1944 SHOWMANAGEMENT AWARD
FOR
OUTSTANDING PROGRAM
ORIGINATION
Knowing the Nashville market area means more than adding up buying power... it also means keeping in touch with the dealers who sell the products they hear on the air.

Today, as always, WLAC maintains regular monthly direct mail contacts with many leading retailers... among them are 350 druggists and 450 grocers.

The WLAC promotion department stays on the job, war or no war, building extra sales for WLAC-advertised products!

50,000 WATTS
"Gateway to the Rich Tennessee Valley"

Chas. F. Taylor, Jr.
Druggist
Bowling Green, Kentucky
March 15, 1945.

Mr. F. C. Sowell, General Manager, WLAC, Nashville, Tennessee.

Dear Sir:

I assure you it will be a pleasure to post the poster in my front window or to do any favor you may ask of me.

Very truly yours;

Chas. F. Taylor, Jr.
Today, earth-shaking crises, following each other in rapid succession, are reported promptly, accurately, and in full detail, on WBZ. Boston's most powerful station presents no fewer than eighteen news-broadcasts and commentaries daily, by New England's ranking analysts and ace NBC reporters.

Notable for news throughout New England, WBZ is also depended upon, by the same discriminating audiences, for the finest in radio entertainment. Expertly produced local programs vie with outstanding presentations by NBC, "The network most people listen to most."

Boston has contributed many "firsts" to American history. Currently, 50,000-watt WBZ stands first in Boston as the Hub's powerful and influential station. It rates first in consideration by the time-buyer desiring top coverage in New England.

Among locally popular news-personalities heard exclusively on WBZ are:

- Nelson Bragg, at 7:30 A.M.
- World News Round-Up, at 8:00 A.M.
- Carl Caruso, at 8:30 A.M.
- Marvin Behrens, at 12:05 P.M.
- Morgan Beatty, at 1:45 P.M.

"Background to the News," with Geoffrey Harwood, at 6:05 P.M.

"Frontline Headlines," with John Barry, at 7:45 P.M. (Mon., Wed., and Fri.)

"The World Situation," with Elmer Newton Eddy, at 11:05 P.M.
Upcoming


April 30: International communications merger hearings before Senate Interstate Commerce subcommittee.

May 1: WAYS Charlotte, N. C., oral argument on labor dispute with IBEW before NLRB, Washington.

May 8-10: NAB Sales Managers Executive Committee, Gunter Hotel, San Antonio.

May 16-17: NAB Board of Directors, WOW board room, Omaha.

May 9: Deadline for briefs and appearances. proposed FCC regulations on financial reports, contracts, ownership, and station personnel. (Oral argument May 21.)

Bullets

PETITION for extension of time beyond April 27 to permit filing a rehearing request and reorganization of licensee corporation was filed late last week with FCC by George O. Sutton, WOKO Albany counsel. Station had been ordered deleted effective April 27 by FCC on hidden ownership aspects involving Sam Pickard, former CBS vice-president and Commissioner, now on overseas duty with the American Red Cross [Broadcasting, April 2].

EIGHT CHICAGO stations propose that BMB report only station circulation figures based on number of listeners to each station at least once a week, and not issue maps of primary, secondary and tertiary coverage for Chicago market. BMB board will take it up at its next meeting, probably early in May. Proposal is similar to that made by Craig Lawrence, manager of WHOM New York, for handling the New York metropolitan area figures.

ARTHUR J. CASEY, executive assistant to Lt. Col. Frank Falknor, KMOV St. Louis general manager, has joined WOL, Cowles station in Washington, as executive assistant to Merle S. Jones, station general manager and Cowles vice-president. Mr. Casey, formerly was Mr. Jones' assistant at KMOV. At WOL he will direct administrative sustaining operation and public relations. Other WOL additions will be made soon.

NEXT TUESDAY'S Words at War, NBC, 11:30 p.m.-midnight, will dramatize the life of Ernie Fyle, with Kari Swenson in the title role.

Business Briefly

BRISTOL-MYERS PLANS • Bristol-Myers Co. will sponsor Correction Please with Jay C. Flippen on NBC Fri., 8:30-9 p.m. as summer replacement for Duffy's Tavern, off June 8-Oct. 5. Lt. Ed Gardner of RKO has been reassigned to overseas. Sponsor continues Time to Smile, NBC Wed. 9:30-10 p.m. through summer minus Eddie Cantor, who will tour veterans' hospitals. Agency, Young & Rubicam, New York.

NEWS JOINS THE PARADE • Coca-Cola Victory Parade of Spotlight Band, Blue-ABC, will open with four minutes of news of the San Francisco United Nations Security Conference every night, beginning April 25, with Ray Henle, David Wills and Vincent Sheehan broadcasting from conference headquarters.

WHK SELLS OWL HOURS • Burt's Inc. will begin sponsorship in early June of the entire 12 midnight-5 a.m. period on WHK Cleveland, six days a week. Company now sponsors 9½ hours of station time weekly, and with additional time will be sponsoring 39½ hours weekly—a record in Cleveland.

THWARTS HOOKEY PLAYERS • Enco Aircraft Corp., College Point, New York, has purchased half-hour on WINS New York on V-E Day for special program designed to reduce absenteeism in the plant the following day. Agency, Cowen & Denger, New York.

OPERA SPONSORED • Lombardo Wine Co., Chicago, April 29 begins sponsorship of weekly hour recorded opera series on WCF1 Sundays 6-6 p.m. CWT. Contract for 65 weeks. Agency, Charles Edson Rose Co., Chicago.

NEW D-F-S OFFICE • Dance-Fitzgerald-Sample, advertising agency, will open new office in Toronto, Canada, May 1 with Gilbert Munns, formerly of J. Walter Thompson, and Locke, Johnson, Toronto, in charge.

MAXON EXPANDS FORD • Maxon Inc., Detroit, has been appointed to handle radio, newspaper and outdoor advertising for Ford dealers in F sales region, comprising nine southern and southwestern states. New Maxon office has been opened in New Orleans under direction of Walker Saussy. Another is planned in Dallas.

SUMMER LETDOWN

AT LEAST 34 network commercial pro-
grams are slated to go off during summer. Total may reach 40 or more by the time all decisions are in on suspension or repla-
cement. Of these about 10 are taking a hiatus, another 10 already set with substi-
tutes, 10 or more advertisers still looking for replacements, and probably a few others still undecided on plans. Season is noted for scarcity of suitable low-
budget summer talent, earlier and sev-
eral extra-long summer schedules, three or four running 15-17 weeks, compared to the traditional 8-13 week period.
Not hundreds but THOUSANDS . . .

Not only hundreds, but now thousands of West Virginians are able to enjoy the concerts of the Charleston Symphony Orchestra, Antonio Modarelli conducting. In line with our policy of all-out public service, we have cleared valuable Sunday afternoon time in order to share with thousands, not just hundreds, the music of the Charleston Symphony Orchestra. Pictured above is a shot taken at one of the first broadcasts in the Charleston Municipal Auditorium. You can’t see the hundreds of music lovers in this picture, but you can visualize them AND the thousands listening at home . . . listening to WCHS, the station that performs REAL public service.

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

WCHS
CHARLESTON, W. VA.
5000 on 580 • CBS

OTHER WEST VIRGINIA NETWORK STATIONS: WSAZ—HUNTINGTON WPAR—PARKERSBURG WBLK—CLARKSBURG

April 23, 1945 • Page 5
To get the latest news first—in New Orleans . . .

Or in Jackson County, Florida

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

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

Represented Nationally by The Katz Agency, Inc.
During the two-year period ending in January, a rise of 81.5% was registered by our overall average Hooper. Yes, WSIX has more daytime listeners than any other Nashville station. Remember, too, that BLUE and MUTUAL listeners are the best spenders nowadays. So, with more and more of the million potential buyers in this area listening to WSIX it's no wonder more advertisers are spending more of their radio dollars on WSIX!—the station where your advertising money talks louder.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

980 KILOCYCLES
WHEN an advertiser rounds out a full 20 years in a youthful business such as radio, there is cause for celebration. Week in and week out since 1925 the Bristol-Myers Company has held the pleased attention of America on NBC—at first with the Ipana Troubadours... The Ipana Troubadours wore red and yellow costumes to identify them with "the tooth paste in the red and yellow tube,"—spurred Ipana sales with such tunes as "If You Knew Susie."

1925

A half-hour every Wednesday...

Two stations—WEAF New York and WOC Philadelphia—broadcast the first Ipana program on April 8, 1925.

Mr. Lee H. Bristol, now Vice President of Bristol-Myers, expressed his confidence in the new advertising medium.
20 YEARS ON NBC

Troubadours and now with Eddie Cantor, Mr. District Attorney and Duffy's Tavern. That's 20 years of leading millions to the famous Smile of Beauty and the Smile of Health!

We're proud of Bristol-Myers' prolonged success as an advertiser on NBC.

1945

An hour every Wednesday... plus a half-hour every Friday

Eddie Cantor, Mr. District Attorney, and "Archie" of Duffy's Tavern are the modern troubadours. They need no distinctive costumes to identify them as super-salesmen of Bristol-Myers products.

TODAY

130 NBC stations now carry the 3 Bristol-Myers programs—also short-waved to troops all over the world.

Mr. Bristol again writes to NBC—after his 20th renewal.

Mr. Bristol again writes to NBC—after his 20th renewal.

National Broadcasting Company
America's No. 1 Network
Feature of the Week

WOE TO THE MAN who asks Mutual’s Don Bell “Don’t you know there’s a war on?” Back in 1941 he was the first to broadcast an eyewitness account of the bombing of American territory. He spent 27 months in Santo Tomas Prison Camp. When he was released, he reported writing and was in a navy patrol bomber off China when it was shot down.

In a Mutual broadcast from a hospital in Chungking, Mr. Bell told what happened. “I got out of the plane somehow because the pilot saw my head bouncing up and down in the water a few inches from the burning wing. Well, he couldn’t very well ask me to get away although the plane might explode. I was still out. . . So he climbed over to within 10 inches of that burning plane.

“He grabbed me. . . dug my head out of the water so that I could breathe air instead of gasoline and oil. Well, I began to understand things then. . .

“Then the co-pilot climbed up alongside; I dragged an arm out of the water, threw it over his shoulder. I watched the pilot swim once again toward that burning bomber. ‘He yelled, I found a raft.’ He slung the raft over to us, got it inflated. They both left me to look for the rest of the boys. About 20 yards away, the aft-gunner came swimming up. A little later after that the co-pilot came back, bringing two men with him.

“Then the plane captain crawled into the raft, feeling very mad at himself because my Mae West hadn’t worked. You see, my life jacket was his responsibility. I was very carefully pointed out the big hole in my Mae West and then he felt better. Well, after ten minutes of hell there, the seven of us who survived the shellings, the crash and the bombing were in our life raft. [Six men were killed.]

“We took stock of what we had.

In the life raft were seven of us, one jumbo pack, 2½ rubber paddles, 1 revolver with 6 cartridges only, not much defense but we were determined to fight it out if we had to . . .

And they had to. They were shelled, chased by a Jap motorboat and two Jap planes dropped bombs near the small boat.

Sellers of Sales

NO SPARSER OF ENERGY is Duncan Tallmadge Jennings, radio director and timelighter for Little & Co., Los Angeles agency.

He had tried his hand at a variety of business lines before that spring day in 1957 when he walked into offices of KVOA Tucson, Ariz., to explore radio’s possibilities. King Whyte, then general manager of KVOA, was convinced that he could sell time.

Dune was born in Summit, N. J., on Nov. 19, 1911. Because his father was agent of manufacturers of crude drugs, he went to school in Wyoming, New Jersey, Chicago, Cristobal, Canal Zone. He graduated from New Trier township high school, Winnetka, Ill., in 1929. At state university, Madison, Wis., Dune plunged into a curriculum of business administration, with a wary eye on either a newspaper or advertising career.

In the spring of 1934 he worked for a year with Carnation Milk Co., as an executive trainee to learn the business.

Coming to Arizona for his health in 1936, Dune joined the Tucson Citizen as advertising solicitor and remained until 1957. Then he became account executive of KVOA. When KTAR Phoenix bought out KVOA that year, Jennings transferred to KTAR program department as copy writer. Later he was shifted to KTAR sales. Next Dune stepped into an account executive post with Logan & Rouse, Los Angeles agency, on Jan. 1, 1940. He continued this affiliation for approximately two years, joining A. S. Boyle Co., Los Angeles, as assistant to the sales manager in September 1941.

In the fall of 1942 KTAR, seriously depleted by loss of manpower, sent out an S.O.S. and Dune responded. As continuity editor, he began what amounted to “commuting” between Los Angeles and Phoenix, for five months. On Feb. 1, 1943, he joined Little & Co., Los Angeles, in his present post as radio director, time buyer and account executive. Emphatic about the servicing job which he believes is an agency’s primary responsibility, Dune currently buys time for such accounts as Adolph Milk Farms, Gilbert C. Wilson Labs., Denton, Texas (dehydrated foods), Kenu Products and Keno Products Inc. (industrial cleanser).

He married Dorothy Elton Cutting of Oquitoa, Sonora, Mexico, in April 1940 and they make their home in Los Angeles. With a day’s work done, Dune expends his surplus energies in outdoor activity such as hiking and gardening.

Represented by Edward Petry Co., Inc.

KFOR

“Nebraska’s Capital City Station”

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

Blue and Mutual Networks

Page 10 • April 23, 1945
The Latest Boston Hooper survey proves that **WORL** is **BOSTON'S BEST DOLLAR BUY** with **RATINGS SECOND** in **BOSTON**.

*SEE RATE CARD*

<table>
<thead>
<tr>
<th>LOCAL TIME</th>
<th>STATION A</th>
<th><strong>WORL</strong></th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
<th>STATION F</th>
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<td>1:15 P.M.</td>
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**WORL**

**THIS LITTLE BUDGET WENT TO THE**

**"920 CLUB"**
“Mr. Blunk says he’s walking on air! But I can’t do it!”

- If you’d let F&P help you as much as we help a lot of other agency-men and advertisers, Thistlewaite—maybe you would walk on air!

Shouldering other men’s troubles just naturally happens to be part of our line of work. The myriad details that accompany spot broadcasting aren’t exactly duck soup—even for us, after nearly thirteen years in this business. But naturally they’re a lot easier for us than for almost anybody else. So how about letting us lighten your weary burden, Sir?

FREE & PETERS, inc.
Pioneer Radio Station Representatives
Since May, 1932
Wider Recognition of Radio Under Truman

Reinsch Now Air Advisor; Ross Press Chief

By SOL TAISHOFF

CATCHING ITS breath after the busiest 10-day siege of spot news handling it ever encountered, radio last week found itself more firmly ensconced on the Washington scene, news-wise and legislatively, than at any time in its meteoric history.

Carrying on in the vein of his renowned predecessor, President Harry S. Truman twice turned to radio to give swift voice to his war and peace policies. Then he pulled the surprise that had Washington newspapermen gaspistically—naming a broadcaster, J. Leonard Reinsch, as his top news secretary. But before the dizzy week was out, Charles G. Ross, veteran Washington correspondent for the St. Louis Post-Dispatch, which operates KSD, was named press secretary effective May 15, with Mr. Reinsch to be on call as radio advisor to the President.

At a special news conference called suddenly Friday, President Truman announced the Ross appointment. He related he had received a request from Gov. James M. Cox making a special appeal that Mr. Reinsch be allowed to return to his duties as managing director of the Cox stations because of the "tremendous tasks ahead of radio" in television and FM. The President said Mr. Reinsch would be on call for specific radio duties, just as Justice James F. Byrnes is on call as an advisor. Thus, in a swift turn-about, Mr. Reinsch's status was changed from that of on-the-scene Justice to Stephen T. Early to all White House news handling to special radio advisor to the President.

Newsmen Startled

When the President, at his first conference, had announced Mr. Reinsch's appointment as secretary in charge of press and radio affairs, Washington's news fraternity was in an uproar. The top men were obviously resentful of the appointment of a broadcaster to the overall secretariatship and had used every known political device, and some newly invented, to frustrate it.

Gov. Cox had talked with the President about the Reinsch appointment and originally had agreed to release him for the overall duties. Then the heat was put on from high places both inside Government and by Washington's austere Gridiron Club, made up of bureau heads.

[Editor's note: Editorial on page 44 titled "Radio President II" went to press Thursday night—when Mr. Reinsch was press and radio secretary and before the fast-moving events Friday. See Friday editorial on this page.]

Cox Asks Release

Mr. Ross, who will assume his office after he reports the United Nations conference in San Francisco, is one of Washington's best known and most highly placed newsmen. The 68-year-old correspondent is a boyhood friend of the President, they having attended high school together in Missouri. Mr. Ross conferred with the President Friday morning and agreed to accept the assignment on May 15, following which the President called the special news conference. Jonathan Daniels, Mr. Early's successor in the press post, has agreed to stay on until Mr. Ross can take over.

Here's what Gov. Cox wired the President Thursday night:

Some time ago you made an appeal to me which I think I responded to at the moment in good spirit. Now I am going to make an appeal to you. Please let us have (Continued on page 76)

Hail—The Washington Press(ure) Corps! ... An Editorial

LITTLE MORE than a week ago, President Truman said in his first news conference that Leonard Reinsch, a broadcaster, would assist him in radio and press matters.

The press corps of Washington did not know Leonard Reinsch—any more than broadcasters knew Steve Early 12 years ago.

Nevertheless newspapers throughout the nation announced that Mr. Reinsch was the successor to Steve Early. This was not technically the fact, although it was ostensibly the fact. Mr. Reinsch moved into Mr. Early's office.

Mr. Reinsch conducted daily news conferences.

He arranged news conferences for the President.

He released official White House announcements.

He performed the duties of press and radio secretary. He did not occupy the vacancy, because the vacancy could not exist until the reorganization was completed.

Until last Friday, Mr. Reinsch was, then, to all intents and purposes, press and radio secretary. His hold on the job was tenuous, because some of the hoary-headed among the Washington press corps, recovering from the shock of discovering Mr. Reinsch in Mr. Early's office, did not want a radio man in that job.

Among these were some of the bylines you have seen frequently out of Washington, appearing over stories exhorting against "political pressures", against arbitrary Government actions. These were men who, so frequently, had held high the shining escutcheon of truth and fairness; these were those noblest of all men, the protectors of honesty and good will.

"The protectors of honesty and good will..." said that again! Off mike—against a background of soft music, in a hushed voice.

These great protagonists of the commonweal "got" Leonard Reinsch. They set out to do so, using all the invidious tactics they had condemned in others, and they did it. They turned pressure on the Democratic National Committee. They turned pressure on the White House.

Through their insistence, they moved Mr. Reinsch out of the secretariat to which he was entitled and to which he had been assigned. Actually, the double-shuffle of Mr. Reinsch, whose capabilities are undeniable, is secondary. He himself accepted the announcement with equanimity. Mr. Reinsch is a self-sufficient man in or out of the White House. The affront to the broadcasting industry is not to be taken so lightly, however.

This backslag scenery-shifting was undertaken, for the most part, by elder statesmen. The working press, meeting with Mr. Reinsch, seemed to find him affable and helpful. They held the sword, but did not turn the blade against him.

Most of those who trod faithfully on their appointed rounds were newspapermen more recently turned public-office-holders. Perhaps they were abetted by some among the press who find it necessary to be beholden to certain key officials.

So, all right. Forty-six million Americans heard President Truman speak last Tuesday night. They'll hear him many times again. Check your local newspaper for time of broadcast.
Bond Series Slated by Stock Exchange

Discs Made Available to Some 550 Member Firms

THE NEW YORK Stock Exchange and its member firms will sponsor a transcribed series of programs on the Seventh War Loan Drive, probably the first such private venture to take the initiative in building and distributing nationally a local program of tie-in with the Treasury Bond campaigns. Treasury Dept., which has originated a number of shows for broadcast locally as sustainers or under sponsorship, has had nothing to do with the stock exchange series, beyond giving formal approval, it was said.

Bond Benefits

Titled It Happened in 1955, a quarter-hour, 13-week series, the program illustrates how maturing War Bonds will enable families to buy a new house, auto or washing machine in ten years. Personal buying plans for the series are told through family skits or individual discussions; postwar advances in various industries are outlined by guest speakers, including Maj. Alexander de Grasse on air travel, and Randolph Burgess, president of the American Bankers Assn., on opportunities for small business.

New York Stock Exchange starts the series on WOR New York April 24, and was beginning to receive last week from its 550 member firms throughout the country, answers to a letter offering them the series for local placement. Several had already requested the series, and by the end of the week a number of definite acceptances were expected. Financial arrangement was not disclosed but was understood to provide for sharing of production costs on a cooperative basis, with individual members buying time locally. Series is produced by Trans-American Broadcasting & Television Co., New York. Agency is the New York office of Gardner Adv.

Pan-Am Broadcasts

STARTING May 6, Pan-American Petroleum Corp., New Orleans, will sponsor Edward R. Murrow's Sunday 1:45-2 p.m. broadcasts on nine southern stations of CBS. Stations to be used are: WAPI WREZ WOCQ WLAG WCWW WWK KDWO WNOX. Contract, handled by the Fitzgerald Advertising Agency of New Orleans, is for 16 weeks.

Brown Cooperative

MUTUAL is now offering Cecil Brown's commentaries for sale on a local cooperative basis on over 160 stations Monday, Wednesday and Friday, 8-8:15; WABD-AM, New York; WBCN, Boston; WOR, New York; WAPI, Atlanta; WOR, New York; WLAG, WLAG, WLAG, WWK, WDKH, WDOO, WNOX. Contract, handled by the Fitzgerald Advertising Agency of New Orleans, is for 16 weeks.

WHDH Seeks Contracts For New York Pickups

WHDH Boston, an independent outlet after June 15, termination date of affiliation with Blue-ABC, is lining up pickups by direct wire from New York independent stations. There is a possibility tie-ins may be attempted with stations in other markets.

Immediate plan is to sell advertisers with distribution in Boston as well as in New York on sponsored programs on both stations to cover two areas without duplicate talent costs. Advantages to the station of strengthening programming, to offset lack of network affiliation is believed a factor.

Second of two advertisers already signed, the Summerfield Furniture Store Co., Boston, on April 16 started Bob Howard, WHN announcer, at 7 p.m. Monday and Friday, first Federal of Steel in the world and probably the biggest contract yet in the station.

BLUE SERIES USING SPONSOR PER WEEK

FIRST five sponsors for We Live Again, a specially-produced half-hour Blue-ABC series to be heard on Wednesday nights, 9-9:30 p.m. EWT, will be International Business Machines Corp., Continental Can Company, Greyhound Bus Lines, and Arma Corp., a Brooklyn firm producing scientific instruments for the Navy. Each advertiser will sponsor one broadcast of the WHN and WHDH Monday through Friday 6:45-7 p.m. Parker Watch Co., New York, sponsor of Johanne Steel on WHN Monday through Friday, last Feb., will be repeated on WHDH as the ship's band played. With Advertising

Doughboys Miss Commercials

Hospital Ship Program With Advertising

'REAL MUSIC' to G.I.'s, Nurse Is Told

COMMERCIALS are so much part of America that doughboys overseas complain when they are omitted, Red Cross workers have discovered.

Tired of hearing patients "beef" Eleanor Merriman, Red Cross worker on the U. S. Army Hospital Ship Blanche F. Sigman, worked out a "commercially sponsored" broadcast which went over with a bang. Clients were Lt. Spencer and Sgt. Gsmtzi, in charge of the ship's laundry. The broadcast advertised "Spencer Gsmtzi Investments.

