOD continues as vice-president in charge of foreign operations.

JOSEPH T. COENEN, a partner in the Boston office of Proetz & Richards Co., New York, has been released from the Army Air Forces after serving overseas and has resumed his position with the agency as creative and contact man. Capt. Coenen enlisted in 1942.

IAN GORDON, former New York free-lance writer and previously Marine Corps combat correspondent, has joined Sherman E. Ellis & Co., Chicago, as radio director, replacing PATRICK CLARK, resigned [BROADCASTING, April 8].

PROETZ AWARD JUDGES

ERMA PROETZ Award contest judges have been announced by Mrs. Norrie Passino, St. Louis, as follows: Valentino Sarra, New York color photographer; Sidney Wells, art director of McCann-Erickson, New York; Max Wylie, Young & Rubicam, New York; Herbert S. Gardner, chairman of the board, Gardner Adv. Co., New York, and Bea Adams, vice-president, Gardner Adv. Co., St. Louis. The awards will be in recognition of outstanding creative advertising by a woman during past year. They will be made in St. Louis May 21.
YOU MAY BE ABLE TO SWIM 292 MILES, NONSTOP* —

BUT— YOU CAN'T FLOAT INTO WESTERN MICHIGAN FROM THE “OUTSIDE”!

So you’re using a 50,000-watt station within 250 miles or so of Western Michigan—and you figure you’re getting “coverage”!

But listen: People in this section aren’t hearing your broadcasts regularly—they can’t because of a queer local condition of fading. To reach them you must broadcast from within-the-wall of the fading area. Chicago and Detroit are outside. Use of nearby stations is the only answer.

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

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

*John V. Sigmund swam nonstop down the Mississippi River, 292 miles, in 89 hrs. 48 mins., 1940.

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

WJEF
CBS - FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
It happened on NBC

In the Beginning...

APRIL 1935
The Johnson’s Wax people put a veteran comedy team, and a new kind of radio act, on a modest network of 26 NBC stations.

JULY 1936
After a year and a quarter on the air, Fibber McGee and Molly received a Hooper rating of 7.0—the first available Hooper rating on this show.

OCTOBER 1936—APRIL 1937
Fibber McGee and Molly received a winter season average Hooper rating of 12.8.

79 Wistful Vista is the legendary home of one of America’s best-loved families—the boastful, blundering, big-hearted Fibber and his kindly, Irish-witted Molly. They have been careful to retain their “hominess” because they realize that this small-town wholesomeness is the good earth from which their comedy blossoms so lustily. Fibber McGee and Molly would be the first to acknowledge that a large share of their success is due to Don Quinn, their writer, and to the makers of Johnson’s Wax, their sponsors. Johnson’s Wax officials have seen their faith in
OCTOBER 1944—FEBRUARY 1945
Fibber McGee and Molly received an average Hooper rating of 30.4—making them the highest-rated comedy team on the air. Incidentally, under the Crossley Recall system, they received the highest rating ever obtained by a half-hour program.

APRIL 1945
Fibber McGee and Molly celebrate their tenth anniversary on NBC. They are now heard over 141 NBC stations, short-waved to troops in every part of the world.

TODAY
Fibber McGee and Molly reach an estimated weekly audience of 10,000,000 families.

The beloved comedy team more than justified as the program’s popularity grew steadily through the years until today Fibber McGee and Molly are good neighbors to some 30 million American listeners.

They are also good neighbors to Bob Hope, who has occupied the Tuesday night half-hour following them since September, 1938. The two programs comprise the highest Hooper-rated hour on the air.

A good show, plus good neighbors, plus NBC facilities is the NBC formula for developing a great show.

National Broadcasting Company
America’s No. 1 Network
1945—Radio’s 25th Anniversary—Pledged to Victory
TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 183% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

DAILY BROS. SHOP Co., Marion, Ind., which last spring began a spot campaign for Air-O-Magic men's shoes, will suspend its five-minute show "Magic Advertiser" during the summer but will sponsor the same program in 18 markets nationwide, which Norman D. Waters & Assoc., New York.

SHEFFORD CHEESE Co., Chicago, April 15 starts a new program on "Sunrise Salute" and a "Housewives Protective League," both to air on WBBM Chicago. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

MAGGI Co., New York (seasonal) effective April 16 for 12 weeks opens a new program for 52 weeks placed by BBDO, Chicago.

MOREMMAN DISTRIBUTING Co., Los Angeles, April 16 starts "Close-up" on WAXL, Los Angeles. Contract is for 52 weeks placed by BBDO, Chicago.

FREDERICK W. ZIV Co., New York, April 17 started "Songs of Good Cheer," transcribed, on WCFL, Chicago. Contract is for 52 weeks placed by BBDO, Chicago.

PREMIER DISTRIBUTING Co., Los Angeles, April 18 starts "I Call 'em as I See 'em," transcribed, on KFMT, Los Angeles. Contract is for 52 weeks placed by BBDO, Chicago.

FREEDOM DISTRIBUTING Co., Los Angeles, April 19 starts "Paxton's Hour," transcribed, on KMPC Hollywood. Contract is for 52 weeks placed by BBDO, Chicago.

SUPREME FOODS Co., Knoxville, April 20 starts "Songs of Good Cheer" on WHK, Columbus, Ohio, as a quarter-hour feature, transcribed, on WLW Cincinnati, New York. Contract is for 13 weeks. McCormick-Edward Co., Charlestown, Mass., has the account.

AARON ROO Co., Minneapolis (Waldron has started sponsoring total of 65 transcribed spot announcements on KFPI Los Angeles). Contract is for 13 weeks. Campbell-Mitchum, Minneapolis, has the account.

ELMER CANDY Co., New Orleans, has named Walker Saussy Advt., New Orleans, as agency. Contract is 52 weeks. Agency is considered.

FISHER, THORSEN & Co., Portland (paints), has named Adolph Bloch Adv., Portland, as agency. Agency is considered.


DAVID SELZNICK, of Selznick-International Productions, in cooperation with Loew's Inc. and the Capitol Theatre, is spending more than $400,000 weekly in the spring to promote the picture "I'll Be Seeing You." Campaign will run for duration of picture's showing in New York, using spot announcements on WAFB WOR WKY WNEW WBOB WABC WOR WHN WINS WOR, New York, is handling promotion.

PERRY LEWIS, of Lewis, is doing a "How to Play the Piano by Ear," has purchased 16-minute ten-periodic weeks on WMCA New York and 12 ten-minute broadcasts weekly on WIBG Philadelphia, own commercials and piano playing both live and transcription for 13 weeks placed thru Furman, Feiner & Co., New York.

LARUS & Bros., Richmond, sponsor of "Guys Lombardo Show," Mon. 10-10:30 p.m. on Blue-ABC stations including WNL, Richmond, presents a recorded version in the 10-10:30 p.m. period on its own station, WBYA Richmond. Agency is Warwick & Legier, New York.

RIPLEY CLOTHES, manufacturer and operator of a chain of stores in New York, is sponsoring Steve Elian in a ten-minute sports review program five minutes on WMCA New York. Signed for 26 weeks, contract was handled by the Bobley Co., New York, which said RipleyClothes plans to expand its radio advertising later.


REPUBLIC PICTURES Corp., New York, has started a new project with Warner Bros. through Donahue & Co. Inc. Republic is paying more than $200,000 weekly for spot announcements on WEAF WABC WOR WHN WMCA New York, WJS WOOL WNEW WBOB WINS WHW, all New York.

ALASKA NORTHWEST (books), has placed its account with Pacific National Agency, Seattle. Radio is said to be considering radio.

VAC-DVY Co., Oakland, Cal. (Frogs! dessert), has added its account with Ryder-Ingram, Oakland. Firm said to be considering radio.

REPUBLIC PICTURES Corp., New York, has named Morgan-Edward Adv., New York, to handle promotion of the picture "Earl Carroll's Vanities," through Donahue & Co. Inc. Republic is paying more than $200,000 weekly for spot announcements on WEAF WABC WOR WHN WMCA New York, WJS WOOL WNEW WBOB WINS WHW, all New York.

BENJAMIN & JOHNS, Newark, in behalf of Bien Jolie Foundations have signed a 13-week contract for their "Breakfast with Dorothy and Dick," which started April 14 on WOR New York, and featuring Colgate-Palmolive salesman and his wife. Dorothy Kollmar and his two children. Firm is heard Mon. thru Fri., quarter-hour. "Personally, It's O.K. " program on WABC New York, expands to the half-hour April 16.

ALASKAN NORTHWEST (books), has placed its account with Pacific National Agency, Seattle. Radio is said to be considering radio.


PENNZOIL Co., Los Angeles (rubber). In a 13-week campaign starting April 16 through a three-week appearance on KMPC Hollywood. Contract is for 13 weeks. Agency is Penzoil. Agency is considered.

B. C. REMEDY Co., Durham, N. C. (headache powders), on April 7 started a promotion for 8-weeks. Agency is Harvey-Massengale Co., Durham, N. C.

PALMETTO Baking Co., Columbia, S.C., has signed a 9-week contract for the 12:30-12:45 p.m. Mon. thru Fri, period, on WBTW Columbia featuring MOODY McELVEEN.

(Continued on page 54)
No worry about Reconversion or Re-tooling for farmers in the productive agricultural area served by the Mid-States Group. Advertising dollars planted here today will yield rich harvests. Group rates as low as $72 for a daytime quarter-hour on 3 stations. What a buy!
THE CYMBALS

... the Greeks had a word for them

The cymbals, or kymbals, as the Greeks called them, belong to a class of instruments known as the idiophones. Made of naturally sonorous materials, they do not depend upon tension for their clashing effect. Although the cymbals are mentioned in the Bible, and date back to the ancient Hebrews, Greeks, and Egyptians, their use seems to have been restricted to the more highly civilized peoples.

The gods of earth like noise

In Asia, where the cymbals originated, they were used in the worship of the gods. The Tibetans made use of a softly struck, broad-rimmed cymbal in worshipping the deities of heaven. In rite to the deities of earth, they used a narrow-rimmed cymbal, violently clanged in a horizontal movement. The Greeks, sensing the dramatic value of the cymbals, transferred their use from the religious ceremonies of Dionysus to the theatre.

The atmosphere of the Orient

Cymbals have an Oriental sound—and most of them are Oriental. Although they were first used in Europe as music in a opera of 1689, relatively few cymbals have been made in the Occident. Most have been imported from China, although the most noted instruments from Turkey are usually considered best. Today, composers frequently call upon the cymbals to accent peaks of rhythm.

(Continued from page 52)

FAMOUS DEPT. STORES, Los Angeles, adding to southern California schedule, has started a weekly quarter-hour local "Navy News" on KGKE Long Beach. Agency is Adolph Weiland Adv., Los Angeles.

BUDALAY WATCH Co., New York (timepieces), on March 31 for 52 weeks started a time signals weekly on KGKQ Long Beach, Cal. The Blows Co., N. Y., has account.

STANDARD BRANDS, New York (Blue Bonnet margarine), in a 30-week campaign started in late March, is using a total of 250 transcribed announcements on KGKE Long Beach, Cal. Agency is Ted Bates Inc., New York.

WESCO CHEMICALS, Montreal (Flite Bonnet paints), has started thrice weekly style-casts on a number of Canadian stations. Account is placed by J. Walter Thompson Co., Montreal.