After the theme song there was a spot plug for the "company". An Irish tenor sang "Mother Machree" and the ship's band played. A middle-commercial was inserted between an accordion selection and native songs of two Spanish-Americans. That, the ship's and wounded G.I.'s, said, was the real music to them.

Another Red Cross worker, recently returned from service in an evacuation hospital near the front, said, "Ads interest the wounded as much as the feature lead." She pointed out that the dehydrated magazines, like the food, aren't the same because the ads are missing.

Criticism of Radio Advertising Based On Misunderstanding, Dawson Declares

MUCH criticism of radio advertising is based on misunderstanding, according to Joe M. Dawson, chairman of the executive committee of Geyer, Cornel & Newell, New York, and president of the Advertising Federation of America.

Speaking April 16 before the Scarsdale Women's Club, Mr. Dawson praised advertising as a "force to create new demands, new opportunities and new progress." He cited the past achievements of U. S. advertising in raising the nation's living standard to the highest in the world and prophesied that "the power of advertising...will turn the wheel to create employment and assure a lasting postwar prosperity."

Discussing radio programming on the basis of advertising, Mr. Dawson said:

"You may be one of those who condemn the daily "soap opera" that are broadcast during the day. While some of them may deserve this criticism, I believe many of us judge this radio advertising on our own terms, and forget the main markets that these programs are designed to reach. There are tens of thousands of women from coast-to-coast who don't spend all or most of the day, washing, ironing, cooking, cleaning and sewing. For many of these women the "soap operas" are the only ones they have to escape the drudgery of their daily routine—they live the glamour, drama, comedy and tragedy of these plays—and their lives are made more interesting and satisfying.

These programs are designed largely to sell such things as soap, soap powders, packaged foods and hundreds of frequently purchased items that sell in vast quantities to millions of homes. So remember that the millions who do not buy a great deal of these products do those in your social strata.

And, too, remember that the advertisers who spend millions of dollars for these programs are hard-headed, tight-fisted businessmen who know very definitely the why and wherefore of what they are doing. It pays or they wouldn't do it.

"My Deah, Slagger Martin—and He's So Cute—Just Hit the Duckiest Fly Into the Nile Green Meadow!"

Lever on WABD

LEVER Bros., Cambridge, Mass., will start a new weekly half-hour television program on WABD—Lever New York on Wednesday night, replacing the John Reid King show, Thanks for Listening. Pulldown Records, Ben Carter and O.C. program has a new type of audi- cience participation format in which volunteers are invited to compete for prizes. Ruthrauff & Ryan, New York, is handling the account. Titled I Challenge You, program was created by Joe Cross and Ben Larson and is to be directed by Ted Husted.

Drawn for BROADCASTING by Shi Hix

OVER 900 stations will air a quarter-hour program recorded by Fibber McGee and Molly for the Cancer Institute's 1945-46 fundraising campaign, October 15. The program was recorded with studio audience looking on following the April 14 McDee-Molly NBC broadcast.

Page 14 • April 23, 1945

BROADCASTING • Broadcast Advertising
FCC Proposes Vast Regulatory Powers

Oral Argument to Be Heard on May 21

(Text of Order on page 28)

By BILL BAILEY

EXPANSION of rules governing financial statements, contractual agreements and personnel of all types of broadcast stations proposed by the FCC in an order adopted last week and designed to give the Commission closer control over broadcasting.

Oral argument is designated for 10:30 a.m. before the Commission en banc on May 21. Deadline for filing appearances and briefs is May 9. Should the regulations be adopted, broadcasters (AM, FM, television and international) would be required to file more complete data regarding their respective incomes, stock holdings, and general financial status.

Data on Personnel

In addition the Commission would require full information regarding all "operating personnel determining station policy (such as general manager, program director, etc.)."

Echoes of Order 118, adopted in January 1944 [Broadcasting, Jan. 24, March 5, 1944] were heard in the order on the proposed rules, 1.301, 1.302, 1.303, 1.304. The FCC invited comment "as to whether any or all of the information required to be filed by proposed Rules 1.301-1.304 should be open for public inspection."

During oral argument March 1, 1944, on Order 118, which proposed Rule 1.5 to make public all financial records and contractual agreements, broadcasters and others protested, contending that such a regulation would, in effect, make radio a common carrier and would end competition. The Commission took Order 118 "unanimously" following the protests and the proposed regulation had been all but forgotten until the new proposal was disclosed following last Tuesday's meeting.

Rules 1.301, covering financial statements of standard stations, and 46.1 on information as to ownership, operation, interests therein, contracts, etc. would be deleted by the proposed regulations. Although much of the original language of the two rules is embodied in the proposed regulations, the Commission has gone beyond its earlier powers to require information on all stockholders, either through direct or indirect holdings.

Two proposed new forms have been issued. These forms tend to provide the FCC with data covering virtually every business operation of a station including "work service, transcription service or bulk time sales (amounting to two hours or more per day)." They would give the Commission a "thorough insight into program operations as well as business practices."

Whereas Rule 1.361 requires that licensees of standard stations shall file with the Commission by March 1 each year, balance sheets and income statements, proposed Rule 1.301 embraces licensees of standard, FM, television and international stations. It requires that any licensees in compliance along with "supporting schedules".

Under 1.302 (filing of contracts) licensees would be required to file with the FCC within 30 days of execution all documents, instruments, contracts or understandings (oral contracts to be reduced to writing for submission), amendments, supplements, changes and cancellations relating to "character of organization and identity of its officials". Ownership or control of licensees of the station, or of any of licensee's stock, rights or interests, shall be maintained in any stock, stockholders, or consent of the licensee, or of any stockholder of the licensee, or of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee of any of its stock; full information as to family relationship or business association between licensee and any foreign or official or stockholders.

All licensees must give the name, residence, position and date of appointment of "operating personnel determining station policy."

This includes general managers, program directors, etc. A list of all contracts required under 1.302, showing date of execution and expiration, thereof, such list must be filed on Form 323A, as well as "any interest which the licensee may have in any other broadcast station."

A second form, 323B, is provided for interim ownership reports, which must be filed within 30 days after a change occurs, under the proposed regulation. Information shall include "without limitation" any change in capitalization, or by the addition or deletion of officers or directors or in personnel determining station policy. Thus, if a program director leaves a station and another one is elected, the licensee must, within 30 days, so notify the Commission on Form 323B.

Requires Filing

The FCC would require filing of any transaction affecting ownership, direct or indirect, of licensee's stock, such as transfer of stock, issuance of new stock or disposition of treasury stock, and acquisition of licensee's stock by the issuing corporation.

In case of change in officers, directors or stockholders of a corporation other than the licensee, such changes need not be reported (Continued on page 74).

FCC May Defer Clear-Channel Hearing

Nationwide Survey of Available Service To Be Started

POSTPONEMENT of the clear-channel hearings, now scheduled for May 9, is expected to be announced this week by the FCC [Broadcasting, April 16]. At the same time it was learned that a nationwide survey to determine what sections of the country are without "proper" clear-channel service is being conducted under the supervision of a special committee on surveys created in mid-March [Broadcasting, March 19, 26]. The survey will be conducted in primary and secondary areas of clear-channel stations.

Decision to defer the clear-channel hearings until probably early fall was reached, it was learned, to permit the survey committee and three special technical groups to complete their studies and report findings. Formal announcement of the postponement is expected following Tuesday's regular Commission meeting.

Two other committees—No. 1 on determination of what constitutes a satisfactory signal, and No. 3 on determination of distances to which and areas over which various signal strengths are delivered—not last Thursday at Commission headquarters. Committee 4 on surveys convened on Wednesday.

Authority of FCC

A proposal submitted by FCC General Counsel Rosel H. Hyde and Dallas W. Smythe, FCC chief economist and committee chairman, was accepted in principle, although industry members of the committee raised vigorous objections to the proposed question: "Do the listeners in these areas receive a program you would particularly suit to their needs?" It was generally agreed that the Commission, under the Communications Act, would go beyond its authority by inquiring so closely into programs.

A compromise question was agreed to, following considerable discussion. The question now reads: "What programs do you want that you can't hear now?" Despite heated debate, reports were that the meeting was constructive, with industry and Government ironing out their differences.

Original FCC proposals to confine the survey to homes outside primary areas brought objection from Louis G. Caldwell, general counsel for the Clear Channel Broadcasting Service. He called for a fair and unbiased survey of listeners both inside and outside of primary areas. The committee agreed to his suggestion.

Under plans tentatively adopted, 500,000 postcards will be sent out—half of them to listeners in primary areas and the other half to listeners outside primary areas in secondary areas of clear-channel stations. In addition to the mail ballots, enumerators will make 10,000 personal interviews.

Question tentatively agreed upon for the postcard survey are these (Continued on page 74)

April 23, 1945 • Page 15
Cancellations Said To Approach 3 Million

CANCELLATION of commercials, rebates on incidental and incidental expenses of the American broadcasting industry in covering the death and last rites of the late President Franklin D. Roosevelt—announcement which won high praise from the press and Government leaders—is estimated to have cost between 2% and 3 million dollars.

Of this amount, half was believed to have been borne by the networks; the other half by outlets throughout the nation.

Floods of reports pouring into Broadcasting's newsroom during the past week indicated that nearly every station in the nation, as well as the Armed Forces, aired the speech just before or after the period between President Roosevelt's death and final rites at Hyde Park, revised all commercial schedules.

General Trend

Although exact figures summarizing cancellations on individual outlets were not available, the following network reports would indicate the general trend throughout the nation. NBC cancelled 78 commercial programs and broadcast 18 commercial spots in its broadcast. CBC cancelled 9, and the Signal Corps Army Communications used any single broadcast made during the course of the week.

Ben Tolls On

At approximately 11:58 p.m., British time, the news of the President's death reached England. The Forces Radio Stations managed to get the flash on a regularly scheduled mid-night sign-off newscast. BBC, too, had a mid-night newscast, but always that "good-night" news is heralded by the pealing of Big Ben; 45 seconds of full-bodied chimes. Hence while AFRS was cracking across the lines, the BBC newscaster sweeted and strained and chafed as the dulcet harmonies of the sweet-toned bell stop Parliament tolled on as it has for centuries, oblivious to news and scoops.

were taken over by the AFRS to make worldwide coverage possible.

The performance of radio in covering the death of the leader of the free world, for President Roosevelt won wide comment in the press and in Congress. The Washington Evening Star praised the medium in an editorial which is reprinted in this issue. Other typical comments by the press were found in the St. Louis Post Dispatch, which recently contended a case of criticism against network commercial practice in relation to news broadcasts. Said the St. Louis Post Dispatch, in part, "Radio deserves a vote of thanks from the American public for its superb coverage of President Roosevelt's death and funeral. Not only was the news presentation a model of its kind, but a high level of good taste predominated through the three full days and one evening over which this tragic subject monopolized the air."

A letter to the editor reprinted in the New York Post, was written by Charlotte Degen, noted: "Radio set the keynote for a reverent public to express its devotion."

The Sheboygan Press, Sheboygan, Wis.: "Radio throughout the country established a new high in service to the nation." In the Auburn Citizen-Advertiser, Auburn, Ill.: "Beau, the miracle of this era, won new distinction and established a new high in public service during the past few days."

Senate Commends

The Senate adopted a resolution introduced by Sen. Hatch (D-N. M.), stating that, "Sincere congratulations are due the radio industry of the United States for the manner in which it reported the period of national mourning." The Senate expressed its commendation and gratitude to American broadcasters.

Rep. Monroney (D-Okla.) in an Extension of Remarks, read into the Congressional Record a commendation of the industry. It said in part: "All this was done at a great financial sacrifice, as almost all stations killed all commercialization of their programs to more appropriately observe the occasion. . . . If any occasion were needed to demonstrate that the radio had come of age, this certainly marked the occasion.

Rep. Emanuel Celler (D-N. Y.), in an Extension of Remarks, said of radio broadcasters: "Their dignity and seriousness of the programs were in keeping with the solemnity of the occasion. They did . . ."

(Continued on page 66)

Final Rites Mark Pinnacle for Radio

Reflecting their own deep feelings at the passing of a leader they had admired and loved through long and intimate contact as they had followed him in his travels throughout the nation, the commentators reported the services with dignity and simplicity. Fresh from the muffled drum and the sad strains of Massenet's "Elegy", they were audibly affected as they recited to their audiences the prayers which had been given at the funeral services. As Tris Coffin, who described the event for CBS, said: "You were thinking of your audience rather than technical perfection. You're only thought was to share the experience with the listeners."

Repeats Requested

Baukhage, whose description on the Blue brought so many requests that the network repeated the program three times within a few hours, gave what many radio men considered his finest performance in 12 years of broadcasting. Recalling his broadcast from Hyde Park four years previously when the President's mother died, he described the ceremony he had just witnessed as "part of the great panorama of men's lives that time had become a gift, giving their life to preserve an ideal which lived on because they were willing to exchange their own lives for it."

Then he proceeded to read from his notes, bringing to his listeners the order of the services: "the roar of bombers overhead . . . the salute of guns . . . the low sound of drums . . . the slow rhythm of the Death March . . . the caisson . . . the white-haired minister . . . the coffin with the pallbearers . . . the wife and children of the President. . . . President Truman . . . the prayer and the poem, 'Father in Thy . . ."
Have you ever plowed a field? If so, you know it's hard work!

But when a man looks back on clean, uniform furrows—when he has followed land conformation, covered all stubble, opened and closed the rows with professional artistry—he knows he's done a job to command respect.

Iowa farmers take pride in their skill. That's why Station WHO's live-wire Farm Editor Herb Plambeck inaugurated the Corn Belt Plowing Match.

It's a popular "get-together" in Iowa. Before gasoline rationing the attendance reached nearly 23,000, drawn from all over Iowa Plus!

Such outside-the-studio events are regular WHO features. WHO believes not only in reporting farm news, but in making it. We enhance farmers' interest in our programs by proving that WHO understands their problems and admires their accomplishments. The result is that Iowa farmers prefer WHO—and the Iowa Radio Audience Survey proves it!

Yes, WHO has many ways of making friends. We've got more than two-and-a-half million of them in Iowa alone! That's almost the population of the State. They can be your friends, too. Interested?

WHO for Iowa PLUS

Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives

April 23, 1945 • Page 17
First Multiple-Relay Video Network Dedicated by Philco

Porter Heralds Philadelphia-Philadelphia Link As Forerunner of Nationwide Television

HERALDED as the forerunner of nationwide television relay networks, the Philco Corp., Philadelphia, dedicated its multi-relay network, first in the world, between Washington and Philadelphia last Tuesday night.

FCC Chairman Paul A. Porter, Dr. Karl Taylor Compton, president of Massachusetts Institute of Technology, and John Ballantyne, president of Philco, all participating in the initial telecast from the Statler Hotel in Washington, predicted that nationwide television would be made available through relay networks.

Two-Way Operation

F. J. Bingley, chief of Philco’s television division, explained to members and staff of the FCC and newsmen and women, who were Philco guests at a buffet supper, and the dedication, that two-way operation between Washington and Philadelphia is planned, although at the moment Philco operates only WJZ, Philadelphia, with no station in Washington.

Chairman Porter, whose image and address were transmitted through six transmitters before residing Philco’s television receivers, referred to the multi-relay network as “a historic milestone in our progress towards a nationwide system of television.” He lauded radio as a power in a democracy and declared that “radio history was made” when the late President Roosevelt addressed the nation in his first inaugural address in 1933.

“How often, since then, in times of great emergency, have we turned almost instinctively to our radio to listen to the inspired voices, to have our inspiration renewed, our conviction fortified,” he said. “As the President came to grips with his tasks, he continued to talk directly and personally to the people. Radio became established as the most potent force in reviving our democracy. Now we look forward to that same potent force in our democracy—television.”

Mr. Porter declared the creation of networks “is the heart of the problem of how to expand television into a nationwide service.” He congratulated Philco on its pioneering role in the relay network.

Philco’s Relay Network

DuMont Video

ALLEN B. DUMONT Laboratories will be the next television receiver manufacturer to display its large-screen postwar models. On Thursday in New York DuMont showed a television set to the press two types of receivers—a direct viewing set with a 20-inch face tube and a projection set providing a picture 24 inches wide by four feet. General Electric Co. had announced for yesterday (April 22) the first public showing of its projection receiver, with a picture 18 by 24 inches, slightly larger than that given by the RCA set recently demonstrated, but postponed the showing because of “conflicting events.”

Maj. Bowes Quits Broadcast Series

MAJ. EDWARD BOWES, one of radio’s best-known personalities and the man who skyrocketed a major show into the limelight of the airwaves, will retire Thursday from active participation in radio, but will continue to serve as radio consultant for the Chrysler Corp., Highland Park, Mich., sponsors of his broadcasts.

Mrs. Hamilton

Mr. Dellar

Inter-American Affairs and its short-wave “United Network,” headquarters in San Francisco, and formerly was with the Ebell of Los Angeles and St. Louis Star-Times radio properties.

Mr. Dellar announced that the new KXOA planned to begin operations May 13 as a basic MBS-Don Lee outlet. He said he would devote his full time to management of the station, which will operate on 1490 kc with 250 watts full time.

Mr. Dellar joined Mr. Dumm’s organization to operate KSFO San Francisco in 1940, later taking over its shortwave operations. He had been general manager of WBT Charlotte for five years and prior to that was with CBS in station relations in New York and in Radio Sales. He went to CBS from KGR San Diego, where he was manager.

A veteran of radio, Mr. Hamilton for seven years had been manager of the radio properties of the Star-Times, including KXOK St. Louis and KFBR Columbia.

WOW Files Brief

ALLEGING the FCC proposed denial of the transfer of control of WOW New York from Arde Bulova and Maj. Harry D. Hensdel to Murray and Meyer Mester [BROADCASTING, April 2] violates the U.S. Constitution, Philip J. Hennessey Jr., of Segal, Smith & Hennessey, counsel for the Mester brothers, last week filed 29 exceptions to the proposed findings and conclusions and requested oral argument.

Candy Spots

UNIVERSAL MATCH Co., St. Louis (Old Nick & Candy Bar), starts sponsorship of a series of spot announcements April 23 for 52 weeks through Schwimmer & Scott, Chicago, on WBBZ WNASA WJAR WEEI WELT WHTD.

DuMont Video

BROADCASTING • Broadcast Advertising

Page 18 • April 23, 1945
Made to order

There's another kind of made to order... it's in Baltimore radio.

If ever there was a perfect pattern for covering a town that's big enough to be the 6th largest city... it's the W-I-T-H coverage.

For it's a fact that W-I-T-H, the successful independent, delivers more listeners-per-dollar spent than any of the four other stations in town.

If you're thinking now about the old-time "buyer" market that's on its way back... and when the fight to re-establish brands and markets really gets started... you'll want to know more about W-I-T-H.

That's the Baltimore station that sells merchandise, and always has sold goods, in this highly competitive market.

W I T H

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
Difficulties in Combining FM, Video

Porter Discusses Possibilities Of Mosby Plan

COMBINING of FM and television frequencies to permit the broadcaster to transmit aural programs alone during those portions of the day when no video signal is transmitted is not likely, but the use of the television sound transmitter for both FM and video sound track is a possibility, if technically feasible, in the judgment of FCC Chairman Paul A. Porter.

Responding to Art Mosby, general manager of KGVO Missoula, Mont., who felt that television and FM might be doubled up on the same frequencies as an all-around measure of economy, Mr. Porter in his reply April 2 pointed to difficulties both in all-aural and receiver production. It seems very likely, however, he said, that the majority of television receiver owners also will have FM receivers either in the television unit or in a separate set.

Flexible

"This should permit rather flexible programming arrangements to be worked out by broadcasters interested in both the television and FM fields, particularly in such areas as your own," Mr. Porter wrote. "For example, perhaps the television sound transmitter could be adapted and licensed for use in both services."

[EDITORS’ NOTE: In past seminars and observations on dual operation, engineers have pointed to the impracticability of using a single transmitter on two separate frequency ranges because of differences in antenna crystal and other requirements. Moreover, the FM sound track uses only a 200 kc band, whereas television uses a 6,000 kc band.]

Mr. Mosby had written Mr. Porter on March 13 that it seemed television would be transmitted no more than two to six hours per day, depending upon cost and size of community. He asked why the allotted frequencies of FM and television could not be combined to permit the licensee to broadcast audio FM on his television frequency, thus permitting "full 24-hour use of the television receiver."

Mr. Porter felt this would permit speedier development of both FM and television."Because the new receivers will be of dual purpose, thus easier to sell to the public.

Present broadcast applicants could furnish FM immediately upon availability of the equipment, with television programs added as economics permitted, Mr. Mosby contended. He said he felt that television would replace audio eventually "as surely as titles replace the silents," and he expressed support of the CBS plan of higher frequencies for television.

Mr. Porter’s reply to Mr. Mosby follows in full text:

The combination of the two services appears to involve considerable difficulty, particularly with respect to receiver costs, frequency space, and broadcast coverage requirements. It is, of course, considerably more expensive to transmit 25,000 kc frequencies than 630 kc, and in the near future, 50,000 kc. A combination of frequencies which would be required, for example, would be to have FM operating on 630 kc, to determine whether or not they would provide for the frequency assignments and megacycle broadcast channels available for television, and to note approximately 40 megacycles for a combined television and FM service. The overall picture would be not more than sixteen if the minimum needs of other services are to be met. The disparity of television and FM coverage is also a situation since under the present standards ten times the FM signal strength is required for television service.

Under the Commission’s proposed allocation plan, stations will be assigned for commercial FM broadcasting and 12 channels for commercial television. There are already more FM stations operating in the New York City region than can be accommodated in the 19 channels, and more television applications for a number of cities than the Commission has in its file. In pointing this out the Commission’s problems in finding spectrum space for the many applicants now proposing to enter the field are seen, in many areas of the country they may have to be solved in the near future at the expense of both television and television channels for a long time to come.

Mr. Mosby very likely that the majority of television receiver owners also will have FM receivers either in the television unit or in a separate receiver. This should permit rather flexible programming arrangements to be worked out by broadcasters interested in both the television and FM fields, particularly in such areas as your own. For example, perhaps the television sound transmitter could be adapted and licensed for use in both services.

FCC Expected To Decide FM’s Place in Spectrum About May 1

ALTHOUGH the ultimate home of FM in the radio spectrum remained an enigma last week, indications pointed to moving the service to a band beginning at 84 mc, as proposed by FCC, or a compromise somewhere possibly around 60 mc, with the decision likely to be announced next month.

As yet the Commission has reached no agreement, as it considered a maze of conflicting evidence on both technical and economic phases. On one thing the FCC is reported agreed. FM must begin in the spectrum as low as possible. Since Sporadic E is held to cause interference only at times greater than 45 mc, .1% at 60 mc and .01% at 84 mc, it appeared likely that the FM band would begin above 60 mc.

So far engineers still are at loggerheads over F2 layer structure. Manufacturers likewise are split over the economic effects on the public of moving FM.

While the Commission had not reached conclusions last week, efforts were being made to meet a May 1 deadline, both for the final allocations above 25 mc and a proposal that a committee of FCC already has agreed on the proposed allocations, 10,25,000 kc, and its proposal is in the hands of the Interstate Commerce Department. Should IRAC assent, the proposed allocations will be ready for release about May 1. If not, a delay would result while IRAC and the commission iron out their differences.