PEGGY SAGE Inc. of Montreal, cosmetics, has started thrice weekly style-casts on a number of Canadian stations. Account is placed by J. Walter Thompson Co., Montreal.

PEGGY-COLA Co. of Canada, Montreal, has started a ten-week campaign of transcribed spots on a number of Canadian stations. Agency is J. Walter Thompson Co., Montreal.

KENNEDY MFG. Co., Montreal (Sapho) has started spots on CKY Toronto. Agency is Cockfield Brown & Co., Montreal.

NEW L. DRUG Co., Windsor, Ont. (Nyal products), has started thrice weekly style-casts on a number of Canadian stations. Account is placed by A. J. Denne & Co., Montreal.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. (proprietary) has started thrice weekly style-casts on a number of Canadian stations. Account is placed by A. J. Denne & Co., Montreal.

BALABAN & KATZ Corp., Chicago, effective April 2 for four weeks will sponsor transcribed spots and live stations breaks to promote the picture "I'll Be Seeing You" on following Chicago stations: WMAQ WBBM WGN WLS. Agency is M. M. Fisher Assoc., Chicago.

AT A LUNCHEON celebrating the signing of a contract for the 10th anniversary of the Chicago & Northwestern Railway's 400 Hour on WMAG Chicago, are (1 to r seated): John E. Erickson, v-p The Caples Co., Chicago; agency for the railway; Pauline Fruen, ad. adv. manager, Northwestern; Patric Gallicchio, m.c. of the show; Jeanne Foote, NBB transcription dept.; Harry Frer, adv. and promotion manager, Chicago & Northwestern; Mrs. Cecilia Evans, Caples; William C. Carlson, NBC promotion manager; William Lawrence, NBC production; Walter Gibson, Caples; Art Caron, Caples, Los Angeles; Oliver Morton, NBC spot sales manager; Don Powers, Caples; and Dick Tennerstedt, who is an account executive with NBC spot sales.

DR. PEPPER BOTTLING Co., Stockton, Calif, is sponsoring "Dick Tracy", quarter-hour series, Mon. thru Fri. for Dr. Pepper and Squirt on KGKQ Stockton.

SEARS ROEBUCK & Co., Stockton, Calif, is sponsoring Martin Agronsky five days weekly and seven announcements daily on KGKQ Stockton.

NU-ENAMEL Corp., Chicago, on March 4 started one spot weekly on WBMI Chicago and four spots weekly on WCFL Chicago. Contracts for 13 weeks were placed by John Turner Adv., Chicago.

RED ROCK BOTTLES, Atlanta, has reappointed Roy & Durrance Inc., New York, as agency. Account has used spot radio in the past, but media plans are not complete.

ASSOCIATED LABS, Long Island City (Blondes), in a four-week campaign starting April 2 is using three spots weekly on KMPC Hollywood. Agency is Grady & Wagner, New York.

JOHN HOOLEY, in Guam for six months as representative as the combined American press, has signed an exclusive contract as Blue-ABC correspondent, effective April 15. Before going to the Pacific he was assistant manager of program operations on ABC New York and was commentator on WNEW New York. Mr. Hooley joins LARRY TIGHE and NORMAN PAINE of the Blue's Pacific staff.

ENS FRED HENRY, DSNR, former KMPC Hollywood news analyst, has been reassigned from Lord Mountbatten's staff in the India war zone to the swing section of Armed Forces Radio Service, San Francisco, and is handling news and special events.

JACK HICKHOUSE, Chicago sportscaster, has resigned from WGN Chicago to freelance. He will announce exclusive play-by-play broadcasts of Chicago White Sox baseball games for 1945 season on WJJD Chicago.

TOD BROVER, former chief newscaster of WMC Memphis, is now commentator of WBYN Brooklyn.

GENE SHUMATE, former KMST Des Moines sports director now with the USMC, has been assigned duty with AFRS at San Francisco.

MYRTLE ROBINSON, a news editor of the NBC central division, was to be married to LT. A. KNIGHT of the D.S. Signal Corps in Chicago, April 14.

CHARLES M. HOARE, former Cincinnati newspaperman, will take charge of WCR, Chicago, new English language station.

DAVID BRET, recently liberated from Santo Tomas, Japanese prison camp in Manila, and editor of the Manila Tribune for some years, has been added to the Blue-ABC staff of correspondents in the Philippines.

The cymbals have a frequency range of 300 to more than 12,000 c.p.s. To reproduce the full range and intensity of the sound of the cymbals with the utmost clarity, use:

VERTICAL CUT RECORDINGS!

Electrical Research Products
Division
Western Electric Company
INCORPORATED

850 on Your Radio Dial
5000 WATTS

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

"WFDF Fi't promised advancement—not advances!"
Dependability in transmitter performance is a package of many features ... and one which contributes heavily to program continuity in Westinghouse 50-kw transmitters is the use of metal-plate rectifiers.

With virtually unlimited life, these surge-proof rectifiers have cut tube replacement to a new low, for only the power amplifier and modulator utilize tube rectifiers. Dependable performance is reinforced by quick tube transfer for emergency tube replacement.

Westinghouse 50,000-watt transmitters offer other advantages for clear channel service:

**Example:** the equalized audio feedback system strengthens the naturally high fidelity of the audio and modulation circuits. No complicated circuit adjustments are needed.

**Example:** "De-ion" circuit breakers supply full overload and undervoltage protection, automatically reduce outage time.

**Example:** a tube life-meter provides a constant check on all tube life.

These basic advantages in faithful reproduction and solid dependability are features of the complete line of Westinghouse transmitters ... 5, 10 and 50-kw AM, and 1, 3, 10 and 50-kw FM. You can get all the facts from your nearest Westinghouse office. Westinghouse Electric & Manufacturing Company, P. O. Box 868, Pittsburgh 30, Pa.

**XXV Radio's 25th Anniversary KDKA**
Baseball Review

ALLES & FISHER Co., makers of J-A and '63 cigars, will present JA Baseball Review for the tenth year for New England sports fans over WNAO WBNJ WABAWMUR WBOY WOSR and WSYB every Sunday 7-7:15 p.m. Opener, April 8th, gave forecast of the 1945 baseball season by Bob Quinn, Boston Braves general manager and a representative of the Boston Red Sox. The event was interviewed by Nelson Churchill. Shows for following Sundays will highlight two-part delivery of sports of all American and National league games for the day by Verne Williams and Churchill.

WHN Sports Sponsors

NINE sponsors have signed for three new sports features presented by WHN New York for presentation before and after broadcasts of the Brooklyn Dodgers games under sponsorship of P. Lorillard & Sons, New York, for Old Golds.

"Warm Up Time," a quarter-hour sports highlight by Bert Lee and Ward Wilson, has been taken by the "N. Y. World Telegram" and Intergaph Co. for Intergaph pens, both through L. E. McGivern Inc. and by Piel Bros. through Wm. F. Sharpe, will give two sponsors together with County's Furlong. Through Athletic & Carier, have also signed for "Sports Extra," quarter-hour post-game series with Mr. Lee and Mr. Wilson covering highlights of the Dodgers' games, and Al Godin servicing as substitute.

Sponsors of the third feature "Today's Baseball," quarter-hour play-by-play recapitulation of the afternoon game presented by Bert Lee 7:15 p.m. include Brooklyn Trust Co., through Breyer Service Corp.; Luxor Baths, through A. Rosenberg; Zippo Mfg. Co., for Zippo lighter, through Lee-Bookman, Consolidated Royal Chemical Corp., Chicago, for Kaspar's shave cream, through Russell M. Seeds Co., and Colombo Watch Co. Latter has signed on a year-round basis, in addition to six spot announcements weekly, and is considering a local or national spot radio campaign. Agency is Furman, Peiner & Co.

COMPLAINT has been issued by Federal Trade Commission charging Consolidated Royal Chemical Co., Chicago, with misrepresentation in radio advertising of "New Pe-Ru-Na" and "New Pe-Ru-Na Tone," medical preparation which the company claims will prevent, and shorten and build resistance to colds. The complaint charges the preparation will do none of these things and declares the advertisements false in that they fail to reveal the preparation contains potassium iodide, potentially dangerous if used by persons having tuberculosis or a thyroid gland disease.

OWI PACKET, WEEK MAY 7

Check the list below to find the war message announcements you will broadcast during the week beginning May 7. OWI transcriptions include six 50-second announcements suitable for sponsorship and three 20-second breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

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<tbody>
<tr>
<td>Hold Prices Down</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>V-Mail</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>The Job Ahead—Japan</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Stop Accidents</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Nursing Service</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Crop Corps</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 159 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
JUST COMPLETED!

... arrangements for the first transatlantic broadcast of WSAI's popular high-school program, JUNIOR TOWN MEETING OF THE AIR. Two of the teen-aged participants next Sunday night will be British students, speaking from London! As British and American youth speak out on their hopes for Postwar Education, WSAI will mark another milestone in its path of public service. Here's still another proof of the fact that WSAI is geared to Cincinnati interests!

* Incidentally, Junior Town Meeting occupies one of the 61 department-store-sponsored periods on WSAI's program-schedule. Sponsor Shillito's has contributed its time for the April 22 broadcast to make way for the cooperation of the British Broadcasting Corporation.
Temperate P-D Editorial Concludes Campaign Against Middle Commercials

IN A TEMPERATE editorial entitled "In the Interest of Radio" the St. Louis Post-Dispatch on April 10 apparently concluded the editorial campaign launched Jan. 18 against middle commercials in news broadcasts and against objectionable advertisers of news broadcasts.

The editorial, delineating the stand of the Post-Dispatch in 14 points, was accompanied by a Fitzpatrick cartoon portraying a man seated at a microphone turning from a script entitled "News Against Plug-Uglies" to a script entitled "Higher Standards". Cartoon was entitled "Program to Insure Freedom of the Air".

Magnificent Job

Post-Dispatch stated editorially, "To begin with, we repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper. "Too much praise", the editorial continued, "could not be given to the networks for designing new techniques for world-wide news coverage".

The editorial stated that the Post-Dispatch is as jealous of freedom of the air as it is of freedom of the press, adding that to impair one is to jeopardize the other. It contended that radio, like the press, should be supported by advertising, preferring an abhorrence for government ownership and control of radio. It pointed to all alleged administrative and Congressional forces which would be interested in the control of broadcasting.

Referring to the operation of its own station, KSD, which eliminated middle news commercials a year ago, this editorial points out that the St. Louis Post-Dispatch outlet continues to broadcast NBC news programs which do not conform to the station's own standards.

"We could correct this by ending our connection with NBC and divert its service to some other outlet," it was stated. "Our position, however, is that not only would that be to our financial disadvantage—we admit this frankly—but we believe our listeners would lose more than they would gain by such divorce from the many excellent programs originated by a great network." Protesting that it had no desire to reform the radio industry, Post-Dispatch said it could see merit both from the point of view of the advertiser and the network in the elimination of "news cast plug-uglies". "Our position is a simple one. The plug-uglies, we hold, is neither good broadcasting nor good advertising. News is news and the public is entitled to hear it reported with dignity and good taste. ... If radio did so, it would fortify the great and fundamental principle of freedom of the air."

Stephen M. Birch

STEPHEN M. BIRCH, 50, advertising manager of the Texas Co., New York, since 1938, died Tuesday in New York's Post Graduate Hospital. Mr. Birch, who attended the universities of Illinois and Pennsylvania, became a clerk in the Chicago branch of Erwin, Wasey & Co., New York, in 1919 after serving as an officer in the first World War. He later joined Fairchild Publications Co., Chicago, and subsequently returned to the Wasey firm, handling the former Indian Refining Co. account. He is survived by his wife, Mrs. Doris Wetmore Birch.

Congress Pickup Plan

BROADCASTING of proceedings from the Senate and House floors and from committee meetings would be authorized under a joint resolution (SJ Res-58) reintroduced in Congress last Monday by Sen. Claude Pepper (D-Fla.). The resolution, which was referred to the Committee on Rules, would provide for necessary technical arrangements for the broadcasts and would make transcriptions of the proceedings available at cost.

FOR AVAILABILITIES—
PHONE, WIRE OR WRITE
WILLIAM B. DOLPH
BARR BLDG., WASH. 6, D. C.

Fulton Lewis, jr.
Makes a Date with
TOMORROW'S HEADLINES

The man who gets the news, must be with the men who make the news. Fulton Lewis jr. gets the news at its source ... personally, from the capital conference tables where news is made. Lewis' famed "nose for news" is a big reason why he is heard on more stations by more people with more sponsors than any other news reporter! A few choice sponsorships are still available if you act fast!

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM
FCC TIGHTENS UP ON LICENSE RENEWALS

Program Policies Of Six Stations To Be Probed

See Editorial on page 40

FIRST TANGIBLE evidence of the FCC's "tightening up" policy on station renewals developed last week with the continuance of a half-dozen stations on temporary licenses, pending further inquiry.

By unanimous vote, the Commission approved a new form of letter to stations granting them further extensions on purported discrepancies. [The full text on the letter is on this page.]

Durr Campaign

The new procedure is the outgrowth of a campaign by Commissioner Clifford J. Durr, who has sought virtually from the beginning of his Commission tenure in 1941, to have stations de-emphasize commercial operation. The action, while unanimous, was regarded as a compromise.

While it has been indicated for some time that the Commission would tighten up on its renewal policy, the new procedure promptly was questioned as to whether it would be adequate to the under the law. There is no requirement of the law, for example, it was pointed out, wherein stations must pledge themselves in advance to devote a certain amount of time to commercial or sustaining programs, or to religion, education or other types of service. The broad standard specified in the law is "public interest, convenience and necessity".

Future Plans Asked

On behalf of the FCC, it was stated the Commission has reached no final determination that preponderantly commercial operation does not serve public interest or that commercial programs cannot be of local interest or educational in character. It was pointed out that in some cases stations have represented there would be a loss of 70% commercial to 30% sustaining in their applications for renewal, but that an examination of station records revealed the ratio might be 95% commercial as against only 5% sustaining.

Potentially more serious than the clearing up of discrepancy as to past service, is the Commission request that the stations under inquiry supply a statement showing that the types of programs intended to be rendered in the future. The Commission asked the six temporary licenses, for example, to break down the percentage of time intended to be devoted to commercial programs vs. sustaining programs and the percentage of network to non-network and local production.

The station thus must get itself on record, which might give the FCC a means of controlling programs indirectly, according to some broadcasters.

In preparing to consider the four applications which came up last week, it is understood the FCC's legal staff worked days, nights and Sundays for more than a month. With approximately 950 renewals to handle in the standard broadcast field alone, the task of checking renewals against performances would entail a staff substantially larger than that of the Commission's present Broadcast Division of 17 lawyers.

Moreover, it was thought that the procedure followed is purely exploratory, but it nevertheless felt the policy was one that tended to put all stations "on the spot" and might permit the Commission to see the back door in attempting to control programs when the front door is closed to it legally.

Regarded as of significance was the fact that the Commission did not set the six renewal applications down for hearing but simply asked the respondents to supply it with more detailed information. That was seen as one important aspect of the compromise.

FCC'S NEW RENEWAL POLICY

IN CONSIDERING renewal applications pending before it last week, the FCC, in the opinion of the Commission, would be interested in obtaining any information concerning future programs designed to fulfill the public responsibility assigned to broadcasters.

The reply should be submitted to the following letter to the application, and should be submitted on triplicate, subscribed and verified in the same manner as the application.

In the case of 16 stations, renewals were granted but a letter of the following type was sent:

You are requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network, to recorded or transcribed programs; and what percentage to live programs.

Any additional information which you consider material to the consideration of the pending application for renewal of license may also be submitted in connection with your response to this request. 

The Commission would be interested in obtaining any information concerning future programs designed to fulfill the public responsibilities assigned to broadcasters.

It appears that this program structure is at variance with the representations submitted with your application for commercial license, and that on which you stated you would carry 9% commercial broadcasts and 9% sustaining.

The Commission recognizes that programs may be necessarily flexible, and that your statements as to proposed program structure do not constitute a rigid blue print for future operations. However, the Commission must necessarily rely upon the original representations in the discharge of its function in determining whether the grant will meet the statutory standards of public interest. Accordingly, the Commission would be interested in a statement explaining the service that you propose rendering and the reasons in which such service meets the community requirements. It is also suggested that you include in this statement an explanation of the reasons for the discrepancy between the original proposed program structure.

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The Commission recognizes that programs may be necessarily flexi-
Roosevelt First Radio President
(Continued from page 17)

inaugural was broadcast internationally by a record-breaking hook-up.

March 12, 1933 marked the President's first " Fireside Chat". It was on the bank holiday. The second came on May 7, the third on July 24 and the fourth on Oct. 22. Thereafter the President went directly to the people as frequently as the state of the Union appeared to warrant.

Transcribed Address

On June 16, 1936, the President reassured his faith in radio in a letter to Broadcasting in which even then he took cognizance of the development of television and radio in the "shortwave field". "There should be no monopoly in the moulding of public opinion, either Government or private," he asserted.

On May 9, 1939, President Roosevelt, in his first transcribed address under Government auspices, described radio as free as the press and stated that the New Deal looks upon radio as the means of overtaking "loudly proclaimed untruths or greatly exaggerated half-truths".

On Sept. 24, 1940, President Roosevelt, by Executive Order, created the Defense Communications Board (later to become the Board of War Communications) to govern all radio policy in national defense and presumably in anticipation of war.

On Dec. 9, 1941, one day following the declaration of war, President Roosevelt called upon all newspapers and radio stations to carry out their grave wartime responsibilities. He said:

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this:

"You have a grave responsibility to the nation now and for the duration of this war.

"If you feel that our Government is not disclosing enough of the truth, you have every right to say so.

"But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth".

On July 9, 1943, President Roosevelt interceded in the House Select Committee inquiry of the FCC to prevent military services from testifying or supplying data involved with the national security.

On Oct. 4, 1944, President Roosevelt made a personal appeal to A.F.M. Pres. James C. Petrillo to comply with a War Labor Board "back to work" directive in the phonograph and transcription recording strike. When Petrillo refused to comply, the President ordered the Dept. of Justice to make a new legal study to explore possible action. None came, however.

On Oct. 16, 1944, President Roosevelt reaffirmed his belief that radio can be effective in a democracy only "if it is free of all arbitrary restrictions, whether governmental or private".

On Nov. 16, 1944, the President gave reassurances to broadcasters with appointment of Paul A. Porter, former radio attorney and publicity director of the Democratic National Committee during the fourth term campaign, to the FCC chairmanship, succeeding Mr. Fly.

Almost to the last, the President had radio in mind. He had scheduled another Fireside Chat over combined networks on the day following—Friday, April 13.
FCC Asks Detailed Information On WINS Sale to Crosley Corp.

TO ELICIT detailed information as to the reason for the proposed acquisition of WINS New York by Crosley Corp. from Hearst Radio Inc. for a price of $1,700,000, plus $400,000 in time, the FCC last Tuesday announced it had set for hearing the proposed voluntary assignment of license.

By unanimous vote, the Commission ordered the hearing, to be set at a future date. The notice of issues released last Thursday sets forth as primary reasons for the hearing these points:

1. To determine the value of the physical assets of WINS.
2. To determine the going-concern value or goodwill of WINS.
3. To obtain full information concerning the various elements that entered into a determination of the purchase price for WINS.
4. To determine any consideration being paid for the frequency.
5. To determine what portion of the consideration is attributable to assignor's outstanding construction permit to operate with 50 kilowatts power.
6. To obtain full information concerning the purpose of assignor, as represented in its application, to accumulate additional capital for future expansion of FM and television.
7. To determine whether the sale of WINS, when viewed in the light of other applications pending and other transfers and assignments of stations to and from the assignor or persons under common control with the assignor, constitutes trafficking in licenses.
8. To determine whether the purchase price proposed to be paid by assignee for WINS will adversely affect its ability to operate in the public interest.
9. To determine whether the contract entered into by the assignor and assignee whereby assignee makes available to assignor, time and frequencies said to be assigned by assignee to assignor's assigns. It is interpreted to mean that assignee agrees that it undertakes to sell WINS within ten years from the date of the contract to give assignor first opportunity to purchase the station at the best purchase price available elsewhere.
10. To determine whether the contract entered into by the assignor and assignee whereby assignee agrees that it undertakes to sell WINS within ten years from the date of the contract to give assignor first opportunity to purchase the station at the best purchase price available elsewhere is in the public interest.
11. To obtain full information concerning objections to the assignment made to assignee for the transfer of WINS.
12. To obtain full information concerning the terms of the program service which assignee proposes to render.
13. To obtain full information concerning other proposals made to assignee for the transfer of WINS.
14. To determine what effect a grant of the application would have upon competition in chain broadcasting and in other broadcast service.

Application for the purchase of the New York outlet was filed with the Commission formally last month [Broadcasting, March 12]. The transaction covered $1,700,000 plus $400,000 in time, which Hearst would use over WINS under a 10-year "cooperative agreement". In return, Hearst agreed to "actively furnish local news cooperation, goodwill and any services incidentally thereto."

N. H. Coverage

BERT HODGES, general manager of WHEB Portsmouth, N. H., in evidence presented to FCC advocating changes in frequencies said that heavily populated Southeastern New Hampshire under the present allocations "receives no night-time service from any New Hampshire stations." The April 9 issue of Broadcasting interpreted the WHEB testimony as saying this section of New Hampshire receives "no night-time service", omitting the qualifying reference "from any New Hampshire station."

TBA Program Group

RALPH B. AUSTRIAN, executive vice-president of RKO Television Corp., and chairman of the program committee of Television Broadcasters Assn., has appointed the following members to his committee: Dan Halpin, RCA; Mildred Jones, Buchanan & Co.; Norman Livingston, WOR; G. Emerson Markham, GE; Samuel H. Cuff, Du Mont Television Station WABD; Earl S. Sponable, 20th Century-Fox Film Corp.; George Shupert, television productions; Will Baltin, TBA; John T. Williams, NBC; John Gilligan, Philco Radio & Television Corp., and Prof. Edward C. Cole, Yale U.
Video V-E Plan

ALL NBC television engineering, production and film editing facili-
ties will be called into play on V-E day when the network will present  
a specially-planned 24-hour telecast including views from Times  
Square, map talks by NBC's top news commen-
tators and a newsreel of Hit-
ler's rise and fall. Portable field  
equipment will be set up on the  
marquee of New York's Hotel As-
tor so WBTN, NBC television sta-
tion, can show reactions of Times  
Square crowds. Besides a video  
recapitulation of the war, NBC will  
install news tickers and flash lat-
est reports.