At any rate, indications were both reports—the final above 25 mc and proposed below 25 mc—would be released somewhere around May 4.

Letter Shows Lack of Blue NAB Posts

Johnston Urges Election of ABC Affiliate to Board

DISCOVERY that not a single district director-designate of the NAB is a Blue affiliate and that only one Blue NAB manager has been nominated for a director at large led Henry P. Johnston, executive vice-president of WSGN Birmingham, to bring this to the attention of Blue affiliates in a letter last week.

Observing that situation was probably purely accidental, Mr. Johnston nevertheless felt that a network of the status of the Blue certainly should be represented on the industry-wide trade association. Only C. T. (Swann) Hagman, general manager of WTCN Minneapolis-St. Paul, has been nominated for a director-at-large by the board itself. In writing Blue affiliates, Mr. Johnston said he had noticed no man running for director-at-large of Blue stations to support Mr. Hagman so that there would be at least one Blue spokesman on the new board, and suggested "that anyone running for director-at-large of your Blue stations to support Mr. Hagman so that there would be at least one Blue spokesman on the new board, and suggested "that anyone running for director-at-large of your Blue stations and not supporting Mr. Hagman may want to consider a change of affiliation." He added that the Blue stations have annual meeting if one is held, or by mid-1945.

NAB Advised

Mr. Johnston also called the condition to the attention of NAB President Harold Ryan. He pointed out the NAB board has nothing to do with district directors or directors but that the board did have a lot to do with the nomination of directors-at-large. "I think the board is really not nominating at least one representative of each of the four major networks in each of the three classifications (large, medium and small stations)," he said.

Analyzing a NAB bulletin he had received April 11, Mr. Johnston noted his Blue stations that of 16 representatives thus far elected to the District Board, six are affiliated with the National Broadcasting Co., four with CBS, four with MBS and none with Blue. District 5 (Als., Fla., Ga., Puerto Rico), he pointed out, has not yet elected a representative, but indications are it won’t be a Blue station, because no manager has indicated a desire to serve. Of directors-at-large elected thus far, two are CBS, three Mutual, one independent and one Blue, he added.

"The board nominated these 16 men, not the stations," he said. "So it seems the White was almost entirely passed up."

Brewing Co. Spots

HEILEMANN Brewing Co., La-Crosse, Wis., began sponsorship in mid-April to promote its "Pabst Blue Ribbon" for 13 weeks on KOTA WDAY KELO KWNW WLOL WIND WJJD WCFL WPFR KABR. Agency is L. W. Ramsey Co., Chicago.
kglo and WTAD

MASON CITY, IOWA QUINCY, ILLINOIS

now operating as:

Lee STATIONS

A Natural TWO-STATION COMBINATION GREATER SELLING POWER

...because each station dominates a rich TOWN-FARM market...

See other side FOR REASONS...
Both stations have dominant coverage of their markets.
Both have approximately half rural, half urban listening audiences.
Both offer complete Merchandising Service.

Both have excellent news coverage and the kind of programs their audiences want when they want them.
Both are CBS Affiliates.

**Market facts...**

**kglo**

**MASON CITY**

1300 K.C.

5,000 Watts

**A Lee STATION**

CBS

**WTAD**

**QUINCY**

930 K.C.

1,000 Watts

**A Lee STATION**

CBS

**POPULATION**—1,321,853, 1940 Census.

**RADIO HOMES**—293,080, 1944 CBS Research.

**RETAIL SALES**—Over $325,000,000 in 1943.

**COVERAGE**—57 counties in primary and secondary areas including Mason City and Charles City, Iowa, Austin and Albert Lea, Minnesota.

**FARMING**—More hogs were raised in this station’s Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers’ cash incomes up to an all-time record. Farmers here are continuing to work and spend toward greater production.

**INDUSTRY**—Six big modern meat packing plants, hemp mills, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. EIGHMEY, General Manager


**POPULATION**—772,431, 1940 Census.

**RADIO HOMES**—186,060, 1944 CBS Research.

**RETAIL SALES**—Over $212,021,000 in 1943.

(Sales Management estimate of Retail Sales)

**COVERAGE**—40 counties in primary and secondary areas, including Quincy, Hannibal, Missouri and Keokuk, Iowa.

**FARMING**—This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U.S.

**INDUSTRY**—Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCCHILD, General Manager

War Boosted Newscasts, Survey Shows

Agency Checks Time Allotted News By Networks

EFFECT of war on news programs is illustrated by a survey just completed by Duane Jones Co., radio advertising agency. In addition to programs for package goods manufacturers who are among the country’s largest users of newscasts, this agency purchased all broadcasts used by the Republican National Committee in last year’s Presidential campaign, amounting to approximately a million dollars for radio time in the newscast category.

With imminence of Germany’s collapse and with Pacific activities growing in intensity, news programs are hitting a new high in public interest, the data reveal. Since the beginning of the war sponsors have been caving in on radio news through national and regional networks as well as on individual stations. This has caused a tremendous upsurge in news broadcasts, according to figures released by network research departments for the survey. Where available figures begin with 1937.

Percentage of time devoted to newscasts available for NBC and Blue-ABC, show that in 1937 NBC devoted 2.8% of its total program hours to news. By 1940 the volume of newscasts had jumped to 7.2% and by 1944 it reached 20.4% of NBC’s total time on the air. Blue-ABC newscasts also took 2.8% of the total time in 1937, climbing to 16.7% in 1944. Due to differences in records similar percentage figures are not available for CBS and Mutual.

The constant expansion of news programs has not been confined to networks alone. The growth of local and regional newscasts has also been amazing, although there is no immediate way of making an accurate survey of this field. Some of the heaviest news program purchasers specialize in local news broadcasts as an integral part of their marketing plans.

Among Duane Jones’ clients using local news programs are Manhattan Soap Company, currently sponsoring 275 newscasts weekly on 80 stations. C. F. Mueller Company, macaroni products, now have local station deals with a staff of 12 top newscasters in 18 major cities east of the Mississippi, with 58 weekly newscasts. Mennen Co., a newcomer in the field, is now broadcasting news from nine stations, in addition to a large schedule of spot broadcasts. Others include Grocery Store Products Sales Co., Cur tactile Brothers Co., Hudson Pulp and Paper Corp., Megowen-Educator Food Co., and Pierce’s Proprietaries Inc., all important radio advertisers.

Should the war in Europe end suddenly, it is reported that newscasts will continue their popularity because of the war with Japan, the survey states, and even with the end of hostilities in all theatres, news programs will be needed well until democracy is complete.

Total Hours Devoted to News by MBS**:

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**Sustaining newscast figures are reported on basis of projection of four weeks’ figures to annual totals. Con- ducted August 3, 1943 and May 3, 1940. No data available for 1937 and 1938.

Total Hours Devoted to News by CBS**:

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Total Hours Devoted to News on ABC-Blue:

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<tr>
<td>1940</td>
<td>100</td>
<td>581</td>
</tr>
<tr>
<td>1941</td>
<td>125</td>
<td>607</td>
</tr>
<tr>
<td>1942</td>
<td>263</td>
<td>586</td>
</tr>
<tr>
<td>1943</td>
<td>263</td>
<td>586</td>
</tr>
<tr>
<td>1944</td>
<td>339</td>
<td>723</td>
</tr>
</tbody>
</table>

*In 1945 Blue separated from NBC and Blue-ABC. As of M. 1943 and M. 1944, newscasts do not include Pacific Coast newscasts. Stated time devoted to news is broadcast time and does not include spot programs.

Joan Davis, Jack Haley Jump From 10th To Third Place on Hooper April 15 List

JOAN DAVIS and Jack Haley jump from tenth place in the “First Fifteen” network programs reported last month by C. E. Hooper Inc., to third place in the April 15 report, while Bob Burns and Mr. and Mrs. North appear in the list for the first time since late last fall.

Preceding the Davis-Haley show are Bob Hope, in first place, and Fibber McGee and Molly, second. Walter Winchell places fourth, followed by Screen Guild Players, Bing Crosby, Radio Theatre, Mr. District Attorney, Abbott and Costello, Kay Kyser, Charlie McCarthy, Eddie Cantor, Your Hit Parade, Hildegarde (including completed rating in East), Bob Burns, and Mr. and Mrs. North. (Tie). American Melody Hour, and The Andrews Sisters, tying for fifth place, appear for the first time in the list of programs measured in terms of listeners per set. The breakdown shows women, men, and children, follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Women</th>
<th>Men</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blondie</td>
<td>0.84</td>
<td>0.90</td>
<td>0.95</td>
</tr>
<tr>
<td>Bandwagon (Fitch)</td>
<td>1.50</td>
<td>0.94</td>
<td>1.38</td>
</tr>
<tr>
<td>Kate Smith</td>
<td>1.35</td>
<td>0.35</td>
<td>0.00</td>
</tr>
<tr>
<td>Great Day for Love</td>
<td>0.80</td>
<td>0.75</td>
<td>0.95</td>
</tr>
<tr>
<td>*Mama, Melody Hour</td>
<td>1.35</td>
<td>0.75</td>
<td>1.25</td>
</tr>
<tr>
<td>*Sisters</td>
<td>1.37</td>
<td>0.75</td>
<td>1.25</td>
</tr>
</tbody>
</table>

*Tied for 5th Place

American Album of Familiar Music has the most women listeners per listing set, with 1.60; Fred Pearson, the most men listeners, and Bob Hope, the most children listeners, per set.

Radio Theatre has the highest sponsor identification index—92.3.

General listening is less than the last report, and than last year, according to data in the latest release. Average evening audience rating of 9.1 is down 0.2 from the last report, down 0.8 from a year ago. Average evening sets-in-use is 29.1, down 0.4 from a year ago.

Radio evening average audience is 77.6, a drop of 0.7 since the last report, and of 0.3 from last year.

Gen. Petroleum Show

GENERAL PETROLEUM Corp., Los Angeles, opens its first Hollywood Preview, with Otto Kruger as m.c., on 13 CBS Pacific and Arizona stations, Tuesday, 7:30-8 p.m. (PWT). Series replaces NBC Parlough Film, sponsored by Gilmore Oil Co. prior to its merger with General Petroleum. Half-hour show will dramatize stories rejected by motion picture studios. Film players will be guest stars. Smith & Drum, Los Angeles, has the account.

U. S. Shows Lead

AMERICAN network shows continue to lead the evening time popularity of network shows, according to the April national rating report for evening time issued by Elliott-Haynes Ltd., Toronto. Radio Theatre leads the poll for the first fifteen programs with an average audience rating of 39.2, followed by Fibber McGee and Molly with 34.6, and Charlie McCarthy, Bing Crosby Music Hall, Treasure Trail (Canadian origination), Bob Hope, Album of Familiar Music, Aldrich Family, Waltztime, Frank Morgan, Green Hornet (Canadian origination), Reader’s Digest, Alan Young, Jack Carson, and Leon and Judy (Canadian origination). The first five French-language programs for April evening time were Le Raillagement du Rire with a rating of 35.7, Secrets, Merimbres, A Course au Tresor, Ceux qu’ont Aime, and Nasaire et Barnave.

Jacques Corn Spots

JACQUES SEED CORN, Prescott, Wis., starts its spot announcement campaign for the 6th consecutive year on 26 stations, effective first week of Sept. through March. Agency is Triangle Adv., Chicago.

War Boosted Newscasts, Survey Shows

NLRB SETS HEARING ON WAYS DISPUTE

NATIONAL LABOR Relations Board last week scheduled oral arguments for May 1 on the dispute between WAYS, Charlotte, N. C., and the IBEW over the station’s refusal to bargain with the union as the representative of its transmitter technicians. The hearing will be held at the full Board in Washington at 10:30 a.m.

In an intermediate report Nov. 29 [BROADCASTING, Dec. 11], a trial examiner for the Board recommended the hearing should not be de-}
Only Part of War Will Be Won V-E Day, OWI Reminds Those Planning Programs

ANSWERING inquiries on V-E Day programming, the OWI has set forth first suggestions on how radio is to handle the job. The main thing must be the realization that only part of the war is won and there can be no time for relaxation of effort until Japan, too, is defeated.

No special schedule is being prepared for V-E Day. Instead of many different campaigns, a single informational theme—the job of defeating Japan—is suggested by George Ludlam, chief of the Domestic Radio Bureau, in a letter to persons concerned with scheduling.

The key to observance of V-E Day, Ludlam declared, will be the continuing war and “apparently in agreement with this thinking, sponsors, agencies, networks, and stations have asked the Radio Bureau for guidance in handling their programs on V-E Day, assuming that the fighting in Germany has come to a definitely datable an end.” Some advertisers have offered to substitute government messages for commercials, he revealed, and all correspondents indicate that suggestions from the Radio Bureau may be helpful.

As a substitute for commercials or for other purposes a special “V-E Day and After” fact sheet accompanies the letter but otherwise the OWI hopes scheduled assignments will be adhered to closely, perhaps with the re-writing of messages to include pertinent copy slants on Japan.

“Additional information or specific V-E Day assistance,” Mr. Ludlam reminds, “will gladly be given” by OWI field representatives or direct from Washington.

New Mutual Program

MUTUAL network will start another new program to be aird April 30, as part of the network’s general revamping of its daytime schedules. A novelty participation program, Queen for a Day, with Bud Williamson as m.c., will be heard from 2:30 to 3 p.m. EWT five times weekly, it was announced by Phillips Carlin, vice-president in charge of programs. Produced by the Raymond E. Morgan Co., Hollywood, the new show features daily selection of a “queen” who gets to realize her secret ambition . . . anything from a visit to the Stork Club to a date with her favorite movie hero. Besides newly-scheduled programs already revealed by Mr. Carlin [BROADCASTING, April 9], the network last week announced time changes for several sustaining Mutual shows.

MISSISSIPPI VALLEY Network has established enlarged offices in New York at East 40th St. Telephone is Lex. 2-4892.

We’re Adding Two More Markets to T.-H.-S.* Affiliates

KGGM, CBS, Albuquerque, New Mexico and KVRF, CBS, Santa Fe, New Mexico, became affiliates of Taylor-Howe-Snowden Radio Sales as of April 1. These two stations afford you intensive coverage of New Mexico’s top markets. Let us supply you with up-to-the-minute facts and real assistance in these two important markets.

Affiliates

Texas
KFD—Beaumont
KIK—Laredo
KGN—Amarillo
KRG—Wichita
KTSA—San Antonio
THE LONE STAR CHAIN
Louisiana
KRAM—Shreveport
KDA—Ada
KHIX—Muskegee
KRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVS—Armorel

THE OKLAHOMA NETWORK
New Mexico
KGGM—Albuquerque
KVRF—Santa Fe

Sales Offices

New York Hollywood
Chicago San Francisco
Dallas Portland
General Offices—Amarillo

Wire-Recorder, Receiver Combination Announced

MAGAZINE of the Lear Home Radio and Wire recorder combination is held by William F. Lear, president, Lear Inc., at a special preview.

A COMBINATION magnetic wire-recorder and home radio set, developed by the radio division of Lear Inc. at Grand Rapids, Mich., was given its first public demonstration April 10 before a gathering of the press at the Waldorf-Astoria Hotel in New York. Its uses in recording and playing back radio programs in home and studio, home produced entertainment, office dictation and phone conversations were outlined by William F. Lear, founder and president, and skits featuring Oren Olsen and his colleagues.

The wire recorder will be marketed by Lear after the war as part of a Lear home radio, adding about $75 to the set’s cost, or as a separate unit, to be used with present sets, for the same price. Public is being surveyed on their interest in the device through a questionnaire included in a pamphlet offered in a series of national publication ads released this month through Arthur Kudner Inc.

Lear’s innovation, according to the president, is the built-in recording wire, a “cartridge” or magazine which can be snapped easily into the front of the panel, and operated by a simple switch. Heretofore the operators have had to handle the wire, risking breakage.

Broadcast Advertising
With Chicago the second largest war production district and always a critical area, WJJD has moved shoulder to shoulder with the Production Urgency Information Committee when manpower crises threaten output.

To emphasize manpower need, "Soldiers of Production" has been broadcast consistently five afternoons a week featuring returned war heroes, and officials of the Urgency Information Committee.

This program is one of many WJJD Public Service features that make up 18% of WJJD's licensed operating time.

MONDAY thru FRIDAY
2:30-3:00 over
WJJD
PROPOSED FCC RULES FOR ANNUAL REPORTS

TIGHTER CONTROL over ownership of stations, policy personnel such as program directors and business practices is foreseen in proposed rules and regulations making mandatory the filing with the FCC of annual financial statements and other data affecting broadcasting.

Attached to the order, issued last Wednesday, were two proposed forms. No. 323A would require the listing of all stockholders whose interests are held directly or indirectly through other corporations; names of all operating personnel "such as general manager, program director, etc."; data on licensee's capitalization; names of officers and directors and stockholders; all contracts; interests in other stations held by licensee.

Form 323B is an interim ownership report on changes in officers and directors and transactions relating to ownership of stock. Both forms must be notarized.

Text of the order, which embraces standard, FM, television and international stations, follows:


ORDER
At a meeting of the FCC held at its office in Washington, D.C., on the 17th day of April 1945,

WHEREAS, the Commission is of the opinion that public interest, convenience and necessity may be served by the deletion of Rules 1.301 and 42.1 and the substitution therefor of the following:

FINANCIAL OWNERSHIP AND OTHER REPORTS OF BROADCAST LICENSEES

1.301 FINANCIAL REPORT—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reduced to writing for submission) together with amendments, supplements, and changes therein and cancellations thereof relating to character of ownership and identity of its licensees; ownership or control of licensee's stock, or rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to

1. Articles of Partnership, Association, or Incorporation;
2. By-laws affecting character of organization, control, number or powers of its officers or directors, the classification of voting rights of any stock;
3. Any document, instrument, or contract relating to or affecting ownership of licensee's stock, rights or interests therein, its stock, or voting rights thereto;
4. Any contract relating to or affecting control of general program service of the station (such as management contracts, network and transcription contracts, and time sales to brokers, etc.);

1.302 FILING OF CONTRACTS—Each licensee of a broadcast station (standard, FM, television, and international) shall file on or before March 1 of each year all contracts and other documents, of which a copy is attached to Form 323A (a copy of which is attached) an annual ownership report and shall show the following information as of Dec. 31 of the preceding calendar year:

1. In the case of an individual, the name of such individual.
2. In the case of a partnership, the names of the partners and the interest of each partner.
3. In the case of a corporation or association:
   A. Capitalization, with a description of the classes of stock authorized and the shares of each class issued and outstanding;
   B. The name, residence, citizenship, and stockholdings of officers and any stockholders;
   C. Full information with respect to the identity and nature of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or any of its stock.

For example: Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

Where X corporation holds stock in the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and relationship of the beneficial owner authorised to vote licensee's stock.

The same information should be furnished as to Y corporation if it holds any stock in X and as to X corporation if it holds any stock in Y, and so on back to natural persons.

D. Full information as to family relationship or business association between two or more officials and/or stockholders.

4. In the case of all licensees:
A. The name, residence, position and date of appointment of operating personnel (including station policy) (such as general manager, program director, etc.).
B. A list of all contracts required to be filed.

The tonnage information as of March 1 of each year must be filed with the Commission on or before April 15 of each year or before September 1, 1945, showing the information as of Dec. 31 of the preceding calendar year.

1. For the year 1945, an Annual Ownership Report shall be filed with the Commission on or before July 31, 1945, or before Sept. 1, 1945, showing the information as of Dec. 31 of the preceding calendar year.

2. No contract in partners nor in their rights may be made without prior consent of the Commission upon an application for consent to assignment of license.

(Continued on page 28)

TOPPING THE TOPPERS!

Whatever the radio test, you'll find WOAI "topping the toppers!"

For example, WOAI carried nine of the thirteen NBC shows that won ratings with blue ribbons in the annual "Fame-Motion Picture Daily" radio poll, and for eight of these nine shows WOAI's local Hooperatings exceeded national Hooperatings.

Again, WOAI's nighttime audience was 27.1% greater than the average for NBC stations in 1077 cities, as established by NBC's 1944 Nationwide Survey of Listening Habits.

Its consistent record of "topping the toppers" is one of the reasons why WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!
MEDALS, YES — —
but something more important

We like to get awards and honors and orchids. And have; quite a string. But the thing, after all, is the earnest friendships we have made out there in living rooms, among the five million earnest people our clear channel signal reaches. Because we have never let them down, all these twenty years, they believe in us ... and in our sponsors.
(Continued from page 26)

C. Any interest which the licensee may have in any other broadcast station.

(b) INTERIM OWNERSHIP REPORT—An interim ownership report shall be filed by each licensee on FCC Form 323 (a copy of which is attached) describing any change in information required in the annual ownership report from that previously reported within 30 days after any such change occurs, including without limitation:

1. Any change in capitalization or organization.

2. Any change in officers or directors or in operating personnel (to the extent that such change is material to the control of the licensee).

3. Any transaction affecting the ownership, direct or indirect, of a licensee's stock, such as (a) a transfer of stock, (b) issuance of new stock or disposal of treasury stock, (c) acquisition of licensees' stock by the leasing corporation.

Provided, however, That in the case of a change in the officers, directors or stockholders of a corporation other than the licensee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee.

(c) EXCEPTIONS—Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, the licensee may request a modification of the requirements so far as applicable to the particular case.

(i) DEFINITIONS—As used in Secs. 130-1301:

1. "Stock" shall include any interest, direct or indirect, in stock, right or privilege in connection with such stock.

2. "Officer" and "director" shall include the comparable officials in unincorporated associations.

3. "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

The substance of oral contracts, arrangements, and understandings shall be reduced to writing.

WHEREAS, the Commission is of the opinion that it will best conduce to the proper discharge of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission on May 21, 1945 at 10:30 a.m., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed on or before May 9, 1945, by all persons desiring to appear and each such request shall be accompanied by a brief. A particular attention is invited to proposed Sec. 1301(c). If any person, is of the opinion that this section should specify the exceptions contemplated by the rule, specific suggestion should be made as to the form in which the exception should be expressed. Comment is also invited as to whether any or all of the information required to be filed by proposed Rule 1301-1304 should be open for public inspection.

Caphart Would Probe Foreign Radio Patents

FEAR of cartels and the action of the Phillips Incandescent Lamp Works Co. in cancelling its license to RCA prompted the resolution be introduced to investigate foreign ownership or control of radio patents. [BROADCASTING, April 16], Sen. Capehart (R-Ind.) said Wednesday.

While nothing overt actually has been done by Phillips, he said, he anticipates its emergence as a new and strong competitor in the U. S. radio field. American manufacturing interests and patents must be protected from cartels," he added. "Phillips has prospered on a world scale and it looks as though they're going to get some privileges even our own people cannot secure.

Sen. Capehart said he expects Committee action on the resolution, submitted jointly with Sen. Wheeler, within the next three weeks. He mentioned the possibility that the Interstate Commerce Subcommittee could consider the international merger hearing might also handle this investigation. In addition, foreign manufacturing activities of RCA and ITT will be investigated and probably every radio manufacturer in America will be asked to testify, Sen. Capehart added.
The NBC 1944 Nationwide Survey of Listening Habits shows that in New York 47% of the radio families listen most at night to NBC. ... This leads the next network by 113%

which simply means ... in New York, it's

WEAF

50,000 watts • 660 kc.