Promote Peace, Porter Urges

(Continued from page 20)
eign nations and the schools,  
churches and civic organizations of  
Worcester.

Edward Weeks, editor of the  
Atlantic Monthly and chairman  
of the Peabody Advisory Board, made  
the presentations, following the ad-
dress of FCC Chairman Porter.  
John E. Drewry, dean of the Henry  
W. Grady School of Journalism,  
U. of Georgia, presided at the din-
n. WNYC broadcast Chairman  
Porter's address.

J. Harold Ryan, president NAB,  
pointing out that the radio indus-
try produces 65,000 programs each  
day, stressed the thoroughness of  
the Peabody Awards plan for select-
ing winners. He noted that the com-
pany's quick reflexes in the evaluation  
of more than 2,000 people were taken  
into consideration in arriving at  
final decisions.

He pointed out the difficulties in  
making such selections due to the  
heterogeneous pattern of broadcast-
ing, stressing that each community  
of its own conception of "good  
listening".

Referring obliquely to some  
critics of radio, he said that they  
"attempt to belabor the institution  
of radio as though it were a single  
entity, like a large corporation,  
capable of making and enforcing  
decisions which would be reflected  
immediately through every trans-
mitter in the country. Such critics,  
he said, reflect unfamiliarity with  
the basic structure of broadcast-
ing.  

Noting the St. Louis Post Dis-
patch-KSD attack on middle com-
mercials in news programs, he  
pointed out that the Program Man-
agers Committee of the NAB had  
adopted a resolution stressing that  
any action taken with respect to  
program operations would be recog-
nized as the responsibility of  
individual station management.

Lt. Orrin K. Boice  

Lt. ORRIN KENDALL BOICE,  
28, son of Hugh Kendall Boice, vice-
president in charge of sales for  
WOXR New York, and brother of  
Hugh K. Boice Jr., commercial man-
ger of WMBD Peoria, was killed  
in action Jan. 9 in the Asiatic area.  
He had previously been reported  
missing. A graduate of the Choate  
School and Princeton, Lt. Boice  
was associated with Cannon Mills,  
New York before enlisting in the Navy  
Reserve in 1940. Besides his father  
and brother, he is survived by his  
widow, Mrs. Sheila Crimmins  
Boice, New York, and a sister, Mrs.  
E. B. Simpson, Hoosick, N. Y.

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Boice, New York, and a sister, Mrs.  
E. B. Simpson, Hoosick, N. Y.
Radio Handles Tragic News

(Continued from page 18)

J. Anthony and Coca-Cola's Songs of Morton Downey.

A little over a half-hour after MBS broadcast the news at 6 p.m. Charter Heslep, network's Washington representative, made his first radio broadcast, ad-libbing for a solid 25 minutes on the 6:30-7 p.m. spot. Outstanding broadcasts included Walter Compton interviewing five Senators and Attorney General Biddle; Warren Sturgis, the president's former teacher at Groton, interviewed by Cedric Foster from Boston 9:15 p.m., and

John Hooley, from Okinawa on servicemen's reactions, 9:22 p.m. On Friday, President Truman's friends in Kansas City were heard at 11:15 a.m. and 1:30 p.m. Mme. Chiang Kai-shek spoke from her room in the Waldorf.

Mutual was attempting to keep a rational balance of good programming. Mr. Kobak said, and while a number of commercial programs for the week-end were cancelled, either because of their proximity to the broadcasts of the funeral ceremonies or because they would be completely out of tune with the general spirit, other programs such as the Helen Hayes show went on as usual. Mutual is

So Round . . .
So Firm . . .
So . . . . .

Well, we stopped you, even if this trim pair of limbs (or legs) doesn't have anything to do with broadcasting — except to drive home our point. Just as their trimness stopped you to read this message, so does our way of reaching the hearts in a million and a quarter population primary area command attention for our advertisers.

America's Greatest Direct Response Audience is yours at WMNN!

ASK A BLAIR MAN

Columbia Network

RENO GOES NBC

Beginning May 15th, KOH with its ten primary counties, joins the NBC network . . . bringing top flight programs to the people of Reno who listen to KOH over 90% of the time.

To users of the Beeline, this means excellent availabilities, high ratings, big audiences in Reno.

WHAT IS

The Beeline

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

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

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

Tobacco

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

Center

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

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson Co.

Page 64 • April 16, 1945

also devoting time to the San Francisco conference and in other ways trying to point out that the best tribute the nation can pay to its late leader is to carry on his battle for a lasting peace.

Commercials Cancelled

CBS, which broadcast the initial announcement at 5:49 p.m., announced at 9:20 p.m. that all advertisers except news sponsors had been notified of the cancellation of all commercial programs until Friday noon, and that co-op programs from New York would be minus cues for local commercial announcements. At noon Friday it was announced that all regularly scheduled programs were to be cancelled until 6 p.m., and that there would be alterations in the regular schedule that night for special broadcasts.

Bob Trout and John Daly were on heavy duty throughout the night until closing time at 2 a.m., one hour later than usual. Representatives of all governments, including the ambassadors from France, Italy, the Netherlands, Czechoslovakia, Poland, Canada, and Russia broadcast tributes from their nations. Rabbi William Fineshriber, father of the CBS assistant director of broadcasts, led a prayer and Archbishop Spellman delivered a message. Outstanding overseas broadcasts included a pickup from a flagship off Okinawa, with Don Pryor giving servicemen's reactions, and from Larry Leader and Douglas Edward in London.

Overpowered by emotion, Assistant Secretary of State Archibald MacLeish was unable to continue a broadcast Friday at 9 a.m. on CBS This Living World. Mr. MacLeish had revised the text of a prepared talk on "Peace and the Americas" to include a tribute to the President's international contributions, but after three minutes, his voice broke. Engineer in the State Dept. office, noticing the poet's bowed head and shaking body, realized he could not go on and switched to New York for a music fill-in. Mr. MacLeish's voice broke as he came to the words "... our great President who is now so tragically dead at the moment of greatest need." Plans were being made to have Mr. MacLeish deliver his talk in full the same afternoon.

Washington Coverage

Washington stations, main artery for network world news, carried the brunt of the nation's coverage of President Roosevelt's untimely death. Advantageously located where the news was first announced and where all important officials, both of this and foreign governments, could be contacted, they originated many of the special programs beamed throughout the country. No broadcasts were made of the hurriedswearing in of Harry S. Truman as President and commentators were stopped by White House guards within a minute or two after the start of delivery of the news directly from the Presidential mansion. In common with practically every station in the United States, the Capitol's outlets cancelled all commercials.

After carrying the flash which came over the news wires at about 5:55 p.m. WOL Commentator Walter Compton went on at 6:15 with a 15-minute general picture of President Roosevelt's career since his first inauguration in 1933. Mr. Compton was carried intermittently from then on, delivering most of the news for the station, the large part of whose program was fed through to the Mutual network. At 7:15, shortly after Mr. Truman took the Presidential oath, Mr. Compton started delivering a remote report directly from the White House but was stopped a minute later by a guard.

WOL aired speeches by Attorney General Francis Biddle, Senate Majority Leader Barkley (D-Ky.), Minority Leader Sen. White (R-Me.), Sen. Connally (D-Tex.) and Sen. O'Mahoney (D-Wyo.). Mr. Compton presented messages from labor, introducing William Green, president of the A.F.L. and James Carey, secretary-treasurer of the cio. Fulton Lewis Jr. devoted his regular commentary to the news of the death. Several attempts were made to establish contact with Georgia but no programs could be gotten through from there.

WTOP Coverage

WTOP, CBS key, carried the flash of the President's passing at 5:56. Vern Hansen was doing the Fact Finder program when the bulletin was handed him. At 6 the station switched to the network.

At 6:40 Bob Wood called from the White House with details of the President's last moments. Five minutes later Bill Henry was on the air with the story.

WTOP picked up James F. Byrnes from Spartanburg, S. C., at 8:21.

Gen. Marshall issued a statement Thursday evening which was carried on Bill Henry's 8:55 newscast. All commercials were cancelled until noon Friday, after which those on the air were modified.

WMAL, the Blue-ABC Washington outlet, broke the bulletin at 5:49:30, one minute and a half after it came over the news tickers. At 6:15 Earl Godwin and Baukhage did a broadcast, followed through the evening by commen-
Broadcasting

The Washington Post station, WINX, also a local outlet, broke the news at approximately 5:48:30 p.m. All commercials immediately were cancelled until after the burial of the late President on Sunday at Hyde Park. On Friday afternoon at 3 p.m. Publisher Meyer broadcast from the Dept. of Interior studios with Secretary of the Interior Lecache guest, along with the Post political reporter, Ben Gilbert.

Dorothy Fulde, WJW news analyst who interviewed President Roosevelt a fortnight ago, repeated the interview on the Blue-ABC at 12:15 p.m. Friday. Earl Harper, WJW special events director, flew to Columbus to present Gov. Lausche on the Blue-ABC at 11:30 p.m. Thursday. WJW also fed a statement by Mayor Thomas A. Burke of Cleveland to the network.

Chicago stations reacted to the President's death as elsewhere throughout the country. All regular programs and commercials were replaced by frequent news and appropriate music meantine. WGN and WENR signed off an hour earlier in silent tribute. Mayor Edward Kelly aired eulogies on the four major stations. The city's religious and civic leaders were heard.

WBBM Chicago had a special script written by Les Weinrot and Ken Robinson, two of Chicago's top writers, dramatizing the President's life as Assistant Secretary of the Navy and an advocate of a strong fleet. Phil Wrigley, head of the chewing gum company whose air time was used for the program, personally edited the script but of course, in line with the dropping of even sponsor credit lines, no mention was made of this. The Great Lake Navy choir was piped in for the program.

Canadian stations, in respect to the memory of "neighbor Roosevelt", revised all programs and eliminated virtually all commercials. Many eulogies were broadcast by Canadian officials and commentators. Some stations, such as CFRB Toronto, rebroadcast famous Roosevelt speeches and fireside chats and carried American network programs which paid tribute to the late President.

You cannot cover the tremendous New York market without using WBNX, because.

- WBNX reaches
  - 2,450,000 Jewish speaking persons
  - 1,523,000 Italian speaking persons
  - 1,235,000 German speaking persons
  - 660,000 Polish speaking persons

- STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

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

YOURS FOR A GREATER SHARE OF AUDIENCE

7 DAY AVERAGE

<table>
<thead>
<tr>
<th>Time</th>
<th>WWNC</th>
<th>Station 2</th>
<th>Station 3</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 a.m.* to 12 noon</td>
<td>50%</td>
<td>11%</td>
<td>11%</td>
<td>28%</td>
</tr>
<tr>
<td>12 noon to 6:00 p.m.</td>
<td>54%</td>
<td>20%</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>6:00 p.m. to 12 midnight</td>
<td>45%</td>
<td>18%</td>
<td>6%</td>
<td>31%</td>
</tr>
</tbody>
</table>

* From 8:00 a.m. Sunday

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

Broadcast Advertising

570 KC Serving Western North Carolina from Ashevillle

Represented by the Katz Agency

April 16, 1945  Page 65
MISS TRUMAN ON AIR
Has Appeared Frequently as
Radio Singer

DAUGHTER of President Tru-
man, Mary Margaret Truman, has
long had her eye on radio as a
career. Interested both in the tal-
ent and produc-
tion ends of b-
roadcast-
ing, Miss Truman
has appeared fre-
quently as a sing-
er on the former
Blue - ABC pro-
gram
Congress-
sional Children
and the National
Children's Frolic
on WMAL, the
Blue's Washington key station.

For many years she was an ac-
tive participant in the Frolic, and
her father often appeared on the
program with her. The day before
her father's nomination to the Vice-
Presidency, Miss Truman called
long-distance to Bud Ward, m.c.
of the Frolic, just after the pro-
gram went off the air.

CONSENT was granted by the FCC
last week to the WMIR Broadcasting
Co., licensee of WMIR Yankton, S. D. for
transfer of control from South
Dakota Broadcasting Corp. to Cowles
Broadcasting Co. Action permits sub-
sequent dissolution of South Dakota
Broadcasting, a Cowles holding company.

UTAH BROADCASTING Co., owner and
operator of KUTA Salt Lake City, has
changed firm title to Utah Broadcast-
ing & Television Co.

Shortwave Devotes Entire Time to News,
Tributes, Commentaries on Roosevelt

INTERNATIONAL radio, includ-
ing commercial network and Gov-
ernment shortwave broadcasters,
cancelled all regularly-scheduled
programs Thursday when news of
President Roosevelt's death was re-
cieved in New York.

Special news reports, commen-
taries, tributes by both foreign and
U. S. officials were beamed to Eu-
rope and Latin America. NBC In-
ternational division followed the
same policy. NBC, broadcasting to
Europe in six languages, broadcast
from Washington on Friday, with
foreign officials paying tribute to
Mr. Roosevelt. They planned cov-
erage of the funeral in broadcasts
from Washington and Hyde Park.

Contrasting Enemy Reaction
NBC's monitors reported con-
trasting reactions from enemy ra-
dio, with Radio Tokyo interrupt-
ing a prisoner-of-war broadcast to
"introduce a few minutes of special
music to honor the passing of this
great man." Radio Berlin an-
nounced the President's death with
the comment that "Roosevelt will
long be remembered as the man
who started World War II and the
man who sold out to the Russians."

CBS listening post, which first
heard the Berlin announcement at
6:57 p.m. EWT, said that the brief
bulletin was repeated at regular
intervals.

CBS international, also calling
off all regular programs indefinite-
ly, went on the air to Europe at
noon Friday presenting tributes
from foreign government represent-
atives and on its regular Latin-
American programs had previously
aired eulogies delivered by offi-
cials of Central and South Ameri-
can governments.

Office of War Information, short-
wave news overseas in 24 lan-
guages round-the-clock, devoted all
Thursday night to news, appro-
priate music and biographical sketches
of Mr. Roosevelt and Mr. Truman.
Office of the Coordinator of Inter-
American Affairs, in Spanish and
Portuguese to Latin America,
planned a special broadcast for
10 p.m. Friday EWT, with Nel-
son Rockefeller and Latin American
diplomats speaking. CIAA sched-
uled two broadcasts of the funeral,
4 p.m. Saturday and 10 a.m. Sunday from Washington
and Hyde Park. Pan American Day,
Saturday, was to be devoted to
shortwave programs concerning Mr.
Roosevelt. Armed Forces Radio
Service from New York and San
Francisco kept up news and com-
mentary to U. S. troops all over the
world and Friday afternoon pre-
sented transcribed tributes to Mr.
Roosevelt from foreign diplomats
in the U. S.

BBC continued its regular news
broadcast schedule, shortwaveing
Alistair Cooke, New York, and An-
thony Wigram from Washington.

CBB, which used almost all NBC
programs Thursday night and Fri-
day morning, originated several
tribute broadcasts within Canada,
and planned to transmit special
programs to the U. S. through
NBC.

Clearances Granted
ASCAP, BMI and SESAC have
given copyright clearance on all
music used by the Treasury Dept.
War Finance Division on the trans-
scribed series being prepared for
the Seventh War Loan. All stations,
under the grant, may broadcast the
discs without restriction of any
kind. Approximately 800 stations
to date have ordered the different
series: Treasury Salutes, Music for
Millions and I Know the Enemy.
All are available for local sponsor-
ship.

WARTIME CULTIVATION
for PEACETIME SALES

Coverage of stable markets for
present and post war sales is a
wise sales promotion investment.

The rich markets of Richmond
and Virginia, covered by Station WRNL
are stable markets.

The facts on the right are proof of
results.

WRNL • RICHMOND • VA.

5000 WATTS
NIGHT AND DAY 910 KC

"THE WORLD'S
BEST COVERAGE
OF THE WORLD'S
BIGGEST NEWS"

Page 66 • April 16, 1945
NLRB Seeks Court Order Against Nets

Asks Decree to Force Unit Acceptance of NABET

FOLLOWING its decision and order in the NABET-network-Petrillo dispute, the National Labor Relations Board last week petitioned the U. S. Second Circuit Court of Appeals (New York) for a decree to compel NBC and Blue-ABC nets to bargain with NABET on platter-turners regardless of threats of reprisal by the AFM.

Thus, within three months since NABET decided on taking its case to NLRB by filing an unfair labor practice charge against the nets, rather than calling a strike to force recognition of its jurisdiction over turntables [BROADCASTING, Jan. 8 et seq], the Board completed its proceedings in the dispute and exhausted all remedies short of court action. Few cases, it was noted in legal circles, have been given such expeditious handling by the Board.

Board Serves Notice

In filing its petition, the Board also served notice to the various parties of its action. It is expected that a cross petition will probably be filed soon by the AFM opposing the issuance of a decree and that Joseph A. Padway, counsel to James C. Petrillo, will participate in oral arguments when the case is heard.

Under usual court procedure, NLRB will be given 30 days to file its brief but it was indicated the Board will not wait out the time allowed in the interest of speedy determination of the dispute. After the Board has filed its brief the Court usually grants 20 days to the other parties for filing before setting a date for oral arguments.

Should a decree be issued in support of the Board's order in the dispute, the Board will have the responsibility of obtaining compliance with that decree. In the event the respondents fail to carry out the terms of the decree, the Board may petition the Court to hold respondents in contempt and the Court may order remedial action and impose sanctions.

The Board's petition, filed as of April 10 by Malcolm F. Halliday, associate general counsel, pointed out that (1) respondents (NBC and Blue) are Delaware corporations doing business in the state of New York and therefore come within the jurisdiction of the Second Circuit Court (2) the Board had ordered the respondents to cease and desist from refusing to bargain with NABET and to take affirmative actions to recognize the union as the appropriate unit for platter turning and (3) the Board, pursuant to Section 10 (e) of the National Labor Relations Act, certifies and files with the Court the entire record of the proceedings in the dispute.

"Wherefore", the petition concludes, "the Board prays this Honorable Court that it cause notice of the filing of this petition and transcript to be served upon respondents and that this Court take jurisdiction of the proceeding and of the questions determined therein and make and enter upon the pleadings, testimony and evidence . . . a decree enjoining in whole said order of the Board, and requiring respondents, and their respective officers, agents, successors, and assigns, to comply therewith."

Mesters Answer

MURRAY and Meyer Master, owners of the Bulbo Oil Co., Brooklyn, will file exceptions early this week to the FCC's proposed denial of their application for acquisition of a majority interest in WOV New York from Arde Bulova and Maj. Harry D. Henshel [BROADCASTING, April 2] for $300,000, according to their attorney, Bernard Noskin. Commission will then set a date for oral argument, following which conclusive findings will be issued.

WNYC, New York's municipal station, last Thursday received a special citation from the Sons of the American Revolution for "patriotic services rendered New York City home front activities". Presentation ceremonies were broadcast.

Goodyear Campaign

GOODYEAR TIRE & RUBBER Co., Akron, is conducting a spot radio campaign in 65 cities, promoting Neolite soles and rubber heels. Spots average five weekly per station. Goodyear plans to add more stations as soon as time is available. Agency is Compton Advertising, Inc., New York.

For 24 Hour Service

ON DIRECT CUT COPIES OF OUR RECORDINGS

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

BROADCASTING - Broadcast Advertising
WE TOOK A LOOK AT
MOOK (Ky.)!

And one look was enough to
indicate that as a market Mook
ranked among the odder
Kentucky settlements.

LUELL'S
5,000 WATTS . . . . . 20 EC. . . . . .
FREE & PETERS, INC.
National Representatives

BMB Field Tests
To Answer Critics
Discussed by Executive
Committee at New York

BMB will inaugurate in the near future a series of experimental field tests designed to answer ques-
tions and criticism of the BMB method that were brought up during
the NAB district meetings. Plans for these field studies, which
will cover such problems as those of the foreign language station,
the non-network station in a major market, geographical peculiarities
and others presented by broadcast-
ers at the district meetings, were
discussed last Tuesday and Wed-
nesday by the Executive com-
tee of BMB, which met in New
York with Hugh Feltis, president
of the organization.

Expressing gratification at
the record achieved by BMB to date,
with approximately 500 stations
pledged to support the research
project, the committee discussed several possible locations for a New
York headquarters, the problem of
securing a research director to di-
rect the field studies and the other
technical operations of BMB, the
appointment of a nine-man tech-
nical committee representing the
ANA, AAAA and NAB, and other
operating problems of the organi-
ization.

Financial Needs

Committee, comprising Frederic
Gamble, president, AAAA; Paul
West, president, ANA; J. Harold
Ryan, vice-president, NAB; Roger
Cripp, general manager, WFIL
Philadelphia, and chairman of the
NAB Research Committee, sug-
gested that the finance committee meet
in the near future to study the finan-
cial requirements of the vari-
ous operations of BMB. It was also
decided that the BMB board should
be called for the first week in May.

Group sent a note of commo-
tion to John E. Fetzer, WKZO Kalama-
zo, NAB director from District 8,
for conducting the district meeting at a time when the highest percentage of
broadcasters—97%—signed up with
BMB. Half-cases were sent to Paul
Morency, WTIC Hartford, director
from District 1, whose meeting in
Boston was the first to produce
pledges from more than 90%, and to
Hugh A. L. Hall, WOAI San
Antonio, director from District 13,
first in that district to achieve 100%

Breakdown by networks of BMB
subscribers as of April 5, end
of the district meetings, shows that of
the 190 affiliates of Blue-ABC 114
or 60% have signed up; 93 of the
149 CBS affiliates, or 62%; 157 of
Mutual's 255 stations, or 62%; 86
of NBC's 142 stations, or 61%
Of the 178 non-affiliated stations, 68
or 38% have signed. Total of 480
stations subscribing to BMB (28
were affiliated with two networks)
represents 66% of the 874 commer-
cial stations now operating in the
country. Subscribers represent 64% of
NAB member stations and 36% of
the nonmember stations.

The five McClatchy stations and
HALF-MILE from the nearest dry land, this is the KWKH Shreveport
transmitter April 6 after the Soda Lake Canal levee, two and one-half
miles northwest, broke. Chief Engineer W. E. Anthony and his operation
kept the station on the air by piling sandbags six feet high at all
entrances. Even then the water was within two feet of topping the
Pumps capable of moving 30,000 gallons per hour helped keep water
out of transformers, water circulating equipment and other vital spots
Station's three 481-foot towers can be seen in the background

Kiwanis to Honor
Radio for Service

KIWANIS International will award
Certificates of Citation to broadcasting stations for "contribution
to war and service to the com-

Lt. R. H. Postlethwait

Gates

Broadcasting Equipment

THE NAME TO REMEMBER
for

MAXIMUM EFFICIENCY
MINIMUM MAINTENANCE

GATES RADIO CO.
QUINCY, ILLINOIS, U.S.A.
V-E Day Planning

NBC Stations Planning & Advisory Committee will meet April 17-18 in New York, for a discussion of V-E Day plans and postwar problems. Committee members expected to attend are: G. Richard Shafter, WIS Columbia; Charles McCullough, WGAL Lancaster; Nathan Lord, WAVE Louisville; Harold Wheeleran, WSMB New Orleans; Stanley Hubbard, WETA St. Paul; Edgar T. Bell, WKY Oklahoma City; Richard O. Lewis, KTG Phoenix; Arden X. Pangborn, KGW Portland, Ore.