Represented by NBC SPOT SALES
More than 13,000 farmers requested this chart

The Noon Farm Reporter recently offered to listeners a Weather and Temperature Chart developed by the Station in cooperation with the U. S. Weather Bureau and local grower organizations for the use of citrus growers. Within a short time more than 13,000 letters poured in, each containing a dime to cover handling and mailing costs. Requests came from forty counties in California many of which are often considered to be located beyond this Station's daytime primary area.

KFI agricultural services have built a listener loyalty in Southern California's rural areas of over a million population that reflects in sales results of every advertiser using this Station.

KFI

50,000 WATTS • CLEAR CHANNEL • 640 Kilocycles

Edward C. Petry and Company, Inc., National Representatives

RADIO was on the job as usual last Monday when President Truman made his maiden speech before Congress and to the people of the United States, but the commentaries on the Blue-ABC, Mutual and NBC following the address caused no little headache.

Doors slamming, off-mike shouts, talking and general confusion sapped into the commentaries of William Hillman of Mutual, Baugh- hage of the Blue and Morgan Beatty of NBC. The reason: They were crowded into the small House radio gallery office—just big enough to accommodate Acting Superintendent William Vaughan and an assistant, but jammed to the door with spectators.

Really Crowded

Set up in one end of the small room were Blue and NBC. In the opposite corner, hardly 10 feet away, was Mutual. WWDC Washington and WITH Baltimore, sharing facilities, also operated from the radio gallery office. CBS set up in the House library, adjoining the chamber, WINX Washington operated from the Democratic cloakroom.

Immediately after President Truman left the House chamber and while the networks were playing the National Anthem the various commentators hurried to their microphones. In the radio gallery office Mr. Hillman was first to go on the air. With his back to the spectators he did a commentary, oblivious of the noises about.

In a moment Baughhage went on the Blue. Two feet away was the NBC microphone, at which Mr. Beatty stood. Baughhage signed off at 1:29:30 and at 1:30 on the network commentator Beatty began his stint without benefit of levels. Since he has an unusually resonant voice he works away from the niles in the studio. Monday he had to operate at close range and hold down his voice.

A sign on the closed door, "Silence, Broadcasting," had little effect. To the contrary it seemed to serve as an invitation to the spectators, who had thronged the gallery to hear the President. Superintendent Vaughan and Leo Costello, an assistant, worked feverishly to help the commentators and engineers. The crowd surged in—eager to glimpse commentators in action and hear their remarks.

The radio men didn't object. They enjoy having company. As Mr. Beatty expressed it: "The visitors maintained decorum." It was the cramped quarters plus general confusion, engineers exchanging cues and lack of levels that created the difficulties.

Work is progressing on expanded quarters on the Senate side. Five booths are being erected to accommodate the four networks and independent stations. The Radio Correspondents Assn., executive committee, of which Richard Harkness of NBC is chairman, has met informally with Speaker Rayburn of the House regarding space conditions and other conferences are tentatively set for the future.

In the meantime, however, when radio broadcasts important events from Congress—and they usually take place in the House chamber—the networks and independents must share the cramped radio gallery office quarters.

Vigortone Campaign

Fenton's-Vigortone Co., Cedar Rapids, Ia., (livestock feed supplement) has started a year's radio campaign with Andy Woolfries Farm Forum Mon., Wed. and Fri., 6:30-6:45 a.m. WMT Cedar Rapids, Ia.; participation in Dinner Bell Round-Up Mon., Wed., Fri., 12:12-15 p.m. WNAZ Yankton, S. D., and one-minute spot Mon., through Fri. 1:05 p.m. WLS Chicago, Ill. Agency is Ambro Adv., Cedar Rapids.

Vincent Sexton, formerly in CBS press information and now with U. S. Army in China, has been promoted to major.

Coverage of Truman Address Is Marred By Tight Quarters and Crowd' Noises
Seven digits and a couple of commas. That's the size of the increased moneys recently voted by the Mutual directorate, to be invested during the balance of 1945 as a clear green light for well-studied efforts to make this a more serviceable network for listeners, for stations, for advertisers, and for artists.

Since late in 1944, Mutual has been subjected to a more critical appraisal — from within — than any outside observer could conceive. We prepared detailed blue-prints for improvement and presented them to the experienced owners of this network.

Today we can report to you their enthusiastic endorsement of our plans, confirmed in black and white to the resounding tune of a seven-digit increase. That adds a lot to any annual budget, but that's what it takes to put our plans to work.

Our blue-prints call for marked advances in stations, in engineering, and in sales — with service underscored throughout. But most of these special dollars are earmarked for program improvements. We are determined to discover, create, and develop program fare that will win greater preference, around the entire radio clock, for the Mutual point on the dial. We are determined to build a staff equipped to originate standout entertainment, to foster the work of outside producers, and, by both means, to achieve a store of program material designed for any advertiser's need and budget.

These are truly large orders. None knows their scope better than we who-drafted them. But the seven digits are already at work, as black-and-white evidence of our honest intent to fill these orders. We think you'll find Mutual more interesting to watch — and listen to — than ever before.
Security Conference to Give Insight Into Radio's Job Ahead

Promotion of Global Understanding Besides News Reporting Deemed Necessary for Lasting Peace

By JOHN SALT
North American Director British Broadcasting Corp.

RADIO'S wartime record is good. It is freely admitted that from the earliest days of the war radio has contributed considerably toward the victory that now seems so near.

How will radio meet the challenge for service in the postwar world?

At the World Security Conference in San Francisco radio will get its first big opportunity to see clearly the job ahead when the shooting stops. It will be radio's mission to help contribute toward a better understanding of the events at the San Francisco conference without which treaties—no matter how perfect—cannot succeed.

But radio's role at the conference must go far beyond the conventional news gathering, reporting, news analysis and reports by some of the delegates. The lasting peace for which we struggle will depend on a large measure on understanding between the peoples of the world. For example, it is necessary for the people of Great Britain to know the reactions of the people of the United States to the decisions of the conference and why they feel as they do.

Because of the geographic position of Britain, the BBC has been drawn particularly close to the European War. The front lines in the battle for a lasting peace, however, will be at the doorstep of every nation; at the doorstep of every home. The radio organizations of all nations will be able to make their full contribution. The San Francisco conference will be a challenge.

The BBC has organized its resources so that it may begin at once to play as important a role in the fight for a lasting peace as it has since 1939 in the fight for Victory.

Global understanding will guide the work of the special team being sent to San Francisco. We will have six men in San Francisco to handle the flow of news, special features, talks by delegates for transmission to London and from there for use on the home, European, Latin-American and other BBC services.

Anthony Wigan and Alistair Cooke will be in charge of all news dispatches from our News Division. W. M. Newton, who heads BBC's Chicago office, will handle all talks by British delegates as well as for foreign language broadcasts for the European Service. From Mexico City Thomas P. Gale will come to take charge of news dispatches and talks for the BBC's Latin-American Service.

American Reaction

BBC's weekly American Commentary will originate alternately from San Francisco and Chicago to give American listeners a cross-section of American reactions.

We are planning to make available to United States broadcasters a special program which will bring to American listeners a round-up of opinions and reactions to events at San Francisco from many countries in Europe.

Listeners to the Mutual Network are already hearing a special series of reports by BBC's A. J. Cunnings in which he presents the hopes and views in England and Europe. The series which began March 26th, will continue until the opening of the conference.

The contact with European opinions we hope will help to create a closer alliance between the people of the old and new world; through which will come a deeper understanding of the problems of peace.

This old type of vehicle outside an entirely up-to-date hotel shows the contrasts of Quebec Province. The program through which you expect to reach its 3.5 million people requires to be equally adapted to this very individual province. We specialize in planning and producing programs for Quebec as well as elsewhere in Canada—in either English or French. Let us prove to you that it pays to plan for Quebec.
ANY baseball fan will tell you that no matter how clever the pitcher, a good catcher is just as important to a winning team.

Anyone who knows radio will tell you that no matter how clever the program, the listener must “catch” the sponsor’s sales story.

Your program, broadcast over WCBM, will be heard by a profitable percentage of the Baltimore market for listening to WCBM has become a habit in Baltimore.
Kempton to Head Radio Relations

McGrath Helping McDermott Handle Correspondents

WILLET KEMPTON, chief of the OWI Domestic Radio Bureau station relations division, has been loaned to the State Dept. as radio relations officer for the United Nations Security Conference in San Francisco, opening Wednesday. Mr. Kempton arrived in San Francisco Thursday to make preliminary arrangements for coverage of the Conference.

He will work as a special assistant to Michael J. McDermott, press chief of the State Dept., who heads the entire United Nations informational staff as Chief Press Relations Officer. Mr. Kempton’s duties will be to facilitate accredited radio correspondents in contacting the various delegations.

McGrath on Hand

D. Harold McGrath, superintendent of the Senate Radio Gallery, who has been handling the accreditation of radio men from the first, also is in San Francisco as Mr. McDermott’s assistant in charge of radio correspondents. As their first step, correspondents were to contact Mr. McGrath at the start of this week for their accreditation cards. Several other assistants including Harold Beckley and William Donaldson, superintendents of the Senate and House Press Galleries, have been named to the Conference press staff.

Each delegation at the Conference will have its own press and radio officers in addition to the general staff for the whole body. Comdr. Lloyd Dennis, on loan from the Navy, will be radio officer of the American delegates.

Radio and press relations headquarters have been established on the first floor of the Veterans’ Memorial building. Information officers of the Conference, together with most radio men covering the event, will stay at the Palace Hotel.

Overall cost of installing studios was $10,891, with the four American networks paying $1,285 each, the British Broadcasting Corp. 4, Canadian Broadcasting Corp., and Australian Broadcasting Corp. lumped into a smaller amount and the independents sharing the remainder.

About 200 radio men and women are in San Francisco to cover the conference. Among independents carrying direct pickups will be KSFO San Francisco, linked with KPAS Los Angeles, for a daily summary. KYO San Francisco will feed to KFWD Hollywood, featuring John B. Hughes, Sam Balter and Mrs. W. Averill Harriman, wife of the ambassador to Russia.

KMTV, KMPC and KF also plan spot broadcasts.

The official opening will be aired by all networks at 2:00 p.m. (PWT) Wednesday. Plenary sessions will be open to broadcast during the Conference.

Francis C. McCay, NBC manager of network operations and news and special events, has been assigned by William F. Brooks, director of news and special events, to supervise NBC coverage of the Conference. With Stanley Richard—

(Continued on page 38)

WHEN THE FROST IS ON PUMPKIN CENTER (Ky.)—

and the fodder’s in shock, get fodder and fodder away from there, or you’ll find yourself in a hurry. Getting down to business: why in the world should a big dough to insure complete coverage of rural settlements as Pumpkin Center, when WAVE’s Louisville Trading Area is what counts in Kentucky? Here are more prosperous people, more industry, more money than in all the rest of the state. Pumpkin Center’s well-off for farmers, business, no!
Little Elmer says: "WGN's favorite role is leadership among Chicago's major stations in local and national spot business."

A Clear Channel Station

CHICAGO 11
50,000 WATTS

EASTERN SALES OFFICE: 220 EAST 42nd STREET,
NEW YORK 17, N. Y.

ILLINOIS
720 KILOCYCLES

WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

MUTUAL BROADCASTING SYSTEM

Broadcast Advertising

April 23, 1945 • Page 35
The George Foster Peabody jury put on its wool sack the other day and looked over the radio performance of 1944 throughout America.

And then it reached into the CBS galaxy of rare and varied and wonderful entertainment and laid hold on a star who was temporarily trying to hide from sight. He gave the jury a slight scuffle, but was hauled, skeptical and grumbling, into the light.

Dusted off, he turned out to be a comedian. F. Allen, of Allen’s Alley. Allen of the Texaco Star Theatre on CBS. The same Allen who took a holiday last summer to go make a motion picture, and who isn’t quite so sure it was a holiday. The same Allen for whom the CBS latchstring dangles—for whom millions of loyal CBS fans are keeping that candle twinkling in the network’s window.

As he blinked in the glare of the jury, its composite voice, through a loud speaker said:

"Mr. Allen, willy or nilly, you now get the George Foster Peabody Radio Award for 1944. It’s the highest one we can confer. You get a medal with it. You get it for Outstanding Entertainment in Drama. You get it for comedy. You get it for comedy unexcelled over a period of twelve years."

"Thank you" said Mr. Allen. "Let’s leave Willy and Nilly out of this. I’ll cherish the medal myself."

Durable excellence isn’t an accident on CBS. It’s no accident that more Peabody awards and citations for 1944 went to CBS programs and stations than to any other network; no accident that CBS radio has won a total of 20 out of 52 awards and citations since the Peabody Awards were first established. Excellence is the CBS target always.

But no winner on any network ever deserved it more. In plain words, this couldn’t happen to a nicer guy than Allen. We congratulate him, and the jury of the George Foster Peabody 1944 Radio Awards on its perception and daring.
Striking leadership is no accident!

1 A few weeks ago two CBS affiliate-stations, WTAG (Worcester) and WJR (Detroit), won both major duPont Awards for outstanding service to their communities in 1944.

2 Variety's "Showmanagement" survey, made by the editors, gave 4 major awards out of 7 to stations of the Columbia Network; recognized for either award or special "high-light" comment 19 stations on CBS.

3 Now the George Foster Peabody jury, reviewing 1944 accomplishment, honors

   WTAG, Worcester, for "Outstanding Public Service by a Regional Station of More Than 1,000 Watts" (A CBS affiliate)

   WIBX, Utica, for "Outstanding Public Service by a Local Station of 1,000 Watts or Less" (A CBS affiliate)

   KMOX, St. Louis, a special citation for regional excellence in public service (A CBS station)

   What is more, of the 17 stations who were "finalists" in the Peabody judging, 12 were CBS stations: those just cited, plus these—

   WCAU, Philadelphia • WBT, Charlotte • WGAR, Cleveland • WJR, Detroit • WBBM, Chicago • KLZ, Denver • KQW, San Francisco

   Thus, in the span of a few recent weeks, the public spirit and technical performance which characterize the typical station on this single network have been forcefully demonstrated not once but three times by representative and impartial juries. With more than 20 of our stations blushing in the pleasant limelight, we need point out simply that this overwhelming evidence of station strength of character is not an accident. It is the direct and well-earned recognition of a philosophy shared by every CBS station between the oceans, and out in Hawaii and down in Puerto Rico: "He best serves himself who best serves his own people."

This is CBS.... the Columbia Broadcasting System
(Continued from page 44)

son, NBC London chief, Mr. McCall set up the network's transmis-
sion system for D-Day news. He recently returned from Honolu-
lu, where he set up NBC facilities for expanded Pacific coverage. Mr.
McCall will headquarter at KPO San Francisco.

E. B. Cane, director of Latin-
American programs, NBC interna-
tional division, and Vincent Tobey,
NBC international division com-
mentator, are covering the Con-
ference. Both will be on regular broad-
cast schedule to Latin-America.

Following are late station plans,
as disclosed last week to BROAD-
CASTING:

KFW Wichita, Kan.—George Gow,
news editor, will transcribe interviews
and file overhead coverage.

KLO Ogden, Utah—Arthur Gaeth,
news analyst heard over KLO, the In-
termountain Network and Mutual, will
originate his daily Mutual commentary
from San Francisco. He also will handle
special coverage for several newspa-
pers and his broadcasts will be short-

News
Wildroot Co., Buffalo (hair tonic),
on April 30 for 32 weeks starts some-
thing to Talk About on 39 Don Lee
Pacific stations, Mon.—Fri., 10:15-
10:30 a.m. (PWT). Agency: BBDO, Chi-
cago.

REVERE Copper & Brass Inc., New
York (institutional), on July 4 starts
The Human Adventure on about 115
MBS stations Wed., 10-10:30 p.m. Agen-
cy: St. George & Keys, N. Y.

Renewal Accounts

AMERICAN DAIRY Assn., Chicago,
on April 29 for 13 weeks renews Voice
of the Dairy Farmer on 19 Don Lee Paci-

netion system to Latin America.

KFW Wichita, Kan.—George Gow,
news editor, will transcribe interviews
and file overhead coverage.

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netion system to Latin America.
EVER since 1701 when Yale was founded to fit young men for “Publick Employment in Church & Civil State,” the life of the University has always run close to contemporary problems. Today it touches modern life at many points.

In this traditional spirit of public service the cooperative program between WTIC and the University was initiated. “Yale Interprets the News” is designed to provide a better understanding of world events by drawing upon the full intellectual resources of the University.

Sounds like something that would appeal only to the intellectual few? Quite the contrary. Now in its fourth year, “Yale Interprets the News” is listened to regularly by more residents of Southern New England than any other program at the same hour.

WTIC is proud to be associated with one of the great educational institutions of our country in order to bring to the people of Southern New England this important series of public service programs.
Press News Elects
SEN. W. A. BUCHANAN, Lethbridge Herald, has been elected president of Canadian Press and its subsidiary, Press News Ltd., with Roy Thompson, CKGB Timmins, CJKL Kirkland Lake, and CPCH North Bay, as vice-president of PN. Re-elected as directors of PN were F. I. Ker, Hamilton Spectator; Sen. Rupert Davies, CWS Kingston; Emile Jean, CHLN Three Rivers, Que.; H. N. Hueston, Sarnia Observer; W. B. Preston, Brantford Expositor; W. McCurdy, Winnipeg Tribune; A. R. Ford, CPFL London, Ont. Officers of Canadian Press with station affiliations elected for 1945 include Sen. Jacob Nicol, CHTL Sherbrooke, Que., vice-president, executive committee; Harold Husband, CJVI Victoria; D. E. Rogers, CKCK CKRM Regina; C. V. Ferguson, CKRC Winnipeg; Sen. Davies; A. R. Ford, CPFL London; Mr. Thomson; Hervey Major, CKAC Montreal;

Capitol Bureau
IN LINE with station policy of providing ever-increasing local and statewide news coverage, WSFA Spartanburg, S. C., has established a new bureau in the State Capitol at Columbia. It is headed by Moise Bloom, who keeps WSFA news department informed of the activities of the members of the Spartanburg delegation to the state legislature. If public reaction is favorable, WSFA intends to maintain the news bureau permanently.

TIN SALVAGE is slow; less than half the needed tin cans are being saved, prepared, collected, the War Advertising Council declares in a bulletin urging advertisers to promote this cause in time and space.


News
BOB SHERRY, NBC announcer, has replaced ED HERLHY on "Your Radio Reporter", weekly quarter-hour on WEAF New York featuring news of NBC-WEAF personalities. Mr. Herlhy has a new stint now on WEAF for Knopf-Mark Mig. Co.

RITA STONE, assistant to WILLIAM SHIRER, CBS news analyst, leaves New York this week for Hollywood to become a newswriter at KNX Los Angeles, MYRA JORDAN, of CBS shortwave listening post, replaces Miss Stone.

RUSSELL ROE, former St. Louis advertising man, to KFAM St. Cloud, Minn., as newscaster.

FRED DELANO, from KJQ Seattle, to KGW Portland as news editor replacing BOB THOMAS, to KEX Portland.

MIKE MULVHILL, news editor of KGVO Missoula, Mont., has reported for his induction physical.

ROBERT F. HURLEIGH, WBBM Chicago commentator, has been initiated into Sigma Delta Chi, professional journalistic fraternity.

De Mille-AFRA Fight
EXPANDING political aspects of Cecil B. De Mille's recent fight with Los Angeles chapter of AFRA over $1 assessment levied by that union [Broadcasting, Jan. 29], formation of De Mille Political Freedom Foundation was announced by Frank P. Doherty, owner of RRKD Los Angeles. National headquarters are at 307 West 8th St., Los Angeles. Purpose is "to insure right of everyone, union or nonunion alike, to be politically free", according to Mr. Doherty. Spokesmen said there would be no assessments. Finacing will be by contributions.

AGREEMENT has been signed by Arch McDonald (i) veteran WTOP Washington broadcaster, and Clark Griffin, president of Washington Senators, to report 1945 home games of the Senators for P. Lorillard Co. on WOL (day games) and WWDC (night games).

ALLAN JACKSON, CBS newscaster, has taken over the WCBW news and analysis telecast formerly handled by EVERETT HOLLES, now news chief of WBBM Chicago.

R. S. BRYDEN has been appointed news editor at the central news bureau of the CBB, Toronto. He was formerly senior English editor of CBM Montreal. LAURENCE DUFFY, formerly of CBS and CBK, replaces him at CBM.

DON FAIRBAIRN, former CBC farm commentator at Toronto, has been re-reported in a hospital in Holland after being wounded during RCAF operations over Holland.

ERIC SEVREIN, CBS correspondent just returned from a year in Europe, presented a pessimistic view of the European situation in an informal talk at a press luncheon given in his honor April 17 by CBS. He has been assigned to the staff that will cover the San Francisco Conference for CBS.

HENRY CASSHER, wartime news and picture editor of television of WCBW New York, has been placed on a full-time basis. He continues as assistant director of the CBB listening station.

$50,000,000 Citrus Crop Expected for KRGV Market!

It's the kind of income that puts cash in circulation down in the Lower Rio Grande Valley. The income per capita is over $650.00, totalling 165 million dollars effective buying income in KRGV's primary area. And this is a PERMANENT MARKET—a KRGV dominated market.
NOW BROADCASTING DIRECT FROM OVERSEAS

Johannes Steel

George Hamilton Combs, Jr.

THE ONLY NEWS ANALYSTS DISPATCHED TO THE BATTLEFRONTS BY ANY INDEPENDENT STATION IN AMERICA

WHN 1050 NEW YORK

AMERICA'S MOST POWERFUL INDEPENDENT STATION

REPRESENTED BY RAMBEAD
Calling all you

If there is foundation to the claim that a man's handwriting reveals his character and ability, you should recognize in these signatures that essential radio skill that has given Fort Industry Company Stations the reputation for broadcasting at its Best!
raphologists!

George W. Smith — Managing Director
WWVA, Wheeling, West Virginia’s 50,000 Watt Basic Blue Outlet.

Ed Flanigan — Managing Director WSPD, Toledo, Ohio’s 5,000 Watt Basic N.B.C. Outlet.

Charlie Smithgall — Managing Director WAGA, Atlanta, Georgia’s 5,000 Watt Blue Outlet.

Bob Venn — Managing Director WGBS, Miami, Florida’s 10,000 Watt Mutual Outlet.

Allen Haid — Managing Director WHIZ, Zanesville, Ohio’s 250 Watt N.B.C. Outlet.

Ralph Elvin — Managing Director WLOK, Lima, Ohio’s 250 Watt N.B.C. Outlet.

George B. Storer — President Fort Industry Company. On leave, serving as Commander, United States Navy.

J. Harold Ryan — Vice President and Treasurer Fort Industry Company. On leave, serving as President National Association of Broadcasters.

THE FORT INDUSTRY COMPANY

RT INDUSTRY STATION YOU CAN BANK ON IT!
Radio President II

IN HIS FIRST full week in office President Truman demonstrated to Washington's two most critical bodies—Congress and the radio and press corps—that the country is in good hands. And in the eyes (more aptly the ears) of the common man he proved himself a worthy successor to his fallen chief.

For radio there were momentous developments. In successive days the new President turned to the microphone to tell a waiting world in clear, unvarnished, sincere terms of his determination to carry out the war and peace policies of his illustrious predecessor. This was a rare episcopal function.

President Truman paid radio magnificient tribute in selecting J. Leonard Reinsch as his news secretary (radio, press, newsmagazines and movies). Still in his 36th year, Leonard Reinsch is a veteran of 21 years in radio who came up through the ranks.

That appointment establishes a new and laudable precedent. It is in cadence with the radio bug and assumed by the editorials which have appeared heretofore in that distinguished legislative journal. The American system of broadcasting, like democracy itself, could not, if it will, depart from the public interest.

Radio was recognized by such journals as the Washington Evening Star and the St. Louis Post-Dispatch and others, some of which in the past have appeared their disparagement by the broadcast, is gratifying. That it was noted in the Congressional Record by Senator Hatch, Representative Monorey, Representative Lyndon Johnson and other lawmakers, perhaps to an extent modified some of the less generous observations which have appeared heretofore in that distinguished legislative journal.

WILLIAM BARLOW QUARTON

That is why it was recognized. Mr. Reinsch, like his chief, has demonstrated his capacity to perform any assigned task. Because of innate fairness he will give all media equal treatment, just as his esteemed predecessor, Steve Early, steeped in the tradition of the press, always had given radio an equal break. Leonard Reinsch is a broadcaster's broadcaster. Newspapering, however, is no novelty to him because for 11 years he has been identified with the newspaper-owned stations of the Gov. Cox organization.

For radio as a whole the Washington outlook couldn't be better. If anything, the hand of Mr. Reinsch will give all media equal treatment, just as his esteemed predecessor, Steve Early, steeped in the tradition of the press, always had given radio an equal break. Leonard Reinsch is a broadcaster's broadcaster. Newspapering, however, is no novelty to him because for 11 years he has been identified with the newspaper-owned stations of the Gov. Cox organization.

radio was ready. The Minute Man of 1776 carried a musket and a lantern. Today he carries a mike.

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VETERANS' BULLETIN BOARD

...IS KOIN's NEAREST PUBLIC SERVICE PROGRAM

Purpose of this series is to replace "question marks" that greet returning servicemen and women head on, with official answers to guide them to their rightful place in civilian life. To "voice" this series, KOIN recruited one of its most successful broadcasters, Newsman JIM WYATT—himself a veteran of World War I. Jim delivers "Veterans' Bulletin Board" nightly at 10:15, right after signing off Five-Star Final to the largest established news audience in Northwest radio.

It takes teamwork to win a war and build a future

No mere shot in the dark, VETERANS' BULLETIN BOARD is one of the most carefully planned programs this station ever brought out of the blueprint stage. In KOIN'S home county, there are 36 federal, state, county, city and community agencies set up to aid returning servicemen and women. However, there existed no centralized information outlet to acquaint the public with their respective services. KOIN saw here a community problem. VETERANS' BULLETIN BOARD was the result. Scripted and "leg-worked" by News Editors Les Halpin and Dale Denny, this series funnels official information to veterans already returned, and the family members preparing for that glad day when their "Johnny comes marching home again".

Results...!

"In addition (to veterans) I wish to acknowledge already evident results to all civilian disabled and handicapped individuals who have heard the broadcasts and have realized they are eligible for our Service... It is very evident there is great future value being built up through these broadcasts as well as the obvious immediate results."

H. E. PALMER
Assistant State Supervisor
Vocational Rehabilitation Service

KOIN
PORTLAND, OREGON

FREE & PETERS, INC.
National Representatives
Our Respects to
(Continued from page 44)
chased Waterloo’s WMT from Harry Shaw (one of the founders of Broadcasting Magazine) and began broadcasting from both Iowa cities over one transmitter located between Cedar Rapids and Waterloo. The station gained power, prestige, listeners and sponsors.
Bill’s most successful campaign came in 1934. Attractive Elnora Bierkamp owned and managed The Little Flower Shop on a prominent Cedar Rapids corner. Aware of her personal charm and undaunted by the store’s puny advertising budget, resourceful Bill concocted an idea. He sold Art Shepherd, second announcer in the United States to hit the street with an inquiring microphone, to an off-the-beaten track company. Then he posted Art in front of Elnora’s shop, supposedly because of its central location. Every noon thousands of listeners tuned in for the “Man on the Street, coming to you from in front of The Little Flower Shop through the courtesy of—Neb.” and they began buying Elnora’s floral arrangements as well as the sponsor’s product. Bill was proving that he could sell listeners, sponsors, and Elnora—Mrs. Quarton since 1935.
Bill helps put over civic campaigns with the same enthusiasm he gave to his job as two-term chairman of the NAB Code Committee. War bond campaigns, Community Chest drives, the Chamber of Commerce (1944 president), the Pickwick Club (1943 president) all can depend on him.
Ambitious Bill Quarton has had no difficulty in “settling down” in Iowa. He lives quietly with his wife and four-year-old Diana in an attractive home on Crescent St. In 1938 he became manager of WMT, now owned by the American Broadcasting Stations Inc. By concentrating on one objective—radio—he has hit the stride prophesied by Senator Dickinson.
NATIONAL Retail Dry Goods Assn. has reprinted in the April issue of “Promotion Exchange” the article on “Prosimile—A New Hope for the Press?” which first appeared in Broadcasting. No. Dry Goods Magazine also printed a talk on television made by Helph R. Austrian, executive vice-president, BKO Television Corp. Feb. 6, as the Television Press Club.

Don Searle Named
As Blue-ABC V-P
Will Continue as Network’s Western Division Manager
DON SEARLE has been elected a vice-president of the American Broadcasting Co., the Blue Network, Chester J. La Roche, vice-chairman of the network, has announced.
Mr. Searle will continue as general manager of the network’s Western Division, a post which he assumed in August, 1944. Prior to that he was manager of KGO, the network’s San Francisco outlet.
After serving in World War II Mr. Searle attended the U. of Iowa and began his radio career in his home town of Council Bluffs in 1924 where he organized and operated KOIL which later moved to Omaha, Neb.
In 1933 he became general manager of WIBW Topeka, Kan., and in 1937 he was appointed general manager of KOIL Omaha and KFAB and KFOR in Lincoln. He became general manager of KGO in April, 1943.
Before entering radio Mr. Searle worked in the petroleum industry and is interested with his brother in the Searle Petroleum Co. of Omaha, refiners and marketers. He is owner, with Herb Hollister, of KANS Wichita, Kan., and KMMJ Grand Island, Neb.

Radio, Cable Rate Cut
FCC has authorized a 20-cent word basic rate on full-rate messages to Europe, Central America, West Indies, South America and the Philippines by RCA Communications Inc. and to Europe only by the Commercial Cable Co. and Mackay Radio and Telegraph Co. The new rates will go into effect May 1. Present rates to Europe range from 23 to 36 cents a word and to Central, South America and West Indies points are as high as 45 cents a word. Corresponding reductions in code, deferred and night letter messages will go into effect.

BUKE OF IOWA!

Farmer Bill in his battered topper (it’s just a gag!) is not of royal lineage, but he and his kind probably make up a better market than the whole of Burke’s Peasage!

For Iowa farmers are rich in the extent of an average income in 1943 of $7,672—wth predictions of a 20% increase for 1944. As a group, they comprise the No. 1 Farm Market not only of America but of the world!

By far the best way of reaching them is through the No. 1 Farm Station, KMA—the only full-time farm station in this section.

We give our farmer friends their market reports when they need them. Farm news and USDA requirements are not just read here; they’re interpreted by men familiar with farming practices. Maybe our announcers could speak in elocution-school accents, but they don’t; they use plain Iowa language.

And do such policies please our audiences? Well, they send us more than twice as much listener-mail as any other station in this area. That looks as though we offer you twice as good a chance of making sales!

Our schedules are crowded, but requests for availabilities and information, are still welcome. Write us or call Free & Peters!

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives
AMARILLO, TEXAS—the "beef bowl" of America! This thriving market in the great Panhandle will chalk up over 41 million dollars this year in cattle sales alone. This isn't small stuff, is it?

It's the circulation of substantial earnings that makes KGNC listeners above-the-average prospects for your products.

And it's KGNC's mass audience that reduces your sales costs in this market.

THUMBNAIL FACTS... KGNC's primary has 440,600 people. The per capita income is $900, or $3,420 per family. The total effective buying income is $354,597,850.00 (based on 1943 income). Wheat, oil, cattle, cotton, potatoes, onions, and war industries are principal sources of income in KGNC's area.
Blue adds 13,976,320
Weekly Impressions
(An impressive two-week gain)

Here at the Blue Network we've made some interesting progress recently in one specific phase of this radio business. We seem to have been able to influence more and more people to hear the shows our advertisers are putting on.

It started a few months back. We had some new ideas we wanted to try. From the experience many of us had in selling products, we thought it might be well to approach the selling of entertainment the same way. So we believe we've added some new thinking to sound promotion effort.

In place of routine promotions, we set out on Planned Promotions. We coordinated the efforts of our 196 stations the way a manufacturer coordinates dealer effort.

It was obvious that the impact of 196 stations, working with agencies and advertisers, would deliver many more listeners to the Blue.

The Sunday Night Promotion

First—we charted a Sunday-night-on-the-Blue promotion. It was only an experiment. Nobody knew how it would come out.

The individual stations took the plan, enhanced it with their own ideas and their own enthusiasm, and here's what happened:

6,800,000 more family impressions were attracted to the Blue on Sunday night ... this in spite of well-organized previous promotions by the two other major networks.

The Morning Promotion

Well, it worked once. So it was tried again. Next came the Morning Promotion. Headquarters formulated the Plan. 196 stations put it into effect. The results?

In the first two weeks we added 13,976,320 impressions per week to our morning audience! And of course this increase came to us from the other networks.

The advance Hooper reveals that for March the Blue was the only network to lift its Share-of-audience while the other three networks dipped. And, as you know, the Blue’s average rating of all morning programs is the highest of the four networks.

This is just a beginning

With progress like this, naturally we’re planning other promotions. We’re confident we’re going to get the same kind of results with them, too. It’s given us a promotional philosophy that can be summed up in two sentences—FIRST, YOU HAVE TO HAVE GOOD SHOWS TO OFFER THE PUBLIC (and ours are getting better all the time). SECOND, YOU HAVE TO LET PEOPLE KNOW ABOUT THESE SHOWS (and it looks like we’ve hit on a good way of doing this).

All this adds up to a pretty important thing to radio advertisers: Now's a good time to get your franchise on the Blue!

AMERICAN BROADCASTING COMPANY, INC.
The Blue Network
EARL MCGILL, producer-director whose contract with CBS expires June 13, is leaving the network in order to devote more time to outside work, including Broadway plays and network programs originating in both New York and Hollywood.

LT. J. PAUL LANGFORD, freelance West Coast producer, has been transferred from the radio coordination unit of AAF Personnel Distribution Command in Hollywood, to the AAF radio production unit in New York, to assist in writing and producing PDC shows such as "First in the Air" on CBS.

STEVE ROBERTSON, from KOA Denver, to KPO San Francisco as announcer.

GUY WALLACE, from WBBM Chicago, to WIND Chicago as feature announcer.

STAN CORLEY has been appointed production manager of WJNO New York.

MARK OSBORENE, announcer at WPTF Raleigh, N. C., has resigned effective May 1 to become fulltime pastor of a church in the western part of the state.

HARRY CREIGHTON, WON Chicago announcer, is recuperating from a tonsillectomy.

LT. G. G. YULL, formerly of the CBC, Toronto, on April 14 in England married Elizabeth Mary Phillips of York.

KEN MURRAY, released from RCAF, is now in charge of the record library of the CBC national program department, Toronto.

CLARA ROBSON, continuity writer of the CBC, Toronto, has recovered from an appendicitis.

CHARLES E. VILLENUEVE, formerly of the CBC, Ottawa, and now with the Canadian Army overseas, has been promoted to captain.

HARVEY HANDLEY and BILL McCLINTOCK, released from the RCAF, have returned to the CBC Toronto.

LT. JACK WORMSER, former NBC Hollywood sound effects man, is officer in charge of Canadian Expeditionary Force.

SELF-STARTER is Larry Pardi (r), elevator starter, who has been appointed a program director at WABC, CBS New York key. Arthur Hull Hayes, general manager, congratulates Malta-born Larry who trained by attending rehearsals.

LOCAL SALES for WFLY Syracuse for the first quarter of 1945 show an increase of 8% over same period for 1944.

BUFFALO Courier-Express STATION

WEBR Blankets Buffalo AND WESTERN NEW YORK At Lowest Cost!

Here are the facts: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are concentrated in metropolitan Buffalo, well within WEBR's primary service area.

WEBR Mutual Network

Nationally Represented by Weed & Co.

ROGER BOWMAN, NBC announcer, will teach microphone technique and diction in the summer session of the Julliard Graduate School of Music in New York.

JIM WALDROP, NBC announcer, is the father of a girl.

TED COFFY, program director of WNEW New York, is the author of "Victor Book of Musical Funnies" (Simon & Schuster $1.50). Volume is a collection of musical quips, limericks and cartoons.

ARTHUR FAZZINI, from WEED Rocky Mount, to WYFF Greenville, S. C., as announcer.

BUD DAWSON, former announcer of KBCO Colorado Springs, joins KXTO Springfield, Mo.

ROBERT CHANDLON, former musician and vocalist, has been named assistant to the promotion director of WIP Philadelphia.

TOM KANE has joined the announcing staff of WIP Philadelphia.

SID SINGER has taken over writing assignment on weekly CBS Pacific program "Don't You Believe It!" He succeeds CRAN CHAMBERLAIN, CBS writer, recently Inducted into the Army.

GROVER C. RUKE, former KFEL Mason City announcer, to KMA Shenandoah, Ia.

LEN TAYLOR has resigned as program director of WHBC Canton, O., to become assistant advertising manager of Tyson Bearing Corp., Massillon, O.

GENE NELSON has returned from service with the armed forces to KFAM St. Cloud, Minn., as chief announcer.

MARSHALL PACK has resigned as the announcing staff of WEJR Spartanburg, S. C., is the father of a boy.

MEL BAILEY, PRICE BURLINGAME, ARTHUR BALDWIN and BOB THOMAS, from KGW Portland, Ore.; OZZIE CHAIN, from ZFFT Spokane, and HAROLD PARENT, from KWKU Albany, Ore., to announcing staff of KEX Portland.

HAL BARKAS has been promoted to music director of WJNO West Palm Beach.

FRED OWEN replaces BOB JOHNSON, now on leave, at KGVO Missoula, Mont.

ELIZABETH HERBERT is leaving WSM-FM Nashville for New York to play dramatic roles in radio serials.

ELIZABETH HUNTER is new director of women's activities for KRLL Dallas.
Air power is familiar enough to Hartfordites who have seen United Aircraft's tremendous growth here. Hartford, the insurance capitol of the world, is air-minded to the tune of tens of thousands of employees in the highly-paid aircraft industry. To the market-minded advertiser, Hartford is that attractive spot on the map where employment goes at a pace which almost doubles the national per capita income. Hartford's air power provides the extra dollars which make this market so exceptional. WDRC's air power enables you to reach this entire market at one low cost.

DO YOU KNOW THIS PLANE?
The Consolidated Catalina Navy Patrol Bomber photographed here is one of the many fine planes powered by Pratt & Whitney engines and equipped with Hamilton Standard propellers, both made in East Hartford, Connecticut.

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM

BROADCASTING • Broadcast Advertising

April 23, 1945 • Page 51
POSING FOLLOWING the premier April 6 of This Is Your FBI on Blue-ABC Friday 8:30-9 p.m. are (1 to r): Mark Woods, Blue-ABC president; Jerry Devine, producer; Thomas Parkinson, president, Equitable Life Assurance Society, sponsor; and J. R. Warwick, vice-president of Warwick & Legler, New York, agency in charge.

MORAN & WEBB Agency, Atlanta, has been named by WSM Nashville to handle advertising.

KGBA Sacramento, Cal., will join NBC April 30, instead of April 15 as originally scheduled.

MARION HARPER Jr., former manager of the copy and radio research division of McCann-Erickson, New York, has been appointed vice-president and manager of the central research department. Copy and radio research work, including a continuing study of listening, will continue under his supervision. L. H. WELD remains director of research.

DOROTHY DORAN, former radio editor of the Akron Beacon Journal, has joined the radio publicity department of N. W. Ayer & Son, New York, as assistant to WALTERS LEAHY, director. CHEY BROWER, with the Blue-ABC publicity department on the West Coast, will join the agency's Hollywood staff as assistant in radio publicity to JEAN MCFARLAND. ED CASHMAN, vice-president, and BERT OLIVER, general manager of Foote, Cone & Belding, Hollywood, currently are in New York for home office radio division.

RUDERICK MCKENZIE, from Foote, Cone & Belding, Chicago, to J. Walter Thompson Co., Chicago, as copywriter.

H. C. ROSSI, former account executive of Van Dolen, Graudan, & Massie, New York, and the agency's president and treasurer, LAWRENCE VAN DOLEN, are planning to join in a new agency operation when office space can be obtained. Mr. Rossi's recording studios would form part of the enterprise. Mr. Rossi's accountants, include Prince, Macfarlane, & Lowell, Mass., now on WCOO Boston.

ALFRED EICHLER, former copy director of Kustrau & Byrns, New York, has been moved to the New York office of Dancer-Fitzgerald-Sample.

ANN LICHEN, formerly with Edward L. Bernays, New York, as publicity director on Procter & Gamble's Drene, has joined the public relations department of Geyer, Cornell & Newell, New York.

LEE-MURRAY Co., New York, a new advertising agency, has been established at 15 E. 44th St., New York, by MURRAY LEVIN, former art director of Greene-Brooke Co., New York, and LEO STEINFIELD, former advertising and sales promotion head of Union Stationery Co. Agency will handle radio.

JOHN MOLE, formerly with Phillips H. Lord Productions, New York, has been named script editor of "Armstrong Theatre" on CBS by BBIO, New York, agency.

WALTER LURIE, recently resigned eastern program manager of the Blaw Co., New York, will join the Blaine-Thompson Co., New York, on May 1 as head of the agency's new creative radio department. Blaine-Thompson plans to go into network advertising in the near future.

VERNEK Adv., Philadelphia, has changed its name to Packard Adv. Agency, M. MURRAY VERNICK continues as head of the agency with offices at 1801 Chestnut St.


Sgt. ROBERT MAURER, PRO for the Orlando Army Air Base, formerly with Henry J. Kaufman Agency, Washington, is writer and producer of three of the ten series written and selected by the War Dept. to be distributed to all AAF installations for rebroadcast.

C. W. CULPEPPER, following temporary leave of absence, has rejoined Hillman-Shae-Breyer, Los Angeles, as director of media and research.

MERCHANDISING ADVERTISERS, Chicago, industrial and minerals agency, has moved to larger quarters at 173 West Madison St.

GODFREY HUMPHREYS has been appointed manager of the Montreal office of James Fisher & Co., Montreal, of the Toronto branch of M. Humphreys recently resigned from the position of the Director of the Mount Sinai & St. Mary's, Ottawa.

J. N. KELLY, former national publicity director of the Canadian Red Cross, has joined Coolfield, Brown & Co., Toronto, as account executive.

(Continued on page 54)
NBC Radio-Recorded Shows for Summertime Advertisers

...who want to make their place headquarters for summer products

★ If you have an advertiser looking for a summer replacement program or one who wishes to push summer weather products ... bridge the gap between spring and fall promotions ... NBC Radio-Recording Division offers your client exclusive rights in your town to a network-calibre show at a modest price—made possible because it's shared among many advertisers in non-competitive markets all over the country.

Any one of these six shows you choose will give prestige to your advertiser's name and products ... will tell his customers (and prospects) where to buy them ... and make his place headquarters for summer merchandise.

STAND BY FOR ADVENTURE ... exciting experiences in far places among strange people. Sponsor history: Beverages, Cold Storage, Candy, Summer Furniture. 78 quarter-hours for broadcast once or twice weekly.

THROUGH THE SPORTS GLASS ... Sam Hayes, ace sportscaster, recounts thrilling moments in sports history. Sponsors range from Men's Clothing to Sporting Goods. 52 quarter-hours for two-a-week broadcast.

THE WEIRD CIRCLE ... modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne, Victor Hugo and many others. Has been successfully sponsored by: Bakeries, jewelers, Laundries and others. 78 half-hours for one-a-week scheduling.

TIME OUT FOR FUN AND MUSIC ... Talented stars combine their carefree banter with entertaining music. Ice Cream, Women's Wear, Beverages and other summertime products have used this show. Two series: 26 quarter-hours in each. One series: 13 quarter-hours.


5-MINUTE MYSTERIES ... new series of fast-moving thrillers with clever production pattern. 5-Minute Mysteries has sold everything from Men's Clothing to Sunglasses. 78 three-a-week shows.

Write today for audition records and complete data.

N. B. Remind national and regional advertisers who wish to put extra selling pressure in certain markets ... the six shows listed above are the nearest thing to live network programs and worthy of their message.

NBC Radio-Recording Division
America's Number One Source of Recorded Programs

RCA Bldg., Radio City, New York  Chicago  Washington  Hollywood  San Francisco

April 23, 1945  Page 53
PROVE PEACETIME IMPORTANT

KSTERRA of tube manufacture.

EVER..IP the war, needs -will Bonds-and new broadcasting. 1945, has a hold them!

Telephone. A new telephone service. This will mean greater service to our audience which has just designated WDSU first* in average daytime listening in New Orleans; and follows its recent special citation by the DuPont Radio Award Committee for public service.

WDSU NEW ORLEANS
1280 KC

ANDREW H. BELCHER, President

AMERICAN HOME PRODUCTS Corp., an extolling radio advertisement, has announced first quarter sales of $2,000,000, 19% higher than the same period last year and higher than the first three months of 1943. Gross volume for 1944 was $1,650,000.

MILNORS JEWELRY Co., Oakland, will sponsor 10:30 p.m. news across the board. Agency is Theodore H. Segall Co., San Francisco.


CALMELLS BROADCASTING, Dept. Store, Milwaukee, has signed for another year of reconstructed play-by-play broadcasts of Milwaukee Brewer games over WEMP Milwaukee, with Mickey Heath, former player and now vice-president of the team, announcing for the fifth year.

LIBERTY CHERRY & FRUIT Co. of Canada, Toronto, has started spot announcements thrice weekly on a number of Canadian stations. Account placed by James Fisher Co., Toronto.

PREMIER SHIRT & SPORTSMAN, Toronto, has started quarterly advertising plans in the Toronto Star. Agency is Ellis Adv. Co. Toronto.

JONES BROS., Ltd., Toronto, has placed its advertising account with a new agency.

Robert M. McIntyre has started a weekly hour show on WOLF Toronto. Agency is Forrester Adv. Agency, Toronto.

HUNT BROS. PACKING Corp. propose to change the company name to Hunt Foods Inc. to conform to the company’s plan to expand its activities in the general food business. The name change is expected to be effective April 1, 1945.

WDSU is proud that it has been selected exclusively for the first regular sponsored daily broadcasts by the New Orleans States direct from the home of the Times Picayune Publishing Co.

Each afternoon at 2:15 PM the listeners of South Louisiana and the Gulf Coast will now hear "Stand by for the States" presenting latest news, interviews, and features by the staff of this pioneer newspaper of the South.

This will mean greater service to our audience which has just designated WDSU first* in average daytime listening in New Orleans; and follows its recent special citation by the DuPont Radio Award Committee for public service.

WDSU NEW ORLEANS
24 HOURS
*C. E. Hooper
American Broadcasting Co., Inc.