Mueller Assigned

MERRILL MUELLER, NBC correspondent who has been covering the Eastern front, has gone to Manila to replace George Thomas Folster at MacArthur's headquarters. Mr. Folster, veteran of three years in the Pacific, has been sent to San Francisco for a rest and is expected to be in New York soon. Mr. Mueller was first heard from Manila on Thursday's "World News Roundup".

Canadian, British, Australian, U.S. Nets Ready for Coast Meet

NBC, Blue and Mutual Begin Broadcasts of Pre-Conference Coverage Programs

WITH commentators and newsmen assigned to cover the United Nations Conference scheduled to start arriving in San Francisco the beginning of this week, stations last week were hurriedly completing plans and deciding upon personnel.

Arrangements have been completed to put radio booths in the boxes in the Opera House, next door to the Veterans' Building, giving the networks practically front row for the curtain raiser which is to be at 2 p.m. (PWT) with President Truman probably speaking either from the White House or San Francisco, declaring the Conference officially open. It has been announced that the Conference will go on as planned but the White House had not declared definitely Friday whether President Truman would deliver the opening address.

The four major U. S. networks, and the Canadian, British and Australian Broadcasting companies have almost completed their plans for technical coverage of the conference. Each will have individual newsmen, news print, and telephone switchboard. The U. S. companies will each have two studios within their offices and the others will share one large studio between them. Ten other studios provided in the blueprint plans of the setup in the Veterans' Auditorium in San Francisco have not yet been allotted but may be used by smaller networks of independent stations.

Pre-Conference Coverage

Among network pre-conference coverage, NBC started the first program Saturday of its series, Our Foreign Policy, with Sens. Tom Connally (D-Tex.) and Warren R. Austin (R-VI) discussing "Chapultepec and San Francisco". Sterling Fisher, director of the NBC University of the Air, announced that the series will continue after the security conference ends with the State Dept., Congress and a public group conducting broadcasts on an alternating basis. The network also added Sam Hayes and John Wald, West Coast commentators, to the large group already assigned to the meeting which begins April 25.

The Blue network is running a World Peace Forum series of four weekly programs, presided over by Summer Welles, former Under Secretary of State. Sen. Joseph Ball (R-Minn.), Dr. Quincy Wright, professor of international law at the U. of Chicago and Dr. Percy Corbet, professor of government and jurisprudence at Yale U., were to be heard on this Monday's session. Johnny Johnstone, Blue-ABC news chief, and George Milne, director of engineering operations, left New York Friday for San Francisco to set up coverage plans.


Upton Close, expert on Asia and the Pacific area, and Bessie Beatly, women's commentator, will join Mutual's commentary staff at the Conference. The latter will transcribe a two-week series of 15-minute talks to be presented as part of her regular Monday through Friday broadcasts.

Roberto Unanue, assistant director of Latin American relations of CBS, and Rodolfo Facog, Spanish-language commentator, will cover the Conference for CBS Latin American network, Cadena de las Americas. Their broadcasts, to be heard nightly 8-9:30, will be transmitted from San Francisco to New York, picked up and re-broadcast south.

A traffic office has been set up by Press Wireless in San Francisco in addition to space in the conference headquarters. Arrangements have been made for speeding stories by foreign correspondents.

Other plans by stations are:

WKEZ Muskegon, Mich.—Kenneth Tilden of the copy and continuity staff and the vice-commander of the United Nations Legion will serve as a delegate to the advisory committee at the conference.

WNOK Clarkdale, Minn.—Col. Birney Jaques Jr., owner and operator of the station, will cover as a representative of the Mid-South Network and for his newspaper, the Columbus Commercial Dispatch.

KGER Long Beach, Calif.—Plans direct line hook-up and dispatches to be handled by C. Merwin Dobyns, owner and general manager.

KSTP St. Paul, Minn.—Plans direct daily radio broadcasts by Dr. Herbert Quigley, professor of political science at the U. of Minnesota, associate editor of Far Eastern Quarterly and former associate editor of the Far East for Current History Magazine. Dr. Quigley studied in Japan on a Guggenheim fellowship and was a delegate at the Shanghai conference of the American Council of the Institute of Pacific Relations.

WMC Bakersfield Calif.—No direct broadcasts or transmissions planned but Art Mason, news director, will forward news from the Conference for use on regular sponsored news.

KOL Seattle, Wash.—To supplement regular network coverage a direct pick-up from San Francisco will be made Monday, Wednesday and Friday to all Mutual stations in Washington. Jerry Morris, program director, will interview representatives at the Conference and supply local color from Washington for the station.

Broadcasters are being sponsored by the Joint Council of Teamsters No. 28 for a public service offering to the state.

April 16, 1945 • Page 69
In the best sales...

Tentative Calendar...

Decisions...

WPNF FILING PLEA TO DROP CHARGES

December announcement 7 by U. S. District Judge William H. Kirkpatrick that he would favorably entertain a motion to dismiss injunction proceedings against WPNF Philadelphia by eight religious groups, the station last week turned to formally file such a motion.

The groups, which had earlier tried action through the FCC [Broadcasting, April 9] filed a bill in equity claiming WPNF's license renewal application violates their contract rights and that the station is a common carrier and cannot refuse to sell time or give away free time as long as there is a buyer. The temporary relief requested was refused by Judge Fitzpatrick. Denial of other requests by the church organizations for a restraining order and permanence of reinstating the station, the court said it could not exercise over the station against Arde Bulova last December and the religious commercial stations were canceled as of April 2.

It is understood the plaintiffs will amend their complaint, dropping charges that their contracts were violated and standing on the common carrier issue. They will probably carry the case to the Court of Appeals.

The eight plaintiffs, some of whom use radio nationally, are the Young Peoples Church of the Air Inc., Highway Mission Tabernacle, E. Schuyler English (The Pilgrim Hour), Rev. Theodore Eisel, Life Fellowship, and W. R. E. E. News and Rev. Earl McIntire (Bible Presbyterian Church), Collingswood, N. J.
Secret Radio Devices Shown For First Time by the Army

By MARY ZURHORST

TENT FLAPs that have covered restricted radar, radio detonators, radio field artillery spotters and other secret Signal Corps apparatus were literally flung back last week when the Army Service Forces staged a display of equipment never before seen by either the Army or the manufacturer.

Originally designed to acquaint the general staff and theatre commanders with recent developments of the Signal Corps, Ordnance, Transportation Corps and all ASF branches, the gates of Ft. Meyer were opened to the press by last minute orders of Gen. Brehon Somervell, ASF Commander.

How They Operate

Such hitherto secret sets as the radar - controlled anti-aircraft searchlight were revealed explained. The AN/TPL-1 as the Army terms it, synchronizes the beam of a field searchlight with direction-finding equipment. Seated at a tent-covered control board, approximately eight feet long, three Signal Corps men have in front of them four circular scopes - like lenses - showing the location and range of approaching aircraft. Of the two larger scopes, one indicates the location of the craft by means of a variable line across the radius of the scope. The other gives the range as it is indicated by "pips" or interference across a line dissecting the scope.

Two "pips" converging on the smaller scopes give the antenna range finding information. As the antenna is raised, controlled by handwheels on the control board governing both the azimuth and elevation of the antenna, the scope lights up, and the aircraft is automatically interceded by the beam. The antenna is a highly mobile concave unit, mounted atop the control board.

Also displayed was a light-weight early warning radar set. The control are in a small, portable case with two scopes operating much the same way as those of the radar searchlight set. The direction-finding antenna is also concave and of wire construction. The two scopes give position of a plane in relation to the set. The set can locate a medium bomber within a 100-mile range.

A radio set maintenance box was shown which, in impact form all tools needed for servicing and replacing radio parts. The individual parts of sets are wrapped in thermostatic, a moisture proof covering used especially in the tropics.

A display that astonished the press was the radio detonator system which sets off land mines by means of selected radio frequencies. A soldier lays a mine, assigns to it a special frequency. By means of a telephone dial attached to the radio set, the operator can dial the three letter number of the mine and set it off, with 21,000 code denotations and pulses that may be used. The set operates over a range of 8 miles on land, 20 on water.

Philips Terminates Licenses for RCA

All licenses for the manufacture of radio communications equipment issued by RCA under United States patents of N. V. Philips Gloeilampenfabrieken (Philips Incandescent Lamp Works Co.) of Eindhoven, Holland, will be terminated on July 21, the Hartford National Bank & Trust Co., trustee, announced last week.

Stating that "practically all major radio communications equipment today incorporates patents covered by Philips patents," the announcement pointed out that for the last 20 years American industry has used these patents through license agreements with RCA.

"Licenses under these patents were also included in the license granted by RCA to the Government for war purposes," the announcement said, adding that the trustee is taking steps to "make the patent rights available to the Government and industry under appropriate terms after the present licenses expire." RCA, GE and Westinghouse will continue to hold nonexclusive licenses.

As World War II ended, the trustee told Broadcasting that the method has not been fully determined as yet and is now under discussion between the trustee and the Government. He explained that the change in licensing arrangements is in line with the change in the set-up of the three American companies, which acted in combination 20 years ago but who no longer do so.

In 1925, he said, RCA represented all three companies abroad, which is no longer true since the reorganization of the company under a Federal consent decree some ten years ago. Stressing the fact that the decreed in no way protected the continuation of the licensing agreements, he said that the change in relationships of the three American companies, which acted in combination two years ago to terminate the present agreement, which otherwise would have been extended automatically.

Philips Incandescent Lamp Works Co. was organized in 1931 and before the war was one of the world's leading manufacturers of radio, lighting, X-ray and other electrical and electronic products, employing more than 45,000 persons.

By the announcement.

GROVES Campaign

GROVES Chili Tonic, St. Louis, will start a radio campaign on June 18 to run for 13 weeks. Stations and markets to be used have not been revealed.
CASTING. Help Wanted

Operator

Operator—announcer. First class radio telephone license. Must be capable of news and commercial announcing. For recent graduates, New York residence necessary. New York required. $25,000. Good postwar future. Box 902, BROADCASTING.

First class engineer wanted for 250-watt station. Must be able to handle any department of a 250-watt affiliate job for right man. State full particulars in first letter. Box 800, BROADCASTING.

First class engineer wanted for program manager. Must be able to handle the entire 5-kw affiliate in northeast Texas. Send qualifications and how soon available to Radio Station KHMO, Hannibal, Missouri. Box 495, BROADCASTING.

Chief engineer wanted on KOWP, Keesey, Neb. Recent experience, etc. Will consider any engineers capable of securing interest in business if desired. Write complete particulars. Immediate appointment. Box 399, BROADCASTING.