Page 54 • April 23, 1945

SPONSORS

AMERICAN HOME PRODUCTS Corp., New York, extolling radio advertisement, has announced first quarter sales of $2,000,000, 19% higher than the same period last year and higher than the first three months of 1943. Gross volume for 1944 was $1,650,000.

BROADCASTING • Broadcast Advertising

HORACE N. STOVIN and COMPANY

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HORACE N. STOVIN and COMPANY
TWO INFLUENTIAL SOUTHERN NEWSPAPERS

AND A "POWER-FULL" NEW YORK RADIO STATION

... are the newest subscribers to the fast-growing client list of International News Service.

The New Orleans Times-Picayune, the New Orleans States, and Station WOR give recognition to the outstanding news service rendered by INS.

At home and from every battlefront, INS has been consistently in the forefront with a coverage conspicuous for its accuracy, completeness and speed.

More and more the front pages of the nation's newspapers abound with INS date lines.

INTERNATIONAL NEWS SERVICE
(Continued from page 54)

A. CRAIG SMITH, vice-president in charge of advertising of Gillette Safety Razor Corp., Boston, has taken on additional duties as sales head.

BURPEE CAN SEALER Co., Barrington, Ill., will sponsor participating show "Ted Bailey Allen and the World Homemakers," Monday through Friday, effective May 1 for 13 weeks on WGN Chicago. Weston-Barnett, Chicago, is agency.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal. (Real Gold orange concentrate), in a 13-week campaign starting April 23 will sponsor daily participation in home economics programs on KIRO KOMO Seattle. For Gil Edge naval orange juice firm in a brief campaign ending May 3 is using a total of 12 live spots on KFRC KGO KFBS KJOU KFWC KPO. Agency is J. Walter Thompson Co., Los Angeles.

PEDA-SPRAY Co., Fairfield, Ia., a new company manufacturing Peda-Spray for athlete's foot, and dispensers, has appointed Britscher, Van Norden & Staff, New York, as agency.

CAL CONCENTRATE Co., Chicago (Cal Coin), has placed its account with Atlas Adv., Chicago. Radio is said to be included.

TUGEND BLADE Co., Buffalo (Doctor's razor blades), has named Elpin Adv., Buffalo, as agency. Plans for radio are said to be included.

LYON-VAN LEERAGE Co., Los Angeles, adding to its schedule, on April 23 for 13 weeks starts an approximate total of 65 spots weekly on nine Pacific Coast stations. List includes KVIT KJIC KFBK KFSD KMJ KTMS with one in San Francisco and Los Angeles to be added. Agency is BBDO, Los Angeles.

HOTEL CONTINENTAL, Chicago, about to start its new year of advertising, is buying 13 weeks on WJJD WINN WAAF Chicago. Agency is Sidney S. Lovitt Co.

O. J. MORRISON Dept. Store, Huntington Beach, Calif., is sponsoring on WHAS Huntington "Breakfast Serenade," live from the kitchen 7 A.M. thru Sat. 7:45 A.M.

JIMMY DURANTE and Gary Moore meet executives for their new CBS sponsor, United Drug Co. Seated (1 to r): Arthur White, United account executive for N. W. Ayer & Co.; Howard Neill, special sales director for United; Durante; W. C. Gittinger, CBS vice-president for sales; Moore; George Kennison, United advertising manager; F. K. White, CBS vice-president and treasurer. Frank Stanton, CBS vice-president, and Howard Rose, N. W. Ayer, vice-president, on floor.

GARRIGUES LIKES 1,050-LINE VIDEO

The French 1,050-line television images are better than 1,200-line pictures demonstrated by RCA, Pierre Garrigues, chief of the bureau of special programs for the French government television station, told Broadcasting last week.

Both were laboratory demonstrations, he said, and the RCA subject was a film while the French subject was a live girl, he said, so perhaps the comparison was not completely fair, but he stated that the French picture was "more perfect, clear and continuous".

Interviewed a month after his arrival in this country to study American radio and video techniques and programming, Mr. Garrigues said that in quality of pictures actually telecast in both countries, the American 325-line image is superior to the 450-line picture broadcast in France.

Mr. Garrigues said that he saw little difference between the 525-line and the 1,200-line images demonstrated by RCA. He said that the eye is "quite satisfied" with 600, 700, 800 or 900 lines.

Existence of a 10-year plan to equip all France with television" was revealed by Mr. Garrigues, who said that it was a government plan, well down on paper, calling for establishment of transmitters in Toulouse, Remis, and several other points.
Terrific
KCMO Packs 'Em In—
Over 13,000 Strong!

KCMO listeners broke all records—over 13,000 women turned out for the “Breakfast in Hollywood” broadcast from the Arena of Kansas City's Municipal Auditorium March 22—the largest daytime audience ever to witness such a broadcast in Kansas City—the largest audience that ever heard Tom Breneman “In Person.”

For TERRIFIC results in Kansas City—include radio advertising on KCMO.

Represented by
JOHN E. PEARSON COMPANY
Chicago - New York - Kansas City

KANSAS CITY'S ONLY BLUE NETWORK STATION
MEETING WITH Dr. Frederick J. Cullen, exec. v-p. of the Proprietary Assn. of America, to improve proprietary copy, are (1 to r): J. K. Mason, NBC continuity acceptance manager; J. H. Ream, CBS vice-president; Cullen; Dorothy Kemble, Blue-ABC continuity acceptance director; Edwin Otis, Mutual commercial program supervisor.

Kesten Seeks to Clear Up the Record on Testimony Given at WOKO Hearing

EDITOR BROADCASTING:

Some time ago you carried a story about the WOKO case in which you quoted statements, made by the attorney for the station, which involved the name of Mr. Paley, as president of CBS.

These statements very completely and very unfortunately misrepresented Mr. Paley, both as to the facts and as to the record before the Commission. In effect, the attorney alleged, as you stated, that Mr. Pickard had concealed his stock ownership in WOKO at the request of Mr. Paley—all this years ago when Mr. Pickard was in Mr. Paley’s employ. In fact, Mr.

Paul W. Kesten, Executive Vice-President, CBS, New York.

April 13.

WLW Medical Policy

ANNOUNCEMENTS which mention laxatives, deodorants, alkalizers or other products involving or suggesting body functions will not be accepted during certain hours on WLW Cincinnati (General Manager Robert E. Dunville has announced. New restrictions will apply to the time periods: 7:30 a.m. to 8:45 a.m.; 11:30 a.m. to 1:30 p.m.; 5:45 p.m. to 7:30 p.m. Policy goes into effect April 29.

The Network Most People Listen to Most

T'aint the Way I Heard It Meegee
This Is Your District Attorney Speaking...
A Date with Judy...
...and Charlie McCarthy

KSOO
Sioux Falls, S. Dakota

1140 K C — 5000 Watts
National Representatives
Howard H. Wilson Co.
DYNAMIC HANDI-MIKE

Universal Handi-Mikes have been, through these years of progress in Radio-Electronics, as common a part to specialized sound equipment as the vacuum tube is to your home radio. The same microphone restyled and redesigned progressively has met the wanted need of a rugged hand held microphone. The Handi-Mikes are now available in both carbon and dynamic microphones with a variety of switches and circuits from which to choose.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

EDMUND A. LAPORT, developer of communications equipment used by the United Nations, has been appointed chief engineer of the newly-organized RCA International division. Mr. Laport previously was on the staff of the chief engineer of the RCA Victor division, working with the international department, and before that was chief engineer of the engineering products division of RCA Victor Co., Canada.

W. H. McCORD, vice president and general manager of the Western Electric Co., New York, on April 16 shifted headquarters of the traffic department from Chicago to the company's main offices at 100 Broadway, New York.

VICTOR R. VOS, WIND Chicago chief engineer, is to marry RITA POLKA, member of the WIND traffic department, in June.

HAROLD SPENGLER, released from the Navy, has returned to WFOY St. Augustine, as chief engineer, replacing CARL B. DELAY, who joins Hazeltine Corp., Long Island, N. Y., radar division. JOHN E. (Pat) BERNHARD Jr., former WFOY chief engineer, is now in the radar division of Western Electric in the Pacific area. DONN COLER, who resigned as control room operator at WQ New York to enlist in the Navy, is at WFOY as engineer-anouncer awaiting call after passing his physical.

PVT. HARRY SANDERS, former control operator of CKY Winnipeg, was recently wounded in action with the Canadian Army on the German front.

GORDON BALLANTyne, former transmitter operator of CKX Brandon, Man., has been commissioned a flying officer in the RCAF.

DON ROBERTSON, placed on the RCAF reserve as air gunner, has joined the technical staff of CKY Winnipeg.

JO BASIL, one of four girl engineers of KVY Philadelphia, has resigned to join the Du Mont television staff in New York as operator.

ARTHUR R. ELLIS has been appointed British Columbia regional engineer for the CBC, succeeding NORMAN OLDING who shifts to Ottawa.

J. L. MARSHALL has been appointed New York chief of the Canadian Broadcasting Overseas Unit, with headquarters in London. Teams of the CBC Overseas Unit are with Canadian troops on the western European front and in Italy. Among engineers now with the unit are L. R. MOORE, released by the Canadian Army; A. J. MCDONALD, on the Italian front; W. F. MCCORD, on the western front, and C. W. SPEER, in Holland.

FRED WAMBLE, formerly with KGVO Missoula, and ELLIS DRAICE, formerly with World Broadcasting, Chicago, have joined the engineering staff of WFM Chicago.

HARRY C. HEYWOOD has been appointed supervising operator of CKW Watrous, Sask.

DONALD SHEA, former WCAM Camden announcer, is new engineer at WPIL Philadelphia.

CLIFF HARRIS, former chief engineer of WPB Philadelphia, returns to the station as technical supervisor on television.

HAMILTON RADIO Corp., New York, maker of Olympic radio sets, now engaged entirely in war production, has appointed SHERMAN K. ELLIS & Co., New York, as agency.

CLARK SANDERS, on Blue-ABC engineering staff attached to CINPAC, is returning to KGO, network's San Francisco outlet.

BUFFALO'S GREATEST REGIONAL COVERAGE

EDMUND A. LAPORT, developer of communications equipment used by the United Nations, has been appointed chief engineer of the newly-organized RCA International division. Mr. Laport previously was on the staff of the chief engineer of the RCA Victor division, working with the international department, and before that was chief engineer of the engineering products division of RCA Victor Co., Canada.

W. H. McCORD, vice president and general manager of the Western Electric Co., New York, on April 16 shifted headquarters of the traffic department from Chicago to the company's main offices at 100 Broadway, New York.

VICTOR R. VOS, WIND Chicago chief engineer, is to marry RITA POLKA, member of the WIND traffic department, in June.

HAROLD SPENGLER, released from the Navy, has returned to WFOY St. Augustine, as chief engineer, replacing CARL B. DELAY, who joins Hazeltine Corp., Long Island, N. Y., radar division. JOHN E. (Pat) BERNHARD Jr., former WFOY chief engineer, is now in the radar division of Western Electric in the Pacific area. DONN COLER, who resigned as control room operator at WQ New York to enlist in the Navy, is at WFOY as engineer-anouncer awaiting call after passing his physical.

PVT. HARRY SANDERS, former control operator of CKY Winnipeg, was recently wounded in action with the Canadian Army on the German front.

GORDON BALLANTyne, former transmitter operator of CKX Brandon, Man., has been commissioned a flying officer in the RCAF.

DON ROBERTSON, placed on the RCAF reserve as air gunner, has joined the technical staff of CKY Winnipeg.

JO BASIL, one of four girl engineers of KVY Philadelphia, has resigned to join the Du Mont television staff in New York as operator.

ARTHUR R. ELLIS has been appointed British Columbia regional engineer for the CBC, succeeding NORMAN OLDING who shifts to Ottawa.

J. L. MARSHALL has been appointed New York chief of the Canadian Broadcasting Overseas Unit, with headquarters in London. Teams of the CBC Overseas Unit are with Canadian troops on the western European front and in Italy. Among engineers now with the unit are L. R. MOORE, released by the Canadian Army; A. J. MCDONALD, on the Italian front; W. F. MCCORD, on the western front, and C. W. SPEER, in Holland.

FRED WAMBLE, formerly with KGVO Missoula, and ELLIS DRAICE, formerly with World Broadcasting, Chicago, have joined the engineering staff of WFM Chicago.

HARRY C. HEYWOOD has been appointed supervising operator of CKW Watrous, Sask.

DONALD SHEA, former WCAM Camden announcer, is new engineer at WPIL Philadelphia.

CLIFF HARRIS, former chief engineer of WPB Philadelphia, returns to the station as technical supervisor on television.

HAMILTON RADIO Corp., New York, maker of Olympic radio sets, now engaged entirely in war production, has appointed SHERMAN K. ELLIS & Co., New York, as agency.

CLARK SANDERS, on Blue-ABC engineering staff attached to CINPAC, is returning to KGO, network's San Francisco outlet.
A series of special broadcasts on the San Francisco United Nations Security Conference and every schoolroom of West Virginia, began last Friday over West Virginia stations, as a result of the statewide social action clinic.

Originating at WCMS Charleston, key station of the West Virginia Network, series is heard Friday 9-9:25 p.m. and features exp crossword talks by Harry Brewey, principal of the Charleston Junior High School, Charleston. At the social action clinic, Howard L. Chen- no, managing director of the West Virginia Network, presented the state's broadcasters and volunteered to take on the broadcasting project. The State Board of Education agreed to line up the schools.

Stations throughout the state are sharing line costs. Although WCMS is originating the project, it receives no air credit. Rather the project is labeled a State Board of Education function. Following the 15-minute broadcast, students in every school of the state spend 20 minutes discussing Conference issues.

New on WNEW

WNEW New York teaches Russian by radio in "Let's Talk Russian" by having a member of the American Russian Institute instruct well-known personalitites in new words and phrases each week. Listeners may send for a work sheet listing words and phrases used on the program. In "Memory Detectives" weekly half-hour series, studio audience competes for cash prizes by guessing the year the musical numbers played by orchestra first appeared. Dramatic sketches containing clues are built around the musical numbers.

Prisoners' Messages

MUTUAL on Friday night aired the first recorded messages to reach the U. S. from American war prisoners in a German camp and at a later date, the network probably will broadcast other of the 21,000 messages brought to the States by a representa- tive of the YMCA. The messages to families and friends were heard on the quarter-hour program Friday.

V-E Day Programs

WJJD Chicago throughout V-E Day will broadcast a program in tribute of the memory of men who have redeemed human liberty. Program is titled "Paz- rers for Permanent Peace." A Papal peace program of Pope Pius XII will be presented. Partially transcribed, show will dramatize the prayers for freedom and peace of America's heroes.

Folk Lore Series

AMERICAN folk lore, including legends and true stories, has been featured on CBS in "Time to Remember" five weekly quarter-hour series with Milton Bacon collecting material, preparing scripts and serving as narrator.

G-2 Stories

IN "The Man From G-2" the Blue-ABC dramatizes the activities of G-2, U. S. Army Intelligence, with a Mal. Wool North as principal character. Series is based on adventure stories by Col. Van Wyck Mason.

Sea Tales, Gardening

WOOP Boston has added "New England Sea Tales," Wednesday 8 p.m. and "Victory Garden News" Monday through Saturday 6:45-7 p.m. The first, written and narrated by Lt. Edward Rowe Snow, "World War II veteran, features adventure and legend of the North Atlantic coast. Second program is de- signed by George Orwaks, of the staff of the Massachusetts Horticultural So- ciety and editor of its publication "Horticulture."

Farm Prospects

WBE-WBZ Boston Springfield April 10 for the seventeenth consecutive year was host at the annual meeting of the principals behind the daily New Eng- land Radio News Service Program, farm feature broadcast cooperatively by the Dept. of Agriculture, agriculture depart- ments of six local states and WBE since 1928. Forum programs on pros- pects for the new year was feature of meeting.

Job Replacements

ARRANGEMENTS for a weekly program designed to place disabled veterans in jobs for which they have received special training have been completed be- tween Jack Burnett, assistant manager of WUIA Salt Lake City, and Col. Robert M. Hardaway, commanding offi- cer, Bushnell General Hospital. Program will include veterans anticipating early discharge.

Alcoholics Anonymous

TAKEN after the national organization of the same name, "Alcoholics Anony- mous" program will be heard on WYJ Detroit Saturday 7 p.m. Tested at first as a bi-weekly program in the 11-15 p.m. spot Saturday, series dramatizes true stories and interviews members of the organization which is treating alcoholism as a disease.

Newsstand Review

NEWSSTAND fans and periodical sub- scribers now have a weekly program on the CBC Dominion network called "Newsstand Review". Ralph Marven, former CBC farm commentator, broad- casts the Monday evening commentary of newsworthy and entertaining ar- ticles in a wide variety of periodicals.

Fun Canteen

SERIES titled "McWilliams' Fun Can- ne" started April 6, 14-15:30 p.m. (CWT) on the Blue-ABC. Program is built around the "anything can hap- pen on a furlough" idea. McWilliams leads two groups of servicemen and women contestests through extem- poraneous stunts and contests.

Pan-American Series


War Effect Show

TO FURTHER the homefront war effort, WNSX Nashville has started "On to Victory." Saturday 1:00-2 p.m. which includes in its format news from and interviews with local residents now overseas and with returning veterans. Recruiting and resettlement of veterans will also be tied in.

Memorial Series

WLIS New York, observing Gov. Dew- ey's request that New York state ob- serve 30 days of mourning for the late President, is broadcasting a daily five- minute "Roosevelt Memorial!. Each pro- gram includes either a record portion of Mr. Roosevelt's voice or a quote on his beliefs.
ADVERTISING totaling 2660 lines in New York newspapers was used by NBC, plus spot announcements on its New York outlet W5AP for promotion of the network's telecast of the new Warner Bros. film: "It Happened in Spring." It was released simultaneously on television and theatre screens. WNBT, NBC's New York television station, presented the movie at 8 p.m. Sunday (April 21): CBS, on its "Parade" program heard from Boston Saturday. Paid tribute to the film and to Harry M. Warner, president. Agency for NBC is J. Walter Thompson Co., New York.

"Summons" to Party

FIFTH Anniversary party for Bristol-Myers Co. "Mr. District Attorney," NBC, was announced by invitations bearing all the earmarks of a formal summons, delivered by messenger from Dorethy Clifford & Sheldon, New York. A-B agency. Signed by Jay Jostyn, "Mr. District Attorney," summons ordered the 'defendants' guest to appear at NBC for broadcast and presentation of an award to be followed by buffet supper. Formal invitation from Bristol-Myers was included.

Public Service Project

As a public service to merchants affected by a recent OPA order requiring them to file ceiling prices by April 20, a special department was set up by KELA Centralia, Wash., to assist firms with any problems that arise. Inquiries were handled by Mrs. Dudley Gaylord of the KELA staff who is also a member of the Planning Council.

Record Gift

PLAYBACK recording machine and 12 albums of records have been presented to the Veterans Center Hospital, Framingham, Mass., by WOOP Boston. Equipment will be used in music therapy classes at the veterans' hospital.

Book-Portfolio

PARKER WATCH Co., New York, sponsor of Johannes Steel on WHN New York, is offering a combination book-portfolio containing biographies of 10 American war personalities whose lives were dramatized in former Parker NBC series "These Are Our Men". Portfolio is designed to accommodate War Bonds and other securities. Agency is Berling Adv., New York.

Wire Recorder Data

ARMOUR Magnetic Wire Sound Recorder and Reproducer, developed by the Armour Research Foundation of the Illinois Institute of Technology, Chicago, is explained in a 33-page "Press Book No. 1." Book includes proofs of pictures suitable for reproduction and cutlines, with complete data on the recorder.

Hayride Brochure

WBT Charlotte, N. C., caricatures the cast of "Carolina Hayride" in a bright yellow and white brochure, leading off on the cover with a sketch of a horse and the legend "Giddap, Dobbin..." and continuing on the inside cover with "They're on the network now (CBS, of course!)."

Surbachi Picture

RENOWN AP photographer of U. B. Marshall raising the flag on Mt. Suribachi, Iwo Jima, has been issued by the WLS Denver radio department as a special promotion gift. Approximately 8 by 11 inches, the picture is printed on dull Finish paper and mounted on a cardboard frame.

KSTP Folder

SUCCESS story of the use of KSTP St. Paul by the local Sears, Roebuck & Co. store to promote a special sale is illustrated in a promotion folder issued by the station. The folder is illustrated with caricature train on cover. Heading is "Ticket Taker on the Gravy Train."

PAUL MOWREY (c), Blue-ABC video manager, discusses Waltham Watch Co.'s sponsoring WABD-Dumont New York video station break on V-E Day with Don McCarley (l), of N. W. Ayer & Son, agency for Waltham, and Ira Gilden (r), president of Waltham.

Campaign Results

THREE CAMPAIGNS on WABC New York "each of them a dramatic tribute to radio's ability to move people" are described in "Morning Magie"; a brochure. Copy describes how Arthur Godfrey was credited for the donation of 2,683 pints of blood Dec. 15 in New York; how listeners contributed 35,000 Christmas gifts for servicemen through Marge, and how Phil Cook obtained 25,000 books for the armed forces.

Cash Contest

EASTERN OKLAHOMA farmers and ranchers may win prizes aggregating $5,850 in a contest sponsored by the farm department of KVOO Tulsa. Entries, which must be filed with the county agricultural agents by May 1, are to be on a pasture plan for the 1945 season. Following this, participants must report on their pasture accomplishments for the season by Sept. 15, 1945.

Promotion Personnel

CHRISTOPHER CROSS, public relations manager of BBC in New York, left last week on a midwest tour to discuss BBC programs with radio editors and station managers. He went first to San Francisco to assist JOHN SALT, BBC North American director, in preparations for the conference.

KHERA DIAMOND has returned to WNEW New York as assistant to JO RANSOM, publicity and special events director, after a two-year absence during which she was chief of the special information unit of the OWI.

DEAN MOXLEY, in promotion and public service department of KFI Los Angeles, has been appointed publicity director succeeding HAL CARLOCK, to Blue-ABC Hollywood publicity staff.
Whether for Radio’s finest programs or amateur auditions, best recordings are made on

audiодисцs

AUDIO DEVICES, INC. • 444 MADISON AVE., N.Y.
Check the list below to find the war message announcements you will broadcast during the week beginning May 14. OWI transcriptions contain six 30-second sound interludes suitable for sponsorship and three 30-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET. WORK SCHEME</th>
<th>GROUP-PLAN</th>
<th>AFR.</th>
<th>Ind.</th>
<th>AFF.</th>
<th>Ind.</th>
<th>Nat. Spot Plan</th>
<th>TRS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seventh War Loan</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Paper Salaries</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Dangerous Penalties</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Cadet Nurses</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Merchant Marine</td>
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<td>X</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Don't Travel</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Vacation at Home</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 160 for names and time of programs carrying war messages under National Spot and Network Allocation Plan.

Seek New Station

BROADCAST station at the southern terminus of the wartime-built Alaska Highway, at Dawson Creek, B. C., is planned by Mrs. Helen Billington and Wilma Moore of Saskatoon. Recently in Toronto on business, they report having a license for 1,000 w station at Dawson Creek.

Watch Co. Campaign

ADOLF SCHWARCZ & Son, U. S. agents for Doxa Watches, has appointed Miller Adv., New York, as agency. Consumer campaign will start in September in newspapers, magazines, direct mail, and radio, where time signals can be secured.