Continuity writer. Not for a radio station, but for a newspaper. Must have good copy sense and want a permanent agency job. Must contribute original ideas to the newspaper, outlining your experience and qualifications. First letter, including age and salary desired. Send samples of copy. Jeanop Advertising Company, 21st floor, First Central Tower, Cleveland, Ohio. Ideal job available for topnotch announcer. Top pay. Ideal working conditions. Address: Wire or box, 528, BROADCASTING.

Radiooped announcer, who can rewrite and rewrite, please apply. Box 547, BROADCASTING.

Wanted—Operator-An experienced radio operator with first class ticket wanted by Florida radio station for permanent position for a well qualified man. Work hours 9-5, Monday through Saturday, 9-5, 36 holiday days, good town to live in. Will give excellent starting salary. Address all radio experience requirements. Box 495, BROADCASTING.

Announcer, and good ad man and M.C. ad show. Not a duration job but one that offers quick advance- ment to exercise your talent to the full. Top starting salary, 5 kw network atmosphere. Preference given to applicants in good standing with stability and reliability. Reply in confi- dence, giving full information about yourself, including salary desired and small photo. Box 514, BROADCASTING.

Wanted.—A 1,000-watt NBC affiliate in Wisconsin is in need of an experienced newscaster. Will consider anyone qualified but not necessary. Preference given to returned veteran. Send resume outlining your experience, including salary expected. Box 252, BROADCASTING.

Wanted—a 250-watt NBC affiliate in another territory looking for an experienced newscaster. Must have good verbal ability. Please apply. Box 304, BROADCASTING.

Control operator. Experienced or inexperienced. Write for full details. Permanent position. Box 527, BROADCASTING.

Recent college graduate. Excellent opportuni- ty business side radio. Box 529, BROADCASTING.

5600-watt midwest Blue Network station in metropolitan city. This is the time you've been waiting for! We have an opening for a new man in this exciting field. Please apply with complete details in first letter to Box 531, BROADCASTING.

Operator—Good all-round staff man. Experience in sports and news preferred. Permanent position in one of Florida's oldest regional broadcasting stations. Age of twenty-five. Excellent starting salary and income requirements in first letter. Box 495, BROADCASTING.

Wanted—Good man, holder of first class phone license as chief engineer for 250-watt microwave station. Excellent opportunity for a new war. No theory experience. Please present resume and references. Address who wants to get ahead. Write Box 533, BROADCASTING.

WGCW Gulfport, Mississippi, Blue Net- work Station, permanent position open for announcer.

Help Wanted (Cont'd)

Chief engineer wanted on KOPW, Kearney, Neb. Recent experience as chief engineer. Must be familiar with ad- dition of 250-watt AM station. Write complete details of experience, etc. Box 531, BROADCASTING.

TRANSMITTER ENGINEER FOR 5 KW STATION. Must hold a radio tele- phone license. Must be familiar with 5 kw C.W. station. Must outline experience, etc. Box 533, BROADCASTING.

ANNOUNCER—40 hours for 40 days. Day time shift. Must be good announcer and have a resume showing a good old time style of work. Write. Box 190, BROADCASTING.

WANTED—First class announcer for the radio station in Jacksonville, Fla. Must have some experience and a desire to work. Box 518, BROADCASTING.

Radio Wanted (Cont'd)

Radio Station KHMO is enlisting an announcing staff and is in need of an additional announcer. Must be interested in working on own account. Good prospects. Address both daytime and evening work. Box 800, BROADCASTING.

WANTED—Continuity writer. Not for a radio station, but for a newspaper. Must have good copy sense and want a permanent agency job. Must contribute original ideas to the newspaper, outlining your experience and qualifications. First letter, including age and salary desired. Send samples of copy. Jeanop Advertising Company, 21st floor, First Central Tower, Cleveland, Ohio.

WANTED—Radio operator, who has done an excellent job is leaving to fill a better position. We offer good pay, pleasant hours and are interested in a family man. Apply, giving full details in first letter, KBBJ, Knoxville, Tenn.

Chief engineer for 1000-watt station. Our station has done a lot of work, has been and will continue to be an invaluable part of the community, and we need people of the same kind that have worked with us in the past. Write complete details in first letter, WBIB, Knoxville, Tenn.

Announcer, and good ad man and M.C. Ad show. Not a duration job but one that offers quick advance- ment to exercise your talent to the full. Top starting salary, 5 kw network atmosphere. Preference given to applicants in good standing with stability and reliability. Reply in confi- dence, giving full information about yourself, including salary desired and small photo. Box 514, BROADCASTING.

Opportunity knocks for the competent newscaster. Salary for handling newscast and the knack of ad-lib. Position, permanent; location, in station with fine local and national network affiliation, offers to such a man the opportunity to advance. Send complete details, draft status, expected salary, and photograph with first letter to box number.

WANTED—Disc jockey or experienced newscaster. Must have top billing and show a real interest in the business. We are not looking for someone who can just throw in the one or two news stories and go off on another tangent. The ideal candidate will have a good base knowledge of the business and will not only be a competent newscaster but a good disc jockey as well. Write for complete details and let us see what you have. Box 534, BROADCASTING.

WANTED—To buy

Wanted—Announcer experience. Excellent opportunities are available in our new studio. Write for complete details. Box 253, BROADCASTING.

WANTED—President of the radio station. Have some experience in the business of radio or a desire to enter the field. Address your resume to Box 540, BROADCASTING.

STATION OFFICIALS ATTEND LAUNCHINGS

Representatives of 35 radio stations on the Gulf and Atlantic Naviga-

tional District were guests of Rear Adm. Jules James, USN, commandant of the district and the Charleston Navy Yard, May 16, in the launching of two Charleston-built landing ships. Wel- 

coming the radio officials, Adm. James said, "The Nation's radio stations have made an invaluable contribution to the war effort." Station men present were:

Florida—Frank King, John Hopkins, III, WJAX; Frank King, WBGM, and Thomas Chapeau, WJHL all Jacksonville. Georgia—Melvin Gorman, WGAU Athens; James Davenport, WATL Atlanta; Harvey Harrell, WJSL, and WO John Outler, WBT Atlanta; John Fuqua, WQAC Augusta; William Bingman, WRDW Augusta; Kenneth White, WSMC Brunswick; Weldon Herrin, WREB, Columbus; Allen Woodall, WDIA Columbus; Charles Pittman, WBMJ Macon; George Bankin, WMAZ Macon; Herben Keen, WJKT, WTVU Savannah.

North Carolina—James Hagan, WNNC Asheville; Wilton Lane, WBBB Burb- 

gorton; Charles Crutchfield, WBT Charlotte; George Johnson, WOCY Durham; Frank Jarman, WDNW, Durham; James Lee, WEDB Edgefield; Robert Bennett, WHEX Hickory; Alfred Fletcher, WMES Kannapolis; Charles Bibb, WTPF Raleigh; Richard Dennis, WMFD Rocky Mount; William Bi- 

ston-Byrne, WBT Winston-Salem.

South Carolina—Robert Bradham, WMYT and John Rivera, WQCB Charleston; William Larue, WQCB; and Richard Baxo, WJS, Columbia; Emis Felix, WBSC; and Beverly White, WPBC Greenville; John Kirkpatrick.

School Broadcast Conference will be held in Chicago in October. George Jennings, director, announced that the meeting of the board April 7 conference will be limited to 50 persons.

PRODUCTION-CONTINUITY MANAGER

A real opportunity for an experienced, capable and conscientious. Metropolitan market. 5 kw basic network station, North Central region. Permanent position with post war security and advancement. Must be top flight an- nouncer and copy writer, able to supervise work of others. Some air work and writing required. In reply give age, experience in detail. Draft and family status, starting salary expected. Attach snapshot and getion one phone num- ber. All replies confidential.

For Sale

250 watt RCA transmitter, $2,750. Commission approved. Wire or phone Court- 4,7422, Box 1928, Birmingham, Alabama. For sale—Six brand new tubes in original tubes boxes. Special price of $100.00 each. Box 541, BROADCASTING.

The School of Radio Technique

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Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Engineers.

For Full Details, Request Booklet

Box 511, BROADCASTING

NEW YORK 20, N.Y.: RADIO CITY, R.R.O. Bldg.
CHICAGO 4, ILL.: 725 S. Webshe Avenue

For Sale

NEW YORK 20, N.Y.: RADIO CITY, R.R.O. Bldg.
CHICAGO 4, ILL.: 725 S. Webshe Avenue

BROADCASTING • Broadcast Advertising
APPLICATION for Transfer of KFPY Transfer
APPLICATION for transfer of control of KFPY Spokane, Wash., to E. B. Craney, Missoula and Oregon broadcaster; Queen City Broadcasting Co., licensee of KIRO Seattle, and John L. Wheeler, Los Angeles attorney and son of the Montana Senator, was formally filed with the FCC. Transaction involves sale for $348,496.67 of 99.8% interest in the CBS outlet [CLOSED CIRCUIT, April 9, Mar. 19, Feb. 19].

Frances R. Symons would sell her 166-1/6 shares to Mr. Craney while the trustees, including Mrs. Symons, of the estate of the late Thomas W. Symons, transfer a like interest to Mr. Wheeler, and Arthur L. Bright, former vice-president and general manager of KFPY, sells his 166-2/3 shares to Queen City Broadcasting.

Mrs. Symons wishes to retire from active management of the station and the trustees desire to re-invest in other types of holdings, according to application.

WEVD Wins Tax Suit
BECAUSE WEVD New York City is operated by the Debs Memorial Fund Inc., a non-profit organization, it is entitled to exemption from federal excess profit taxes, according to a decision handed down by the United States Circuit Court of Appeals last week. Judge Harrie B. Chase dissented from the opinion of Judges Thomas W. Swan and Jerome N. Frank which reversed a previous ruling by the United States Tax Court. The tax authorities had held that because a substantial part of the WEVD time was devoted to commercial broadcasts for which fees were charged it was not entitled to exemption. The Appellate Court found that partial commercialization

Application Given FCC For Transfer of WBVN
FORMAL application was filed with the FCC last week for transfer of control of WBVN Brooklyn to the Evening News Pub. Co., publisher of the Newark Evening News, through sale of 71.25 shares (71.25%) common and 429 shares (50.5%) preferred outstanding stock for a consideration of $204,546.76 by the estate of the late Aaron Kronenberg, Rae Kronenberg, Salvatore D'Angelo, Peter Testan and Millie Testan [BROADCASTING, Feb. 12].

All parties would sell their entire stock holdings, divided as follows: Estate of the late Rachel, administered by his wife, Rae Kronenberg, 1 sh common (1%); Rae Kronenberg, 24 sh common, 236 sh preferred (50%); Salvatore D'Angelo, 25 sh common, 188 sh preferred (19%); Peter Testan, 14 sh common, 35 sh preferred (4%); Millie Testan, 7 sh common. Bulk of remaining interest is held by Samuel J. and Ruth Gellard, 25 sh common, 178 sh preferred (22%).

WBVN operates on 1430 kc with 1,000 w to local sunset and 500 w night and is licensed to WBVN-Brooklyn Inc.

Gulfspray Spots
GULF OIL CORP., Pittsburgh, May 21 starts its seasonal spot campaign for Gulfspray Insecticide on a list of 59 stations, using a quarter-hour record music program built by Mildred Fenton Productions, New York, and featuring Jack Smith, tenor, and orchestra. Program will run twice weekly for 16 weeks. Agency is Young & Rubicam, New York.

should not deprive the station of the tax benefit since the commercial broadcasting raised funds to support its educational and cultural programs.

SERVICE DIRECTORY
"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Kansas City, Mo.
Washington, D. C.
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MORE 85 KWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
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611 Baronne St., New Orleans 13, La.
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High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
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Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Charles Michelson
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New York, N. Y.

BUY WAR BONDS

FREQUENCY MEASURING SERVICE
RCA
Exact Measurements - of any type
R. C. A. Communications, Inc.
64 Road Street
New York 4, N. Y.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg.
Washington, D. C.

J. M. MCNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg.
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Mrs. Symons wishes his 166-2/3 shares to Queen City Broadcasting.

RING & CLARK
Consulting Radio Engineers
Washington, D. C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. de MARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.

W.C. ROYER
CONSULTING ENGINEER
Mrs. Symons wishes his 166-2/3 shares to Queen City Broadcasting.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. - National 6513
Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Mrs. Symons wishes his 166-2/3 shares to Queen City Broadcasting.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
4222 12th St., N.W.
Washington 4, D. C.

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG.
WASHINGTON, D. C.

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

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NAB BOARD SILENT

KEEPING its own counsel, the NAB presidential nominating committee met in New York last Wednesday and Thursday to canvass prospects for the NAB presidency, which office becomes vacant July 1 when J. Harold Ryan returns to the Port Industry Co. The committee will meet again at the call of Chairman Henry F. Goodrich, Staffto, WJS Columbia, S. C., prior to the next meeting of the NAB board in Omaha in mid-May. No inkling was given as to the names considered, calling not more than three or four committee members at the session, in addition to Chairman Shafto and Mr. Ryan, were James D. Shouse, WLS Cincinnati; Don S. Elias, WWNC Asheville; Paul W. Moore, WTC Hartford, and John J. Gillin Jr., WOW Omaha.

FLOOD CUTS POWER

ITS ANTENNAS temporarily out of commission because of rising flood waters, KWHK, Shreveport 50,000-watt, with virtually blanket authority from the FCC, last week was authorized to operate with 20,000 w day and 1,000 w night until such time as its full 50 kw output can be restored. At the FCC it was stated that the Commission would go "all the way" in the effort of the station to save life and property under emergency conditions.

RADIO AIDS SALVAGE

A THREE-WEEK spot campaign by 49 stations in northern New Jersey and upstate New York increased tin can salvage, the Salvage Division, New York Regional War Production Board, has advised Harry C. Levin, OWI regional radio director. WPB praised broadcasters for "materially increasing tin can receipts during March over what they had been in recent months."

MCKEE TO Y&R

RICHARD L. MCKEE, assistant vice-president and member of the board, Albers Milling Co., has been appointed merchandising supervisor for Pacific Coast clients of Young & Rubicam. Other appointments under Howard E. Williams, new manager of San Francisco office: Donald F. Sterliff, art director; Richard H. Neely, copy director; Lois Corey, media buyer, all transferred from New York.

REDS ON WCKY

WCKY Cincinnati, for the first time in its history, will broadcast baseball this season, carrying all Saturday games of the Cincinnati Reds at home and away, taking feed from WCPO which has an exclusive on Reds games. Dick Bray, WCKY sportscaster, formerly of WKRC and WSAI, will air his "Fans in the Stande" on both WCPO and WCKY, the L. B. Wilson station having loaned Dick to WCPO for the series.

UNITED PRESS TRIBUTE

AS A TRIBUTE to President Roosevelt's memory United Press Radio late Friday transmitted to all radio clients as a special service with at least 20-30 seconds of dramatic script, portraying Mr. Roosevelt's 12 years in office.

SENATE PATENT PROBE

REVIVING Senatorial interest in foreign held radio assets, a resolution was introduced Thursday to authorize the Senate Interstate Commerce Committee to make a full investigation of the relationship of foreign interests to radio and other communication in the United States with particular reference to patents owned or controlled by foreign interests and to agreements made by such parties.

The resolution, introduced jointly by Sen. Wheeler (D-Mont.), chairman of the committee, and Sen. Capehart (R-Ind.), first term senator who has had experience in radio manufacturing as head of the radio receiver and phonograph company bearing his name, is coincident with the termination of Philips Incandescent Lamp Work Co., licenses issued by RCA under U. S. patents.

People

ROY MADISON of the copy department, Ralph H. Jones Co., Cincinnati, has been named publicity director by Charles M. Robertson Jr., president. Madison left the publicity department of WLW Cincinnati in 1942 to join the Marine Corps, was discharged six months ago and became affiliated with the Jones agency.

SANGSTON HETTLER, former account executive of CBS Radio Sales, Chicago, on April 13 joined H. W. Kastor & Sons Adv. Co., Chicago, as media director.

DR. ERNEST DICHTER, formerly of CBS research department, where he analyzed day-time serials and television broadcasts from audience viewpoint, has been transferred to program department as consulting psychologist on programs.

SEN. W. RUPERT DAVIS, owner of CKWBS Kingston, Ont., and the Kingston Whip-Standard, last week was re-elected chairman of the British Empire Press Union. Other broadcasters named to Press Union Canadian section executive committee include: Victor Sifton, CKRC Winnipeg; H. P. Robinson and T. F. Drumme, CHSJ St. John; Eugene Lamarthe, CKAC Montreal; W. H. Dennis, CHNS Halifax.

COL. THOMAS H. A. LEWIS, head of the Armed Forces Radio Service, will speak on "Victory Through Air Power" Thursday at the Radio Executives Club of New York, describing the Activities of AFPS in supplying 14 hours of special programs and 36 hours of de-commercialized network shows each week to 380 American and Navy transmitters throughout the world.

NILES TRAMMELL, NBC president, eulogized President Roosevelt in a special network broadcast, 9-9:30 p.m. Friday.

H. PHILIP MINIS, until recently with the OWI as head of entertainment programs for ABSIE, has been appointed to the newly-created post of script editor of Mutual.

Closed Circuit

IT WOULDN'T BE TOO SURPRISING if the FCC eliminated the present provision in application renewals requiring stations to specify fixed percentages of time to be devoted to commercial and sustaining features, and to various types of other programming. The new formula may replace itself into a revised statement as to program policy.

WHAT'S GOING TO HAPPEN to WOR Albany is the question whenever two broadcasters collide. There is going to be litigation which may keep the station in suspense for many months. Net result may well be that FCC won't budge on its revocation order but that it will not be disposed to deprive Albany of the facility or a CBS outlet. Present owners may be washed out of picture but not through sale at existing prices. Wouldn't a trusteeship be a neat legal way out?

CANADIAN broadcasters have noted a trend towards shorter newscasts, and have applied to the Board of Governors of the Canadian Broadcasting Corp. to permit them to air five-minute sponsored newscasts. Shortest newcasts with sponsored spot announcements before and after the newscast permitted in Canada are of 10 minutes duration. As a result of presentations made by Canadian Assn. of Broadcasters at the CBC board meeting April 7-8, at Ottawa, it is expected that five-minute sponsored newscasts will become a reality in Canada, very soon.

JOHN J. SIRICA, former general counsel of the House Select Committee to Investigate the FCC and now a communications attorney, has been retained by the Missionary Society of St. Paul the Apostle (Paulist Fathers) to file application with the FCC for a 10-kw standard broadcast station on 1150 kc, New York, facilities now used by WNEW. Paulist Fathers originally were licensees of WLW New York, which used the comparable facility 2/7 time, sharing with the now defunct WPG Atlantic City. Both stations were bought by Ardie Bolova for upwards of a half-million dollars and combined into what now is WNEW.

SEARLE IS VICE-PRESIDENT

ELECTION OF DON SEARLE, general manager of Blue-ABC western division with headquarters in Los Angeles, as a network vice-president was announced last Friday. A 20-year veteran in radio, Mr. Searle joined the Blue two years ago as manager of KGO San Francisco. He became general manager of the western division last August. Former head of the Central States Broadcasting Co. in Omaha and Lincoln, Mr. Searle now owns part interest in KANS Wichita and KMMJ Grand Island, Neb.

H E C A R R I E S O N

THE VOICE of the late President Roosevelt will be heard on behalf of the Seventh War Loan during local rallies. Some 150 pressings of the Treasury War Finance Division closed circuit broadcast to field representatives over Mutual April 7. The 7-minute message from the President, are being distributed by WFD.
Advertising Must Pace Progress

The Penalty of Leadership

Every field of human endeavor has its first men who personify the highest ideal of professional work. Whether the leadership be vested in a man or a machine—whether the ideal be that of a publisher, manufacturer or any other group where the personal influence of the man is responsible—there is no question that the great men of the day have been most evident in the advertising field. The public have come to realize that the man who produces the most beautiful and effective advertising is the greatest producer in his profession. Everyone knows that the track record of the successful advertising man is unexcelled by that of any other in his field.

Advertising has advanced in stature from that of the zero-order salesmanship of the early days to an art form of the highest order. In the process, the advertising man has become a figure of the highest esteem, the greatest status of any of the advertising agencies.

The professional advertising man will always be welcomed into the innermost circle of the respective industries and his contributions will be honored because he has raised advertising to a high level of artistry and art, and the public have come to recognize it as such.

Advertising has increased in stature from that of a necessary evil to an art form of the highest order. In the process, the advertising man has become a figure of the highest esteem, the greatest status of any of the advertising agencies.

There is no question that the advertising man today is in a position of leadership, and the public have come to recognize his contributions as such.

In the Distribution Decade after V-Day, your clients will look to you for accomplishments surpassing everything advertising has ever done.

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW
Divison of the Crosley Corporation

The Nation's Most Merchandise-able Station

...And Advertising Must Make Other Industries Great In The Distribution Decade!

Along the highroad of America's industrial progress, many of the significant milestones have been advertisements and advertising ideas that greatly accelerated the growth of individual companies, and of entire industries.

Post-war, the need for increasing consumption will be greater than ever before. Advertising must again pace progress by raising the world's highest standard of living to an even higher pinnacle—for expanded productive capacity and abundant man power will require an increase in consumption of at least 40% of pre-war levels.

In this famous advertisement is still generally acknowledged. More significantly, "The Penalty of Leadership", by Theodore F. McManus, by its mature force and dignity helped establish the fact that automobile manufacturing had progressed from the work shops of a few mechanical wizards to the eminence of a great industry.

After 29 years, the leadership which Cadillac assumed in the Distribution Decade!
WKY Covers 27% MORE Than Oklahoma's Second Station!

More food is bought and sold each year in the area served by WKY with primary coverage than in the primary service area of any other Oklahoma station. Oklahoma spent $188,102,000 in food stores in 1943 (Sales Management estimate) of which $107,922,000, or 57.4%, was spent in the area covered by WKY.

With 53.5% of the state's population, the WKY market does 59.4% of the state's retail buying, buys 60.8% of the drugs, 58.3% of the general merchandise and possesses 58% of Oklahoma's effective buying income.

The statewide study of Oklahoma listening conducted by Dr. F. L. Whan of the University of Wichita established the primary listening areas of all Oklahoma stations, including WKY. This investigation proved, furthermore, that WKY was not only heard regularly by the largest audience in the state, but was also the station to which this audience listened to most by far.

Food advertisers, or advertisers with any type of product, therefore, can and do reach more actual listeners in Oklahoma and more actual buyers through WKY than through any other station. No other station, or combination of stations, can deliver sales messages into so many homes in Oklahoma so economically.