SENATE RESOLUTION ASKS PATENT PROBE

REVIVING Senatorial interest in foreign held radio patents, a resolution has been introduced 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 the Phillips Incandescent Lamp Work Co., licenses issued by RCA under U.S. patents.

A report on the investigation would be made to the Senate together with recommendations. The resolution also asks power to subpoena whatever witnesses or evidence it may require.

Connie Stackpole's

NEW ENGLAND CUPBOARD

WNAC, Boston 4 days a week
WNAC and Yankee Network 2 days a week
Now represented by

PEGGY STONE

BROADCAST SALES CO.


For full details and availabilities phone or write your nearest office.
KDYL ... a powerful link in the Western Division chain!

A look at the above map will show how KDYL covers the most profitable area within the State of Utah, where most people dwell—and where most money is spent.

And below ... KDYL’s modern transmitter ... 5000 watts of power and up to the minute, unequalled radio facilities for radio broadcasting at its best!

And the kind of programs that earn citations from War Dept.!!

“Salute to the Civilian Soldier”—a dramatized, on-the-ground program conducted in the busy, bustling war plants in and around Salt Lake City. It was one of five Radio features across the nation that won this citation from the War Department:—

“The award is made for contribution to higher morale and increased production on the home front.”

KDYL is ready with its post war plans ... and television!

As far back as 1939 KDYL was planning for television. Pictured above on the television stage— is the prize bull televised at the last Utah State Fair. NBC joins the people of Utah in the fact that it is both happy and proud to have an affiliate of the character of KDYL—a station that its citizens will hear, and eventually “see” more of as time goes on.
serve the highest commendations". The New York Times, in a news story reviewing radio's performance, stated: "The greatest coverage radio ever gave to a news story ends this morning (Monday, April 18) for the broadcasting stations and networks."

Rep. Lyndon Johnson (D-Tex.) also spoke before the House in praise of radio.

CBS Cancels

The networks organized their entire program structures through the weekend to accommodate numerous special productions. Commercials were dispensed with entirely. Programs that had been in the works for weeks were discarded and new ones built to meet the solemnity of the occasion.

On CBS, special prayer services, sacred and serious music, messages of condolences from the nation's leaders and allied diplomats and details of President Truman's swearing in at the White House were included in programs Friday. The first four hastily written broadcasts of the President's passing were presented by John Daly, Ned Calmer, Maj. George Fielding Eliot and Bob Trout. CBS correspondents throughout the world supplemented these with comments of their own. Relayed were condolences by Prime Minister Churchill, King George of England, General Charles DeGaulle, Premier Stalin. Dramatic and recitative tributes were performed by well known radio, stage and screen stars and a special prose tribute was composed by Norman Corwin. On different programs appeared Playwright Robert E. Sherwood, special assistant to the late President, Helen Hayes, Raymond Massey and others.

Clerics of all faiths were heard. Ceremonies at Hyde Park were broadcast by Tris Coffin, who previously had spoken from the White House grounds during rites there. Others participating for CBS during the period of mourning were Bill Henry, Gunnar Back, Bob Evans, Cliff Allan and Arthur Godfrey. A special Sunday evening program, Closed Ranks, brought tributes from the late President's neighbors in Hyde Park and comments by leading public figures throughout the nation. Frederic March was narrator.

NBC, featuring comments by Carleton Smith, general manager of WRC Washington and dean of presidential announcers, devoted 3½ days to the story of the President's death and events leading up to his interment. All commercial broadcasts were suspended when word of the President's death reached NBC's studios in New York. They remained suspended until Friday, April 13 at 6 p.m. when only sponsor identifications were permitted for those programs which could be presented in keeping with the occasion. In a special broadcast Monday morning April 18 Clarence L. Menser, NBC vice-president in charge of programs, reviewed the network's coverage of the mourning period, and committed NBC to support of President Truman. The first bulletin broad- cast announcing the chief executive's death was given by Thomas O'Brien, one of the network's youngest announcers, who was on duty in the NBC newsmroom at the time. Participating thereafter in a series of broadcasts were H. V. Kaltenborn, Robert St. John, Richard Harkness, Don Goddard, Morgan Beattie, Don Hollenbeck and correspondents in war theaters.

Smith Covers

Mr. Smith, with Ray Henle of the Blue-ABC network, was chosen to attend funeral services at the White House and subsequently report to the NBC networks.

As was required in many program categories, the Saturday night NBC program, Curtain Time on Broadway, was altered feverishly just before broadcast to become one of the network's most compelling dramatic programs in the commemorative series honoring the late President. Script for the show was completed minutes before air time. Top performers in all branches of the theater were heard from all sections of the nation. Dr. Frank Black, network musical director and his assistants, prepared special music throughout the time of mourning. Among guests heard were Tallulah Bankhead, Walter Hampden, Canada Lee, Franchot Tone, Maj. Meredith Wilson, John Charles Thomas and practically all of the regular complement of NBC stars. Niles Trammell, president, appeared Friday (Continued on page 68).

Coverage Wins High Praise

(Continued from page 16)

WGY

was the First (and only) Memphis radio station to schedule regular weekly trade journal advertising series.

South's 24-Hour Station

WQBQ

BOB ALBURTY, General Mgr.

Your MUTUAL Friend

Memphis, Tennessee

Represented by RANBEAU

978

HARDWARE STORES...

... where $63,575,000 change hands across the counters in a single year. That's the kind of department store business you find in the WGY COMMUNITY—that prosperous and busy section of central and eastern New York and western New England.

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

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

WGY

Schenectady, N.Y.

50,000 watts—NBC—23 years of service

Represented nationally by NBC Spot Sales

GE GENERAL ELECTRIC

BROADCASTING • Broadcast Advertising
SENIOR TIME BUYER: When selecting a New York station, always line it up with the product to be advertised.

JUNIOR TIME BUYER: Do you mean that different stations appeal to different groups of listeners?

SENIOR: That's it. For instance, some stations can deliver a non-duplicated market of adults with a taste for better products.

JUNIOR: Is there such a station in the New York City trading area?

SENIOR: Yes, it so happens that WLIB is just such a station, and they have all the figures to prove it. And besides, they can show that housewives are 75% of their total audience.

JUNIOR: And can we get full coverage on a low cost per listener basis from WLIB as well?

SENIOR: Yes, you'll find that WLIB's coverage map and Hooperatings prove that.

JUNIOR: I'm glad of that, because I listen to WLIB and I love their music.

SENIOR: I always catch WLIB's "Luncheon Musi-cale" show from 12:00 to 12:55 p.m. Sunday myself.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S WLIB "THE VOICE OF LIBERTY"

Clear Channel—1190 On Your Dial
(Continued from page 66) at 9:30 p.m. to deliver a special memorial.

Thursday night following the death of the President, the Blue-ABC network, using its entire executive staff to participate with national leaders in a series of tributes. Among those appearing were Marshall Field, publisher; Orson Welles, writer, producer and actor; Edward J. Noble, chairman of the Blue-ABC and Undersecretary of Commerce under the late President; Justice Byrnes; Robert Hannegan, chairman of the Democratic National Committee; numerous congressional and labor leaders, as well as representatives of the Supreme Court and of the clergy.

All commercial announcements were cancelled and numerous outstanding sponsored programs likewise were put aside. Sir Thomas Beecham, recently arrived in this country, presented one of the first memorial programs in the Blue-ABC series. It was accompanied by comments by Raymond Moley, Reachi Wise, Rev. Mr. Frodick and Walter Winchell. Among the outstanding programs which attracted wide attention was a special tribute delivered by Orson Welles. Network commentators throughout the world were called in by Blue-ABC news chief, G. W. Johnstone, for comments. National reaction to the tragic announcement was carried from Washington, with Raymond Swing, Earl Godwin, Bakhtage, Albert Leitch, Martin Agronsky, David Mills, Mr. Henle and Jack Shumaker participating. Other Blue-ABC executives speaking on the network in commemorative statements were Chester J. LaRoche, vice-chairman of Blue-ABC, and Mark Woolf, president. Dave Driscoll, news chief of WOR New York, Mutual key station, first broadcast at 5:49:30 the flash announcing the death of the President. MBS, on orders of Edgar Kobak, president, immediately eliminated all light musicals, dance bands and presentation of any commercials, permitting only sponsor identification.

At 7:15 p.m., April 12, Walter Compton, news chief of WOL Washington, attempted to broadcast a tribute to the late President from the White House but was cut off by order of guards. He returned one minute later with apology and continued the tribute.

Friday morning at 11:15 MBS picked up from Kansas City the story of President Truman as reflected in statements made by friends and neighbors, including an interview with a cousin, a mayor general in the U.S. Army. Arthur Primm and Larry Meier, recently returned from foreign correspondents (Pacific), were heard in a special tribute broadcast at 12:15 p.m. Friday from San Francisco. An exclusive statement by Mme. Chiang Kai-Shek was broadcast over this network at 1:30 p.m. Friday.

Active in arranging the coverage, along with executive heads of MBS were Tom Slater, John Whitmore, Adolph Opfinger, Henry Viscardi, Robert Nobak and Floyd Mack, operating under the direction of Phillips Carlin, vice-president in charge of programs. Mutual's broadcast from Hyde Park, at 10:08:12 a.m. Sunday, April 15, was the first network program broadcast from that location. Other network broadcasts from Hyde Park were scheduled as follows: Blue-ABC 11:05 a.m., NBC, 11:10 a.m., CBS, 11:12 a.m.

The networks, without exception, cancelled commercials completely between 5:49 p.m. Thursday, April 12 and 12 p.m. Sunday, April 15. Complete reports of programming by stations were not available but among noteworthy examples were these:

WPIL Philadelphia — broadcast the historic tolling of the Independ-
WFBL MAINTAINS THE GREATEST LISTENING AUDIENCE IN SYRACUSE, N. Y.
according to latest Hooper Survey*

Based upon nationally accepted CONCLUSIVE measurement, WFBL scores the greatest number of "firsts"...the largest listening audience in Syracuse, N. Y.

* Hooper says: "Average base for conclusive 1/2-hour measurement, 854 homes called and therefore, acceptable as conclusive! Average base for conclusive hour measurements, 824 homes called and therefore acceptable as conclusive!"

Here is a comparison of the number of "Firsts" in Syracuse covering all periods studied by Hooper, Sunday thru Saturday

<table>
<thead>
<tr>
<th>Day Time</th>
<th>WFBL</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
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<tbody>
<tr>
<td></td>
<td>45</td>
<td>43</td>
<td>17</td>
<td>0</td>
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<table>
<thead>
<tr>
<th>DAY and NIGHT</th>
<th>WFBL</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57</td>
<td>44</td>
<td>35</td>
<td>1</td>
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</tbody>
</table>

However, a mere presentation of audience leadership is not the purpose of this message, for a Hooper survey is but one measurement of a station's true worth or effectiveness. WFBL does not believe in programming for audience ratings, but offers a balanced broadcasting of sustaining educational, religious and news features in line with the station's long-established policy of truly serving the community and rendering a public service. This, combined with WFBL's greater listening audience, makes it the Number One station in Syracuse, N. Y.
Hollywood
Page
GEORGE
LOUISVILLE
galle
HARRY McTIGUE
70
Represented
HOMER GRIFFITH
ROESLER,
Qlue
April 23, 1945
The bell tolled out the years of the late President's life. Program was
carried coast to coast by the Blue-
ABC network.
WWJ Detroit — broadcast on
April 13 two special memorial pro-
gams, one a half-hour word pic-
ture of downtown Detroit as it
heard the news; another a special
memorial program from Wash-
ton featuring Blair Moody, Detroit
News Washington correspondent.
This was supplemented by Detroit
pickups from St. Paul's Episcopal
Cathedral and a special orchestral
program from the station's audi-
torium studios.

Biographical Script
WJKB Detroit — prepared and
produced special biographical script
read by Ed McKenzie, chief an-
nouncer, against recorded organ
music background. At 10 p.m. of-
fered special half-hour broadcast of
tributes to President in English, by leaders
among 11 principal foreign-lang-
guage groups, under direction of
Stanley Altschuler, director of for-
eign language broadcasts. Commer-
cials canceled evening of April 12
and morning of April 13.
KFAC Los Angeles — broadcast
special memorial programs, can-
celled all commercials from April
12 throughout the pursuant week-
end and turned over to the Warm
Springs Infantile Paralysis Fund
entire revenue of the station for
that period as a memorial to the
late President.
WOAI San Antonio — special tribu-
ute by Fraye Gilbert, newscaster.
KSKY Dallas — cancelled all
commercials, scheduled series of
appropriate programs.
KOME Tulsa — reported death of
Mr. Roosevelt April 12 and 13 in-
ternationally with coverage of vio-
 lent tornado which centered at Mus-
kogee, Okla., 60 miles from Tulsa,
putting Muskogee radio station,
KBIX, off the air. Latter station
fed special on-the-scene broadcast
through KOME.
WNEW New York — cancelled all
commercials immediately upon news
of President's death and scheduled
series of special programs, includ-
ing addresses by outstanding cler-
gymen, comments by journalists and
commentators. Appropriate
music and memorial editions of
News Around the Clock.
WHN New York — cancelled reg-
ular schedule of broadcasts April
13 until hour following interment of
the late President April 15. Filled
with appropriate music.

Religious Messages
WQXR New York — cancelled im-
mediately all spot announcements
April 13 and during sponsored pro-
grams dispensed with use of com-
mercial copy. Scheduled through
Sunday midnight appropriate mu-
sic. Featured poem by Stephen Vin-
cent Benet, read by William Rose
Benet.
WOR New York — on April 12
cancelled all regular programs ex-
cept news broadcasts and two pe-
riods of classical music. Scheduled
special productions including reli-
gious messages by high clergy-
men of all faiths.
WSFA Spartanburg — presented
to its listeners, three days after
special program in which he had
been welcomed back to city, Justise
James F. Byrnes, who paid tribute
to his departed chief. Program fed
to CBS.
KKOR St. Louis — cancelled all
regularly scheduled programs, re-
placing them with special half-hour
program featuring excerpts from
many of the late President's out-
standing speeches.
WWVA Wheeling — featured spe-

(Continued from page 68)
Now transcribed for local and regional sponsorship

“BOSTON BLACKIE”

The half-hour adventure-detective show that created a network rating sensation for Rinso!

AT 10 TO 10:30 P.M. “BLACKIE” TOPPED:

1. ITS COMPETITION
2. ITS PRECEDING PROGRAM
3. ALL FRIDAY NIGHT HALF HOURS ON ALL NETWORKS

Write, wire or phone

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD
special program of music by youngsters on its regularly scheduled 15-minute program on Monday nights April 14 under direction of Dick Biddle, staff announcer.

KPO San Francisco—cancelled all regularly scheduled programs from announcement of death of President on Thursday, April 15. Fed special programs to NBC, featuring commentators Elmer W. Peterson, Larry Smith and George Thomas Polster, the latter recently returned from the Pacific War Theater.

KCMO Kansas City—in a special arrangement with KXOK St. Louis, itself broadcast and fed to the latter station special religious service honoring the departed President and his successor—from the Grand- view Baptist Church, Grandview, Mo., home church of President Truman. Service conducted by the Rev. Wilburn Bowman, pastor and friend of President Truman.

WTAG Worcester—recent winner of DuPont and Peabody awards—cancelled all commercial programs and announcements from the time of President's death through Sunday, April 15.

WNBT New York television station—suspended all commercials for two days and on Friday night presented 15-minute news reel film depicting highlights of President's life.

wow Fort Wayne—carried, among other tributes, special program by Samuel Jackson, former United States Senator and current chairman of the 1944 Democratic National Committee. Program later repeated in feed to Blue-ABC network.

WDRC Hartford—at the time news of the President's death reached station, State Governor Baldwin was preparing to go on the air with a cancer telethon and Republican Town Chairman Frank Tindale, as well as Democratic Town Chairman John Lee, were in the studio for interviews. All three participated immediately in a special broadcast of tributes.

WRVA Richmond, Va., cancelled all commercials from 6 p.m. Thursday until sign-on Monday. Memorial services at St. Mark's Episcopal Church, 7:30 p.m. April 12, were carried by WRVA.

16 on Co-Op Series

TOTAL of 16 sponsors started participation last week on Ed and Peggeen Fitzgerald's Saturday at Home feature, sold out one week before starting on WJZ New York as a six-weekly series 7:50-8:15 a.m. A half-dozen of the accounts have followed the program from WOR New York, including Min- wax Co., through R. T. O'Connell Co., and Davidson Bros. for Mary Barron Slips, through Briggs & Varley New clients, in addition to those previously reported, include F. Schumacher & Co., for drapery fabrics, through Anderson, Davis & Platte; Pieter DeWitt diamonds, through Greene & Brodie; H. Hicks & Sons, through Altomari Adv., for gift baskets and fruits; Maritime Milling Co., for Hunt Club dog food, through Everett L. Bow- ers Inc., Buffalo; William A. Nes- bitt, custom tailor, direct.

Tennessi Valley Net

TENNESSEE VALLEY Network, a new regional chain consisting of WBOL Knoxville, WOBP Kingsport and WOPI Bristol, began operation April 15. Full time lines are maintained but the group was formed as a supplement to NBC service, which is carried by all of the stations. WBOL is key station and regional sales agent.

awaiting him when the Army car which had been made available to transport the commentators of the services made its first stop on its route to the improvised "studi-
"The following is electrically transcribed...

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

Super Suds "spots" are cut on PRESTO discs.

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

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

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

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N.Y.
Walter P. Downs Ltd., in Canada
Vast FCC Powers Proposed
(Continued from page 15)

in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock of the licensee. Any change in officers, directors or stockholders of a corporation other than the licensee, which results in a change in control of the licensee, must obtain the Commission's consent under Sec. 310(b) of the Communications Act, the Order points out.

Where information is required with respect to a corporation having more than 50 stockholders, the licensee may request a modification of the requirements "so far as applicable to the particular case". The Commission defines its various terms as follows:

"Stock" shall include any interest, legal or beneficial, in or right or privilege in connection with stock; "officer" or "director" shall include the comparable officials in unincorporated associations; "contract" shall include any agreement (including, without limitation, an option, trust or pledge) or any modification thereof, express or implied, oral or written. The substance of oral contracts, arrangements, and understandings shall be reduced to writing.

In its order the Commission directs "particular attention" to proposed Sec. 3.103(c) covering exceptions to the ownership re-

ports of corporations of more than 50 stockholders. "If any person is of the opinion that this section should specify the exceptions contemplated by the rule, specific suggestion should be made as to the form in which the exception should be expressed," said the order.

The Commission also invited comment as to whether "any or all of the information required to be filed by the proposed Rules 1301-1304 should be open for public inspection."

Newsmen Awarded
CECIL BROWN and Frank Singiser, MBS commentators, are to receive awards from the United Businessmen's Assn. of Philadelphia, at a dinner April 26. Mayor Bernard Samuel will present an award to Mr. Brown "for being the outstanding commentator on the air", and to Mr. Singiser "for excellent presentation of news" and outstanding preparation of broadcast material.

DAVID H. HARRIS, program director, WTAG Worcester, Mitta Kornets, Virginia Casdell, Loretta Chasen were guests of honor at a luncheon given April 11 in New York by the United Nations Information Board in appreciation of their "constructive and far-reaching services during the "Wolves- ter and the World" series, for which the previous evening WTAG had received its third Peabody Award.

Clear Channel
(Continued from page 15)

(1) Do you have a radio? In working condition? (2) How late at night do you listen? (3) What stations do you hear better? Day? Night, or What stations can you hear? Day? Night? (4) What programs do you want that you can't hear now?

Questionnaires to be used by personal interviews will contain those four questions plus these: (5) What program classification do you like best? [16 classifications are listed including news, comedy, audience participation, variety, drama, music of various types, religion, sports, markets, talks of various types]. (6) Are you getting satisfactory radio service? Day? Night? Summer? Winter?

May Cost $125,000
Cost of the survey has been estimated at from $125,000-$150,000.

The FCC invited networks and stations to share the expense, although no decision was reached. Mr. Smythe told the committee, however, that the FCC will conduct the listeners survey, if any event, but that the Commission hopes to make it more useful through industry participation "from start to finish."

The survey committee will meet again in a fortnight to adopt formally a list of questions. It appeared likely that the Bureau of the Census would conduct the survey, inasmuch as that agency is set up for such operations. Attending Wednesday’s meeting, in addition to Messrs. Hyde and Smythe, were:

Clare H. Owen, assistant chief, Broadcast Division, FCC; engineer Dingay; J. B. Sheridan, FCC economist; Edward F. Evans, Blue-ABC; Hugh Pelta, BMB; Grant A. Worrall, KUTA Salt Lake City, representing independent stations; C. Maurice Wietling, National Council of Farm Operators; Mr. Caldwell, J. O. Maland and Paul Loyet, WNO Des Moines representing the CBS; John K. Churchill, J. W. Wright, CBS; Philip Merriam, E. T. Sample, NBC; Paul D. S. Manfred, Manfred K. Toeppe, representing Regional Broadcasters Committee; Duke M. Patrick, communications attorney.

Wallace L. Raddin, chief, radio division, Angus Campbell, division of program surveys, Dept. of Agriculture; D. W. Obendorfer, Budget Bureau; W. G. Madow, A. Ross Eckler, Bureau of the Census.

Page 74 • April 23, 1945
The artist has used up most of the space in this ad showing 36.6% of a luscious pie, right on your plate, Mr. Time-Buyer. He has just left us enough room to point out that the pie represents the retail business done right across Canada, and 36.6% is the amazing percentage which is transacted in CFRB's primary area, according to the current Bureau of Broadcast Measurement report.

In case you like figures, here they are:

- Total Retail Sales in Canada: $2,755,569,000
- Total Retail Sales in CFRB's Primary Area: $1,008,826,000

(Figures are latest releases of the Dominion Bureau of Statistics)

HELP YOURSELF TO THIS FINE WEDGE OF PIE, MR. TIME-BUYER
by scheduling

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONTO
Wider Recognition for Radio

(Continued from page 18)

Leonard Reinsch back. When we gave our consent, we went with un
filently mindful of the tremendous tasks ahead of radio in connection
with television, frequency modula
tion and what not. On special occa
sions, for your personal use, these services could be availed of without
embarrassment to us. It might not
seem a patriotic impulse which
prompts this message, and yet I am
sure on reflection you will see it is justified.

Mr. Reinsch told Broadcasting
afterward that he would be pleased
to serve the President in any ca
pacity desired and that he would
handle all radio affairs on a call
basis. Thus, he will carry on in
virtually the same capacity in
which he has performed since Mr.
Truman's nomination last summer
as Vice-President.

But among radio folk on the
Washington scene the move was re
garded as a moral victory for
Washington's spat-and-cane press
horses—those upper-crust boys. Rank
and file newspapermen covering the
White House appeared enthusiastic
about the original Reinsch appoint
ment and didn't see eye to eye with
their superiors.

Radio newsmen, jubilant when
the President first announced Mr.
Reinsch's appointment, were indi
gnant over the turn of events. The
Radio Correspondents Assn.
was prepared to take up the issue
and there was spontaneous talk of
memorializing the President to ap
point a radio secretary (obviously
Mr. Reinsch) in addition to a press
secretary. Mr. Ross, was named
simply the press secretary, with
the radio assignment presumably
to be handled via the "on call"
procedure.

Radio reporters have been
camoring for better facilities both
at the White House and in the
Congressional galleries. In the
Tuesday Reinsch appointment they
saw a recognition of radio which
removed any vestige of news
distinction between the media.

When the Friday announcement
came, they knew the powerful old
line press, which has steadfastly
refused to recognize radio news
parity, had won.

President Calls Cox

Mr. Reinsch actually had assum
ed his new duties without portfolio
only hours after the tragic death of
Mr. Roosevelt. He has been at the
White House practically continu
ously since April 12, occupying the
private office next to the President's
Oval Room office. He moved to the
Early-Daniels office last Tuesday.

The 36-year-old Reinsch (he will
be 37 in June) was appointed by
President Truman in one of his
first official announcements at his
Tuesday news conference. It hap
pened even before Gov. Cox, Mr.
Reinsch's chief for the last 11 years,
know of it. President Truman, it
is reliably understood, called the
Governor at his Miami home a
couple of hours after the appoint
ment to ask for the young broad
casting executive. Thus, Mr. Reinsch,
by Presidential fiat, had severed his
association with Gov. Cox as man
aging director of the three Cox
stations—WIOD, Miami, WSB At
lanta, WHIO Dayton. But all that
changed after the press pressure

There was another radio face in
evidence at the White House, too.

At the elbow of Mr. Reinsch during
the first news conference was Dr.
Frank N. Stanton, energetic CBS
vice-president and an old-time friend
and associate. He was there at Mr.
Reinsch's behest to advise him on
certain aspects of public relations
work. Dr. Stanton journeyed back
to his Madison Ave. duties follow
ing the Tuesday night address of
President Truman to the troops
which, incidentally, hit a rating of
53.8, or an audience of 45,000,000.

If the White House appointment
had stuck, Mr. Reinsch would have re
plied, and his Cox stations' con
nection both also membership
on the NAB board of directors
as a large station director, to
which he was elected in May, to the
board of Broadcast Music Inc., a
post he has held since last year. He
was on the NAB's Legislative
Committee and, among his other radio
attainments served as president of
the Radio Broadcasters Assn.

All those in Washington radio
beamed over legislative and regu
latory prospects. They saw in
President Truman's initial pro
nouncements the steering of a
steadier legislative course. They
foresaw a wider acceptance of
the radical fringe, which long has
sought to tighten the Governmental
grasp on the medium.

With Chairman Porter at the FCC
and Mr. Reinsch on call at the
White House, as radio advisor, the
old Democratic team is reeset
lished. No overnight miracles are
expected, but brighter days are
foreseen in contrast to the situa
tion which obtained only months
ago. Then with James Lawrence
Fly as chairman of the FCC and Mr.
Early at the White House, there
was no eye-to-eye appraisal of
radio regulation. It was an open
secret that Mears. Fly and Early
didn't like each other and didn't
get along. But Mr. Fly had the
Presidential ear on radio.

President Truman made a 10-
(Continued on page 78)

Gates Portable Broadcast Transmitters are rapidly being set up in liberated countries to again bring happiness to those who need it so badly.

Gates Famous Dynamote is typical of the portable remote amplifiers that are on nearly every war front reporting circuit.

Gates Transmitters are in use from world-wide front lines to high-powered Trans-Atlantic telephone and telegraphic circuits.

Gates Broadcast Transmitters made before Pearl Harbor are still paying off to U. S. broadcasters with trouble-free performance at a time when repair parts are so difficult to obtain.

Gates Transcription Equipment is serving overseas broadcast service, in both war theatres, and in international broadcasting stations.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 14 TO APRIL 20 INCLUSIVE

Decisions . . .

ACTIONS BY ADM. BOARD
APRIL 18
United Broadcasting Co., Akron—Placed in pending the application for CP new FM station.
Radio Broadcasting Corp., Twin Falls, Idaho—Same.
Larus & Bros. Co., Richmond, Va.—Same.
Phoenicia Broadcasting Co., St. Petersburg, Fla.—Same.
United Broadcasting Co., Columbus, Ga.—Same in pending the application for new commercial TV station.
United Broadcasting Co., Akron—Same.

ACTIONS BY COMMISSION
APRIL 17
1370 kc WFEA Manchester, N. H.—Granted vol. assign. license from New Hampshire Broadcasting Co. to H. M. Bitner.
WDAR Columbus, Ga.—Same.
680 kc KFAR Fairbanks, Alaska—Granted extension special service author- ization 660 kc 19 kw unlimited time for period ending 3-30-45, 910 kc KVAN Vancouver, Wash.—Denied petition (without prejudice to continuation of application as a whole on its merits) for grant in part of application for CP change assignment.
KAFK Kankakee, Ill.—Granted license renewal for period ending 8-1-46.
KPFI Klamath Falls, Ore.—Same.
WROK Sunbury, Pa.—Same.
KGY Olympia, Wash.—Same.
KICA Clovis, N. M.—Same.
KYUM Yuma, Ariz.—Same.
WMEX Boston—Granted license renewal for period ending 5-1-46.
WNOX Knoxville—Same.
KFBK Sacramento—Same.
NEW-1246 kc Midwestern Broadcasting Co., Cadillac, Mich.—Adopted memorandum opinion granting CP new station 250 w unlimited; conditions.
APRIL 18
WHED Portsmouth, N. H.—Granted motion to dismiss without prejudice application for CP change assignment.
Key Broadcasters Inc., Wilkes-Barre, Pa.—Granted petition for leave to intervene in hearing set 4-20-45 on application of Baron Broadcasting Co. for new station Wilkes-Barre.
WBAX Wilkes-Barre, Pa.—Same.
Northeastern Pennsylvania Broadcasters Inc., Wilkes-Barre, Pa.—Same.
Baron Broadcasting Co., Wilkes-Barre, Pa.—Same.
WBMC Pittsburgh, Pa.—Granted permission to amend application for CP new station to show substitution of name of F. E. McConih as J. Myron Honigman in all respects.

Applications . . .

APRIL 16
NEW-421 me State Teachers College, West Chester, Pa.—CP new noncommercial educational station, 1 kw, special emission for FM.
NEW-915 kc KEVR Seattle—CP new FM station, 1804.9 sq. mi., $37,300 estimated cost.
1340 kc WCMJ Ashland, Ky.—CP inst. synchronous amplifier (dismissed at request of applicant).

Tentative Calendar . . .

APRIL 23
FURTHER HEARING
KPFV Los Angeles—License renewal.
KPAS Pasadena—License renewal.
APRIL 27
The Brockway Co., Massena, N. Y.—CP new FM station 250 w unlimited (WMPF, intere\nor).
APRIL 29
NEW-485.3 me Haverhill Gazette Co., Haverhill, Mass.—CP new FM station, 3,434 sq. mi., $28,735 estimated cost.
NEW-415.3 me WJWJ Hagerstown, Md.—CP new FM station, 21,125 sq. mi., $40,210 estimated cost.
NEW-663.3 me WRDW Augusta, Ga.—CP new commercial FM station, 8,940 sq. mi., $56,700 estimated cost.
NEW-1239 kc Rio Grande Broadcast- ing Co., Gallup, N. M.—CP new standard station 160 kw, transferred control from Victor H. Hanson, deceased, to Butch Lawson and executors, and C. B. Hanson Jr., and Harry P. Johnsion, executors.
NEW-45.3 me Mark K. Wilson, Chat- tanooga—CP new station, 18,626 sq. mi., $51,300 estimated cost.
1340 kc KCRA Sacramento, Cal.—Lic- ense to cover CP new standard station.

Recognition
(Continued from page 78)
strike at his initial news conference—the biggest of record, with 348 newsmen present. He answered all questions tersely and to the point, or he put them off with no comment. He retained the Roosevelt rules on no direct quotation without specific authority and no attribution on background obser- vations.

There will be one news confer- ence a week—not the Tuesday and Friday sessions of the past. The conference will be held whenever the President has something to say—Tuesday, Wednesday or Thurs- day. He will use a turnabout sys- tem, alternating the time to give morning and afternoon releases even breaks.

President Truman first announced the appointment of Matthew J. Connelly as his confidential assistant but his role will be that of ap- pointment secretary, succeeding to the duties of the late M. J. E. Edwin W. Watson. Then he said Leonard Reinsch would help him on press and radio matters and pointed out that he had been the radio expert of the Democratic Commit- tee. He added he was most effi- cient.

The newsmen jam-packed in the Oval Room were in a dither. They couldn't get the name or the spell- ing. Some news reports questioned his appointment on press matters, strongly inferring that a press sec- retary would be named and that Mr. Reinsch would confine his ac- tivities to radio. Mr. Reinsch signed his first letter as administrative assistant to the President.

Almost Forgot

PRESIDENT TRUMAN al- most addressed Congress last Monday without formal in- troduction by Speaker Ray- burn. The networks were on the air, each describing the President's entry into the House chamber. Various an- nouncers told the millions listening in that Speaker Rayburn (D- Tex.) would intro- duce the President. But President Truman, a veteran of the Senate and "at home" with his former colleagues, reached the rostrum and be- gan: "Mr. Speaker." The off-mike voice of Speaker Rayburn was heard to say: "Just a minute, Harry, wait'll I introduce you, will you?" The President replied with an informal "Okay, sure," and the Speaker gave the usual: "It is my privi- lege to present the President of the United States." When the ovation subsided Presi- dent Truman once more ad- dressed the Speaker and Sen. McKellar (D-Tenn.), presi- dent pro tem of the Senate, and began his speech.
No Ivory Tower

- Where our armed forces march with guns, there go NBC War Correspondents with microphones—bringing listeners right to the front lines...to the fighter's side. NBC men broadcast from no Ivory Tower.

Nor is NBC's complete, on-the-spot news service planned only from the tower of New York's RCA Building. It results from the careful, painstaking fieldwork of such men as William F. Brooks, Director of the NBC News and Special Events Department—the first network news head to visit both Allied headquarters in the Pacific and in the European Theater of Operations.

Recently returned from a ten-week trip to Pacific and European battlefields to survey and expand NBC's coverage of the war, Brooks conferred with Admiral Chester W. Nimitz, high-ranking Army Generals, Brendon Bracken, British Minister of Information, and other United Nations' leaders.

Upon his return Brooks said: "Every Army group now has facilities to transmit directly or by relay into our network at home. Every officer with whom I talked deeply appreciates the value of getting news home quickly and accurately."

Skilled, on-the-spot comprehensive planning and direction, plus the initiative, self-sacrifice and courage of NBC War Correspondents moving in the front lines, plus the facilities and co-operation of the Army, the Navy and Marines and foreign commercial radio companies—these are the elements of the superlative service that makes NBC The Network Most People Listen To Most—For News, Too.

William F. Brooks, Director of NBC News and Special Events Department, with members of NBC's European staff of war correspondents in Paris, February 13, 1945. Left to right: David Anderson, Stanley Richardson, John Morrissey (standing), Brooks, Chester Morrison and Paul Archinard.
Help Wanted

Operator-announcer. First class radio-telephone operator. Must have news and commercial announcing. For details write, "Big Band" Station, KJIO, 2500.00. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Net network station. Perma- nent job right man. Good salary and advance, with license and expense paid. Write for details. Box 484, BROADCASTING.

Chief Engineer, 1st class license, guaranteed weekly earnings, $55 per week for first 5 weeks and $50 per week after, in small station in small city with better than average facilities. Excellent opportunity. Write for details. Box 484, BROADCASTING.

Announcer, NBC affiliate in fine metropolitan midwest city needs a good announcer. Write to Chief Engineer, WAVE, Syracuse, N. Y. Recent college graduate, with radio-telephone experience, and considerable experience and qualifications. Excellent prospects with firm doing good work in AM-FM and television. Excellent job with good future for compe- tent and hard-working man. Box 556, BROADCASTING.

Announcer-must be able to speak in a clear voice, and have a good variety of unusual and characteristic diction. Speed required, $2,000 per year. Box 556, BROADCASTING.

Announcer—must be available for one of the nation's outstanding radio networks. College graduate, know radio theory as well as practical application. Position open for announcer who can bring ad lib record and talent shows, news and public service, as well as improve acting and dramatic talent. Box 556, BROADCASTING.

ANNOUNCER wanted by National Broadcasting, for one of the nation's outstanding radio networks. Must have 5 years' experience, and be an expert in public service work in continuity and transcription. Immediate opening. Box 556, BROADCASTING.

ANNOUNCER—must be able to handle ad lib. Must have ad lib experience and ability. Must be versatile, and must be able to work in any situation. Excellent starting position. Box 556, BROADCASTING.

ANNOUNCER—must have 3 years' experience in advertising and public service. Must be able to work on ad lib and do public service work. Box 556, BROADCASTING.

ANNOUNCER—must be able to work ad lib. Must be familiar with small market situation. Must be able to work public service and news. Box 556, BROADCASTING.

ANNOUNCER—must be able to do public service work on ad lib. Must be able to work in any situation. Box 556, BROADCASTING.

ANNOUNCER—must have 2 years' experience working on ad lib. Must be able to work in any situation. Box 556, BROADCASTING.

ANNOUNCER—must be available for one of the nation's outstanding radio networks. College graduate, know radio theory as well as practical application. Position open for announcer who can bring ad lib record and talent shows, news and public service, as well as improve acting and dramatic talent. Box 556, BROADCASTING.

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Network Tributes Paid Ernie Pyle

ERNIE PYLE, whose GI copy from the field won the respect and devotion of readers round the world, turned down a $3000-a-week offer to put his dispatches on the air just before he left for the South Pacific, where he was killed by a Jap machine gun bullet.

The offer, made by a New York advertising agency, was presented in the interest of Westinghouse E. & M. Co. The company planned to give the proposed programs nationwide distribution.

Disc Series

Mr. Pyle, a Scripps-Howard writer, was asked to transcribe, in the field, three columns a week. The transcriptions would have been shipped back to the States for processing and broadcast. This offer, one of many radio proposals made to the distinguished correspondent, interested him more than others, but like the others was rejected.

Mr. Pyle wrote often in his dispatches that he was not interested in offers outside the pale of his chosen profession—columning. He said that his job of reporting GI activities took up all his time. He maintained that his broadcast voice was very poor. Only for radio was his resolution to issue a column—which, in fact, was just a compilation of his columns—and to permit the movies to dramatize his wartime role.

All networks broadcast special tribute programs in Ernie's memory last Wednesday, with war correspondents, service men and officers of the Washington Daily News and Scripps-Howard organization participating. Mrs. Raymond Clapper, widow of the late Scripps-Hoover, participated.

GLEESON ATTACKS NEWSPAPER CRITICS

CALLING the campaign against middle commercials on newscasts an "organized move on a national scale" by "newspapers and some newspaper-owned radio stations" to force newscasts off the air, W. L. Gleeson, president of KPRO Riverside, Calif., and of the Radio and Television Stores Inc., has written to J. Harold Ryan, president of the National Association of Broadcasters.

"This campaign," Mr. Gleeson continues, "is only the opening gun. Once they scare radio stations into giving in, the next move will be that there should be no sponsored news on the air." Making news programs unprofitable, the broadcaster believes, will cut down their number and give newspapers their former advantage in the information field.

"Let's not fail for it," he pleads. "It will lead in time to the greatest set-back in .. progress of radio and free speech ever to befal the American people. The Riverside station never uses middle commercials," he continued.

Howard columnist and Mutual commentator, also killed in the Pacific, took part in a Blue-ABC program.

In a story to his station last Friday Milton Chase, WLW Cincinnati correspondent on 1st Shima, said he was the last fellow-correspondent to see Ernie alive and talk to him. Ernie and Milt sat on a bluff watching landings on the beach. They talked of the horrors of mine fields—Ernie's greatest fear—of Albuquerque, his home. Milt left for headquarters ship to file copy. Ernie elected to remain. They shook hands and Ernie called out: "I'll see you guys in some other area."

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WOW CHALLENGES GOVERNMENT CONTENTION

OPPOSING a brief submitted by the Government to the Supreme Court in the case that the Nebraska Supreme Court decision on WOW Omaha be held in abeyance until settlement is arranged by the parties involved [Broadcasting, April 2] the station entered a plea of not having the Court's jurisdiction "unrealistic and worse than futile and is contrary to the basic character of the entire case".

Instead, the brief requests that the petition be resolved by a court of competent jurisdiction since it also sets aside the license and closes down an essential public service.

CBS MEASURES STATION EFFECTIVENESS

CBS last week distributed a listening area and circulation map which shows station eff- 

BMB GETS OFFICES;
CRITES ELECTED TO BOARD

LOWRY H. CRITES, media director of General Mills, has become a member of the BMB Board, replacing A. N. Halberstadt, media director, Procter & Gamble Co., as one of the ANA representatives on the board.

BMB executive committee on Friday signed a two-year lease for headquarters offices at 270 Park Ave., New York. Will take occupancy first week in May if remodeling is complete.

People

FCC CHAIRMAN PAUL A PORTER will speak on "Communications for Peace" Friday night at the annual birthday anniversary dinner in memory of Samuel Morse, given in Baltimore by the Morse Club of America. Mr. Porter will broadcast a quarter-hour version of his talk on NBC at 10:46 p.m.

DOROTHY PARSONS, radio timebuyer for Mitchell Faust Adv., Chicago, for last 10 years, leaves May 1 to join L. W. Ramsey, Chicago, in charge of radio production.

FLEETWOOD LAWTON, NBC commentator, has been awarded Asiatic-Pacific Service Ribbon in a personal letter of citation from Gen. Douglas MacArthur. He was cited for "magnificent service in the South Pacific with forces of this command", by General Mac-

MURRAY GRABHORN, assistant general sales manager, Blue-ABC, has been nominated for the presidency of the Radio Executives Club of New York. Also nominated for offices in the organization were Craig Lawrence, general manager Whip, vice-president; Helen Wood, station representative, secretary; Claude Barrere, WEF, treasurer.

EDMUND A. CHESTER, CBS director of Latin American relations, has received from the War Department, in recognition of "long service to Chile" as a newspaper and radio executive". Mr. Chester was one time AP bureau chief in Chile.

ELIAS I. GODOFSKY has resigned as pres- ident and general manager of WLIX New York and is to leave in a month. Marvin Berger, WLIX secretary, has been named acting manager. Mr. Godofsky is negotiating to purchase a station.

LT. COMDR. J. HARRISON HARTLEY, USNR, who was assistant special events di- rector of NBC before the war, has returned to this country from his post as CINCPAC Radio Public Relations Officer. He will be on duty as Officer-in-Charge, Radio Section, Navy Office of Public Relations, Washington.

DR. J. J. McCANN, Liberal member of Parl- iament for the Province of Newfoundland, chairman of the Parliamentary Committee on Broadcasting, has been named Minister of National War Services, under whose jurisdic-

M'DONALD BLAMES NETS

IN A TELEGRAM Friday to every Member of Congress Comdr. E. F. McDonald Jr., pres- ident of Zenith Radio Corp., Chicago, called for immediate Congressional action to pre- vent the FCC from moving FM upward in the spectrum. While Zenith considers its influence promptly to urge FCC to abide by the 7.1 preponderance of the technical evidence, the question ceases to be a technical one and be- comes an economic and institutional issue and I believe the networks will be successful in their efforts to delay their new competitor, FM," wired Comdr. McDonald.

HEAVY CONTRIBUTION

AMERICAN business supported the Govern- ment's wireless broadcast information cam- paigns by contributing $305,245,775 worth of advertising, the War Advertising Council esti- mated in a report on its third year of activity made Friday in New York. The figure repre- sented a 6% increase over the previous year's estimated total of $284,888,441 and marked a new high.

IT&T GROSS UP 50%

INTERNATIONAL Telephone & Telegraph Corp. and subsidiaries had gross earnings of $109,096,195 in 1943, a gain of more than 50% over the 1943 gross of $73,037,399. Company's net income was $7,808,745 in 1944, up 33% from the previous year's net of $5,664,396. Fed- eral Telep. & Radio Corp., manufacturing comp- any of IT&T, had sales of $90,788,199 in 1944, of which 95% was equipment for use by allied armed forces.

TWO-WAY FM

NEW YORK chapter of Associated Police Communications Officers, meeting in Schenec- tady, on Friday was given the first demon- stration of General Electric Co.'s two-way FM emergency radio equipment, operating on 156 mc with radiotelewriter multiplexed on the same carrier wave.

CLOSED CIRCUIT

SURVEY OF FARM service programming and activities of broadcast stations is being brought to completion by the War Food Adm., Agriculture Dept. Full data should be ready by May 1. It is understood the FCC has shown interest in the report and has requested a copy.

SPECULATION over whether the Newark Evening News will become operator of WBYN Brooklyn, which it has contracted to purchase, or WHOM Jersey City was heard last week. Gardner Cowles Jr., president of Cowles Broadcasting Co., said a number of proposals had been made for WHOM but no decision had been reached. If WHOM is sold it is pre- sumed that it will be for the same net price Cowles paid less than a year ago—$350,000, plus adjustments. The paper obviously could not acquire both outlets under the FCC's duopoly regulations.

OHIO TIME CHAOS

SEVERAL Ohio broadcasters who for two years have been alternately on Standard time by State law and on Eastern time by FCC order, have an option, return to Eastern War Times Sunday, April 29, necessitating almost statewide revi- sion of schedules. Eighteen cities returned to War Time April 1.

ASCAP RETURNS

GOV. DWIGHT GRISWOLD of Nebraska has signed a bill passed by the State Legislature repealing the anti-ASCAP law passed in 1937 and permitting ASCAP to resume operations in the state. Action taken last Thursday.
This Ad made an Industry out of "hush-hush!"

Listerine startled America in 1922 with "Often A Bridesmaid But Never A Bride"—featuring "halitosis". People were shocked by this frank discussion, of a "hush-hush" subject.

But drug and toiletries manufacturers rubbed their hands in satisfaction, for the door of public consciousness had been opened—and a new, prosperous industry moved in to stay!

*Created by Milton Feasley and Gordon Seagrave of Lambert & Feasley, Inc.

In the Distribution Decade,

Advertising Must Help Create Many New Industries

Advertising faces many responsibilities—and opportunities—in the Distribution Decade, after Victory. Among these will be the creation of new markets for new industries. And after these markets have been opened, Agency men must assume the task of accelerating Distribution.

For, after Victory, the Nation must not only produce, but sell 40% more than in 1940. Money, manpower, production facilities and materials will be plentiful. Distribution—making possible the speedy conversion of goods into dollars—will be the problem.

Just as all forward-looking Agency men are actively studying this problem, we are examining its application to the great 4-State market that is WLW-land. We'll have some interesting things to report to you when the time comes.
RCA Electron Microscope - a new tool for dentistry

Seen for the first time: the exquisite details of tooth canals! There are about 50 miles of canals in each human tooth! Yet never before could they be visualized so clearly for examination of their tiniest details.

Seen for the first time: entirely new tooth structures and surface irregularities, the very existence of which had until now been in doubt!

How seen? - through the RCA Electron Microscope, perfected at RCA Laboratories. This Electron Microscope - with useful magnification up to 100,000 diameters and more - is a new tool for dental science - and one that promises to lay open the innermost hidden secrets of tooth structure and composition.

Besides aiding dentistry, the RCA Electron Microscope is already serving 27 different fields of science and industry.

Such research, as resulted in the Electron Microscope, goes into all RCA products. When you buy an RCA radio or television receiver, or a Victrola - made exclusively by RCA Victor - you get the greatest satisfaction... enjoy a unique pride of ownership. For if it's an RCA, you can rest assured that it is one of the finest instruments of its kind that science has achieved.